PMI® is pleased to announce the launch of its 2015 Case Writing Competition

GOAL OF THE COMPETITION:

PMI has a strong commitment to advancing good project management curricula for both undergraduate and graduate programs. To that end, this competition aims to generate teachable cases and instructors’ manuals relevant to the management of temporary organizations with similar dimensions to permanent organizations for use in the ongoing improvement of project management programs.

THEME:

Disaster Relief—Planned but Unexpected

A disaster is an event, either natural or manmade, that results in heavy loss of life, property and environmental damage with negative economic and social impacts. Disasters do not recognize or respect national geographic boundaries. We all know they are coming; we just do not know when they will arrive or how much damage, disruption, pain, and suffering they will inflict.

In the past decade, we have experienced an horrific list of natural disasters, including hurricanes (Super Storm Sandy 2012, northeast US; Hurricane Katrina, 2005, Louisiana; Hurricane Charley, 2004, Florida), tornados (335+ tornados in the southeast US, 2011), tsunamis (2009, American Samoa; 2007, Solomon Islands; 2005, Thailand), earthquakes (2011, Japan; 2010, Haiti; 2004, Indonesia; 2011, New Zealand; 2009, Italy), droughts (2010, China), volcanoes (2007/8, Colombia; 2010, Iceland), blizzards, extreme cold, extreme heat, extreme weather of all kinds…the tragic litany can go on and on.

There is an equally appalling list of manmade disasters during the same time period, including hazardous materials (Deepwater Horizon BP oil spill, 2006); nuclear power plant emergencies (Fukishima, Japan, 2011); fires (Dhaka Tasreen Fashions, Bangladesh, 2012); chemical threat and biological weapons (Hungary, toxic sludge, 2010); cyber attacks (viruses, worms, Trojan horses); explosions (Texas City Refinery Explosion, 2005); mine disasters (2010, West Virginia; 2010, New Zealand; 2014, Turkey; 2010, Chile), and more.

One role of the project manager is to prepare for the occurrence of natural and manmade disasters so as to make relief efforts more effective and efficient. Project managers also head the often multiple, simultaneously occurring projects, collectively referred to in the media as “relief efforts” (e.g., temporary hospitals, water supply, etc.). They do this through the establishment of temporary organizations that plan, design, coordinate, and implement projects over the short term. Governmental agencies and NGOs often lead recovery efforts, but they are not the only organizers of disaster relief.
POTENTIAL TOPIC AREAS:
Cases may be focused specifically on any areas or combination of areas of disaster relief including, but not limited to:

- Risk management
- The role of NGOs
- Change management
- Leadership
- Human resource management
- Strategy
- Planning
- Project estimation
- Virtual and/or distributed teams
- Global projects
- Complexity
- Ethics and professionalism
- Stakeholder management

PRIZES:

- 1st place: US$3,000
- 2nd place: US$2,000
- 3rd place: US$1,000

Prizes will be awarded at the 2015 PMI North American Congress to be held in October in Orlando, FL. Case authors agree that if their case is one of the three finalists, a representative of their writing team will be present at the awards ceremony. Conference registration will be provided for finalists.

Subject to successful peer review, winning cases will be recommended for publication through PMI.

KEY DATES:

- 1 April 2015 Early submission date for language review, if desired (See Stage 1 Review, below, for more information)
- 1 May 2015 Cases and IMs due
- 29 June 2015 Top three finalists identified and notified
- 15 August 2015 Final decision on rankings
- 25 October 2015 Prizes awarded

WHO MAY APPLY:
Submission of cases and IMs are invited from academics, practitioners, or academic/practitioner teams.

HOW TO APPLY:
Cases, IMs, and Submission Forms may be submitted to teachingcase@pmi.org no later than 1 May 2015. For more information, visit pmi.org/teachingcase.
CASE SUBMISSION CRITERIA:

All submissions must:

- Contain no identifying information about authors or their affiliated organization or university.
- Must include a Submission Form labeled, “Title Page.”
- Be previously unpublished
- Be written in English
- Be true and factual. The company may be disguised and the characters may have their names changed for confidentiality, but all situations must be accurate. Disguises must be disclosed on page 1 in a footnote. Fictionalized cases will be disqualified. (see FAQ for complete descriptions of a case and IM)
- Be submitted in .doc or .docx format in 12 pt Times Roman font, single spaced with 1” margins. No .pdf files will be reviewed.
- Be written in the past tense throughout (except in direct quotation)
- Be no longer than 5,000 words, excluding exhibits and Instructor’s Manual
- Include either a decision focus or an analytical focus
- Cases may be based either on secondary sources (publicly available data and documentation, including news articles, court materials, YouTube videos, and others) or on primary (field) research. If based on primary research, include a release from the company or organization (see sample provided). If based on secondary research, no release is needed.
- Incorporate the following components (the sections should not be subtitled with these generic headings):
  - An opening hook that generates interest and foreshadows the key problem
  - Company/organization story or history
  - Industry background
  - Key characters should be fully described
  - Complete description of the situation or problem
  - Additional information as relevant
  - Exhibits or appendices
- Include an Instructor’s Manual (see FAQ)
- Be accompanied by the relevant submission forms, including a release to publish for PMI.

INSTRUCTOR’S MANUAL SUBMISSION CRITERIA:

Note that the IM must be submitted as a separate document. All IMs must include the following elements:

- Abstract (150 word maximum)
- Intended audience/placement/course
- Learning objectives (not teaching objectives)
- List of discussion questions that relate to the learning objectives
- Recommended teaching strategies
- Literature review or theory review
- Answers to discussion questions
- Epilogue
- References, if relevant
JUDGING CRITERIA:

Cases and Instructor’s Manuals will be judged by a team of expert case referees, selected for their demonstrated skill in case writing and evaluation, as well as their interest in and familiarity with project management. As this is a double blind review process, judges’ names will not be publicized prior to the announcement of the winning cases.

Submissions will be evaluated in a three-stage process as follows:

- **Stage 1:** Cases and IMs will be checked for adherence to all submission criteria and inclusion of required forms, signatures, and releases. In order to encourage case submissions from international authors, a special "early deadline" is provided under "Key Dates" for international authors who would benefit from the opportunity to resubmit based on the quality of English writing after an initial review.

- **Stage 2:** Judges will evaluate cases based on the following weighted criteria:
  
  - **Case:** 50% of the score
    
    | POINTS | CRITERION |
    |--------|-----------|
    | 5      | Currency or relevance of content |
    | 10     | Quality (depth) of research |
    | 10     | Adherence to case conventions, as described in the FAQ |
    | 15     | Potential usefulness in the classroom (engaging and readable) |
    | 10     | Quality of English writing and writing style |

  - **IM:** 50% of the score
    
    | POINTS | CRITERION |
    |--------|-----------|
    | 15     | Addresses all elements of the IM per FAQ |
    | 10     | Depth of analysis provided |
    | 10     | Clarity of learning objectives |
    | 10     | Completeness and quality of answers to DQs |
    | 5      | Contribution to the field as instructional value |

- **Stage 3:** Finalist cases will be ranked based on the preceding bulleted items and narrative commentary provided by the judges.