



TEXAS SOUTHERN UNIVERSITY
JESSE H. JONES SCHOOL of BUSINESS

Texas Southern University - Jesse H. Jones School of Business
in collaboration with

University of Houston – C.T. Bauer College of Business

presents the

26th Annual

Southwestern Business Administration Teaching Conference

Save the Date

November 1-2, 2018

CALL FOR ABSTRACTS/PAPERS/CASES/WORKSHOPS

→**Submission Deadline EXTENDED October 1, 2018**←

Conference Theme: Ethics, Data Science, and Social Media in Business Education

The 26th Annual Southwestern Business Administration Teaching Conference seeks to promote the scholarship of teaching and learning across all business disciplines and equip business educators with new techniques and resources for teaching. We look forward to engaging participants in interactive dialogue that promotes effective practices in business education connected to the theme.

We hope that you will join us to address the latest scholarship of teaching and learning business. In the 21st century it is imperative that we as educators constantly monitor the changes in the business and other environments and make necessary changes in our teaching practices to align student skills with employer demands. Consider how you utilize the theme platforms of social media, ethics or science data in while teaching.

Paper submissions will be considered for publication in the Southwestern Business Administration Journal. All proposals do not have to explicitly articulate a connection to the conference theme of Ethics, Data Science, and Social Media in Business Education, although we encourage participants to consider submitting proposals that do purposefully address the theme which we hope will result in a track of themed sessions at the conference.

Suggestions for Submissions to follow the Conference Theme

The conference themed tracks will reflect the various disciplines. The focus will be on how individual ethics has influenced the data science and use of social media in business education and corporations across the globe, and how these areas are covered in the classroom (e.g. new teaching techniques, experiments, workshops).

Following is a list of business disciplines and suggestions for developing a conference themed proposal within each discipline:

Accounting – ethical concerns raised by applications tools, any other concerns raised by new accounting standards

Finance – case studies, finance models, ethical implications of the technical application tools used in financial management, modeling and practicing

Marketing – current marketing practices and how social media and multimedia applications are changing the ethical landscape of identifying and supporting customers

Human Resources – how effectively HR is using electronic media in their hiring practices within ethical constraints (e.g. maintain privacy and security of prospective and current employees), how HR manages employee data/information and integrates with other departments in the company

Management – ethical issues created by data integration, social media and multimedia applications at all levels of management

Management Information Systems – how data science is evolving and data analytics are used by businesses and how the ethical standards are maintained by tuning governance practices

Other – how the data science, social media and multimedia technology is changing the ethical landscape of your discipline

We hope that you will join us to address the latest scholarship of teaching and learning business. In the 21st century it is imperative that we as educators constantly monitor the changes in the business and other environments and make necessary changes in our teaching practices to align student skills with employer demands.

Conference Paper Submission Criteria:

- Send Extended Abstracts or full papers via email to swbatc@tsu.edu by September, 14, 2018
- Submit Abstract or paper (maximum 10 pages) as a single spaced Word document with one inch margin and with references in APA format.
- For multi-authored papers identify the corresponding author
- Conference Proceedings will be published in electronic format after the conference
- Selected papers will be considered for publication in the SW Business Administration Journal

FOR MORE INFORMATION CONTACT:

CONFERENCE CHAIR, MAYUR S. DESAI, PROFESSOR OF MIS

EMAIL: MAYUR.DESAI@TSU.EDU – Work (713) 313.7279 ~ Mobile (713) 553.9105

Submit Abstracts, Panels or Papers via email by September 14, 2018 to swbatc@tsu.edu

SWBATC-2018 Conference Track Chairs

Accounting/Finance

Kamala Raghavan - kamala.raghavan@tsu.edu, 713.313.4202

Chu Nguyen - nguyenchu@uhd.edu, 713.222.5334

Organization Behavior / HR

Dale Rude - drude@uh.edu, 713. 743.4673

Other Business Disciplines

Olivia Miljanic- olivia.miljanic@gmail.com

Pooya Tabesh - tabeshp@stthom.edu

Public Affairs and Administration

Rina Majumdar - majumdars@tsu.edu, 713.313.7385

Science, Technology and Healthcare Administration

Lila Ghemri - Lila.Ghemri@tsu.edu, 713.313.7936

SWBATC -2018 Committee Members

Mayur Desai, Conference Chair	mayur.desai@tsu.edu	Office: 713.313.7279 Mobile: 713.553.9105
C.B. Claiborne	claudius.claiborne@tsu.edu	713.313. 7780
Kenneth Collins	kenneth.collins@tsu.edu	713.313.7252
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Sponsorship Form

