



**AMERICAN
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FOR IMMEDIATE RELEASE

The Case Hub at AUB and Ivey Publishing Launch First Arabic-English Business Case Collection

The Case Hub at the Suliman S. Olayan School of Business (OSB), American University of Beirut (AUB), in partnership with Ivey Publishing, has officially launched a bilingual Arabic Case Collection, presented at the AUB-OSB Third Case Conference held at the American University of Beirut – Mediterraneo campus in Pafos. The launch took place during the opening remarks, marking a significant milestone in making business education more accessible to Arabic-speaking students across the MENA (Middle East and North Africa) region.

The initiative is a first-of-its-kind bilingual collection of high-quality cases in both English and Arabic, developed to empower students and educators with regionally relevant materials that enhance critical thinking, problem-solving, and engaged learning. It also aligns with global education and development goals, particularly UN Sustainable Development Goal 4 (Quality Education), by ensuring inclusive learning opportunities for all students, including those with limited access to English-language resources.

Unlike traditional case collections that focus primarily on Western business contexts, the Arabic Case Collection ensures regional relevance by collaborating with Arabic-speaking case writers, academic institutions, and industry professionals. Each case goes through a rigorous peer review process before publication and is then distributed through leading platforms, including Ivey Publishing.

“Launching the Arabic Case Collection is a landmark event in contextualizing business knowledge. This will make our growing library of case studies accessible to wider audiences,” said Dr. Randa Salamoun, director of The Case Hub

Professor Julian Birkinshaw, dean of Ivey Business School said, “At Ivey Business School, we believe that high-quality business education should be accessible to learners worldwide. This partnership between Ivey Publishing and the Suliman S. Olayan School of Business is a significant step toward ensuring Arabic-speaking students and educators have access to world-

class case studies that also have a local relevance, helping them develop the skills necessary to become the business leaders their communities need.”

Breaking language barriers in business education

One of the primary goals of the Arabic Case Collection is to address the language barrier in business education, transforming the learning experience for Arabic-speaking students and educators and preparing them for real-world business challenges and global career opportunities.

“People deserve the chance to access quality business education in a language of their choice. Language should not be a barrier to acquiring cutting-edge, innovative business education,” said Salamoun. She added that Arabic has always been a living language and historically considered a language of poetry, sciences, and arts. “Now we want it to increasingly become a language of business in this region and beyond.”

Candis McInnes, executive director of Ivey Publishing, highlighted the organization’s commitment to breaking language barriers in business education by supporting regional authors and faculty: “Our partnership with AUB has been instrumental in expanding access to high-quality business education in the MENA region through co-branded cases and learning materials. We are excited to build on this collaboration by introducing bilingual case translations, ensuring greater impact in classrooms and enhancing the learning experience for Arabic-speaking students and educators.”

The Arabic Case Collection is available at www.iveypublishing.ca.

About The Case Hub

The Case Hub at the Suliman S. Olayan School of Business (OSB), the American University of Beirut (AUB), brings together academic and practical knowledge about the case method. It enables action-oriented learning in all areas of management education and the promotion of the case method teaching approach in the Arab MENA region. Through its annual regional case conference, its annual case writing competition, and its workshops and customized case method training, it allows for case-writing capacity building and creates a community of case writers.

About Ivey Publishing

Ivey Publishing is the leader in providing business case studies with a global perspective. With a catalogue of around 50,000 learning materials, it supports effective business education by developing, delivering, and curating content for transformative learning experiences through collaboration with educators worldwide.

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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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