



Call for Teaching Cases: The Case Journal

2020 Special Issue

Underrepresented perspectives: Black leaders in business

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Call for Cases:

Call for teaching cases which feature Black/African American women and men protagonists facing business decisions and challenges. Decisions/challenges faced may be in any of the following areas:

- Accounting
- Blockchain
- Cybersecurity
- Data Analytics/Big Data
- Entrepreneurship
- Ethics
- Finance/Financial Technology
- Management/Organizational Behavior
- Marketing
- Human Resources Management
- Strategy
- Sustainability



Submission deadline is Monday, October 14, 2019 by 11:59 PM EST.

Submissions may be made at <https://mc.manuscriptcentral.com/tcjnl>

Author guidelines may be found at: https://caseweb.org/pdf/Guidelines_for_authors_2017.pdf

New case writers and graduate students are encouraged to collaborate with mentors and experienced case writers to make submissions.

Rationale for Call:

Per the US Census Bureau (2015), Blacks/African Americans represent 13.3% of the US population. Yet, Black men and women are underrepresented in the business world; they account for only 4.7% of executive team members in the Fortune 100, they hold just 6.7% of the nation's 16.2 million management jobs in smaller firms, and they are underrepresented across the board in management, professional, and related fields.ⁱ According to Steven Rogers,ⁱⁱ less than 1 percent of the 10,000 case studies published by Harvard Business School feature black business leaders.

Teaching cases which capture the stories, voices, and experiences of Blacks in business can serve as role models and inspiration for students of color. For other students, these cases may help them become more effective in an increasingly diverse work world. There are many benefits of diverse, inclusive workplaces and what better place for students to learn about and experience those benefits than in a classroom using cases which include underrepresented voices. Including and valuing diverse perspectives can drive personal growth, learning, creativity and innovation, and ultimately economic growth.ⁱⁱⁱ

The CASE Journal:

TCJ is the official journal of The CASE Association and a leading, online, double-blind, peer-reviewed journal featuring factual teaching cases and case exercises spanning the full spectrum of business and management disciplines. The Journal publishes four volumes a year and has an acceptance rate of 30%. Cases published in TCJ are distributed directly to libraries and subscribers via Emerald Publishing and online through The CASE Association's publishing partners, including The Case Centre. If you would like to learn more about the Journal, please contact the editor, Rebecca Morris at Rmorris@westfield.ma.edu. If you have questions about the call or would like to discuss your ideas for a case, please contact Mary Foster at mary.foster@morgan.edu.

ⁱ US Bureau of Labor Statistics (2014), Report 1057; Office of Senator Bob Menendez (2014), Corporate Diversity Survey.

ⁱⁱ <https://news.harvard.edu/gazette/story/2017/05/course-focuses-on-case-studies-of-black-business-leaders/>

ⁱⁱⁱ Forbes Insights (2011), Global diversity and inclusion: Foster innovation through a diverse workforce; Fortune.com (2016), Why race and culture matter in the c-suite. Center for American Progress (2012), The top 10 economic facts of diversity in the workplace; ACE and AAUP (2000), Does diversity make a difference? Three research studies on diversity in college classrooms.