

26th AABD Annual Conference

May 19th – 23th, 2026, Tunis, Tunisia

**At the Crossroads of Local and Global Disruptions:
Transforming Organisations for Africa's Future**

Welcome to Tunisia

**Paper Submission Deadline:
December 19th, 2025**

**HOSTED BY THE LIGUE
LABORATORY AND THE
UNESCO CHAIR, ISCAE,
UNIVERSITY OF
MANOUBA, TUNISIA**

Discover more: www.theaabd.org



Call For Paper

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The Academy of African Business and Development (AABD) is pleased to announce its 26th annual conference, to be hosted by "The LIGUE Laboratory and the UNESCO Chair and ISCAE", University of Manouba, Tunisia. This prestigious event will convene scholars, practitioners, policymakers, and students from across the globe from May 19 to 23, 2026. Situated at the crossroads of history and innovation, Tunisia provides an ideal backdrop for critical dialogue on the future of African business and development in an era of unprecedented local and global disruptions.

The global business environment is undeniably complex and dynamic. A prominent aspect of this complexity is the disruption that characterizes the system. Whether in Africa or other contexts, the prevalent disruption manifests in a myriad of ways and often categorized into natural or human-caused. The natural disruption such as climate change, earthquake, floods, and pandemic; as well as human-caused cases like geopolitical risks, electoral backlashes, pollution, and cyberattacks have had catastrophic impacts on businesses and the society over the years.

Unfortunately, they still remain ongoing phenomena in many areas including Africa. The scope of disruption is reasonably wide. It is noteworthy that a prominent aspect of the discourse of disruption is in the disruptive innovation which has considerable impacts on the local and global economies. This is because, in technology disruption, a new technology emerges which outperform the leading technology in the business system. With this, the outcome could be changes in the positions of business organizations in which case market leaders, challengers, and followers could be repositioned as a result of the turbulence. Relatedly, we now hear of the ubiquity of digital transformation, digitalization, Artificial Intelligence (AI), sustainable development and several other contemporary nomenclatures that depict changes to the past systems.

Following the postulation of Schumpeter in 1942 in which the term creative destruction was coined, arguably, the outcome of disruption could be mixed, in which case it may be beneficial in certain circumstances and not in others. Against this backdrop, the theme for the 2026 conference is unveiled to be 'At the Crossroad of Local and Global Disruption: Transforming Organizations for Africa's Future.

Accordingly, the conference invites papers that examine how African businesses, governments, and institutions are navigating these dynamics and reimagining models for sustainable growth, inclusive governance, innovation, and global competitiveness. We welcome theoretical, empirical, and practiceoriented contributions from a wide range of disciplines. Submissions may therefore address the conference theme and sub- themes.

Both full papers and extended abstracts will be considered, and doctoral students are especially encouraged to participate in dedicated doctoral development sessions. Submission details, deadlines, and registration information will be available soon on the AABD website.

Join us at University of Manouba, Tunis, Tunisia for an intellectually stimulating and socially enriching experience that combines rigorous academic exchange with the cultural vibrancy of North Africa. The conference will feature keynote speeches by thought leaders, special panel sessions and ample networking opportunities. We therefore look forward to welcoming you to Tunisia in 2026.

مرحباً



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Conference Tracks

1. Accounting, Finance, Investment, and Economics
2. Entrepreneurship, Small Business, and Informal Sector
3. Organizational Behavior, Human Resource Management, and Business Strategy
4. Sustainability, Business Ethics, and Social Responsibility
5. Artificial Intelligence (AI), Information Systems and Communication Technologies (ICT)
6. Marketing
7. Healthcare Management
8. Energy Management
9. Operations, Supply Chain, and Project Management
10. Special Sessions

Submission Guidelines

PLEASE ADHERE TO THE FOLLOWING
 SUBMISSION GUIDELINES:

Abstracts: Should be no more than 300 words, highlighting research objectives, methodology, and key findings.

Full Papers: Should follow APA style and not exceed 7,000 words, including references, tables, figures, and appendices.

-Use the provided conference paper template for formatting guidelines.

-Submissions should be in English or French.

-Submissions must be made electronically in Word through the AABD conference submission portal.

Important Dates

-Abstracts and Full Paper Submission Deadline:
December 19, 2025

-Notification of Acceptance:

February 27, 2026

-Deadline for Early registration fee payment:

March 31, 2026

-Deadline for Payment of registration fee for papers to be included in the program:

April 30, 2026

Conference Highlights

Keynote Speakers: Renowned experts in digital inclusion and sustainable development and the most influential researchers in the world in recent years.

Workshops and Panels: Focused on practical insights and future directions.

Networking Opportunities: Engage with leading scholars and industry professionals.

Publication Opportunities

Full paper submissions will be double blind peer-reviewed and only those meeting our high-quality standards will be published in the Conference Proceedings.

Additionally, authors of high-quality papers will be encouraged to submit them to the Journal of African Business (JAB), the official journal of AABD, for publication consideration.

JAB has an impact factor and is listed in the ABDC journal ranking list.

Conference Contacts & Information

Conference co-Chairs:

Jouhaina Gherib, Rym Bouderbala & Hamida Skandrani

Program Chair:

Jouhaina Gherib: jouhaina.gherib@uma.tn