CALL FOR CONTRIBUTORS

Clermont School of Business – 22nd International Week

22–26 February 2027 | Clermont-Ferrand, France

About Clermont School of Business

Clermont School of Business is a French Grande École of Management, triple accredited (AACSB, AMBA, EFMD Bachelor), located in the heart of the Auvergne region in central France.

The School is strongly connected internationally through more than 120 academic partnerships worldwide and a global alumni network of over 14,000 graduates. Its mission is to educate responsible managers and changemakers by placing people, ethics and sustainability at the core of management education, in close alignment with contemporary organizational and societal transformations.

Call for Contributors – International Week 2027

As part of its 22nd International Week, taking place from 22 to 26 February 2027, Clermont School of Business invites international faculty members and experienced professionals in management-related disciplines to submit teaching proposals addressing the theme:

On the Border: Reimagining Management Across Transitions, Boundaries and Disruptions

In an increasingly interconnected and unstable environment, the contexts in which managers, organizations and entrepreneurs operate are constantly shifting. Borders are no longer only geographical; they are also digital, institutional, cultural and cognitive.

This International Week aims to explore how management practices adapt and evolve in situations of transition and disruption, where cross-border interactions create both new opportunities and new constraints.

We are particularly seeking contributions that examine these dynamics from an international and practice-oriented perspective. Priority thematic areas for this edition are outlined below.

Subthemes and Disciplinary Pathways

1. Entrepreneurship Beyond Borders: Innovation at the Edge

- Entrepreneurial ecosystems under disruption (post-COVID, digital and green transitions)
- Born-global firms and the redefinition of "local" advantage
- Social and sustainable entrepreneurship in boundary contexts
- Migrant and refugee entrepreneurship

Possible course focus: International entrepreneurship, comparative venture ecosystems, sustainable business creation.

2. Finance and the Reconfiguration of Global Capital

- Financial markets under geopolitical tension
- Green finance, ESG standards and transnational reporting frameworks
- FinTech, digital currencies and regulatory border-crossing

Possible course focus: Sustainable finance, global capital flows, risk management in uncertain contexts.

3. Marketing Across Cultures and Platforms

- Cross-cultural consumer behaviour and borderless branding
- Platform capitalism and digital "borderlands of influence"
- Ethical marketing in the age of misinformation and algorithmic borders
- Customer experience in hybrid and transnational markets

Possible course focus: International marketing, digital strategy, cross-cultural communication, ethical brand management.

4. Societal Transitions and the Role of Business

- Climate transition and the evolving social contract of business
- Corporate purpose and legitimacy in disrupted societies
- Sustainable and responsible supply chains
- Managing transitions toward inclusive, low-carbon economies

Possible course focus: Corporate sustainability, responsible management, business and society.

5. Human Resource Management and the Future of Work

- Managing talent across institutional and cultural borders
- Career management in disrupted employment landscapes (AI, "squiggly careers")
- Hybrid and global teams: inclusion, belonging, mobility and diversity
- Industrial relations and employee voice in transition

Possible course focus: Global HRM, AI and workforce strategy, leadership across borders, inclusion and diversity.

6. Corporate Identity and Organisational Culture in Transition

- Corporate identity in hybrid and transnational environments
- Narratives, rituals and sensemaking across cultural frontiers
- Symbolic and communicative dimensions of border crossing

Possible course focus: Organisational behaviour, leadership communication, identity and change.

Pedagogical Framework and Target Audience

Contributors are invited to design a 15-hour teaching module, structured over five sessions of three hours, delivered during the International Week.

The target audience consists of Master's-level students enrolled in the Programme Grande École under a work–study (apprenticeship) format. These students alternate weekly between their workplace and the Business School throughout their Master's cycle. Their opportunities for

international mobility are limited, and their proficiency in English as a learning language is generally lower than that of our international cohorts.

A core objective of the International Week is therefore to offer this cohort meaningful exposure to international faculty and diverse perspectives on global management challenges, while strengthening their confidence and ability to learn in English.

Each module should:

- Rely strongly on practice-based learning, using case studies, simulations, projects or applied exercises
- Integrate international and comparative perspectives, with a preference for non-French contexts
- Combine theory with a dominant focus on real-world application
- Conclude with an in-class assessment on Day 5 (preferred), or a short take-home assessment, with grades submitted within one week

Research Exchange

Participants will have opportunities to meet and exchange with Clermont School of Business faculty during scheduled academic and social moments throughout the week. The International Week is designed as a space for dialogue, knowledge sharing and the exploration of potential future academic collaborations.

Compensation and Practical Arrangements

Clermont School of Business does not charge participation fees for the International Week. For this edition, no teaching fees will be paid to contributors. However, Clermont School of Business is committed to facilitating participation and will cover a significant part of the costs associated with the stay in Clermont-Ferrand.

The School will provide:

- Hotel accommodation in Clermont-Ferrand for the duration of the International Week (breakfast included)
- Reimbursement of travel and subsistence expenses (transport and meals), up to a maximum amount of €2,000 per participant, in accordance with institutional reimbursement rules
- Invitation to all official meals and social events organized during the week, including welcome moments, faculty lunches and the closing dinner

The Friday afternoon of the International Week will be specifically dedicated to administrative support, during which the International Relations team will assist contributors with the completion and submission of their expense claims.

This scheme is compatible with the Erasmus Staff Mobility Programme, where applicable.

Provisional Programme & Schedule *(Arrival on Sunday 21 February)*

Day	Morning	Midday	Afternoon	Evening
Sunday 21 February	–	–	Arrival of all participants	–
Monday 22 February	Welcome session & breakfast with faculty	–	Teaching sessions	Free evening
Tuesday 23 February	Teaching sessions	–	Free time	Cocktail reception
Wednesday 24 February	Free time	–	Teaching sessions	Free evening
Thursday 25 February	Teaching sessions	Faculty cocktail lunch	Research Exchange sessions	Closing dinner
Friday 26 February	Teaching sessions	–	Assessment wrap-up & administrative follow-up (grades, expense claims)	Free evening

Submission Guidelines - Proposal format

- Length: 1–2 pages maximum (no appendices; only short, indicative references if relevant)
- Format: Word document

Recommended structure

Proposals should follow the structure outlined below:

1. Module title and subtheme alignment
2. Contributor information and short biography
3. Module rationale
4. Learning objectives and expected outcomes
5. Outline of the five sessions (15 hours total)
6. Pedagogical and assessment approach

Submission

- **Deadline:** December 1st 2026
- **Submission to:** Audrey ESTEVES, Head of International Relations, audrey.esteves@clermont-sb.fr
- **Notification of acceptance:** December 18 2026