



School of Business Administration



Call for Papers

The Al Akhawayn Business Research Center (ABRC) organizes

1st Al Akhawayn International Business Conference - AIBC 2021

Hybrid (in-person & online)

Business and Organizations on the Path to Recovery: Challenges & Opportunities

Al Akhawayn University, Ifrane, Morocco; December 3 - 4, 2021

<https://abrc.aui.ma/AIBC/>

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Rationale

During harsh times, organizations experience a high level of adversity as they struggle to adequately operate and adapt to drastic shifts and changes. Consequently, organizations develop resilience to attain desired outcomes while managing adversity (Corner *et al.*, 2017). Crises sometimes offer great opportunities for active engagement between business actors (Narula, 2020). In response to disruptions caused by crises, organizations rely on sound decisions that are made swiftly, despite the uncertainty, time pressure, and tremendous stakes linked with such harsh circumstances (Pearson and Clair, 1998) in order to compete and win. In fact, some organizations even strategically renew themselves during crises (Amankwah-Amoah *et al.*, 2021).

Since early 2020, the widespread of coronavirus pandemic has brought about unprecedented forms of disruptions, including economic losses, exacerbated inequalities, unemployment, and organizational dysfunctions (Chong *et al.*, 2020; Yeganeh, 2021). Nonetheless, the way firms offer and provide their services have been revolutionized as business operations have required enormous changes as a result to adjusting to customers' new realities brought about by the COVID-19 pandemic (Rosenbaum and Russell-Bennett, 2020).

Despite a growing body of research exploring the effects of COVID-19 on several business aspects such as organizational structure, job design, and employee well-being, few studies have explored organizational effectiveness during crises such as the COVID-19 pandemic (Bajaba *et al.*, 2021; Hu *et al.*, 2020; Yuan *et al.*, 2021).

Therefore, business research needs to contribute to bridging this gap by exploring the ways organizations effectively and efficiently navigate through harsh times and uncharted global crises such as the COVID-19 pandemic.

We invite contributions in all areas of business that would assist in understanding, analyzing, and assessing how international and local organizations managed and overcame managerial, financial, commercial and operational challenges encountered during crises (e.g., COVID-19) along with insights and lessons learned in this respect.



Non-exhaustive List of Topics

The main questions that AIBC – 2021 is intending to answer are:

- What business challenges organizations face during crises and harsh times (e.g., COVID-19)?
- How do organizations continue to create value during harsh times?
- Do new business models emerge during harsh times (e.g., digital transformation, resilience)?
- What strategic business insights do business leaders develop following global crises?
- What opportunities emerge for global and local business in future post-crisis scenarios?

Topics and themes of interest include, but are not limited to, accounting, business operations, finance, management, management information systems, marketing, organizational behavior, strategy and supply chain during crises and harsh times such as the COVID-19 pandemic.

Submissions

Scholars and researchers as well as doctoral and graduate students are strongly encouraged to present papers and posters at the AIBC in a face-to-face mode or virtually. Please indicate your preferred mode in the submission. As all conference papers and posters will be presented in English, abstracts and posters need to be in English.

Abstracts should include the topic, research question, methodology, key findings, and implications. Each abstract should be between 300 and 400 words.

Abstracts will be reviewed on a rolling basis. Acceptance notifications will be sent out within about one week of submission. Once an abstract is accepted upon completion of the review process, AIBC will contact the author-s to complete the registration process.

Due to limited conference space and time, co-authored papers can be presented by one person only. Attendees can be non-presenting co-authors of other papers.



To participate in AIBC 2021, please submit your abstract in Word format through the online submission system on the AIBC website (<https://abrc.aui.ma/AIBC/>). You will receive a notification email once your submission is successful.

For more information about the AIBC and the Al Akhawayn Business Research Center (ABRC), please access our website at (<https://abrc.aui.ma/>).

Best Paper Award

To celebrate quality contributions to AIBC, the best paper presented by a scholar and a student will be recognized. The author-s of an awarded paper will be entitled to:

- 1) A signed and stamped official award certificate
- 2) The announcement of their achievement on the AIBC and ABRC website
- 3) Free conference registration fee for the next AIBC (2022) Conference.

Publication Opportunity

An agreement was established with Management Revue – Socio-Economic Studies (listed in ESCI, Scopus, ABS 2018, EconLit): <https://www.mrev.nomos.de/>

Authors of accepted abstracts to AIBC 2021 can submit their full papers to this journal under the special issue related to the AIBC 2021 conference.



Important Dates

- Submission deadline: November 20, 2021
- Notification of acceptance: On a rolling basis; within one week of submission.
- AIBC Conference: December 3-4, 2021.

Conference Registration Fees

Presentation Mode	Before October 31, 2021	After October 31, 2021
In-person	MAD 1,200	MAD 1,400
	MAD 700 for students	MAD 900 for students
Online	MAD 600	MAD 700
	MAD 500 for students	MAD 600 for students

*If you pay the in-person registration fee and then the Conference is forced to completely switch to the online mode, you will be reimbursed the difference between the in-person and online fees.

Scientific Committee

- Kawtar Abouhazim, Al Akhawayn University, Morocco
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- Rawia Ahmed, Zayed University, UAE
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- Alex Lee, University of Hertfordshire, UK
- Siham Lekchiri, Western Carolina University, USA
- Aimée-Danielle Lezou Koffi, Félix Houphouët-Boigny University, Ivory Coast
- Khalid Limamy, Mohamed V University, Morocco



- Sofia Loulidi, Sidi Mohamed Ben Abdellah University, Morocco
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- Saeed Shobeiri, Concordia University/University of Sherbrooke, Canada
- Giovanna Storti, Al Akhawayn University, Morocco
- Konstantina Tzini, CUNEF University, Spain.

Organizing Committee

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- Gürsel Ilipinar, Al Akhawayn University, Morocco
- Imad Jabbouri, Al Akhawayn University, Morocco
- Hind Lebdaoui, Al Akhawayn University, Morocco
- Harit Satt, Al Akhawayn University, Morocco.

COVID-19 and Health Measures

The Organizing Committee will follow all health precautions imposed by the Moroccan government and Al Akhawayn University as the safety of all participants is our top priority and concern.



References

- Amankwah-Amoah, J., Khan, Z., and Osabutey, E.L. (2021). COVID-19 and business renewal: Lessons and insights from the global airline industry. *International Business Review*, 30(3): 101802.
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- Narula, R. (2020). Policy opportunities and challenges from the COVID-19 pandemic for economies with large informal sectors. *Journal of International Business Policy*, 3(3): 302–310.
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