



**INNOVATION & ADAPTABILITY
IN BUSINESS EDUCATION**



94TH ANNUAL CONFERENCE 2023

Conference Agenda

Monday, July 24, 2023

12:00-12:55 p.m. CDT (USA)

Executive Committee Meeting

13:00-14:00 p.m. CDT (USA)

**Board & Assembly of
Delegates' Meeting**

14:00-15:30 p.m. CDT (USA)

Meet & Greet

Monday, July 24, 2023

1:00 PM CDT

Join Zoom Meeting: <https://zoom.us/j/91803452387>

AGENDA

1. Welcome and Introductory Comments

1.1 Call to Order (Evelyn Meyer)

1.2 Approval of Minutes Checkers (TBD)

1.3 Introduction of Executive Committee Members and National Presidents (Evelyn Meyer)

1.4 Approval of Minutes from ONLINE Board Meeting on October 10, 2022 (Evelyn Meyer)

1.4.1 Document provided below

1.5 Approval of and Additions to Agenda (Evelyn Meyer)

1.6 Announcement of Vote Distribution & Voting Procedures (Tamra Connor)

1.6.1 Document provided below

1.7 Approval of Minutes, Board Meeting, and Assembly of Delegates Meeting (Oct. 10, 2022)

2. Reports

2.1 President's Report (Evelyn Meyer)

2.2 Annual Report of the Permanent Office (Tamra Connor)

2.2.1 Document provided below

2.3 Financial Reports 2022-23(Tamra Connor)

2.3.1 Year-end Statements below

2.3.2 Audit Report

2.4 Membership and Chapter Development (Tamra Connor)

2.5 Approval of Budget for 2023-2024

2.6 Professional Development Committee Report (Gerry Begeman)

3. Elections/Appointments -- 2023

3.1 International President (Introduction and Presentation of Candidates)

3.1.1 Emanuel Mizzi presentation

3.2 Nordic and US Vice President

3.2.1 US has selected Roietta Fulgham to continue as VP, Assembly of Delegates

Confirmation required

3.2.2 Nordic VP TBD

4. SIEC Communications Reports

4.1 SIEC Newsletter (Maree Liston)

4.2 SIEC's International Journal for Business Education (Tamra Connor)

4.2.1 Document provided below

4.3 SIEC Website (Tamra Connor)

4.3.1 Document provided below

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AGENDA CON'T

5. Announcement of Future International Conferences

5.1 2024 USA (USA, location: Illinois State University) (Dana Gray)

5.2 2025 Malta

5.3 2026 Finland

6. Other Business

7. Reminders

7.1 Communications

7.1.1 Chapter Dues—Due date will be March 31, 2024 (Tamra Connor)

7.1.2 Publications' Submission Deadlines (Newsletter Sept. 15; Journal ongoing)

7.2 Elections/Appointments - 2024

7.2.1 German-Speaking Chapters VP

7.2.2 PDC Chair

7.2.3 Election Rotation provided below

8. Concluding Remarks by International President

9. Adjournment

Conference Agenda

Tuesday, July 25, 2023

10:00-10:50 a.m. CDT (USA)

Keynote Presentation
Lisa Palmer

11:05-11:50 a.m. CDT (USA)

**Didactic Considerations for the Development of
Secondary Economics and Business Curriculum**
Bettina Fuhrmann

12:00-12:50 p.m. CDT (USA)

**Innovative Teaching and Learning in the Business
Education Subjects**
Emanuel Mizzi

13:00-13:50 p.m. CDT (USA)

**Enhancing International Business Education: The Impact of
Cultural Intelligence, Global Knowledge, and Global Virtual
Teams on Team Performance**
Maria Randazzo-Davis & Christopher Nelson

14:00-14:50 p.m. CDT (USA)

**Identifying Gaps in the Higher Education
Student Experience**
Mary Millikin

Conference Agenda

Wednesday, July 26, 2023

8:30-9:30 a.m. CDT (USA)

