



Permanent Office

P.O. Box 84
Pardeeville, Wisconsin
53954

La Société Internationale pour l'Enseignement Commercial *The International Society for Business Education*

<http://siec-isbe.org>

October 2017

Volume 12, Number 1

Inside this issue:

First-timer Impressions of SIEC Conference	2
Thank You Puerto Rico	3
SIEC Marketplace	4
Call for Conference Proposals	5
Perceptions of Sustainability Practices	7
Finnish Entrepreneurs	9
In Memoriam	9
Rotary Helps Immigrants	10
Newsletter Guidelines	11
WISE Summit	11
IJBE Call for Papers	12
SIEC-ISBE Executive Committee	13

President's Message C-G Ekström, International President

Dear SIEC-ISBE Members

I am happy to serve as your newly elected International President for SIEC. Although I was unable to attend our international conference in Puerto Rico due to a scheduled surgery, it was nice to connect with many conference attendees during my Skype presentation. Thank you to Dr. Juanita Rodriguez and her conference planning committee for providing a wonderful educational and cultural experience for our SIEC members. I would also like to thank our retiring executive committee members, Petra Bragadóttir, for her exemplary service to SIEC as past International President, and Monica Tengling for her support and service to SIEC as VP for the Nordic-Speaking Region. I look forward to working with them in the future – especially at our 90th International Conference in Reykjavik, Iceland (See announcement below).



C-G Ekström

As a SIEC-member for almost 30 years and a member of the SIEC Board in Sweden for about 20 years I am well aware of the benefits, challenges, and issues we must address to continue as a viable, relevant organization. *(Continue on page 2.)*

LET'S START PLANNING! **90th SIEC-ISBE International Conference** Reykjavik, Iceland July 29-August 3, 2018 **Conference Theme: "Start-Ups"**

Conference Hotel – Reykjavik Lights Hotel (<https://www.keahotels.is/en/hotels/reykjavik-lights/images-lights>) (50 Rooms on hold at this price if you book the room **before April 29, 2018**. Booking code: R-031039)

Room Rates: Single: 170 EUR; Double: 190 EUR; Triple: 220 EUR



Call for Proposals - Located on page 5 in this newsletter. Proposal form will be posted on the [SIEC-ISBE](http://siec-isbe.org) website later in October.

Conference updates will be continually posted at siec-isbe.org.

Given my attendance at 13 SIEC international conferences and several Nordic conferences, the many personal relations to SIEC members, and the opportunities I have had to publish several articles in the SIEC Newsletter, I regard SIEC as a wonderful and helpful international network in the area of business education and business studies.

Our challenge to attract more and younger members and to offer an interesting content for our members and other stakeholders (i.e. sponsors, advertisers) cannot be overstated. To achieve this we must continue to encourage contributions to our *SIEC Newsletter* that focus on pedagogical articles, teaching ideas, and teaching materials. In addition, we need support our *International Journal for Business Education* by encouraging submissions and research that monitor the academic world of business.

I'm looking forward to this new role as International President and hope that I can be of service to you all in many different ways to promote our profession and create partnerships around the world. Please, don't hesitate to contact me if you have new ideas, suggestions, or questions at sergeije2@gmail.com.

Best regards

C-G Ekström, International President
SIEC-ISBE

.....

Impressions of the 89th SIEC-ISBE International Conference, San Juan, Puerto Rico

Written by: Christina Gendenberg and Nina Hultqvist, Gothenburg, Sweden.

We had the privilege of attending the International SIEC Conference for the first time as representatives from Hvitfeldtska Upper Secondary School, Gothenburg, Sweden. The theme for the conference, "*Internationalization of Education: A Why and How Perspective*," was well represented in the conference workshops, presentations, and cultural excursions. The U.S. territory of Puerto Rico is a beautiful island located in the northeast Caribbean Sea with a population of approximately 3.6 million. The name Puerto Rico means "rich harbor." This is quite an appropriate description given their production and distribution of textiles, tobacco, pharmaceuticals, and electronics. As the competition from countries with low wages has increased, the unemployment rate has increased causing many Puerto Ricans to move to the U.S. mainland after 2010.

The conference was fantastic and very well organized. The program included lectures, study visits, and many opportunities to meet teachers from different countries. We attended lectures and seminars about:

- Internationalization in the classroom - How we are (not) able to handle it;
- Developing intercultural skills for the knowledge economy;
- Future teachers in vocational schools in Bavaria a survey;
- Swedish Sustainability - A comparative ranking of government-owned companies;
- Better living through material science;
- Inspiring entrepreneurship in business students.



Nina Hultqvist (L) and Christina Gendenberg (R), SIEC-Sweden, with Shareefah Muhammad, ISBE USA

It was interesting to find out how differently we perceive various concepts and how much we could learn from other unique cultures. For example, we had many questions and a robust discussion about the environmental policy and practices in Sweden illustrating how we separate consumer products and how we deal with recycling. Entrepreneurship was another interesting topic where we exchange experiences and discussed what student qualities are the most important to develop. (Continue on page 4.)



