

**World Association For Case Method Research & Case Method Application**

# WACRA

## ACADEMY FOR CREATIVE TEACHING

### **"Effective Interactive Teaching"**

Case Teaching and Writing, Continuing Education and Distance Learning

**Sixteenth International Conference**

**ACT 16**

**THE RADISSON BLU HOTEL**

**PARIS, FRANCE**

**January 3-7 2014**



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# **ACT 16**

**Academy for Creative Teaching**

**Sixteenth International Conference Program**

**January 3-7, 2014**

**Conference Site:**

**Paris, France**

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### About WACRA

Founded in 1984, WACRA® evolved from contacts between professors, researchers, policy-makers, professionals and business executives into a worldwide, interdisciplinary organization of professionals and academics from fifty countries. The organization's objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

WACRA® organizes forums, symposia, workshops, training sessions, and conferences, including an annual international meeting at which participants have the opportunity to exchange ideas, present their research, and share the results of case writing and case method applications. Previous conference sites have included Lausanne, Switzerland; London, UK; Enschede, Netherlands; Boston, U.S.A., Berlin, Germany; Limerick, Ireland; Bratislava, Slovakia & Vienna Austria; Montreal, Canada; Leysin, Switzerland; Warsaw, Poland, Edinburgh, Scotland, Marseille, France, Caceres, Spain, Budapest, Hungary, Lund, Sweden, Mannheim, Germany, Bordeaux, France, Buenos Aires, Argentina, Brisbane, Australia, Guadalajara, Mexico, Edinburgh, Scotland, Vancouver, Canada, Barranquilla, Colombia, Dublin, Ireland, Stockholm, Sweden and Berlin, Germany. The 31st International Conference will be held in Istanbul at the Istanbul Marriott Asia Hotel, July 5-10, 2014,

Membership is open to all individuals & organizations wishing to advance the objectives of the association. As a member you receive the WACRA NEWSletter, substantial discounts on WACRA publications, preferential rates at all WACRA® sponsored meetings, notices of all meetings and calls for papers. You can receive training and assistance in case writing. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interactive methods on a truly international scale.

Since 1998, WACRA® and ACT - The Academy for Creative Teaching - cooperate in a series of winter conferences on Creative Teaching. The first seven ACT conferences were held in Lucerne, Switzerland and in Vienna, Austria. The eighth ACT conference was held in San Juan, Puerto Rico, the ninth and tenth ACT conferences were held in Italy, ACT 11 was held in Munich, Germany, ACT 12 took place in Sedona, Arizona, U.S.A, ACT 13 was held in Cologne, Germany, ACT 14 was held in Seville, Spain, and ACT 15 was held in Casablanca, Morocco. The ACT 16 - Creative Teaching Conference is scheduled for January 3-7, 2014 in Paris, France. Please visit the WACRA® homepage <http://www.wacra.org> for details and dates on other activities and future conferences.

For more information on WACRA® write to:

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**SIXTEENTH INTERNATIONAL WACRA®  
CONFERENCE PROCEEDINGS**

**The Academy for Creative Teaching  
Case Teaching and Writing, Continuing Education and Distance Learning**

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