
Call for Cases and Participation

2nd International Case Conference on Business and Management (ICCBM) 2025

Theme - AI, Innovation & Sustainability: Rethinking Enterprise, Practice & Leadership in the Global South

A Conference in Memory of Sir Fazle Hasan Abed

BRAC Business School (BBS), BRAC University (BRACU), Dhaka, Bangladesh

In Partnership with Emerald Publishing

Date: December 18, 2025 (Thursday)

Venue: BRACU New Campus (Merul Badda, Dhaka)

INTRODUCTION

The rapid advancement of AI and innovative digital technologies is reshaping the landscape of enterprise, leadership and professional practice across the Global South. As these economies navigate industrial transformation, the integration of AI-driven innovation, digital and green business models, and sustainable or circular practices becomes essential for long-term economic growth. Through the unique case-based approach, this conference explores how emerging innovative technologies can enhance business efficiency, drive sustainable development and redefine leadership paradigms in regions often constrained by resource limitations and structural inequalities.

The overall goal of the conference is to provide a dynamic forum for academics, practitioners, policymakers, students, and other stakeholders to explore and exchange knowledge on the intersection of AI, innovation and sustainability. Through case studies and insightful discussions, the conference will examine the evolving landscape of enterprise, practice, and leadership in the Global South, driving innovative solutions for sustainable development and digital growth.

The specific objectives of the conference are to:

1. Develop real-world case studies on local businesses to enhance experiential learning by engaging academics, students, industry professionals, and social leaders, fostering thought leadership in artificial intelligence (AI), innovation, and sustainability;
2. Facilitate case-based teaching and learning through undertaking pedagogical research and enhancing competencies of academics and students in applying AI and technological innovations to business and leadership in the Global South; and
3. Disseminate knowledge on real-life experiences of businesses and leaders by organizing forums and publishing local case studies and teaching notes, promoting a deeper understanding of sustainable, innovative and technology-driven enterprise practices.

By fostering interdisciplinary dialogue among academics, industry leaders, policymakers, students, startups and NGOs, this forum thus aims to generate impactful solutions that address the unique challenges and opportunities of AI-driven technological innovations in the Global South.

The conference welcomes the submission of teaching cases, based on primary and/or secondary data, along with teaching notes. All submissions must be original – not published before or under consideration anywhere.

CONFERENCE THEME - *AI, Innovation & Sustainability: Rethinking Enterprise, Practice & Leadership in the Global South*

The case method of pedagogy – as an effective tool for experiential learning – is widely used across the globe in applied courses and practice-focused programs of studies. Despite the limited use of cases in Higher Education Institutions (HEIs) in the Global South, there is a growing interest among academics in these countries to use this pedagogy more widely. Also, there is increasing recognition of the need from industry leaders and relevant policymakers to do the same. They also emphasize the familiarity and in-depth knowledge of graduates and executives in the local contexts, in addition to the corresponding global perspectives. However, there is a dearth of local cases on practices and leadership in Bangladesh and many other emerging economies in the Global South.

In order to bridge this gap, it is essential and timely to write cases and thereby facilitate teaching and learning related to the local contexts. Such real-life cases will enrich business education and highlight successful enterprises and their leaders to the global community. In turn, this will be instrumental in elevating the image of the Global South, attracting interests and investments from overseas, and contributing towards the continued development of these economies.

Overall, from such case-based research to real-world applications, the multi-stakeholder and multi-sectoral discussions will eventually highlight the role of AI and technological innovation in building resilient, future-proof enterprises that prioritize both economic progress and sustainability.

SCOPE AND AREAS OF BUSINESS CASES

Cases covering all topics on business operations, management practices, and leadership, but are not limited to:

Scope	Areas	
Discipline-specific business cases	<ul style="list-style-type: none"> Accounting Business Analytics Corporate Governance E-commerce Entrepreneurship Finance Economics Information Systems 	<ul style="list-style-type: none"> Leadership Management (including HRM) Marketing Operations and Supply-Chain Management Strategy and Sustainability
Multi-disciplinary business-related cases	Including allied disciplines and industry sectors, e.g., healthcare, agriculture, fintech, manufacturing, education etc.	

