REVISED CALL FOR CASES & PROPOSALS
North American Case Research Association (NACRA) 2020 Annual Conference
Online-only, October 8-10, 2020, San Antonio time (Central Daylight time)

June 15, 2020	Commitment to submit case communicated to Track & Workshop Chairs
July 6, 2020	Submission deadline for Cases and Start-Up Cases, as well as proposals for 'New Views' Panels, Workshops, and Symposia, ends at 5pm EDT
Aug. 3, 2020	Decisions to authors; Conference early registration opens
Sept. 4, 2020	Early registration deadline (additional fee after 5pm EDT)

The NACRA executive board has voted to host the 2020 Annual Conference as an online-only event. This decision was taken after surveying our membership, investigating multiple physical and hybrid options, and negotiating with our contracted hotel. Although we are disappointed that we won't be able to meet physically in San Antonio this year, we are excited that we will be able to host a quality conference online that still provides a unique opportunity to engage with other leading case researchers in a small-group format, to receive detailed and constructive feedback about your case, and to participate in presentations from experienced case researchers and educators. The online NACRA conference will include our distinctive roundtable track design, which provides an excellent professional opportunity to enhance your abilities to develop higher quality participant-centered and discussion-based cases, that would be suitable for publication in numerous refereed journals (such as NACRA's *Case Research Journal*), case publishers and distributors, and textbooks. The Annual Conference will also include a collaborative start-up workshop and 'new views' topic sessions. For more information on all tracks, sessions and submission guidelines, please see www.nacra.net/conference.

Roundtable tracks: Most cases target typical business school courses and topics. Cases that examine other contexts are also welcome if they facilitate participant-centered and discussion-based learning. Roundtable tracks will also be hosted for cases written in Chinese, French, or Spanish. Undisguised decision-focused cases based on primary sources (interviews, field visits) are highly preferred. Although cases may be disguised, they *must* be based on real events and real people in real organizations. Fictional cases are not appropriate for this conference. Cases submitted to the conference may have been previously taught, but must not have been previously published or accepted for publication elsewhere (journals, books, online) before the conference. A submission to the conference includes a case study and associated comprehensive instructor manual. In submitting your case, you are committing to having at least one author attend the online NACRA conference and participate in case roundtables during October 8 & 9. Furthermore, authors who submit multiple cases to different tracks must have a co-author who will also attend the conference. Please see the list of Track Chairs at www.nacra.net/conference and let them know by June 15 if you expect to submit a case to their track.

Start-Up Case Workshop: In addition to the roundtable tracks, a workshop for cases under development will be hosted on October 8. The workshop is appropriate for newer case authors wishing to learn how to develop effective teaching cases and instructor manuals, as well as experienced authors looking for advice on a new case approach. By submitting a two-page start-up case, you are committing to having at least one author attend the NACRA conference and participate in the start-up case workshop. Workshop authors will also be invited to participate in the roundtable tracks. Please communicate your commitment to submit a start-up case to Linda Swayne at leswayne@uncc.edu by June 15.

New Views (Panels, Workshops, and Symposia): In addition to roundtable tracks, and the start-up workshop, a set of 'new views' topic sessions will be hosted throughout the conference. Proposals for 'new views' session are welcome, and should examine relevant, interesting, and novel case research or teaching topics. Previous sessions have included Teaching with Cases, Case Research for Theory Building and Testing, Interdisciplinary Cases, Multimedia Cases, and Case Journal Rankings.

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