

## Conference Site

The conference will be held at the New England Center at the University of New Hampshire in Durham, New Hampshire.

The Center is conveniently located, accessible to major airports, just minutes from the seacoast and just an hour north of Boston. The conference site is nestled in a secluded wooded setting with many walking and jogging paths nearby and benches underneath the tall trees for visiting with friends. The 18<sup>th</sup> century seacoast town of Portsmouth is only 15 minutes away and features a diversity of restaurants and shops



## Registration.

Register for the conference online at [www.nacra.net](http://www.nacra.net).

The registration fee includes conference materials and Thursday evening dinner, all meals on Friday, and breakfast and lunch on Saturday.

The conference adjourns after Saturday lunch. Conference registration also includes one-year membership in NACRA and subscription to the Case Research Journal.

## Lodging

Lodging for the conference is at the New England Center in Durham, New Hampshire. The Center offers extraordinary views from the 115 guestrooms. Guests often refer to the accommodations as "tree-top living." Each guest room is equipped with high-speed wireless Internet access.

Call toll free at 800.590.4334. The Center's Acorn Restaurant was named "One of the Top 100 Restaurants in New England."



## Pre-conference Activities

Thursday, October 30, 2008

Registration and Newcomers' Workshop  
(morning session)

Newcomers' Lunch

Embryo Track Coaching (afternoon session)

## Conference Opens:

Thursday evening, October 30, 2008

Opening Reception – 6:00-7:00 pm

Dinner – 7:00- 9:00 pm

Friday, October 31, 2008

Registration & Breakfast – 7:30 am

Case Roundtables – 9:00 am

Lunch – noon

Conference Sessions – 1:30 pm

Drinks, Dinner & Entertainment – 6:00 pm

Saturday, November 1, 2008

Breakfast – 7:30 am

Case Roundtables – 9:00 am

Award Luncheon & Adjournment – noon

## NACRA VICE-PRESIDENT OF PROGRAMS – 2008

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N A C R A



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## NORTH AMERICAN CASE RESEARCH ASSOCIATION (NACRA)

## 2008 CALL FOR CASES/PAPERS/SYMPOSIA

October 30 – November 1, 2008

New England Center  
Durham, New Hampshire

Submission Deadline:  
Monday, June 16, 2008

NACRA is a collaborative organization of about 500 case writers and teachers, who support each other's research and writing efforts. Our members are from all over the world, teach at many types of universities and offer expertise in various disciplines.

## Conference Format

At case roundtable discussions on Friday and Saturday mornings all authors receive suggestions about their cases in a constructive atmosphere. Afternoon sessions will include presentation of papers and symposia in addition to other concurrent sessions.

Newcomers to NACRA and/or case writing are invited to a Newcomers' workshop held Thursday morning, October 30. Newcomers may also submit an "embryo" case. See [www.nacra.net](http://www.nacra.net) (Annual Meeting Info) for details.

## Eligible Cases

Cases may deal with any topic in any academic discipline where dynamic classroom discussion is useful. Cases must be original work based on real events, real people, and real organizations, and must not have been previously published or accepted for publication elsewhere, either in journals or books. Submitted cases may also not be under simultaneous review for other conferences or publications. Cases presented in other workshops may be submitted only if they have been substantially revised since that presentation; authors should describe the case's previous history in their submittal letter.

## Author Participation

If accepted, the submission must be presented. In consideration of having a submission reviewed for the conference, you are committing to having at least one author attend and participate in the roundtable discussions or paper/symposia presentation.

Each case must be presented by at least one author who participates in both the Friday and Saturday morning roundtable sessions. Also no more than two cases may be presented in the same track by the same author.

## Submission Details

Submissions should be sent by email attachment to the appropriate track chair by **Monday, June 16, 2008**. Include one file with the cover page, submission form, and case summary or paper abstract. Include the case and instructor's manual (IM) or paper submission in a separate file that does not contain any information identifying the authors. Symposia proposals may be sent in a single file.

Each case submission should include the following. See [www.nacra.net](http://www.nacra.net) (Annual Meeting Info) for the required forms and format. Submit your case to only one Track Chair, indicating in your submittal letter if you feel it may be appropriate for other tracks. Contact the program chair if your case does not seem to fit one of the tracks listed.

— Cover page showing names, affiliations and contact information for all authors, and identifying the contact person for all correspondence. Student authors should be identified as such on the cover page.

