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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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October 2019

Volume 13, Number 4

President's Message

Evelyn Meyer, International President

Dear Members of SIEC-ISBE, Dear Friends,

In August 2019 I was elected the new International President of SIEC-ISBE for the period 2019-2021. I am truly honoured by the confidence the delegates have shown in me and promise to be a President for all members.

I know that I have big shoes to fill and will give it my all in the favour of our wonderful organisation.

Let me take the opportunity to introduce myself and my ideas about the future of SIEC-ISBE:

I have been living in Vienna for many years now, however I was born in a small city right at the border between Austria and the former Czechoslovakia. I want to outline this fact, because it has become one of the most important driving forces in my personal and professional life.

When I was young, we were forced to live with a hard border between the eastern and western European countries and it was extremely difficult to cross it. My world ended at the "Iron Curtain".

At that time I decided to devote my life to building bridges between people across countries. I wanted to overcome the borders I had grown up with.

Currently I am working as a business teacher at a College for Higher Vocational Education in Vienna. Since 2001 I am the Head of the Department, Commercial College.

When I started a career as a teacher of business studies, I had a number of goals I was passionate about achieving: internationalisation of business education and fostering creativity in business education.

In this respect I want to draw your attention to my experience in European and International projects, as well as teaching experience in the USA, Australia and China.

My vision for SIEC-ISBE brings me back to my introduction – building even



Evelyn Meyer

We Want to Hear From You!

Please share your ideas, news, anything of interest to business educators around the world. Articles and/or announcements to include in the next newsletter can be sent to:

Maree Liston
Newsletter Editor

mareeliston@gmail.com

more bridges between people and countries.

SIEC-ISBE's core business means enhancement of the international perspective of business and business education professionals. However, the organisation's responsibility goes far beyond providing international networking opportunities and exchanging experiences in business education. By fostering close collaboration of people all over the world, SIEC-ISBE makes a decisive contribution to peacebuilding and to a more sustainable future of our world.

I am strongly convinced that business education equips young people with the skills they will need to develop a sustainable economy, peace and inter-cultural dialogue. Inviting all important stakeholders, SIEC-ISBE takes the necessary steps towards empowering young generations to develop a better world.

Therefore, let us together

- invite new partners to share our vision,
- disseminate the idea of SIEC-ISBE in more countries and found new chapters or re-establish former chapters,
- invite a new generation of pedagogical experts to contribute to SIEC-ISBE goals,
- promote SIEC-ISBE's international conference as a forum for open dialogue and exchange of experience in business education,
- take advantage of the opportunities that new communication tools and digitalisation offer.

I am ready to devote my time and energy to SIEC-ISBE as International President and am looking forward to working with a great team from our member countries.

I'd like to finish my "welcome" note with a quote of Baba Dioum, a Senegalese scientist:

"In the end, we will conserve only what we love; we will love only what we understand and we will understand only what we are taught." (Baba Dioum)

Let us take a look at the next event:

The SIEC International Conference 2020 will take place in Trieste. Due to financial reasons, the Executive Committee had to cancel the Baltic Tour and decided to move the conference to Italy. I would like to express my thanks to the Swedish Chapter that has already put a lot of work into the organisation of the Baltic Tour before it had to be cancelled.

I am sure that Trieste will be a great venue. Looking forward to meeting you there!

Evelyn Meyer, International President

SIEC-ISBE

evelyn.meyer@aon.at

Mark Your Calendars!

Upcoming SIEC-ISBE Conferences

2020— Trieste, Italy

2021—Tokyo, Japan—collaboration with the Association of Business



Baltic Tour 2020 cancelled!

The Baltic area around Helsinki, St Petersburg, Tallinn and Stockholm has been a part of the Swedish history for a long time. It would have been nice to be able to show you the culture and business life in these cities which now belong to Finland, Russia, Estonia and Sweden.

We had already planned study visits in these cities, and you do not need any visa for Russia if you take part in this kind of tour. Now we unfortunately need to cancel these visits.

To be able to make reservations for the tour around the Gulf of Finland for a group, a deposit for 30% of the cost for a cabin was needed before November 1, 2019. As the SIEC Executive Committee is financially responsible for the SIEC Conference, the EC did not want to pay the deposit at this time. It's very hard to know by November 1, 2019 how many SIEC members would register for the SIEC Conference 2020. So unfortunately, we need to cancel the Baltic Tour.

