

# 2025 CALL FOR CASES & PROPOSALS

North American Case Research Association (NACRA) 2025 Annual Conference  
Hyatt Regency Newport Beach, Newport Beach, California, October 16th -18th, 2025

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June 09, 2025	Proposals for 'New Views' Panels, Workshops, and Symposia
June 16, 2025	Submission deadline for Cases, Start-Up Cases, Pedagogy Track papers ends at 5pm EDT
July 16, 2025	Decisions to authors; Conference early registration opens
Sept. 15, 2025	Early regular registration deadline (additional conference fee applies after 5pm EDT)
Sept. 24, 2025	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, that would be suitable for publication in numerous refereed journals (such as NACRA's *Case Research Journal*), case publishers and distributors, and textbooks. In addition, the Annual Conference includes a collaborative start-up workshop 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 and associated comprehensive instructor manual. In submitting your case, you are committing to having at least one author attend the NACRA conference and participate in case roundtables on both Friday October 17<sup>th</sup> and Saturday October 18<sup>th</sup>. Authors who submit multiple cases to different tracks must have a co-author who will also attend the conference to ensure full participation at the round tables.

**Start-Up Case Workshop:** In addition to the roundtable tracks, a workshop for less-developed cases will be hosted on Thursday October 16. 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. By submitting a two-page start-up case, you are committing to having at least one author attend the NACRA conference and participate in the start-up case workshop. Further, workshop authors are invited to participate in the roundtable tracks.

**Pedagogy Track:** Submit for round table discussion an article exploring the practices and outcomes of teaching with cases, including for example assessment of student learning, student progression and skill development in learning with cases, and comparison and contrast of student groups (e.g., undergrad vs graduate), disciplines (e.g., management vs marketing), or case structures (e.g., full case vs mini case vs live case). This track also accepts for roundtable discussion papers and proposals related to research using the case method, and considers other submissions related to pedagogy such as cases about case teaching. Submission lengths can vary, for example: a proposal (3 to 5 pages), a work in progress (5 to 30 pages), or a full case or complete paper (10 to 30 pages). The Pedagogy track will be hosted on Thursday October 16, in parallel with the Start-Up Case Workshop.

**New Views (Panels, Workshops, and Symposia):** A set of 'new views' topic sessions on Friday October 17. Proposals for 'new views' session are welcome, and should examine relevant, interesting, and novel case research or teaching topics. For example, previous sessions have included Cases and AI, Building a Flourishing Case Writing Community, Multi-media Cases, New Ways to Develop and Teach Cases, and Case Publishing Insights and Experiences.

**Newport Beach, California:** The Hyatt Regency Newport Beach Hotel, our conference venue, is in the heart of Southern California and 15 minutes away from John Wayne Airport. Nestled amidst 26 acres of lush, tropical gardens this luxurious hotel offers a serene and inspiring environment. With its stunning views of the Back Bay and proximity to pristine beaches, the hotel combines the best of natural beauty and modern amenities, as well as the vibrant shopping, dining, and entertainment options of Newport Beach. For more details and photos please see <https://www.hyatt.com/hyatt-regency/en-US/newpo-hyatt-regency-newport-beach>

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