***Thank You, Puerto Rico!
89th SIEC-ISBE
International Conference
2017***



We do recommend this conference to other business teachers. In 2018 the conference will be held in Reykjavik, Iceland. We received a scholarship, Atlas, from the EU-office in Sweden that gave us the opportunity to attend. We also did some important networking during the conference and received an invitation to Tartu in Estonia in April 2018.

By all measures, the conference in San Juan, Puerto Rico, was a very important professional success. The 89th SIEC-ISBE International Conference has left us with many fond memories and experiences that made a deep impression on our perspectives in teaching.

Editor's Note: After our conference in July, Puerto Rico was hit with a devastating hurricane ("Maria") affecting the infrastructure and economy of the entire island. Our thoughts are with our colleagues, their students, and all the residents who gave us so much and are now struggling in their recovery.

.....

SIEC-ISBE Marketplace A Treasure Trove of Ideas for Business Educators

Enthusiastic participants at the SIEC-ISBE Marketplace, held at the 89th International Conference and sponsored by the Professional Development Committee, generated many ideas and strategies to support teachers, students, and our professional organization. Brainstorming discussions focused on social media as a teaching tool, entrepreneurship, promotion of internationalization, sustainability and social consciousness, and SIEC Tomorrowland – strategies for future growth and success.

Of special interest were strategies generated to assure the growth and success of SIEC-ISBE, appropriately entitled: "SIEC Tomorrowland." The aim of this discussion was to identify ways to make SIEC more relevant, to increase membership, to provide useful services, and to support international education efforts. The summary of this discussion included the following ideas that will be taken under consideration by the Executive Committee: 1) Increase communications—webinars, seminars open to all teachers; 2) Create a mission statement and an action plan for SIEC; 3) Investigate new structure of international conference format—duration, cost for student members or new teachers; and 4) Increase inter-regional communications and cooperation between neighboring chapters.



Monica Tengling, SIEC-Sweden;
Gerry Begeman, SIEC International



Marketplace Participants

The summary of the entire session discussions can be accessed from the SIEC-ISBE website. If you have any ideas that can help SIEC-ISBE better serve our members, we want to hear from you. Please contact Mona Engberg, Professional Development Committee Chair, info@monaengberg.dk.

2018 Call for Workshops, Presentations, and Posters

90th SIEC-ISBE International Conference

Reykjavik, Iceland

July 29 – August 3, 2018

Conference Theme: “Start-Ups”

The term “start-up” has been used with increasing frequency over the past years to describe scrappy young ventures, hip apps and huge tech companies. But what is a startup, really? Many different people have given their versions that include: “a company working to solve a problem where the solution is not obvious and success is not guaranteed; a state of mind; an explicit decision to forgo stability in exchange for the promise of tremendous growth and the excitement of making immediate impact.”

However, one thing we can all agree on -- the key attribute of a start-up is its ability to grow which is very closely linked to learning and learning skills. We also know that start-ups may appear in many other walks of life other than business (i.e. partnerships between students in different countries, common work and projects, etc.). The main goal of this conference will be to focus on how to acquire the needed skills for working and living in a world where you need more than factual knowledge. This might be taken from various perspectives such as a research, education, and business. For example, presenters might focus on:

Start-Ups

***Repetition doesn't create memories
– New experiences do!***

*Brian Chesky
CEO and Cofounder, Airbnb*

- ♦ Entrepreneurship Education
- ♦ Intrapreneurship
- ♦ Entrepreneurship and inclusion
- ♦ Independence and responsibility
- ♦ Social responsibility
- ♦ Creative and inventive companies
- ♦ Learning organizations
- ♦ Practice and research on business teaching and learning
- ♦ Entrepreneurial skills
- ♦ Work-based learning

Conference formats

Members are encouraged to submit research-based proposal and/or practice-based proposals that support learning and teaching. Practice-based proposals may explain a project or activity that is valuable to the classroom teacher. Presenters should also focus on the interaction with the audience and on the benefit of their results, e.g. with best-practice examples and practical applications showing how to use the results in classroom.

Types of pedagogical sessions for 2018

Workshop

Must address the conference theme

Limited to a 90-minute session

Consists of an introduction, discussion and/or activity

Is an interactive session

Provides about 20–30 minutes for an overview with the remainder of the session being an interactive activity (participants expect to be involved) (Continue on page 6.)