The SIEC EC has other plans for the SIEC conference 2020. Please see details on the next page.

Greetings from the Planning Committee

(Monica Tengling, Cege Ekström, Lena Preutz, Karin Turegård, Gunilla Mölleerswärd, Dag Karlsson)



Church of the Savior on Spilled Blood, St Petersburg



www.siec-isbe.org

2020

92ND SIEC INTERNATIONAL CONFERENCE IN TRIESTE - ITALY

We cordially invite you to participate in the 92nd SIEC-ISBE International Conference to be held in Trieste, Italy.

This conference will focus on the theme "Sustainability Meets Business Education". For our societies to be sustainable, it is vital for our future leaders to understand and fully integrate sustainability concerns in their thinking and acting.

Our major goal is the encouragement of wide reflections on the importance of sustainability in business education and its effects on economic, environmental and societal aspects.

The conference sessions include keynote addresses, presentations and workshops of researchers and practitioners, company visits and the chance to learn more about the history of Trieste.

Please visit [SIEC-ISBE Home](http://www.siec-isbe.org) for up-to-date details as they become available.

TRIESTE - ITALY

JULY 26 – JULY 30,
2020

SUSTAINABILITY MEETS
BUSINESS EDUCATION

FIRST ANNOUNCEMENT
& CALL FOR PAPERS

REGISTRATION:
DETAILS WILL BE
ANNOUNCED IN
NOVEMBER 2019



pictures: www.pixabay.com

SIEC-ISBE 91st International Conference 2019 in KEFALONIA – GREECE

Diversity in Business Education

As a moderator of the Opening General Session panel of politicians and business people from Kefalonia

Written by Dr Hely Westerholm



Hely Westerholm

The conference from 28 July to 2 August, 2019 was again a pleasant and successful event, this time in beautiful and friendly Greece on the island of Kefalonia. The history of that country is so fascinating and interesting, and we also enjoyed exciting excursions around the Island.

As usual, the summer conferences supply an opportunity to meet SIEC friends and colleagues from all over the world and to expand our professional network, which is becoming more and more important in today's global co-operation.



The conference started on Monday, 29 July with welcome speeches and greetings. Then the Opening General Session began with a panel of remarkable politicians and business people from Kefalonia. The theme of the session was "Diversity in business education" and together with my friend Dr Pirjo Takanen-Körperich, we were privileged to act as moderators of the panel.

Participants in the panel were:

Mr Andreas Zapantis, Director of Regional Union of Municipalities of Ionian Islands

Mr Panagis Kappatos, MP - letter from him was read aloud

Mr Stavros Spathis, President of Chamber of Commerce

Mr Athanasios Frentzos, Vice President, Kefalonia Fisheries

Ms Despina Laskari, Chamber of Commerce

The participants of the panel gave informative presentations of the situation in their own area as well as in the main industries like agriculture. The primary agricultural occupations of Kefalonia are animal breeding and olive growing. Farming includes vegetable and grain production on the plains. However, the majority of the island is rugged and mountainous, suitable only for



Mr Athanasios Frentzos

animal breeding, goats and sheep.

Kefalonia Fisheries was the first farm established for the production of Mediterranean sea bass and sea bream in Europe and is regarded as a world-wide pioneer in the production of these species.



Wines of Kefalonia have been produced since ancient times.



Kefalonia is the only Ionian Island to have been granted "appellation of origin" for its wines - Robola, Muscat and Mavrodaphne. The Robola winery and vineyards are set amongst the rolling hills in the picturesque Omala Valley in the Robola Zone.

The theme of the panel "Diversity in business education" was very demanding and for that reason it was also important to open the concept of diversity. In a global society, it is essential that students have an understanding and appreciation for other cultures. As schools and communities grow to be more culturally diverse, it is critical that people appreciate and understand the different backgrounds of the students, neighbors and colleagues. As pointed out in various studies, diversity is not just important because it is the right thing to do; it is also proven to influence the bottom line. Anyone with an eye on the future realises businesses cannot afford to ignore the changing demographic. People are going to consume products and services by those who better reflect them and their values. Thus, diversity will be among the keys to staying relevant.

