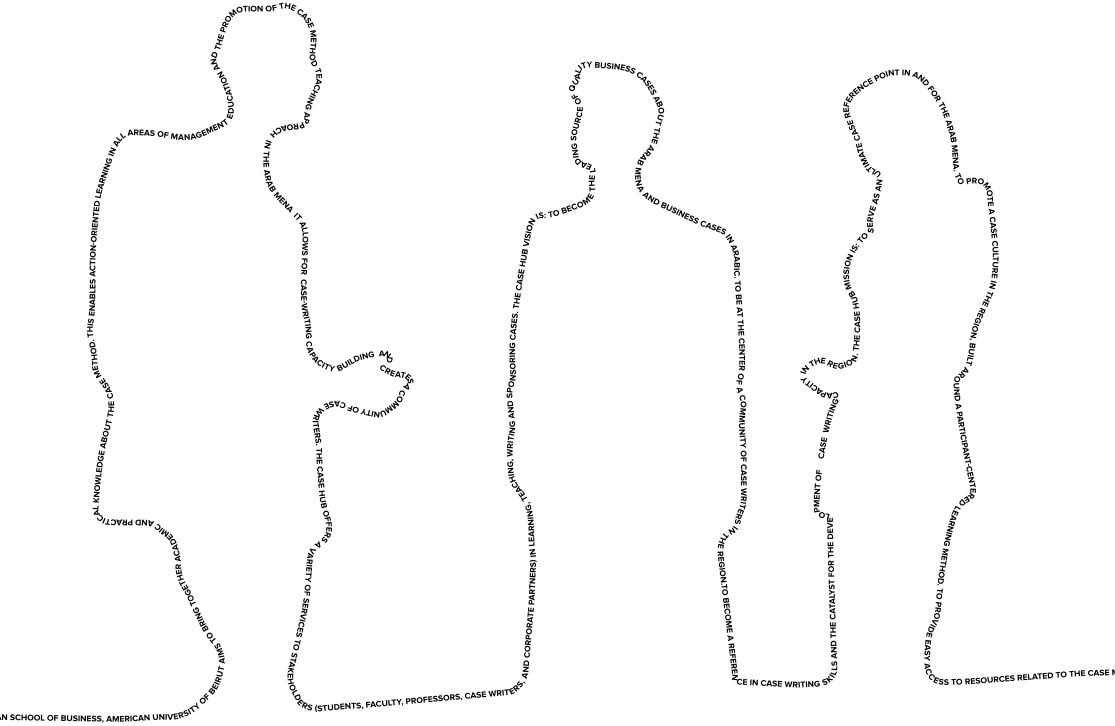
AMERICAN UNIVERSITY OF BEIRUT
SULIMAN S. OLAYAN SCHOOL OF BUSINESS

THE CASE HUB

IVEY | Publishing



THE SECOND CASE CONFERENCE

PROGRAM FEB 2-3, 2024

American University of Beirut – Mediterraneo

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The Schedule at a Glance

FRIDAY, FEB. 2, 2024

8:30 - 9:00	Registration and Coffee
9:00 - 9:25	Opening Session
9:25 - 10:00	Keynote Speech
10:00 - 10:25	Q&A
10:25 - 10:50	Coffee Break
10:50 - 12:20	Panel - Strategic Role of Case Studies in Business Education
12:20 - 12:35	Introducing the North American Case Research Association (NACRA)
12:35 - 14:00	Lunch
14:00 - 15:30	Panel - Case Centers in the Region: Achievements, Challenges, and Plans Moving Forward
15:30 - 17:00	Professional Development Workshop The Art of Case Writing
20:00	Dinner at Londos Perasma Cafe Restaurant

SATURDAY, FEB. 3, 2024

8:30 - 9:00	Registration and Coffee
9:00 - 9:35	Keynote Speech
9:35 - 10:00	Q&A
10:00 - 11:30	Panel - Award Winning Cases - Tips & Tricks from the Trenches
11:30 - 11:55	Coffee Break
12:00 - 13:30	Parallel Roundtable Sessions
13:30 - 14:45	Lunch
14:45 - 16:15	Professional Development Workshop Navigating Business Case Publishing
16:15 - 16:45	Awards and Closing Remarks

**Session details are available starting page 13

Stay In the Loop

Connect with us on social media to stay engaged, informed and up-to-date on all things The Case Hub OSB AUB! Use **#CaseConferenceAUB** and **#TheCaseHub** to keep up with the latest Case Conference news and updates!

The Case Hub at the Suliman S. Olayan School of Business, AUB

@aub_osb

@aubosb

@aubosb

Our Media Partner

Harvard Business Review
هارفارد بزنس ريفيو

Harvard Business Review is the leading destination for smart management thinking. Through its flagship magazine, international licensed editions, books from Harvard Business Review Press, and digital content and tools published on HBR.org, Harvard Business Review provides professionals around the world with rigorous insights and best practices to lead themselves and their organizations more effectively and to their organizations more effectively and to make a positive impact.