Event Sponsorship

Get in front of educators by sponsoring events. It's the perfect opportunity to position your brand as a supporter of education and is a unique way to interact with attendees outside of the sessions. And, you may choose to enhance the event with additional branding. **DEADLINE – October 15, 2018**

Sponsorship Benefits		Platinum 5,000	Maroon \$2500	Blue \$1000	Green \$500
Exhibit table		X	X	X	
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Company logo prominently displayed digital conference program and on conference signage		X	X	X	X
Promotional material inserted in conference bag		X	X	X	X
Social media mentions on JHJ School Facebook, Twitter, and LinkedIn		X	X	X	
Representative to provide remarks at the Opening Keynote Session		X			
Breakfast Host				X	X
Lunch Host			X		
Reception/Dinner Host		X			



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Return form to: Muriel Funches, Executive Director of Advancement | JHJ School of Business

3100 Cleburne | Houston, TX 77004 | Muriel.funches@tsu.edu | Direct: 713.313.6750



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Registration Form

Last Name: _____

First Name: _____ MI: _____

Institution: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Title of Presentation (if applicable):

I will be attending the following (check all that apply):

Submit by October 1, 2018

- | | |
|--|-----------------------|
| <input type="checkbox"/> Thursday, Nov 1, 2018 | 8:30 a.m. - 5:30 p.m. |
| <input type="checkbox"/> Reception/Dinner -Thursday, Nov 1, 2018 | 6:00 p.m. - 8:00 p.m. |
| <input type="checkbox"/> Friday, Nov 2, 2018 | 8:30 a.m. - 2:00 p.m. |

Conference Registration Fees:

General Admission – All faculty, presenters, \$150.00

Student Admission - \$50.00

Please make check payable to Texas Southern University – JHJ School of Business.

Mail check and registration form to:

Mayur Desai, JHJ School of Business, Texas Southern University, 3100 Cleburne St., Houston, TX 77004

You may also send the registration form by email (swbatc@tsu.edu) or FAX (713-313-7701).

Conference Paper Submission Criteria:

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3. For multi-authored papers, identify the corresponding author.
4. Conference Proceedings will be published in electronic format after the conference.
5. Selected papers will be considered for publication in the Southwest Business Administration Journal.
6. Awards will be given to the top three papers/presentations.

Meet the Presenters



Sudhir H. Desai

Sudhir H. Desai is a Network Security Engineer with six years of experience in Hardware Network Intrusion Prevention Systems. He is currently an HTTS Security Engineer at Cisco Systems, a multinational IT company which produces networking and telephony equipment. He is responsible for tuning and optimizing what used to be the Sourcefire 3D System. He graduated with a BS and MS in Cybersecurity from University of Maryland University College. In his free time, he can be found trying to break IPS appliances, modifying tricoptors and other multi-rotor radio control craft, playing water polo, and dragon boating on occasion. He is a member of the Upsilon Pi Epsilon honors society. He currently resides in North Carolina.



Jamie Belinne

An award-winning author and speaker, Jamie Belinne is a leading expert on young people in the workplace. She has been studying and speaking on multigenerational communication and interpersonal effectiveness at work for more than 20 years, resulting in her being quoted as an expert in numerous media outlets. Speaking to audiences from 10 to 1000 in more than 8 countries, she has helped top corporate clients improve productivity, profit, and fun in their workplaces. As Assistant Dean at the Bauer College of Business at the University of Houston and as an SPHR and SHRM-SCP, Jamie brings personal experience in leadership, human resources and university teaching to her presentations. For her research and books, Jamie has surveyed thousands of young employees and hundreds of their employers to discover the best ways to understand, communicate, recruit, engage and motivate across generations.