However, this increased presence has not led universities and business schools to develop adequate responses to these issues or to make subsequent changes in the curriculum. Diversity on campus continues to be managed in roughly the same way as in business organisations. Drawing on the notion that diversity should be defined and understood in terms of context, not only in Kefalonia or in

Greece but also in the whole world. We have to redefine diversity on campus, identify limitations of current diversity education in the higher education context, and develop a competency-oriented approach to improve inclusion and academic performance of international students.

The conference in Greece left a lot of good memories behind, and acting as a moderator was a challenging personal and professional experience. My sincere thanks to Mona who convinced me to accept this challenge. And many thanks to Pirjo who was ready, as always, to cooperate in this matter.



PD Chair, Gerry, with Greek Conference organisers Vivi and Pavlos

Kefalonia, Greece



SIEC

MARKETPLACE 2019: SIEC TOMORROWLAND REVISITED

Written by Gerry Begeman and Cege Ekström



Our SIEC-2019 Greece Marketplace task involved nearly 40 delegates from our SIEC membership. This was a follow-up on the SIEC 2017 Marketplace-Puerto Rico when the question was raised as to how SIEC will look in 5, 10, or 15 years.



SIEC-ISBE mission and vision was reviewed

Our mission statement was reviewed: “To be the premier professional international education organisation for those engaged in business education.” Also, our vision statement was read as well: “To enhance the international perspective of business and business education professionals.” These statements were provided in writing to the delegates present. The SIEC 2017 Marketplace-Puerto Rico suggested that we as delegates and members develop a strategy, a focus, to provide the direction we want to take going forward to better continue to engage our membership.

Professional Development Committee chairperson, Gerry Begeman, facilitated the discussion. Delegates were asked to brainstorm at our 2019 SIEC Conference about what things SIEC is doing well, what we can do better, then record ideas that may help us grow in SIEC, and list ways we may approach current needs. A brief summary of results are as follows:

What have we done well

Well-planned, and inviting international conference; longevity of SIEC (100+ years); some teacher and student exchanges; we are “family”; excellent opportunities to network; welcoming young, old and first-time members; well-structured meetings; mission focus; idea exchanges; professional journal and newsletters are done well; mentoring of research and language skills; communication options—website, Facebook, SIEC newsletter, e-mails; at annual conference—good speakers, good research, good industry and company visits; good diversity.

What are our needs

Local chapters need to involve young members more; develop a strategic plan—select several strategic actions

annually; implement with dedicated members and leadership management; develop a proactive marketing plan; student memberships at low cost; dedicated public relations manager be appointed; restructure website with mission, vision, policies and procedures; include country reports on the website; get funding through Erasmus projects; utilise YouTube channels to promote; create a needs analysis from members; more cross-cultural awareness development; provide opportunity on social media in which members have a voice and to let us know their professional needs; generate new revenue streams; share teaching tips; offer training sessions by teleconference or YouTube.

Ideas to Grow

Encourage student membership at low costs; use communication tools that young people choose; hold conference earlier; work more closely with chambers of commerce, businesses, and ministers of education in various countries; offer a “first timer” scholarship; call for presentations should include price of SIEC conference and the deadline for registration; reduced fee for presenters; address finance/registration fee for developing countries; plan for a shorter, therefore, less expensive conference; publish member attendees and e-mails ahead of the conference; develop a “buddy” system to exchange ideas between members; utilise our students to communicate with members through videos; utilise a strategic plan and focus as a follow through from this 2019 Marketplace! Seek broad-based funding from businesses for scholarships, conference funding, etc; offer more teaching “tools and ideas” online. Develop a flyer brochure for membership in SIEC-ISBE; send SIEC-ISBE organisational information to large groups of teachers to help promote and recruit; reach out to Latin America, Africa, and Asia to include more from those cultures.

Continued

Conclusions

The above is a generous sampling of the ideas that came forward. Great ideas are offered, and now it seems that a strategic plan is necessary to establish priorities and focus.

The new SIEC-ISBE 2019 2021 President, Evelyn Meyer from Austria, presented some strategies for our organisation from her group. A need was stated for developing a market plan, media plan, and a dedicated PR manager according to the group she was in. Mary Millikin, USA, has offered to help put together a strategic plan and focus for SIEC and provide this to the Executive Committee for their review, feedback, and implementation.

