



La Société Internationale pour l'Enseignement Commercial The International Society for Business Education

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Visit our website:

- <http://www.siec-isbe.org> for all the latest information
- Next newsletter deadline is **December 15**

We Want to Hear From You!

Please share your ideas, news, or anything of interest to business educators around the world. Articles and/or announcements to include in the next newsletter can be sent to:

Judee Timm,

Newsletter Editor

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President's Message Petra Bragadóttir, International President

Dear SIEC-ISBE Friends

I want to begin by thanking Hermine Sperl, Michaela Stock, Elisabeth Riebenbauer and their Conference Planning Committee for all their hard work in providing a great conference in Graz and Maribor for our SIEC-ISBE members from all over the world. Graz is a beautiful city where I really enjoyed attending conference events, meeting all my SIEC friends, and networking with over 100 attendees! The last few weeks since school has started have been very busy, but it is always nice to meet with new students and start the school year after the summer holidays.

Our General Secretary for the last nine years, Judith Olson-Sutton, has now left the Executive Committee. We would like to thank her for her excellent service to SIEC-ISBE throughout her tenure. Michaela Stock has also finished her term as a Vice President to SIEC-ISBE for the German-Speaking countries. Thanks, Michaela, for your good work and many contributions to our organization.

Lila Waldman, a long-time

SIEC-ISBE member, has taken over as a General Secretary; and Hans Dietrich will now serve as the new Vice President for German-Speaking countries. Welcome to the Executive Committee, Lila and Hans!

Note that the password for **Members Only** protected area on our website (<http://www.siec-isbe.org/protected-ijbe.html>) is changing on October 1, 2016. Please contact your National President for the new password if you don't have it. I also encourage you to take some time to explore the Graz Conference slideshow using Dropbox (https://www.dropbox.com/s/kj118d9aw9lj0zv/WEL-COME_Fotos_Slideshow_ISBE_2016_extended.pptx?dl=0) and the numerous reports and pictures on Facebook (<https://www.facebook.com/SIECISBE/?fref=ts>). Our website (www.siec-isbe.org) includes many resources and contact information for National Chapters. Please explore and see what's new.

A meeting with PDC members and Presidents of Nordic Chapters will be



held in Stockholm, Sweden, on November 12, 2016.

Juanita Rodriguez and her Conference Planning Committee have already started making plans and arrangements for our next conference in 2017. I hope that you, too, are also making plans to attend next year's international conference in San Juan, Puerto Rico, on July 23-29, 2017. See you there!

Warmest SIEC Regards from Iceland,

Petra Bragadóttir
SIEC-ISBE International President
2013-2017



Impressions from Graz



2016 SIEC Conference in Graz, Austria

Cege Ekström, SIEC Sweden

We really enjoyed the conference and perfect summer weather in Graz, Austria, and Maribor, Slovenia. It was a wonderful, well organized, and interesting week full of experiences and memorable meetings with friends. Thanks to the very professional organizing committee consisting of Hermine Scherf, Chairman, Michaela Stock, Elisabeth Ribenbauer from the University of Graz and Doris Kiendl-Wender from FH Joanneum, University of Applied Science, which hosted the conference.



Entrepreneurship Education

FH Joanneum was a suitable host university since the theme was "Entrepreneurship Education" which in brief can be described as a mixture of practical skills and academic knowledge. My impressions from the conference is that the theme was followed and that there was an almost perfect blend of practical skills and academic knowledge about entrepreneurship. This was performed in an interesting and varied way by the keynote speakers, most of them from Austrian universities and companies. In Maribor, of course, the keynote speakers were from the University of Maribor which we visited.

Presentations and Workshops

So what about presentations and workshops? It was all quality, performed by several Austrian teachers and some from abroad -- all of them members of SIEC. Here are those I visited, from a sample of many impressive options.

Georg Tafner (Austria)

Financial literacy based on an oxymoron – a look behind the concepts of the OECD

The OECD's PISA studies have changed the language and topics of education policy and pedagogics towards a more utility-driven, economy-based approach. Now the OECD is grabbing financial literacy as its new field. Following the idea of the efficient market theory, financial literacy is based on an oxymoron: the deregulated market is controlled by financially well-educated consumers. Business educators should look critically behind the scenes and discover the neoclassical world of OECD. The crucial question is how OECD defines "financial literacy." Is it limited to the family economy only or should macro-economic knowledge be included? Georg supports the later definition to get a deeper understanding of how a family economy can develop in a constantly changing economic environment.

