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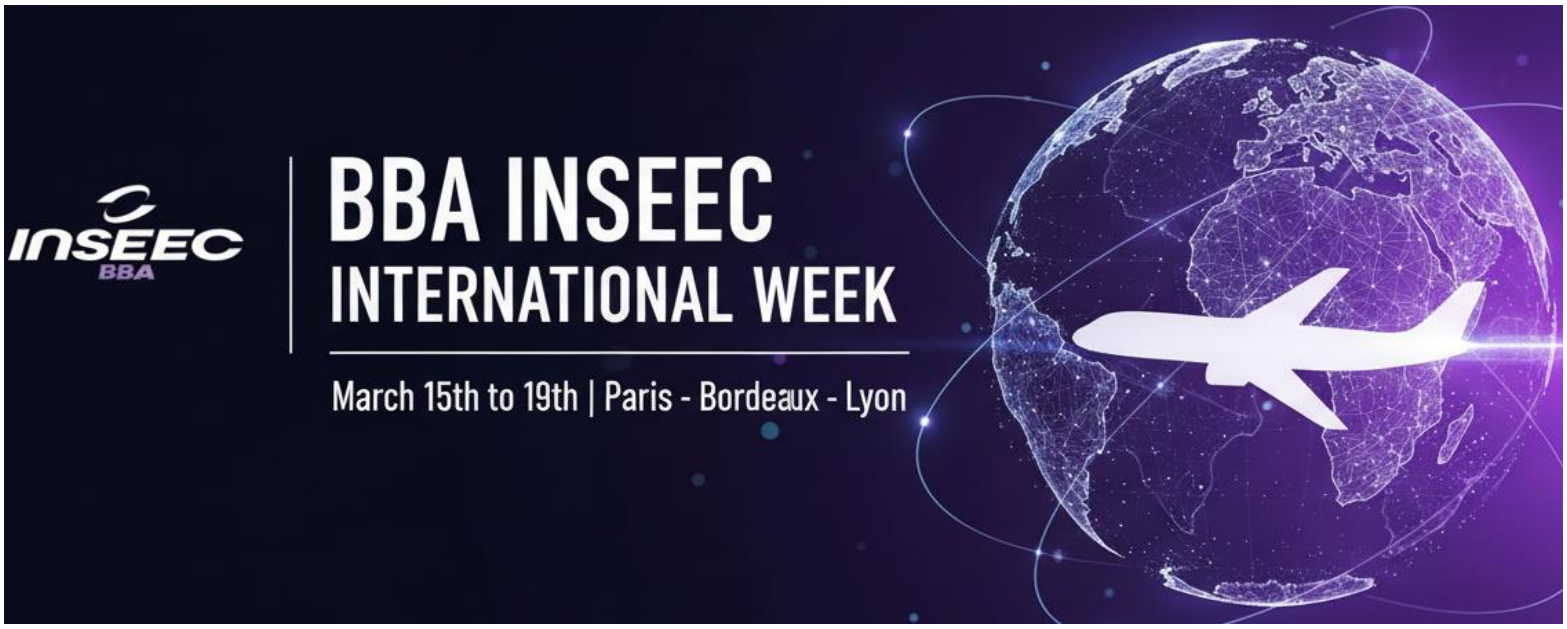

CALL FOR CONTRIBUTIONS

ABOUT THE INSEEC BBA

The INSEEC BBA program is offered in three 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 2027 EDITION OF THE BBA INTERNATIONAL WEEK

In an increasingly interconnected and rapidly evolving world, businesses are facing profound transformations driven by technological advancements, geopolitical shifts, economic uncertainty, and growing societal and environmental expectations. Navigating this changing landscape requires organizations to anticipate emerging challenges, adapt their strategies, embrace innovation, and create sustainable value while remaining socially and ethically responsible.

↘ BORDEAUX CAMPUS
Quai de Bacalan, Hangar 18
33000 Bordeaux
France

↘ LYON CAMPUS
25 rue de l'Université
69007 Lyon
France

↘ Paris CAMPUS
82 Esplanade du Général de Gaulle
92400 Courbevoie
France

This year's theme – *Navigating Global Change: Innovation, Responsibility and the Future of Business* – explores how organizations can understand, anticipate, and respond to global transformations while shaping the future of business. It highlights the importance of innovation, strategic adaptability, responsible leadership, and sustainable value creation in addressing emerging opportunities and challenges. The theme invites reflection on how businesses can navigate uncertainty, leverage technological developments, and reconcile economic performance with social and environmental responsibility in an ever-changing global environment.
The 2027 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, explore emerging business practices, and exchange international perspectives with our BBA students and faculty. Through interactive courses, practical workshops, case studies, and collaborative learning activities, contributors are invited to provide students with the knowledge and skills needed to understand and navigate the transformations shaping today's and tomorrow's business world.

Contributions may cover (but are not limited to) the following topics:

- Globalization, geopolitical shifts, and their impact on international business
- Global business transformation and strategic adaptability
- Managing uncertainty, organizational resilience, and crisis leadership
- Artificial Intelligence, digital innovation, and the future of business
- Digital transformation and emerging business models
- Entrepreneurship, startups, and innovation ecosystems
- The future of work, leadership, and evolving professional skills
- Cross-cultural management and international business practices
- Corporate social responsibility and sustainable business strategies
- Sustainable finance, ESG, and responsible investment
- Business ethics, corporate governance, and responsible decision-making
- Circular economy, green innovation, and sustainable value creation
- Social entrepreneurship, inclusion, and business impact

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

- Be related to the 2027 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 (Online form to be completed: https://forms.cloud.microsoft/e/QPGAfvd8SC	December 5, 2026
Acceptance feedback or adjustment request	Between November 15, 2026, and December 15, 2026
Communication of the final program	February 15, 2027
Kick-off of the International Week in Paris	March 15, 2027
Workshops, meetings, seminars, and activities in Paris	March 15 -16, 2027
Travel day from Paris to Lyon or to Bordeaux (we take in charge transport costs)	March 17, 2027
Workshops, meetings, seminars, and activities in Lyon and Bordeaux	March 18-19, 2027
Wrap-up of the International Week in Lyon and Bordeaux	March 19, 2027

PARALLEL SESSIONS IN BORDEAUX AND LYON

After the first two days in **Paris** (March 15 and 16, 2027), part of the participants will continue the adventure in **Bordeaux**, while the other part will go to **Lyon** for the second part of the week (March 18 and 19, 2027).
Applicants must indicate in the registration form **which of these two campuses they are interested in** for the second part of the event (Bordeaux or Lyon or Both options are possible).
The organizing committee will do its best to take participants' preferences into account **but reserves the right to assign participants to one of the two campuses depending on the schedule and the topics of the courses.**

TRANSFER FROM PARIS TO LYON OR TO BORDEAUX:

Please be advised that a transfer from Paris to Lyon or to Bordeaux is organized by our services on March 17, 2027. **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 that you will 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 2 weeks before your classes start to the International Relations Office email address provided in the contact details below.

CONTACT DETAILS

General Contact

International Relations Office: international.bbainseec@inseec.com

Responsible of the organizing committee

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