About The Case Hub

The Case Hub at the Suliman S. Olayan School of Business, American University of Beirut serves as a hub for both academic and practical insights into the case method. It actively promotes the case method teaching approach, facilitates case-writing capacity building, and cultivates a community of case writers across the MENA region.

Serving stakeholders such as students, faculty, professors, case writers, and corporate partners, The Case Hub provides a spectrum of services encompassing learning, teaching, writing, and case sponsorship. The Case Conference acts as a catalyst for expanding the case method, drawing on the University's rich tradition of business education dating back to 1900 and the esteemed legacy of the Suliman S. Olayan School of Business.

Vision

The Case Hub strives to be the central hub for impactful business cases tailored to the Arab MENA region, with an extensive collection in Arabic. It aims to establish a vibrant community of case writers, refine skills, and promote the growth of case writing capacity in the region.

Mission

The Case Hub's mission is clear: to be the go-to resource for impactful business cases in the Arab MENA region. Guided by a commitment to participant-centered learning, The Case Hub makes case-related insights accessible to everyone—students, instructors, educators, writers, and the wider community. It is dedicated to empowering faculty, supporting student learning, and navigating the intricacies of case writing. Beyond academia, The Case Hub serves as a bridge, connecting theory to real-world solutions for companies.

Welcome Words
by the Conference Chair

Dear Colleagues and Esteemed Participants,

It is with great pleasure that I welcome you all today on behalf of the Case Hub and the Organizing Committee to the Second Case Conference hosted at the American University of Beirut – Mediterraneo, our twin campus in beautiful Pafos, Cyprus.

Over the next two days, we invite you to engage in a stimulating program that promises not only intellectual growth but also spark meaningful conversations. From thought-provoking discussions that will challenge your perspectives to insightful keynote talks and interactive case development sessions that will ignite your curiosity, we've crafted a dynamic playground designed not just to teach but to enhance business education through the mastery of the case method. Our distinguished speakers and workshop facilitators are the driving force behind this journey. They stand at the forefront of case method expertise, ready to offer perspectives that promise to broaden our horizons. As we explore the intricacies of crafting, publishing, and adopting case studies to enhance learning experiences, let us also celebrate the community we are building—a community dedicated to writing cases about our region, for our region. In the exciting days that lie ahead, we encourage you to network, challenge assumptions, and explore the intersections that fuel innovation.

Finally, our journey together will culminate in the recognition of the best submissions through the conference awards. I extend my deepest gratitude to our partner Ivey Publishing, sponsors, distinguished guests, contributors, attendees, and organizers who have made this event possible. May this Second Case Conference serve as a catalyst for new ideas, lasting connections, and a shared commitment to advancing business education in our region.

Wishing you an inspiring and enriching conference experienc

Sincerely,
Randa Salamoun, PhD
Conference Chair
Director of The Case Hub

The Second Case Conference
Organizing Committee

Randa Salamoun, PhD
Chair | Case Conference
Assistant Professor | Suliman S. Olayan School of Business
Director | The Case Hub, Suliman S. Olayan School of Business

Fida Afiouni, PhD
Associate Professor | Suliman S. Olayan School of Business
Associate Provost | American University of Beirut

Amine Abi Aad, PhD
Assistant Professor | Suliman S.Olayan School of Business

Alain Daou, PhD
Dean and Associate Professor | American University of Beirut - Mediterraneo

Candis McInnes
Director | Ivey Publishing

The Case Hub at the Suliman S. Olayan School of Business, American University of Beirut, proudly organized the 2024 Case Conference **in Partnership with Ivey Publishing**

Ivey Publishing is a leader in global business case studies, featuring an extensive collection of over 7,000 products available in 11 languages. Ivey Publishing is a great supporter of the case method and works closely with case authors/ writers and case adopters to help them develop quality and current cases that meet the rigorous demands of business and management education.

Over 2,000 Ivey cases have been translated into French, German, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish and Traditional Chinese. Translated cases help promote the use of the case method in other countries.

Our Sponsors

AMERICAN UNIVERSITY OF BEIRUT

SULIMAN S. OLAYAN SCHOOL OF BUSINESS

Executive Education

AUB OSB's custom executive education offerings aim to create and further develop business leaders with the ultimate goal of assuring the sustainable growth of organizations through a strategic mindset and the execution of sound business practices.

The main learning focus is to help the served firms' executives master business strategies and organizational development in all of its complexities as well as develop personnel capabilities. We partner with each firm to develop the right competencies in order to meet its organizational strategic goals.

Every program challenges the executive to sculpt powerful ideas into concrete action plans, and to think and effectively manage in a fast-changing business world with special attention to the local intricacies of the MENA business environment.

AMERICAN UNIVERSITY OF BEIRUT
Mediterraneo

The American University of Beirut – Mediterraneo in Pafos, Cyprus, a twin campus of the American University of Beirut (AUB) in Beirut, Lebanon. AUB bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. 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.