10:00-10:50 a.m. CDT (USA)

**Keynote Presentation
John Domingue**

**How AI & Generative AI Will Transform
Higher and Adult Education
John Domingue**

11:05-11:50 a.m. CDT (USA)

**Developing the Financial Literacy of Young Adults:
Insights from the Banking Industry, and Business
Education Teachers
Rachel Farrugia Wismayer**

12:00-12:50 p.m. CDT (USA)

**Exploring Entrepreneurial Intention: A Comparative
Analysis of General and Industrial Schools
Julia Riess, Bettina Fuhrmann, Gerhard Geissler**

13:00-13:50 p.m. CDT (USA)

**Adaptability in Business Education by Creating Microsoft Office
365 PPT Slides with Accessibility
C. Shareefah Muhammad**

14:00-14:50 p.m. CDT (USA)

**Critical Thinking in English in the International Classroom
Tony Shannon**

KEYNOTE SPEAKER



Lisa Palmer

AI: Business Value: Exploring for-Profit Business Motivations, Actions, Outcomes

This qualitative historical analysis of podcasts published April 2021-April 2022 aimed to understand the motivations for pursuing AI, the actions taken, and the outcomes experienced by businesses using AI. The research was based on the Model AI Governance Framework and used podcast episodes that showcased interviews with AI practitioners, AI vendor practitioners, and AI consultants as the primary data source. A secondary dataset of technology-savvy research reviewers was used for triangulation and added insights. Research findings identified five main themes needed for business success with AI: (a) value creation - pursuing business problem solutions, (b) focus on customer needs aids decision-making and prioritization, (c) collaborative teams with modern skills are successful with AI, (d) shifting culture to embrace failure and iterative learning, and (e) the critical role of data. Of these five themes, podcast data surfaced value, an emergent theme that is not a principle of the study's framework, as the key theme underpinning successful AI outcomes. This research contributes to the fields of AI governance and AI value creation. It calls for additional research to further bridge the knowledge gap between value clarity and AI governance and for a deep dive into gender disparities in the AI field.

KEYNOTE SPEAKER



John Domingue

How Blockchains may Transform Higher and Adult Education

In this talk I will cover research and innovation that we have been carrying out over a number of years with the blockchain group at the Open University' Knowledge Media Institute [1] on how distributed ledger technology can transform higher and adult education. This work has been funded by QualiChain [2] a European project which explored how blockchains could support the verification and management of credentials across public sector hiring processes in Europe, the Institute of Coding [3], a £40M budget project to enhance Computer Science education across England and which was launched by Theresa May when she was the UK Prime Minister, and an OU internal 'Test and Learn' innovation programme. I will show a number of prototypes and pilots that we created and feedback we received from students.

- <https://kmi.open.ac.uk/>
- <https://qualichain-project.eu/>
- <https://instituteofcoding.org/>

How AI and Generative AI will Transform Higher and Adult Education

In this talk I will cover how, across a range of projects, we have been piloting how AI and Generative AI can transform how we teach adults in universities and colleges. This work is based on an OU AI strategy where a central 'AI Brain' comprised of an institutional enterprise data hub is augmented with machine readable components and supports five main AI services:

- An AI digital assistant for every OU student able to answer general and course specific questions.
 - A 'Dream Machine' which enables students to find their dream jobs based on current CVs and available courses.
 - AIs which can semi-automate assessment and instantly generate personalised quizzes.
 - A smart course discovery platform enabling module elements to be found quickly and a ChatGPT based tool to assist in course creation.
 - An AI assistant for tutors to monitor student progress and provide personalised interventions.
- I will show a number of prototypes and pilots that we created and feedback we received from a range of stakeholders.

