

## 2021 CASE ANNUAL MEETING \* PROGRAM

Wednesday May 19, 2021	Thursday May 20, 2021	Friday, May 21, 2021
9:00 AM - 9:30 AM: <b>Welcome to CASE</b> <i>Miriam Weismann, CASE President</i> <i>Juliet Harrison, Emerald Publishing</i>	9:00 AM – 12:00 PM <b>Case Writing Hackathon</b> <i>Rebecca Morris, Editor The CASE Journal</i>	9:00 AM - 12:00 PM <b>Case Writing Hackathon</b> <i>Rebecca Morris, Editor The CASE Journal</i>
9:30 AM - 11:00 AM <b>Cases without a Complete Instructor's Manual</b> <i>Concurrent Sessions - Details below (p. 2/4)</i>		
11:00 AM - 12:30 PM <b>Cases with a Complete Instructor's Manual</b> <i>Concurrent Sessions - Details below (p. 3/4)</i>		
12:30 PM – 1:00 PM <b>Lunch Break</b>		
1:00 PM – 2:30 PM <b>Embryo Cases</b> <i>Concurrent Sessions - Details below (p. 4/4)</i>	1:00 PM - 2:00 PM <b>Case Association Business Meeting</b> (CASE Board Members only)	
2:30 PM - 3:15 PM <b>Emerald Cases Hub: Learning Resources for the Case Community</b> <i>Juliet Harrison, Emerald Publishing</i>		
03:15 PM – 03:30 PM <b>Break</b>		
3:30 PM - 4:30 PM <b>Award-Winning Case Writers (Panel)</b> <i>Heidi Bertels</i> <i>Steve Congden</i> <i>Margaret (Peggy) Naumes</i> <i>William (Bill) Naumes</i>		
4:30 - 5:30 PM <b>CASE Celebration Hour</b> (social/business meeting/ awards/recognition)	4:00 PM - 5:00 PM <b>Teaching with Cases Online</b> <i>Chris Ellis</i>	4:00 PM - 5:15 PM <b>Meet the Editors</b>

<b>CASES WITHOUT A COMPLETE INSTRUCTOR'S MANUAL</b>	
<b>WEDNESDAY, MAY 19, 2021 09:30 AM - 11:00 AM</b>	
<b>ROOM I (CASE)</b> <b>DISCUSSANT: Margaret (Peggy) Naumes</b>	<b>ROOM II (CASE)</b> <b>DISCUSSANT: Miriam Weismann:</b>
<b>Hallmark Channel, marketing, and the issue of inclusivity</b> <i>Anthony Furnelli, Westfield State University</i>	<b>The USA-Japan Rice Trade Negotiation in 2020</b> <i>Nicolas Dahan, California State University, Monterey Bay</i> <i>Marylou Shockley, California State University, Monterey Bay</i>
<b>The Case of Google</b> <i>Jamie Wampler, Millersville University of Pennsylvania</i> <i>Ankur Nandedkar, Millersville University of Pennsylvania</i>	<b>Country Fresh Bread - Navigating Business in a Red Ocean</b> <i>Olugbenga Adeyinka, Manhattanville College</i>
<b>Putting the 'Star' in Starbucks</b> <i>Brittany Wiker, Millersville University of Pennsylvania</i> <i>Ankur Nandedkar, Millersville University of Pennsylvania</i>	<b>Can JUUL 'make the switch' from addictive product marketer to public health crusader?</b> <i>Laura Blake, Nichols College</i> <i>Kyla Johnson, Nichols College</i>
<b>Analyzing Facebook's Human Resource Management Practices</b> <i>Navado Robinson, Millersville University of Pennsylvania</i> <i>Ankur Nandedkar, Millersville University of Pennsylvania</i>	

<b>CASES WITH A COMPLETE INSTRUCTOR'S MANUAL</b>	
<b>WEDNESDAY, MAY 19, 2021 11:00 AM - 12:30 PM</b>	
<b>ROOM I (CASE + IM ) DISCUSSANT: Steve Congden</b>	<b>ROOM II (CASE + IM ) DISCUSSANT: David Desplaces</b>
<p><b>Kinsip: Spirits, Maple Syrup, Hand Sanitizer</b>  <i>Nicole Bérubé, Royal Military College of Canada</i>  <i>Geoffrey Pond, Royal Military College of Canada</i></p>	<p><b>Using Integrated Marketing Communication Tools to Increase Viewership of a Television Program with Declining Ratings: The Walking Dead Marketing Case</b>  <i>Gregory Zerovnik, California State University, Monterey Bay</i></p>
<p><b>Tesla's Lithium-Ion Battery Dilemma</b>  <i>Patrick McHugh, Brown University School of Engineering</i>  <i>Marco Ma, Brown University School of Engineering</i></p>	<p><b>Make it Count! Johanne Turbide - Leadership and Engagement in the Service of Others</b>  <i>Melanie. A. Robinson, HEC Montréal</i>  <i>Pénélope Codello, HEC Montréal</i>  <i>Camille Carcel, HEC Montréal</i>  <i>Emmanuelle Fortin, HEC Montréal</i>  <i>Flavia-Alexandra Novac, HEC Montréal</i></p>
<p><b>May You Live in Interesting Times: The Case of BXL Zoute</b>  <i>Elizabeth A. McCrea, Seton Hall University</i>  <i>Heidi M. J. Bertels, Chazanoff School of Business, CUNY/CSI</i></p>	

<b>EMBRYO CASES</b>	
<b>WEDNESDAY, MAY 19, 2021 01:00 PM - 02:30 PM</b>	
<b>ROOM I (EMBRYO)</b> <b>DISCUSSANT: Heidi M. J. Bertels</b>	<b>ROOM II (EMBRYO)</b> <b>DISCUSSANT: William Naumes</b>
<b>Desert Control</b> <i>Elizabeth A. McCrea, Seton Hall University</i> <i>Gladys Torres-Baumgarten, Ramapo College of New Jersey</i> <i>Steven Lorenzet, Seton Hall University</i>	<b>Terminal Velocity or Terminal Condition? Organizational History and Current Status (Part A)</b> <i>Michele Yoder, York College of Pennsylvania</i>
<b>DEI on the Construction Site</b> <i>Gladys Torres-Baumgarten, Ramapo College of New Jersey</i> <i>Elizabeth A. McCrea, Seton Hall University</i>	<b>Banking on Work-Life Balance</b> <i>Megan Douglas, Missouri Southern State University</i> <i>Sarah Holtzen, Missouri Southern State University</i> <i>Katelyn Patterson, Pittsburg State University</i>
<b>What is the future of coffee drinks in China?</b> <i>Heidi M. J. Bertels, Chazanoff School of Business, CUNY/CSI</i> <i>David Desplaces, The Citadel</i>	<b>Asian Family Business Dilemmas - A Daughter's Perspective</b> <i>Amy Yamei Wang, The Hang Seng University of Hong Kong</i>
	<b>Barnes &amp; Noble Education Inc.: How to survive the pandemic and sustain its competitive advantage?</b> <i>Huy (David) Tran, Albright College</i>