



NACRA

NORTH AMERICAN CASE
RESEARCH ASSOCIATION

June 2026 Newsletter

This newsletter: President's note; Keynote Speaker Announcement; 2026 PRL Fellow Announcement; Upcoming Vote

President's Note

June has been a month of steady progress across several priority areas for NACRA, reflecting our continued focus on strengthening governance, expanding partnerships, and positioning the organization for future growth.

On the governance front, the Board of Directors endorsed a set of targeted constitutional updates that will be brought forward to the membership for a vote in July. These changes are designed to improve clarity and inclusivity of the terms, most notably by expanding the definition of membership to better reflect the broader case community, including retired but still active contributors.

Our strategic partnerships continue to evolve as well. We extend our thanks to Meredith Woodwork for her contributions as ASAC liaison and welcome Redwan Siddiqui into the role. With strong prior engagement in NACRA activities, Redwan is well positioned to strengthen this important relationship and help extend our reach within the academic community.

Accessibility remains a key focus area. Remediation of the NACRA case back catalog for compliance to new and refreshed regulations in Europe and United States, particularly for instructors and learners with visual impairment, is progressing well. Discussions with Harvard Business Impact this month are also helping clarify expectations around accessibility standards, distribution processes, and feedback loops, ensuring our efforts align with broader industry practices.

We are also considering enhancements to our financial policies to address compensation and expense practices more fully. More work on this front will be done during the summer months.

Finally, we have begun early planning for the 2028 and 2029 conferences, guided by member feedback on location, accessibility, and overall experience. This forward-looking work ensures NACRA remains well positioned to deliver high-quality conferences in the years ahead.

Overall, June reflects thoughtful and meaningful progress across multiple fronts. I extend my thanks to our Board, volunteers, and members for their continued dedication as we build on this momentum and advance NACRA's mission.



~ Mike Annett
NACRA President

2026 NACRA CONFERENCE KEYNOTE

MEET OUR KEYNOTE SPEAKER

LILY BI

President & CEO
AACSB International



The Human Advantage: Leadership, Learning, and Impact in a World Shaped by AI

Artificial intelligence is accelerating change at a pace few organizations have experienced before. Combined with shifting demographics, geopolitical uncertainty, and evolving workforce expectations, it is forcing leaders to rethink how people learn, work, and create value.

In this engaging keynote, Lily Bi, president and CEO of AACSB International, explores one of the defining leadership challenges of our time: preparing people and institutions for a future that is arriving faster

than expected.

Drawing on insights from AACSB's global network of more than 2,000 business schools across 100 countries and territories, Lily examines how AI is reshaping education, business, and leadership. Yet her focus extends beyond technology. In an era when information is increasingly accessible, the greatest advantage may come from distinctly human capabilities, the ability to think critically, exercise sound judgment, and adapt to change.

At the heart of the keynote is Lily's idea of **knowing, thinking, and being**, a powerful lens for understanding how we develop talent and prepare future leaders. She explores why lifelong learning has become a strategic imperative, how organizations can build cultures that embrace continuous growth, and why impact is becoming an increasingly important measure of success in research and case studies.

Combining global perspective with practical insight, Lily challenges audiences to look beyond disruption and focus on opportunity.

Lily is a global leader with 30+ years of executive experience across multiple industries and cultures. She is recognized for driving bold strategies, transformative change, and cross-sector innovation on a global scale.

Before joining AACSB, Lily held senior executive roles across the U.S., Japan, Singapore, and China, leading high-impact initiatives in global growth, technology, standard-setting, and stakeholder engagement.

Lily holds a Doctor of Business Administration from the University of South Florida, an MBA from the University of Texas at Dallas, and both a master's and bachelor's degree in computer science from China.

ANNOUNCING 2026 PAUL R. LAWRENCE FELLOWSHIP RECIPIENTS SUPPORTED BY CASE RESEARCH FOUNDATION

NACRA WELCOMES

— THE 2026 —
**PAUL R. LAWRENCE
FELLOWSHIP
RECIPIENTS**

The Case Research Foundation promotes awareness, development, and dissemination of case research, writing and teaching through the provision of scholarships, grants, and more.

The Paul R. Lawrence Fellowship



Sadaf Taimoor

Doctoral Student
University of Calgary
CANADA

Marketing
Higher Education Marketing, Strategy,
and Institutional Competitiveness



Amir Taherizadeh

Assistant Professor
McMaster University
CANADA

Strategic Management
Collective Innovation Strategy, AI-Driven Digital
Transformation, Technology Entrepreneurship,
and International Expansion Strategies



Armin Marquez

Program is supported by the Case Research Foundation.

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NACRA WELCOMES

— THE 2026 — PAUL R. LAWRENCE FELLOWSHIP RECIPIENTS

We thank the following organizations and the many individuals who have generously supported the work of the Case Research Foundation and its fellowship program.

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Jounghwa (Kelly) Son
Doctoral Student
University of Minnesota
USA
Sports Management
Organizational Strategies, Event Legacy, and Knowledge Management



Kushagra Sharan
Assistant Professor
Indian Institute of Management Ranchi
INDIA



PRL Fellow Quotes

"Participating in NACRA also allows me to stay at the forefront of developments in case methodology, while contributing to conversations on how case research can better address complex, real-world managerial challenges." - **Kushagra Sharan**

"The conference is not a destination. It is the beginning of a longer journey into case research." - **Armin Marquez**

"The NACRA conference and its welcoming community have come to play a central role in my case research journey. The feedback and interactions I have experienced at NACRA have been instrumental in enhancing both the pedagogical clarity and analytical depth of my cases." - **Amir Taherizadeh**

To Learn More Visit The Case Research Foundation

UPCOMING VOTING ANNOUNCEMENT TO THE MEMBERS

Members should look out for an email in the first week of July to cast their vote on elected positions for 2026 and updates to the NACRA Bylaws.

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

[Connect with us on socials!](#)

