



TEXAS SOUTHERN UNIVERSITY
JESSE H. JONES SCHOOL of BUSINESS

Texas Southern University - Jesse H. Jones School of Business
presents the

30th Annual
Southwestern Business Administration Teaching Conference
Face-to-Face / Virtual (for out-of-state only)

Save the Date

30th Annual – February 23-24, 2023

CALL FOR ABSTRACTS/PAPERS/CASES/WORKSHOPS

★ Extended Submission Deadline – February 10, 2023. ★

Conference Theme:

“Incorporating business topics trending in the industry into the curriculum.”

The 30th Annual Southwestern Business Administration Teaching Conference (SWBATC-2023), to be held in person/hybrid, seeks to promote the scholarship of teaching and learning across all business disciplines and equip business educators with new techniques and resources for teaching. The theme is ***“Incorporating business topics trending in the industry into the curriculum”***. We look forward to engaging participants in an interactive dialogue that will give you an opportunity to share the innovative approaches the educators are using to deliver effective instructions to student learners in an uncertain environment.

Paper submissions will be considered for publication in the Southwestern Business Administration Journal (SWBAJ). The deadline for submitting an article is April 2, 2023. All submissions will be subject to double blinded review.

Suggestions for Submissions/Criteria and Tracks

The General Discipline Track

The conference agenda will reflect various disciplines, with a focus on incorporating business topics trending in the industry into their curriculum and the impact on student career success. In the 21st century, it is imperative that we as educators constantly monitor changes in the business environment and make necessary changes to our teaching practices to align student skills with employer demands.

*The Entrepreneurship and Small Business Development Track

Powered by PNC Bank's initiative and continued support for the development of the entrepreneurship regional center at JHJ School of Business, Texas Southern University, we welcome any submission for presentation, panel, and/or workshop related to the area of entrepreneurship and/or small business development. Also, \$500.00 each will be given to the best two (2) paper awards to the presenters in this track.

Conference Paper Submission Criteria

- Send Extended Abstracts or full papers via email to swbatc@tsu.edu by February 10, 2023.
- Submit **Abstract** (1 page) or **Paper** (maximum 10 pages) as a single-spaced Word document with a 1 "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 next issue of Southwestern Business Administration Journal.

FOR MORE INFORMATION CONTACT:

CONFERENCE CHAIR, MAYUR S. DESAI, Interim Associate Dean / Professor of MIS

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Submit Abstracts, Panels, or Papers via email by February 10, 2023, to swbatc@tsu.edu