AUB operates under a charter granted by the New York State Education Department (NYSED) which registers the university's degree programs. All departments and programs at AUB Mediterraneo are accredited by the Cyprus Agency of Quality Assurance and Accreditation of Higher Education (CYQAA).

AMERICAN UNIVERSITY OF BEIRUT

Online

In today's fast paced world, embracing online learning is vital. At AUB Online, we enable you to acquire new skills, advance your career, and pursue best-in-class higher education without geographical constraints. Our pioneering education programs, certificates, and diplomas offer unparalleled flexibility and convenience. Thanks to our regional graduate employability ranking and global standing, your chances of landing your dream job or gaining that desired promotion have never been higher.

KAMAL SHAIR CHAIR IN LEADERSHIP
AT THE SULIMAN S. OLAYAN SCHOOL OF BUSINESS

AACSB International (AACSB), a global non-profit association, connects educators, students, and business to achieve a common goal: to create the next generation of great leaders. Members of the AACSB Business Education Alliance are part of a movement united to create positive societal impact and improve the quality of business education around the world. AACSB connects, shares, and inspires innovation and quality throughout the member network, as well as the business community. The collective strength of the organization is founded on diverse perspectives, a global mindset, and a commitment to making a difference.

The Case Centre is dedicated to promoting and facilitating case study-based learning in management education and development. Established in 1973 by the business school community, The Case Centre is a not-for-profit, membership-based organization, and a registered charity. www.Thecasecentre.org provides access to the best management cases, articles, book chapters, and instructor materials available worldwide and includes facilities to search, preview, and purchase for instant download. The Case Centre also offers many services to support the writing and teaching of cases, including training, scholarships, awards, and materials on the case method. The Case Centre's publication services allow authors to make their cases available to global audience.

Conference Detailed Schedule

FRIDAY, FEB. 2, 2024

8:30 - 9:00	**Registration and Coffee**
9:00 - 9:25	**Opening Session** Randa Salamoun, PhD Chair | Case Conference Assistant Professor | Suliman S. Olayan School of Business Director | The Case Hub, Suliman S. Olayan School of Business Wassim El Hajj, PhD Rector | American University of Beirut - Mediterraneo Phedonas Phedonos Mayor | City of Pafos Yusuf Sidani, PhD Dean | Suliman S. Olayan School of Business Fadlo R. Khuri, MD President | American University of Beirut
9:25 - 10:00	**Keynote Speech** Nadine de Gannes, PhD Faculty Director and Assistant Professor | Ivey Business School
10:00 - 10:25	**Q&A**
10:25 - 10:50	**Coffee Break**

10:50 - 12:20 **Panel - Strategic Role of Case Studies in Business Education**

This panel explores how case studies bridge theory and practice, preparing students for real-world challenges. Discussions will cover faculty and student receptivity to the Case Method, challenges in case writing and teaching, and future prospects of case studies in a rapidly evolving global business environment. The panel will also offer insights on integrating the Harvard Case Study Method into curricula, underscoring its potential to enhance impact and reputation of business schools in the region.

Fida Afiouni, PhD - Moderator
Associate Professor | Suliman S. Olayan School of Business
Associate Provost | American University of Beirut

Yusuf Sidani, PhD
Dean | Suliman S. Olayan School of Business

Alain Daou, PhD
Dean | School of Business American University of Beirut - Mediterraneo

Rana Sobh, PhD
Dean | College of Business and Economics, Qatar University

Patrick Fitzgerald
Acting Associate Dean Executive Education
Suliman S. Olayan School of Business
Executive Director | AUB Online

12:20 - 12:35 **Introducing the North American Case Research Association (NACRA)**

Olga Kandinskaia, PhD
President | NACRA (North American Case Research Association)
Associate Professor of Finance
Director of MSc in Green and Digital Management | University of Limassol

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12:35 - 14:00 **Lunch**
Sponsored by Executive Education
Suliman S. Olayan School of Business

14:00 - 15:30

Panel - Case Centers in the Region: Achievements, Challenges, and Plans Moving Forward

This panel explores case centers in the region. Not only management theories were developed with mostly foreign data, but also most of the cases we use in our teaching are international. The absence of local context alienates our students from the material and widens the gap between practice and learning in our schools. Thus, regional case centers have a valuable role to play in developing locally relevant teaching materials. Our panelists come from prominent case centers in the Middle East region, and they will be sharing their experiences, achievements, challenges, and insights for the future.

Amr El Kebbi, PhD - Moderator
Assistant Professor | Suliman S. Olayan School of Business

Nadine de Gannes, PhD
Faculty Director | Ivey Business School

Said El Banna, PhD
Director of the Center for Entrepreneurship & Organizational Excellence
Qatar University

Engy Magdy
Director of El-Khazindar Business Research and Case Center
American University of Cairo

Randa Salamoun, PhD
Director of The Case Hub | Suliman S. Olayan School of Business

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15:30 - 17:00

Professional Development Workshop - The Art of Case Writing

This session guides participants through the three-phase writing process for case study development. Topics include crafting impactful openings, developing storylines, creating comprehensive case outlines, and structuring effective teaching notes. Submission guidelines for different case types are covered, followed by a Q&A and discussion. The session encourages applying the three-phase process, recaps key points, and provides information on additional case development resources.

