

## UNO MBA's Research Case Requirement

Each UNO MBA student researches and analyzes a company of his/her choice across several classes in the program. A requirement for a UNO MBA degree is a written case study about the company. The best cases are submitted to *North American Case Research Association* to compete for the opportunity to be presented at NACRA's annual meeting. Listed below are awards, publications and presentations that have been achieved by UNO MBA students since the case requirement was adopted in 2001.

### MBA CASE AWARDS, PUBLICATIONS AND PRESENTATIONS

#### Awards and Recognitions

Morozov, B.(MBA 2004) and Morris, R.J.\*, (2004). Kodak at a Crossroad: The Transition from Film-Based to Digital Photography, recognized as the **2004 Outstanding Student-Authored Case Award, Second Place**, North American Case Research Association Annual Meeting, Sedona, Arizona, October 9, 2004.

Smith Shull, S. (MBA 2003) and Morris, R.J., (2003). GlaxoSmith Kline's Retaliation Against Cross-Border Sales of Prescription Drugs, received the **2003 Outstanding Student-Authored Case Award**, North American Case Research Association Annual Meeting, Tampa, Florida, November 8, 2003.

#### Refereed Journal Articles

Smith Shull, S. (MBA 2003) and Morris, R.J., (Winter, 2003/2004). GlaxoSmith Kline's Retaliation Against Cross-Border Sales of Prescription Drugs, Business Case Journal, 11(2), 32-55.

#### Cases In Revision for Submission to Journals

Handke, L. (MBA 2005) and Morris, R.J., (2005). Pfizer's Dilemma With Celebrex and Bextra, to be submitted to the Business Case Journal.

Langenfeld, B.(MBA 2005) and Morris, R.J., (2005). Kraft Foods in the Era of the Category Killer, to be submitted to the Business Case Journal.

#### Cases Published in Textbooks

Langenfeld, B.K. (MBA 2005) and Morris, R.J. (2008). Kraft Foods in the Era of the Category Killer, Strategic Management: Theory and Practice, (John Parnell), Cengage Learning.

Morozov, B.(MBA 2004) and Morris, R.J., (2008). Kodak at a Crossroad: The Transition from Film-Based to Digital Photography, Strategic Management: Theory and Practice, (John Parnell), Cengage Learning.

Morozov, B. (MBA 2004) and Morris, R.J., (2006). Kodak at a Crossroad: The Transition from Film-Based to Digital Photography, Strategy: Winning in the Marketplace, (A. Thompson, J. Gamble and A.J. Strickland), Irwin-McGraw Hill.

Morozov, B.(MBA 2004) and Morris, R.J., (May, 2006). Kodak at a Crossroad: The Transition from Film-Based to Digital Photography, Crafting and Executing Strategy, (A. Thompson, J. Gamble and A.J. Strickland), Irwin-McGraw Hill.

Morozov, B.(MBA 2004) and Morris, R.J., (May, 2006). Kodak at a Crossroad: The Transition from Film-Based to Digital Photography, Strategic Management Theory and Practice, (J. Parnell), Atomic Dog Publishing.

Smith Shull, S. (MBA 2003) and Morris, R.J., (2006). GlaxoSmith Kline's Retaliation Against Cross-Border Sales of Prescription Drugs, in Strategy: Winning in the Marketplace, (A. Thompson, J. Gamble and A.J. Strickland), Irwin-McGraw Hill.

Smith Shull, S. (MBA 2003) and Morris, R.J., (2006). GlaxoSmith Kline's Retaliation Against Cross-Border Sales of Prescription Drugs, Strategic Management and Business Policy, (Thomas L. Wheelen and J. David Hunger), Prentice Hall.

### **Published Proceedings**

Handke, L. (MBA 2005) and Morris, R.J., (2005). Pfizer's Dilemma With Celebrex and Bextra, Proceedings of the North American Case Research Association Annual Meeting.

Langenfeld, B.(MBA 2005) and Morris, R.J., (2005). Kraft Foods in the Era of the Category Killer, Proceedings of the North American Case Research Association Annual Meeting.

Morris, R.J. , O'Hara, M., Kaczmarek, L. and Morozov, B. (MBA 2004) (2004). Case Writing as an Integrating Mechanism in an MBA Program, Proceedings of the North American Case Research Association Annual Meeting.

Morozov, B.(MBA 2004) and Morris, R.J., (2004). Kodak at a Crossroad: The Transition from Film-Based to Digital Photography, Proceedings of the North American Case Research Association Annual Meeting.

Smith Shull, S. (MBA 2003) and Morris, R.J., (2003). GlaxoSmith Kline's Retaliation Against Cross-Border Sales of Prescription Drugs, Proceedings of the North American Case Research Association Annual Meeting.

Addison, R. (MBA 2003), Mitenko, G. and Morris, R.J., (2003). New Direction for Cisco Systems, Proceedings of the North American Case Research Association Annual Meeting.

### **Cases Presented at Conferences**

Terhaar, J.N. (MBA 2008) and Morris, R.J., (2008). Kellogg's: Marketing to Children , North American Case Research Association Annual Meeting, Durham, New Hampshire, October 30-November 1.

Bode, B. (MBA 2007) and Morris, R.J., (2007). What's Next for AT&T?, North American Case Research Association Annual Meeting, Keystone, Colorado, October 18-20.

Williams, N.A. (MBA 2007) and Morris, R.J. (2007). Midwest Airlines, North American Case Research Association Annual Meeting, Keystone, Colorado, October 18-20.

Handke, L. (MBA 2005) and Morris, R.J., (2005). Pfizer's Dilemma With Celebrex and Bextra, North American Case Research Association Annual Meeting, North Falmouth, Massachusetts, October 27-29.

Langenfeld, B.(MBA 2005) and Morris, R.J., (2005). Kraft Foods in the Era of the Category Killer, North American Case Research Association Annual Meeting, North Falmouth, Massachusetts, October 27-29.

Morozov, B. (MBA 2004) and Morris, R.J., (2004). Kodak at a Crossroad: The Transition from Film-Based to Digital Photography, North American Case Research Association Annual Meeting, Sedona, Arizona, October 6-9.

Olson, P. (MBA 2004) and Morris, R.J., (2004). Cause and Effect: Twenty Years of Kenneth Cole Productions, Inc.'s Cause Related Advertising Campaign, Society for Case Research Summer Workshop 2004, Kansas City, Missouri, July 15-17.

Addison, R. (MBA 2003), Mitenko, G. and Morris, R.J., (2003). New Direction for Cisco Systems, North American Case Research Association Annual Meeting, North Falmouth, Massachusetts, October 27-29, 2005.Tampa, Florida, November 6-8, 2003.

Smith Shull, S. (MBA 2003) and Morris, R.J., (2003). GlaxoSmith Kline's Retaliation Against Cross-Border Sales of Prescription Drugs, North American Case Research Association Annual Meeting, Tampa, Florida, November 6-8.

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