Presentation

- Can address the conference theme or other topics relevant for business educators
- Limited to a 60-minute session
- Is a topic of immediate interest to the participants
- Consists of a presentation (between 30 and 40 minutes) and discussion
- Can be used as a round table from different countries to present a shared project

Poster

- Can be research-based or practice-based
- May be from an educational institution and provide information about programs or projects
- Should be a topic of immediate interest to the participants
- Should encourage young researchers
- Includes a short introduction within a poster session

Submission instructions

Proposals for workshops, presentations and posters should be submitted to your country's member to the Professional Development Committee (PDC) or to Dana Gray (e-mail: dgray@rsu.edu) **by January 31, 2018**.

Please use the **PDC-Submission Form** that will be provided on the SIEC-ISBE website by the end of October 2017. The review board of the Committee will evaluate the submissions and select those for inclusion in the conference program 2018. Notification of this decision will be made by **February 28, 2017**. If you need more information, please contact your national PDC member or [Dana Gray](#).

Presenter requirements

All presenters must be members of SIEC-ISBE in order to present at the conference. If the presenter's home country has a SIEC-ISBE chapter, he/she must join that national chapter. If the presenter is from a country without a national chapter, membership information is available at www.siec-isbe.org.

All presenters must register for the conference. If membership and registration are not completed by **June 1, 2018**, you will be removed from the program 2018.

Proposal evaluation criteria

The PDC will use the following evaluation criteria for 2018 proposals. All proposals will be blind peer-reviewed for content and quality. Priority will be given to proposals that

- follow the conference theme (presentations exempted),
- are of interest to conference participants,
- have well qualified presenters,
- involve conference participant,
- follow the pro forma guideline.

Additional considerations:

- Priority will be given to new members and individuals who have not presented at a previous conference.
- Home country of presenter will be considered to encourage geographic diversity.

Workshops, presentations and posters are designed to exchange experiences and to learn from one another. All accepted workshop, presentation, and poster abstracts will be published in the conference proceedings once presented at the conference. Thank you for supporting our effort.

Mona Engberg (PDC-Chair)

Dana Gray (ISBE USA)

Perceptions of Sustainability of Sweden's Government-Owned Companies

Written by: Dr. Tony Apéria, Stockholm's Business School Stockholm University

Sustainability is very important for Swedish companies owned by the government. By law they are required to write an annual sustainability report that includes their business model and their anticipated risks (See Corporate Social Responsibility in Sweden: <https://sweden.se/business/csr-in-sweden/>).

This study aimed to identify how the Swedish general public perceives the sustainability efforts of 21 government-owned companies in spring 2017. These companies are all very well known and an important part of the Swedish infrastructure. In earlier studies (2004-2016) of well-known companies in Sweden, the general public ranked retail companies the highest in their sustainability efforts. This current research identified many of the same results.



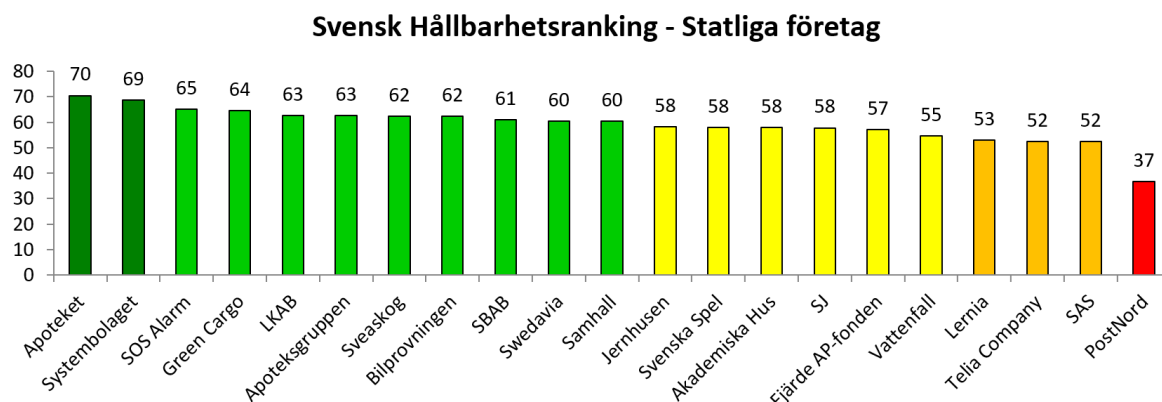
Tony Apéria

This extensive study of the perceived sustainability conducted by Dr. Apéria measured responses from 3,617 general public participants, ages 18-74, who were asked to rank the sustainability efforts of government-owned companies in several attributes. Eight of these questions formed the basis of an index between 0-100. The following results identify the government-owned company sustainability perceptions of this population.

Results:

The rankings of all 21 government-owned companies are listed in Table 1. *Apoteket* (a pharmacy) and *Systembolaget* (an alcohol monopoly) received the highest rankings. *Apoteket*, is not a government monopoly any more. It sells both non-prescription and prescription medicines. *Systembolaget*, the alcohol monopoly, has a nationwide retail network. *Systembolaget's* product range is one of the most comprehensive in the world. It is being developed continuously to match changes in trends and in the consumers' tastes. These two companies have been highly ranked 2015 – 2017.