Elisabeth Ribenbauer, Gernot Dreisiebner & Michaela Stock (Austria)

Boost entrepreneurship education through business simulations

Austrian teachers presented the key competence "entrepreneurship" that to the European Commission should be embedded into curricula across primary, secondary, vocational, higher and adult education. The presentation was about different dimensions for entrepreneurship education. Several types of business simulations to foster entrepreneurial spirit in VET were introduced. This included a discussion of advantages and disadvantages, practical examples, and international platforms to use these methods in classrooms all over the world.

Professional Development Committee (PDC), Mona Engberg (Denmark):

Marketplace for networking

At the marketplace a forum was created for discussions of possible cooperation across borders based on input from participants. And the outcome was very positive as noted below:

- One teacher from Iceland and one from Finland are setting up exchange between 16-19 year old students in the vocational educational programs. They will use hotels or hostels for lodging in their respective countries and already met on the 1st day of the conference to prepare the exchange. There are cultural differences between Finland and the Scandinavian countries.
- A teacher from Graz, Austria, and one from Linköping, Sweden, are interested in exchanges (twin cities). (Continue on page 4)

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- One teacher (me) invited possible partners to a project in Belarus possibly funded by the Swedish Government. Interested partners were from Sweden, Germany and US.

Sandra Poirier (US):

A growing need for social entrepreneurship

Social entrepreneurship is of growing interest in companies in US and in other countries as well. Sandra pointed out that a “change agent,” skills, and framework in an organization create value not just for owners but for society as well. In this context cooperation with help organizations is of great importance. Social entrepreneurship can be regarded both as “employer branding” and “market branding.” It is important for employees as well as for consumers that a company is involved in social activities.



Eva Penz & Dominik Sporer (Austria):

Global entrepreneurship education – a comparative approach



The Global Entrepreneurship Monitor (GEM) is the largest international research initiative that analyzes the propensity of the adult population of a country to participate in entrepreneurial activities and the conditions that enhance these initiatives. In building an entrepreneurial culture, education plays a crucial role. The analysis presented by the Austrian students shows existing and significant differences in educational levels among countries with similar entrepreneurial activity. The analyzed countries are selected from previous established innovation-, efficiency-, and factor-based clusters. The question how entrepreneurship in education influences the ability and frequency of start-ups is related to the business climate in the country. But the analysis gives evidence that entrepreneurship in education always has some kind of positive effect on behaviour in the professional life for the students.

Verena Liszt (Germany):

Entrepreneurship education and learning situations of decision-making processes

The students from entrepreneurship education courses participated in a specific decision-making learning situation. These situations were produced and tested at the University of Kassel and was also tested in this workshop in group activities. The case performed with the participants was about making decisions in a coffee shop about strategy and tactics using a “cake tool.” The options were thus presented as a cake where you could select the way you wanted the coffee shop to take in the market performance. It was a very well prepared pedagogical case without the need of computer assistance. All the participants formed in groups were very active in the activity. Finally, the workshop ended with a vivid discussion as to whether this kind of pedagogical activity is good for the learning process in a university.

The alternative way is to present facts and knowledge to the students without any time consuming games. In my own opinion, there must also be a balance in education between lectures and active student participation in discussions, projects, and games. You could call it problem-based learning or activity-based learning. But, of course, this blend of pedagogical methods is much more demanding for the teacher compared to teacher-driven lectures. There are teachers that cannot handle the activity-based learning method as they feel insecure not knowing the outcome or results. I have experienced this for instance in Russia and Belarus where teachers do not want to lose face not knowing the answers of all questions from students during a student-driven process. They prefer addressing predetermined questions themselves where they know the answers.

Company Visits

Menega Slovenia

The company has its focus on Green Building Design to save energy for a sustainable future. It was an interesting visit that showed Slovenia’s innovation-driven industry working closely with the German market. (Continue on page 5)

Continued from page 4

Erzherzog Johann Winery

This is a local cooperative winery in Styria primarily producing white wine. We got the opportunity to taste the wine together with a cold Styrian buffet. A wonderful experience with delicious wine and food in a classical winery environment combined with interesting presentations by the winery director.



Styria Media Group in Graz

The media sector in all western countries are under pressure from the digital explosion and are losing younger customers. This is the case experienced by the Styria Media group, but they are still remain profitable by combining different media channels. In one modern building, a landmark in Graz, they combine printed newspapers, radio- and TV-broadcasting, web channels, and books. They claim to have 75-80% coverage in Styria which gives them possibility to create enough of revenue. A very interesting presentation was given by the CEO of this very impressive media house.



Graz – the city of jazz in a classical environment



Members of the Styrian folklore band together with one of the delegates from Puerto Rico at the welcoming party

Want to See More Photos of the Graz 2016 Conference?

Check Out the Following:

https://www.dropbox.com/s/kj118d9aw9lj0zv/WELCOME_Fotos_Slideshow_ISBE_2016_extended.pptx?dl=0

<https://www.facebook.com/SIECISBE/?fref=ts>



When I grow up, I want to be an entrepreneur!

