



# Brunel Family Business Week 2026

*Legacy in Action, Leadership in Motion*

# The International Family Business Case Competition (IFBCC)

## Guidelines

### **Organised by:**

*Brunel Sustainable Family Enterprise Lab, Brunel Business School, Brunel University of London*

### 1. Purpose and Context

Brunel Business School invites family enterprises and academic collaborators to submit case abstracts for the International Family Business Case Competition (IFBCC), to be held as a flagship component of Brunel Family Business Week, 22-25 June 2026.

The IFBCC is a selective, practice-oriented case development competition designed to advance high-quality teaching cases focused on the strategic challenges facing contemporary family enterprises. Contributors are invited to co-create applied cases that illuminate critical decision points, governance tensions, and transformation pathways in family-owned firms.

The competition is hosted by the [Sustainable Family Enterprise \(SFE\) Research Lab](#), Brunel Business School. The SFE Lab serves as a globally engaged platform that connects scholars, family business leaders, advisors, and institutions across the UK, Asia, and other regions to support the creation and exchange of applied knowledge.

Through the IFBCC, contributors gain an international platform to showcase rigorous, practice-relevant cases suitable for use in executive, MBA, and advanced undergraduate teaching, supporting the transition of family enterprises from legacy preservation towards long-term, shared prosperity.

### 2. Why Brunel Business School?

Brunel Business School is a London-based, practice-led business school with a long-standing focus on family enterprise, SMEs, governance, and real-economy transformation.

Located in West London, one of Europe's most globally connected and demographically diverse business environments, Brunel offers a distinctive setting in which family business challenges related to succession, professionalisation, digitalisation, migration, and cross-border growth are not abstract, but lived.

Brunel's applied research ethos, deep engagement with SMEs and family firms, and sustained partnerships across Asia, the Middle East, and Europe position the School as a credible convening platform for internationally grounded, practice-relevant case development in family business.

### 3. Thematic Tracks

Contributors should frame cases around a clear strategic decision, dilemma, or transition point faced by a family enterprise, aligned with one of the following four thematic tracks. Teams may include academic and/or industry participants, with a maximum of four members per team.

### **Track 1: Leadership and Transgenerational Governance**

- How do family enterprises manage leadership transition while preserving legacy and enabling renewal?
- How do governance arrangements balance control, inclusion, and professionalisation across generations?

*Suggested areas:* succession planning; board and ownership renewal; next-generation leadership; gender and inclusion; governance structures; family constitutions.

### **Track 2: Digital Transformation and Innovation in Family Enterprise**

- How do family firms pursue digital transformation and AI adoption while balancing risk, tradition, and long-term orientation?
- How do legacy capabilities interact with innovation imperatives?

*Suggested areas:* digital strategy; AI adoption; innovation culture; digital ecosystems; transformation leadership; business model innovation.

### **Track 3: Sustainability and Purpose-Driven Enterprise**

- How do family enterprises integrate sustainability, ESG, and social purpose into long-term strategy?
- How do stewardship values shape strategic trade-offs and growth decisions?

*Suggested areas:* ESG integration; circular economy; stakeholder engagement; sustainability governance; philanthropy; social value creation.

### **Track 4: Globalisation and Partnerships for Shared Prosperity**

- How do family enterprises internationalise while managing cultural, institutional, and identity tensions?
- How can cross-border and cross-sector partnerships support resilient, long-term value creation?

*Suggested areas:* internationalisation strategies; joint ventures; cultural leadership; migration and diaspora enterprise; policy engagement; cross-sector partnerships.

## **4. Competition Structure**

The competition consists of two rounds.

### **Round 1: Case Abstract Submission**

**Deadline:** 10<sup>th</sup> March 2026 (23:59 UK time)

- Each team may submit one abstract per thematic track.
- Abstract length: 500 words  $\pm$ 10%.

Each abstract should address the following elements:

1. **Family Enterprise Context**  
Brief background of the family enterprise, including history, ownership structure, industry, and generational stage.
2. **Core Strategic Challenge or Opportunity**

A clearly articulated organisational dilemma, tension, or strategic decision point.

**3. Practice and Learning Value**

Why the case matters for family business practice and teaching, including key insights, governance or leadership tensions, and stakeholder dynamics.

**4. Data Sources**

Planned or available data sources (e.g., interviews, internal documents, observations, archival material).

**Review Process and Outcome**

- Abstracts will be reviewed by a joint academic-industry panel.
- Up to three abstracts per track will be shortlisted.
- Shortlisted teams will be invited to submit a full case by 5<sup>th</sup> May 2026 (23:59 UK time).
- At least one team member must register for the full programme and present in person during Brunel Family Business Week.

*[Early Bird Registration](#) is available for those who wish to attend the full week regardless of the case competition outcome. From 28 February 2026 onwards, participants will be required to [register at the full programme fee](#) of £400.*

*Failure to submit the full case or complete presenter registration will result in withdrawal from the competition.*

**Round 2: Full Case Submission and Finalist Presentation**

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**Full case submission deadline:** 5<sup>th</sup> May 2026 (23:59 UK time)

**Finalist presentations:** 24<sup>th</sup> June 2026

**Venue:** Brunel Business School, Uxbridge, Greater London, UB8 3PH

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**a. Full Case Submission**

- Maximum length: 3,500 words (excluding references and exhibits).
- Cases should be written for classroom use, not consultancy reporting.

**b. Finalist Case Presentations**

- Each finalist team will deliver a 10-minute presentation, followed by 15 minutes of Q&A with the panel and audience.
- One winning case will be selected for each thematic track.
- One overall Best Case of the International Family Business Case Competition 2026 will be awarded.
- Winning teams will be announced at the 25th June networking gala and awards ceremony.

*Selected cases will be editorially reviewed and published in the Brunel SFE Lab Family Business Case Series\* and disseminated through academic and practitioner networks.*

**\*Teaching Note Requirement**

As a condition of publication in the Brunel SFE Lab Family Business Case Series, authors of selected cases will be required to develop a teaching note in accordance with the organisers' editorial guidance.

Detailed guidance will be shared after the competition, and authors will be supported through a developmental workshop. Teaching notes will be reviewed as part of the editorial process and are intended to support classroom use in executive, MBA, and advanced undergraduate programmes.

## 5. Full Case Submission Requirements

Submitted cases must:

- Be grounded in a real family business context, with appropriate anonymisation where required.
- Be decision-focused, with a clearly identifiable protagonist and strategic choice.
- Align with one thematic track.
- Demonstrate analytical rigor while remaining accessible to a practitioner audience.
- Offer actionable insights relevant to family business leaders, advisors, and policymakers.
- Where appropriate, include supporting materials (e.g., governance structures, timelines, exhibits, interview excerpts, visual material).

Consistent with Brunel Business School’s applied research ethos, cases should be suitable for use in executive, MBA, or advanced undergraduate teaching.

## 6. Key Dates

<i>Stage</i>	<i>Date</i>
<i>Abstract submission deadline</i>	10 March 2026 (23:59 UK time)
<i>Shortlisted abstracts announced</i>	25 March 2026 (23:59 UK time)
<i>Full case submission deadline</i>	5 May 2026 (23:59 UK time)
<i>Finalist presentations</i>	24 June 2026
<i>Awards announcement</i>	25 June 2026

## 7. Submission and Enquiries

### **Abstract and case submissions:**

Submissions should be sent to the email address: [familybusiness@brunel.ac.uk](mailto:familybusiness@brunel.ac.uk)

### **Enquiries:**

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