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La Société Internationale pour l'Enseignement Commercial The International Society for Business Education

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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

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International President's Message

Enhancing our international collaboration

I hope you are well, dear colleagues and friends.

In this first communication as President, it is fitting that I introduce myself. This is in line with the commendable initiative of inviting members to write a brief profile about themselves in the newsletter in an attempt to enhance networking and collaboration. An invitation to do so has been first sent to the international members.

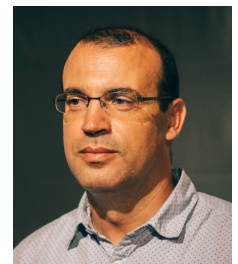
I am a lecturer and tutor in business education, retail and entrepreneurship, and the coordinator of the Masters in Teaching and Learning course in Business Education at the Faculty of Education, University of Malta. This course educates student teachers in the pedagogy of teaching accounting, business studies and economics. As of October 2023, I have been appointed as the head of one of our Faculty's departments, that of Technology and Entrepreneurship Education.

Before joining my University in November 2015, I have enjoyed teaching the business education subjects for twenty years at the secondary, post-secondary and tertiary levels. I also have 33 years of experience in the education of children, adolescents and youths in the informal education sector at centres of the Society of Christian Doctrine in Malta, of which I am a member (<http://www.sdcmuseum.org/>).

When I joined the University in 2015, I was encouraged by my superiors to attend a business education conference. My internet search led me to SIEC-ISBE; I attended my first conference in 2016 in Graz, Austria. I recall travelling to Graz and, during the flight, saying to myself, "Where am I going alone!?" But then I fondly remember the family of friends I encountered during the nourishing conference. And I think that is SIEC-ISBE—a community of professional friends. Let us continue nurturing this aspect.

Since then, I have attended and presented at most SIEC-ISBE conferences, sharing aspects of my doctoral research. I have experienced my involvement with SIEC-ISBE as being in line with my own professional development goals while discovering a family of friends. In due course, I have encouraged colleagues, friends and student teachers to join the organisation.

Having last year obtained my PhD qualification in Business and Economics Education at the Institute of Education, University College London, it is my intention to continue sharing with others the knowledge, research and insights garnered during my PhD



Emanuel Mizzi

Continued

Continued

journey. This sharing of knowledge by all involved in SIEC-ISBE is an important aspect of the organisation.

My vision for business education is about sustaining a passion for teaching and learning in a global classroom that infuses ethics, values and sustainability, thus bringing to life the prescribed curriculum. My perspective is an inclusive one that entails the construction of bridges among people and across countries, the sharing of new ideas, and empowering young people and business education students with agency. May we at SIEC-ISBE continue to enhance this perspective in business education, contributing to the international collaboration between teachers, educators and lecturers working at various levels of the education system.

Hope is kindled in me for SIEC-ISBE when I receive positive responses from colleagues and student teachers when I invite them to become members; in these last years the number of Maltese members has increased to ten. We look forward to hosting the conference in Malta in 2025.

I perceive the enthusiasm and eagerness I encounter as a sign of hope for the organisation. It is hope that drives the human person. I have experienced how the organisation is relevant, especially for young people. Colleagues and students do believe in the benefits of joining an international collaboration and are willing to network and connect with international colleagues. I believe that the organisation has much to offer in this regard. Let us all keep up our efforts!

I urge each one of us to continue contributing to SIEC-ISBE (such as during conferences and in the newsletter) and invite others to join in. I kindly ask you to reflect on how you can renew your efforts in this regard.

Lastly, but not least, I would like to thank the outgoing President, Evelyn Meyer, for her sterling work, especially during the unprecedented times of the pandemic. Thank you Evelyn!

Peace be with you,

Dr Emanuel Mizzi

International President



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.

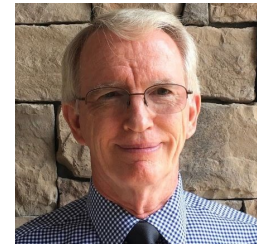
Feel free to leave a comment on any of the current postings!

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

Leadership Education: Business Ethics in Educational Organisations and Business

“Truth or Consequences”

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



Gerry Begeman

In 1985, P V Lewis stated that defining business ethics was like “nailing jello to a wall”.ⁱ Have we come any further in finding common ground on a definition by which most will agree is the proper definition for such an abstract topic? It is granted that defining abstract words and expressions is not easy, but that does not mean, in my opinion, we should give up on trying. “Truth is truth” has been the aim, but doubt is cast when someone else’s truth isn’t your truth or my truth. So “Truth Isn’t Truth” according to one political proxy. This brings us to the importance of honesty and integrity in conducting business, public policy, education, and other societal goals, promoting their importance, and providing leadership examples that show how good ethics can help a business and person succeed. Should we as business educators teach the topic of business ethics, and how can business ethics be imparted in an educational setting to students of business?

