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

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## President's Message Evelyn Meyer, International President

Dear members of SIEC-ISBE, dear friends,

The 93rd SIEC International Conference took place in Vienna from October 18–23, 2022! It was the first SIEC-ISBE on-site conference since we have been in the grip of the pandemic.

Let me take the opportunity to thank all the people who helped to make the conference a success:

Johannes Lindner, National President of the Austrian Chapter, designed a wonderful program with international speakers who shared their precious knowledge about innovative ideas in economy and their impact on business education.

Bettina Fuhrmann, Vice-President for the German-speaking countries, organised the SIEC-ISBE conference day at the Vienna University of Economics and Business. The presentations and workshops were held in a hybrid format offering virtual networking options.

I'd like to thank the speakers who gave us an insight into their research works on a variety of interesting topics.

Almost 40 participants from Australia, Austria, Finland, Germany, Iceland, Israel, Malta, Sweden and the United States enjoyed the atmosphere at the conference. The overall feedback was extremely positive. Everybody was happy to be finally back to in-person meetings. There was plenty of interaction and space for inspiring discussions. Additionally, the conference offered cultural activities such as the visit to a concert in the famous Vienna Music Hall and guided tours through the centre of Vienna.

I'd also like to take a moment to acknowledge the great contribution of our dedicated executive committee who supported the organisation of the conference in a great way.

Let us take a look at the next SIEC-ISBE International Conferences:

2023 Virtual Conference organised by the US Chapter of SIEC-ISBE

2024 Illinois, USA (onsite)

2025 Malta (onsite)

2026 Finland (onsite)

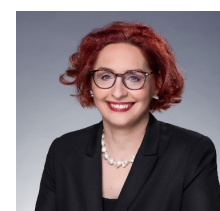
The end of the year is approaching and I would like to thank you warmly for your support.

**I wish you a merry Christmas and a happy New Year!**

Evelyn Meyer, International President

SIEC-ISBE

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Evelyn Meyer



## FROM THE DESK of the PROFESSIONAL DEVELOPMENT CHAIR – Remembering SIEC-Vienna-2022

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



Gerry Begeman

With the SIEC-VIENNA-2022 Conference “Economy of the Future” behind us, we must take a moment to reflect on some of the contributions made by our presenters and our Austrian and Vienna hosts! The 2022 SIEC Conference gave a feeling as if coronavirus was behind us! The presenters, the delegates, the travellers from many countries, all overshadowed the possibility of a virus resurgence. We were colleagues again - networking, enjoying the “live” presentations, sharing meals at many functions, gathering for cultural and business tours, and yes, largely without masks and sanitizer. Delegates had an opportunity to explore Vienna during the Conference since we met at several different venues—the Vienna Business School, the Vienna Chamber of Labour Conference Centre, Central Bank Austria, and the Vienna University of Economics and Business. The collaboration with the Austrian Business Education participants and the SIEC-ISBE delegates added an element of international flavour to all events. Thank you to Prof Johannes Lindner, President of SIEC-ISBE Austria; Director Evelyn Meyer of Vienna Business School and SIEC-ISBE President; and Dr Bettina Fuhrmann, University of Vienna, and VP of the German-speaking Region, for all the hosting, preparation, long hours, and on-site preparation for the professional development and cultural sessions in which all delegates participated and enjoyed.

### **CONSIDERING MICRO-CERTIFICATIONS and DIGITAL BADGES - FAD or FUTURE?**

Micro-certifications are training opportunities - on-line or face-to-face - that can offer professional development opportunities to meet learners’ (educators’ too!) professional training needs. These are highly targeted professional development mini-courses or mini-training sessions gained in as little as several hours or several weeks depending on the complexity of the objectives presented.

Micro-certifications are becoming more popular because businesses, schools, colleges and universities, and workers and managers are seeking quick access to training and skills in order to garner proficiency quickly in our technology-driven society. It seems that everyone is attempting to juggle work, home, family, and at the same time keep up with the requirements of personal and professional technical developments. And why not? Micro-certifications offer these benefits: They (1) may enhance soft skills, professional development, and job-specific skills; (2) suit the learner in terms of having highly targeted skill training in a minimum amount of time; (3) are generally cost-effective to develop in that they can often be completed in hours or days depending on complexity; and (4) allow participants to earn Continuing Education Units (CEU), skills qualifications, or educational credits. Additionally, in many cases, this training can be completed online.

