



AMERICAN  
UNIVERSITY OF BEIRUT  
SULIMAN S. OLAYAN SCHOOL  
OF BUSINESS

THE  
CASE  
HUB

# CALL FOR SUBMISSIONS THE CASE HUB CASE CONFERENCE

The Case Hub at the Suliman S. Olayan School of Business, American University of Beirut is launching its Case Conference on **May 6, 2023**  
**Make your submission at this [link](#).**

The Case Hub is organizing the first case conference in the Arab MENA. The conference offers a one-of-a-kind opportunity to network and engage with case writers and educators in the region. The conference will run on Saturday 6 May, 2023 and will be preceded by a workshop on Friday 5 May, 2023 where guest speakers will be invited to share their learning and expertise in case writing and teaching. On conference day, participants will attend presentation sessions led by seasoned case writers and educators. They will then present their developed cases or participate in case development sessions with their new case ideas and obtain detailed developmental feedback from experienced case mentors. The aim behind these mentor-participants case development sessions is to help participants move their cases forward to publication in The Case Hub, refereed journals, or case publishers and distributors.

**The following themes are of key interest, however all cases with a potential for development will be accepted:**

- Business analytics
- Corporate governance
- Digitalization and impact of technology
- Entrepreneurship and social entrepreneurship (including environmental)
- Ethics
- Human resources
- Impact investing
- Inclusion and diversity
- Leadership
- Operations and supply chain management

## SUBMISSION REQUIREMENTS

All cases must be positioned in the Arab MENA and target a topic of interest to business school education. Cases must be original works that are based on a real (undisguised) decision by a real protagonist in a real organization using primary sources (interviews, field visits and data). Submissions are accepted in both English and Arabic.

In submitting your case, you commit to having at least one author attend the conference and present the accepted developed case or case idea proposal.

## DEVELOPED CASES SUBMISSIONS

Developed cases submitted may have been previously taught but not published or accepted for publication elsewhere (in journals, case publishers, textbooks or others) before submission to the conference.

A developed case submission includes the case, any associated teaching resources (data sets, audio or visual material) and the teaching note (please use the case submission and teaching note [templates](#)). Typical length of a developed case is 4,000-5,000 words excluding exhibits.

## CASE IDEA PROPOSAL SUBMISSIONS

Case idea proposals are cases that are still in the early stages of their development. These submissions are normally limited to 1,000 words (please use the case submission [template](#)).

Following the conference, participants will have the opportunity to submit their cases for publication in the Case Focus (please check the [website](#) for requirements and deadline).

For enquiries, please contact Dr Randa Salamoun, the conference chair at [thecasehub@aub.edu.lb](mailto:thecasehub@aub.edu.lb). For more information about the conference visit the [website](#).

## THE CONFERENCE VENUE

The conference is hosted at the Suliman S. Olayan School of Business, located in the American University of Beirut main campus. The campus is beautiful and overlooks the Mediterranean Sea. Our campus includes athletic fields, a private beach, a bird sanctuary, and a repository of native and non-native trees and shrubs. It also comprises a Medical Center, and numerous facilities (libraries, computer labs) an Archaeological Museum, a Natural History Museum, and one of Lebanon's few geological collections.

Lebanon enjoys a Mediterranean climate. The winter rainy season from November to March, however, is at times damp and cold. Except for this rainy season, the weather in Beirut is delightful. People from the region and Europe flock to Lebanon and its capital city Beirut attracted by its mountains (a destination for skiers and hikers alike), its Mediterranean coastline, its world famous cuisine, its inexhaustible nightlife, its temperate climate, and its rich cultural and historical offerings. The centrally located campus, which anchors the Hamra neighborhood of Beirut, provides easy access to all of this—and much more. Although Beirut and Lebanon offer something for everyone, you may find that your favorite spot is on our campus, an oasis of green with panoramic views of the mountains and the sea.

## CONFERENCE TIMELINE

Submissions open	<b>January 20, 2023</b>
Submissions Deadline	<b>March 1, 2023</b>
Decision to applicants, registration opens	<b>March 15, 2023</b>
Registration deadline	<b>April 24, 2023</b>
Pre-conference workshop	<b>May 5, 2023</b>
Conference	<b>May 6, 2023</b>



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