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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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**2022**

**93<sup>RD</sup> SIEC INTERNATIONAL  
CONFERENCE in Vienna – Austria**

**OCT 18 – OCT 23, 2022**

**“Economy of the Future”**

**Conference Program**



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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](mailto:mareeliston@gmail.com)

**Monday, October 10, 2022 – ONLINE**

<p>12:00-13:30 (CDT) 19:00-20:30 (Austria) 17:00-18:30 (Iceland) 20:00-21:30 (Finland) 02:00-3:30+ (South Korea) 04:00-5:30+ (Sydney)</p>	<p>Board Meeting (EC members and Chapter Presidents)</p>	<p>ONLINE*</p>
<p>13:30-15:00 (CDT) 20:30-22:00 (Austria) 18:30-20:00 (Iceland) 21:30-23:00 (Finland) 03:30-5:00+ (South Korea) 05:30-07:00+ (Sydney)</p>	<p>Assembly of Delegates’ Meeting</p>	<p>ONLINE*</p>

\*Link will be provided ASAP.

**Tuesday, October 18** - Location: Vienna Business School, Akademiestraße 12, Vienna

(for further details and map see [2022\\_siec-conference\\_vienna\\_program-overview.pdf](#) ([siec-isbe.org](#)))

16:00-18:00	<b>Session 1</b> - Entrepreneurial Guided Tour (meeting point: VBS Akademiestraße, destination: St. Stephen´s Cathedral)	
18:00–21:00	Registration Welcome of international guests by a representative of the Fonds der Wiener Kaufmannschaft	<i>Reception buffet included in Package 2+3</i>

**Wednesday, October 19** - Location: TGA, Plösslgasse 13, Vienna 4

(for further details and map see [2022\\_siec-conference\\_vienna\\_program-overview.pdf](#) ([siec-isbe.org](#)))

### **“What are the challenges of the present world?”**

09:00–09:30	Welcome	
09:30–10:30	Keynote Speech “The World State Machine of the Earth according to Fuller's Idea of the World Game” ( <i>Christian Bauer</i> )	
10.30–11:00	Coffee Break ( <i>included in all packages</i> )	
11:00–12:30	Keynote Speech “The Limits and Solutions of the Capitalist Nature” ( <i>Ulrich Brand</i> )	
12:30–13:00	Lunch Break ( <i>included in all packages</i> )	
13:30–15:00	<b>Session 2</b> <ul style="list-style-type: none"> <li>○ Elaborating Future Trends of Business Teaching (WS, Havumäki, Holmberg, Lehtola)</li> </ul>	<b>Session 3</b> <ul style="list-style-type: none"> <li>○ Digital Competencies of Students in Styria (Austria) – Condition for the Economy of the Future (PR, Luidold, Slepcevic-Zach, Stock)</li> <li>○ How are Senior Citizens Capable to Cope with the World of Digital Natives? (PR, Takanen-Körperich, Westerholm)</li> </ul>
15:00–15:30	Coffee Break ( <i>included in all packages</i> )	
15:30–17:00	<b>Session 4</b> <ul style="list-style-type: none"> <li>○ Teaching Global, Ethical, and Professional Perspectives (<i>PR, Bentley, Krebs</i>)</li> <li>○ Critical Realism: A Conceptual Framework for Perceiving Economic Issues and Enriching Business Education (<i>PR, Mizzi</i>)</li> </ul>	<b>Session 5</b> <ul style="list-style-type: none"> <li>○ The Potential of Massive Open Online Courses in Stimulating Intrapreneurship (<i>PR, Friedl</i>)</li> <li>○ Learning Analytics in Business Teacher Education (<i>PR, Lipp, Stock</i>)</li> </ul>
19:00-21:00	Networking Dinner (typical Austrian restaurant in the centre of Vienna), meeting point: VBS Akademiestraße	<i>Included in Package 2+3</i>

**Thursday, October 20** - Location: TGA, Plösslgasse 13, Vienna 4

(for further details and map see [2022\\_siec-conference\\_vienna\\_program-overview.pdf](https://www.siec-isbe.org/2022-siec-conference-vienna-program-overview.pdf) ([siec-isbe.org](https://www.siec-isbe.org)) )

