

Outreach Scholar's Academy

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1. **PROJECT TITLE:** "Let's Make Wine: Where Do We Go From Here?"
2. **PROJECT DESCRIPTION:** A follow-up case study on the next phase of a new retail concept based on a case that was published in the North American Case Research Association's (NACRA) journal in 2006.
3. **BACKGROUND INFORMATION:** Three years ago, I was elected to be a member of the Educational Foundation Board and the Research Committee of the International Franchise Association (IFA). The IFA has identified case studies as a primary research vehicle of interest to its members. Such studies would be made available not only to academicians through the NACRA Journal, but also through the IFA educational network. The IFA is the largest international trade association representing franchisees, franchisors and suppliers. Franchising contributes close to 10% of America's GDP and creates employment (direct and indirect) for 18.4 million people nationwide.

4. **PROJECT DETAILS:**

Goals and Objectives – To conduct and publish research that is relevant not only to the academic world, but also to the business world.

Target Population/Audience – The two primary target populations for the proposed case study are (a) universities that offer business courses in entrepreneurship, marketing, strategy management and/or franchising, and (b) professional certification courses offered by the IFA.

Evidence of External Collaboration – The IFA endorses the research of the Rosenberg International Center of Franchising (RICF), of which I am the Director. Furthermore, the RICF has collaborated with the IFA in the development of franchise case studies, the quarterly publication of the Fran 50 Index and Report, the development of the world's first franchise-specific online research Bibliography & Database (in cooperation with EBSCO), and the publication of research reports in the IFA's trade journal, *Franchise World*. The RICF also periodically presents its research findings to the IFA.

It is suggested that the proposed new case study, “Let’s Make Wine: Where Do We Go from Here?”, will be based on field interviews with entrepreneur and owner, Annie Rosenberg (wife of Bill Rosenberg, founder of Dunkin’ Donuts). This case study follows up on the first case study that detailed the launch of a new business concept based on the making of customized wine on property by the clients of the store.

It is intended that the follow up case study will detail the proposed expansion plans for the customer wine-making concept. The first case was published in the NACRA Journal, which emphasizes decision-focused cases drawn from research in real organizations. According to the NACRA Journal: “The decision focus and linkage to concepts and theories are what set our cases apart from ‘descriptive ‘ cases and from good newspaper or magazine articles.” (NACRA Case Research Journal, Vol. 25, Issue 1, Winter 2005, Introduction)

Expected Impact – It is anticipated that this case will be published in the NACRA Journal and will be used in the above-referenced university class settings. In addition, it is anticipated that the case will be used in the IFA’s Professional Certification courses. The Institute for Certified Franchise Executives (ICFE) of the IFA offers a wide range of continuing education programs for professional development. The mission of the IFA’s certification program is to enhance the professionalism of franchising by certifying the highest standards of quality training and education. Meeting the requirements of the program and completing the course of study leads to the Certified Franchise Executive™ (CFE) designation (Feb 5, 2007, <http://www.franchise.org/certification.aspx>)

Scholarly Connection – Although case studies originated in the fields of medicine and law, they have now been established as a core component of connecting theory with practice in all leading business schools.

Pioneered by Harvard Business School (HBS) faculty in the 1920s, the case method began as a way of importing slices of business reality into the classroom in order to breathe life and instill greater meaning into the lessons of management education. Today, although HBS also makes use of lectures, simulations, fieldwork, and other forms of teaching as appropriate, more than 80 percent of HBS classes are built on the case method (Feb 5, 2007, <http://www.hbs.edu/case/index.html>)

NACRA is the leading peer-reviewed academic case journal with an 11-13% acceptance rate. All NACRA cases include a comprehensive Instructor’s Manual in which authors identify associated readings or theoretical material that instructors might draw on to relate the case to their field or to the course. NACRA also holds an annual academic conference (<http://nacra.net/nacra/>).

5. EVALUATION PLAN: The development of the proposed case study involves a number of specific steps.

- Phase One: seek approval from the entrepreneur and owner, Annie Rosenberg, for publication of the proposed case
- Phase Two: selection of inter-disciplinary co-author(s)
- Phase Three: development of a decision-focused research agenda and case outline including the objectives of the case, and the relevant theories and support materials needed to frame the case
- Phase Four: conduct field interviews with Annie Rosenberg
- Phase Five: transcribe interviews and write case
- Phase Six: research and write-up Instructor's Manual
- Phase Seven: submit case for presentation at annual NACRA conference
- Phase Eight: submit case for publication in the NACRA Journal