



Permanent Office  
5004 N Dawn Dr  
Peoria, Illinois  
61614

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

<http://siec-isbe.org>

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### We Want to Hear From You!

Please share your ideas, news, anything of interest to business educators around the world, or send your request to the "Collaboration Column".

Articles and/or announcements to include in the next newsletter can be sent to:

Maree Liston  
Newsletter Editor

[mareeliston@gmail.com](mailto:mareeliston@gmail.com)

## President's Message Evelyn Meyer, International President

Dear members of SIEC-ISBE, dear friends,

In April 2020 – at the beginning of the COVID 19 pandemic – the Indian author Arundhati Roy wrote in the article "The pandemic is a portal" as follows\*: *"Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next."*

The world will not come back to the "normality" of the world before the pandemic, we have to design a new - better - world.

It was a logical consequence to choose "The Economy of the Future" as the major theme for our 2022 SIEC-ISBE Conference in Vienna, Austria. Joining the annual event, you will have the opportunity to explore and share your knowledge and expertise with others.

I am convinced that you will get inspired by meeting business educators from all over the world and connecting with them. The conference is the perfect place for international networking and discussing challenges as well as chances of business education in the future.

The conference planning team put great effort into inviting representatives of organizations dealing with the social and economic development of mankind. We will have the unique chance to meet experts and discuss questions like "What are the challenges of the present world?", "What will be different in our societies and economies?". Learning about their approach to building new strategies will foster initiatives on how to implement new ideas in curriculum programs.

Focusing on the conference's major theme presenters are invited to submit papers at the conference in Vienna. Conference information and a call for proposals will be published on our website [www.siec-isbe.org](http://www.siec-isbe.org) soon.

The Executive Committee and the Professional Development Committee are constantly working on the sustainable development within SIEC-ISBE: In 2022 major goals are the organization of the first on-site conference after two years of pandemic restrictions, enhancing the Global Exchange program (eg encouraging the professional exchange within the chapters through webinars).

I am looking forward to meeting all SIEC-ISBE friends soon and wish you all the best for the year 2022!

Evelyn Meyer, International President  
SIEC-ISBE  
[evelyn.meyer@aon.at](mailto:evelyn.meyer@aon.at)



Evelyn Meyer

\*Source: [www.ft.com/content/10d8f5e8-74eb-11ea-95fe-fcd274e920ca](https://www.ft.com/content/10d8f5e8-74eb-11ea-95fe-fcd274e920ca) (01/27/2022)



[www.siec-isbe.org](http://www.siec-isbe.org)

**2022**

## 93<sup>rd</sup> SIEC INTERNATIONAL CONFERENCE in Vienna - Austria

We cordially invite you to participate in the 93<sup>rd</sup> SIEC-ISBE International Conference to be held as an on-site conference in Vienna—Austria.

The tentative focus will be on the topic **“Economy of the Future”**. Keynote speakers, presenters, business educators as well as practitioners will try to find answers to three key questions:

- What are the challenges of the present world?
- What will be different in our societies and economies?
- What impacts could economic changes have on business education?

Please visit [www.siec-isbe.org](http://www.siec-isbe.org) for up-to-date details. A promotional video soon will be available on the SIEC-ISBE Youtube channel.

<https://www.youtube.com/channel/UCCRma1zg1HBUPXQlgwb3nUg>

### Venue

The 2020 SIEC International Conference in Vienna will take place in the following locations:

- Vienna Business School Akademiestraße, Akademiestraße 12, 1010 Vienna
- Technical Commercial Evening School of BFI, Plösslgasse 13, 1040 Vienna
- Vienna University of Economics and Business, Welthandelsplatz 1, 1020 Vienna

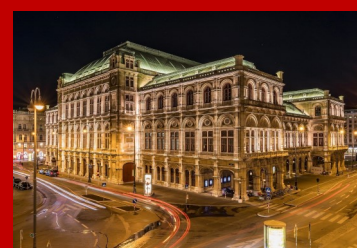
## VIENNA - AUSTRIA

OCT 18–OCT 23, 2022

**“ECONOMY OF THE  
FUTURE”**



**ON-SITE CONFERENCE**



Images: [www.pixabay.com](http://www.pixabay.com)

## Presenters and Call for Papers

Please refer to pages 5-6 below.

