

CALL FOR PAPERS

The Management & Innovation Research Laboratory – MIRL Organizes :
The 3rd International Conference on Management Research **CIRM'26**

“Rethinking Management in the Age of Grand Transitions:
Sustainability, Artificial Intelligence, and Humanity”



April 2–3, 2026

ENCG Meknes – Moulay Ismaïl University, Morocco

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OVERVIEW

In an era increasingly defined by interlocking global disruptions, climate volatility, exponential technological advancement, and profound socio-political realignments (El Oubani, 2024), the discipline of management is summoned to a radical reimagining of its epistemic boundaries, methodological apparatus, and normative orientations. Sustainability, long relegated to the periphery of strategic deliberations, now commands centrality, reshaping the very telos of organisational purpose (Eccles, Klimenko, & Holt, 2022). Simultaneously, the ascendancy of artificial intelligence has not merely introduced new operational efficiencies but has recalibrated the locus of managerial judgment, unsettling conventional hierarchies of expertise and raising pressing ethical inquiries around opacity, bias, and accountability (Pasquale, 2015; Zejjari & Benhayoun, 2024; Zuboff, 2019).

This conjuncture is not episodic but systemic, its effects cascading across domains in mutually reinforcing feedback loops. The climate emergency disrupts global value chains, thereby necessitating the integration of digital traceability and low-carbon logistics (Ikram & Nahdi, 2025). AI-driven analytics shape sustainability assessments, while shifting societal expectations demand renewed emphasis on justice, inclusivity, and legitimacy (George *et al.*, 2016). These entangled forces reveal the insufficiency of siloed, technocratic paradigms of management and underscore the imperative for transdisciplinary, reflexive approaches attuned to planetary boundaries and the moral economy.

Crucially, management must now be theorised not merely as a technical practice but as a form of situated moral agency exercised within contested and evolving institutional terrains. The challenge is not only to develop new tools but to interrogate the foundational assumptions upon which those tools rest. Reconceptualising management in this turbulent context entails an ontological shift, from control to care, from optimisation to stewardship demanding scholarly courage and institutional innovation commensurate with the scale of the crises at hand (Ferraro, Etzion, & Gehman, 2015).

The 3rd International Conference on Management Research (CIRM'26) invites scholars, practitioners, and policy thinkers to engage with a central question:

How must management be rethought to respond meaningfully to the intertwined challenges of environmental sustainability, algorithmic transformation, and human flourishing?

We call for high-quality theoretical, empirical, and interdisciplinary contributions that critically interrogate this triad and seek to advance novel frameworks, models, and interventions for managing in an age of uncertainty, disruption, and possibility.

Join us in Meknes to critically explore, construct, and co-create the next generation of management thinking, where technological innovation, environmental stewardship, and human dignity intersect.

References

- Eccles, R. G., Klimenko, S., & Holt, G. (2022). "The Investor Revolution." *Harvard Business Review*.
- El Oubani, A. Investor sentiment and sustainable investment: evidence from North African stock markets. *Futur Bus J* 10, 68 (2024).
- Ferraro, F., Etzion, D., & Gehman, J. (2015). "Tackling Grand Challenges Pragmatically: Robust Action Revisited." *Organization Studies*, 36(3), 363–390.
- George, G., Howard-Grenville, J., Joshi, A., & Tihanyi, L. (2016). "Understanding and Tackling Societal Grand Challenges through Management Research." *Academy of Management Journal*, 59(6), 1880–1895.
- Ikram, M., & Nahdi, R. (2025). Toward sustainable development: Unfolding the nexus among exports, foreign direct investment, capital formation, natural resource rent, unemployment, and low-carbon transition in Morocco. *Resources Policy*, 102, 105490.
- Pasquale, F. (2015). *The Black Box Society: The Secret Algorithms That Control Money and Information*. Harvard University Press.
- Zejjari, I., Benhayoun, I. The use of artificial intelligence to advance sustainable supply chain: retrospective and future avenues explored through bibliometric analysis. *Discov Sustain* 5, 174 (2024).
- Zuboff, S. (2019). *The Age of Surveillance Capitalism*. Public Affairs.

LIST OF TRACKS (Non-Exhaustive)

Track 1: Strategic Transitions & Entrepreneurial Futures

- AI and decision-making under uncertainty.
- Sustainable and inclusive business models.
- Techno-entrepreneurship and platform ecosystems.
- Ethics and governance in AI-driven startups.