**“What will be different in our societies and economies?”**

09:00–9:45	Keynote Speech “We Shape the Future - Entrepreneurship Education for Children and Young Adults” ( <i>Johannes Lindner</i> )
09:45-10:30	Keynote Speech “On the Way to the Economy of the Future with Target Group-specific Entrepreneurship Education” ( <i>Kamsker, Riebenbauer, Stock</i> )
10.30–11:00	Coffee Break ( <i>included in all packages</i> )
11:00–12:30	Keynote Speech “The Good Life for All” ( <i>Matthias Forcher-Mayr</i> )
12:30–13:30	Lunch Break ( <i>included in all packages</i> )
13:30–15:00	Didactic approaches in English and German - Workshop as stationary operation Station 1: Teaching Tools and Tips - Sharing Experiences after more than 25 Years of Learning & Teaching with Students in the USA ( <i>Osgood, Pace</i> ) Station 2: "Mural" - a Tool for Virtual Collaboration and Visualization ( <i>Luidold</i> ) Station 3: Learning Economy with Serious Games ( <i>Lamprecht, Lindner</i> ) Station 4: Creating Own Serious Games with Digital Tools ( <i>Holzheu</i> ) Station 5: E-Learning Money Matters or Financial Education Made Easy ( <i>Strohmayer, Yildirim-Hummer</i> )

**Thursday, October 20** - Location: Österreichische Nationalbank (OeNB, Austrian National Bank), Otto-Wagner-Platz 3, Vienna 9

(for further details and map see [2022\\_siec-conference\\_vienna\\_program-overview.pdf](https://www.siec-isbe.org/2022-siec-conference-vienna-program-overview.pdf) ([siec-isbe.org](https://www.siec-isbe.org)) )

19:00–22:00	Round table discussion with representatives of UNIDO, European Training Foundation (ETF), Academy of Sciences Austria, University of Economics and Business, the Austrian National Bank and the Austrian Ministry of Education, Science and Research.  Key questions: <ul style="list-style-type: none"> <li>○ Do we need more utopias for reality to develop?</li> <li>○ How do we prepare young people for the future?</li> </ul>
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**Friday, October 21**, Location: Vienna University of Economics and Business, Welthandelsplatz 1, 1020 Vienna

(for further details and map see [2022 siec-conference vienna program-overview.pdf](https://www.siec-isbe.org/2022-siec-conference-vienna-program-overview.pdf) ([siec-isbe.org](https://www.siec-isbe.org/)))

## “What impacts could economic changes have on business education?”

	<b>TRACK 1</b> in English ( <b>hybrid</b> )		<b>TRACK 2</b> in German (onsite)
09:00-10:00	Guided Tour at the University Campus ( <i>only onsite</i> )		
10:00-10:45	<b>Session 6</b> Working with Cases		
10:45-11:00	Coffee Break ( <i>all packages</i> )		
10:45-11:30	<b>Session 6</b> Commercial Education and the Boyer Model of Scholarship – Poster & Discussion ( <i>Munday, Shannon</i> )	10:30-12:00	<b>Session 7</b> Keynote Speech “Wirtschaft als eigenes Schulfach? Effekte des neuen Fachs auf Kompetenzen und Einstellungen der Lernenden ( <i>Günther Seeber</i> )
11:30-12:30	Lunch Break ( <i>included in all packages</i> )		
12:30-13:15	<b>Session 8</b> Diversity Management ( <i>PR, Miettinen, Toivonen</i> )	12:30-13:15	<b>Session 9</b> Keynote Speech „Man kann nicht nicht wirtschaften – ein Einstieg in das wirtschaftliche Denken und Handeln“ ( <i>Bettina Fuhrmann</i> )
13:30-14:15	<b>Session 10</b> Declining Enrolment of Male Learners in US Colleges and Universities – Talks & Discussion ( <i>Bath, Millikin, Owens</i> )	13:15-14:15	<b>Session 11</b> (2 x 30 Min.): tbd.
14:30-15:15	<b>Session 12</b> Faculty Support and Availability to Learners – Talk & Discussion ( <i>Gray, Lamer</i> )	14:15-15:45	<b>Session 13</b> (Forum): tbd.
15:30-16:45	<b>Session 14</b> “Business Education meets School” - Teaching and Learning at Austrian Commercial Colleges to Cope with the Challenges of the Future” - Presentation of Best-Practice Projects at Austrian Commercial Colleges ( <b>hybrid/ onsite</b> )	15:45-16:45	<b>Session 15</b> (2 x 30 Min.): tbd.