Violetta Gallagher
Associate Director of Product and Publishing | Ivey Publishing

Candis McInnes
Director | Ivey Publishing

20:00

Dinner at Londos Perasma Cafe Restaurant

SATURDAY, FEB. 3, 2024

8:30 - 9:00	**Registration and Coffee**
9:00 - 9:35	**Keynote Speech** Tawfik Jelassi, PhD Professor of Strategy & Technology Management and Co-Director of the OWP Program | IMD Business School
9:35 - 10:00	**Q&A**
10:00 - 11:30	**Panel – Award Winning Cases: Tips & Tricks from the Trenches** This panel focuses on imparting insights and strategies for crafting successful cases, drawing upon the knowledge shared by accomplished authors who have received recognition. The panelists emphasize the significance of selecting a pertinent topic, maintaining relevance, leveraging credible data, and offering thoroughly developed teaching notes. Amine Abi Aad, PhD - Moderator Assistant Professor | Suliman S. Olayan School of Business Deval Kartik, PhD Senior Case Writer | HEC Paris in Qatar Vicky Lester Chief Executive Officer | The Case Centre Candis McInnes Director | Ivey Publishing Lina Tannir, CFA Senior Lecturer | Suliman S. Olayan School of Business
11:30 - 11:55	**Coffee Break**

12:00 - 13:30 **Roundtable Sessions and Location**

1	2	3	4	5	6
Human Resources and Management	Management and Strategy	Marketing	Finance and Corporate Governance	AI and Digitalization	ESG and Sustainability
Classroom 1 ground floor	Classroom 4 ground floor	Student lounge ground floor	Meeting room 1st floor	Multi-purpose room	Multi-purpose room

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Roundtable Session 1
Human Resources and Management
Session Chair: Fida Afiouni, PhD

F.A. Hosri Group Expansion in Times of Crisis - Overcoming Resistance to Change
Amr El Kebbi & Randa Salamoun | American University of Beirut

Martis Marti & Co Aidt LTD: So, What is Next?
Marios I. Katsioloudes, Eleftheria Atta, Polina Ellina & Dario Pontiggia | American University of Cyprus
Pantelista Eteokleous | University of Cyprus

Fimalco: A Family Business Trading in Dental Materials
Hisham Tabsh | American University of Beirut

Human Flourishing: Cultivating and Activating Responsibilization
Elena P. Antonacopoulou | GNOSIS Institute; Father Joseph CC | Christ University

Fostering Family Friendly Policies in the Industrial Companies in the MENA
Rola Chami-Al Malaeb & Fida Afiouni | American University of Beirut;
Lily Bassil Merheb | INDEVCO

Crossroads and Opportunities: Alnarjes' Journey from Refugee to Advocate for Educational Access
Said El Banna & Loreta Armstrong | Qatar University

Roundtable Session 2
Management and Strategy
Session Chair: Amine Abi Aad, PhD

Dirham Stretcher: Scaling A Community-Oriented Platform Business
Deval Kartik | HEC Paris in Qatar

Creating a Blue Ocean or Diving into a Red Ocean
Atantra Das Gupta | MDI

Accelerating the Accelerator: Raja Al Mazrouei at DIFC Fintech Hive
Lydia Begag & Linda Hall | Harvard Business School

Leveraging Balanced Scorecard and Strategy Map in the Public Healthcare Sector:
A Case Study from the GCC Region
Said Elbanna, Abdel Rahman Noufal & Hany Kamel | Qatar University

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Roundtable Session 3
Marketing
Session Chair: Candis McInnes

Marazal – Does Sustainable Upcycling Infringe Brand Identity?
Randa Salamoun | American University of Beirut
Alain Daou | American University of Beirut - Mediterraneo

The Young Studio – Learning the Language of Marketing
Alexander Miller | Huron University College

Aujan Group – Vimto in the MENA Region: Navigating Cultural Marketing Landscapes
Shihanah Almutairi, Sarah Alshamali & Maitham AlSarraf | American University of Kuwait

Rifai: From Passion of Nuts to Merger with Nuts
Lina Tannir & Yusuf Sidani | American University of Beirut

Roundtable Session 4
Finance and Corporate Governance
Session Chair: Lina Tannir, CFA

Budgeting: Dreams and Realities
Lina Tannir | American University of Beirut
Elissa Hamad | American University of Beirut Graduate

Dune Technologies: An Enchanting Dream or a Dreadful Nightmare?
Rajani Ramdas, Thahani Iqbal & Soumya Sasidaran | Manipal Academy of Higher Education

Wakilni: A Case of Lebanese Startup Resilience and Growth
Mona Itani | American University of Beirut

Independent Directors on Family Business Boards
Nada Naufal | American University of Beirut
Raed Charafeddine | Independent

