

Inside this issue:

Message from the General Secretary	2
Upcoming Conferences	2
Professional Learning Networks and How They Can Benefit You!	3
92nd SIEC Conference Program	4
SIEC-ISBE is Social!	7
Newsletter Guidelines—update	7
New Website	7
Nordic News	8
SIEC-USA is growing in 2021!	9
SIEC-ISBE through the years	9
Seminar & party—Helsinki	10
SIEC Newsletter Guidelines	11
IJBE Guidelines	12
SIEC-ISBE Executive Committee	13

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

President's Message Evelyn Meyer, International President

SIEC-ISBE in the Future

Dear members of SIEC-ISBE, dear friends,

It is my great pleasure to invite you to the 92th SIEC International Conference that has been organised as a hybrid presentation. Due to an uncertain COVID-19 situation, meetings, sessions and workshops will be held online via Zoom. Those who prefer an in-person participation, are welcome to the NH Hotel in Trieste, Italy. The conference provides an opportunity to expand your professional network and get deeper insights into the topic Sustainability and Business Education.



Evelyn Meyer

The conference format is a visible sign of a tremendous change in the organisation. Where will SIEC-ISBE go in the future? What will be its purpose in an increasingly digital world where face-to-face communication becomes less important?

Using a time frame of five years, SIEC-ISBE could develop in different directions.

In the "growth scenario" we will return to normal life. International exchange will be fostered in the way we are used to. The importance of organisations like SIEC-ISBE is strengthened by the development.

In the "collapse scenario" business education remains a national concern. Stakeholders of business education are not involved in networking on a global scale. SIEC-ISBE will gradually decline.

I, personally, think that SIEC-ISBE will go through a transformation process due to the change of external factors. The need for international exchange is vital for remodeling business education and reaching a new level of teaching. SIEC-ISBE must redefine its identity and adapt the organisation's main goals to future challenges.

The hybrid conference will be a chance to initiate the metamorphosis after a long time of existence. This year we celebrate SIEC-ISBE's 120th anniversary!

I look forward to welcoming SIEC-ISBE friends from all over the world to the conference online or in person!

Evelyn Meyer, International President

SIEC-ISBE

evelyn.meyer@ieap.at

At the conclusion of the 2021 virtual conference, I will be stepping down as SIEC International General Secretary. This is the last year of a five-year term. It has been an honor to serve in this position and follow in the footsteps of other USA members who have served as General Secretary - Judy Olson-Sutton, John Lightle, and Lee Kantin.



Lila Waldman

During my tenure I served with three international presidents, Petra Bragadottir, Cege Ekstrom, and Evelyn Meyer. I have enjoyed working with them and the other members of the Executive Committee to plan conferences in San Juan, Puerto Rico (2017), Reykjavik, Iceland (2018), and Kafelonia, Greece (2019). The 2020 conference was cancelled, and the 2021 conference is offered virtually with an option to attend in person. Thanks also for the support of our editors and webmasters who continue to provide outstanding communication for our membership.

In addition to the challenges offered by the pandemic, many changes have occurred in our organization during the past five years—formation of the international chapter, online payments for membership and conference registration fees, Skype and Zoom meetings, online Journal, expanded use of social media, and an updated website.

Please continue to support the new General Secretary as she begins her five-year term.

Mark Your Calendars!

Upcoming SIEC-ISBE Conferences

2021 Trieste, Italy, and virtually



2022 Vienna, Austria, October 18-23

Can Benefit You?
**Written by Gerry Begeman, Chair, SIEC-ISBE Professional Development
Committee**



Gerry Begeman

Several Types of Professional Learning Opportunities

Business educators have long been known to be among those who are constantly shifting and changing to new technology to meet the needs of the business community and their students. This suggests the constant need to find sources of inspiration, information, and education required to meet those rapidly changing needs. So, who can we connect or network with to get their ideas for the classroom? Are your challenges their challenges, too? Can we gain from their experiences, their findings in their classrooms, their sources for new training, and learn from the results in our area of business education? The answer is an unequivocal “YES”, and the search should not be too difficult. Here are some ways to find professional learning opportunities and some reasons why every teacher who seeks even a little with SIEC will be rewarded in their search.