**Friday, October 21,** Location: Vienna University of Economics and Business, Welthandelsplatz 1, Vienna 2

(for further details and map see [2022\\_siec-conference\\_vienna\\_program-overview.pdf \(siec-isbe.org\)](https://www.siec-isbe.org/2022-siec-conference-vienna-program-overview.pdf) )

19:30-22:00	Dinner Concert, meeting point will be announced at the conference	<i>Included in Package 3</i>
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**Saturday, October 22: Individual program**

11:00-13:00	Sightseeing tour in Vienna, meeting point: VBS Akademiestraße	<i>Included in Package 3</i>
	Individual lunch break	
	Individual cultural program (visiting a museum etc)	
18:00- <i>open end</i>	Visiting an Austrian winehouse, meeting point will be announced at the conference	

**Sunday, October 23: Individual program or departure**

**Sightseeing tips see SIEC-program brochure on the website [www.siec-isbe.org](http://www.siec-isbe.org) or [www.isbe.at](http://www.isbe.at)!**



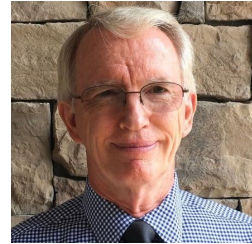
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# COLLABORATION is the Watchword for SIEC-ISBE VIENNA-2022

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

Who among us has not heard of the following expressions?

- United we stand; divided we fall
- Unity makes strength
- Form a united front
- Putting your heads together
- The total is more than the sum of the parts
- Together we can build on our knowledge
- Mutually beneficial project



Gerry Begeman

Most of these idioms refer to acts of working with others—**collaboration**. Often many individuals, groups, organizations, governments, and states have united kindred spirits in producing something or learning something that is greater than what one person may have imagined.

And so it is this year with the **SIEC-ISBE Vienna-2022** Conference, for which we are creating a program in conjunction with SIEC Austria and the Institute of Business Education at Vienna University of Economics and Business with Austrian educators and keynote speakers, on the topic “The Economy of the Future”. Many of the presentations, workshops, panel members, and individuals are working with others to present their findings in research or share their successes in educational practicum.

The Professional Development Committee has approved 10 research and practical presentations, one workshop, three members on a teaching tools and tips panel, a poster presentation discussion, and much more for presentation during the week of October 18-21. Most of the sessions will be face-to-face in Vienna (venues to be announced), but additionally we are planning to have some of the events online, presently from Australia and the United States. A few of the topics are: “Elaborating Future Trends of Business Teaching”, “Learning Analytics in Business Teacher Education”, “Critical realism: A conceptual framework for perceiving economic issues and enriching business education”, “The Potential of Massive Open Online Courses in Stimulating Intrapreneurship”, “Digital Competencies of Students in Styria (Austria) – Condition for the economy of the future”, “On the way to the economy of the future with target group-specific entrepreneurship education”, “How are senior citizens capable to cope with the world of digital natives?”, “Diversity Management”, “Commercial Education and the Boyer Model of Scholarship”, “Teaching Global, Ethical, and Professional Perspectives”, “Declining enrolment of male learners in US colleges and universities”, and more! Many of these presentations have been collaboratively researched, developed, and will be presented with others. With collaboration still in mind, we know that these people are willing to share their findings and work, and answer your questions as these relate to their findings and practices. Join us as we journey together, share our learning and work, and gain from each other—at SIEC-ISBE Vienna-2022 together with SIEC Austria and the Institute of Business Education at Vienna University of Economics and Business in a collaboration collage of “The Economy of the Future”.