## Registration

Conference package 1 EUR 20,- *	Conference package 2 EUR 150,-	Conference package 3 EUR 360,- **
<ul style="list-style-type: none"><li>•Registration fee</li><li>•Coffee breaks</li></ul>	<ul style="list-style-type: none"><li>•Registration fee</li><li>•Coffee breaks</li><li>•Reception buffet</li><li>•Networking dinner</li></ul>	<ul style="list-style-type: none"><li>•Registration fee</li><li>•Coffee breaks</li><li>•Reception buffet</li><li>•Networking dinner</li><li>•Concert &amp; dinner package**</li><li>•Guided tour in Vienna</li></ul>

\* Package 1: only available for Austrian teachers (new SIEC-ISBE members)

\*\* Package 3: Due to the uncertainty of the current situation the program and the price may be subject to changes.

Package 2 and 3 are also available for accompanying persons (coffee breaks not included).

Registration between April 1 and August 31, 2022.

NOTE: After August 31, 2022 registration fees for Package 2 and 3 will increase by EUR 100.

## Payment Options

For wire transfers within the SEPA area we recommend using the Austrian bank account (no transaction fees!):

<b>Name of bank:</b>	<b>Bank Austria</b>
<b>Account holder:</b>	<b>Österr. Ges. f. d. kaufm. Bildungswesen</b>
<b>Address of account holder:</b>	<b>Welthandelsplatz 1, A-1020 Wien</b>
<b>IBAN:</b>	<b>AT87 1200 0504 0005 7305</b>
<b>BIC:</b>	<b>BKAUATWW</b>
<b>Payment reference:</b>	<b>SIEC-Conference Vienna 2022</b>

Information about credit card payment will be provided soon.

Please note, details like hotel recommendations will be available soon.

*Looking forward to meeting you at our  
conference!*

## VIENNA - AUSTRIA

### 3 CONFERENCE PACKAGES

REGISTRATION FROM  
APRIL 1, 2022 TO  
AUGUST 31, 2022



### PAYMENT OPTIONS



Images: [www.pixabay.com](http://www.pixabay.com)

# When Do You Take Your PD (Professional Development) Vitamins?

*Written by Gerry Begeman, Chair, SIEC-ISBE Professional Development Committee*

The 2022, 93<sup>rd</sup> SIEC International Conference will be held onsite in Vienna, Austria, from **October 18–23**. Professional development sessions will abound, and most importantly we will have many opportunities to get a good dose of professional improvement. The focus will center on the “Economy of the Future”. Workshops and concurrent sessions will take place on October 19-21 during the Conference. Three days of professional networking and programs presented by SIEC members from all over the world will give you that extra “shot in the arm” that will boost your professional development quotient and well-being for months to come!



Gerry Begeman

This announcement seeks professionals from current members and new members to provide and share the research, expertise, and practices that have allowed each of us to improve and grow and get those educational nutrients that we require. On behalf of the Professional Development Committee, I extend this **invitation as an opportunity for you to present**.

## Types of pedagogical sessions for 2022

### Workshop

- Must address the conference theme
- Limited to a 75-minute session
- Consists of an introduction, discussion and/or activity
- Is an interactive session
- Provides about 20-30 minutes for an overview with the remainder of the session being an interactive activity (participants expect to be involved).

### Presentation

- Can address the conference theme or related topics relevant for business educators
- Limited to a 45-minute session
- Is a topic of immediate interest to participants
- Consists of a presentation (between 30 and 40 minutes) and discussion
- Can be used as a round table from different countries to present a shared project

### Posters

- Can be research-based or practice-based
- May be from an educational institution and provide information about programs or projects
- Should be a topic that is of immediate interest to the participants
- Include a short introduction within a poster session.

### Teaching Tool Panel

- Offers a successfully tried teaching idea or tool in a panel format
- Presents for 5-7 minutes, plus time is allowed for taking audience questions
- Is an interactive session
- Is limited to a 60-minute session for a maximum of five panelists chosen
- Explains a take-away idea or tool that may be used effectively in many educational settings

## Submission Instructions

Proposals for workshops, presentations, posters, and favorite teaching tool should be submitted to your country's member to the Professional Development Committee (PDC) by simply completing the online submission as posted on the [SIEC-ISBE.org](https://www.siec-isbe.org) website by **March 31, 2022**. Please use the **PDC-Submission Form\*** that is provided on that website. The Reviewers' Board of the PDC Committee will evaluate the submissions and select those for inclusion in the conference program 2022. Notification of this decision will be made by **April 28, 2022**. If you need more information, please contact Gerry Begeman, PDC Chair, your country's national PDC member, or Dana Gray, PDC Review Committee Call for Papers Coordinator.

