



The Edgewater Hotel offers classic Tennessee hospitality within the shadows of the magnificent Great Smoky Mountains National Park. Perched on the banks of the Little Pigeon River, the

Edgewater is a great location for hiking along 800 miles of trails in the Smokies or visiting the numerous area attractions that redefine "family friendly" and "kid friendly." Guests also are close to golf courses and Dollywood, the amusement park operated by country-music legend and local girl Dolly Parton. The Edgewater is located 12 miles from Gatlinburg-Pigeon Forge Airport and 30 miles from McGhee-Tyson International Airport in Knoxville, Tenn.

Registration

Register for the conference online at 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 subscriptions to the *Case Research Journal*.

Accommodations



Lodging for the conference is at The Edgewater Hotel in Gatlinburg, TN. The eight-story hotel's 205 guestrooms include refrigerators, coffeemakers, and balconies overlooking the river or mountainside. Guests can enjoy the hotel's heated pool, hot tubs, sundeck and waterfall, and Gatlinburg's many dining options. Call toll free at -800-423-9582

Pre-conference Activities

Thursday, October 28, 2010
 Registration and Newcomers' Workshop (morning session)
 Newcomers' Lunch
 Embryo Track Coaching (afternoon session)

Conference Opens:

Thursday evening, October 28, 2010
 Opening Reception – 6:00-7:00 pm
 Dinner – 7:00- 9:00 pm
 Friday, October 29, 2010
 Registration & Breakfast – 7:30 am
 Case Roundtables – 9:00 am
 Lunch – noon
 Conference Sessions – 1:30 pm
 Drinks, Dinner & Entertainment – 6:00 pm
 Saturday, October 30, 2010
 Breakfast – 7:30 am
 Case Roundtables – 9:00 am
 Award Luncheon & Adjournment – noon



NORTH AMERICAN CASE RESEARCH ASSOCIATION (NACRA)

2010 CALL FOR CASES/PAPERS/SYMPOSIA

October 28 – 30, 2010
 The Edgewater Hotel & Conference Center
 Gatlinburg, TN

**Submission Deadline:
 Monday, June 14, 2010**

NACRA is a collaborative organization of approximately 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.

NACRA VICE-PRESIDENT OF PROGRAMS – 2010

Jeffrey P. Shay
 Williams School of Commerce,
 Economics, and Politics
 Washington & Lee University
 Holekamp Hall 109, Lexington, VA
 24450-2116
 Office: 540.458-8280
 Fax: 540.458.8639
 shayj@wlu.edu



Conference Format

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

Newcomers to NACRA and/or case writing are invited to a Newcomers' workshop held Thursday morning, October 28, 2010. Newcomers may also submit an "embryo" case. See 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 14, 2010**. 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 (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 for the *Proceedings*.

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 below).

New case researchers may submit "case embryos" – ideas for cases still under development – for feedback from experienced case authors. See www.nacra.net for submission form; send to Embryo Case chair by **September 13, 2010**.

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 (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)
- Jon Welch Award (Finance/Economics)

Track Chairs

Track	Track Chair	University	Phone Number	E-mail
Accounting	Kay Guess	St. Edward's Univ.	512.448.8562	aundreag@stedwards.edu
Business & Society/Ethics	Emmanuel Raufflet	HEC Montreal	514.340.6196	emmanuel.raufflet@hec.ca
Cases in Spanish	Jorge Gonzalez	Tecnológico de Monterrey Campus, Guadalajara	(52) 33.36.69.3000 x3908	jgonza@itesm.mx
Education	Margaret Bouchard	Worcester State College	508.929.8840	mbouchard@worcester.edu
Finance/Economics	Hugh Grove & Tom Cook	Denver University	HG: 303.871.2016 TC: 303.871.2012	hgrove@du.edu toock@du.edu
Information Technology Management	Janis Gogan	Bentley University	781.891.2098	JGOGAN@bentley.edu
International Business	Josep Franch	ESADE	(34) 93-495-2132	josep.franch@esade.edu
Marketing	Tom Buckles	Biola University	562.903.6000 x5179	tom.buckles@biola.edu
Health Care/Social Work	Jim Fisher	Saint Louis Univ.	314.977.3854	fisherj@slu.edu
Not-for-profit	Vijaya Narapareddy	University of Denver	303.871.2198	vnarapat@du.edu
Operations/Supply Chain Mgmt.	Nancy Levenburg	Grand Valley State Univ.	616.331.7475	levenbun@gvsu.edu
OB/OT/HRM	Mark Julien	Brock University	905.688.5550 x4155	M.Julien@brocku.ca
Small Business/Entrepreneurship	Joseph Kavanaugh	Sam Houston State Univ.	936.294.1236	kavanaugh@shsu.edu
Strategy	Randall Harris	CSU Stanislaus	209.667.3723	raharris@csustan.edu
Social & Environmental Entrepreneurship	Vijaya Narapareddy	University of Denver	303.871.2198	vnarapat@du.edu
Teaching with Cases - Papers	Michael Welsh	University of South Carolina	803.777.9118	mwelsh@gwm.sc.edu
Papers on Research Methodology & Theory-Building	Marie Rock	Bentley University	781.891.2157	MROCK@bentley.edu
Newcomer's & "Embryo" Cases	TBA			