Gerry Begeman (PDC-Chair) [gjb\\_bermuda@yahoo.com](mailto:gjb_bermuda@yahoo.com)

Dana Gray (Call for Proposals Coordinator, PDC Review Committee) [dgray@rsu.edu](mailto:dgray@rsu.edu)





Dear SIEC ISBE Colleagues

If you teach International Business, a new LinkedIn Group dedicated to sharing innovative resources, teaching tools, and IB cases has been created. You can join the group (Innovations in International Business Education) by clicking this link: <https://www.linkedin.com/groups/12624942/>

*Written by Tamra S Connor*

### **New Website**

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

<http://www.siec-isbe.org>

### **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

## New chapter executive director

Congratulations to our new SIEC-USA Executive Director, Dr Michelle Gibson Herman. Michelle has been a dedicated educator for over 25 years. Ms Gibson is currently a part of the Career and Technical Online Distance Delivery Program at the University of Wisconsin-Stout, instructing pre-service teachers in the areas of Business and Marketing Education,

Technology Education, and Family Consumer Science Education. Her previous experiences included: program and licensure coordinator for both undergraduates and graduates of Business Education at the University of Wisconsin-Whitewater and over 12 years instructing within various south-eastern Wisconsin school districts in the areas of information technology and business education.



Michelle Gibson Herman

Roietta Fulgham continues as the SIEC-USA representative to SIEC-ISBE and Dr Dana Gray continues as the SIEC-USA president through May 2023.

Nominations are being accepted now for vice president (effective immediately) and president (effective June 1, 2023). If you're interested in honing your leadership skills at the national level, please contact Michelle.

## Quarterly virtual meetings

SIEC-USA has announced its upcoming virtual meetings for the 2022-23 year. All SIEC-USA and SIEC-ISBE members are welcome to attend.

- September 29, 2022 - Quarterly meeting: Research and membership meeting, 3-4 pm CDT. Guest speakers Emanuel Mitzi (Malta chapter) and Michelle Gibson Herman (US chapter).
- October 18-23, 2022 SIEC-ISBE International Conference in Vienna, Austria.
- January 26, 2023 - Quarterly meeting: Teaching and membership meeting, 3-4 pm CDT.
- 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, 10 am to 1 pm CDT each day.

## Members present research at international conference

SIEC-USA members are looking forward to presenting in-person and virtually at the SIEC-ISBE international conference in October.

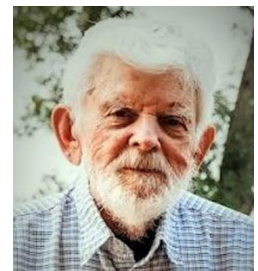
Congratulations to members whose proposals have been accepted: Mary Millikin, David Bath, Michelle Owens, Dana Gray, Maryann Lamer, Robert Lamer, Cynthia Krebs, Joanne Osgood, and Andrea Pace.

## In memoriam

SIEC-USA mourns the loss of two long-term members: John Waldman (husband of Lila Waldman) and James Beistle. Both left the SIEC-USA and SIEC-ISBE families with wonderful memories and an inspiring appreciation for education.

## John Waldman

John, member and husband of long-time member and leader Lila Waldman, passed away July 26, 2022. John was a business education teacher who spent the majority of his career in the Madison Metropolitan School District. John received his BA from UW-Whitewater, and his MA from Ball State University in Indiana. He was active in Madison Teachers, Inc (MTI). After his retirement in 1988, John continued to teach for two years at Fox Valley Technical College in Appleton. A military veteran and active volunteer in numerous non-profit organisations, he was a global traveller, and many will remember him from the several annual SIEC-ISBE conferences he attended.



## James Beistle

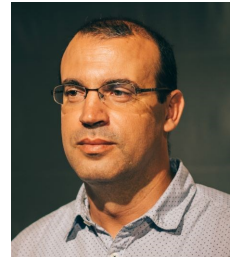
Many remember long-term SIEC-ISBE and SIEC-USA member James Beistle, our beloved unofficial photographer of countless SIEC-ISBE international conferences. James passed away August 2 in Rochester, Wisconsin at age 85. He had a lengthy teaching career that began in 1962 until he retired in the late 1990s.





# Using digital technology in business education: Enlivening the teaching and learning process

Written by Emanuel Mizzi, University of Malta



Emanuel Mizzi

A business education teacher needs to cultivate a classroom atmosphere conducive to learning. S/he needs to 'catch' the students' interest. Such interest needs to be sustained. It is the 'hold' factors of meaningfulness and relevance that sustain the students' motivation (Dewey, 2008). The expert teacher's skill is in finding materials or activities that can do both (Stobart, 2014). The following are ideas relating to the use of digital technology that can help to catch and hold the students' attention.

