ADVANCING CASE STUDY RESEARCH FOR BUSINESS AND MANAGEMENT EDUCATION

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INTRODUCTION: BRIDGING SCHOLARSHIP AND PRACTICE THROUGH CASE-BASED LEARNING

It is with great enthusiasm that I step into the role of Co-Editor-in-Chief of the Journal of International Academy of Case Studies (JIACS). This journal has built a strong reputation for publishing high-quality case studies that not only contribute to business research but also serve as valuable teaching tools in classrooms across the world. As we move forward, our goal remains the same: to provide thought-provoking, well-researched case studies that reflect the ever-changing business landscape and help students, educators, and professionals navigate real-world challenges.

My own academic journey has been shaped by an interdisciplinary approach, with research interests spanning community building, public well-being, and human-computer interaction. Public well-being, encompassing mental and social health, is increasingly recognised as a crucial factor for businesses. It influences the creation of social common goods and impacts, and most importantly, corporate social responsibility (CSR) and ethical leadership. Meanwhile, human-computer interaction continues to transform industries, from the ways in which consumers interact with brands to how organisations integrate artificial intelligence (AI), big data, and digital transformation strategies. These areas, though diverse, are interconnected in ways that deeply influence business and management studies. The way communities form and function – whether in the workplace, in consumer markets, or in digital spaces – has profound implications for leadership, organisational behaviours, and business strategy.

It is with this perspective that I take on this editorial role, and I warmly invite scholars from diverse disciplines to engage with JIACS—to contribute research that reflects the real-world complexities of business, management, and public administration in an era of rapid change. Case studies provide an invaluable opportunity to bridge scholarship and practice, and through this journal, we aim to foster a community of researchers, educators, and practitioners who are committed to enriching business education and thought leadership.

THE ROLE OF CASE STUDIES IN BUSINESS EDUCATION AND RESEARCH

This journal has built a strong reputation for publishing high-quality case studies that not only contribute to business research but also serve as valuable teaching tools in classrooms across the world. Case studies are vital to business education and research, bridging the gap between theory and practice (Becheikh et al. 2022). Unlike traditional research articles, case studies immerse learners in real-world scenarios, fostering critical thinking and decision-making skills (Farashahi & Tajeddin, 2018; Carrier, 2007; Rippin et al., 2002). For example, a case study could delve into how a subscription-based streaming service transitioned from a subscription-based model to an advertising-based video-on-demand (AVOD) streaming model (Furini, 2023). This transition induced individuals to analyse market trends, competitive pressures, and strategic decisions. Or, a case study could delve into the ethical dilemmas that arose in encrypted messages, examining the responsibility of various parties involved and the implications for data privacy (Christy, 2022). This

exploration would prompt discussions on corporate social responsibility and necessitate policy changes or regulatory updates. Or lastly, a case demonstrating while academic research once highlighted the limitations of traditional marketing in the face of social media, social media has now become a dominant force, shaping and even defining contemporary marketing strategies. Beyond its marketing dominance, social media also grapples with the complex and evolving challenge of content moderation, determining the boundaries of acceptable expression.

In today's intricate business landscape, shaped by globalisation and technological disruptions, case studies have become increasingly important. They offer valuable insights into various domains, such as disruptive innovation (e.g., analysing the long-term impact of the gig economy on traditional industries) (e.g., Jen et al., 2024), supply chain resilience (e.g., examining how companies recovered from natural disasters) (e.g., Vandana et al., 2024), or nonprofit organisations (e.g., Choi, 2025; Ferguson et al., 2024). Business schools and corporate training programs incorporate these cases to develop adaptable and insightful leaders.

At JIACS, we champion case-based learning. We publish rigorous and pedagogically sound case studies that transcend mere descriptions. We seek cases that challenge conventional paradigms, illuminate innovative solutions, and offer fresh perspectives on pressing issues. Our commitment is to advance the field by providing high-quality and impactful cases that empower both educators and learners. In the next section, I will illustrate the key themes and emerging trends that are, now more than ever, shaping the contemporary business world. Students who engage with concepts that reflect the realities of their world will learn the most (Baeten et al., 2013), and I believe they will be better equipped to navigate an increasingly complex and interconnected global landscape. By focusing on these key themes and emerging trends, JIACS aims to equip both educators and learners with the tools they need to navigate the complexities of the modern business world and contribute to a more sustainable, equitable, and prosperous future.

