

25th ANNUAL SOUTHWESTERN BUSINESS
ADMINISTRATION TEACHING CONFERENCE
October 26-27, 2017

CALL FOR ABSTRACTS/ PAPERS/ PANELS

The Conference Theme: *"Informatics: Role of Information Systems Technology in Higher Education for Business Disciplines and Beyond"*

Submission Deadline: October 2, 2017

Q: What links Business, Science, Technology, Healthcare Administration, Public Affairs and Entertainment?

A: Informatics - the study and practice of creating, storing, finding, manipulating and sharing information.

We are soliciting submissions that focus on the role of technology and informatics in higher education for business and other disciplines. Submissions should focus on the implications of information systems and technology in higher education and how we teach to develop the skill sets employers seek for the various disciplines.

Conference Tracks

The tracks for submission are divided according to how information system technology is applied in each discipline. Following is a proposed list of conference tracks:

1. Application of informatics in **Business** disciplines
2. Application of informatics in **Science, Technology and Healthcare Administration** disciplines
3. Application of informatics in **Public Affairs and Administration** disciplines
4. Application of informatics in **Entertainment and Sports Management** disciplines

FOR MORE INFORMATION CONTACT:

CONFERENCE CHAIR, MAYUR S. DESAI, PROFESSOR OF MIS

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**Submit Abstracts, Panels or Papers via email by October 2, 2017 to
swbatc@tsu.edu**

CONFERENCE CHAIR, MAYUR S. DESAI

SWBATC Conference Track Chairs

Business

Kamala Raghavan (raghavank@tsu.edu, 713-313-4202 and Chu Nguyen (nguyenchu@uhd.edu, (713-222-5334) - (University of Houston – Downtown)

Science, Technology and Healthcare Administration

Maruthi Bhaskar (bhaskarm@tsu.edu, 713-313-1388 and Lila Ghemri (Ghemri_LX@tsu.edu, 713-313-7936)

Public Affairs and Administration

Rina Majumdar (majumdars@tsu.edu, 713-313-7385)

Sports Management and Entertainment

Jafus Cavil (caviljk@tsu.edu, 713-313-1965)

Conference Paper Submission Criteria:

- 1. Send Extended Abstracts or full papers via email to swbatc@tsu.edu by October 2, 2017.**
- 2. Submit Abstract or paper (maximum 10 pages) as a single spaced Word document with one inch margin and with references in APA format.**
- 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.**