

Case Study Presentation: Roundtable Analysis

by

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Abstract

This paper presentation session will follow a workshop format focusing on interaction from the participants. This is the standard format at case-based conferences.

When case studies are presented at case-based professional organization meetings (e.g., North American Case Research Association, Society for Case Research), they are generally discussed in a roundtable format. Specifically, the case presenter introduces the case and each roundtable participant, who has previously reviewed the case, provides constructive feedback. Generally, someone records the comments for the benefit of the case presenter.

This roundtable format has proven to be extremely valuable in the development of excellent case studies and teaching notes, as key components of the case and teaching notes are critically examined and analyzed. A more powerful case study suitable for publication consideration generally results from the roundtable session. It is important to engender this type of activity at CBFA conferences in order to better facilitate CBFA members writing business cases with a Christian worldview.

For the current presentation, several components from case studies previously submitted at case conferences will be distributed to audience members for discussion and analysis. The authors will attempt to highlight good and bad features of key components of case studies which will help members to improve their skills in developing case studies.

A pre-conference workshop on case studies will serve as an excellent feeder to this follow up roundtable session. A key objective from this presentation will be to encourage participants to become actively involved in case writing with the goal of publication in a special business cases with a Christian worldview edition of the Journal of Biblical Integration in Business.