

**ACBSP Region 6 Conference
Southwestern Council of Business Schools & Programs
October 21 – 23, 2015
East Central University – Ada, Oklahoma**

**Call for Presentations
and**

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 21 – 23, 2015 in Ada, Oklahoma and hosted by East Central 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. Southwestern Council of Business Schools & Programs is one of those regions that participated in 2015, with a presentation by Ms. Stacey Bolin from East Central University when the theme was *Partnering with Business for Student Success*. The title of her presentation was “Oklahoma Business Week – Engaging Business Professionals with Students”. Our Region 6 nominee earned second place and honorable mention at the National Conference in Philadelphia.

As a new feature initiated in 2012, one of the presenters 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 Region 6 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 Southwest Council for Business Schools & Programs Annual Conference

The Southwest Council of Business Schools and Programs (Region 6) is composed of the following geographic area: Texas, Oklahoma, New Mexico, Arkansas, and Louisiana. The 2015 conference for our region will be held in Ada, Oklahoma at the Chickasaw Business and Conference Center hosted by East Central University. The dates of the meeting are October 21 – 23, 2015.

Lodging, at a group rate, will be available at two hotels that are across the street from each other and next to the North Hills Shopping Center. The Hampton Inn and Suites offers a group rate of \$109.00 plus tax and the Holiday Inn Express offers a group rate of \$89.00 plus tax. Both hotels are about two miles from the conference site. Plenty of parking is available at the conference site. Registration fees will be \$100 (\$50 for students) and will include attendance at all business meetings, activities, competitions, speakers and award presentations plus the Wednesday evening university/college bowling challenge. All presenters selected will be responsible for payment of all costs to attend the Region 6 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 21, 2015 (5:00 pm Central Time)** 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 Dr. Charlie Jones at cjones@ecok.edu or 580-559-5269.

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 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 (see attachment A below) is used to evaluate all presentations. If your presentation is selected as the best from Region 6, you will be invited to give the presentation as part of the educational track during the ACBSP Conference 2016.

The ACBSP Conference 2016 will be held on June 17-20, 2016 in Atlanta, Georgia. Lodging will be available 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.

Each region reserves the right to not 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* welcomes 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 a member 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.

ATTACHMENT A
Region 6 Presentation Rubric



Student(s): _____
 Institution: _____
 Date: _____
 Time: _____
 Room: _____
 Evaluator: _____

ACBSP BEST OF REGIONS PRESENTATION RUBRIC

Criteria	Desired Outcome	Definitely Should Accept Rating = 7	Rating = 6-5	Accept if there is Space on the Program Rating = 4	Rating = 3-2	Definitely Should Not Accept Rating = 1
PRIMARY DETERMINANTS OF EXCELLENCE						
Reflects the Conference Theme	<i>The topic clearly falls within the scope of the conference theme.</i>	The topic is central or mainstream to the theme of the conference		The topic may be somewhat applicable to the theme of the conference but is not a mainstream concept related to the conference theme.		The topic, though it may be interesting, is not clearly or closely related to the theme of the conference.
Interest to Membership	<i>The topic is one that will both interest and motivate members to attend.</i>	The topic would be of great interest to the members and highly motivate them to attend.		The topic would be of moderate interest to the members and would motivate some members to attend.		The topic would have very limited interest to the members and would motivate few members to attend.
Value Added	<i>The topic is one that advances academic understanding, demonstrates creativity, and adds educational value to the conference.</i>	The presentation topic is very creative, advances academic understanding, and adds significant educational value to the conference and to the attendee's understanding of the concept.		The presentation topic is somewhat creative, advances academic understanding to a limited extent, and adds some educational value to the conference and to the attendee's understanding of the concept.		The presentation topic is not particularly creative, does not adequately advance academic understanding, and adds little educational value to the conference or to the attendees' understanding of the concept.

SECONDARY DETERMINANTS OF EXCELLENCE						
Criteria	Desired Outcome	Definitely Should Accept Rating = 5	Rating = 4	Accept if there is Space on the Program Rating = 3	Rating = 2	Definitely Should Not Accept Rating = 1
Communication and Organization Mechanics	<i>The proposal/presentation is well written and well organized to clearly communicate key thoughts and ideas about the topic.</i>	The proposal/presentation was clearly written and easy to understand the key concepts, error free in terms of grammar and spelling, and organized in a logical flow of ideas.		The proposal/presentation was somewhat clearly communicated and understandable, contained some grammatical and spelling errors, and minor problems with logic and flow of ideas were in evidence.		The proposal lacked clarity and effective communication, grammatical and/or spelling errors were in evidence, and key ideas were not well organized and did not reflect a logical flow.
General Presentation Quality	<i>The topic was presented in a logical manner with ideas developed and supported by a rationale that provided an academic framework for discussion.</i>	The proposal/presentation included a clear and logical progression of ideas supported by meaningful rationale to provide a solid framework for academic discussion.		The proposal/presentation included ideas that were presented in a somewhat logical manner, with limited rationale provided to support further academic discussion.		The proposal/presentation included ideas that did not have a logical connection and which were not supported by a rationale or framework which promoted further academic discussion.
Scholarship Quality	<i>The proposal/presentation reflected a basis in sound scholarship and adequately referenced the subject literature, as appropriate.</i>	The proposal/presentation applied scholarly references from a literature review of ten or more appropriate citations.		The proposal/presentation applied scholarly references from a literature review of five to seven appropriate citations.		The proposal/presentation did not apply, or minimally applied, scholarly references from a literature review of two or less appropriate citations.
This additional factor would be applied during the actual meeting presentation.						
Presentation Dynamics	<i>The presentation was effectively communicated, with visuals and/or learning tools that were well done and useful. The audience was engaged and received appropriate responses to their comments/questions.</i>	The presentation was clearly communicated and conducted without overemphasis on text or notes, with clear and effective visuals and/or other learning tools. The audience was engaged and interested, and received very satisfying and appropriate responses to their questions and comments.		The presentation was communicated with regular reference to text or notes, some visuals and/or learning tools were unclear or ineffective, and the audience was moderately engaged and fairly satisfied with responses to their comments and questions.		The presentation relied heavily on a prepared text, the visuals were not clear or effective, the audience was not engaged, and responses to their questions/comments were inadequate and unsatisfying.

**Southwestern Council of Business Schools and Programs
ACBSP Region 6**

**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 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, as an email attachment, this completed form by
September 21, 2015 (5:00 pm Central Time) to cjones@ecok.edu.
Your email subject line must show the following: ACBSP Region 6 Submission.
You also need to leave a voice message notifying Dr. Jones of your submission.**

Dr. Charlie Jones
Department Chair, Business Administration Department
Crabtree Endowed Professor in Business Policy
East Central University
cjones@ecok.edu 580-559-5269