Financing the Kuwait Budget Deficit During Covid-19 Pandemic: A Case Study
Abbas AlMejren | Kuwait University

How Baladna face the Capital Structure Dilemma
Mohammed M Elgammal, Ahmed Elkeleni, Mohammad Dehghani & Aldana Al-Derbasti | Qatar University

Roundtable Session 5
AI and Digitalization
Session Chair: Vicky Lester

Casa Baia: An Emergent African Leader in Digital Transformation for Smart Cities
Carlo Alberini & Bilal Islah | Africa Business School, University Mohammed VI Polytechnic

Digitalization and VET during the Covid-19
Maria Hadjielia | Ctl Eurocollege

Reinventing Online Commerce
Randa Salamoun & Mohammad Hasan A Senan | American University of Beirut

Navigating the New Frontier: Ethical Implications of AI in Academic Writing at Rafik Hariri University
Maysaa Banat | Rafik Hariri University

Roundtable Session 6
ESG and Sustainability
Session Chair: Violetta Gallagher

Repurposing Sustainability for Emirates Macaroni Factory: A Case Study
Urwa Tariq & Ning Shen | UAE University

Born After the Beneficiary: How Do Different Family Generations Perceive and Implement ESG Principles in Family Businesses/Firms
Georgios Zachariades, Elias Hadjielias & Michael Christofi | Cyprus University of Technology

Exploring the ESG; the Nexus of Corporate Social Responsibility, Investor Relations, and Employee Relations in Enhancing Brand Equity A Case Study of the National Bank of Kuwait
Sally Hammoud | American University of Beirut

Will mega events result in larger and sustainable spending multipliers?
Evidence from the Qatar 2022 FIFA World Cup
Mouyad Alsamara, Zouhair Mrabet, Karim Mimouni & Karim Barkat | Qatar University

Fertilizing the Future: Would Desert Control's LNC Technology be Able to Solve the Food Sustainability and Desertification Problem in the Arab World?
Doris Rajakumari John & Adnan Maalaoui | Prince Mohammed Bin Salman College (MBSC) of Business & Entrepreneurship

Scaling a Solid Waste Management Social Enterprise Under Uncertainty: The Case of Nadeera Technology
Alain Daou | American University of Beirut - Mediterraneo
Antoine Kallab & Samar Yammine | American University of Beirut

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13:30 - 14:45 **Lunch Sponsored by AUB Online**

14:45 - 16:15

Professional Development Workshop
Navigating Business Case Publishing

This session, covers essential aspects of creating and publishing cases. The agenda includes understanding what publishers seek, selecting the right outlet, submission guidelines, the importance of effective teaching notes, editing principles, handling rejection, post-publication strategies, and a concluding Q&A. Key topics range from case originality and protagonist diversity to submission guidelines, teaching note design, and marketing post-publication. The session aims to equip participants with insights and practical tips for successful case publication, from crafting compelling narratives to effectively promoting and utilizing published content.

Violetta Gallagher
Associate Director of Product and Publishing | Ivey Publishing

Candis McInnes
Director | Ivey Publishing

16:15 - 16:45

Awards and Closing Remarks

Yusuf Sidani, PhD
Dean | Suliman S. Olayan School of Business

Randa Salamoun, PhD
Chair | Case Conference

Biographies

Amine Abi Aad, PhD
Assistant Professor | Suliman S. Olayan School of Business
Amine Abi Aad is an official Affiliate of the Institute for Strategy and Competitiveness led by Professor Michael Porter at Harvard Business School. He is an Assistant Professor in the Department of Management, Marketing & Entrepreneurship - Suliman S. Olayan School of Business at the American University of Beirut. Dr. Abi Aad earned his PhD in Strategic Management and Entrepreneurship from the University of Alabama, Tuscaloosa. Dr. Abi Aad also holds from the Lebanese American University an M.B.A., and a Bachelor of Engineering in Industrial Engineering. He is an active researcher in the topics of strategy in emerging markets, institutional economics, informal economy, internationalization in emerging economies, and international business. His research has appeared in: Cross Cultural & Strategic Management, Leadership & Organization Development Journal, Competitiveness Review, Human Resource Development International, Multinational Business Review, and Journal of Teaching in International Business. He is a professional member of the Academy of International Business (AIB), Academy of Management (AoM), Strategic Management Society (SMS), and European Academy of Management (EURAM).

Fida Afiouni, PhD
Associate Professor | Suliman S. Olayan School of Business
Associate Provost | American University of Beirut
Fida Afiouni is an HR and Gender expert, with a focus on the Middle East and North Africa. She is a tenured Associate Professor in HRM at the Olayan School of Business and is currently serving as an Associate Provost. In that capacity, Fida is leading the continuing education center, faculty advancement, institutional assessment, and DEI initiatives. Fida is also an engaged scholar and her publications, at the intersection of HR, careers, and gender, have won multiple awards and have appeared in leading journals in her field. In addition, Fida is an elected board member at the Lebanese League for Women in Business.