Track 2: Sustainability, Human Capital & Responsible Management

- Embedding ESG into corporate strategy and culture.
- Augmented HRM: AI, wellbeing, and meaningful work.
- Hybrid work, inclusion, and mental health post-COVID.
- Reimagining leadership in fragile and volatile contexts.

Track 3: Consumer Experience, Marketing, and Logistics in the AI Age

- Algorithmic personalisation vs. data privacy.
- Intelligent, circular, and ethical supply chains.
- Platform economies and reshaped consumption patterns.
- Smart interfaces and user co-creation.

Track 4: Finance, Governance, and Digital Accountability

- AI in audit, control, and financial decision-making.
- Fintech for inclusion and inequality reduction.
- Green finance and impact investing.
- Algorithmic governance and public policy design.

SUBMISSION GUIDELINES

- Abstracts (max. 500 words) should clearly outline objectives, theoretical framing, methodology, and key findings.
- Submissions should be in English and comply with academic standards of rigor and originality.
- Full papers must be submitted anonymously in PDF format at:
<https://circm26.sciencesconf.org/submission/submit>

KEY DATES

- Call for papers: July 31st, 2025.
- Submission deadline: November 15th, 2025.
- Notification of Acceptance: December 31st, 2025.
- Camera-ready: February 10th, 2026.
- Conference Dates: April 2 and 3, 2026.

AWARDS & PUBLICATIONS

- **Opportunities for journal publication in Scopus/WoS indexed outlets:**
All accepted and presented papers will be eligible for publication in the conference proceedings.
Conference proceedings to be submitted for consideration in a Scopus-indexed volume.
- **Full papers are invited for consideration in special issues in collaboration with partner journals:**
Journal of business and socio-economic development (Scopus Q2).
Journal of risk and financial management (Scopus Q1).
Journal of Accounting in Emerging Economies (Scopus Q1).
Sustainability (Scopus Q1).
Review of Advances in Industry, Logistics & Supply.
- **Best Paper Awards in each track.**
- **Best Paper Award in the doctoral colloquium.**

KEYNOTE SPEAKERS

Professor Christopher Napier – *University of London (UK)*



Christopher Napier is Emeritus Professor of Accounting at Royal Holloway University of London. After studying Mathematics and Philosophy at the University of Oxford, Christopher trained as a Chartered Accountant at Peat, Marwick, Mitchell & Co., now part of KPMG. After qualifying, Christopher joined the faculty at the London School of Economics and Political Science, where he remained for 16 years. He moved in 1996 to a full chair at the University of Southampton, and then in 2006 to Royal Holloway, where he remained until retiring in 2025. Christopher's main research interest is the historical development of accounting, and he has also researched into aspects of financial reporting standards, including retirement benefits, intangibles and revenue from contracts with customers. More recently, he co-edited, with Garry Carnegie, the Edward Elgar Handbook of Accounting, Accountability and Governance. Christopher has written or contributed to over 120 academic books, book chapters and journal articles, and his most cited paper, "Social Reporting by Islamic Banks" (Abacus, 2006) has over one thousand citations on Google Scholar. In 2018, Christopher was given a Lifetime Achievement Award by the British Accounting and Finance Association. Christopher has served on numerous boards and committees, and he was a member of the Council of the Institute of Chartered Accountants in England and Wales, representing the academic community, for several years.

Professor Xavier Castañer – *University of Lausanne (Switzerland)*



Professor Xavier Castañer holds a PhD in Business Administration from the University of Minnesota and degrees from ESADE Business School. He has taught strategy, corporate development, and organizational theory at HEC Lausanne, HEC Paris, and ESADE, among other leading institutions. His research has been published in Strategic Management Journal, Academy of Management Review, Journal of Management, and Administrative Science Quarterly, exploring topics such as strategic planning, alliances, acquisitions, governance, and innovation. Professor Castañer has served in editorial roles for journals like Strategic Management Journal, Organization Science, and Nonprofit Management and Leadership. He was President of IFSAM (2021–2022) and has held leadership roles in AOM, EURAM, and SMS.

