

IACBE

International Assembly for Collegiate Business Education

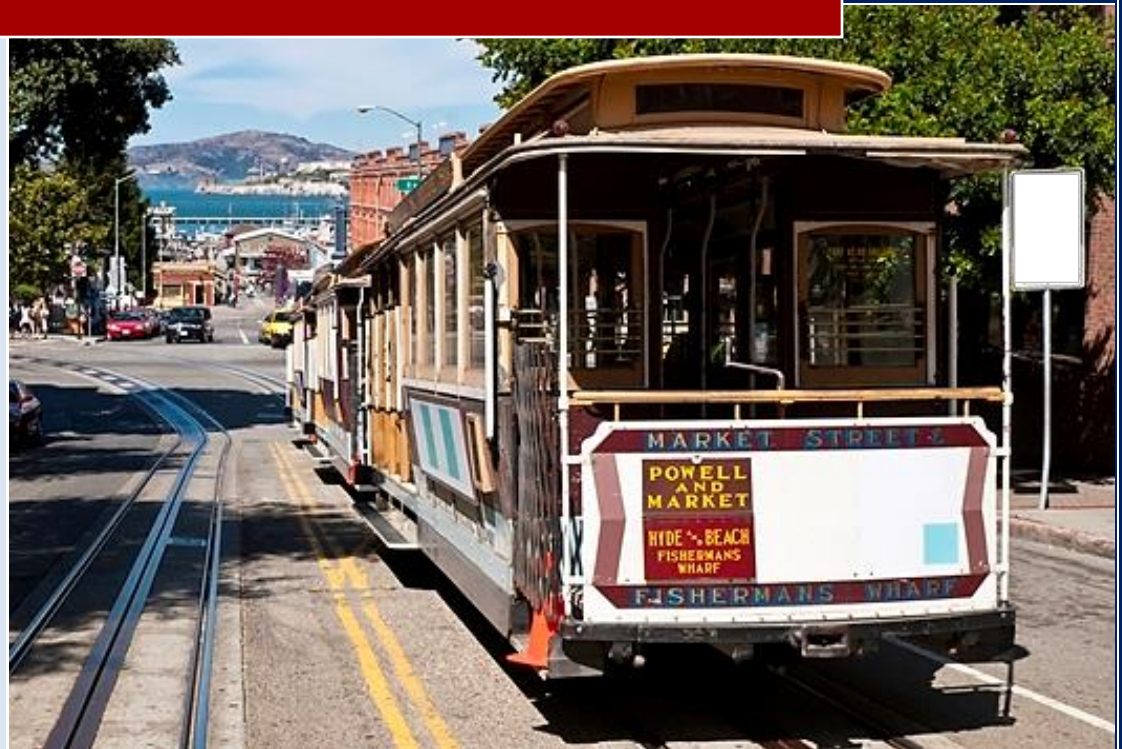
2017

ANNUAL CONFERENCE AND ASSEMBLY MEETING

International Assembly
for Collegiate Business Education

20th Anniversary ACAM

Poster Showcase



Celebrating Excellence in Business Education

April 18-21 • 2017

The Hilton Parc 55 Hotel
San Francisco • California • USA

2017 ACAM: Poster Showcase

Wednesday • April 19 • 7:30 am to 8:30 am and 10:00 am to 3:00 pm
Thursday • April 20 • 7:30 am to 3:00 pm and 5:30 pm to 7:00 pm

The IACBE is committed to providing our members and other higher education professionals with opportunities for professional development and for sharing their research and best practices in business education. In pursuing this commitment, we are pleased to offer our inaugural poster showcase event in conjunction with our 2017 20th anniversary Annual Conference and Assembly Meeting. During the showcase, poster authors will be available to discuss their research, best practices, or educational innovations with conference participants in an informal setting.

The showcase will be displayed throughout Wednesday and Thursday of the conference, including during breakfasts, lunches, breaks, and concurrent sessions, but there will be no scheduled, formal presentations such as those in the concurrent sessions. However, poster authors will be available at various times in order to discuss their posters with you. As the posters will be exhibited continuously throughout the conference, you should feel free to come and go as you please to view the posters on display. In addition, in order to maximize the visibility and availability of the showcase, the posters will also be on exhibit during our pre-accreditation-banquet reception on Thursday evening.

Topic	Presenter(s)
Creating Marketing Ethics Case-Studies and Questions for a Master’s Degree Course	Julia Cronin-Gilmore Bellevue University (NE, USA)
Creating a Winning Edge – Small Business Success Stories and Applying Lessons Learned from the Business Field to Business Administration, Management, Marketing, and Entrepreneurship Classrooms	Cathy Denison-Robert Our Lady of the Lake College, A Franciscan University (LA, USA)
R U 4 Real? – Improving Written Communication Skills in Business Education	Julianna Grabianowski, Sheryl M. Okash, and Stephen J. Linenberger; Bellevue University (NE, USA)
Integrating Strategic Planning and Outcomes Assessment for Advancing Quality in Business Education	Morris Hamm John F. Kennedy University (CA, USA)
Assessing Business Students’ Global Awareness	Michael J. Harrison and Jorge Riveras Framingham State University (MA, USA)

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The Impact of Coaching on the Educational Experience of Business Students: An Exploratory Study	Grace Klinefelter Virginia International University (VA, USA)
Blending Degree Programs: A Traditional Undergraduate Business Pathway to a Non-Traditional Bachelor of Health Administration Degree	Michele M. Kraynik and Ervin Starr Roberts Wesleyan College (NY, USA)
Teaching Principles of Economics On-Line: Structured Course vs. Self-Paced Mode – An Empirical Study	Armine Shahoyan University of Holy Cross (LA, USA)
Leading with Humility: Training Managers to Hire for Social Responsibility	Kelly Sylte Bellevue University (NE, USA) and Wisconsin Indianhead Technical College (WI USA)