Readers are invited to view on our SIEC-ISBE members Facebook page two of these group reports that were

recorded at SIEC 2019 Market Place—one by Evelyn Meyers' group and the other by Karen O'Connor's group.

To the group SIEC ISBE members:

To the presentation by Evelyn Meyer

<https://www.facebook.com/groups/458301904752887/>

To the presentation by Karen O'Connor

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=NpiLTJ2ZWu0&feature=youtu.be&fbclid=IwARlGOnodG7JmPC)

[v=NpiLTJ2ZWu0&feature=youtu.be&fbclid=IwARlGOnodG7JmPC](https://www.youtube.com/watch?v=NpiLTJ2ZWu0&feature=youtu.be&fbclid=IwARlGOnodG7JmPC)
[SJp7N_gNZBXconLdbXyoTSQTFYix_sR5IQ6D5j5jyFRP0](https://www.youtube.com/watch?v=NpiLTJ2ZWu0&feature=youtu.be&fbclid=IwARlGOnodG7JmPC)

Kefalonia, Greece



Nordic News

91st SIEC International Conference in Kefalonia

Written by Dr Taru Toivonen, Finland

The board of SIEC Finland handled the information desk wonderfully at the Kefalonian conference.

SIEC Finland, thank you!



They received excellent feedback from other country's members for handling the reception so proactively and efficiently.

Pictured on duty: Taru Toivonen, Sigrid Kivekäs, Jenni Valmari, Hely Westerholm, Pirjo Takanen Körperich, Mariann Holmberg, and Jukka-Matti Mäkinen.

These members have all published articles in Finland and abroad dealing with the theme of entrepreneurship and tacit knowledge.



Taru Toivonen

New VP Representative for Nordic Countries

At the last SIEC-ISBE conference in Kefalonia, a new member was appointed as a VP representative to the Executive Committee for the Nordic countries. Garðar Vilhjálmsson, the president of SIEC Iceland, took over for Taru Toivonen from Finland. Garðar has been a member of SIEC Iceland for ten years and has been an active member of its conferences for the past 5 years. In fact Icelandic members have been very active in participating in the yearly conferences of SIEC-ISBE, having from 6–12 members at every conference, and last year the Icelandic team hosted a very memorable conference in Reykjavík, Iceland.



Garðar Vilhjálmsson

SIEC-ISBE in Iceland is very active, offering its members two to three conferences each year discussing pedagogical matters connected to business education and having important individuals from institutions and the business environment giving lectures.

For the past two years Icelandic ISBE has also organised visits for its members to some progressive businesses in Iceland. There are between 50 and 60 Members of SIEC-ISBE in Iceland, distributed across some 20 high schools. Iceland hopes to continue to be an active member in the work of SIEC-ISBE and looks forward to participating in future yearly meetings with this international community of business education.

Fully online MBA program now available

SIEC/ISBE member, Dr Dana Gray, announces a fully online MBA degree program at Rogers State University in the United States. Because the degree program is a fully online program, it is open to international students as well as those in the US.

"We designed this online MBA program to meet the needs of learners today," said Gray. The degree program consists of 36 credit hours that can be completed in 18 months. The tuition and fees totals \$10,880 based on 2019-2020 rates. The courses are being developed to meet Quality Matters standards and are being facilitated by faculty at RSU.

Admission requirements are a 3.0 grade point average (GPA) and a bachelor's degree. No GMAT is required. Learners with a GPA of less than 3.0 may still apply and a committee will review their applications. Those with a bachelor's degree in a field other than business can complete an online, 8-week course to qualify for MBA program. The degree program has five entry dates each year: January, March, June, August, and October.

"We are thrilled that this program is designed to be a valuable resource and option to learners around the world," said Gray.



Dana Gray

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Newsletter Editor

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Teaching tips

A nice tip and idea from SIEC Finland for your business lesson to use for your students:

Business Model Canvas (BMC)

- 1 Please, create your own business idea in teams.
- 2 Create your own BMC from your business idea to the canvas.
- 3 Please, make a nice presentation of your business idea by prezzi or by sway.

