

ACBSP Region 4 Conference
Great Lakes Council of Business Schools & Programs
October 22-23, 2015
Tiffin University
Tiffin, OH

Call for Presentations

Call for Papers: *Transnational Journal of Business*

Creating New Knowledge in the Classroom

“Creating New Knowledge in the Classroom” is the theme of the ACBSP Conference 2016 in Atlanta, Georgia, June 17-20, 2016. This is also the theme for our regional meeting, which is being held on October 22-23, 2015 in Tiffin, OH and hosted by Tiffin University

In 2008, for the first time, regions that adopted the theme for the Annual Conference at their regional conference the year prior were provided a slot in that educational track set aside for a category titled “Best of the Regions”. Two regions participated that first year. Participation has grown so that a record nine regions were represented with presentations at the 2015 Conference in Philadelphia. Great Lakes Region 4 is one of those regions that participated in 2015, with a presentation by Scott Freehafer from the University of Findlay when the theme was *Partnering with Business for Student Success*.

As a new feature initiated in 2012, one of the regions participating in the Best of the Regions program at the Annual Conference is honored with recognition of the [International Best of Regions Excellence Award](#). Modeled to some extent on the Teaching Excellence Award, a panel of judges at the conference judge these Best of the Regions presentations on Friday and Saturday using a rubric, and determine the best of the presentations. The honoree is announced during the Salute to Regions Luncheon on Sunday and presented with a crystal award and a \$500 check in recognition of this achievement.

We invite you to respond to this Call for Presentations for our region in anticipation that your presentation may be selected to be given at the regional conference. All presentations given at the Great Lakes Region 4 conference will be evaluated by the region’s officers, and one will be selected for presentation at the 2016 ACBSP Conference as a “Best of the Regions” presentation. More information is available in another section of this Call for Presentations.

Details on the Great Lakes Annual Conference

The Great Lakes Council of Business Schools and Programs (Region 4) is composed of the following geographic area: Illinois, Indiana, Minnesota, Michigan, Ohio, Wisconsin, and the Canadian Province of Ontario. The 2015 conference for our region will be held in Tiffin, OH hosted by Tiffin University. The dates of the meeting are October 22-23, 2015. Lodging will be provided at the Hampton Inn, Tiffin at a group rate of

\$79/night. Registration fees will be posted on the website by 8/1/15 and will include attendance at all business meetings, tours, and presentations plus Thursday dinner and Friday lunch. All presenters selected will be responsible for payment of all costs to attend the Region 4 conference, including the registration fee.

Responding to this Call for Presentations:

To submit a presentation for consideration for the upcoming conference:

- Submissions must be received **no later than September 15** using the Response Form included in this Call for Presentations. Further instructions for submission are included on the form.
- All presentations will be reviewed by a committee of members responsible for organizing our regional conference.
- Concurrent sessions will be 45 minutes in length with 5 minutes of introductions. Please allow about 5-10 minutes for questions and discussion, giving a total of 30-35 minutes for presentation of content.
- You may submit multiple responses to this Call for Presentations. You may also submit presentation proposals to more than one region of ACBSP.
- Members are given a preference in selection, but non-members of ACBSP may submit a response to this Call for Presentations.
- Presentations submitted by persons not affiliated with an institution will be especially valuable if paired with someone from a member campus.
- You will receive notification concerning your submission by October 1, 2015.
- If you have any questions, please call or email Kristina Collins at Collinskl@tiffin.edu or Christopher Roe at Croe@devry.edu.

The theme is *Creating New Knowledge in the Classroom*

Many educational institutions continue to transfer traditional theories and concepts that may not be as relevant or have negative influences in the real world (Ghoshal, 2005). As we move into the global landscape, the process of continuous improvement toward educational excellence can also initiate the creation of new knowledge. This focus takes real world experiences from our students and integrates them in our academic rigor where new theories and concepts can be created. From there, faculty can begin to develop these theories that align with the current and future needs of the business environment. As one path for greater innovation, the theme calls for a synthesis of experiences and knowledge within the classroom while providing integration and creation of new knowledge. Let's find the new theory that'll change the world within a simple a knowledge creation process.

Ghoshal, S. (2005). Bad Management Theories Are Destroying Good Management Practices. *Academy of management learning and education*, 4(1), 75-91.

<http://www.corporation2050.org/documents/Resources/Ghoshal.pdf>

Selection for Participation in the ACBSP Conference 2016

A rubric is used to evaluate all presentations. If your presentation is selected as the best from Region 4, you will be invited to give the presentation as part of the educational track during the ACBS Conference 2016.

The ACBSP Conference 2016 will be held on June 17-20, 2016 in Atlanta, Georgia. Lodging will be at provided at the Atlanta Marriott Marquis at a group rate of approximately \$169. Registration fees will be approximately \$550. The presenters selected will be responsible for payment of all costs. Presenters

receive a 50% discount on the registration fee. For more information on the ACBSP Conference 2016, please check the ACBSP Web site, www.acbsp.org after October 1, 2015 or call the ACBSP office, 913-339-9356.

The region officers and others evaluating the quality of each presentation in their region reserve the right not to recommend any presentation for participation in the ACBSP Conference 2016. This may be influenced by a very small number of presentations submitted in response to the Call for Presentations and/or by a small number of presentations being given at the regional meeting. The presentation must be of high quality to be considered for the ACBSP Conference 2016.

Call for Papers for *Transnational Journal of Business*

As you consider the proposal of a presentation at our regional meeting, consider the preparation of a paper for the inaugural issue of the *Transnational Journal of Business*. The *Journal* welcome authors to submit their original research papers, case studies, conference reports, management reports, book reviews, and commentaries on developments in the literature, practice, and excellence in business education, for review and consideration for publication. While this can be on a variety of topics, a special priority for the inaugural issue of the *TJB* is the theme for the ACBSP Conference 2016, Creating New Knowledge in the Classroom. Your scholarly contribution can be linked to the topic and focus of your presentation.

More information regarding the *Transnational Journal of Business* and responding to the Call for Papers is available at the ACBSP Web page for the [Transnational Journal of Business](#).

For More Information

This activity is being coordinated by the person listed on the Response Form on the next page. As Chair of the Regional Meeting Presentation Committee, this person will receive all documents and provide notice for selection or rejection of the proposal. On occasion this person may be required to consult with other members of the regional meeting planning committee or the ACBSP office before a response can be provided.

The staff at the ACBSP office will be able to provide information on the ACBSP Conference 2016 or how to enter your presentation in other regional competitions. Please contact ACBSP at 913-339-3956 or conference@acbsp.org.

Great Lakes Region (ACBSP Region 4)
Response to Call for Presentations
“Creating New Knowledge in the Classroom”
Best of the Regions Competition

Title: _____

Presentation Description for Program Guide (up to 40 words):

Description: This is the a full description of what is being proposed for the session, including a written description of the presentation, the topic’s importance to attendees, use of handouts, and format of presentation. Please limit to no more than 200 words.

Submittal of the actual presentation is welcomed but not required.

Main Contact:

Name:	Title:	
Institution:		
Address:	City:	State/Zip:
Phone:	Email:	

Are there any co-presenters? If yes, please provide name, title and affiliation.

Are there other reasons why you believe your presentation should be accepted (no more than 100 words)?

Please submit this complete form prior to September 15, 2015 to:

Christopher Roe – President, Region 4
Assistant Dean, Academic Affairs

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