

2024 Business Education Research Conference (BERC)

Location: MR 206-208

Thursday, March 28, 2024

8:45 am – 9:00 am

Opening General Research Session & BEST PAPER AWARD

Pamela Scott-Bracey, PhD, CBTR Chair

9:00 am – 9:25 am

Examining Business and Industry Involvement in Alabama CTE Programs, Teacher Satisfaction, and Perceived Barriers

Alabama's economy is currently trending towards a crisis due to the lack of skilled talent to fill the technical positions in the growing labor market. This presentation will cover how involved business and industry leaders are in Alabama Career and Technical Education (CTE) programs, teacher satisfaction with business and industry leaders, and barriers that affect the relationship.

Elisha Wohleb, PhD, Shashauna Bloomfield, PhD, Chadwick Springer, PhD, & Geana Mitchell, PhD

9:30 am – 9:55 am

The AI Revolution: Awareness of and Readiness for AI-based Digital Tools and Technologies in Business Education

Presenters will assess secondary and post-secondary business educators' current AI awareness and readiness in this session.

Karla Saeger, PhD, Molly Wickham, PhD, & Lacey Finley, PhD

10:00 am – 10:25 am

Multicultural Education: Enhancing Students' Academic Success through Classroom Diversity

This session explores how instructors can improve students' learning experiences to support their academic success in a diverse classroom setting using the Bank's model of multicultural education.

Taiwo Soetan, PhD

10:30 am – 10:55 am

A Pilot Study of Business Student Expectations in their Faculty Advisor Relationships: Gaining Insights Using a Social Capital Framework

At many institutions, faculty take on the additional role of serving as academic advisors to students. This is true of the academic department at the focus of this study. Faculty advisors have the opportunity for a different form of engagement with students that may impact student experiences on campus. This presentation delves into the use

of a social capital framework in understanding the student expectations of their advising experiences and how well faculty meet those expectations. Faculty advisors can better support students' academic progress and eventual career outcomes by understanding the dynamics of social capital formation among students.

Thomas Mays, PhD

11:00 am – 11:25 am

Describing the Type, Cost, Salary, and Expectations of Programs That Offer Business Education Licensure in the United States

This session examines the current climate of business education (BE) programs that lead to licensure at the undergraduate and graduate levels, focusing on costs, salary, and expectations in the United States.

Jeremy Jeffery, PhD & Christina Force, PhD

1:00 pm – 1:25 pm

How to Make Better Simulation Games? A Design-Based Research Approach for Adult Education

This session aims to deliver a comprehensive overview of the current research landscape concerning simulation games in educational contexts. Drawing on seminal works and recent literature, key insights into the effectiveness and challenges associated with game-based teaching and learning methods will be distilled.

David Luidold, BSc MSc, Christian Stutzenstein BA MSc, & Peter Slepcevic-Zach, PhD

1:30 pm – 1:55 pm

Impact of Using Virtual Reality Goggles in the Classroom

Virtual Reality is a technology that continues to grow, and education has realized that using technology such as Virtual Reality goggles may improve student learning. This study examines using virtual reality goggles to help high school students understand mathematical concepts.

Christina Force, PhD & Jeremy Jeffery, PhD

2:00 pm – 2:25 pm

Communication and Leadership: A Powerful Force

Effective communication is the basis for many optimal characteristics of successful individuals, including teamwork, leadership, strategic planning, and motivation. This presentation gleans insights from top world business leaders to explore the traits and characteristics of excellent communication.

Marci Robles, PhD

2:30 pm – 2:55 pm

Effective Strategies for Teaching Marketing in a Face-to-Face Plus (F2F+) Format

This session will focus on the steps required to design an effective F2F+ Marketing class. We will cover formative and summative assessments in the F2F+ Format. The three main objectives of this session are to design an effective F2F+ lesson for Marketing courses, to use effective formative assessments in an F2F+ Marketing course, and to use effective summative assessments in an F2F+ Marketing course. We will also discuss best practices for lesson planning in an F2F+ Marketing course.

Anna O'Shea, PhD

3:00 pm – 3:25 pm

Sustainability for Business Education Classes

Greenbrier Schools Sustains our Business Education and CTE programs by Vertically aligning Middle School through High School & allowing the Community to have input into our course content. This input is made possible by our Annual Community Advisory Council Tours & inviting community members to speak to students about their careers in our content areas for secondary schools. This session will inform participants how to organize & execute these two activities that have helped grow our CTE Concentrator numbers.

Misty Burgess & Jai Stephenson

3:30 pm – 3:55 pm

International Business Standards Integration for Promoting Global Competence in Business Education

With the world becoming increasingly globalized through technology, mobility, and trade, business educators are faced with the challenge of preparing students for the 21st-century workplace in which they will increasingly have to communicate, compete, and cooperate with globally diverse colleagues. This session covers the integration of the NBEA Standards for International Business in different business education disciplines, business educators' perceptions of their competency to integrate the NBEA standards on International Business, the extent to which they do (if at all) integrate the standards in their subject areas, and possible predictors and challenges to the integration of these standards.

Tsepo Moleleki, PhD, Leanne Skinner, PhD, Elisha Wohleb, PhD, & Chadwick Springer, PhD

3:55 pm – 4:00 pm

2024 BERC Closing Remarks