

Call for Cases

Proposal Submission Deadline: March 1, 2010

Cases on Businesses in the MENA Region: New Trends and Opportunities

A book edited by El-Khazindar Business Research and Case Center (KCC)

To be published by IGI Global: <http://www.igi-global.com/requests/details.asp?ID=802>

Introduction:

There is a growing trend towards using the case method (participant-centered learning technique) as an effective teaching tool. While most case studies available are on international companies, it is rare to find relevant cases on the Middle East and North Africa region that would help students understand the link between academic study and practical applications. El-Khazindar Business Research and Case Center (KCC) would like to invite case writers to submit case studies for publication in “**Cases on Businesses in the MENA Region: New Trends and Opportunities.**” Cases should focus on local and regional companies as well as multinational companies operating in the region.

Overall Objective of the Case Book

The objective of this case book is to publish high-quality case studies on businesses operating in the MENA region.

Target Audience

Professionals, researchers, professors and case writers interested in writing case studies about different management areas in the MENA region

Recommended Management Areas:

Marketing
Human Resources
Finance
Management
Management of Information Systems
Accounting
Economics
Operations Management

Submission Procedure:

You are invited to submit, **on or before March 1, 2010**, a brief proposal about your case study. The proposal should include a cover page with the name, affiliations, and contacts of the authors (names should not appear in the following pages), as well as 1-2 single spaced pages covering the company name, the focus of the case, and a brief summary and the mission of the case idea including the management area(s) covered. Upon acceptance of your proposal, you will be invited to submit the final case. Full cases are expected to be submitted by **April 15, 2010**. Cases will be subject to a blind peer review process, which will not take more than 8 weeks. The casebook is projected to be released in 2011.

Publisher:

The book is scheduled to be published by IGI Global (formerly Idea Group Inc.), publisher of the “Information Science Reference” (formerly Idea Group Reference), “Medical Information Science Reference,” “Business Science Reference,” and “Engineering Science Reference” imprints. For more information regarding the publisher, please visit www.igi-global.com

Important Dates:

March 1, 2010:	Proposal Submission Deadline
March 15, 2010:	Notification of Acceptance
April 15, 2010:	Full Case Submission
May 30, 2010:	Review Result Returned
July 7, 2010:	Final Case Submission
July 15, 2010:	Final Deadline

Inquiries and submissions can be forwarded electronically (Word document) to:

kcc@aucegypt.edu

For further information, please visit

KCC Website: <http://www.aucegypt.edu/academics/kcc/Pages/default.aspx>