Continued

Annex 1: Business Model Canvas

Key partners Who are our most important partners? Who are our most important sub-contractors? What important resources do we get from our partners?	Key activities What activities do we need to perform to fulfil our value proposition? For functioning distribution channels? To realise revenue streams?	Value propositions What value or benefit are we offering our customers? What customer problems are we solving? What services are we offering to different customer segments? What customer needs are we fulfilling?	Customer relationships What kind of relationship are our customers expecting with us? What kind of customer relationships have we been able to create? How do the customer relationships fit the rest of our business model? How much do our different customer relationships cost us?	Customer segments Who are we creating value for? Who are our most important customers?
Key resources What minimum resources does our value proposition require? What distribution channels do we need to fulfil our value proposition? What kind of revenues do we need to fulfil our value proposition?			Channels In which channels do our customers want to transact with us? How are we reaching them now? How do the different channels cooperate? Which are the most cost-effective? How do the channels fit our customers routines?	
Cost structure What are the most significant costs in our business model? Which of our key resources are the most expensive? Which of our key activities are the most expensive?			Revenue streams What are our customers really ready to pay for? What are our customers paying for the most at the moment? How are they currently paying? How would they prefer to pay? How are different revenue streams increasing our turnover?	

Lähde: Asiakaskehitystiomisto Kuowi Oy.

Invitation to test new finance learning game for free

Written by Emil Oliver, Hubro Education

Corporate finance is a course many students find difficult and theoretical. To make it more concrete, fun and applicable, Hubro Education are collaborating with two Norwegian universities to develop a learning game for courses in corporate finance. We call it Hubro Finance.



In the game, students collaborate in groups to run a virtual company through several years. On their way, they have to make investment and funding decisions, which gives them a risk-free playground where they can apply the skills they learn in the course. This kind of activity engages the students, lets them apply their skills on complex problems, and breaks down the silos between different disciplines in business.



Emil Oliver

Would you like to try it for free?

In the coming months, we offer universities and colleges the opportunity to try the simulation with their students. You'll get all the support, training and counselling on implementation that you need. There are no strings attached – our motivation is to get user feedback to tweak and perfect the game. In the spring of 2020 the simulation will be commercially available.

The simulation is web-based and requires only that the students have a computer/tablet each with WiFi. The game can take 3-8 hours to play out and can be done in class, on the students' own time or a mix - we'll help you plan it in a way that fits your schedule and course.

Interested?

Reach out to [Emil Oliver](#), founder of Hubro Education, to sign up or get a demonstration.

About Hubro Education

We have collaborated with universities to develop educational business simulations since 2013. Our simulations are used at universities and secondary schools in 13 countries around the world. Our other simulations include Hubro Marketing for marketing courses, and Hubro Business for accounting and management courses.

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 Davis

2020 Call for Papers

92nd SIEC-ISBE International Conference

Trieste, Italy

July 26 - July 30, 2020

CONFERENCE THEME: “Sustainability Meets Business Education”

Are you connected with international educators in Business Education? Would you like to be? Would you like to present the results of your research or educational practices that could be shared with other business and professional educators? If you answered “Yes” to any of these questions, we invite you to attend the **92nd SIEC International Conference** to be held in **Trieste, Italy** from **July 26-30, 2020**! We not only hope that you will attend, but also hope that you submit a proposal at this truly enriching professional development opportunity in the form of a presentation, workshop, poster, or become a panelist and present your favourite teaching tool.

“Sustainability Meets Business Education” will be our theme for the 2020 SIEC Italy Conference. Sustainability goals now endorsed by the United Nations promote a better and sustainable future for everyone. These goals address the global challenges every individual faces no matter where he/she lives. Topics relating to sustainability may include, for example, issues on poverty, inequality, climate change, environmental degradation, prosperity, peace, “green” practices, and justice.. Also, is the teaching of business education sustainable? Have there been decreases in funding business education courses or programs? Are there sustainable business education issues in higher education, too? How does this affect you in your city, state, or country? Sustainability objectives interconnect with the main goal of leaving no one behind. Implementing efforts now to achieve these goals as promoted by the UN will move educators forward to the target date set at 2030.

Business and education have a role to play in many of these areas. **How** to incorporate necessary changes in our societies often falls on the shoulders of professional educators who write and teach the curriculum, and therefore promote understanding. Where do we fit in as educators and business people, and how can we effect change to make it more comfortable to accept the necessary change knowing that competitiveness may be threatened in favour of “green virtue”? Often, investments in socially ethical practices may initially cost a business but usually lead to enhanced recruitment, branding, and improved public relations. Such practices can lead to increased profitability. What does the research show? What practices can we as educators offer to bring sustainability awareness into the classroom?

