



# NACRA

NORTH AMERICAN CASE  
RESEARCH ASSOCIATION

## May 2026 Newsletter

This newsletter: President's note; Call for Nominations - Elected Positions and NACRA Awards; NACRA Annual Conference 2026 Submissions and New Track

### President's Note

I am pleased to share that NACRA and the Administrative Sciences Association of Canada (ASAC) have extended our Partnership Agreement. This agreement builds on a longstanding and productive relationship and reaffirms our shared commitment to advancing excellence in case research, writing, and teaching.

It also strengthens ongoing dialogue and coordinated planning between our organizations. Importantly, this agreement is rooted in shared purpose for supporting the global case research community.

A highlight of this collaboration was the full-day workshop delivered at the ASAC Conference by Eric Dolansky and Meredith Woodward: "Writing for Publication: Learn to Write Cases for Peer-Reviewed Scholarly Impact." Their leadership provided conference participants with hands-on guidance in developing publishable cases, reinforcing NACRA's commitment to building capacity and supporting scholars at all stages. The workshop exemplified the kind of high-impact professional development that this partnership is designed to foster.

This spirit of collaboration was also evident in my keynote address to the Case Division, "Cases at the Confluence of Education, Scholarship, and Community." I emphasized the unique strength of case research at the intersection of impactful teaching, rigorous scholarship, and meaningful engagement with the communities we serve. That when these elements come together, the case method becomes a powerful tool for advancing both learning and practice.

I extend my sincere thanks to ASAC President Andre Laplume, our colleagues in the ASAC community, and to all our partners and case colleagues that together are strengthening the role of case scholarship and ensuring its continued impact across education, research, and practice.



~ Mike Annett  
NACRA president

---

## NACRA Nominations 2026

---

### Elected Positions

#### Vice President of Programs-Elect (2026-2027)

The Vice-President, Programs-Elect position is for a one-year term between October 2026 to October 2027. The incumbent in this position assumes a progressing role through the NACRA leadership track to Vice President Programs and Conference Chair (2028), President (2028-2029), and finally Past President (2029-2030). During the first year, the VP, Programs-Elect will work closely with the VP, Programs and President to support the planning of the 2027 Conference and any other ad hoc duties as agreed to. The incumbent will be required to attend and contribute to regular (online) meetings of that Executive Board.

#### Director at Large (2026–2029)

The NACRA Director at Large serves on the NACRA Board of Directors. The role provides an opportunity to contribute to the governance of NACRA. The incumbent may be asked to work on initiatives by the Executive Board or serve on sub-committees. The Director at Large also serves an important role as a liaison between the Executive Board and the NACRA members.

---

## **NACRA Awards**

### **NACRA Distinguished Contributor Award**

This award is given to individuals who have made lifetime contributions to the discipline and practice of case research, writing, and teaching. The award recipients have typically been high achievers as individuals (as case researchers, writers, and teachers) and have made institutional contributions to the field, e.g., through mentoring others, founding or editing journals, establishing scholarships, or leading initiatives to promote and professionalise case research and pedagogy. The overall aim is to select individuals for the award who have had a long and distinguished career that incorporated cases into their research and teaching and brought honour to the discipline.

Any member may nominate an individual for the award by providing a curriculum vitae and letter of recommendation. Individuals do not have to be members of NACRA but must attend the conference to receive the award. It is not awarded every year. The NACRA Advisory Board is responsible for selecting the award recipient.

### **NACRA Fellow Award**

Members of NACRA who have distinguished themselves through their life-long achievement in case research, writing, and teaching plus meritorious service to the organization may be designated as a NACRA Fellow. Individuals may be nominated by any member of NACRA and self nominations are allowed. The spirit behind the award is to recognize an individual who demonstrates NACRA's value with a record of long-time exemplary service to NACRA.

To be eligible, a nominee must have been an active member of NACRA for ten or more years (this time does not need to be consecutive). The information required for the nomination includes the nominee's name, a list of the roles held within the NACRA organization, a description of the contributions the nominee has made to NACRA, up to three letters of support from NACRA members (separate from the nominator's letter) and a current curriculum vitae.

The evidence to be considered in the adjudication of the award can include, but is not limited to, the following: service to NACRA in elected or appointed roles; consistent contribution to the annual NACRA conference, in any capacity; cases written and presented at the NACRA conference and/or published in the Case Research Journal; mentorship and guidance of less-experienced case writers; presentations, workshops and webinars promoting NACRA, the Case Research Journal, and/or case writing and teaching; provision of written materials for use by NACRA members on the topic of case writing and teaching; consistently introducing new junior faculty and doctoral students to NACRA; and nomination materials (curriculum vitae, letters of support).

Selection of Fellows shall be made by a committee comprising the NACRA President, the Immediate Past President of NACRA, and the Advisory Board Chair. Those designated as a NACRA Fellow will receive a plaque, will have all future NACRA membership fees waived, will be featured in NACRA communication to its members, and may be invited to lead or participate (online or in person) on a topic mutually agreed upon by the Fellow and the current President of NACRA.

### Submitting Nominations

Nominations should be submitted to Melanie Reed, Past President of NACRA, at [mreed@tru.ca](mailto:mreed@tru.ca). Please include all documentation necessary for the nomination (detailed in the award descriptions above). Nominations will be accepted until 5:00 PM (EDT) on June 23, 2026.

If you have any questions or concerns, please contact Melanie Reed, Past President of NACRA, at [mreed@tru.ca](mailto:mreed@tru.ca).

---

## NACRA 2026 Annual Conference : Call for Cases



Deadline: June 15, 2026 (5 PM EDT)

We welcome submissions for:

- Roundtable Cases
- Start-Up Cases
- Pedagogy & Research Papers
- "New Views" Panels
- Workshops
- Symposia

[Click for Submission Details](#)

---

## Introducing New Roundtable Track



# 2026 NACRA

## ANNUAL CONFERENCE & MEETING

— **NEW TRACK** —



# HOSPITALITY AND TOURISM

We welcome decision-oriented cases that explore how organizations in the **Hospitality and Tourism** industries are navigating today's complex and rapidly changing global landscape.

### SUGGESTED TOPICS

-  How are companies in the Hotel & Tourism sectors navigating the new normal?
-  Identifying pertinent strategies and adopting new decision-making processes to ensure continuity.
-  Role of AI in attracting and retaining customers.
-  Enhancing communication with stakeholders and combating the spread of misinformation.
-  Balancing the interests of internal and external stakeholders, including the community, and governments.
-  Sensing and seeking new opportunities in the context of global warming.
-  Instituting mechanisms to deal with policy and cross-cultural issues that multinational companies in the Tourism Hospitality industries encounter.

### TRACK CHAIRS

**Chair:**  
**Vijaya Zinnoury**  
University of Denver  
vijaya.zinnoury@du.edu

**Co-Chair:**  
**H.G. Parsa**  
University of Denver  
Haragopal.Parsa@du.edu

 **WE LOOK FORWARD TO YOUR CONTRIBUTIONS!**  
Join us in shaping the future of Hospitality and Tourism.



**SUBMISSION DEADLINE**  
**JUNE 15, 2026** (5 PM EDT)



**SUBMISSION GUIDELINES**  
<https://nacra.net/conference/submission-details-and-instructions/>

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

**Connect with us on socials!**