Cases on the life and legacy of visionary and renowned business and social leaders	From Bangladesh and other emerging economies in the Global South – with impacts on industry, economy, technology and the society at large.	
Contemporary, high-impact issue-specific cases	<ul style="list-style-type: none"> • 4th Industrial Revolution • Artificial Intelligence (AI) • Blockchain & IoT • Climate Change, Business & Economy • Corporate Social Responsibility • Ethical AI & Governance • Fin-Tech • Financial and Economic Reforms • Future of Work 	<ul style="list-style-type: none"> • Microfinance and Socio-Economic Development • New Normal (post-COVID) • Renewable Energy • Sustainable Development • The Role of Businesses towards Sustainable Development and Humanity • Women Empowerment • Sustainable & Social Innovations • Digital Transformation

CONFERENCE STRUCTURE, MODE, ACTIVITIES AND TIMELINE

Local participants: in-person presence is mandatory.

Overseas participants: in-person presence is encouraged. There is, however, a provision for online participation.

Specific activities and corresponding dates are as follows:

Activities	Event Dates / Deadlines
Case Writing Workshop I: Details – TBA	May 2025
Case Writing Workshop II: Details – TBA	July 2025
Initial Submission of Case and Teaching Notes (<i>early submission is encouraged</i>)	Sunday, 14 Sep 2025
Registration Opens	Sunday, 7 Oct 2025
Decision with Review Report (<i>on a rolling basis, within 30 days upon submission</i>)	Sunday, 12 Oct 2025
Final Submission of Revised Full-Length Case and Teaching Notes	Sunday, 9 Nov 2025
Submission of Camera-ready Extended Abstract (400–500 words) of Case	Sunday, 1 Dec 2025
Registration Closes	Sunday, 7 Dec 2025
Case Conference: <ul style="list-style-type: none"> ○ Opening Ceremony ○ Presentation of Cases (concurrent sessions) ○ Forum on “Excellence in Teaching and Learning: Innovations and Recent Practices in Case Method of Pedagogy” ○ Roundtable Discussion on “Bridging the Industry-Academia Gap using Case Method of Pedagogy” ○ Closing and Award Ceremony (with Dinner) 	Thursday, 18 Dec 2025
Publication of Extended Abstracts in the Conference Proceedings	Thursday, 18 Dec 2025

SUBMISSION GUIDELINES, REVIEW PROCESS, AND NOTIFICATION

- Authors are requested to follow the standard EMCS Author Guidelines available at <http://emeraldgroupublishing.com/journal/emcs>. Many other resources (templates, manuscript requirements, policies, and procedures, etc.) are available on the EMCS webpage via the above link. Other standard templates for case study and teaching note may also be considered.
- Each case must accompany a teaching note.
- The evaluation will be on the basis of originality and relevance to the conference theme and topics, completeness and conformity to the guidelines and manuscript specifications, methodology and accuracy of the information, and pedagogical and scholarly value/contributions.
- Decision with review report will be on a rolling basis.

Please visit <http://iccbm.bracu.ac.bd> for more details on submissions and registration.

PUBLICATION

Extended abstracts (400 – 500 words) of all accepted cases for ICCBM 2025 will be published in the conference proceedings (print and digital), subject to author registration and payment. The proceedings will be a published book with an ISBN and ISSN. Besides, the authors will have the right to submit their full-length cases and teaching notes for publication in the EMCS (*the publication partner of ICCBM 2025*) or any other journals of their own choice upon post-conference revisions.

AWARDS

The best cases presented at the conference will be recognized with the following awards:

Rank	Awards	Rank	Awards
Best Case: #1	BDT50,000	Best Case: #3	BDT25,000
Best Case: #2	BDT35,000	Best Case: #4 – #10	BDT10,000

REGISTRATION FEES

Events	Fees
Case Writing Workshop I and Case writing workshop II	None
Conference: authors of cases and teaching notes	
Academics, practitioners, and other professionals	BDT6,000/USD50
Students	BDT3,000/USD25
Conference: non-authors	
Academics, practitioners, and other professionals	BDT3,000/USD25
Students	BDT1,800/USD15

IMPORTANT NOTES

- At least one author of each accepted submission must register at the ICCBM. Co-author(s) willing to attend the conference are eligible to enjoy a 50% discount on the registration fee.
- At least one author should be affiliated with any HEI in the Global South.
- An author is allowed to submit a maximum of two cases (single/co-authored).
- For details of payment procedure; please visit: <http://iccbm.bracu.ac.bd>

CONTACT INFORMATION

ICCBM 2025 Steering Committee

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