Find out about the many **virtual and F2F conferences** at little or no cost offered in business education. SIEC has many educators in many countries who are willing to share their classrooms, their teaching plans or projects, and their experiences and expertise with you. Our upcoming 92nd Annual SIEC Conference in Trieste, Italy, to be held both virtually and F2F (for those who are allowed to travel) has many speakers who are offering research results and practicum ideas in the professional business areas at this annual conference. Many of the sessions will also be recorded for the benefit of those who may not be able to log on live to our 92nd SIEC Conference from August 2-4. Connect at <https://SIEC-ISBE.org> to register, sign in, and join the speakers. Often there are regional and country conferences as well . . . often conducted in English . . . at which we can find colleagues who will share expertise and findings.

Get support when you may need it. Who has asked for help on various new classroom tools or when you need someone to collaborate with in another country or within your country? If so, put a free request into our **SIEC Newsletter** (published three times a year) stating your specific request. Or if you need a faster response, we may be able to a request a “Collaboration Column” on our SIEC-ISBE website where requests may be posted with your contact information or posted on our Facebook page.

Share your ideas and resources. It is not always about “getting”. We all need to know what **you** have to share, too. Many of us downplay our own ideas, projects, teaching tips or tools when what we have to offer may just be the best thing that some of your colleagues have ever heard of to help them in their classrooms. Through “giving” your ideas, you are also expanding your network at the same time. These are invaluable resources for your future work through the contacts you make.

Make International connections. With our **Global Exchange Program** on our website, each of us can be a part of “Global Exchange Live” (a live exchange can be scheduled with educators, students, or classrooms on an international topic of exchange; “Global Exchange Recorded” (recorded business talks that one can listen to and share with interested class members); “Global Exchange Connect” for shared projects and/or mentoring with overseas educators; and “Global Exchange Networking” (conferences and recordings from them). Please see on the following page, the Professional Development Committee’s listing of our upcoming 92nd SIEC Conference speakers.

The following is a listing of our 92nd SIEC Conference Trieste speakers, time start (in local Trieste time zone), forum type, topic, and country sponsoring the speaker. Register, join us, share, and network with our topic of **Sustainability Meets Business Education**.

2021 CONFERENCE PROGRAMME - TRIESTE, ITALY and VIRTUALLY

	TRIESTE TIME		SPEAKERS	TYPE	TITLE	COUNTRY
	Start	Stop				
MONDAY 2 August	16:00		TBD	Keynote	TBD	
	17:00		Dana Gray Leszek Preisner Mariann Holmberg Johannes Lindner	Panel Discussion	Implementing sustainability topics in the business classroom or curriculum	USA Poland Finland Austria
	18:30		Board Meeting			
TUESDAY 3 August	13:30	14:25	Bettina Fuhrmann	Presentation	Economic Literacy of Adolescents – Development of the Vienna Economic Knowledge and Understanding Scale	Austria
	14:30	15:55	Priscilla Romkema Gardar Vilhjalmsson Kathleen McKenzie Susanne Kamsker Theresa Feuchter David Luidold	Panel (Chair) Panel Panel Panel Panel Panel	Teaching Tips/Tools Teaching Tips/Tools Teaching Tips/Tools Teaching Tips/Tools Teaching Tips/Tools Teaching Tips/Tools	USA Iceland Australia Austria Austria Austria
	16:00	16:55	Gernot Dreisiebner Theresa Feuchter Michaela Stock	Presentation	Sustainable implementation of practice enterprises in higher education: potentials and challenges	Austria

