

Call for Papers: The Second Annual ACRA Undergraduate Student Retail Analysis Competition

ACRA is pleased to announce the second annual ACRA Student Retail Analysis Competition to be held in conjunction with the Spring 2007 conference, scheduled for Chicago, Illinois, April 12 to 15, 2007. Faculty are asked to recruit undergraduate students who are interested in retailing to participate. The students will conduct a simplified SWOT analysis of a major retailer linked to the conference location. Since the upcoming Spring conference is in Chicago, students are required to analyze Walgreens Pharmacy for the Spring 2007 competition. The competition will be chaired by Carol Kaufman-Scarborough of Rutgers University School of Business-Camden and Doreen Burdalski of Albright College.

Recruiting Students: Faculty can choose multiple methods of involving students: class assignment, directed study, outside class project, etc. Students must be attending a four-year degree program, but are not required to be in a specific major or to have completed specific courses in order to participate. Submissions from our international ACRA members are especially encouraged.

Sponsoring Faculty Member: Must be a member of ACRA.

Information on Walgreens: Walgreens is the largest retail drug chain in the United States based on sales. It has grown from a single drugstore in Chicago after being purchased by Charles Walgreen Sr. in 1901. Its headquarters remain in Illinois. In 2002, it became the first drugstore chain to offer prescription labels in multiple languages. Its website is found at this URL: <http://www.walgreens.com/>

Submission Deadline: January 10, 2007.

- Submit entries as email attachments in a Word format to Carol Kaufman-Scarborough at acracomp@camden.rutgers.edu.
- Type ACRA Student Competition in the subject heading.
- All submissions must be accompanied by a cover letter from the sponsoring faculty member.
- A confirmation email will be sent within three days.
- If you do not receive confirmation in a timely manner, please phone 856-225-6592.
- If you are willing to serve as a reviewer for the student competition, please contact Carol Kaufman-Scarborough (alternate email: ckaufman@camden.rutgers.edu).

Format: A SWOT Analysis of Walgreens in the Competitive Pharmacy Marketplace

- Title page, table of contents, name and contact information, for both the student and their sponsoring faculty member
- Times New Roman 12 point, 1 inch margins on all sides
- 10 page maximum plus attachments (e.g. references, charts)
 - one page overview
 - strengths (2 pages)
 - weaknesses (2 pages)
 - threats (2 pages)
 - opportunities (2 pages)
 - recommendations (1 page)
- References and citations in text:
 - Citations must be used in the text of the paper, using the format of (Author, date of publication) immediately following any quotation in the body of the paper.
 - References must be provided at the end of the paper.
 - NOTE: SWOT analyses are often available on the Internet. While your submission may draw information from a prior SWOT analysis, it must be properly cited. The overall SWOT analysis that you submit must be original work.

Winner: Three cash prizes will be awarded to the winners as follows: first (\$500), second (\$250), and third prizes (\$250). The first-place winner will be invited to the Spring 2007 Conference. The student winners and sponsoring faculty member will each receive a plaque from ACRA. Winning student papers will have the opportunity to be posted on the ACRA website.