Presentations

Didactic Considerations for the Development of Secondary Economics and Business Curriculum

Presenter: Bettina Fuhrmann

This presentation summarises didactic considerations for the development of an economics and business curriculum for secondary schools that enables students to understand the economic aspects of the world they live in. These considerations refer to an overall educational objective, to an underlying content structure of the teaching/learning contents, the competencies to be promoted as well as the rationale for the development of a spiral curriculum and methodological considerations for the design of economic education.

Adaptability In Business Education By Creating Microsoft Office 365 PowerPoint Slides With Accessibility With Emphasis On Visual Impairment

Presenter: C Shareefa Muhammad

The specific purpose of this presentation will be to focus on providing information and instructions on how to instruct persons who are visually impaired to creatively and independently create Microsoft Office 365 PowerPoint Slides. A second purpose will be to provide information on how to create PowerPoint slides that are accessible to persons who are visually impaired.

Critical Thinking in English in the International Classroom

Presenter: A G Shannon

This poster presentation is more like a road map through the forest of teaching international undergraduate students, where critical thinking can be lost in a maze of distracting side paths or because it is disguised in ways with which the western mind is less familiar. The students often come from cultures where both the appearance and the substance of learning may be less apparent. Limited English-speaking backgrounds may be disguised with memorization.

Innovative Teaching and Learning in the Business Education Subjects

Presenter: Emanuel Mizzi

This presentation discusses the notion of Pedagogical Content Knowledge (PCK) and how it is manifest in the business education classes at school level in Malta. PCK represents the merging of content and pedagogy into an understanding of how particular topics or lessons are organised, represented and adapted to the diverse interests and abilities of students (Shulman, 1987). The presentation draws upon the presenter's research that explores teaching and learning in these classes in Malta.

Exploring Entrepreneurial Intention: A Comparative Analysis of General and Industrial Schools

Presenters: Julia Riess, Bettina Fuhrmann, Gerhard Geissler

This presentation is a comparative analysis of General and Commercial Schools. This session investigates the determinants of entrepreneurial intention among Austrian secondary-level students from general and commercial schools. Through a nationwide survey, we analyze individual characteristics, educational success factors, and experiences to understand the impact of specialized commercial education on entrepreneurial intention. Join us to gain valuable insights into the interplay between education and entrepreneurial intention, providing guidance for educators, policymakers, and aspiring entrepreneurs.

Enhancing International Business Education: The Impact of Cultural Intelligence, Global Knowledge, and Global Virtual Teams on Team Performance

Presenters: Maria Randazzo-Davis & Christopher Nelson

In today's globalized world, corporate employees often work in cross-cultural environments and interact with people from different cultures. To prepare students for this reality, this study examines how cultural intelligence and global knowledge predict team performance for university students engaged in collaborative global virtual team projects resembling the global corporate work environment. The study included a sample of 2,012 students from 95 universities, representing 40 countries and working in 412 teams as part of the X-Culture Global Virtual Team Project. The study's results indicate that global knowledge and cultural intelligence significantly relate to team performance. Moreover, cultural intelligence is a significant partial mediator between global knowledge and team performance in international business courses. These findings highlight the importance of cultural intelligence and global knowledge for successful teamwork and effective functioning in cross-cultural virtual environments.

Identifying Gaps in the Higher Education Student Experience

Presenter: Mary Millikin

There is a new normal in the post-pandemic world of higher education, and college preparedness has been impacted, as has other critical aspects of student success. This study sought to identify which areas of the college experience are most important to students and which areas are perceived as most satisfactory. Results indicate specific trends in preferences for services and the university experience, providing critical information for strategic planning of student success initiatives.

Developing the Financial Literacy of Young Adults: Insights from the Banking Industry, and Business Education Teachers

Presenter: Rachel Farrugia Wismayer

This study explores how financial literacy influences financial behaviours and attitudes of young people in Malta. Research was conducted by using a qualitative research approach through semi-structured interviews with six bank officials and five business education teachers. The results of this study indicate that poor financial literacy of young people in Malta is reflected in the growing tendency to seek immediate gratification.