Continued

TUESDAY 3 August (cont)	17:00	17:55	Otto Burman	Presentation	Algorithmic thinking, agile learning and teaching as the tools to develop the sustainable education environment	Finland
	18:00	18:55	Uwe Gutwirth	Presentation	Strengthen skills for the future through business simulations	Austria
	19:00	20:30	MarketPlace	Marketplace	Online Assessment Methods and Techniques	
WEDNESDAY 4 August	11:30	12:55	Claire-Ann Gauci John Baptiste Gauci	Workshop	The use of community projects for teaching sustainability within business education	Malta
	14:00	14:55	Ismo Vuorinen	Presentation	Adoption of Non-Technological Innovations in Small and Medium-Sized Companies – Evidence from Finland, Denmark, Poland and Lithuania	Finland
	15:00	15:55	Silvia Lipp Gernot Dreisiebner Michaela Stock	Presentation	The didactical potential of Learning Analytics	Austria
	16:00	16:55	Nwosu Anthonia Nneka	Presentation	Utilization of Entrepreneurship Training Opportunities for Self-Sustainability available to Students in the Polytechnics: The Case of Federal Polytechnic, Nekede, Owerri, Imo State, Nigeria	Nigeria

Continue

WEDNESDAY 4 August (cont)	17:00	17:55	Elisabeth Riebenbauer Susanne Kamsker Silvia Lipp Peter Slepcevic	Presentation	Accounting Education--Between Tradition and Digital Transformation	Austria
	18:00	19:00	Emanuel Mizzi	Poster	Infusing Sustainability in the Teaching of Economics	Malta
			Michael Posch	Poster	The role of tax literacy in contributing to sustainability	Austria
			Dana Gray Mary Millikin Michelle Owens	Poster	Perceptions of learners of an online MBA program	USA
	19:00	20:30	Assembly of Delegates		Business Meeting	
THURSDAY 5 August					Tour day	
FRIDAY 6 August					Tour day	

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

Newsletter Guidelines—update

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*.

New Website

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

A members' only section currently contains our Constitution, Officers' Handbook, Strategic Plan, and Conference Planning Handbook. More membership information may be placed there in the future. The current password is siecisbe21. Forward your comments, corrections, or additions for the website to General Secretary Lila Waldman waldmanl@uww.edu.

Intercultural Competence and Diversity Management in a study report of DIVERSITY MANAGEMENT AT THE WORKPLACE WITH FOCUS ON ETHNICITY FROM THE PERSPECTIVE OF EMPLOYERS AT SMEs and NGOs

*(Qualitative research for focus groups): Made by researchers from
SIEC Finland*

*Development specialist and MSc in Administration Mrs Helena
Miettinen
Dr and lecturer Mrs Taru Toivonen*



Taru Toivonen

The concept of intercultural competence means respecting people from all cultural backgrounds and building and nurturing a non-discriminatory atmosphere in companies and in society. It also means organizing, accessing and reaching services in a way that takes into account the partly different needs of people from different backgrounds.

The cultural competence of professionals consists of cultural awareness, knowledge, skills, encounters and motivation, in which one's own cultural habits and values are mirrored in the habits and values of other cultures. Cultural sensitivity refers to a professional's culturally respectful interaction skills and appreciation of both verbal and nonverbal encounters and communication between the professional and the client, so that each party has the right to express and be accepted and consulted with their own culture.

The development of a culture-sensitive work approach helps to act as a member of a multicultural work community. Cultural sensitivity is the desire, ability, and sensitivity to understand a person from different backgrounds. Culture-sensitive services do not mean separate services for all target groups, but services that are able to adapt to the needs of different customers. In addition to cultural background, each of us is an individual with our own personal needs. This is also important to remember when meeting a client from a different culture. The customer must in principle be seen as an individual instead of stereotypes.

- Respect difference
- Reflect on the impact and significance of your own cultural background on yourself and your attitudes
- Be open and patient
- Be interested in different cultures
- Ask the customer about his or her own customs, values, and culture, rather than making assumptions and

In addition to the professional's approach to work, cultural sensitivity is a way of organizing services. Targeted communication and individual service guidance support both the availability and effectiveness of services. (Department of Health and Welfare 2021).

According to informants, intercultural competence training is necessary, helping recruitment processes and helping people to understand each other while working together.

In Finland we are ready to train the company's recruiters and managers for better cultural competence and diversity management. DIME project is inspired by the **willingness to promote** ethnic inclusion in host countries' workplaces. The general aim of the project is to support social and economic integration of migrants and ethnic minorities via **awareness-raising and training of employers** at SMEs and NGOs. In our opinion the best way to promote is **tell success stories, best practice, and promote and facilitate dialogues** in this important issue and provide education and training.

