



QU Case Studies Series

Series 1

Call for Case Studies Submission on: Best Practices and Challenges of Organizing the FIFA World Cup Qatar 2022

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Call for Case Studies

The Center for Entrepreneurship and Organizational Excellence (CEOE) in the College of Business & Economics (CBE)/Qatar University (QU) is rolling out a call for case studies on the FIFA World Cup Qatar 2022. Qatar initiated and completed several mega projects to facilitate its hosting of the international football tournament. This case study series is designed to document the best practices and implementation challenges of hosting and organizing such an international mega-event that involved various stakeholders including governments, international organizations, corporations, educational institutions, media, society, and beyond. Through this call for case studies, the CEOE aims to document the experience of Qatari and international organizations in organizing the FIFA World Cup Qatar 2022. We welcome authors (academics and practitioners) from all disciplines including, but not limited to, business, engineering, computer science, medicine, social sciences and humanities, and natural sciences.

Examples of potential topics

1. Economic development
2. Sports marketing
3. Sport and mental wellbeing
4. Events management
5. Sponsorships
6. Changing the mindset on Islam
7. Transportation/logistics (Public transportation such as Doha Metro)
8. The security of Qatar's World Cup
9. Arab identity and culture
10. Tourism
11. Legacy of Qatar and the Arab countries
12. Design and architecture of stadiums
13. Sustainability
14. Modern infrastructure projects
15. Nation's branding and Qatar's image
16. Media (traditional and social media coverage)
17. Volunteering
18. Comparative studies with previous World Cup tournaments
19. World Cup and utilized technologies
20. World Cup and managing controversial issues
21. Other related topics



Case study content and structure guidelines

A typical case study comprises the following elements in its structure:

1. **Abstract:** Begin with an Abstract that provides succinct information on the content with a focus being placed towards the dilemma that the protagonist is facing.
2. **Learning objectives:** Provide a set of learning objectives that you expect students to accomplish after reading your case study.
3. **Introduction:** Introduce the protagonist/s (name, gender, job title, and location) and the dilemma they are facing.
4. **Background:** Describe the contextual setting of the situation in detail by shedding light on related information such as the organizational information (name, size, income, and year of establishment), and the event details (duration, purpose, parties involved, etc.)
5. **Main body:** Present the specific area of interest, including events leading to a challenge or problematic situation. You can use sub-headings that allow readers to follow the story and easily find information.
6. **The closing section:** Conclude the case with the decision-making point.
7. **References list**
8. **Exhibits:** Provide supplemental information that can assist the reader in making an informed decision.

Several case studies are attached for your consideration. Changes in the case study structure are possible upon the approval of your assigned guest editor.

Submission guidelines and support to authors

Authors need to submit proposals, 350-700 words, to introduce their case study ideas. Authors of invited ideas are required to submit a case study manuscript, 3,000-4,000 words (excluding references, tables, and appendices). Submissions should be in English only. The research methodology may be qualitative, quantitative, or both. The manuscript must strictly adhere to a case study write-up format, which follows a story-telling narrative, consists of a protagonist who is facing a decision-making dilemma or challenge and is based on a real-life situation. The corresponding author should be from Qatar University. Authors from other local, regional or international universities can join the research team.



Please, consider the following when submitting your case study:

- Please submit your abstract and proposal to:
<https://cmt3.research.microsoft.com/QUCaseStudySymposium2023>
- The proposals and submissions will be reviewed using an interactive blind-review process to help authors enhance their submissions.
- **On January 23, 2023**, an online case study webinar will be offered to share some guidelines and answer any questions. **[Click here to join the webinar](#)**
 - o **Monday, January 23, 2023. 12:30 PM – 02:00 PM**
- **On April 17, 2023**, a case study workshop will be conducted at QU campus to provide relevant support for invited authors. **April 17, 2023, (12:30 PM – 02:00 PM) H08-C219**
- Each case study accepted for publication will be awarded QR 5,000.

Important dates

Case study submission opens: January 15, 2023

Case study webinar (guidelines/Q&A): January 23, 2023 (12:30 – 02:00 PM): **[Click here to join the webinar](#)**

Submission deadline of proposal (350 – 700 words): February 5, 2023

Announcement of proposal decisions: February 28, 2023

Interactive review process for accepted proposals: March 1 – April 30, 2023

Case study workshop: April 17, 2023, (12:30 – 02:00 PM) **H08-C219**

Final submission: May 15, 2023

Announcement of selected case studies: May 30, 2023

Case study event and press coverage: Early June 2023

For any queries and further information, please contact us through CaseStudy@qu.edu.qa