



International Society for
Business Education

2025 MALTA CONFERENCE

22-26th July

Empowering persons through
Business Education



Tuesday, 22nd July

Venue: Dar il-Hanin Sammaritan, Santa Venera

17:00

Registration

17:30

Assembly of Delegates

19:30

Saxophone and Guitar Concert

19:30 - 22:30

Welcome Reception

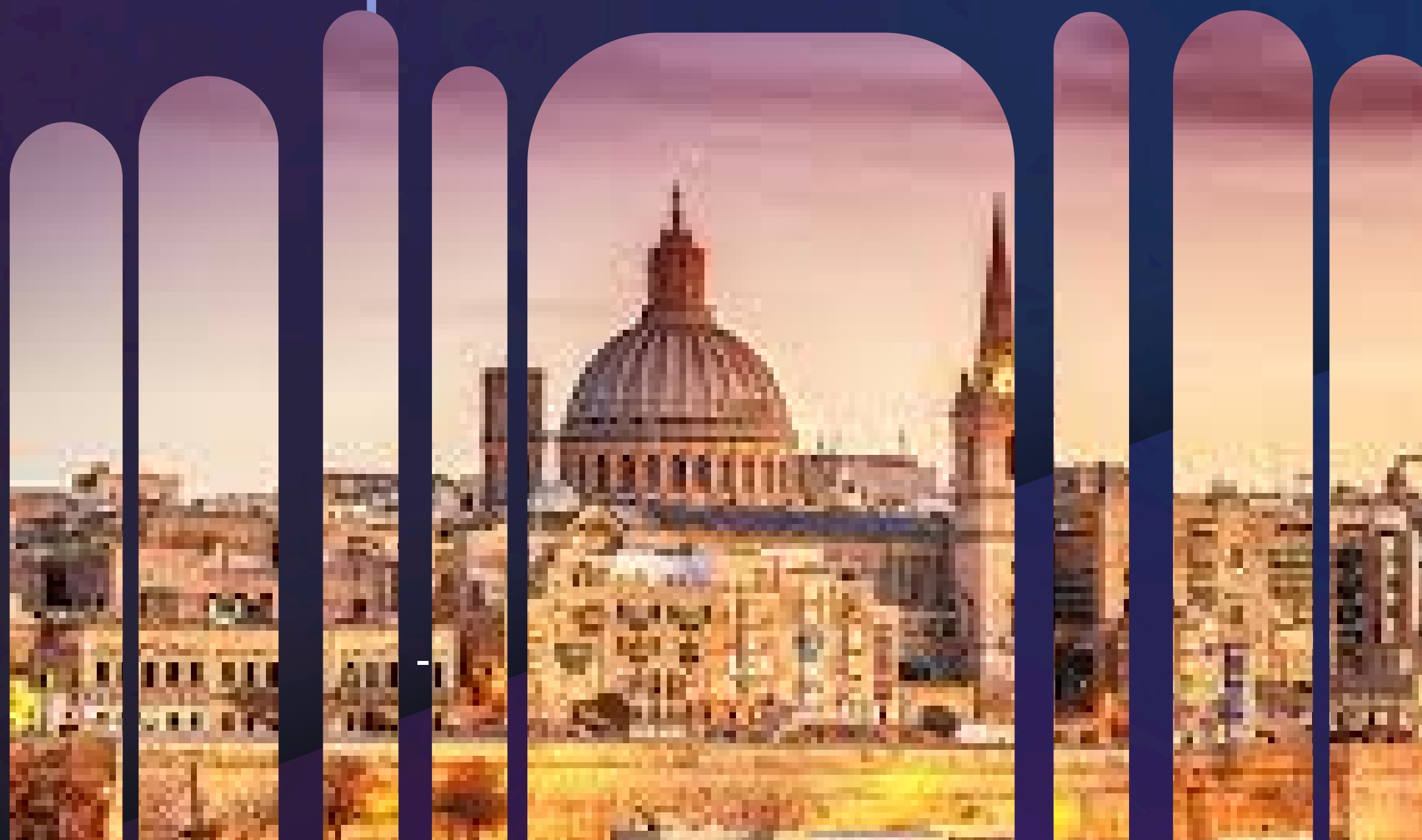


Wednesday, 23rd July

8:00	Registration
8:30 – 8:40	Conference Opening (Aula Magna) Recorded address of <i>Dr Roberta Metsola</i> , President of the European Parliament.
8:40 – 9:40	Keynote Speaker: <i>Prof. Carmel Borg</i> Transforming Business Education: Unlocking Potential for Individuals and Communities (Aula Magna)
9:45 – 10:30	The ‘Ta’ Qali Crafts Village’: A Catalyst for the Consolidation of Traditional Crafts (Aula Magna) <i>Karl Parnis</i> Bridging Business Education with Experience (Room 102) <i>Jonathan Dingli, Kersten Mallia, Sarah Galea</i>
10:30 – 11:00	Coffee Break and Networking
11:00 - 11:45	Cooperatives: Empowering People Through Enterprise (Aula Magna) <i>Claudio Farrugia</i> Quantifying Customer Engagement: A Biometric and Visual Analysis of Responses to Generated Digital Adverts (Room 102) <i>Maja Theuma, Daniela Castillo</i>
11:55 – 12:40	Digital Revolution, AI and Generative AI (Aula Magna) <i>Sok Pal Cho, Sok Hwan Cho, Kwan Sun Cho</i> Enhancing Accountancy Education in Secondary Schools: A Maltese Perspective (Room 102) <i>Maria Formosa</i>
12:40 – 13:30	Lunch

Wednesday, 23rd July

- 13:30 – 14:45 Leading from the Middle (Workshop - Aula Magna) *Tamra Connor*
- 13:30 – 14:15 Critical Thinking and Dialogic Teaching: Assets for Accounting Education (Room 102) *Darren Borg*
- 14:50 – 15:35 Enhancing Online Learning Through Reflective Practice and Servant Leadership (Aula Magna) *Maria Randazzo-Davis*
- Empowering Learners to Learn from Experience: Lessons from a Case Study (Room 102) *Yvanka Fiorini*
- 15:40 – 16:05 Coffee Break
- 16:10 – 17:00 Pedagogical Content Knowledge in Economics Education (Aula Magna) *Luciana Abdilla, Emanuel Mizzi*
- Explanatory Videos in Business Education - Insights from a Teacher and a Student Survey (Room 102) *Christiane Schopf*



Thursday, 24th July

- 8:30 – 9:30 Keynote Speaker: *Prof. Leonard Busuttil*
Empowering Learners and Educators: AI-Enhanced Pedagogy in Business Education (Aula Magna)
