



NACRA
NORTH AMERICAN CASE
RESEARCH ASSOCIATION

Aug-Sept 2026 Newsletter

This newsletter: President's note; CRF Webinar; CRJ Vol 46 Iss 1-2; CRJ Awardess

President's Note

I am pleased to share several updates resulting from recent membership votes and ongoing work across the Association.

First, the membership approved amendments to the Constitution that revise the titles and responsibilities of two Executive Officer positions. These roles are now designated as Vice President Internal and Vice President External, reflecting our continued efforts to align leadership responsibilities with NACRA's strategic priorities.

Shreya Mishra, our Vice President Internal, is responsible for providing leadership in membership engagement, communications, records management, governance documentation, and promotional activities that support the Association's operations and strategic objectives. Through this role, Shreya will help strengthen member connections and ensure effective communication across our growing community.

William Wei, serving as Vice President External, will lead efforts related to the promotion and distribution of the *Case Research Journal*, licensing compliance, and the development of strategic partnerships. His work will help increase the visibility, adoption, and impact of both *Case Research Journal* and NACRA initiatives around the world.

I am also pleased to re-announce the results of our election for leadership positions. Redwan Siddiqui has been elected Vice President, Programs-Elect, and Scott Sherman has been elected Director at Large. Both appointments will officially commence following the October conference. Please join me in congratulating Redwan and Scott as they prepare to contribute their talents and leadership to the Association. I also thank A. K. Dey, outgoing Director at Large, for his notable activities in advancing our connections with case authors and associations in India.

Preparations for our upcoming conference continue under the capable leadership of Clinton Daniel, Vice President, Programs. The organizing team has been working diligently to deliver an engaging and meaningful experience for attendees, and all indications point toward a successful and impactful conference. I look forward to gathering with you and celebrating the scholarship, innovation, and friendship that make NACRA such a special community.

Finally, this newsletter marks my last President's message before the conclusion of my term. Serving as President of NACRA has been one of the most rewarding service experiences of my academic career. I am grateful for the mentorship, support, collegiality, and dedication of the Executive Board and our many volunteers. Together, we have made significant progress in strengthening NACRA's operations, advancing long-term planning efforts, and building relationships that will benefit the Association for years to come.

I look forward to sharing more about this work during the Annual Meeting at the conference and reflecting on what we have accomplished together. Thank you for the opportunity to serve this remarkable community.



~ Mike Annett
NACRA President



Webinar on AI & Case Writing

The Case Research Foundation and Emerald Publishing invites you to a webinar on AI and Case Writing.

This interactive discussion will explore:

- Where should AI be used and not used in case writing?
- How are authorship and publishing being impacted by AI?
- How can AI usage enhance learning outcomes?

Date: September 21, 2026

Time: 10am ET, 7:30pm IST

The webinar panel includes:

- **Dr. Sonia Mehrotra**, Professor and Head of the Centre of Excellence for Case Development, S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development and Research, and Associate Editor, The CASE Journal
- **Dr. Jawaid A. Qureshi**, Head of the Department of Research, Training & Linkages, Professor in the Faculty of Management, and Head of the Case Study Center, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology Pakistan, and Associate Editor, Emerging Markets Case Studies

- **Sadaf Taimoor**, 2026 Paul R. Lawrence Fellow, and EdD candidate in the Leadership, Policy, and Governance program at the University of Calgary

[Find Registration Link Here](#)

CRJ Volume 46, Issues 1-2

Abstracts Available

We are delighted to announce the publication of Case Research Journal (CRJ), Volume 46, Issues 1–2 | Winter/Spring 2026, published by the.

The new issue brings together **five research-grounded teaching cases**, each centred on a challenging managerial decision in Finance, IT, Strategy and Real Estate and reflecting the pressures shaping business in 2026.

CASE RESEARCH JOURNAL

VOLUME 46, ISSUES 1-2 | WINTER/SPRING 2026



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North American Case Research Association

ABSTRACTS NOW AVAILABLE!

5 NEW TEACHING CASES



JOHNSON & JOHNSON EXCHANGE OFFER

by Susan White & Karen Hallows

A corporate finance case exploring valuation, risk and an investor's decision on whether to exchange J&J shares.



"MESSy" SOFTWARE SELECTION IN A MULTICULTURAL CONTEXT

by Chunhua Shen & Matthew Mullarkey

A digital transformation case examining software selection amid cross-cultural, technological and economic challenges.



PASSIVE OR ACTIVE: HYATT HOUSE REAL ESTATE INVESTMENT ANALYSIS

by Thanh Nguyen, Glenn Williamson, and Felipe Ernst

A real estate investment case comparing passive investment with independent property management.



APROFOR: MANAGING BUSINESS UNITS TO SURVIVE

by Javier J. O. Silva, Sebastian Guimaraens and Marcos Soto

A corporate strategy case exploring restructuring and survival choices amid declining global prices of timber and its derivatives.



NUTS FOR CHEESE: CARVING OUT A SLICE OF THE VEGAN MARKET

by Richard S. Bloomfield & Marlene M. Reed

A strategy case about various growth opportunities in different markets as well as product exploration that a vegan food manufacturing company is considering after their initial success.

[Read the Volume 46\(1/2\) Abstracts Here](#)

Curtis E. Tate Awardees for 2024 CRJ Volume 44

Congratulations to the Curtis E. Tate Jr. Award Winners

"Marou Faiseurs de Chocolat: Growing a Sustainability-Focused Bean-to-Bar Brand"

by Michelle P. Lee, Singapore Management University & Seshan Ramaswami, Singapore Management University

Congratulations to the Curtis E. Tate Jr. Award Runners-Up

Facebook and the Future of Instagram Kids

by Randall D. Harris, Texas A&M University – Corpus Christi, Anne T. Lawrence, San Jose State University & W. Scott Sherman, Texas A&M University – Corpus Christi

Joining the Dots: Matching Unidentified Dead Bodies to Missing Person Reports in India

by: Rajnish Rai, Indian Institute of Management

Pikolinos: Launching Spanish Footwear Manufacturing into Human Augmentation

by: Josep Lluís Cano Giner, ESADE Business School, Ramon Llull University & Maria Ballesteros-Sola, California State University Channel Islands

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

Connect with us on socials!

