Workshop Title:

Why Regional Case Studies Matter: The Path to Research and Development

Abstract:

Teaching case studies is widely recognized for its ability to engage students in the learning process, tell a compelling story, and communicate the complexity of executive decision-making. The case teaching method has long been a mainstay of business education. In recent years, its popularity has grown in conjunction with the emergence of new, case publishers and it's rebranding as Participant Centered Learning (PCL). While these advantages remain, advocates of the case teaching method have come to recognize its shortcomings. Shortcomings that include: a) a strong bias toward the problems of large established corporations, b) an emphasis on managerial development vs. entrepreneurial leadership, c) the endorsement of conventional thinking vs. innovative thinking and d) a too dominant North American centric focus.

The World Economy has grown for 52 out of the past 53 years. In real terms, most of this growth has been in the relatively rich economies of Europe and the Americas. Nonetheless, few would argue against the observation that modern business practices are helping speed growth in emerging markets and developing economies. The Asian region, for example, has grown much more rapidly than Europe or the Americas with its share of the worlds' real GDP growing from 16.8% in 1962 to 44.4% in 2014.

The purpose of this workshop is to help facilitate the economic growth and managerial sophistication in emerging markets and developing economies via the development of region specific cases studies. Region specific case studies are important because: a) local internal market development is replacing export driven growth strategies, b) culture matters, especially as regards the successful implementation of strategy and c) mature markets have much to learn from the emergent leadership practices of fast growing economies.

Presenter Biographies:

Dr. Paul Michael Swiercz is a Professor and Chair of the Department of Management at The George Washington University in Washington D.C. Dr. Swiercz has published more than 35 refereed research articles. His case studies on Home Depot and Delta Airlines appeared in six best-selling strategy textbooks and his case study -- Food Lion vs. the UFCW: Time for a Change? -- was selected for the Best Case Award by the Academy of Management. He presently serves as an outside reviewer and writer for cases published by the Harvard Business School Press as a member of the SAGE Business & Management Advisory Board. He developed the SWIF Learning technique (Student Written – Instructor Facilitated Case Writing) and co-developer of the Cognitive Intrusion of Work Scale (CIW). Dr. Swiercz is the founder and principal in the firm Executive Selection and Development International (ESDI) and developer of the workshop Strategic Business Thinking: A Skill Building Workshop for Competitive Thinkers.

Dr. Lara Jelenc is a Assistant Professor at Faculty of Economics, University of Rijeka, Croatia. Her PhD degree is from Faculty of Economics in Ljubljana, Slovenia. She was awarded a scholarship under the Junior Development Development Program in USA (Program of the Bureau of Educational and Cultural Affairs of the United States Department of State) at the George Washinton University, Washinton DC. Serves as editorial board of Qlife, a Croatian journal about science and art of leadership. Runs a project at the Univeristy of Rijeka on potential of strategic thinking (Strategic Thinking Potential). She finished training in executive coaching (The Practitioner Diploma in Executive Coaching by Academy of Executive Coaching, strategic thinking (Learning to Think Strategically and Exploring Strategic Thinking by the Sloan International), NLPt (Croatian-Austrian Training Center for NLPt). Serving as consultant in HE and NGO sector and volunteers in local community. Participated in TEMPUS project (2005), ERASMUS (2011) and CEEPUS (Slovakia 2013) exchange programs. Coocreated and current manager of the second generation of MBA program „Business Performance Management“ postgraduate program at the Faculty of Economics, University of Rijeka. Teaching by using case-study methodology (Harvard Business School case-study workshop, wrote a chapter on case-study based on classroom experience with students, published several case-studies), service-learning methodology (promoting methodology within University of Rijeka by web platform, video and manual based on seven years experience in implementing methodology), hybrid e-learning (scholarship for developing e-learning within University of Rijeka). Interested in strategic thinking and its develoment among managers and entrepreneurs.