\* <https://forms.gle/rWrXWrBen2R2NDrf7>

### Presenter Requirements

All presenters must be members of SIEC-ISBE to be able to present at the conference. If the presenter's home country has a SIEC-ISBE chapter, he/she must join that national chapter. If the presenter is from a country without a national chapter, membership information is available at [www.siec-isbe.org](http://www.siec-isbe.org) to join the International Chapter.

All presenters must register for the conference. If membership and registration are not completed by June 30, 2022, your accepted submission will be removed from the program for SIEC-2022.

### Proposal Evaluation Criteria

The PDC Review Committee will use the following evaluation criteria for SIEC-2022 proposals. All proposals will be blind peer-reviewed for content and quality. Priority will be given to proposals that

- Follow the conference theme
- Are of interest to conference participants
- Have well-qualified presenters
- Involve conference participants
- Follow the *pro forma* guidelines.

Additional considerations:

- Priority will be given to new members and individuals who have not presented at a previous conference.
- Home country of presenter will be considered to encourage geographic diversity.

Workshops, presentations, posters, and the teaching tools panel are designed to exchange experiences and to learn from each other. All accepted workshop, presentation, and poster abstracts will be published in the conference proceedings once presented at the conference. Your written document outlining each of those workshops, presentations, and posters accepted would be most appreciated upon your knowing that you will be a program presenter. Please note timelines above. Thank you for your support in these efforts.

Gerry Begeman (PDC-Chair) [glb\\_bermuda@yahoo.com](mailto:glb_bermuda@yahoo.com)

Dana Gray (Call for Proposals Coordinator, PDC Review Committee) [dgray@rsu.edu](mailto:dgray@rsu.edu)



### New Website

SIEC-ISBE has a new look, with a more secure website. Check it out at

<http://www.siec-isbe.org>

## SIEC-USA News

*Written by Dana Moore Gray, USA*



Dana Moore Gray

Happy new year! It's been a year since the US chapter reorganized and we've made great progress in securing our role as the premier professional association for business educators in the US. We began the year by registering, revising bylaws, designing a more affordable membership dues structure, and developing quarterly virtual meetings to meet the needs of our diverse members. Many thanks go to Tamra

Connor (who did much of the foundational work and has served as Executive Director) and to several others who worked in countless ways to launch our revitalized chapter.

In 2021 our quarterly virtual meetings featured speakers Dr Bettina Fuhrmann and Dr Johannes Lindner, and the meetings were open to SIEC-ISBE members in the US as well as around the world. The January 2022 meeting featured a panel sharing information about academic and scholarly research and service opportunities for members building their vitas and professional experience. These opportunities include the SIEC-ISBE conference, conference proposals, journal, and peer review opportunities, among others.

General membership meetings are open to all SIEC-ISBE members. Information is posted on our website at [www.siec-usa.org](http://www.siec-usa.org) and on the SIEC-USA and SIEC-ISBE Facebook pages. Our next general membership meeting will be in April 2021.

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### **SIEC-ISBE is Social!**

SIEC-ISBE has multiple social media options to share information. Check out our social media at the following places:

Facebook: <https://www.facebook.com/SIECISBE/>

Instagram: <https://www.instagram.com/siecisbe/>

YouTube: <https://www.youtube.com/channel/UCCRma1zg1HBUPXQlgwb3nUg>

If you would like to share your own experiences about SIEC-ISBE on social media, please use #siecisbe.

*Written by Tamra S Connor*

# The Cooperative Learning Jigsaw Technique

Written by Emanuel Mizzi, University of Malta

This is a type of group work that enhances cooperation between the students. The perspective that needs to be adopted by the teacher is that, just as in a jigsaw puzzle, each student's part is essential for the full understanding of the final product. This technique has been experienced as successful in alleviating racial conflict and in increasing educational outcomes.