Conference Formats

Members (co-presenters are welcome, also) are encouraged to submit research-based proposals and/or practice-based proposals that support learning and teaching. Practice-based proposals may explain a project or activity that is valuable to the classroom teacher. Presenters should also focus on the interaction with the audience and the benefit of their results, eg with best-practice examples and practical applications showing how to use the results in the classroom.

New this year, we will offer a panel through which the opportunity exists for a limited number of panelists to share their favourite and most successful teaching tool to other delegates. Of course, technology and new software usage in your presentations are helpful and appreciated.

Types of pedagogical sessions for 2020

Workshop	Must address the conference theme Limited to a 90-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).
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(Continued on page 15)

- Presentation** Can address the conference theme or related topics relevant for business educators
 Limited to a 60-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
 Includes a short introduction within a poster session.
- Teaching Tool Panel *[new in 2020]***
 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
 Total panelists' offerings are limited to a 60-minute session
 Explains a take-away idea or tool that may be used effectively in most educational settings.

Submission Instructions

Proposals for workshops, presentations, posters, and favourite 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 website by **February 28, 2020**. Please use the **PDC-Submission Form*** that is provided on that website. The review board of the PDC Committee will evaluate the submissions and select those for inclusion in the conference program 2020. Notification of this decision will be made by **March 31, 2020**. If you need more information, please contact Gerry Begeman, PDC Chair; your national PDC member, or Dana Gray, PDC Review Committee Call for Papers Coordinator.

*The direct link to make your submission is: bit.ly/2meVQto [simply place in your search bar and enter].

Presenter Requirements

All presenters must be members of SIEC-ISBE in order 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 presenters must register for the conference. If membership and registration are not completed by June 1, 2020, your accepted submission will be removed from the program for 2020.

Proposal Evaluation Criteria

The PDC will use the following evaluation criteria for 2020 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, and posters, and 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. Thank you for your support of these efforts.

Gerry Begeman (PDC-Chair) & Dana Gray (Call for Proposals Coordinator, PDC Review Committee)

SIEC-ISBE Newsletter Guidelines



Next Deadline for Submissions:

January 15, 2020

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.

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

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 is a refereed journal and a publication of the SIEC organization. All manuscripts will receive a double-blind review by three external reviewers. Accepted manuscripts will be published in the next issue of *IJBE*. The **deadline** for submission is **ongoing**. A publication decision will be made within 120 days of manuscript receipt when possible. Once accepted, manuscripts will be published electronically on the website. A complete **publication** will be issued in the spring of each year. All manuscripts must be the original work of the author(s) and cannot be under consideration by any other publication during the review process. Manuscripts cannot have been published in any format previously, including conference proceedings where full papers are published. Authors will be notified upon receipt of the manuscript. At the time of acceptance, the corresponding author must be a member of SIEC-ISBE.

The purpose of *IJBE* is to provide international business educators with articles concerning current and/or future teaching strategies as they relate to business education, research-based articles on business education, and technology ideas for business education. The focus can be from any area of business education including technology, communications, leadership, management, marketing, etc. that will be of interest to international business educators.

Publishing Guidelines:

- 1 All manuscripts are to be in English
- 2 All manuscripts must follow the APA 6.0 style, including references
- 3 Length—2—15 pages, including references which do NOT have to be on a separate page
- 4 All manuscripts must use the template found below
- 5 Word 2010 or higher software ONLY
- 6 All graphics should be encased in a box
- 7 Margins should be 1-inch
- 8 No header or footer should be included
- 9 No page numbers
- 10 A title page that includes the manuscript title and author(s) name, name and address of institution, email address, and telephone number for primary author must be include
- 11 All submissions must be electronic. Submit via e-mail to Tamra Davis at tdavis2@illinoisstate.edu
- 12 Primary author must be a member of his/her respective SIEC Chapter
- 13 Manuscript cannot be under consideration by another publication at the time of submission to SIEC
- 14 Manuscript may not have been published previously
- 15 The reviewers may make suggestions for revisions
- 16 The editor will work with the author(s) to make the changes
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