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Dear all,

We are delighted to announce our **Case Study Conference**, hosted by the **Middle East Technical University Department of Business Administration**, which will take place on **January 26–27, 2017**, on **METU campus**. Join us to get insights about the case method and its learning impacts, learn how to use case studies for teaching, and see how others who have participated in our earlier Case Study Teaching and Case Study Writing workshops have developed their case ideas for classroom use.

### Keynote Speeches



**Richard McCracken**

**The Case Centre**

*Global case study usage and challenges in the Turkish context*

**Martin Rodriguez Jugo**

**IE Business School**

*Multimedia Cases*



**Scott Andrews**

**Smart Partners/University of Worcester**

*Using your research to develop teaching case studies*

***The conference will be held in English.***

To join our conference please fill out the **registration form** at the link below. **Participation in the conference is free of charge.** A limited number of rooms are available for the conference at the METU guesthouse for early applicants.

***Please share this announcement with your colleagues!***

We hope to see you at our conference and wish you a happy new year!

**Apply Online:**

[https://metupsych.qualtrics.com/SE/?SID=SV\\_3QUWOagn4k17Swl](https://metupsych.qualtrics.com/SE/?SID=SV_3QUWOagn4k17Swl)





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Case Study Conference – **Preliminary Program**

*Developing Teaching Cases Together for Management Education*

January 26-27, 2017

METU Culture and Convention Center – Hall D

## 1<sup>st</sup> Day

### Registration

#### Welcome and Introductions

**Keynote Speech:** “Global case study usage and challenges in the Turkish context”—Richard McCracken (Case Centre) & Dr. Scott Andrews (University of Worcester/SMART Partners)

#### Session 1 Case Presentations

**Keynote Speech:** “Using your research to develop teaching case studies”—Dr. Scott Andrews (University of Worcester/SMART Partners)

Lunch

#### Session 2 Case Presentations

Welcome Reception



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## 2nd Day

### Session 3 Case Presentations

**Keynote Speech:** "Multimedia Cases"—Martin Rodriguez Jugo (IE Madrid)

**Closing**



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