*How does it work?*

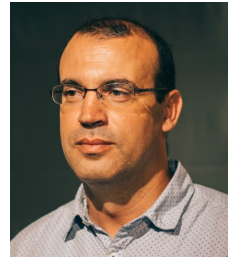
- 1 Divide the students in 'jigsaw' or 'home' groups. These groups should be diverse in terms of ability, gender and race.
- 2 Plan the lesson into segments. For example, if I am going to teach unemployment, the segments can include structural, cyclical, frictional, seasonal and technological unemployment.
- 3 Each student is asked to learn one segment. Students should have direct access only to their own segment.
- 4 Allocate quiet time in the home groups so that the students become familiar with their own segment. There is no need to memorize it.
- 5 Students proceed to move from the home groups to the 'expert groups'. This is done by students joining others assigned to the same segment. They have the opportunity to support each other by discussing and clarifying the content involved and prepare their presentations to the home group.
- 6 Students go back to their home groups and present their segment to their peers. Students are encouraged to ask questions. The teacher roams around the group to facilitate the learning process. The student leader of each group is asked to facilitate the discussion.
- 7 It is important that students come to realize that they have learnt through peer tutoring. So, the teacher designs a learning product for the home groups, such as a quiz, worksheet or test. The aim is for students to realize that they have taught each other and that each student's part was essential for learning the content involved.

The benefits enjoyed include:

- Teaching becomes student-centred rather than focused on the teacher.
- Students engage with the knowledge involved, fostering the joy of learning.
- Listening and empathy is encouraged since students realise that each member of the group is

essential so that they learn the content involved.

- Since peer tutoring is involved, students gain practice in self-teaching.



Emanuel Mizzi

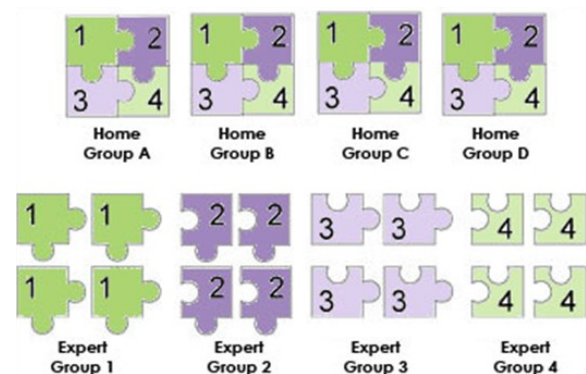
After the assessment (step 7), students may be asked to evaluate themselves on the level of cooperation in their group.

One can be creative and experiment with variations of the jigsaw technique. For example, starting by assigning students to the expert groups and then these present to the whole group. I have experienced how topics that tend to be difficult to teach (such as those involving lists of advantages and disadvantages) are brought to life by creatively applying this strategy.

Do enliven the teaching of your business education subject/s by making use of this technique. Best wishes with this endeavour!

**Reference:**

<http://www.jigsaw.org/>



# Enriching Business Education Teaching and Learning by Using Games

Written by Nicole Abela, University of Malta



Nicole Abela

Lately, I have experimented with various teaching tools to enhance the business studies subjects and to pique students' interests. One of the tools was the spectacles game. During a spectacles game, students are encouraged to look at issues through a different lens. For example, to look at the infant mortality rate of developed and less developed countries, I handed

half of the students a laminated sign reading, 'I live in a developed country' and the other half a laminated sign reading, 'I live in a less developed country' (Figure 1).



Figure 1: Laminated Signs

Students were invited to discuss and reflect with their peers on a number of aspects, such as the infant mortality rate to determine if the infant mortality rate in their allocated country is high or low. They were asked to back their decision with reasons. I feel that this activity stretched their imagination.

The use of games in the classroom has been critically analysed by Lopera Gómez and Mora (2001) who argue that this pedagogical tool is important and useful. However, the authors question how games are used in

the classroom. The authors contend that "if we play a game and there is not any growth in the student's learning process, then that game should have been avoided" (p 77). In order not to fall into the trap of organising a game just for the sake of doing it, adequate planning is necessary. Lack of planning leads to a lack of seriousness in their use.

Smith and Boyer (1996) established a four-step process to assist teachers in planning and running simulations. I made some modifications to the process to suit the nature of my activity (Figure 2):

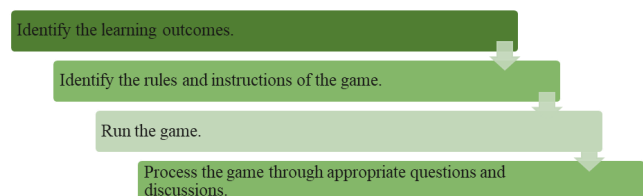


Figure 2: Four-Step Process in Planning and Running the Game

I believe that variations of this game are effective pedagogical tools that encourage students to actively participate in their learning. This game also provided opportunities for discussion, critical thinking, and reflection.