Professor Florence Rodhain – *University of Montpellier (France)*



Florence Rodhain is a Professor of Management at the University of Montpellier and former Director of the MRM-SI research team within Montpellier Research in Management. She has authored over 280 academic publications, including journal articles, book chapters, and peer-reviewed conference papers. Her research focuses on ethical issues in management, often adopting an interdisciplinary and international perspective. She has supervised eight PhD theses, six of which received dissertation awards. Professor Rodhain has held several leadership roles, including Equality Officer at the University of Montpellier 2 and member of the National Ethics Committee of the National Research Institute for Sustainable Development. She has lived and worked in the United States, New Zealand, and India, strengthening her international academic outlook.

KEYNOTE SPEAKERS

Professor Mahbub Zaman – *Hull University (UK)*



Professor Mahbub Zaman is a distinguished scholar in auditing, corporate governance, and sustainability. He has held senior academic appointments at institutions including Queensland University of Technology (Australia) and the University of Manchester (UK), and has served as a visiting professor in Canada, Denmark, Malaysia, New Zealand, and the United States. His research explores the evolving roles of audit committees, board governance, audit quality, and regulatory accountability in the context of global sustainability challenges. His publications have appeared in leading journals such as the *Journal of Business Ethics*, *Accounting, Auditing & Accountability Journal*, and *Journal of Banking & Finance*, with over 4,000 citations. He has received research support from international professional bodies including ACCA, CAANZ, and ICAEW. Professor

Zaman is particularly interested in how governance frameworks can address complex risks at the intersection of corporate responsibility, environmental sustainability, and digital transformation. He has supervised numerous doctoral candidates and continues to shape academic and policy debates on ethical and effective governance in a changing world.

Professor Teerooven Soobaroyen – *Aston University (UK)*



Teerooven Soobaroyen is a Professor of Accounting at Aston University and formerly held a professorship at the University of Essex. He has also occupied academic positions at the University of Southampton, Aberystwyth University, and the University of Mauritius. His research focuses on social, environmental, and governance disclosure practices, the implementation of corporate governance codes, accounting standards and professionalisation, as well as reforms in public financial management, particularly in so-called emerging economies. His principal contributions have been published in leading academic journals. He serves as Associate Editor for the *Journal of Accounting in Emerging Economies* (JAE), the *Journal of Accounting Literature*, and *Accounting Forum*, and he co-leads several special issues. Professor Soobaroyen has promoted and

led academic associations and networks, including serving as President of the British Accounting and Finance Association (BAFA), the African Accounting and Finance Association (AAFA), and the French-speaking Accounting Association (AFC). He is also the Research Coordinator of the Africa Call for Accounting and Finance Research Initiative (ACAFRI), funded by the Pan-African Federation of Accountants (PAFA). Through his sustained engagement with BAFA, AAFA, AFC, and the Accounting and Accountability in Emerging Economies (AAEE) network, he actively contributes to the mentoring and development of a scholarly community focused on accounting and governance in emerging economies.

Professor Mahmoud Elmarzouky – *University of St Andrews (UK)*



Dr. Mahmoud Elmarzouky is an Associate Professor of Accounting and Director of Research at St Andrews Business School. A Fellow of the Higher Education Academy with over 18 years of academic and professional experience, his work focuses on sustainability, corporate governance, and disclosure. He has published 33 peer-reviewed articles in top journals, including *Business Strategy and the Environment* and *Journal of Environmental Management*, and serves as Associate Editor at *Business Strategy and the Environment*. Dr. Elmarzouky has secured prestigious grants from IAAER-KPMG and The British Academy, and contributed to FRC-funded research on UK corporate governance reforms.

SCIENTIFIC COMMITTEE

Scientific committee chairman

Mohammed Zouhri – ENCG Meknes, Moulay Ismaïl University

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 Mohammed Kadous – FSJES Meknes, Moulay Ismaïl University
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 Karima Laamiri – FLSH Tanger, Abdelmalek Essaadi University
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 Safae Moumene – ENCG Meknes, Moulay Ismaïl University
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 Amine Zenjari – Higher Institute of Commerce and Business Administration
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Organizing committee members

Noura Ait El Mekki – ENCG Meknes, Moulay Ismaïl University
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 Wiam Zaimi – ENCG Meknes, Moulay Ismaïl University

PhD Students

Ghizlane Bouchenna – ENCG Meknes, Moulay Ismaïl University
 Nada Harek – ENCG Meknes, Moulay Ismaïl University

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