In the future, it will be important to create understanding between different cultures and increase knowledge and understanding of diversity management to the Finnish labor market. Our aim is to bring equal opportunities for all: for work, for leisure, for life.

Education and educational institutes have a major role in teaching new ways of thinking, changing the unequal practices in working life. There is a large need for cultural competence and for diversity management training. Do you really wait until you grow to have a strategy for diversity, or do you create a strategy for diversity? That's the question that we all need to figure out.

For more information about this research from researchers Helena Miettinen and Taru Toivonen:



Dana Moore Gray

The good news is that the renewed, revitalized ISBE-USA chapter has a bright future unencumbered by financial expenses and controversies from the prior partnership. With a fresh start in 2021, ISBE-USA will become SIEC-USA and will remain the US chapter

Few would disagree that 2020 was a challenging year in many ways for many people. Educators certainly were no exception as we faced quick transitions to remote, online, hybrid, and modified teaching models. For US members of SIEC-ISBE, the year was also challenging due to NBEA's independent decision to separate from ISBE-USA, a partnership that has existed since 1947.

of SIEC-ISBE, the premier global professional association for business educators. New membership benefits include a significantly reduced membership fee, timely communications, and enhanced benefits including regular virtual meetings, webinars, global and nationwide networking opportunities, virtual conferences, and more. Leveraging its strong global network of business educators, SIEC is supporting the new, revitalized US chapter.

We have launched a new website at www.siec-usa.org and published our first newsletter at <https://www.siec-usa.org/uploads/8/9/6/2/8962951/2021-01.pdf>. We are growing every day with members transitioning to the new, revitalized chapter. We have greatly reduced the cost of annual dues and added membership categories for retirees, students, and institutional memberships.

The future is brighter for SIEC-USA and we look forward to growing along with SIEC-ISBE.

SIEC-ISBE through the years

Submitted by Roietta Fulgham, US Chapter

This year will mark the 6th time our International Conference will be in Italy. The first attempt was in 1933 for the 15th International Course successfully conducted by the Italian Group of Rome, Naples, Genoa, Milan, and Venice. For the 27th International Course in 1953, another Italian Group of Rome, Venice, Florence, and Milan conducted a successful conference. The 45th International Course in 1973 was held in Naples, Italy, with over 100 people in attendance, along with a growth in membership in all the National Groups in the following year.

Then in 1985, the 57th International Conference was held in Merano, Italy, with the theme "*Information Technologies and Modern Society*." There were 282 attendees. At this conference a new format for panel sessions to include group discussions was introduced. This helped the future conferences in their planning of conference presentations and pedagogical sessions.

For the 70th International Conference in 1998, Bologna, Italy, hosted with the theme "*Partnership in Business Education*." During this conference the revised SIEC/ISBE Constitution was approved. Information on objectives, fees, assembly of delegates, honorary members, and committees was included. (Roietta has a copy.) The first Research Award was presented to Andrea Faber of the German National Chapter. The title of the thesis was "The Playing of Simulation Games to Promote Intercultural Competence in Classes of First-Year Professional Training as Tested with the Simulation Game BARNGA."

What will the 92nd International Conference of 2021 provide for us? Join us for virtual sessions and on-site tours with the theme of "*Sustainability Meets Business Education*."



Roietta Fulgham

Business
College
HELSINKI



DIHVB

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Finland



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Excellence!

Future megatrends and innovations seminar & party

September the 17th of 2021 at 10–23

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Future megatrends and innovations **SAVE THE DATE 17.9.2021**

Welcome to Finland!

More information:
Mrs. Helena Miettinen, HBC Ltd.



SIEC-ISBE Newsletter Guidelines

Next Deadline for Submissions:

September 15, 2021

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

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
- 17 The editor reserves the right to edit all manuscripts accepted for publication
- 18 Manuscripts accepted for publication will require a copyright release form

Please use this [link](#) for the template for all submissions.

Please email your submission to:

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SIEC-ISBE



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