EXPANDING THE SCOPE: 7 KEY THEMES AND EMERGING TRENDS

To ensure that our journal remains at the forefront of business education and research, we encourage submissions that address a broad range of themes, including but not limited to:

Corporate Social Responsibility

Corporate Social Responsibility (CSR) has been researched for decades, however, stakeholder expectations for ethical and sustainable business practices remain problematic. In light of global challenges such as climate change (e.g., Hahn et al., 2015) and social inequality (e.g., Hughes & Dundon, 2023), businesses are compelled to play a positive role. Moreover, the reputational risks associated with unethical behaviour are substantial.   Below are some emerging trends within this area:

- Ethical Implications of Emerging Technologies: the ethical dilemmas posed by new technologies such as AI (Pai & Chandra, 2022). Scholars can explore how businesses can develop ethical frameworks for the development and use of these technologies.
- Corporate Purpose and Social Impact: Explore the growing trend of businesses defining their purpose beyond profit and actively contributing to solving social and environmental problems.
- International Stakeholder Engagement: Explore the concept of stakeholder capitalism and how businesses can effectively engage with a wide range of stakeholders, including employees, customers, suppliers, and communities.

Technology & Human-Computer Interaction

Technological advancements are accelerating at an unprecedented pace, particularly with the introduction of AI, automation, and the metaverse. These technologies are reshaping industries and workforces, making it crucial to understand their ethical implications and design human-centred solutions (Paul et al., 2024; Rane, 2023; Shavit et al., 2023). The following trends highlight key areas of interest that warrant further investigation:

- The role of Extended Reality (XR) in Transforming Business Education and Training: Explore the use of XR technologies (VR, AR, MR) to create immersive and engaging learning experiences in business education. Investigate how XR can be used to simulate real-world business scenarios, provide hands-on training in a safe and cost-effective environment, and enhance student engagement and knowledge retention. Examine the potential of XR to personalise learning and cater to different learning styles.
- The impact of Agentic AI on Business Processes and Workforce Dynamics: Investigate the practical applications of agentic AI within various business functions (e.g., marketing, operations, customer service). Examine how these autonomous AI agents are reshaping workflows, decision-making processes, and the required skillsets of human employees. Explore the ethical and managerial challenges associated with deploying agentic AI, including issues of accountability, transparency, and job displacement.
- Cybersecurity in the Age of AI and Internet of Things (IoT): Examine the growing cybersecurity threats businesses face and strategies for safeguarding sensitive data. Investigate how AI can be leveraged to detect and prevent cyberattacks, the challenges of protecting personal information in AI-driven systems, and the privacy risks associated with IoT devices and large-scale data collection.

THE FUTURE OF DIVERSITY, EQUITY, AND INCLUSION IN THE WORKPLACE

The establishment of diverse, equitable, and inclusive workplaces is not merely a moral obligation but a strategic necessity for organisations (Raymond & Blili, 1997). Research consistently demonstrates that diverse teams foster innovation, enhance decision-making processes, and contribute to overall organisational performance. Moreover, addressing systemic inequalities and cultivating inclusive workplace cultures is critical for attracting, retaining, and engaging top talent in an increasingly competitive global labour market. As organisations navigate evolving societal and economic landscapes, the role of Diversity, Equity, and Inclusion (DEI) is becoming more pronounced. Businesses must move beyond performative commitments to develop sustainable and measurable DEI strategies that create meaningful change. The following section outlines key emerging trends that present opportunities for further scholarly exploration:

- DEI as a Driver of Business Success: Moving beyond simply acknowledging diversity, we must examine the tangible benefits of diverse teams on performance, innovation, and competitive advantage. This includes analysing how diverse perspectives mitigate groupthink, enhance decision-making, and improve risk mitigation. Research exploring the specific mechanisms through which DEI contributes to these outcomes is crucial.
- Measuring DEI Impact: Organisations need robust frameworks for measuring the true impact of their DEI initiatives. This goes beyond simple representation metrics and delves into analysing progress toward creating truly equitable and inclusive workplaces. Understanding the role of emotional intelligence, bias awareness, and cross-cultural communication in fostering inclusion is essential for developing effective measurement tools. Furthermore, research should explore how to quantify the impact of DEI on employee experience, retention, and overall organisational culture.
- Reinforcing the Business Case for DEI: Continued research is needed to strengthen the evidence base linking DEI to improved business performance. This includes exploring the specific ways in which DEI contributes to financial outcomes, market share, and other key business metrics. This research will help solidify DEI as a strategic imperative for organisations, rather than just a compliance exercise.

