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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

Message from Tamra Connor, General Secretary

Dear SIEC-ISBE Friends,

Welcome to the New Year of 2023 and the exciting opportunities awaiting us for SIEC-ISBE.

I want to take this opportunity to thank our International President for her service over the past four years. She has been an inspirational and dedicated leader for the organisation, and her term of office will end after the 2023 Virtual Conference this summer. Included in this newsletter is a call for nominations for the next International President. The deadline for nominations is May 31, 2023. You may self-nominate. Click [here](#) for more information.

If you have not visited our webpage recently, several updates have been made. Please visit <https://www.siec-isbe.org> to learn more about the association's events. You will find information about many things on the website:

- The 94th International Conference to be held virtually July 25-26, 2023. Meetings of the Executive Committee, National Board of Directors, Professional Development Committee, and Assembly of Delegates will take place prior to the Conference on July 23-24, with a second Assembly of Delegates meeting for elections taking place at the end of the day on July 26. Click [here](#) for more information.
- The Call for Presentations link is active and ready for you to submit your proposals to present at the 94th International Conference. Click [here](#) for more information.
- We have implemented the Internet Café for discussions between members. If you have an item to post in the Café, please send it to Tamra Connor. Currently, we have several posts, but limited discussion. Please join in and share your thoughts in the [Internet Café](#).

In early March, chapter presidents will receive information for payment of 2022-2023 dues. Please watch for this email. The deadline for dues payments will be March 31, 2023. International members will be contacted with information. International members will have the option to pay dues for up to three years at a time.

We look forward to seeing everyone at the virtual conference this summer. Future conferences are scheduled to be in-person for 2024-2026. If a chapter is interested in



Tamra Connor

hosting the conference in 2027, please contact Tamra Connor for information.

Future Conferences:

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

2024—Hosted by the SIEC-USA at Illinois State University, Normal, IL.

Tentative Dates: July 27-August 3, 2024

2025—Hosted by the International Members Chapter in Malta

2026—Hosted by the SIEC-Finland

With warmest SIEC Regards,

Tamra Connor, SIEC-ISBE General Secretary

Tdavis2@ilstu.edu

Election of the SIEC-ISBE International President 2023–2025

SIEC-ISBE is seeking nominations for the position of **International President**. Individuals interested in being a candidate for the office of International President should send their nomination to the Permanent Office no later than **31 May 2023**. Candidates for the SIEC-ISBE International President must be an individual member in good standing of their national chapter and have the following qualifications:

- 1 knowledge and experience of SIEC-ISBE and of Business Education,
- 2 active involvement in SIEC-ISBE conferences and activities,
- 3 ability to relate well to members from different countries,
- 4 ability to chair meetings of the Executive Committee and Board Committee effectively,
- 5 willingness to devote time and energy to SIEC-ISBE,
- 6 willingness to ensure that the work of SIEC-ISBE continues between International Conferences,
and,
- 7 in all ways, be representative of the organisation.

All nomination papers (maximum of two pages) must be sent to the General Secretary at the Permanent Office email address (tdavis2@ilstu.edu) **by 31 May 2023**. Profiles of the candidates should cover the above qualifications. Additional background information or experiences regarding qualifications for the position may be included. Please provide a brief resume or curriculum vita.

The nomination packet will be sent to the National Presidents by 20 June 2023 and distributed to individual members through the national chapters. Each nominee will make a five-minute presentation at the first Assembly of Delegates meeting during the 2023 Virtual International Conference (date TBD).

The election will be held during the second Assembly of Delegates meeting (date TBD).

For questions or inquiries, please contact the Permanent Office.

Dr Tamra S Connor

SIEC-ISBE General Secretary

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INNOVATION and ADAPTABILITY in BUSINESS EDUCATION

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

“A teacher affects eternity; he[*she*] can never tell where his[*her*] influence stops.” -- Henry Adams



Gerry Begeman

The Professional Development Program for our Annual SIEC-ISBE Conference-2023 offers the theme of “**Innovation and Adaptability in Business Education.**” The conference will be virtual and hosted online July 25 and 26, 2023 by the SIEC-ISBE-USA Chapter. Now is the time to be thinking about your presentation and offer a proposal through which many of us as business educators may benefit. The Professional Development Committee invites members to submit their proposals for a presentation, or poster, or favourite teaching tip/tool to present during the conference. We are looking for a variety of formats relating to the theme and sharing their research or practicum with our dedicated professional business educators. ZOOM is expected to be the medium of presentation. Even if you are not able to present, you are able to gain the online benefits and be able to participate from nearly anywhere since all presentations will be recorded. Offered again this year will be a panel of colleagues who will present in under ten minutes one of their favorite teaching tools. This will be followed by a short Q & A session. The favourite teaching tip/tool session will hopefully offer a useful “take away” for some of our active teaching colleagues or academic coordinators.

Types of Submissions and Directions:

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.

Poster -

- 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.

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 to join the International Chapter. All

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presenters must register for the conference. If membership and registration are not completed by **May 31, 2023**, your accepted submission will be removed from the program for SIEC-2023.

