

Academy of Management Critical Management Studies Division
Annual Conference, August 4 – 8 2017, Atlanta, Georgia, USA

“DARK SIDE XVI”

CASE WRITING COMPETITION

Deadline for Submissions: **January 10, 2017, 5:00 p.m. ET (New York time)** via the online AOM submission system (the submission system opens **mid-November, 2016**).

The **Critical Management Studies (CMS) Division of the Academy of Management (AOM)** is pleased to sponsor the Dark Side XVI Case-Writing Competition. Now in its sixteenth year, the Dark Side Case Competition is designed to encourage and acknowledge the development of cases that provoke reflection and debate on the "dark side" of contemporary organizations. Unlike mainstream cases, critical cases constitute a fundamental challenge and radical alternative to mainstream corporate and management conceptual frames, mental models, values, paradigms, practices, processes and systems. The competition is sponsored by the **Sobey School of Business PhD programme, St Mary's University of Halifax NS, Canada** that will award the best case with a \$500 cash prize (to share between co-authors).

RATIONALE:

Business and management school case libraries are almost exclusively devoted to "best-practice" cases profiling business decisions faced by what are generally considered to be well-managed firms. The cupboard is relatively bare when instructors look for cases on the more typical, merely average firm, or on really scandalously bad practices, or on the sometimes bad consequences of much-praised practices. We challenge this "bright side" bias for several reasons:

- “Dark side” cases can tell us a great deal about weaknesses of the broader system of business and of our society;

- There are a large number of organizations that do very well for one set of stakeholders (e.g., owners) at great expense to other stakeholders (e.g., workers or local communities); and
- Our students deserve materials that prompt them to think through the scope of feasible and appropriate action if they happen to find themselves confronted with such practices.

Contrary to dominant pedagogical and case writing imperatives, critical management scholars believe that teaching cases should provide a dimension of critical evaluation of business practices through the exploration of a wide range of perspectives that extend beyond the views and interest of management and ownership, and beyond the isolated goal of profit generation. Critical cases are an opportunity for students to challenge and improve upon mainstream objectives of contemporary capitalism rather than just reproduce them.

TOPICS & CRITERIA:

Submissions to the Dark Side Case Competition are invited from faculty, students, those working in industry, activists, or anyone else who has experience or research to write up. We are looking for **teaching cases** – not research papers about case studies or otherwise. Our goal is to encourage the development of first-rate classroom materials that generate discussion around “dark side” issues in the context of contemporary capitalism. Results of the previous years of the competition are posted at the CMS website (<http://cms.aom.org/awards-and-competitions/dark-side-case-writing-competition/>).

We encourage submissions **examining a range of organizational and social issues** including, but not limited to:

- *Cases focused on labor relations* – instructors in this area are especially eager to see cases that raise issues about the difficulties workers encounter in organizing unions and otherwise expressing voice at work.

- *Cases focused on environmentally harmful practices* – we need to understand better the factors that entice firms to pollute, and how these conditions might be changed.
- *Cases that explore issues of gender, race and class, and the deep structures of power* that marginalize, oppress and silence individuals and groups
- *Cases that articulate real-world effects of the assumptions, values, and theoretical and organizational systems of our current capitalist paradigm and offer alternative ways of seeing and being* (for example, based on indigenous, spiritual, human rights, or other perspectives)
- *Cases that examine the paradox of technology* as an element of our environment that enables and constrains individuals
- *Cases that address aspects of the current year's AOM overall theme are particularly welcome.* In 2017, the AOM's theme of "At the Interface" can be particularly relevant for those with a critical perspective. For more on the theme see: <http://aom.org/annualmeeting/theme/>.

We would like also to encourage participants to use innovative formats in their cases, such as role play, videos etc.

The award selection criteria include:

- The use of a critical perspective which provides an alternative to mainstream management analyses;
- The importance, from a critical perspective, of the issues raised;
- The quality of the underlying research: we encourage solid background research consistent with the nature and purpose of the case;
- The quality of the presentation (including clarity of the writing; organization, appropriate use of exhibits, tables appendices etc);
- The originality of the pedagogical supports (videos for example);
- The utility of the accompanying teaching note (guidelines follow);

If cases have previously been presented in a public forum such as online case collections, submission should list these fora and provide a link to any online resource. While we believe that cases are different from scholarly papers and benefit from development through iteration, we are looking for innovation in both content and approach.

All submissions should include **a teaching note**, which should include:

- A synopsis of the case;
- A statement describing how/why the case is a critical case;
- A brief description of the research behind the case;
- Suggested courses including course level (undergrad/grad) and course type (policy, OB, OT, MIS, Labor Relations, etc.);
- A clear connection to a critical theoretical framework and a strong academic literature to analyze the case;
- Guide questions that make explicit the issues raised by the case and the importance of these issues from a critical perspective; suggested answers should be included and the answers to the guide questions should draw out managerial and organizational implications of the situation and of the recommended plan(s) of action as well as generating some discussion on how the case relates to relevant theories;
- A suggested teaching plan (issues and time allocation/issue);
- Reference list of related readings;
- A case update, if available.

Please note that the “best case award” will go to the best case study – not to the worst offender!

SUBMISSION & REVIEWING INFORMATION:

In order for the finalists to have their names in the printed program, the submission system has been integrated with the AOM conference submission system. The

Dark Side Competition forms part of the CMS Division's Scholarly Program. Participants should **submit** their case **as a 'PAPER'** via the **AOM submission system**, and the first three words of the **paper title should be 'DARK SIDE CASE:'** – followed by the title of the case study. The authors should also **include Dark Side Case as KEYWORD** in the submission system.

Please DO NOT include any identifying information and contact details on the case pdf file to be submitted in the system.

Please, as a security, **also email your submission to the organizers** Jonathan Murphy and Fernanda Sauerbronn to darksidecase2017@gmail.com, in a Microsoft Word file.

Entries to the competition will be reviewed by an international panel of reviewers and based on the reviews, the competition organizers will select 3 - 5 finalists, to be presented at the AOM Meeting in Atlanta. Entries to the competition will be judged entirely on the *written* material provided by authors.

Authors of these best cases will present them at the Dark Side Case Symposium in the 2017 CMS Division's main scholarly program in Atlanta, USA. The presentations at the Symposium session will not form part of the competition process but will allow the case writers the opportunity to discuss, refine and develop their cases.. Finalists will also be asked to briefly present their cases at the CMS Business Meeting during AoM 2017. From the finalists, 1 entry will be selected for the "best case award". The author(s) of the winning case will receive a plaque and US\$500, and the other finalists will receive a certificate.

Please be aware that **submitting a case to the competition constitutes a COMMITMENT THAT YOU WILL ATTEND AOM 2017 CONFERENCE to present the case at the Dark Side Session in Atlanta AND that such participation will not violate the rule of 3+3 in the event.**

Inquiries should be addressed to the competition organizers Jonathan Murphy and Fernanda Sauerbronn at darksidecase2017@gmail.com.