In research and writings promoting successful business operations, one often finds that many effective business leaders promote business ethics—which characteristically often include **respecting** others (customers, co-workers, supervisors); exhibiting **fairness** consistently in business dealings; setting an example of **service** to others, especially in the local business community; and exhibiting **integrity and honesty** in carrying out company policies. Other characteristics may apply, but I find these to be among the most agreed upon.

Professional organisations whether local, regional, national, or international often promote these same characteristics. Student organisations are often a good means to help young business leaders and new educators to learn and practice these characteristics of business ethics and responsible leadership. Teaching our young leaders by example in their community by being part of a whole where each business’s and each person’s success is often linked to the success of the entire community. Being a contributor to the whole community is more effective, holistic, and far-reaching than in being in one’s own “silo” of self-enrichment. Student and professional organisations often have these common goals in mind—to network, to promote professionalism, to increase organisational and educational growth and development, to share business and learning ideas, and to grow personally and professionally. Just as in business, educational organisations create value to the individual and to society at large. These gains have been proved to be accomplished by deliberative means more so than by intuition or “feelings”. Business ethics and sharing can promote social responsibility and societal growth which can make the whole greater than the sum of the parts.

Business, educational, and public service leaders achieve best results from their employees and clients, as do teachers from their students, and community policy-makers from constituents when these leaders set the example and follow and live the core values often espoused in business ethics.ⁱⁱ

As educators, we know well that we often learn more when we prepare for our teaching and do research on our curricular requirements and offerings. Be an ethical leader by showing honesty in your work, respecting others, exhibiting integrity, and being of service to your students and others.

NOTE: The SIEC-ISBE Call for Papers will be announced later this fall, and we encourage each of you to be thinking about presenting at the **SIEC-2024-Illinois-USA-95th Annual Conference**. The theme will be, **“The New Normal in International Business Education”**. **This is your chance to be of service to your profession and your colleagues and for you to grow in the process.**

ⁱ Lewis, P.V. Defining ‘business ethics’: Like nailing jello to a wall. *J Bus Ethics* 4, 377–383 (1985).

<https://doi.org/10.1007/BF02388590>

ⁱⁱ Business Ethics Resource Center (<https://www.businessethicsresourcecenter.org>)

Introducing:

The International Chapter of SIEC-ISBE

The International Chapter of SIEC-ISBE was formed following the Annual Conference held in Puerto Rico in 2017.

The purpose of the International Chapter is to provide the opportunity for people to join SIEC-ISBE even if they do not have a National Chapter in their country. So, if your location does not have a country chapter (details are available on our website—[Membership and Chapters - SIEC-ISBE INTERNATIONAL](#)) and you would like to become a member of SIEC-ISBE, you can join the International Chapter.

We have members from a range of countries, and would like to introduce a few of them:



Esther Adeyanju,
Nigeria

I'm currently a PhD student researcher in Business Education at the University of Benin, Benin City, Nigeria with 80% completion. My current research interest is on 'TALENT MANAGEMENT STRATEGIES AND BUSINESS EDUCATORS' WORK ENGAGEMENT AND ORGANIZATIONAL COMMITMENT'. In 2019, I joined SIEC-ISBE as an international member. I eagerly anticipate going to the yearly conferences. I have a strong desire to personally interact and network with outstanding business educators from around the globe.



Diana Pitic,
Romania

I am an Associate Professor, PhD, at Babeş-Bolyai University in Cluj-Napoca, Romania, Faculty of Economics and Business Administration. I teach various management topics and currently conduct research on enhancing student engagement and students' skills development through business simulation games. I am a new member of SIEC-ISBE and look forward to expanding my international network.



Nicole Abela,
Malta

I am an Economics teacher at a higher secondary school. My passion lies in exploring innovative pedagogical tools that can foster deeper understanding and engagement in the realm of economics knowledge. Through my teaching and research, I aim to empower students with the skills and insights they need to navigate the complex world of economics and beyond. I enjoy being involved with SIEC-ISBE as it allows me to further develop my potential as a teacher.



Maree Liston,
Australia

I am a retired teacher from Temora in New South Wales. Before retiring, I taught Business Administration at TAFE NSW. My first SIEC-ISBE conference was in Albury/Wodonga in Australia in 2010. I have attended all but two conferences since then. I really enjoy being involved with SIEC-ISBE, and especially meeting up with friends at the annual conferences. I am currently the Editor of the SIEC-ISBE Newsletter.

SIEC-USA News

Written by Dana Moore Gray, USA



Dana Moore Gray

The USA chapter congratulates our new international president Emmanuel Mizzi and others who are taking leadership positions for the two years. We recognize that our success in supporting members relies on the relentless time and effort of volunteers around the world, and thank you!

SIEC USA hosted the 94th Annual SIEC-ISBE conference via a virtual format last July, 2023. Presenters and attendees represented countries around the world - including Australia, Austria, Finland, Germany, Iceland, Malta, South Korea, Sweden, UK, and USA.