Proposal Evaluation Criteria

The PDC Review Committee will use the following evaluation criteria for SIEC-2023 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.

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 may 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.

Proposals for presentations, posters, and favorite teaching tool should be submitted to your country's member on the Professional Development Committee (PDC) or by simply completing the online submission as posted on the website <http://www.siec-isbe.org/> by **31 May, 2023**.

Please use the **PDC-Submission Form*** that is provided on the website.

*The direct link to make your submission is: <https://forms.gle/FtECxvMr3ugAnAYR9>.

The review board of the PDC Committee will evaluate the submissions and select those for inclusion in the conference program 2023. Notification of this decision will be made by **June 2023**.

If you need more information, please contact

Gerry Begeman, PDC Chair, gfb_bermuda@yahoo.com or
your national PDC member, or

Dana Gray, PDC Review Committee Call for Papers Coordinator, danagray@cox.net

Also, please remember to add something to our website's **GLOBAL EXCHANGE**—an educational exchange of ideas on various topics relating to business education, leadership, research, and practicum. These are recorded talks which you may watch or share with your colleagues and, in some cases, your students. We would love to increase the number of offerings in the four categories offered: LIVE, RECORDED, CONNECT and NETWORKING. You may read the guidelines for each contributory section on:

<https://siec-isbe.org/global-exchange-recorded/> “Connect” with someone on the other side of the globe!

We have lots to share, and we hope you also have something to offer to others. You can be instrumental in contributing toward our SIEC-2023 Conference.



Annual SIEC-ISBE Conference - 2023

Online July 25 and 26, 2023 hosted by the SIEC-ISBE-USA Chapter

“Innovation and Adaptability in Business Education.”

Tentative Program

Monday – pre-conference – July 24

- Executive committee meeting – led by SIEC-ISBE president
- Board of directors meeting – led by SIEC-ISBE president
- PDC meeting – led by PDC chair
- Assembly of delegates meeting – led by SIEC-ISBE president
- Welcome happy hour session – includes first timers – hosted by SIEC-USA
- Fundraiser session – requires ticket purchase – maybe trivia contest – hosted by SIEC-USA

Tuesday (Times tentatively 10-2 CDT depending on number of proposals) – **July 25**

- PDC presentations (requires conference registration)

Wednesday (Times tentatively 10-2 CDT depending on number of proposals) – **July 26**

- PDC presentations (requires conference registration)
- Assembly of delegates meeting (free and open to all members)
- Information about 2024 conference

We are exploring the use of virtual conference platform software along with virtual badging for conference presenters and attendees.

Details to come!

Five-star experience - A newcomer at SIEC International Conference, Vienna, Austria

October 18-23, 2022

Written by Helena Miettinen, Finland



Helena Miettinen

What a city and what a conference! There are not enough superlatives to describe the kindness of the SIEC Family and great lifelong learning spirit which was built in the SIEC Conference.

There were different learning institutions to visit and a lot of different lectures that were really interesting. We were even able to enjoy a panel discussion in the evening at the National Bank of Vienna. The organisers of the event knew very well that it does make a difference where to learn and with whom to learn. There were business students, university researchers and stakeholders with us at some of the events, and they were the best of all events. Learning becomes so much more fun with students around. There were more than 60 people attending the conference from all over the world.



Helena Miettinen and Taru Toivonen

We had a lecture with Taru Toivonen on Diversity Management, in which we learned details of the project they had with Sweden, Italy and Bulgaria. There was a research component with McKinsey theories, developing and piloting the training, and finally the online course in Diversity Management which includes positive training with exercises for SME's. Cultural Competence is the key to Diversity Management in workplaces.

Key findings and conclusion:

- Over the past decade, many companies around the world have incorporated **I&D** (Inclusion & Diversity) into their visions and strategies. Increasingly, leaders recognise that a diverse and inclusive employee base, with **a range of approaches and perspectives**, is an asset when competing in a fast-moving, globalised economy.

Dixon-Fyle, S, Hunt V, Dolan K. (2020). Diversity wins - How inclusion matters. McKinsey & Company. New York.

- **Top-team ethnic and cultural diversity correlates with profitability.** As the McKinsey report makes clear, greater diversity, in terms of both gender and ethnicity, correlates with significantly greater likelihood of outperformance. More than that, fostering a diverse and inclusive culture is a critical success factor: it enables individuals both to shine in their own right and to pull together as a team.
- According to our study, diversity management and cultural competence training is necessary, helping



People having a dialogue, a very strong method of learning for most of us. We had never experienced such a brilliant audience.

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recruitment processes and helping people to understand each other better while working together.

The evening program with the Mozart concert and other historical venues gave the full five-star experience. Thank you for organising the conference and taking such good care of the newcomers. Five stars!

I was so thankful to have this opportunity to join the SIEC International family. Everybody was so kind and nice and the topics interesting to learn and it was

absolutely great to visit all the educational institutes and historical places.

I hope that we will meet in the near future, and together make great research and development projects of business and people related issues.

