

January 24, 2019

Dear AACSB Member:

We write to invite your faculty members to submit a case for the 2019 North American Case Research Association (NACRA) annual meeting. The submission deadline is June 17, 2019. 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’s *Learning and Education Journal* (AMLE).¹ 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 2019 annual meeting will take place from October 10 through October 12 at the Tempe Mission Palms in Tempe, Arizona. To learn more about NACRA, visit www.nacra.net. Hope to see you or your colleagues in Orlando next October!

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¹ 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.