Sabrina Sorko, Austria

Courageous, innovative, digital -- these are the key words that best describe the 88th International Conference of the International Society for Business Education (SIEC-ISBE) held at FH JOANNEUM in Graz on July 31-August 5, 2016.

“Entrepreneurship Education – Regional and International,” the conference theme, was addressed by experts from the worlds of academia and professional practice. For example, Markus Tomaschitz, AVL, encouraged all participants to “unleash their inner entrepreneur” and do this with others too. Educators from a total of 16 nations (including participants from the USA, Iceland, and Puerto Rico) discussed the latest approaches in the field of entrepreneurship and intrapreneurship education. They agreed that learners need to become more courageous and creative. The task of the teachers needs to focus on supporting learners in developing creative solutions within a digital environment, helping them to develop networked thinking, and awakening them to their own entrepreneurial spirit.

The conference was organized in cooperation with the SIEC-ISBE, the Institute for Business Education & Development at the University of Graz, and the Industrial Management and International Management Institutes at FH JOANNEUM. The focus was on professional discussions and international exchanges. Potential research collaborations were discussed and initial ideas were documented. Another highlight was the excursion to Maribor, Slovenia, which emphasized the transnational collaboration between Austria and Slovenia.

Reflections on the 88th International SIEC-ISBE Conference in Graz & Maribor

Elisabeth Riebenbauer & Michaela Stock (Austria)

ISBE Austria was very happy to be able to welcome over 100 participants from 16 countries in Graz where Iceland, Austria, and the United States were represented by more than 20 conferees each. The topic “Entrepreneurship Education – Regional and International” was discussed by keynote speakers from research, business, and educational perspectives. Additionally, 17 presentations and workshops were offered by ISBE members (including 8 first-timers and two online presenters). Other special events were an exciting day trip to Maribor, Slovenia, and the interesting company visits in Graz and Slovenia.

But to get a deeper impression of the highlights of this year’s conference we asked some participants to share their experiences and the benefits of the event with us. (*Continue on page 7*)

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As a first-timer attending the SIEC-ISBE Conference, the benefits gained were numerous. First of all, meeting other teachers from all around the world and being a part of the big group from Iceland were very enlightening experiences. We teachers do not have many opportunities to visit other schools in our own country.

After attending the SIEC-ISBE conference I really feel that I am a part of a great community of teachers in business and economics. And, of course, I liked the keynote speakers and the very interesting workshops. Last but not least, the hospitality of our hosts and the city of Graz were great.



Ásdís Ingólfssdóttir (right) together with Ragnhildur Guðjónsdóttir (Iceland)

The SIEC-ISBE Conference 2016 in Graz has provided us with several great experiences. We enjoyed the festive opening ceremony (especially the beautiful harp music). During the conference week we had the pleasure of attending a number of fairly varied presentations that proved to be very inspiring. Verena took part in the company visit to “Kastner & Öhler” and gained an entirely new perspective on this traditional company. Claudia joined the company visit at the “Adler” pharmacy and was positively surprised by the interesting insights she obtained during this most informative tour.



As a young academic, it was tremendously helpful for Claudia to have the opportunity to present at an international, well-established conference. In addition to this useful experience, there was also plenty of motivating feedback and continuing talks about the topic. The conference also provided a great deal of opportunities for networking with people from various disciplines all over the world, which was not only engaging in a professional manner but also on a personal level.

Claudia Zimmermann & Verena Köck (Austria)

The SIEC-ISBE Graz Conference 2016 was very special in many respects. To begin with, the planning and coordination of all of the conference events and cultural activities was superb. All of the daily arrangements provided opportunities for many different interests. Secondly, all of the Austrian hosts were very gracious and always had such a pleasant smile each day. Each staff member would make a special effort to assist the delegates with their questions or concerns. Lastly, there is always so much learning taking place with this international group. By having the opportunity to network with other educators from other countries, it broadens your own perspective and helps to make you a more informed teacher. I never want to miss this annual SEIC-ISBE Conference.



This conference provided academic learning around the conference theme from many different perspectives. With each pedagogical session, there were many resources that can be immediately used in the classroom. Additionally, I enjoy reconnecting annually with other international professionals who have similar professions and interests. You can learn so much from this informal networking. *(Continue on page 8)*

Sandra Poirier (US)

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I had the privilege of presenting my dissertation at this conference, and the public reception was very warm and knowledgeable. The pleasant atmosphere during the presentation and open questions supported a valuable scientific debate bringing together the wonderful spirit of entrepreneurship research. The public issues and questions regarding my scientific work and the importance of entrepreneurship in the global context were significant to me. I also felt that the conference program was very well designed and was very happy to see the numerous networking opportunities. The program of events for accompanying persons was also very well prepared. The Lipizzan horse stables visit was fabulous!

