



AMERICAN
UNIVERSITY OF BEIRUT
SULIMAN S. OLAYAN SCHOOL
OF BUSINESS

THE
CASE
HUB

CALL FOR SUBMISSIONS THE CASE HUB CASE WRITING COMPETITION

The Case Hub at the Suliman S. Olayan School of Business, American University of Beirut is launching its first annual Case Writing Competition. The competition aims to promote case studies with impact and honor the best case study writers about the Arab MENA. **Make your submission at this [link](#).**

You may apply to the general competition stream or apply to one of the co-sponsored streams:

- General competition stream (all themes related to business education, including but not limited to: Digitalization and impact of technology, Business ethics, Human resources, Impact investing, Leadership, Operations management; Supply chain; Finance; Accounting; Family business).
- Business analytics stream, co-sponsored by the Master of Science in Business Analytics program.
- Corporate governance stream, co-sponsored by the Rami F. Makhzoumi Corporate Governance Initiative.
- Inclusion and diversity stream, co-sponsored by the Center for Inclusive Business Leadership (CIBL).
- Innovation and entrepreneurship management stream, co-sponsored by the Darwazah Center for Innovation Management and Entrepreneurship.
- Social and environmental entrepreneurship stream, co-sponsored by the Nature Conservation Center (NCC).

AWARDS AND BENEFITS

The winning case studies will obtain:

- Recognition through a feature in The Case Hub and co-sponsor newsletter, website and social media.
- A plaque and a certificate for display.
- Monetary prizes of \$1,500 for the best case study and \$750 for the runner up in each stream.
- Unpublished case studies may be considered for publication at The Case Hub.

ELIGIBILITY AND REQUIREMENTS

- At least one author must currently hold a position at a higher education institution.
- All case studies must be positioned in the Arab MENA region and target a topic of interest to business school education.
- Case studies must be based on a real (undisguised) decision made by a real protagonist in a real organization using either primary sources (interviews, field visits and data) or secondary research.
- All case studies must be anonymous. Author and institution names must be concealed.
- Case studies must be original, and unpublished or published in 2021 or later.
- Submissions are accepted in both English and Arabic.
- All case study formats are accepted (cases, short cases, multimedia, comic, etc.).
- All submissions must include a teaching note (recommended sections: synopsis, learning objectives, teaching the case study, suggested supplementary material, suggested assignment questions, analysis, and epilogue).

EVALUATION CRITERIA

- The case study and the teaching note have equal weights in the evaluation.
- The following are examples of criteria that will be used: relevance to business education, innovativeness of the topic, readability and understandability of the narrative, multi-perspective narrative/ situation, and additional resources (multimedia videos, data files, etc. that enrich the case study).

SUBMISSION GUIDELINES

To participate in the Case Writing Competition, please submit the following:

- Abstract that highlights the key issues of the case study and the nature of available data.
- Case study.
- Teaching note.
- Any other supplementary material.

For inquiries, please contact Dr. Randa Salamoun, Director of The Case Hub, at thecasehub@aub.edu.lb.

COMPETITION TIMELINE

Submissions open
Deadline for case study submissions
Announcement of winners

March 6, 2023
June 1, 2023
July, 2023

The Suliman S. Olayan School of Business

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has around 800 instructional faculty and a student body of around 8,000 students. The University encourages freedom of thought and expression and seeks to graduate men and women committed to creative and critical thinking, life-long learning, personal integrity, civic responsibility, and leadership.

The American University of Beirut enjoys a lengthy, distinguished history as one of the world's foremost universities, a reputation enhanced by the Suliman S. Olayan School of Business. The school is highly regarded within the international community with rankings consistently placing it as a MENA leader and provider of international caliber vision and opportunity. The school currently enrolls over 1,500 of the most select students in the region within its world-class BBA, MBA/MBA Online, Executive MBA, and specialized master's degree programs in Human Resources Management, Finance, and Business Analytics. In addition to its extensive activity in providing executive education throughout the region to leading organizations, the school has long been AACSB International-accredited.

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