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FOR IMMEDIATE RELEASE

AUB-OSB Third Case Conference Advances Case-Based Learning and Strengthens Academia-Industry Collaboration in the Region

The AUB-OSB Third Case Conference, organized by The Case Hub at the Suliman S. Olayan School of Business (OSB), American University of Beirut (AUB), was held on February 20-21, 2025, at the American University of Beirut–Mediterraneo in Paphos, Cyprus.

The two-day conference featured dynamic discussions, insightful keynote speeches, and collaborative workshops focused on advancing the case method in business education. The event welcomed academics, business professionals, and case-writing experts, serving as a platform to strengthen collaboration between academia and industry.

During the opening ceremony, opening remarks were delivered by Dr. Fadlo Khuri, AUB president; Dr. Wassim El Hajj, AUB–Mediterraneo rector; Dr. Yusuf Sidani, OSB dean; and Dr. Randa Salamoun, founder of The Case Hub and chair of the conference.

Emphasizing the vital role of The Case Hub in bridging academia and industry, Dr. Khuri noted, "We reaffirm our shared commitment to merging scholarly insight with real-world impact. Through its wide-ranging initiatives, The Case Hub serves as a bridge—bringing international best practices into dialogue with our region's distinctive needs, so that our collective efforts remain both globally relevant and deeply rooted in local realities."

Dr. El Hajj stated, "Hosting the Third Case Conference at AUB–Mediterraneo in Paphos, Cyprus, is a statement of our commitment to academic excellence, collaboration, real-world impact, and experiential learning. It provided a dynamic platform for faculty and professionals to engage in critical discussions, exchange expertise, and develop innovative solutions."

Reflecting on the impact of the event, Dr. Sidani said, "The conference is yet another opportunity for us to meet and exchange innovative ideas about case teaching and case writing. By assembling some of the best and emerging case writers in the region, this conference has become the go-to place for case-based education. I am honored to have attended and participated in this conference, meeting some of the movers and shakers of business education not only at a local and regional level but also within the global educational landscape."

Highlighting the conference's impressive growth, Dr. Salamoun noted, "The conference has seen remarkable growth over the past two years, both in participant numbers and international reach. In 2023, we hosted just 60 participants from Lebanon and the region. By 2024,

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participation grew to 100 academics representing 45 universities across 15 countries. This year, we welcomed 120 participants from 17 countries and 50 institutions, including both academics and business professionals, solidifying the conference's position as a platform for case-based education."

The conference featured distinguished keynote speakers, including Dominic Lim (Ivey Business School), Jegor Tsihnjajev (Boston Consulting Group), and Kamel Abdallah (Canal Sugar), who shared their insights on case-based teaching, talent management, and the evolving role of case studies in bridging the gap between business education and real-world application. In addition to the keynote addresses, the event hosted a series of thought-provoking talks and discussions that further enriched the conversation on advancing the case method in business education in the region.

"We are honored to support the AUB-OSB Case Conference for the second consecutive year. Last year's event had a strong impact, and this year's program was even more valuable," shared Executive Director at Ivey Publishing, the conference partner, Candis McInnes. "We are also committed to supporting business education in the MENA region and sharing our publishing expertise to help develop the next generation of business leaders. The growing interest in case writing and the increasing number of submissions highlight the region's engagement with the case method. We look forward to meaningful discussions with faculty and industry partners on the role of case pedagogy and experiential learning in both degree programs and executive education."

The panel discussion "A Conversation between Case Authors and Protagonists" was one of the key highlights of the conference, as business leaders and academic professionals exchanged perspectives on the impact of case studies in a corporate strategy, marketing, and entrepreneurship.

An exclusive roundtable discussion, "The Role of University Leadership in Advancing Management Education in the Region," examined the evolving responsibilities of university leadership in shaping business education, fostering industry collaboration, and enhancing the global competitiveness of management programs across the region.

Participants also took part in interactive workshops tailored for both academics and business professionals, alongside parallel case development sessions spanning various disciplines, including corporate governance, digital transformation, entrepreneurship, and marketing. These sessions underscored the power of experiential learning in shaping future academics and practitioners.

The conference concluded with closing remarks and an awards ceremony honoring outstanding case contributions.

With support from Ivey Publishing, NACRA, and AACSB International, this year's event reinforced The Case Hub's pivotal role in advancing case-based learning in the MENA region. By fostering collaboration and innovation, the conference underscored its commitment to equipping future leaders with the critical skills needed to navigate today's rapidly evolving business landscape.

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Note to Editors

About AUB

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 more than 750 full-time faculty members and a student body of over 8000 students. AUB currently offers more than 140 programs leading to bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full-service 365-bed hospital.

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