Alain Daou, PhD
Dean and Associate Professor | American University of Beirut - Mediterraneo
Alain Daou is founding Dean of the Faculty of Business at the American University of Beirut - Mediterraneo, in Pafos, Cyprus and Director of the Nature Conservation Center at the American University of Beirut. Before joining academia, Alain worked for 10 years with several not-for-profit organizations as project manager, country manager, in house advisor and consultant in Canada, Central America, Middle East and Africa. Upon completing his PhD at Laval University in Canada (2014), he moved to KU Leuven in Belgium to complete a post-doctoral research project on social entrepreneurship. Through his research, Alain tries to understand how certain types of enterprises such as social enterprises, not-for-profit and small and medium businesses innovate, scale up and have a positive social, environmental and economic impact on stakeholders and society as a whole. In 2020, he was chosen as part of the #thinklist of racialized thinkers in responsible business, by the University of Bath's Centre for Business, Organisation and Society (CBOS). In 2021 the SME impact initiative at Khaddit Beirut was recognized as an AACSB International Innovation That Inspires. In 2022, Alain received the AUB Board Designated Professorship, in recognition of accomplishments, forward-looking leadership, and trajectory for further advancement and broader impact.

Nadine de Gannes, PhD
Faculty Director and Assistant Professor | Ivey Business School
Nadine de Gannes is Faculty Director of the HBA Program and an Assistant Professor in Managerial Accounting and Control, and Sustainability. Nadine is also member of Ivey's EDI Advisory Council. She holds a Masters and PhD in Accounting from the London School of Economics and Political Science, and an HBA from Ivey Business School. In taking a sociological perspective in both her research and teaching, Nadine explores the interrelationships between accounting, power, and perceptions of worth. For her doctoral research, Nadine studied executive compensation, the rise of executive pay consultants and pay benchmarking practices. Her research interests now encompass the integration of ESG metrics into executive compensation, internal control systems and organizational culture.

Said El Banna, PhD

Professor & Director of the Center for Entrepreneurship & Organizational Excellence | Qatar University

Saïd Elbanna is a Research Professor and the Director of the Center for Entrepreneurship & Organizational Excellence at Qatar University. He earned a BCom Hons (1993) and MBA (1998) from Cairo University, Egypt, and a Ph.D. from the University of Birmingham, UK (2003). Elbanna holds several roles in international journals, including the co-editor-in-chief of 'Management & Sustainability: An Arab Review.' Additionally, he has a strong background in executive training and consultancy. Passionate about contributing to the development of the MENA region, Elbanna has authored more than 75 journal articles in journals such as the Journal of World Business, Long Range Planning, Strategic Management Journal, and Journal of International Management. His publications also include a book, two book chapters, 10 teaching case studies, and over 80 conference papers. He has received over $2,100,000 in research funding. Currently, his primary passion lies in exploring how academia can be harnessed for the greater good of people, a pursuit that reflects in his commitment to academia and the community. This dedication is evident in the numerous regional and international awards he has received for teaching, administration, and research.

Amr El Kebbi, PhD

Assistant Professor | Suliman S. Olayan School Of Business

Amr El-Kebbi is an Assistant Professor of Entrepreneurship and Organizational Studies at Olayan School of Business at the American University of Beirut. Amr graduated from DeGroote School of Business (DSB) McMaster university, and his research focuses on identity and entrepreneurship. He is involved in research projects on career identities of migrants in Canada, entrepreneurship education, post-covid Canadian retail industry, and hybrid identities of the field of Islamic Banks. His research is published in peer reviewed journals and at Academy of Management conferences. His teaching interests includes courses in entrepreneurship, strategy, and business environments at both the graduate and undergraduate levels. He has more than 18 years of international corporate and entrepreneurial experiences in the Middle East, North Africa, Europe, and Southern Asia.

Patrick Fitzgerald

Acting Associate Dean, Executive Education | Suliman S. Olayan School of Business

Executive Director | AUB Online

Patrick Fitzgerald is a technology, and higher education executive. Patrick has a deep first-hand strategic and operational knowledge of executive education, educational technologies, and higher education with an extensive portion of his experience within the field of digital education. During his career, Mr. Fitzgerald has consulted with numerous universities, other educational institutions, and corporations around the world identifying areas of growth opportunity in innovative programs and structuring strategic partnerships. His expertise in rapid strategic planning, team building, and strategic partnerships is complemented by depth in finance and product and program development.

Previously, as Executive Director, Global Products Group for Morgan Stanley Investment Management, a global asset management firm, he provided leadership and direction for product development and management efforts and participated in setting the strategic direction of MSIM's product range, identifying opportunities and enhancements that differentiated the product line across multiple sales channels. Prior to that as Vice President, Market Manager for Fidelity Investments, he led the development and implementation of strategic plans for product development, sales, customer penetration, financial targets, and other measures. Before that, he was a co-founder of one of the first online education companies in North America.

