



2026 Call for Cases

Conference Overview

The 2026 Southwest Case Research Association (SWCRA) Annual Meeting will be held in conjunction with the Federation of Business Disciplines (FBD) Conference in Richardson, Texas. The event will take place at the Renaissance Dallas Richardson Hotel from **March 18–21, 2026**.

SWCRA sessions will officially begin on the morning of **Thursday, March 19, 2026**. The program will feature special guest speakers and symposia focused on key topics including case development, reviewing, teaching strategies, publication processes, and other issues relevant to case research and pedagogy.

Conference Format and Schedule Highlights

One of the most popular features of recent SWCRA conferences has been the inclusion of live presentations by company representatives who share their insights on real-world decision-making challenges. These interactive sessions allow for audience participation, including questions and open dialogue, making them a valuable experience for both presenters and participants.

In addition, roundtable case sessions will provide authors with multiple sources of feedback from peers and seasoned case researchers.

The SWCRA program will conclude on Thursday afternoon with a planning session to discuss the 2027 SWCRA program. This schedule is designed to accommodate FBD participants, allowing them to maximize their travel investment by engaging with other affiliated associations throughout the FBD conference.

Who Should Attend

The SWCRA conference is ideal for students, faculty, researchers, and practitioners interested in developing and using teaching cases across a wide range of disciplines. Whether you're an experienced case author or just beginning to develop your case writing skills, you'll find valuable opportunities to connect, collaborate, and grow your skills.

The event offers a welcoming and supportive environment for:

- First-time case writers seeking feedback and guidance
- Seasoned researchers aiming to share and refine their work
- Educators looking for high-impact classroom materials
- Reviewers and editors involved in case publishing
- Anyone interested in elevating the practice of experiential teaching

In addition to formal sessions, the conference provides access to networking and mentoring opportunities designed to foster professional development and build lasting relationships within the case research community.

Instructions

SWCRA encourages the submission of teaching cases for the roundtable case sessions planned for Thursday, March 19. Submitted cases must not have been presented or published previously or accepted for presentation or publication elsewhere. Accepted cases will be considered for the Best Case Award, and outstanding cases will be considered for publication in the Journal of Applied Case Research, an SWCRA publication. The deadline for receipt of all submissions is November 1, 2026. Each submission must have a title page with the name, affiliation, address, phone number, FAX number, and email address of all authors, with the primary author (contact person) indicated. The main body of the submission must have a title only. All submissions will be double-blind reviewed. The symposia may address case development, case reviewing, case teaching, publication, and related issues. Related research papers may be presented only in conjunction with the symposia.

Cases

Teaching cases related to the tracks listed in this call are welcomed. Cases should be typed, double-spaced, and no longer than 30 pages. Each case must be accompanied by an instructor's manual, which should include the following:

- Case Overview Analysis
- Objectives
- Courses and Levels Epilogue (if appropriate)
- Discussion Questions
- Answers to the Discussion Questions
- References (if needed)

Cases are to be based on actual organizational data, either from primary or secondary sources. Cases that are not based on factual situations and organizations, but were written as specific teaching tools, will also be considered but will not be eligible for the Best Case Award or for publication in the Journal of Applied Case Research. *

**Each case will be double-blind reviewed, and the author(s) who revise the cases/teaching notes according to the reviewers' instructions will have their case published in the Journal, which may count as a peer-reviewed journal publication for promotion/tenure considerations.*

Please specify the type of the case when submitting:

Decision cases. Decision cases are distinguished by ending at a decision point. Usually, this is a decision facing the central character in the case, or the decision-maker. A strong opening paragraph, often referred to as "the hook," should foreshadow the decision scenario faced by the decision maker. No introductory paragraph is needed. Most often, decision cases are based on primary field research and are enriched by real characters and quotations, where appropriate. Beyond these basic conventions, the format of a decision case may vary based on the discipline, subject matter, and situation.

Descriptive cases. Descriptive cases are used to illustrate a broad scenario for organizational analysis. These cases must be based on real events and organizations. These cases generally utilize secondary research where direct access to the organization is not available or may not be required. Descriptive cases may be quite extensive and encompass a broader timeframe than normal considered in a decision case. For example, a decision case might examine a CEO decision at SAP, while a descriptive case might explore the evolution of the ERP software industry from 1990 to 2010.

