

The St. Anthony



The St. Anthony, an AAA four diamond historic hotel, offers classic Texan hospitality in downtown San

Antonio. Close to the fabled River Walk in San Antonio, this elegant hotel is in the vicinity of the one-of-a-kind River Walk and other city attractions, such as the Alamo, SeaWorld, the Schlitterbahn Water Park, the San Antonio Zoo, Children's Museum, the Retma Park, and the San Marcos Outlet Mall. The hotel is conveniently located 15 minutes (8 miles) from the San Antonio International Airport (SAT) and only a block from one of the city's open-air trolley stops.

Registration

Register for the conference online at www.nacra.net

The registration fee includes one-year membership to NACRA, conference materials, 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 St. Anthony Hotel in San Antonio, TX. The ten-story non-smoking hotel's 352 guestrooms and 38 suites include refrigerators, coffee-makers, and high speed internet. The Presidential and John Wayne suites both boast a decorative marble fireplace, and have a separate sitting room that includes a dining area. Guests can enjoy the hotel's outdoor pool, health club, and spa. Call toll free at 1-877-999-3223.

Pre-conference Activities

Thursday, October 13, 2011

Registration and Newcomers' Workshop (morning session)

Newcomers' Lunch

Embryo Track Coaching (afternoon session)

Conference Opens:

Thursday evening, October 13, 2011

Opening Reception – 6:00-7:00 pm

Dinner – 7:00- 9:00 pm

Friday, October 14, 2011

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 15, 2011

Awards Breakfast – 7:30 am

Case Roundtables – 9:00 am - noon



N A C R A

NORTH AMERICAN CASE RESEARCH ASSOCIATION (NACRA)

2011 CALL FOR CASES/PAPERS/SYMPOSIA

October 13 – 15, 2011

The St. Anthony
San Antonio, Texas

On-line submission
begins June 1, 2011
Submission Deadline:
Friday, July 15, 2011

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 – 2011

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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 presentation of papers and symposia.

Newcomers to NACRA and/or case writing are invited to a Newcomers' workshop and roundtables held Thursday, October 13, 2011. Newcomers may also submit an "embryo" case. The Embryo case submission deadline is **September 1, 2011**. 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 submitted online by **Thursday, June 30, 2011**. Submission details will be available on NACRA's website (www.nacra.net). 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 for additional details.

— 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 (2011 Annual Meeting tab) for submission form; send to Embryo Case chair by **September 1, 2011**.

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).

- Certified Management Accountants Of Alberta \$10,000 Award for Outstanding Case In Corporate Governance
- The Directors College (Canada) 3 Case Awards in Corporate Governance
- The Curtis E. Tate Jr. Award (in connection with the *Case Research Journal*)
- 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 (for changes check www.nacra.net)

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
Corporate Governance Track	Marlene Reed	Baylor University	254.710-4868	Marlene_Reed@baylor.edu
Education				
Finance/Economics	Hugh Grove & Tom Cook	Denver University	HG: 303.871.2016 TC: 303.871.2012	hgrove@du.edu tcCook@du.edu
Information Technology Management	Javier Busquets & Rebecca Grant	ESADE & Univ. of Victoria	(34) 93- 280-6162 250-472-5996	xavier_busquets@esade.edu rrant@uvic.ca
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	fisherje@slu.edu
Not-for-profit	Barb Stuart	University of Denver	303.871.3696	bstuart@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	MJulien@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	Elissa Grossman	Loyola Marymount University	310.338.7401	Elissa.grossman@lmu.edu
Teaching with Cases - Papers	Susan Sieloff	Northeastern University	617-373-4638	s.sieloff@neu.edu
Papers on Research Methodology & Theory-Building	Marie Rock	Bentley University	781.891.2157	MROCK@bentley.edu
Newcomer's & "Embryo" Cases	Kathryn Savage	Northern Arizona University	928.523.7397	Kathryn.savage@nau.edu