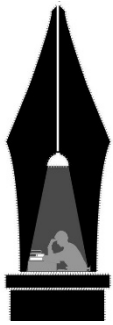# Call for Entries
Essay Competition
Harnessing AI for the Future of Business and Management Education in Africa

Artificial Intelligence (AI) is redefining how we learn, work, and solve problems across the globe. For students in Africa, AI presents extraordinary opportunities to enhance learning, improve access to knowledge, and develop the leadership skills required for success in business and management.

This competition invites **business and management students across Africa** to submit a **2,000-word essay** exploring how AI can help students progress in their studies and prepare them to thrive as the continent's future leaders.

Through this initiative, we aim to encourage fresh ideas and bold thinking on the role of AI in Africa's educational and professional landscape.

Essay Focus: Essays should address the theme:

"How AI Can Help Students Progress in Their Studies and Shape the Future of Business and Management in Africa"

Submissions may explore (but are not limited to):

- How AI can transform study techniques and learning efficiency.
- Applications of AI in research and academic development.
- AI as a tool for bridging educational gaps and promoting inclusion.
- The role of AI in developing entrepreneurial and managerial skills.
- Ethical considerations and challenges of integrating AI into education.

Eligibility

- Open to **undergraduate and postgraduate students in business and management disciplines** enrolled at universities and institutions across Africa.
- Essays may be **individually authored** or **jointly authored** (maximum of two students per essay).
- Entrants must provide proof of current student status.
- Only one entry per author/authors is permitted.

Submission Guidelines

- Word count: **2,000 words** (excluding references, tables, and appendices).
- Format: Essays must be submitted in **Microsoft Word (.doc or .docx)**.
- Referencing: Submissions must use the **Harvard referencing system** consistently.
- Language: English only.
- Originality: Essays must be the students' own work. Plagiarized or AI-generated content without proper attribution will result in disqualification.
- The essay should include:
    - Title page with essay title, author(s) full name(s), institution, course, and year of study.
    - Word count (excluding references).
    - Properly formatted references at the end.

Prizes

- **First Prize:** $500 USD + certificate of excellence + opportunity to present the essay at the European Conference on Business Research Methods, at the Cape and Peninsula University of Technology, Cape Town, South Africa on 6-7 August 2026.
- The top 10 essays will be published in a digital book showcasing outstanding ideas from Africa's business and management students.

Judging Criteria

Essays will be assessed on:

- **Relevance to the theme** (clear focus on AI and student progress).
- **Depth of insight and originality** (innovative thinking and unique perspectives).
- **Research and evidence** (use of credible sources, data, and references).
- **Clarity of argument and structure** (logical flow, analysis, and conclusions).
- **Academic rigour** (proper referencing, grammar, and presentation).

Key Dates

- **Deadline for submissions:** January 31, 2026
- **Judging period:** February 2025 – April 2026
- **Winners announced:** May 15, 2026
- **Presentation to ECRM:** August 2026

How to Submit

- Essays must be submitted using the online form

Organisers' Note

We welcome entries from across Africa, representing diverse backgrounds, institutions, and perspectives. This is your chance to share your vision of how AI can transform education and empower the next generation of African business and management leaders.