Critical incidents. Critical incidents are also decision-focused; as such, they should open with a hook and end at the decision point. The distinguishing features in these cases are focus and length. Critical incidents are five pages or less, tightly focused on a very specific situation or decision, and intended to illustrate a singular teaching point. They are also about real events, organizations, and characters.

Student Cases. We provide students (both graduates and undergraduates) with an opportunity to prepare and present cases for the conference. Student cases must be in the required format and submitted to the appropriate track for review. The author(s) of the best student case will be awarded \$500. The author(s) are responsible for appropriately dividing any winnings.

The following stipulations apply:

1. The case must be submitted and accepted into the appropriate track.
2. There can be no more than four co-authors on the case
3. The case must have a faculty sponsor, but the sponsor cannot do significant work on the case.
4. At least one student and the faculty sponsor must register for the conference and be present to present the case at the conference.
5. The Board of Directors of the Association will review student cases and will be responsible for selecting the best case.

Case Development (Embryo) Track

The Embryo Case track is designed for early-stage teaching case ideas submitted by first-time SWCRA case authors. This track offers a supportive environment for new case writers to receive constructive feedback from experienced case researchers. During roundtable sessions, participants will discuss key topics related to case development and the creation of effective teaching notes. Embryo case authors will be listed in the conference program; however, these submissions will not be included in the official conference proceedings.

Submission Requirements

Each submission must include both the case body and an accompanying Instructor's Manual (Teaching Note), submitted electronically as two separate attachments. All materials must be sent via email to the appropriate Track Chair.

In addition to the case and Instructor's Manual, authors must include the following:

- A completed abstract (example attached), which will be published in the conference proceedings and on the SWCRA website for accepted cases.
- A signed authorization form (attached), granting permission to publish the abstract online.

Please note: Abstracts will not be published without the author's explicit permission. Once a case has been accepted for presentation, an electronic copy of the abstract must be emailed to the Track Chair.

Authors may submit their case to only one track. Submissions to multiple tracks will result in disqualification from consideration. If you are uncertain which track best fits your case, please contact the Program Chair for guidance.

In accordance with Federation of Business Disciplines (FBD) policy, a case may not be submitted simultaneously to more than one FBD constituent association.

Presentation Requirements

At least one author must attend and actively participate in the full session scheduled for the morning of Thursday, March 19, 2026. Additionally, at least one author must be registered for the conference in order for the case to be included in the official program. Authors are strongly encouraged to attend the Thursday afternoon sessions, as these offer valuable learning and networking opportunities.

Symposia:

We welcome proposals for symposia that explore topics related to case research, writing, teaching, and publication. These sessions are an excellent opportunity to share innovative practices, collaborate across disciplines, and advance the field of case pedagogy.

Symposia proposals should be no more than two pages in length and submitted electronically via email to the Symposia Track Chair. Each proposal must also include an abstract for publication in the conference proceedings.

Optional Poster Session

This year, SWCRA members are invited to participate in optional poster sessions hosted in collaboration with other FBD organizations. In this informal format, presenters will be seated at tables to discuss their case research with conference attendees. Posters serve as visual aids to highlight the topic and identify the case writer.

These sessions are tentatively scheduled for Thursday afternoon and are in addition to (not a substitute for) the Thursday morning roundtable paper presentations. Participation is optional but provides a valuable opportunity to engage with a broader audience and receive additional feedback on your work.

Reviewers

Individuals interested in serving as case reviewers for the conference should contact the appropriate **Track Chair** by **October 15, 2026**. Reviewer participation is essential to the success of the conference and offers a meaningful way to contribute to the case research community.

2026 SWCRA Program Chair: Wendy Risher

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2026 SWCRA Track Chairs: TBD

Should you have any questions before track chairs are chosen, please contact Program Chair, Wendy Risher: wrisher@se.edu

Track: Accounting/Finance/Economics	Track: Human Resource Management / Organizational Behavior	Track: Non-Profit Management / Ethics
Track: Marketing	Track: Small Business / Entrepreneurship	Track: Strategic Management / Business Policy
	Track: Student Track / Embryo Track	

