

November 14, 2017

Dear AACSB Member,

We write to invite your faculty members to submit a case for the 2018 North American Case Research Association (NACRA) annual meeting. The submission deadline is June 18, 2018. Cases nested in the full array of business disciplines, in both for-profit and non-profit organizations, are welcome.

As you seek research opportunities that can foster collaborations of your faculty or doctoral students with practitioners (especially alumni), case writing offers an exceptional option. In addition, case writing provides scholars direct measures of their research impact in advancing business knowledge when their cases are used around the world.

NACRA is an excellent conference outlet for case writers. For new case writers, NACRA offers a “start-up” workshop, where first-time case authors can present their 2-page early cases for an in-depth discussion on how to shape their research into a full case and a competitive instructor’s manual. This aspect of the conference has also proven to be a fruitful way for faculty to re-invigorate their research agendas. In addition to the start-up phase of the conference, more seasoned case writers can submit their full cases to the conference, receiving tailored feedback in NACRA’s distinctive round-table setting. Traditionally, conference presenters have aimed to publish their research in the publication of NACRA, the *Case Research Journal*. This journal has been ranked in the *Academy of Management Learning and Education* journal (AMLE).<sup>1</sup> Furthermore, cases published in the *Case Research Journal* are distributed by Harvard Business Publishing, The Case Center, Study.net, and Wilfrid Laurier University. While “NACRA” has the words “North American” in its title, know that scholars from around the world presented at the just-concluded conference, and there were special awards given for cases written in French and in Spanish.

The 2018 annual meeting will take place from October 4 through October 6 at the Rosen Plaza Hotel in Orlando, Florida. To learn more about NACRA, visit [www.nacra.net](http://www.nacra.net). Hope to see you or your colleagues in Orlando next October!

Karen E. Boroff, Ph.D.  
Interim Provost  
Seton Hall University  
Co-Chair Organizational Behavior and  
Human Resources Track  
2018 NACRA Annual Meeting  
[karen.boroff@shu.edu](mailto:karen.boroff@shu.edu)

John Varlaro, Ph.D.  
Associate Professor of Management  
Johnson and Wales University  
Co-Chair Organizational Behavior and  
Human Resources Track  
2018 NACRA Annual Meeting  
[john.varlaro@jwu.edu](mailto:john.varlaro@jwu.edu)

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<sup>1</sup> See Currie, Russell R. & Pandher, Gurupdes (2013), “Management Education Journals’ Rank and Tier by Active Scholars,” *Academy of Management Learning & Education*, Vol. 12, No. 2, 194-218.