

# 2023 CALL FOR CASES & PROPOSALS

North American Case Research Association (NACRA) 2023 Annual Conference  
Hyatt Regency San Antonio Riverwalk, San Antonio, Texas, October 5th - 7th, 2023

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June 5, 2023	Proposals for 'New Views' Panels, Workshops, and Symposia
June 12, 2023	Submission deadline for Cases, Start-Up Cases, Pedagogy Track papers, ends at 5pm EDT
July 10, 2023	Decisions to authors; Conference early registration opens
Sept. 9, 2023	Early regular registration deadline (additional conference fee applies after 5pm EDT)
Sept. 13, 2023	Conference hotel rate cut-off date at 5pm EDT

The NACRA Annual Conference is a unique opportunity to engage with other leading case researchers in a small-group format, to receive detailed and constructive feedback about your case, and to participate in presentations from experienced case researchers and educators. Our distinctive roundtable track design provides an excellent professional opportunity to enhance your abilities to develop higher quality participant-centered and discussion-based cases and proceed with publication in numerous refereed journals (such as NACRA's *Case Research Journal*), or in special issues or textbooks by various case publishers and distributors. In addition, the Annual Conference includes a collaborative Start-Up Case Workshop, Pedagogy Track, and 'New Views' topic sessions. For more information on all tracks, sessions, and submission guidelines, please see <http://www.nacra.net/conference>.

**Roundtable Tracks:** Most cases target typical business school courses and topics, such as finance, strategy, marketing, operations, governance, entrepreneurship, and organizational behavior. Cases that examine other contexts are also welcome if they facilitate participant-centered and discussion-based learning. Roundtable tracks will also be hosted for cases written in several languages. Undisguised decision-focused cases based on primary sources (interviews, field visits) are highly preferred. Although cases may be disguised, they *must* be based on real events and real people in real organizations. Fictional cases are not appropriate for this conference. Cases submitted to the conference may have been previously taught but must not have been previously published or accepted for publication elsewhere (journals, books, online) before the conference. A submission to the conference includes a case study (from 3 up to 15 pages) and associated comprehensive instructor manual. In submitting your case, you are committing to having at least one author attend the NACRA conference and participating in case roundtables during the mornings of both October 6 and October 7. Therefore, authors who submit multiple cases to different tracks must have co-authors who will also attend the conference.

**Start-Up Case Workshop:** Submit a 2-page proposal for less-developed cases to be discussed on the afternoon of October 5. The workshop is appropriate for newer case authors wishing to learn how to develop effective teaching cases and instructor's manuals, as well as experienced authors looking for advice on a new case approach.

**Pedagogy Track:** Submit an article (from 3 up to 30 pages) exploring any aspects of learning and researching with cases to discuss opinions, research intentions, and articles in case research, case writing, and case teaching. Pedagogy track will be hosted on the afternoon of October 5, in parallel with the Start-Up Case Workshop.

**New Views (Panels, Workshops, and Symposia):** these topic sessions will be hosted on the afternoon of October 6. We welcome 2-page proposals for 'New Views' sessions that will examine relevant, interesting, and novel case research or case teaching topics to be presented at the conference. Previous sessions have included Case Research for Theory Building and Testing, Interdisciplinary Cases, Live Case Projects, and Case Journal Rankings.

**San Antonio, Texas:** Our conference venue is the only hotel located on the River Walk and overlooking the Alamo. The River Walk is a world-renowned 15-mile urban waterway that is the largest urban ecosystem in the United States. Tucked quietly below street level and only steps from the Alamo, it provides a serene and pleasant way to navigate this dynamic and diverse city, by foot or by barge. The Hyatt Regency includes the #1-rated DASA Spa, a heated rooftop swimming pool and sundeck, and an 18-hole golf course within three miles. The hotel is just 15-minutes from the San Antonio International Airport. For more information, please see <https://www.hyatt.com/en-US/hotel/texas/hyatt-regency-san-antonio-riverwalk/satrs>.

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