



CONGRATULATIONS TO THE NACRA 2015 CONFERENCE CASE AWARD WINNERS

BEST CASES OF THE NACRA 2015 CONFERENCE

Gold: Randall D. Harris and W. Scott Sherman.
General Motors.

Silver: Syeda Maseeha Qumer, Debapratim Purkayastha & Vijaya Narapareddy.
A Lapse of Judgment.

Bronze: Grishma Shah, Janet L. Rovenpor & Musa Jafar.
A Brand under Attack: The Boycott of Stolli Vodka and the Power of Social Media

and

Lisa Eshbach & Nancy M. Levenburg.
Adam's Ribs: An Adventure in Food Cartology

OTHER NACRA 2015 CASE AWARDS

Above and Beyond Award (For outstanding contribution to the NACRA annual conference):
Javier Silva

Best Case Written in French:
Valentina Kirova & Marie-Noelle Rimaud.
La Maison de Cognac Remy Martin

Ruth Green Award (best case by authors from outside N. America)
Josep Franch, Ivo Fink & Augusti Casas.
KH Loreda: Internationalizing a Local Champion

Best Case by a NACRA Newcomer:
Sarah Elizabeth Clark, Elisabeth Burgess & Alejandro Allera Mercadillo.
Making the Case for Cargo Flights to Guadalajara

Giving Voice to Values Award
Cynthia A. Ingols
Refusing to Join the Looting Bandwagon



Best Student-Authored Cases

Erin Rock
Girls on the Run Sonoma County

and

Patrick Burds, Traci Quillan, Aaron Gach & Deval Patel
Faculty Supervisor: Nancy M. Levenburg
Rapid Bank: A Service Industry Aggregate Planning Decision

2015 Case Research Journal Awards

Curtis E. Tate Jr. Award (best case published in Volume 34):

LaborVoices: Bringing Transparency to the Global Supply Chain
Ronald M. Roman and Anne Lawrence, San Jose State University and Chirag Amin,
LaborVoices

Best Case Runners Up:

Maria Gonzalez
Karen E. Boroff, Seton Hall University

The High West Distillery
Robert D. Perkins, Mercer University

Case Research Journal Reviewer Awards

Outstanding Editorial Board Members

Lew Brown, University of North Carolina at Greensboro
Peggy Naumes, University of New Hampshire

Outstanding Ad hoc Reviewers

Charles Mossman, University of Manitoba
Denise Tanguay, Eastern Michigan University

Outstanding New Reviewer

Tia Quinlan-Wilder, University of Denver