### **DIGITAL BADGES via Online Learning**

Learners or jobseekers may also earn digital badges which are a great way to showcase one’s skills and can be another smart move to help upgrade a resume’. Being able to tell one’s skill story is powerful and can boost the credibility of one’s personal qualifications.

Additionally, when employers seek candidates who have real-world experience, it can be important to be able to show evidence of achievements. With these points in mind, earning digital credentials via a badge program just might offer an opportunity to show proof of accomplishments.

“A digital badge is a validated indicator of an accomplishment, skill, quality or interest that can be earned in many learning environments,” states the Participate, Inc blog [Participate Inc, a social learning leader]. Digital badges can provide a possible way to recognize online learning. A learner may use a digital badge as not only a highlight on

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one's resume indicating a particular skill or competency, but also is visual evidence substantiating how that skill was achieved.

Whether it be Micro-Certificates or Digital Badges, more and more ways are available to recognize the skills gained online or face-to-face. Convenience in learning and getting resume'-worthy credit are increasing as credible ways to gain or improve one's skill set. Professional conferences as part of the professional development are also offering micro-certification for various skills. Is this something that SIEC-ISBE may sponsor through our annual conference? With enough participation, funding, and interest it could be possible. I would be interested in hearing from members if this is of interest to them for any future SIEC-ISBE conferences.

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## The 93rd SIEC-International Conference in Vienna, Austria, October 18–23, 2022

*Written by Hely Westerholm and Pirjo Takanen-Körperich, Finland*

"Wien, Wien - nur du allein..."



This week, November 2022, we read in The Economist Intelligence Unit, EIU, that in their ranking list Vienna is on the top, as they have been three times before (the top five are: 1 Vienna, 2 Copenhagen, 3 Zürich, 4 Calgary and 5 Vancouver). This EIU index included 172 countries. Vienna has Lebenskunst (art of living) offering a lot of culture and entertainment, functioning infraculture and solid circumstances.

We can confirm Vienna's good position on the ranking list as the 93rd SIEC conference was a success in many ways: we had very good locations for our meetings, workshops and presentations; and all participants were experts in their fields, bringing new aspects to and about

business education which were discussed in fruitful mutual conversations.

Free time activities were perfectly taken care of as we had a wonderful opportunity to get to know Vienna City in two city walks with the best guides - we got so much valuable information - and the lovely Mozart concert in Wiener Musikverein. After this unforgettable music enjoyment we had a delicious dinner in the Grand Hotel with pleasant and comfortable interior. And, the last but not the least, we had wine tasting in the Austrian wine house Heuriger Schübel-Auer.

We fell in love with the grape Grüner Veltliner – vitis vinifera. We searched and happily found that this grape is also sold in Finland. Bravo!

We had great pleasure in bringing our study about senior citizens on the "stage".

We started our study *How are senior citizens capable to cope with the world of digital natives?* as early as in 2018, interviewing digital specialists, and our goal was to have a presentation in the next SIEC conference. But then came COVID....

We want to cordially thank the Austrian chapter for the excellently organised conference which was more than welcome after "silent" COVID years. It was more than a pleasure to see all old and new participants - and all those people who have taken care of us. We hope to see you soon at the next SIEC conference.

# Successful On-site Conference: 93rd SIEC-ISBE International Conference, Vienna, Austria

## Conference Theme: “Economy of the Future”

**October 18-23, 2022**

*Written by Johanna Lehner, University of Graz (Department of Business Education and Development)*



Johanna Lehner

Preparing learners for the economy of the future is a fundamental part of business education. At the 93rd SIEC-ISBE conference in Vienna, the classical capital in the heart of Europe, the gaze into the future was front and centre. Our International SIEC-ISBE President Evelyn Meyer welcomed keynote speakers, presenters, business educators and practitioners from all over the world (eg Australia, Finland, Germany, Iceland, Malta, Poland, South Africa, Sweden, US, and of course Austria). During the conference they tried 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?

The program was fully packed with exciting keynote speeches and innovative workshops. The first day the keynote speeches on “The World State Machine of the Earth according to Fuller’s idea of the World Game” and on “The Limits and Solutions of the Capitalist Nature” sparked ideas on how real-time data can be used in business education, as well as how important it is to critically evaluate economic theories being thought in business education.



