

Dear Colleagues,

We are pleased to invite you to the **International Business Research Symposium 2026 (IBRS 2026)**, hosted by **Al Akhawayn University, School of Business Administration**, in Ifrane, Morocco. This year's theme is **"Research in the Age of AI."**

The symposium will bring together scholars and practitioners to discuss the transformative impact of artificial intelligence across various business disciplines.

Symposium Schedule:

- **September 2, 2026:** Registration and Welcome
- **September 3–4, 2026:** Symposium Sessions

Research Tracks and Session Chairs:

- **Economics and Quantitative Methods:** Dr. Sallem Koubida
- **Finance and Accounting:** Dr. Rhizlane Hammoud
- **Information Systems, Business Analytics, and AI:** Dr. Islam Ali
- **Logistics and Supply Chain Management:** Dr. Malek Sarhani
- **Management, Entrepreneurship, Leadership, Organizational Behavior, and HRM:** Dr. Hayat El Asri
- **Marketing, Digital Analytics, and Social Media:** Dr. Sara Dassouli
- **Business for Sustainable Development Goals:** Dr. Hissam Kamal Hassan

Important Deadlines:

- **Abstract Submission Deadline:** July 15, 2026
- **Notification of Abstract Acceptance:** July 30, 2026
- **Full Paper Submission Deadline:** August 15, 2026
- **Notification of Paper Acceptance:** August 20, 2026

Website and Contact Information:

- **Website:** <https://ibrs-symposium.online/>
- **Email:** o.ozsoy@au.ma
- **Email:** sbaibrs2026@au.ma

Travel and Arrival Information:

Participants can reach Ifrane via the following airports:

- **Fez-Saïss Airport (FEZ):** The closest airport, located approximately one hour from Ifrane. It serves several direct flights from European hubs, including London, Paris, and Barcelona, through carriers such as Ryanair, Air Arabia, and Royal Air Maroc.
- **Rabat-Salé Airport (RBA):** Approximately 2.5 to 3 hours by car.
- **Casablanca Mohammed V International Airport (CMN):** Morocco's primary international hub, approximately 3.5 to 4 hours by car or train.

We look forward to welcoming you to the beautiful Middle Atlas mountains for this premier academic event.

Best regards,

The IBRS 2026 Organizing Committee

Dr. Onur Ozsoy
Chair, IBRS 2026

City and University Background

Al Akhawayn University (AUI)

- **School of Business Administration (SBA):** SBA is a leading business school in the region, known for its emphasis on global perspectives, ethical leadership, and innovation. It is an ideal host for a symposium focused on research in the age of AI.
- **American-Style Education:** AUI is the only university in Morocco that follows the American liberal arts model, offering an English-speaking environment that supports international academic exchange.
- **Academic Excellence:** The university is recognized for its research output and its role in mentoring the next generation of Moroccan and international business leaders.

Ifrane: The “Switzerland of Morocco”

- **Unique Architecture:** Ifrane is famous for its peaked red roofs and European-style architecture, originally designed to resemble an Alpine village.
- **The Stone Lion:** Located in the center of town, the stone lion is one of Ifrane’s most photographed landmarks and a symbol of the Atlas Mountains.
- **Nature and Biodiversity:** Ifrane is surrounded by the largest cedar forest in North Africa. Visitors may also see Barbary macaques in the nearby Cèdre Gouraud forest.
- **Climate:** Because Ifrane sits at over 1,600 meters above sea level, the weather in September is usually cooler and more pleasant than in Morocco’s lower-lying cities, providing an ideal setting for academic exchange.

Note on Travel: While most international flights arrive in Casablanca or Rabat, many travelers may find Fez-Saïss Airport (FEZ) to be a convenient option, as it is only about one hour from Ifrane. Casablanca and Rabat remain the main hubs for major international carriers.