



NACRA

NORTH AMERICAN CASE
RESEARCH ASSOCIATION

January 2026 Newsletter

In this newsletter we share the President's note, information on the NACRA Conference 2026 Call for Cases and Proposals, CRJ announcements, and two upcoming events.

President's Note

As we begin 2026, I am filled with optimism and enthusiasm for what lies ahead for NACRA and you - our members. The coming months promise meaningful opportunities for learning, connection, and collaboration, and I look forward to seeing how we continue to grow further together as an association. Your continued engagement and commitment are what make NACRA strong.

I also express my sincere appreciation to VP Communications Shreya Mishra and others that have played a role in revitalizing this newsletter. Its renewed purpose and monthly delivery schedule reflect the dedication

behind the scenes to keep our members informed and connected. This publication is an important touchpoint for our community, and I'm grateful for the thoughtful effort that has gone into making it a valuable resource once again.

Finally, I am especially eager for the lineup of upcoming webinars we have planned this year - quite often with members proposing and leading them. These sessions represent our ongoing commitment to professional development and shared learning, and they offer a great opportunity to engage with peers and experts alike. I encourage you to participate when you can and take full advantage of what lies ahead.

Thank you for being an essential part of NACRA. I look forward to another productive and inspiring year together.



~ Mike Annett
NACRA president

2026 NACRA Conference

Call for Cases and Proposals

North American Case Research Association (NACRA) 2026 Annual Conference Rosen Plaza Hotel, Orlando, Florida, **October 15th -17th, 2026**

IMPORTANT DATES

June 15, 2026

Proposals for 'New Views' Panels, Workshops, and Symposia

June 15, 2026

Submission deadline for Cases, Start-Up Cases, Pedagogy Track papers, ends at 5pm EDT

July 15, 2026

Decisions 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

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 Case Workshop, Pedagogy Track, and 'New Views' topic sessions. For more information on all tracks, please see <http://www.nacra.net/conference/>.

Orlando, Florida: The Rosen Plaza Hotel, our conference venue, is in the heart of Orlando's entertainment-rich International Drive close to area attractions and connected by skybridge to the Orlando County Convention Center. The property is only minutes away from world-famous attractions such as Universal Orlando Resort™, SeaWorld®, and Walt Disney World® and five minutes from the Rosen Aquatic & Fitness Center. The hotel is conveniently located 15 minutes from the Orlando International Airport and boasts spacious rooms and suites, seven restaurants, an outdoor pool and whirlpool and the opportunity to book tee times at the Shingle Creek Golf Club. For more details and photos please see <https://www.rosenplaza.com/>

Questions about the conference may be emailed to Clinton Daniel NACRA VP Programs 2026, University of South Florida, cedanie2@usf.edu.

Learn More About the Conference

CASE RESEARCH JOURNAL

OUTSTANDING TEACHING CASES
GROUNDED IN RESEARCH

CRJ Latest Issue Abstracts

Searching for the perfect case for your course?

The abstracts for the Case Research Journal Vol 45 Issue 5 (Fall 2025) are available!

Find the Abstracts at [HERE](#)

CRJ Special Issue Call

CRJ is inviting submissions for a Special Issue on SHORT CASES: "Quick-Read Cases with Thoughtful IMs", designed for impactful classroom discussions with a compact, decision-focused format.

 Submission Deadline: March 20, 2026

More details available [HERE](#)

Upcoming Events

Webinar: What Makes a Good Case?

Date: February 13, 2026, 10:00am ET; 5:00pm CAT; 8:30pm IST

Great cases don't just tell a story, they create learning moments that spark discussion, deepen analysis, and strengthen decision-making.

Join us for an engaging session on **“What Makes a Good Case: Introduction to Case Writing & the NACRA Community”** on **13th February from 10:00 am to 11:00 am EST, (USA).**

Featuring:

Dr. Maria Ballesteros-Sola

Associate Professor, California State University Channel Islands | NACRA Social Impact Track Chair | Award-winning case writer

Dr. Clinton Daniel, DBA

Associate Professor of Instructions, University of South Florida | VP Programs & 2026 Conference Chair, NACRA

Registration is FREE by Scanning the QR code





Celebrate with us the World Case Teaching Day on the 4th of Feb, 2026

Share your story of Writing and Teaching Cases on LinkedIn and do Not forget to tag NACRA.

You may share anything from the challenges of teaching or writing, student feedback and learning etc. We would love to hear your unique ways of using cases and so will the world.

Have news to share with our community? Send an email to
VPofcommunications@nacra.net

Connect with us on socials!