Violetta Gallagher

Associate Director of Product and Publishing | Ivey Publishing

Violetta Gallagher has over two decades of customer service experience and a proven track record in team leadership, I am currently serving as the Product and Publishing Associate Director at Ivey Publishing in London, Canada. In this role, I lead a dynamic team in developing and executing innovative strategies to drive revenue and growth across Ivey products. With a keen focus on product operations management, author and partner relationship building, and fostering initiatives and innovation, Violetta plays a pivotal role in shaping day-to-day processes, ensuring high-quality product delivery, and maintaining Ivey Publishing's reputation as a leader in case publishing. Violetta brings a blend of strategic vision, strong leadership, and a passion for continuous improvement to her current position.

Tawfik Jelassi, PhD
Professor of Strategy & Technology Management and Co-Director of the OWP Program | IMD Business School
Tawfik Jelassi is Professor of Strategy and Technology Management at the IMD Business School in Lausanne (Switzerland). Previously, he was Minister of Higher Education, Scientific Research, and Information and Communication Technologies in the transition-to-Democracy Government of Tunisia. He was also Chairman of the Board of Directors of the telecom operator Ooredoo Tunisia, Professor and Dean at the Ecole Nationale des Ponts et Chaussées in Paris, and Professor and Head of the Technology Management Department at INSEAD, Fontaine bleau (France) Prof. Jelassi holds a Ph.D. from New York University (USA). His research and teaching focus on digital transformation, business strategy and leadership. He has published numerous articles in specialized journals and seven books, the latest of which is entitled "Strategies for e-Business: Concepts and Cases on Value Creation and Digital Business Transformation" (Springer publishing, 2020). Dr. Jelassi has received numerous academic awards in the United States and Europe as well as two national decorations awarded by the Tunisian President: "Commandeur de l'Ordre de la République" and "Chevalier de l'Ordre du Mérite dans le domaine de l'éducation et des sciences".

Olga Kandinskaia, PhD
President | NACRA (North American Case Research Association)
Associate Professor of Finance & Director of MSc in Green and Digital Management | University of Limassol
Olga Kandinskaia has 30 years of experience in business training - teaching MBA/MSc courses and delivering corporate executive training. Her expertise is in the areas of Corporate Finance, Management Accounting, Business Strategy, Company Valuation, and Financial Modeling. Her focus is on interactive, customized, and practically relevant learning where theory is applied to real-life cases. Olga is an award-winning case writer. In 2017, Olga won a top prize in the international case writing competition by The Case Centre. In 2018, she received the Jonathan Welch Award by NACRA for Best Case in Accounting, Finance, and Economics. In 2019, Olga's case at the NACRA annual conference won the Best Case Gold Award. The same case was awarded in 2022 with Tate Award by NACRA's Case Research Journal, as best case published in CRJ in 2021. Olga is an Executive Board Member of the North American Case Research Association (NACRA), the top global academic case research association. Olga's role in 2022-23 was the VP of Programs & Conference Chair (5-7 Oct, San Antonio, TX), and her position in 2023-24 is NACRA President.

Deval Kartik, PhD
Senior Case Writer | HEC Paris in Qatar
Deval Kartik is an ardent storyteller and specializes in writing business case studies. She currently serves as the Senior Case Writer at HEC Paris in Qatar. Kartik has a Ph.D. in Marketing and has over two decades of teaching experience at the postgraduate level. Recognized as an award-winning case writer, Kartik has garnered acclaim for her published case studies that delve into the realms of Middle Eastern and Indian businesses. These studies span a wide spectrum, addressing topics in leadership, strategy, marketing, entrepreneurship, branding, and innovation. Widely adopted in Custom and Executive programs, as well as undergraduate and postgraduate management courses, her case studies play a pivotal role in shaping the educational landscape.

Vicky Lester
CEO | The Case Centre UK
Vicky joined The Case Centre in 1991 and has worked in many areas of the business, including sales, operations and systems. She was appointed Deputy Director in 2008 and worked alongside the previous Director on planning and implementing the organisation's business strategy. Vicky regularly represents The Case Centre as a speaker and moderator at conferences, webinars and events around the world. She also enjoys reviewing and judging cases for a variety of case writing competitions. Vicky is Editor-in-Chief of The Case Centre's journal, Case Focus: The Journal of Business & Management Teaching Cases, Middle East and Africa Edition. Vicky holds a Diploma in Management Studies from De Montfort University. She also completed the Business Growth Programme at Cranfield School of Management.

Candis McInnes
Director | Ivey Publishing
Candis McInnes, Director at Ivey Publishing within the Ivey School of Business, leverages over twenty-five years of experience in sales, customer experience, market research, and brand management. Guiding a dynamic team, she spearheads publishing, product development, marketing, and customer support while nurturing global collaborations with faculty and authors worldwide. Candis passionately advocates for the case method's influence on learning outcomes and champions experiential learning. Beyond her role, Candis mentors at Women in Communications and Technology Mentor Circles and serves on the board at Nova Vita Domestic Violence Prevention Services, showcasing her commitment to guiding future leaders and supporting community welfare. Her commitment to progress and influential leadership extends from academia to broader societal engagement.

