



**2021 REVISED CALL FOR CASES & PROPOSALS**  
North American Case Research Association (NACRA) 2021 Annual Conference  
Online, October 14-16, 2021

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June 7, 2021	Proposals for 'New Views' Panels, Workshops, and Symposia
June 14, 2021	Submission deadline for Cases and Start-Up Cases, ends at 5pm EDT
July 12, 2021	Decisions to authors; Conference early registration opens
Sept. 7, 2021	Early regular registration deadline (additional conference fee applies after 5pm EDT)

**The NACRA executive board has voted to host the 2021 Annual Conference as an online event.** Although we are disappointed that we won't be able to meet physically in Orlando 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](http://www.nacra.net/conference).

**Roundtable tracks:** Most cases target typical business school courses and topics, such as finance, strategy, marketing, operations, governance, entrepreneurship, and organizational behavior. 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 NACRA conference and participate in case roundtables during both October 15 and October 16. Furthermore, authors who submit multiple cases to different tracks must have a co-author who will also attend the conference.

**Start-Up Case Workshop:** In addition to the roundtable tracks, a workshop for less-developed cases will be hosted on October 14. 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 and other conference sessions.

**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 on October 15. 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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