



NACRA
NORTH AMERICAN CASE
RESEARCH ASSOCIATION

July 2026 Newsletter

This newsletter: President's note; NACRA 2026 Conference Registration; Join NACRA LinkedIn Community; Voting Closed

President's Note

I am pleased to share several exciting updates that reflect the energy, innovation, and commitment of our community as we continue to strengthen NACRA's impact and visibility.

We have launched a coordinated social media campaign designed to increase awareness of NACRA, highlight the outstanding work of our members, and foster greater engagement across our academic and professional networks.

This initiative is being led by our Vice President of Communications, Dr. Shreya Mishra, whose vision and leadership have been instrumental in bringing this effort to life. The campaign is informed by the insights and recommendations generated through a recent digital strategy Work-integrated Learning collaboration with Dr. Nasar Um Minullah and his students at EBS Business School in Germany. That work provided valuable perspectives on how NACRA can strengthen its digital presence and better connect with current and prospective members.

We have also benefited from the dedicated work of Kashish Shukla, a volunteer student intern from EBS, during the summer months, whose contributions have helped transform strategic ideas into tangible action. Together, these efforts are creating a stronger foundation for NACRA's digital engagement and helping us tell the stories of our members, scholarship, and impact more effectively.

I encourage all members to follow, engage with, and share NACRA content through your professional networks. Your participation will help extend our reach and amplify the visibility of case research and teaching worldwide.

Planning for the 2026 NACRA Conference continues to advance successfully under the capable guidance of Dr. Clinton Daniel, and I am pleased to report that we are meeting key milestones across all major planning areas.

One particularly encouraging sign is the strong volume of submissions we have received. Member engagement has been excellent across all primary conference categories, including Full Case Tracks, Start-up Cases, and New Views Sessions.

The strength and breadth of submissions reinforce the vitality of our community and the continued relevance of the case method in addressing contemporary business and management challenges. I would like to extend my appreciation to our track leaders and reviewers for their dedication and hard work as we worked through the peer-review acceptance process.

In addition to the strong submission activity, excellent progress is being made on two significant conference events. Our planning team has done outstanding work in developing both the AACSB Keynote by CEO Dr. Lily Bi as well as the Dean's Panel which will have global representation of senior administrators. Both events will take place on Thursday, October 15, 2026 with the Dean's Panel starting later afternoon and the keynote in the early evening. These sessions promise to provide exceptional insights into the evolving landscape of management education, accreditation, leadership, and innovation in business schools.

As we continue toward October 2026, I am excited by the momentum we are seeing across the association. From enhancing our digital presence to building an outstanding conference program, NACRA is benefiting from the creativity, expertise, and dedication of its members and volunteers.

Thank you for your continued support and engagement. I look forward to sharing additional updates in the months ahead and to seeing many of you at our conference in October.



~ Mike Annett
NACRA President

2026 NACRA CONFERENCE REGISTRATION



NACRA
North American Case Research Association

2026 CONFERENCE AND HOTEL REGISTRATION ARE NOW OPEN!



CONFERENCE
REGISTRATION



HOTEL
REGISTRATION



JOIN US IN ORLANDO, FLORIDA
OCTOBER 15–17, 2026



REGISTER TODAY!



nacra.net/conference-and-hotel-registration-2/

Early Registration Ends September 14 at 5pm EDT, 2026. Early Registration prices (USD) are:

- Regular Member \$590
- NACRA Fellow \$550
- Student Member \$490

After September 14 at 5pm EDT, prices (USD) will increase to the following:

- Regular Member: \$710
- NACRA Fellow: \$670
- Student Member: \$600

Any questions, please contact the VP of Programs, Clinton Daniel at VPPrograms@nacra.net

[Find Registration Link Here](#)

Become Part of the Discourse on Case Writing & Pedagogy

Join the NACRA LinkedIn Community



In the coming days NACRA will share insights on Case Writing and Pedagogy, sharing its importance, tips on writing cases, role of AI in Case Writing and many more important topics will be covered.

We look forward to your engagement through comments, reposts and reactions to spread the word about the relevance of Cases in academics and practice.

[Join NACRA LinkedIn Community Here](#)

VOTING CLOSED

Voting on elected positions for 2026 and the Constitutional Amendments have closed. The results will be announced in the first week of August 2026.

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

Connect with us on socials!