The afternoon program offered the participants plenty of food for thought with an even more diverse selection of interesting presentations, workshops and talks to choose from. Topics such as future trends, digital competencies, ethical perspectives and critical

realism, as well as digital entrepreneurial learning and learning analytics, were presented in the different sessions.



The conference program of the second day was as top-notch as the first day. Three keynote speeches on Entrepreneurship Education showed a great variety on exciting initiatives that prepare learners for the economy of the future. In the afternoon participants had the opportunity to engage in a total of six workshops on different didactic approaches. These workshops were run in stationary operations and offered a lot of possibility for conversation starters, deep talks and even trying out the introduced approaches.



The entrepreneurial guided tour through Vienna perfectly bridged the entrepreneurial expertise at the

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conference and the great cultural program Vienna has to offer. The national bank opened its door for a round table discussion on utopias needed for reality to develop and the preparation of young people for the future.

Not just the beautiful historic buildings in Vienna opened their doors, but also the Vienna University of



Economics and Business with one of Vienna's most modern architectural highlights welcomed the participants. It started with a guided tour at the university campus and kicked off the hybrid – German and English – day at the conference. The participants were joined by Austrian business teachers and the variety of topics grew even bigger, from the recognition of knowledge and support for learner's through an organizational culture of responsiveness, to knowledge application and problem solving. But also, topics such as diversity management and climate friendly societies, sustainable schools and changemakers enriched the program.

Not only the high level of expertise was noteworthy at this conference, also the cultural and culinary attractions



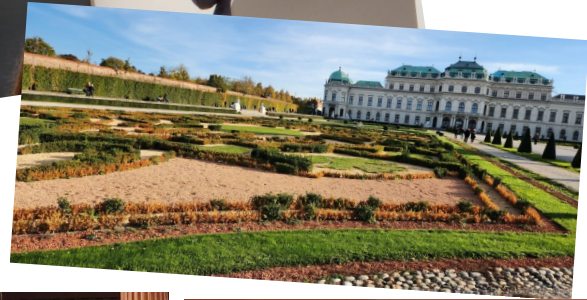
enhanced the program with lots of fun and networking opportunities. The befitting opening of the conference

with a Quadrille-Class at the beautiful Vienna Business School definitely got everybody moving! The entrepreneurial guided tour of the city by ISBE Austria President Johannes Lindner, introduced Vienna as a historic but vibrant and commercial city. Not just the dancing, the classical music and beautiful city are part of the Viennese culture, but also the traditional Wiener-Schnitzel is one of the main Viennese attractions. And some say, they have eaten one of the best Wiener-Schnitzel they ever had at the 93<sup>rd</sup> SIEC-ISBE conference.

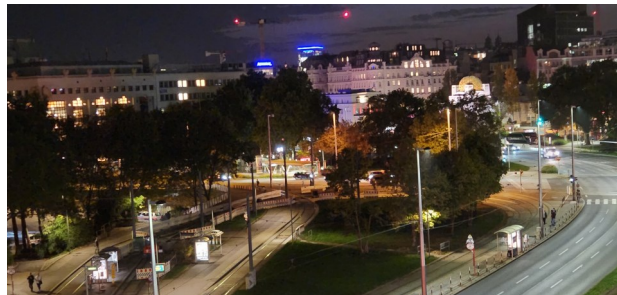
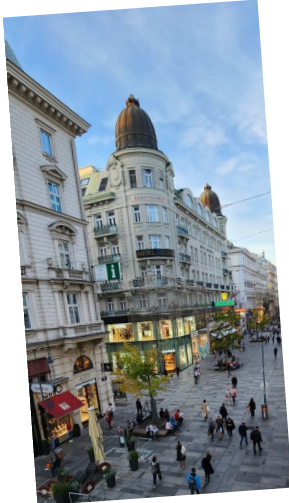
This conference has definitely set impulses for business education for the economy of the future, and it has also brought back the SIEC-ISBE conference to on-site life.











## ***Mark Your Calendars!***

### ***Upcoming SIEC-ISBE Conferences***

***2023 — Virtual, hosted by SIEC-USA,  
July 25-26***

<https://www.siec-usa.org/Member-Meetings>

***2024— Illinois, USA (onsite)***

***2025— Malta (onsite)***

***2026—Finland (onsite)***



## SIEC-USA News

*Written by Dana Moore Gray, USA*



Dana Moore Gray

The SIEC-USA chapter continues to grow and strengthen. We are optimistic about our growth and excited to be able to support our members with their networking, research, and professional development. We have lots of news!

