



**NACRA**  
NORTH AMERICAN CASE  
RESEARCH ASSOCIATION

## April 2026 Newsletter

In this newsletter, we share the President's note, Case Submission Guidelines for NACRA Annual Conference 2026, and about our Strategic Partner WAC.

### President's Note

I recently traveled to India to further our strategic goals through meaningful relationship-building, academic engagement, and promotion of case research and scholarship. The visit centered on reconnecting with NACRA leaders and members, expanding NACRA's visibility and reputation within the Indian academic community, and encouraging case writing, CRJ submissions, annual conference participation, and PRL fellowship applications. Planned in close partnership with Director at Large Dr. A.K. Dey and his institution IILM Lodhi Road, the trip benefited greatly from his respected leadership and longstanding advocacy, which continue to amplify NACRA's influence and credibility in the region.

Throughout the visit, I met in person with many India-based NACRA colleagues, including Drs. A.K. Dey (Director at Large), S. Mishra (VP Communications), S. Mehrotra (Track Chair), J. Bhatnagar (Track Chair), and N. Yadav (2018 PRL Fellow). A rich slate of academic and outreach activities, including case clinics, faculty meetings, business school leader discussions, and conference-style presentations, demonstrated NACRA's strong commitment to faculty development and global collaboration. These sessions reached several hundred participants from leading institutions and sparked engaged conversations around decision-driven case writing, the future of the case method, and the evolving role of case scholarship in management education.



~ Mike Annett  
NACRA president

# 2026 NACRA Conference

## Case Submission Guidelines for Roundtables

### Case File

.doc / .docx

- **Font:** Times New Roman 11pt, single-spaced
- **Max 30 pages:** incl. all exhibits & Instructor's Manual
- **Blind review:** remove all author info from the file
- **Past tense:** throughout, except quotations
- **Structure:** Opener → Background → Situation → Exhibits

### Instructor's Manual

Appended to the case file

- **Synopsis:** 1-page max overview
- **Course context:** level, topics, learning objectives
- **Research methods:** data sources & access
- **Teaching plan:** discussion flow & key questions
- **Assignment questions:** with analysis of each

### One-Page Case Summary

Separate file

- **Proceedings:** NACRA 2026 Conference Proceedings
- **Margins:** 1 inch all sides, exactly 1 page
- **Font:** Times New Roman 11pt, left-justified
- **Template:** Case-Synopsis-Template from nacra.net

### Exhibits & Citations

End of case file

- **Placement:** all exhibits grouped at the end of the case
- **Each exhibit:** number, title & source citation
- **Citations:** endnotes in text, APA Reference List at the end
- **Sample:** see NACRA Sample Case & IM at nacra.net

Start preparing your case.

Submission Deadline Approaching- June 15, 2026

[For Details Visit NACRA Conference Page](#)

## Partner Spotlight: Western Casewriters Association



Welcome to the Western Casewriters Association (WCA). WCA is the Western regional association of business casewriters. Its purpose is to train, develop and support business case writing for research and pedagogical purposes. WCA organizes an annual conference for experienced and new case-writers and academics using cases for classroom teaching. The conference is held in association with the annual meeting of the Western Academy of Management (WAM). The call for papers of the 2027 Conference is announced.

[See Call for Papers here](#)

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

Connect with us on socials!