— Case submission form attesting to originality and the right to publish.

— One-page summary of the case properly formatted.

— Case and "Instructor's Manual" (IM), also known as the "teaching note."

Paper submissions for the "Teaching with Cases" or "Case Research for Theory Building and Testing" tracks may vary in length, but should be submitted with a separate one-page abstract. Symposia proposals for these tracks are limited to two pages and should include program participants by name and affiliation, and time allotment requested. Ideas for proposals may be discussed with the program chair (see contact information at the conclusion of this call).

New case researchers may submit "case embryos" – ideas for cases still under development – for feedback from experienced case authors. See [www.nacra.net](http://www.nacra.net) for submission form and send to the program chair by **September 15, 2008**.

## Conference Participation

Individuals wishing to participate in the program as reviewers, session chairs, or session recorders should contact the appropriate Track Chair or the Vice President of Programs. We value your assistance, and we will recognize your work in the Proceedings.

## Awards

Cases submitted to the conference may be eligible for one or more awards. More detail on the awards is available at [www.nacra.net](http://www.nacra.net) (Annual Meeting Info).

- The Curtis E. Tate Jr. Award (in connection with the Case Research Journal)
- The Directors College (Canada) Award for Excellence in Corporate Governance
- Emerson Center Award for Outstanding Case in Business Ethics
- Ruth Greene Memorial Case Award (authors outside U.S. and Canada)
- Outstanding Newcomer Case Award (first year presenting at a NACRA roundtable)
- Outstanding Student-Authored Case Award
- Best Workshop Case Awards: Gold, Silver and Bronze
- C.R. Christensen Outstanding Teaching Case Award
- Philip D. Cooper Award (Health Case Management)

## Track Chairs

Track	Track Chair	University	Phone Number	E-mail
Accounting	Kay Guess	St. Edward's Univ.	512.448.8562	<a href="mailto:aundreag@stedwards.edu">aundreag@stedwards.edu</a>
Business & Society/Ethics	Tim Keane	Saint Louis Univ.	314.977.3608	<a href="mailto:tkeane@slu.edu">tkeane@slu.edu</a>
Education	Audrey E. Wright	Worcester State College	508.929.8594	<a href="mailto:awright1@worcester.edu">awright1@worcester.edu</a>
Finance/ Economics	Jonathan Welch	Northeastern Univ.	617.373.4572	<a href="mailto:j.welch@neu.edu">j.welch@neu.edu</a>
IT Management	Kevin Parker & Cindy LeRouge	Idaho State Univ. Saint Louis Univ.	208.282.4783 314.588.7887	<a href="mailto:parkerkr@isu.edu">parkerkr@isu.edu</a> <a href="mailto:lerougec@slu.edu">lerougec@slu.edu</a>
International Business	Carol Cumber	South Dakota State Univ.	605.688.4849	<a href="mailto:Carol.Cumber@sdsu.edu">Carol.Cumber@sdsu.edu</a>
Marketing	Susan D. Peters	California State Polytechnic University, Pomona	909.869.2435	<a href="mailto:sdpeters@csupomona.edu">sdpeters@csupomona.edu</a>
NFP/Health Care/Social Work	Jim Fisher	Saint Louis Univ.	314.977.3854	<a href="mailto:fisherje@slu.edu">fisherje@slu.edu</a>
Operations/Supply Chain Management	Joseph Kavanaugh	Sam Houston State Univ.	936.294.1236	<a href="mailto:MGT.JKK@shsu.edu">MGT.JKK@shsu.edu</a>
OB/OT/Human Resources	James Spee	University of Redlands	909.748.8786	<a href="mailto:james_spee@redlands.edu">james_spee@redlands.edu</a>
Small Business/Entrepreneurship	Donald Lester	Middle Tennessee State Univ.	615.898.5125	<a href="mailto:dlester@mtsu.edu">dlester@mtsu.edu</a>
Strategy	Randall Harris	CSU Stanislaus	209.667.3723	<a href="mailto:raharris@csustan.edu">raharris@csustan.edu</a>
Teaching with Cases Papers	William Andrews	Stetson University	386.833.7437	<a href="mailto:wandrews@stetson.edu">wandrews@stetson.edu</a>
Case Research for Theory Papers	William Naumes	University of New Hampshire	603.868.7080	<a href="mailto:bill_naumes@unh.edu">bill_naumes@unh.edu</a>
"Embryo" Case Track	TBA	See NACRA web site		