## References:

- Mora, R. A., & Lopera Gómez, M. C. (2001). Games in the Classroom: More Than Just Having Fun. *HOW Journal*, 8(1), 75-82.
- Smith, E., & Boyer, M. (1996). Designing In-Class Simulations. *PS: Political Science & Politics*, 29(4), 690-694.



## **SIEC-ISBE Newsletter Guidelines**



### **Next Deadline for Submissions:**

**May 15, 2022**

The SIEC-ISBE Newsletter is published three times a year. Submissions must be made in English.

### **Appropriate submissions include:**

- ♦ Teaching tips
- ♦ Technology tips
- ♦ Lesson plans
- ♦ Classroom activities
- ♦ Descriptions of teacher and/or student exchanges
- ♦ Opportunities for teacher and/or student exchanges
- ♦ News that would appeal to SIEC-ISBE members
- ♦ Teaching/learning resources on the web
- ♦ Transitions—Births, deaths, marriages, job changes, etc.
- ♦ Requests for support for classroom activities

### **Requirements for submissions are:**

- ♦ Word 2003 or higher software ONLY
- ♦ 12-point font, single-spaced
- ♦ Include your name, school affiliation, and a digital picture of the author with the manuscript
- ♦ Photos that describe the activity may be included and should include the full names and countries of everyone in the picture, the event where the picture was taken and the name of the photographer
- ♦ Articles will be accepted up to a maximum of 1000 words or two pages. If longer, the author will be asked to submit an abstract and include a link to the longer article. If the submission is research based it should be submitted to the *Journal*.

**Submissions for the newsletter can be made to:**

**Maree Liston, Newsletter Editor**

[mareeliston@gmail.com](mailto:mareeliston@gmail.com)

## Publication Guidelines for the *International Journal for Business Education*



The *International Journal for Business Education* has moved to a new home. We are now located at <https://ir.library.illinoisstate.edu/cgi/siteview.cgi/ijbe> which is part of the library system of Illinois State University Milner Library's ISU ReD: Research and eData collection. This move places us in the Illinois Research Commons and connects us to the Digital Commons Network, a collection of research from hundreds of universities worldwide. To submit a manuscript to the journal, you will use the Submit Article link on our home page.

The submission process consists of the following steps:

- Read and accept the Article Submission Agreement
- Provide information about yourself
- Provide information about any authors
- Upload your article and related items

Before you begin, please be sure you have the following items:

**Article Title**

An **abstract** (separate from the article body)

**Keywords** for your article (optional)

**Article in one of the following formats: Microsoft Word, or RTF.**

Articles must be submitted without a title page, abstract, or page numbers. These will be provided by the system.

Formatting guidelines are provided on the journal's policies page. <https://ir.library.illinoisstate.edu/ijbe/policies.html>

If you have any questions, please contact Tamra Connor using this link:

[https://ir.library.illinoisstate.edu/do/email\\_editor/?context=ijbe](https://ir.library.illinoisstate.edu/do/email_editor/?context=ijbe).

Permanent Office  
5004 N Dawn Dr  
Peoria  
Illinois  
61614  
USA



SIEC-ISBE



## ***SIEC-ISBE Executive Committee***



**International President:**  
Evelyn Meyer, Austria  
[evelyn.meyer@aon.at](mailto:evelyn.meyer@aon.at)



**Nordic Chapters VP to SIEC:**  
Garðar Vilhjálmsson, Iceland  
[Gardar.Vilhjalmsson@mk.is](mailto:Gardar.Vilhjalmsson@mk.is)



**General Secretary:**  
Tamra Connor, USA  
[tdavis2@illinoisstate.edu](mailto:tdavis2@illinoisstate.edu)



**United States VP to SIEC:**  
Roietta Fulgham, California  
[roietta.goodwin@gmail.com](mailto:roietta.goodwin@gmail.com)



**German-Speaking Chapters VP to SIEC:**  
Bettina Fuhrmann, Austria  
[Bettina.Fuhrmann@wu.ac.at](mailto:Bettina.Fuhrmann@wu.ac.at)



**Chair, Professional Development Committee:**  
Gerry Begeman, USA  
[glb\\_bermuda@yahoo.com](mailto:glb_bermuda@yahoo.com)

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***<http://www.siec-isbe.org>***

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international education organisation for those engaged  
in business education***