- 1 The first keynote speaker was Dr Lisa Palmer from USA, whose topic was *AI: Business value: Exploring for -profit business motivations, actions, outcomes*. Dr Palmer defended her doctoral dissertation last year on the subject of AI.
- 2 The second keynote speaker was Dr John Domingue, whose presentation was entitled *How Blockchains may transform adult higher and adult education (keynote) and How AI including generative AI (chat GPT) will transform higher and adult education*. Dr Domingue has studied AI and Blockchain for several decades and has his own YouTube channel on the topic.
- 3 The keynote speakers' presentations and most of the SIEC-ISBE member presentations are available on YouTube and listed on the SIEC USA website

at <https://siec-usa.org/sys/website/?pageId=18190>.

- 4 The SIEC USA chapter is now developing the 2024 SIEC-ISBE conference that will be held on the beautiful campus of Illinois State University near Chicago.
- 5 Countless thanks go to SIEC USA executive director Michelle Gibson Hermann for her tireless work on the conferences as well as chapter membership; Tamra Davis Connor for leading the 2024 Conference team and her work on behalf of the international organization; and Gerry Begeman for his hard work as the SIEC-ISBE Professional Development Chair. In addition, several members donated to help cover conference and chapter expenses. USA members continue to help with planning, membership growth, and support.
- 6 The SIEC USA chapter is also continuing to offer quarterly virtual meetings for US chapter members and SIEC-ISBE members worldwide. If you want to be added to the SIEC ISBE email list, please contact us.

On a serious note, the US chapter recognizes the importance of increasing its membership to help support the global organization to continue to offer services and resources for members interested in continuing to learn, research, and network. The USA chapter challenges other chapters to focus on growing membership before the 2024 conference.

We look forward to seeing everyone at an upcoming quarterly virtual meeting and at the in-person 2024 SIEC -ISBE International Conference in July, 2024.

The New Normal in International Business Education

July 29 – August 2, 2024
95th International Conference
Illinois State University
College of Business

\$899 Registration Fee (approx.)

Hotel: Bloomington-Normal Marriott Hotel and Conference Center \$179/night plus tax

Memories of SIEC-ISBE Conferences in the USA

Written by Roietta Fulgham, USA



Roietta Fulgham

Let me remind you of activities held at the International Conferences that were held in the USA in addition to the pedagogical workshops and sessions, because the upcoming 2024 International Conference will be back in the USA in Normal, Illinois. Yes, we are going back to Illinois—but to a different city this time.

In 1947, the USA Chapter hosted an International Course in New York City, NY, with the theme of “Business Around the World.” No International Conference was held that year, but country groups like USA and Denmark and maybe France held international courses.

The USA hosted the 1952 and 1965 International conferences in New York City. I would say that it must have been a popular travel destination for all of our International attendees. I know I always enjoy traveling there to see plays and major tourist spots.

In 1976 we were in DeKalb, Illinois, with the theme of “Economy and Education in Perspective.” In that conference file folder, I found a program that listed systems of education for Spain, Finland, Germany, France, Denmark, Austria, Switzerland, Belgium, and London.

The 1986 conference was held in Stanford, California, with the theme “People and Technology—A Better World.” The program was written in three languages. Tours included bus trip to Monterey Bay Aquarium, Fishermen’s Wharf in San Francisco, and a California Mission.

The 1996 conference was held in Orlando, Florida. The theme was “SIEC—Our Global Network.” There was a tour of the Kennedy Space Center NASA. I bet several members also went to Disney World as part of an excursion. (I also have reports from officers that year including changes to the ByLaws.)

Was that a coincidence that the USA agreed to host every 10 years—1976, 1986, 1996? Well, I suppose it was, because the next international conference held in the USA was in 2005 in Boston, Massachusetts, with the

theme “New England—Leadership in Technology, Education, and Trade,” which included a tour of Harvard University and a Boston Harbor Cruise.

I recall the 2012 conference in Denver, Colorado, where we met the Mayor of the City, took a train ride to a mine, and had an evening of dancing. The theme was “Mile High and Worldwide—International Business Education.”

The 2017 conference was held in San Juan, Puerto Rico, where Juanita Rodriguez kept us moving around the area where we experienced much of the culture. This conference theme was “Internationalization of Education: A Why and How Perspective.”

Because COVID-19 forced us to cancel our 2020 International Conference, SIEC-ISBE has offered virtual options for our conferences in 2021, 2022, and 2023 in addition to the onsite opportunities. The recent 2023 totally virtual conference on Zoom was hosted by the USA and provided attendees with sessions on Artificial Intelligence and Financial Literacy.

There have been many memorable international conferences with relevant materials, many photos and funny stories. Let me name a few: dancing with the locals in Germany, shopping with the owner of the thrift store in Iceland, and eating next to the turtles in Greece. I have lots of photos from many of the international conferences that are courtesy of Bill Anderson and James Beistle (both deceased) ready to be scanned.

Please join us in 2024 in the USA for another outstanding international conference—July 29-August 2 in Normal, Illinois.

DO YOU RECOGNIZE ANYONE FROM THIS 1996 PHOTO?



Mark Your Calendars!

Upcoming SIEC-ISBE Conferences

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-ISBE Newsletter Guidelines



Next Deadline for Submissions:

January 15, 2024

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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in business education*