

**Case Study Peer Review Workshop**  
Blagoveschensk, Russia  
March 19-22, 2007

**Goals and Objectives:**

- 1) Familiarize Russian Far East (RFE) Business faculty who have already participated in case-writing training with the process of academic peer review.
- 2) Review cases and practice peer review skills.
- 3) Develop a plan for creating an RFE Association of Case Developers.
- 4) Publish, in Russian, a collection of cases based on RFE companies authored by RFE faculty.
- 5) Select cases for submission to U.S. professional journals (in English).

**Instructor:** Rashmi Prasad, Assistant Professor of Business Administration, College of Business and Public Policy, University of Alaska Anchorage. Dr. Prasad serves as an Academic Referee for the Journal of Managerial Issues, the Academy of Management Proceedings, the Southwest Case Research Association, and the Society for Case Research. He is a member of the following Academic Societies: Academy of Management, Southwest Case Research Association, International Academy of Business Disciplines, and Society for Case Research.

**Outcomes:**

The workshop was certainly a success. Dr. Prasad organized carefully structured sessions ensuring concrete outcomes. He provided numerous materials and references about case writing and the peer review process. His utmost patience, organization, and tact made this workshop not only a very informative and useful one for all of the participants, but also a very pleasant and positive experience.

All 15 participants presented cases for a total of 10 cases (some were co-authored). All peer revisions were to be completed by April 15, 2007. After a final reading by Dr. Prasad, the cases will be submitted for publication to a Blagoveschensk publishing house. It would not be reasonable to expect an immediate “mass conversion” of Russian faculty to case writing and academic review practices, but this successful workshop was an important step towards applying the case study approach in teaching and research even more extensively in the future; and towards creating a good understanding of the process and value of academic peer review, which participants will be able to use in the future and share with their colleagues.

The workshop proved to be, yet again, a valuable networking opportunity for RFE faculty. Many participants commented that they continued dialogue with their colleagues on implementation of projects after the program in Anchorage. They have discussed upcoming conferences in their cities and universities and have invited their colleagues to participate; and were able exchange data for on-going research projects that were invaluable and very hard to find through libraries and other formal channels.

Immediately after a participant mentioned the plans for the Case Study Association to the rector of her home University, the Khabarovsk State Academy of Economics and Law, the rector committed to hosting the coordination of Khabarovsk efforts and providing computers, staff time, and space necessary to actively develop the Association for the first year. Next year, another Khabarovsk University will host the Association; most likely Khabarovsk State technical University. When discussing the management, functions, and funding of the Association, participants were optimistic that the Association could exist without outside funding. Particularly in the groups in which most participants were ARC alumni, participants were thinking long-term, focusing on small steps in the beginning, using existing resources and similar organization as a foundation, and having very achievable goals.

Of the 15 participants, six were alumni of ARC's U.S.-based MBA Faculty training program. The rest were generally familiar with the case method in teaching business, read cases before, but have not received training in case writing. The difference in attitude and response was distinct. ARC's program alumni had better structure for their cases and Instructor's Manuals; they gave more emphasis to the story of the case; and aligned goals and objectives better with the narrative. They also tended to welcome criticism and suggestions of their peers and U.S. colleagues.

The faculty who participated in ARC training in Alaska and Blagoveschensk are very enthusiastic to support similar events in the future. They trust in the quality, see the value, and can now recommend these trainings to their Universities' leadership.