



CALL FOR CONTRIBUTIONS

ABOUT THE INSEEC BBA

The INSEEC BBA program is offered in 3 cities (Bordeaux, Lyon, Paris) and trains students over four years to become professionals in various fields (Marketing, Finance, International Business, and others). The international dimension of the INSEEC BBA program is reflected in the languages of teaching (English and French), the international internships and the mandatory academic study abroad.

The international aspect of this program is also revealed in the annual organization of an International Week to welcome international speakers on a special theme that interests our students, which is the objective of this call for contributions.

KEY INFORMATION ABOUT THE 2026 EDITION OF THE INSEEC BBA INTERNATIONAL WEEK

In an ever-evolving global context, businesses are facing increasing complexity marked by uncertainty, rapid technological change, and growing societal expectations. Organizations must now combine economic performance with ethical responsibility, digital innovation, and environmental sustainability.

This year's theme - **Business Challenges & Responsible Solutions** - explores how companies can respond effectively to emerging issues such as resilience, responsible innovation, and the transition toward sustainable business models. It invites reflection on how leadership, technology, and ethics can together shape a more inclusive and sustainable future for organizations worldwide.

The 2026 edition of the INSEEC BBA International Week will once again bring together professors, researchers, and industry professionals from various institutions and countries to share knowledge, discuss innovative practices, and exchange perspectives with our BBA students and faculty. Contributions may cover (but are not limited to) the following topics:

- Resilience and strategic agility in business
- Management of uncertainty and crisis leadership
- Business ethics and responsible decision-making
- Artificial Intelligence and responsible innovation
- Digital transformation and sustainable competitiveness
- Green business models and circular economy practices
- Technology for sustainability and social impact
- Corporate governance and stakeholder engagement
- Sustainable finance and investment strategies
- Ethical marketing and responsible consumer behavior



Speakers' contributions can take the form of a workshop, a course or a seminar intended for 3rd, 2nd and 1st-Year INSEEC BBA students. Expected contributions must meet these requirements:

- Be related to the 2026 theme
- Be suitable for students who have already acquired the basics of business management
- Cover an hourly volume of 2 hours
- Have a practical interest

After submitting your proposal, the Organizing Committee may request any necessary adjustments to the proposed content.

PROJECTED SCHEDULE

Deadline for receipt of contribution proposals	November 30, 2025
Online form to be completed: INSEEC BBA IW26 Contribution Form	
Acceptance feedback or adjustment request	Between November 15, 2025, and December 15, 2025
Communication of the final program	January 31, 2026
Kick-off of the International Week in Bordeaux	March 2, 2026
Workshops, meetings, seminars, and activities in Bordeaux	March 2-3, 2026
Travel day from Bordeaux to Lyon or to Paris (we take in charge transport costs)	March 4, 2026
Workshops, meetings, seminars, and activities in Lyon and Paris	March 5-6, 2026
Wrap-up of the International Week in Lyon and Paris	March 6, 2026



The Organizing Committee will do its best to take participants' preferences into account but reserves the right to assign you to one of the two campuses depending on the schedule and the topics of the courses.

TRANSFER FROM BORDEAUX TO LYON OR TO PARIS

Please be advised that a transfer from Bordeaux to Lyon or Paris is organized by our services on March 4, 2026. Once your contribution is accepted, we will need your firm confirmation and your ID documents to book the transport.

FINANCIAL SUPPORT

Registration fees: no fees applied.

Catering and social activities are covered if participation is confirmed.

Participants are expected to cover their travel, accommodation, and daily allowance expenses. Guest lecturers from our EU partner institutions may apply for an Erasmus+ grant through their home institution International Office.

ACCOMMODATION

We invite participants to make their own accommodation arrangements since we do not have on-campus residence halls.

Information on hotels is provided in the accommodation facilities guide you receive once your application is approved.

FOOD / CATERING

Lunch and refreshments are served at each campus during the entire event.

We organize offered evening networking sessions and dinners.

CAMPUS FACILITIES / PRINTING MATERIALS

Please be advised that classrooms at INSEEC BBA are equipped with Wi-Fi and video projector. At your request, the following support can be arranged: laptop, Mac adaptor, paper board and beamer/speaker.

We reduce our printing of documents as much as possible, if necessary to print class materials, please send your documents the week before your classes start to the International Relations Office email address provided in the contact details below.



CONTACT

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Responsible of the Organizing Committee

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