Do not hesitate to contact me for future co-operation and projects. Also, send me a note if you want to have the full copy of the research we made.

[\(helena.miettinen@bc.fi\)](mailto:helena.miettinen@bc.fi)

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-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

SIEC-USA News

Written by Dana Moore Gray, USA



Dana Moore Gray

The SIEC-USA chapter is busy organising the 2023 virtual SIEC-ISBE conference set for July 25-26. The theme is *Innovation and Adaptability in Business Education*. The call for proposals appears on pages 3-4 above and everyone is encouraged to submit a proposal for a presentation, teaching tip, etc. Submissions will be collected online as they have been in past

years.

Our new chapter website is live. We purchased a package from Wild Apricot that provides a website as well as back office software including dues processing, a private members directory, and more. The website is

located at www.siec-usa.org.

We also are focused on delivering quarterly general membership meetings with guest speakers around the world. These meetings provide an opportunity for networking and scholarly focus, and enrich the USA chapter membership value. These meetings are virtual and open to all SIEC-ISBE members, so please feel free to join us. Below is our schedule for 2023.

- 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
- August 2-3, 2023 - SIEC-USA Virtual Conference hosted by SIEC-USA

Calling all business teachers around the world!

Did you know that we have an Internet Café on our website? We would love to post your favourite teaching tips, ideas, pictures of your classroom setup, or anything else you would like to post. Check out the Internet Café and send your submissions to Tamra Connor, SIEC-ISBE General Secretary for posting.

Feel free to leave a comment on any of the current postings!

[SIEC-ISBE INTERNATIONAL - Internet Cafe](#)

Two Co-operative Learning Strategies: The 4S Brainstorming and The Mix-Freeze-Group

Written by Emanuel Mizzi, University of Malta



Emanuel Mizzi

4S Brainstorming

A number of tables are organised around the classroom with a case study related to the lesson's learning objective. Students are split into groups according to the size of the class (ideally five working on each case study). The students are asked to collaborate to propose a solution to the problem presented. Students, each with a special role, contribute to the team's brainstorming of ideas. In *4S brainstorming*, each student is assigned a role:

- 1 The *Speed Sergeant* ensures that members work under time constraints to generate as many ideas as possible.
- 2 The *Chief Support* monitors that all ideas are welcomed without being judged; s/he believes that all ideas can contribute to the solution.
- 3 The *Sultan of Silly* promotes absurd ideas, believing that the flow of ideas is aided by considering the 'foolish' ideas. A 'silly' comment from a student might not be part of the final answer, but might inspire one that is.
- 4 The *Synergy Guru* exhorts team members to build upon one another's concepts by using phrases like "Let's continue building on this point."
- 5 The *Team Secretary* records each idea.

After this collaborative work, the whole class discusses the ideas generated.



Mix-Freeze-Group strategy

One way in which this strategy can be enacted is giving each student a flashcard with a concept written on it. Students walk around the room. At some point the teacher shouts: 'Freeze'. The students stop; they need to think about their concept and find their match, which is the student that has the flashcard that is related to the concept that they have. The two need to discuss if this is a correct match. This exercise can be used at the concluding stage of the lesson to consolidate the acquisition of the concepts encountered during the learning process.



The benefits of using these strategies is that they are conducive to the enhancement of social skills and interpersonal relationships, oral communication skills, positive interdependence, higher-level thinking, problem-solving skills, individual accountability, and celebrate the diversity in the classroom. May the teacher's pedagogical content knowledge be enriched by the use of these and other inclusive strategies!

The path is paved for Business Game

Written by Kaisu Luukka, Helsinki Business College

For excellence in education six vocational business educators had their 4th trans-national project meeting in Skive, Denmark on February 1–2, 2023.

This Erasmus+ project, European Digital Playground, started in Helsinki in January 2022. We developed a framework which will help the schools to integrate a business game into their business studies and entrepreneurial studies. For reaching this target every partner presented their best practices in business studies such as business financials, marketing, HR and logistics as well as language, communication and team working skills. We also shared our knowledge and experiences in business games. Students and teachers played a business game together both online and offline. By the end of 2023 we collect the success factors and present a handbook for integrating a business game into entrepreneurial and business studies.

Business College Helsinki from Finland coordinated this innovative project. The partners are Rijn Ijssel and

Summa College from the Netherlands, Nazaret Fundazioa College from Spain, Charles Peguy from France and Skive College from Denmark.



Kaisu Luukka

All participants are accredited as EBBD colleges (European Business Behaviour and Democracy). This means that they must fulfill the excellence requirements of EBBD and their students can get the Certificate of Excellence. In order to get the certificate the student needs to have average excellent grading, certificate of two foreign languages and work training abroad. Presently there are 45 colleges in Europe and the network is growing. To learn more about EBBD please visit the [website ebbd.eu](https://www.ebbd.eu).

We hope that our clear framework and practical handbook will encourage educators to offer the gaming opportunity for their students.



SIEC-ISBE Newsletter Guidelines



Next Deadline for Submissions:

May 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:

- ◆ MSWord software
- ◆ 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

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.

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