



# NACRA

NORTH AMERICAN CASE  
RESEARCH ASSOCIATION

## February 2026 Newsletter

*In this newsletter we put spotlight on one of our strategic partners, share details on upcoming conferences on SWCRA & NACRA, upcoming webinar, New CRF Chair announcement, and a featured article*

### President's Note.



The Executive Board continues to make steady progress on several important governance and membership initiatives that will strengthen NACRA for the years ahead. We are preparing for a full membership vote on the refreshed Constitution, with more information and a vote to occur later this spring. In parallel, we are engaging in productive conversations with our Strategic Partners to identify shared interests and future opportunities that advance NACRA's mission. We are also reviewing key technologies and service platforms to ensure strong

integration, efficiency, and support for NACRA's operations. Together, these efforts reflect our commitment to building and maintaining a sustainable, collaborative, and member-focused organization.

~ Mike Annett  
NACRA president

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## Partner Spotlight: Southwest Case Research Association

The **Southwest Case Research Association (SWCRA)** is a valued regional partner dedicated to advancing excellence in case research, writing, and pedagogy. With a strong tradition of fostering scholarly collaboration and developmental feedback, SWCRA provides an important platform for emerging and experienced case researchers alike.

Through its long-standing commitment to rigorous peer review, collegial engagement, and case-based scholarship, including its association with the *Journal of Applied Case Research*, SWCRA continues to strengthen the case research community within the NACRA network. We are proud to highlight SWCRA as a strategic partner in promoting high-quality case scholarship and meaningful academic collaboration.

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## Upcoming Events

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### 2026 SWCRA Annual Meeting



**2026 Call for Cases**  
Southwest Case Research Association Annual Meeting

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Held in conjunction with the Federation of Business Disciplines (FBD) Conference  
March 18–21, 2026  
Renaissance Dallas Richardson Hotel | Richardson, Texas

*Connecting Case Researchers, Educators, and Practitioners*

**2026 Conference Tracks**  
Submissions are welcomed in the following areas:

Track: Accounting/Finance/Economics	Track: Human Resource Management / Organizational Behavior
Track: Non-Profit Management / Ethics	Track: Marketing
Track: Small Business / Entrepreneurship	Track: Strategic Management / Business Policy
Track: Student Track / Embryo Track	

The 2026 Southwest Case Research Association (SWCRA) Annual Meeting will be held in conjunction with the Federation of Business Disciplines (FBD) Conference in Richardson, Texas. The event will take place at the Renaissance Dallas Richardson Hotel from March 18–21, 2026. SWCRA sessions will officially begin on the morning of Thursday, March 19, 2026. The program will feature special guest speakers and symposia focused on key topics including case development, reviewing, teaching strategies, publication processes, and other issues relevant to case research and pedagogy.

[Click for SWCRA Information](#)

## Webinar - NACRA Leadership Pathways & Opportunities

March 25, 2026 | 🕒 11:00 AM EST

Join us for an engaging webinar on NACRA LEADERSHIP PATHWAYS & OPPORTUNITIES exploring leadership pathways within NACRA.

This session will highlight the opportunities, responsibilities, and professional benefits of serving in leadership roles, while inspiring members to see leadership involvement as a meaningful avenue for growth and contribution to the association.

[Register Here for the Webinar](#)

# 2026 NACRA Conference Sessions

## Interactive Roundtable Tracks

Small-group sessions providing detailed, constructive feedback on real-world, decision-focused cases.



## Important Submission Dates

**June 15, 2026** - 'New Views' Panels, Workshops, Symposia, Cases, Start-Up Cases, Pedagogy Track papers - 5pm EDT

**July 15, 2026** - Decision to authors; Conference early registration opens

**Sept. 14, 2026** - Early regular registration deadline (additional conference fee applies after 5pm EDT)

**Sept. 25, 2026** - Conference hotel rate cut-off date at 5pm EDT



## John Seeger Start-Up Workshop

A dedicated session on Oct 15 for authors to develop early-stage case ideas.



## Pedagogy & 'New Views'

Tracks for articles on case-based learning and novel research or teaching topics.

[Learn More About the NACRA Conference](#)

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## CRF Chair Announcement



Along with the [Case Research Foundation](#) we are pleased to announce the appointment of Dr. Michael Goldman as Chair of the Board for a three-year term.

Dr. Goldman brings a distinguished record of academic leadership, research excellence, and longstanding commitment to advancing case scholarship within the global community. His vision and experience will play a vital role in guiding the Foundation's strategic priorities, supporting emerging scholars, and strengthening the impact of case research and case teaching worldwide.

As Chair, Dr. Goldman will work closely with the Board of Directors to enhance the Foundation's programs, foster innovation, and expand opportunities for educators and researchers dedicated to experiential learning through case methodology.

Please join us in congratulating Dr. Goldman on this well-deserved appointment

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## Featured Article

Where do great case ideas come from, and why do some potential cases stall before they ever reach publication?

Our featured article, “Unlocking Case Ideas: Insights on Overcoming Barriers in Case Study Research,” dives into the real experiences of published case writers to uncover exactly that. Drawing on survey data from CRJ authors and insights from NACRA’s 2023 New Views Session, this piece offers a rare, behind-the-scenes look at the creative and practical journey of developing impactful cases.

[Read Full Article Here](#)

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**Have news to share with our community? Send an email to**  
[VPofcommunications@nacra.net](mailto:VPofcommunications@nacra.net)

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