**Case Study Conference**

***Developing Teaching Cases Together for Management Education***

**January 26-27, 2017**

**METU Culture and Convention Center – Hall D**

### 1st Day

**Registration**

**9:30-10:30 Welcome and Introductions**

Introductions—Prof. Dr. S. Nazlı Wasti (Department of Business Administration, METU)

Prof. Dr. Gülser Köksal (Assistant to the President, METU)

Prof. Dr. Özlem Özdemir (Dean of the Faculty of Economic and Administrative Sciences, METU)

Prof. Dr. Nuray Güner (Chair of the Department of Business Administration, METU)

Representative of Akbank

Hande Didem Altop (Endeavor Turkey)

**10:30-11:30 Keynote Speech:** ***“***Global case study usage and challenges in the Turkish context**”**—Richard McCracken (Case Centre) & Dr. Scott Andrews (University of Worcester/SMART Partners)

**11:30-11:45 Coffee Break**

**11:45-13:00 Session 1**

Session Chair: Tao Yue, Erasmus University, Rotterdam School of Management, Case Development Centre

Case Discussion 1 İffet Kesimli—*Ethical Dilemmas in Financial Reporting*

Case Discussion 2 Adil Oran—*Dürme Restaurant*

Case Discussion 3 Aslı Kurul Türkmen, Utku Tuncay—*Armut.com*

Wrapup comments

**13:00-14:00 Lunch**

**14:00-15:00 Keynote Speech:** ***“***Using your research to develop teaching case studies”—Dr. Scott Andrews (University of Worcester/SMART Partners)

**15:00-15:15 Coffee Break**

**15:15-16:30 Session 2**

Session Chair: Assoc. Prof. Dr. Adil Oran, METU, Department of Business Administration

Case Discussion 1 Esra Dil—*İskender Kebap*

Case Discussion 2 Aslı Kurul Türkmen, Utku Tuncay—*Baydöner*

Case Discussion 3 Ahmet Rasim Demirtaş—*Neptune Engineering*

Wrapup comments

**Welcome Reception**

**2nd Day**

**9:30-10.45 Session 3**

Session Chair: Dr. Bas Koene, Erasmus University, Rotterdam School of Management

Case Discussion 1 Filiz Mumcu—*ICT Integration in Schools*

Case Discussion 2 Ayşe Kaplan—*Blue & Green Design Company*

Wrapup comments

**10:45-11:00 Coffee Break**

**11.00-12:00 Keynote Speech:** “Multimedia Cases”—Martin Rodriguez Jugo (IE Madrid) (Conference call)

**Certificates of Attendance and Closing Remarks**