



Revista de
Administração
Contemporânea

Journal of Contemporary Administration



e-ISSN: 1982-7849

CALL FOR PAPERS
JOURNAL OF CONTEMPORARY ADMINISTRATION
(RAC – REVISTA DE ADMINISTRAÇÃO CONTEMPORÂNEA)
ISSN 1982-7849 (online)
rac.anpad.org.br

SPECIAL ISSUE:

Teaching Covid-19's Impact on Businesses

Submission Deadline: July 13th, 2020
Review Process Ends: October 30th, 2020
Special Issue attempt of publication: December, 2020

Associate Case Editor: Paula Chimenti – UFRJ, COPPEAD, Brazil
Guest Editor: Leonardo Marques – UFRJ, COPPEAD, Brazil

New case writers and graduate students are encouraged to collaborate with mentors and experienced case writers to make submissions.

RATIONALE FOR CALL:

These are challenging times. The Covid pandemic 19 is a black swan (Taleb, 2007) that has forced us to stay at home and face different aspects of life and society that were previously unnoticed. But in every crisis, lies great opportunity. This special call for papers seeks to promote learning at such a difficult time. The idea is to create teaching cases that develop learning and discussion in class about how the world and businesses can react to profound changes. The scientific community has assembled spaces for discussion on how this crisis affects teaching and business (see for example, the PRIME website), but we need long lasting resources for teaching how to manage future crisis to come. Good quality teaching cases can serve as unique resources for this goal. With impacts in areas as diverse as logistics, marketing, strategy or finance, the possibilities are many for the development of memorable teaching cases.

The extant research offers fruitful theoretical perspectives for understanding the impact of a crisis such as the covid-19 one. For example, within supply chain management, literature discusses how low probability, high impact disruptions have an ability to reshape supply chains and even whole industries not only with immediate impact, but also in the long run (Akkermans & Wassenhove, 2018). Within strategy and marketing, new drivers of technology disruption and innovation adoption are emerging due to the challenges associated with the current situation.

CALL FOR TEACHING CASES:

Call for teaching cases which protagonists facing business decisions and challenges due to the Coronavirus (Covid-19) pandemic. Decisions/challenges faced may be in any of the following areas:

- Accounting
- Blockchain/Cybersecurity
- Data Analytics/Big Data
- Entrepreneurship
- Ethics
- Finance/Financial Technology
- Management/Organizational Behavior
- Marketing
- Human Resources Management
- Operations
- Strategy
- Supply chain/Logistics
- Sustainability



SUBMISSION PROCESS:

Authors are invited to submit teaching cases that conforms to [RAC guidelines](#) on or **before July 13, 2020**, through the journal submission system (<https://mc04.manuscriptcentral.com/rac-scielo> - please select option '**SI Covid-19 Cases**' in the first step of submission). Cases must be 8,000 words or less in length. Submission must be made only through the ScholarOne system. By submitting a paper, authors are certifying that the submission is an original, unpublished work, and that it is not simultaneously under consideration elsewhere in whole or part. It should comply with the journal policy on plagiarism and self-plagiarism. The papers will be screened initially by Guest Editors. Articles suitable for evaluation will then be submitted to a double-blind peer review. Eventual acceptance is subject to the authors successfully addressing the comments of the referees and co-editors. All papers must be written in English or Portuguese. Please send any related questions to Paula Chimenti, <paula.chimenti@coppead.ufrj.br>

REFERENCES

- Akkermans, H., & Wassenhove, L. N. V. (2018). Supply chain tsunamis: Research on low probability high impact disruptions. *Journal of Supply Chain Management*, 54(1), 64-76. <https://doi.org/10.1111/jscm.12162>
- Taleb, N. N. (2007). *The black swan. The impact of the highly improbable*. New York: Random House.
- Prime Website: <https://prime.time.unprme.org/2020/03/26/how-business-schools-are-responding-to-covid-19-examples-from-the-prme-community-updated-regularly/>

ABOUT RAC

RAC publishes only scientific documents (brand new research results), and cases for teaching. RAC is the main journal of The Brazilian Academy of Management and Anpad (National Association of Postgraduation and Research in Administration) and is the #2 scientific association in the field of business management (in terms of number of members). RAC publishes its documents in Portuguese or English, but we are looking for financial resources to allow both English AND Portuguese for ALL documents. RAC, therefore, is the leading publication in business management in the main economy in Latin America, Brazil (the #8 economy all over the world). RAC is a top ranked journal in Brazil, at the end of the day when people publish a paper in RAC, people are signaling that their research is rigorous and impactful. This is why RAC rejects more than 90% of submissions received. Whereas other Brazilian journals in business management belong to an individual university, we suppose that RAC has an advantage, because it is published by a Scientific Association where ALL universities are linked, sharing values and ethic codes in research.