From my experience at the conference I was able to create many new social networks that I can take advantage of in my project manager role in my work. Also I felt that we were a big positive, as well as, global SIEC-family with the great message for future generations sending all kinds of educational signals in the field of entrepreneurship research.



Taru Toivonen (Finland)

Professional Development Committee Report from Graz

Mona Engberg, PDC Chair

The Professional Development Committee (PDC) held two meetings during the 2016 conference in Graz. For personal reasons Friederike Sözen from Austria resigned as chair of the committee, and Mona Engberg from Denmark assumed his duties in November, 2015. During the conference Gerry L. Begeman from the US offered to work as a secretary in the committee. Unfortunately, Australia has closed their chapter. Remaining chapter members are now international members.

The call for papers for the 2016 Graz Conference was very successful. Twenty proposals were accepted. Of the 20 acceptances, 17 presentations and 2 workshops were delivered. Conference attendees were fortunate to have a selection of high quality offerings from which to choose. One session from the US was offered online. Coordinators from the PDC were appointed to introduce each of the presenters and to keep track of the time. Eight first-time attendees presented sessions at the conference.

The evening before the conference started an ice-breaker activity was used to make newcomers feel welcomed. The activity turned out to be quite successful, and everyone seemed to have a lot of fun meeting and learning about each other.



The main discussions during the conference and during the two PDC meetings were centered on how to revitalize SIEC and attract new members. Everybody agreed that we need to involve businesses in different ways, produce some marketing materials, make use of social media (Facebook) and be aware of the many possibilities for networking in different ways.

To support networking activities the PDC had arranged a “market place” with different topics that participants could join. Fifty-three conferees participated and many good ideas were identified. Reports from this marketplace can be seen on our website. It may be possible to join some of the activities and also to be inspired by activities already in use in the various countries and across countries.

SIEC-ISBE Conference 2017

Internationalization of Education: A Why and How Perspective

Save the date for SIEC-ISBE Conference 2017, to be held July 23-29 2017 in San Juan, Puerto Rico (USA).



SAVE THE DATE
July 23-29, 2017

We're working hard on getting an amazing lineup of speakers and presentations for our next annual conference. The official Call for Presentations will be released in October. For now, here's the scoop on what to expect:

- Five general sessions.
- Guided tours in the city of Old San Juan (North of the Island) and Ponce (South of the Island)
- Visits to companies and universities
- Fifteen concurrent sessions
- Networking activities
- Spanish lessons or Salsa lessons

The subtopics for the conference will be:

- Curriculum development
- Students and faculty mobility
- Alliances in internationalization of education
- Technology as an effective tool for internationalization of education

Pre-Tours

Tropical Forest El Yunque
Vieques
Culebra

Post-Tours

Saint Thomas
Road trip around the Island

There are plenty of activities to look forward to. So mark those calendars and get ready to join us for another great and wonderful conference! More information and a “call for presentations” will be posted on our SIEC-ISBE website (www.siec-isbe.org) later in October 2016. This promises to be a one-of-kind educational experience!

International Journal of Business Education

Call for Papers

International Journal of Business Education is a refereed journal and a publication of the SIEC organization. All manuscripts will receive a blind review by a minimum of three external reviewers, ideally one from each of the three SIEC regions. Accepted manuscripts will be published in the next issue of the *International Journal of Business Education*. The submission process is ongoing throughout the year. Authors will receive notification of acceptance within 120 days of manuscript receipt. Accepted manuscripts will be published online once the review process is complete. Each April, all manuscripts accepted throughout the year will be bound into one publication.

The purpose of the *International Journal of Business Education* is to provide international business educators with articles concerning current and/or future teaching strategies in business education, research-based articles on business education, and technology ideas for business education.

Publishing Guidelines:

All manuscripts should follow the APA 6.0 style, including references

Length—2—10 pages, including references which do NOT have to be on a separate page

Single-spaced, left justified with one blank line between paragraphs and before/after headings. ***No other formatting should be used.***

Word 2003 or higher software ONLY

Font should be Calibri only.

All graphics should be encased in a box.

Margins should be 1-inch

No header or footer should be included

No page numbers

A title page that includes the manuscript title and author(s) name, name and address of institution, email address, and telephone number for primary author must be included

All submissions must be electronic format. Send to tdavis2@illinoisstate.edu

Primary author must be a member of his/her respective SIEC Chapter

Manuscript cannot be under consideration by another publication at the time of submission to SIEC

International Journal of Business Education may make suggestions for revisions. The editor will work with the author(s) to make the changes as needed

The editor reserves the right to edit all manuscripts accepted for publication.

Please email your submissions to:
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