Engy Magdy
Director of El Khazindar Business Research and Case Center (KCC) | American University in Cairo
Engy Magdy, is the Director of El Khazindar Business Research and Case Center (KCC) at the American University in Cairo (AUC) School of Business. She has built a remarkable career combining academic achievement and professional experience. Starting at AUC, she earned her Bachelor's in Business Administration with a minor in economics, receiving the prestigious President's Cup for graduating at the top of her class. Furthering her education, she secured a Master's in Business Administration at AUC and is presently pursuing a Ph.D. in marketing at Lancaster University in the UK. With a career spanning over two decades, Ms. Magdy has played diverse roles in marketing and commerce across various organizations, cultivating a profound understanding of the business landscape and demonstrating adaptability in dynamic environments. Assuming the role of KCC's Director, she seamlessly integrates her academic achievements with practical insights, making noteworthy contributions to the academic and research initiatives of the AUC School of Business. Ms. Magdy's journey reflects a harmonious blend of academic excellence andreal-world experience.

Randa Salamoun, PhD
Chair | Case Conference
Assistant Professor | Suliman S. Olayan School of Business
Director | The Case Hub, Suliman S. Olayan School of Business
Randa Salamoun is the Founding Director of the Case Hub at the Suliman S. Olayan School of Business. Randa is an assistant professor of Information Systems and Organizations with a PhD from the University of Manchester. She holds an MSc in Information Systems from Ecole des Hautes Etudes Commerciales at the Université de Montréal and a BCom in Finance from McGill University. Prior to her academic career, Randa gained extensive experience in information system development and general management consulting in various industries. Randa participated in various teaching and learning seminars, workshops, and conferences, including the Global Colloquium on Participant-Centered Learning and the Case Writing Workshop at Harvard Business School. She is an avid user of the case method in her teaching, and has authored several cases, and was the recipient of the EFMD case writing award in 2015.

Yusuf Sidani, PhD
Dean and Professor | Suliman S. Olayan School of Business
Yusuf Sidani (PhD) is Professor of Leadership and Business Ethics at the Suliman S. Olayan School of Business (OSB), American University of Beirut (AUB). He has a Ph.D. in organization behavior (leadership) from the University of Mississippi, and an MBA from Indiana University at Bloomington (accounting) and a BBA from the American University of Beirut. Professor Sidani's research and teaching focus on business ethics/CSR, leadership, and gender and diversity in organizations, with special focus on the Arab region. He has dozens of contributions to international refereed academic journals, conferences, and professional journals. Dr. Sidani was awarded the prestigious 2015 Abdul Hameed Shoman Award for Arab Researchers. He has also worked as an external auditor, internal auditor, and fraud investigator, and served as a financial and managerial consultant for a number of profit and non-profit organizations.

Rana Sobh, PhD

Dean of The College of Business and Economics | Qatar University

Rana Sobh is a Professor of Marketing and Dean of The College of Business and Economics at Qatar University. Dr. Sobh previously held the role of Director of the Core Curriculum Program at the same institution. Dr. Sobh received her PhD in marketing from the University of Auckland in 2006 and embarked on her journey with Qatar University in 2007. Throughout her career, she has contributed to several national and international projects and served on many local and international organizations' advisory boards.

Prof. Sobh currently serves on the Board of Directors of the American Association of Colleges and Universities (AAC&U) to help promote innovation and excellence in higher education. She also serves on the Advisory Council of Middle East and North Africa Association for Advancing Collegiate Schools of Business (AACSB), further contributing to the enhancement of educational standards in the region. Prof. Sobh's work in the area of Consumer Culture Theory, International Marketing Communication and Sports Marketing has been published in many reputable journals and edited books. She has received local and international awards in recognition of her teaching and research. Prof. Sobh is a strong advocate for re-designing higher education curricula and pedagogies to better prepare graduates for the challenges of life and citizenship in the 21st century. She believes that higher education institutions should prepare agents of change and responsible citizens who possess the tools to tackle substantial challenges faced by both local communities and the broader global landscape.

Lina Tannir, CFA

Senior Lecturer | Suliman S. Olayan School of Business

Lina Tannir is a Senior Lecturer in Finance at the Suliman S. Olayan School of Business, American University of Beirut. She has earned her CFA charter in 2008 and graduated from AUB with a Master of Business Administration in the year 2000. Before joining AUB in 2007, Lina accumulated extensive experience in public sector reform projects working with the United Nations Development program at the Lebanese Ministry of Finance for more than 10 years. In 2011, she founded a company in the retail industry, franchisee of a multinational company, and has since been actively serving on its board of Directors. In 2018, Lina took over the Directorship of the MBA program at AUB and established the MBA Online. Throughout her career she has been actively participating on the board of several local NGOs and has chaired a leading NGO in Lebanon for a two-year period. She has several refereed publications, and an award-winning case.

THE CASE HUB

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