- 9:30 – 10:15 Crafting Empowerment: Preserving Heritage Through Business Education and Innovation (Aula Magna) *Elton Micallef*
- Who will teach economic and financial education at school? (Room 102) *Luca Refrigeri*
- 10:15 – 10:45 Coffee Break and networking
- 10:45 – 11:30 Protecting Your Ideas and Brands: A Practical Intellectual Property Guide for SMEs in Malta (Aula Magna)
Gabriella Briffa Darmanin, Charmaine Gatt, Audrey St John, Christa Caruana
- Enhancing Female Entrepreneurship in Malta: The Role of Business Education (Room 102)
Theresa Demanuele Montebello
- 11:35 – 12:20 Empowering Entrepreneurship: Pedagogical Considerations in response to a Study on Maltese Students' Attitudes about Entrepreneurship (Aula Magna)
Emanuel Mizzi, Marie Josephine Mallia, Milosh Raykov, Victor Martinelli
- Transforming Business Marketing Education: AI Integration and Curriculum Innovation at Utah Valley University (Room 102)
Cynthia Krebs, Jan Bentley, DeDe Smith

Thursday, 24th July

12:25 – 13:15	Lunch
13:15 – 14:00	Shaping Future Education: Student Insights on New Work and New Learning (Aula Magna) <i>Silvia Lipp, Elisabeth Riebenbauer, Christian Stutzenstein</i>
	Active learning in Secondary Business Education (Room 102) <i>Theo Roos</i>
14:05 - 14:50	Naïve Economic Theories in Childhood: Insights for Primary Education in Northern Italy (Aula Magna) <i>Giovanna Andreatti, Monica Parricchi, Daniele Morselli</i>
	Applying a Qualitative Feedback Methodology to Empower and Enrich the Classroom Experience (Room 102) <i>Mary Millikin, Michelle Taylor</i>
14:50 - 15:15	Coffee break
15:15 - 16:00	Risk Literacy of the Austrian Population: Understanding and Managing Risks (Aula Magna) <i>Johanna Seeliger</i>
	Fostering Financial Wisdom: A Resource Pack for the Secondary School Curriculum (Room 102) <i>Anna-Marie Mifsud</i>
16:10 - 17:00	Developing Sustainable Online Instructional Models for the 21st Century (Aula Magna) <i>Sandra Poirier</i>

Friday, 25th July

9:30 - noon

Company Visit – *Simonds Farsons Cisk plc*

12:30 – 16:00

The Ta' Qali Crafts Village

Lunch

Visit Local Entrepreneurs

Transport to Valletta

19:30 – 23:00

Maltese Folklore Dinner - *Ta' Marija
Restaurant, Mosta*



Saturday, 26th July

Cultural tour (optional)

9:00 – 11:30 | St John's Co-Cathedral

12:30 – 14:15 | Traditional Maltese Lunch - *Ta' Nenu*
Artisan Bakery, Valletta

14:30 – 16:30 | Grand Master's Palace and Armoury