- Websites such as <https://learningapps.org/> and <https://wordwall.net/> assist to set up different activities that assist to engage the students with the knowledge involved. Figure 1 illustrates the activities that can be devised from <https://wordwall.net/>
- Organising online board games such as by using <https://learnhip.com/>. These games can be used, for instance, to help the students practise the posting of accounting transactions.
- Employing stories that make use of the 'teacher's passion', that is, the effective manner in which a teacher recounts stories. <https://www.storyboardthat.com/storyboard-creator> can help create comic strips that can assist the process of storytelling.
- Websites such as <https://quizizz.com/>, <https://take.quiz-maker.com/> and <https://kahoot.com/> can help to set up a quiz that engages the students with the disciplinary knowledge involved. For instance, celebrating what has been learned during the lesson at the conclusion stage.
- The website <https://pickerwheel.com/> provides a random wheel that can be adjusted to choose students, topics, ...
- Online tools such as through <https://www.strikingly.com/>

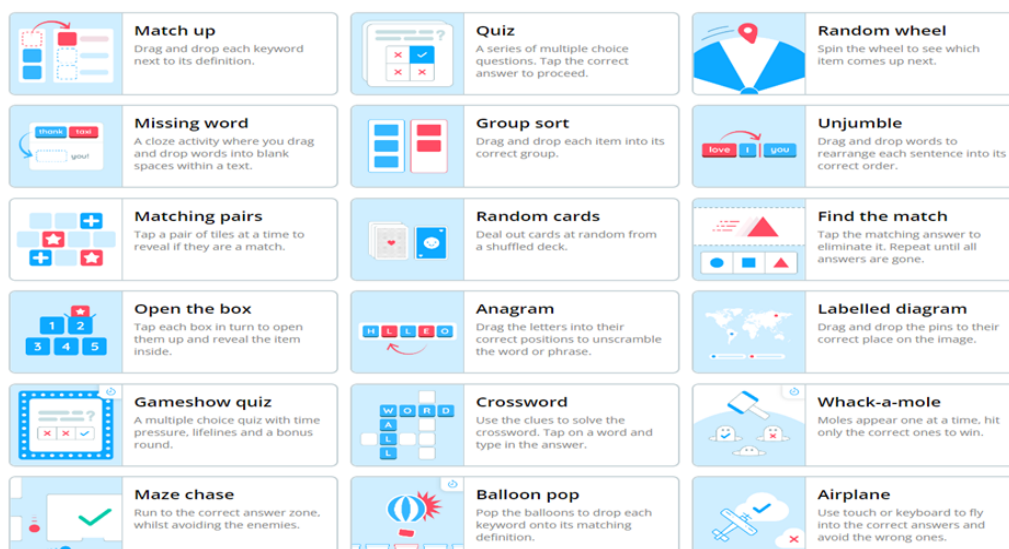
that help to develop a website/blog that includes the material and the resources related to the topics covered.

- Students tend to be hooked much better when we use videos from TikTok application, such as from <https://twitter.com/Humphreytalks>. For example, when discussing economies of scale the teacher can make use of a video that illustrates the disadvantages suffered by a business when it increases in size.
- Create simple videos through such websites as <https://www.animaker.com/>
- Employing charade cards. For example, some students are chosen at random and are given one type of employment interview which they need to act out or explain without saying particular words and which the class needs to guess.

As business education teachers we are invited to explore and creatively employ digital technology that helps us to enact pedagogical content representations (Shulman, 1986, 1987) that engage our students with the substantive knowledge involved and that bring the business education subjects that we teach to life.

## References

- Dewey, J. (2008). *Experience and education*. Kappa Delta Pi Lecture.
- Shulman, L.S. (1986). Those who understand: Knowledge growth in teaching, *Educational Researcher*, 15(2), 4-14.
- Shulman, L.S. (1987). Knowledge and teaching: Foundations of the new reform, *Harvard Educational Review*, 57(2), 4-14.
- Stobart, G. (2014). The expert learner. *Challenging the myth of ability*. United Kingdom: Open University Press.



## **SIEC-ISBE Newsletter Guidelines**



### **Next Deadline for Submissions:**

**[November 15, 2022](#)**

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**

**[mareeliston@gmail.com](mailto: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](https://ir.library.illinoisstate.edu/do/email_editor/?context=ijbe).

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