**Pedagogical activity of 87th SIEC-ISBE Conference**

**Krakow, Poland, July 27-31, 2015**

**July 27th (Mo)**

10:00-11:00 Introductory Lecture on *Educational System in Poland - focus on* *Vocational Education* by a speaker from the Polish Ministry of National Education

**July 28th (Tu) Room 1 Room 2**

09:30-10:30 Elisabeth Riebenbauer , Austria Tomasz Palutkiewicz , Poland   
Michaela Stock, Austria

*Sustainable Learning with Concept Maps Employment and Salary Perspectives after Different Levels and Types of Education in Lesser Poland*

**10:30-11:00 Coffee break Coffee break**

11:00-12:00 Sandra Poirier, USA Joanna Grzybowska, Poland

*Business Education: Neuromarketing   
Thriving in Challenging Times*

12:00-13:00 Hely Westerholm, Finland Katarzyna Bugajska, Poland

*Best Educational Practicies from Neuromarketing (cont.)  
the Arctic Circle implemented through  
 the EU Twinning Project towards the South*

**13:00-14:00 Lunch Lunch**

14:00-15:00 Lana W. Carnes, USA John Stepan, Poland

*Developing a Mantra: Sustaining Reducing Transport GHG in   
Professionalism of Students and Small and Medium-Sized Businesses Employees – How the Academic Community  
 Can Help?*

**15:15-15:45 Coffee break Coffee break**

15:45-16:45 Tamra Davis, USA

*Creating Connections and Finding Collaborators*

**18:00-20:00 Dinner at Novotel Dinner at Novotel**

**July 30th (Th) Room 1 Room 2**

09:30-10:30 Peter Richardson, New Zealand Sok Cho Pal, South Korea   
 Sok Hwan Pal, South Korea

*Graduate Expectations and Experience Education on Cloud   
as Outcomes of a Joint Delivery Computing Environments  
Business Degree Pathway Program*

**10:30-11:00 Coffee break Coffee break**

11:00-12:00 Maree Liston, Australia Anna Dubel, Poland

*Sustainability in Education: Green & Great – A Simulation   
Retaining Aging Workers - Game Exploring Business   
an Untapped Resource ? Transition towards Sustainability*

12:00-13:00 Doris Kiendl-Wendner , Austria Ulyana Sadova, Ukraine   
 Olha Hrynkewych, Ukraine

*MOOCs on Competences for Global Business Education in Ukraine  
Collaboration – A Method to Contribute in Context of World and National  
 to Business Education for Sustainability Social Transformation  
and to Impove the employability of   
Graduates on the Labour Market*

**13:00-14:00 Lunch Lunch**

14:00-15:00 Sharon Tamir, USA Dana Moore Gray, USA

Barbara Withers, USA Mary Milliken, USA

*Insiders’ Perspectives on Factors Affecting Academic   
Project Based Learning - Performance and Higher Education  
A Comparison of US and Israeli Choices of Students at a Regional   
Approaches University in Oklahoma: A Profile of Traditional-Age Adult Learners and Their Unique Educational Needs*

**15:15-15:45 Coffee break Coffee break**

15:45-16:45 Eze Clement Emeka, Nigeria

*Towards Improved Teaching Learning of NCE Business Education*  
*Courses in South East Nigeria for Sustainable Employment*

**18:00-20:00 Dinner at Novotel Dinner at Novotel**

**July 31th (Fr)**

09:30-11:00 Lecture on: *Corporate Social* *Responsibility in Poland* by Bartosz Rymkiewicz,   
a PhD student at the AGH Faculty of Management .