SIEC-USA has a new website with a membership-only directory, an easier way to pay annual dues, and back-office software for our leadership. Please check it out at [www.siec-usa.org](http://www.siec-usa.org) and let us know if you find any issues. We have a blog-based news section that will be regularly updated, each post resulting in an additional search engine entry which helps grow our search results and reach prospective members.

The USA chapter also has a new vice president, Maria Randazzo-Davis, PhD, an assistant professor in the business management department at the State University of New York, Farmingdale State College. She has a strong educational professional background with a PhD BA in international business from Northcentral University and an MBA (management) with a specialisation in international business from the New York Institute of Technology. She teaches courses in

international business, management, leadership, and ethics. She also is the recipient of the Chancellor's Award for excellence in adjunct teaching. She also has over 15 years of private sector business management experience. We are excited to have Dr. Randazzo-Davis on our chapter leadership team!

The USA chapter also congratulates SIEC-ISBE on another successful international conference, and to the SIEC-USA members who presented including David Bath, Maryann Lamer, Robert Lamer, Mary Millikin, Joanne Osgood, Andrea Pace, and Michelle Owens.

Finally, all SIEC-ISBE members are invited to join us for our quarterly virtual meetings. Below is our calendar for 2023. All sessions will be recorded and available on the SIEC-ISBE Global Exchange. We also look forward to hosting a virtual 2023 international conference and the 2024 in-person international conference. SIEC-USA members are already working on these events and more chapter volunteers are needed.

January 26, 2023 - Quarterly meeting: Teaching and membership meeting, 3-4 pm CST

April 13, 2023 - Quarterly meeting: Financial literacy and membership meeting, 3-4 pm CDT

June 22, 2023 - Quarterly meeting: Social and membership meeting, 3-4 pm CDT

July 25 - 26, 2023 - SIEC USA Virtual Conference hosted by SIEC-USA

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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*



# Teaching retail through situated learning

Written by Emanuel Mizzi, University of Malta



This article is a reminder and encouragement to retail and business education teachers and lecturers to employ pedagogical approaches that are informed by the notion of situated learning. This idea of situated learning emphasises learning through participation in communities of practice or informal groups of persons who share the same interests and profession.

Learning is enhanced when participants share a common vocabulary, are aware of what is relevant for others, are engaged in the development of others within the community, and have frequent interactions. The benefits of situated learning have been documented in different settings such as in public–private partnerships, the development of online communities, and the collaboration across different sections in big firms. Situated learning also enhances the teaching and learning process in retail and business education.

The idea underlying situated learning in retail education is to move teaching and learning from the simple dissemination of knowledge toward situated and skill-based learning. This pedagogy recognizes that learning occurs best when it is linked to the social situation to which it is applicable. Useful pedagogical tools include inviting retailers for guest lectures (whilst being aware of any hidden agendas), assigning live case studies and internships, and using interactive games and simulations. These strategies assist to integrate theory and practice in a transformative learning experience. As

teachers we benefit when we and our students are exposed to real-life retail challenges that enhance the relevance of our teaching.



Emanuel Mizzi

An interesting experience is that shared by Lange et al (2018) who discuss their effort to increase situated and skill-based learning in retail education by inviting firms to collaborate. Through workshops, company visits and theme lectures, these authors attempted to develop learning experiences with other retailers. My personal experience of collaborating with organisations and firms outside the classroom is that this pedagogical approach creates a win-win-win situation for students, lecturers/teachers and retailers. On the one hand, students acquire insights from retail practice to complement their course-based learning and enhance their attractiveness to employers after finishing the course. On the other hand, retailers gain knowledge about the competencies of prospective workers, and lecturers/teachers and retailers benefit by discussing their ideas about the contemporary challenges in retailing.

## Reference:

Lange, F., Rosengren, S., Colliander, J, Hernant, M., and Liljedal, K.T. (2018). Bridging Theory and Practice in an Applied Retail Track, *Journal of Marketing Education*, 40(1), 6–16



## New Website

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

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

## **SIEC-ISBE Newsletter Guidelines**



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

**January 15, 2023**

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).



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SIEC-ISBE



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



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