



TEXAS SOUTHERN UNIVERSITY
JESSE H. JONES SCHOOL *of* BUSINESS

30th Annual Southwestern Business Administration Teaching Conference

The 30th Southwestern Business Administration Teaching Conference (SWBATC-2023) with the theme “Incorporating Business Topics Trending in the Industry into the Curriculum” is happening on February 23-24, 2023. Please plan to attend this informative and enlightening conference featuring our talented keynote speakers - Ms. Evelyn Anderson, Ms. Cheri Green, and Ms. Danielle A. Davis - who are set to unleash an extraordinary wealth of industry knowledge at the conference for the benefit of all attendees.

Note: With the sponsorship and support from PNC Bank, we have added the Entrepreneurship and Small Business paper submission Track that would give \$500.00 each to the best two (2) paper presenters in this track. See the attached announcement for more details on this track.

Key Program updates and reminders:

- Extended Paper submission deadline - February 15, 2023
- Registration deadline - February 21, 2023
- We have options for intending sponsors of any SWBATC-2023 event, please access and fill out the sponsorship form [here](#)

Important Links:

- For conference Registration: [Click here](#)
- Registration Payment: [Click here](#)

For any questions or information contact Mayur S. Desai, SWBATC-2023 Program Chair at (713) 553-9105 or email Mayur.Desai@tsu.edu

Thank you, and we look forward to experiencing an impactful 2023 SWBATC with you.