Non-Profit Sector Management

The non-profit sector plays a vital role in addressing social and environmental challenges (Boateng et al., 2016). Effective management practices are crucial for non-profits to achieve their missions, secure funding, and demonstrate impact. In today's interconnected world, collaboration between non-profits, businesses, and governments is increasingly important. The following trends warrant further scholarly investigation:

- Fundraising and Resource Development: Analyse innovative fundraising strategies, including digital fundraising, grant writing, and donor relationship management. Explore how non-profits are diversifying their funding streams and building sustainable revenue models. This could include examining the role of crowdfunding, social impact bonds, or cause-related marketing.
- Technology and Innovation in Non-Profits: Examine how non-profits are leveraging technology to improve their operations, outreach, and impact. Explore the use of data analytics, social media, and other digital tools to enhance fundraising, program delivery, and stakeholder engagement. This could include analysing how non-profits use data to target their services or how they leverage social media to raise awareness about their cause.
- Social Impact Measurement and Evaluation: Examine methods for measuring and evaluating the social impact of non-profit programs. Explore how non-profits are demonstrating their effectiveness and accountability to donors, funders, and the communities they serve. This could include analysing different frameworks for measuring social impact or examining the challenges of quantifying the impact of social programs.

International Business and Global Trade

Globalisation continues to connect markets and businesses, but it's evolving. Geopolitical risks, supply chain vulnerabilities, and the rise of digital trade require businesses to be adaptable and globally minded. Understanding cultural nuances and navigating international regulations is essential (e.g., Zhang et al., 2025; Oliinyk, 2024; Guo et al., 2020). The following trends represent pivotal areas of interest that necessitate further scholarly inquiry:

- Navigating Geopolitical Uncertainty: Examine how businesses manage risks arising from pollical instability, trade tensions, and global crises. Analyse strategies for diversifying supply chains, adapting to evolving regulatory frameworks, and mitigating geopolitical risks to ensure business resilience and continuity.
- The Digitalisation of Trade: Explore the impact of e-commerce, digital platforms, and cross-border data flows on international trade. Analyse how businesses can leverage digital technologies to expand into new markets and participate in global value chains.
- Entry Mode choices: Analyse the impact of different market entry modes on business success in various international environments. Explore how companies assess and differentiate between market conditions to determine the most effective entry strategy, whether through exporting, joint ventures, franchising, or wholly owned subsidiaries.

Leadership & Management

Effective leadership is more critical than ever in today's volatile and complex business environment. Leaders must be agile, empathetic, and capable of inspiring and motivating diverse teams. Developing leadership skills that foster innovation and drive organisational change is crucial (Abu Orabi et al., 2024). The following trends represent key areas of interest that demand further scholarly exploration.

- Remote Work Dynamics: Examine the evolving nature of work, including the rise of remote work, the gig economy, and the increasing use of automation. Analyse the impact on organisational structures, employee engagement, and skills development.
- Leadership behaviour and generation gaps: Today's workforce comprises multiple generations, from Baby Boomers to Gen Z, each with distinct values, expectations, and communication styles. Leaders must bridge generational gaps, fostering an inclusive environment where employees of all ages can contribute meaningfully. Understanding generational differences in work preferences, technology adoption, and career aspirations is key to enhancing collaboration and reducing workplace friction.

- Adaptive Leadership: Explore how organisations navigate periods of rapid change and uncertainty. Analyse leadership strategies that foster agility, resilience, and innovation in the face of disruption.

Sustainable Finance & ESG

Environmental, Social, and Governance (ESG) factors have become a central focus in contemporary financial decision-making. Investors are increasingly incorporating ESG criteria into their investment strategies, recognising the long-term implications of sustainability, corporate ethics, and social responsibility on financial performance and risk management. Simultaneously, businesses are acknowledging the importance of ESG considerations in financial reporting, transparency, and stakeholder engagement (Aggarwal, 2025). These developments align with the journal's commitment to exploring the complexities of business practices in both developed and emerging economies. The following trends represent key areas of interest that warrant further scholarly investigation:

- AI-Driven Sustainable Finance: Finance scholars regard supervised machine learning (ML) as an effective method for calculating ESG (Environmental, Social, and Governance) scores, owing to the suitability of certain techniques for examining complex relationships between indicators and their predicted outcomes (Mori & Du, 2023). Analyse how these technologies can assess ESG risks, identify sustainable investment opportunities, and improve the accuracy and transparency of ESG reporting. For example, AI can analyse vast datasets to identify ESG risks in supply chains or predict the long-term impact of climate change on investment portfolios.
- The Fintech Revolution: Explore the transformative impact of fintech on traditional financial institutions. Analyse the rise of personalised financial advice, algorithmic trading, and other innovative financial technologies. Explore how AI is enabling new business models and disrupting traditional banking practices. Consider, for instance, how AI chatbots are revolutionising customer service or how machine learning is personalising loan offerings.
- Regulating AI in Finance: Analyse the evolving regulatory landscape for financial institutions, with a specific focus on the challenges and opportunities presented by AI and ML. This includes regulations related to data privacy, algorithmic bias, cybersecurity, and anti-money laundering. Explore how regulators are adapting to the rapid pace of technological change and ensuring the responsible and ethical use of AI in finance. Consider the implications of regulations like GDPR on the use of AI in customer profiling or the need for explainable AI in credit scoring.

A CALL FOR HIGH-QUALITY CASE STUDIES WITH TEACHING NOTES

The rapidly evolving business landscape necessitates innovative and dynamic teaching approaches that equip students with the skills and knowledge required to navigate contemporary challenges. Relevant and timely case studies serve as powerful pedagogical tools, bridging the gap between theoretical concepts and real-world applications. By incorporating high-quality case studies into business education, educators can create engaging, experiential, and impactful learning experiences that prepare students for complex decision-making in global business environments.

Integrating emerging themes into business curricula is essential for fostering a deeper understanding of contemporary business challenges. Embedding case studies, simulations, and industry insights into coursework allows students to engage with real-world scenarios, strengthening their analytical and decision-making abilities. Exposure to contemporary business issues not only reinforces theoretical knowledge but also enables students to develop critical problem-solving skills. Providing opportunities for experiential learning—through real-world projects, internships, and consulting assignments—ensures that students are equipped with practical insights and the adaptability needed in professional settings.

A key aspect of business education is fostering critical thinking and problem-solving. Engaging with complex, real-world case studies encourages students to evaluate multifaceted business challenges, consider diverse perspectives, and develop evidence-based solutions.

These skills are particularly vital in an era where rapid changes in technology, economic conditions, and global markets demand agile and informed decision-making. Additionally, encouraging interdisciplinary collaboration allows students to work alongside peers from different academic backgrounds—such as economics, technology, law, and social sciences—broadening their perspectives and preparing them for cross-functional teamwork in professional environments.

Educators also play a crucial role in supporting research and case study development. Guiding students in conducting rigorous research and developing case studies that explore contemporary business issues enhances their analytical and academic skills. The *Journal of International Academy of Case Studies* provides an excellent platform for publishing student-led research, showcasing innovative solutions, and contributing to scholarly discourse. Furthermore, as business landscapes evolve, educators must continuously update their knowledge and teaching methodologies to remain relevant. Engaging with the latest research, industry reports, and global trends ensures that business education remains dynamic, forward-thinking, and impactful.

By integrating high-quality case studies into business education, we can create a richer, more immersive learning environment that equips students with the skills, adaptability, and critical thinking necessary to excel in today's complex business world. The *Journal of International Academy of Case Studies* remains committed to advancing innovative case-based pedagogy, and we invite educators and scholars to contribute impactful case studies that inspire the next generation of business leaders.

LOOKING AHEAD: BUILDING A COMMUNITY OF SCHOLARS AND PRACTITIONERS

As a researcher dedicated to community building and public well-being, I am particularly excited to foster a dynamic and collaborative scholarly network within *JIACS*. Business research thrives on meaningful dialogue, where scholars, educators, and practitioners share insights, challenge perspectives, and drive innovation.

I invite researchers from all backgrounds—whether seasoned academics or early-career scholars—to contribute their work and engage with our growing community of case study authors and reviewers. Your research has the power to shape business education and provide valuable insights for students and industry professionals alike.

Looking ahead, I am optimistic about the opportunities before us. Our goal is to expand *JIACS* as a leading repository of high-quality, practice-based case studies that bridge academia and industry. To all researchers, educators, and practitioners—I encourage you to share your knowledge and case studies with *JIACS* and help shape the next generation of business leaders.

I look forward to collaborating with our editorial team, reviewers, and authors to uphold the highest standards of scholarship and make *JIACS* an essential resource for business education and research.

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