Table 1: The experienced sustainability index of government owned companies 2017



Spontaneous associations made to support these rankings included: 1) *Apoteket* – Provides good advice, high confidence, high competence, communications with the customers, ethics and fairness, active responsibility; 2) *Systembolaget* – Provides good advice, active responsibility, feelings of joy and inspiration. But it's also dominant and negative for the society.

Very weak rankings were given for *PostNord*. *PostNord* offers mail and communication services in Sweden and Denmark. It's a Swedish public limited company where 40% is owned by the Danish State and 60% by the Swedish State. It has a bad image because of late deliveries and lost mail. Associations made to support this ranking included: Not attending to their public functions, poor customer service, not honest, not reliable, no focus on the customers.

(Continue on page 8.)

PostNord has lost public confidence during the past two years. It has also lost its competence and has fewer quality solutions. It's not very well managed, has no future prospects, and provides no feeling of honesty. As a result, the ranking of *PostNord* is much lower today than in 2016.

The ranking for *SAS, Scandinavian Airline System*, was also very low. They have had several problems with their new webpage and are not considered to be adequately responsible for the environment and the climate.

Five additional companies, although not very well known to the Swedish public, received low rankings. They include: 1) *Akademiska* for example is a *HusHu Hus*, a real-estate company and owner of University properties; *Jernhusen*, an owner of railway stations and terminals; *Fjärde AP-fonden*, an investment fund that administers pension funds; *Sveaskog*, a forest company developing forestry products and selling timber to pulp mills; and *Swedavia*, an owner and operator of ten airports in Sweden. Responses to additional questions regarding sustainability factors are listed in Table 2 below.

Table 2: Lowest rankings on additional sustainability factors 2017

Question	Ranking 1	Ranking 2
What companies do not attend to their public function?	Post-Nord	Swedish Railway
What companies do not care about their customers?	Post-Nord	Swedish Railway
What companies do not take enough responsibility for the environment and the climate?	Vattenfall (electric)	Scandinavian Air-line System
What companies do not have enough social responsibility?	Svenska Spel (gambling /casinos)	
What companies are old-fashioned and not following the technical development?	Samhall (job coaching for disabled)	

Implications for Business and Education:

It is clear that Sweden has taken the lead in demanding sustainability practices in government-owned companies.

This current ranking shows that many organizations are taking positive steps to protect the environment, meet customer expectations, and operate in the most efficient and effective manner.

On the other hand, much work still needs to be accomplished. Businesses in this survey can learn from each other emphasizing operations that work and those that need improvement. Public perception rankings should continue to serve as an impetus for positive change.

Studies like this can serve as an excellent teaching tool. Students can investigate company techniques, policies, and procedures that support excellent sustainability outcomes. Likewise, investigations should identify what is holding back the lowest-ranking companies from performing to meet sustainability goals and what can be done to improve. The future growth and well being of Sweden and our global economy depends on this concerted effort to keep sustainability efforts in the forefront of all company operations.

About this study:

This article is a summary of the research conducted by Dr. Tony Apéria and presented at the April 2017 SIEC Seminar. Dr. Apéria with Lena Preutz (SIEC-Sweden) also presented these results at the July 2017 SIEC International Conference. This article was translated by Monica Tengling, SIEC-Sweden. For additional information, Dr. Apéria can be contacted at tony.aperia@sbs.su.se telefon +46 70-775 29 17

Members-Only Password Changes in October!

Remember Your SIEC Members-Only Password to Access More Valuable Information on Our Website at www.siec-isbe.org.



Password:

SIECISBE2018

Interactive Capabilities of Finnish Small-Scale Entrepreneurs in Spain

Written by: Dr. Taru Toivonen , SIEC-Finland

The role of the Finnish entrepreneur in Spain is very diverse owing to the challenges of an international environment. By creating social networks, small entrepreneurs produce added value for the development of the entire Finnish community.



Dr. Taru Toivonen

This study aimed to describe the interactive abilities of Finnish small-scale entrepreneurs and how they appear in a new cultural environment in Spain. To this end, the study analyzed the stories of small-scale entrepreneurs from a research viewpoint and used these stories to understand the importance of emerging transitions to the practices of small businesses in intentional networks. It also aimed to bring out what small business owners achieve by acting as developers of intentional networks through their ability to function interactively.

This qualitative study used a narrative research approach. Data for the study was collected in 2006-2014 on the Spanish Costa del Sol. Data was collected from Finnish small-scale entrepreneurs through personal interviews in Fuengirola, Benalmadena, Arroyo de la Miel, Marbella, and Malaga, on various small business premises. Thirty-six interviews were conducted, by means of which six entrepreneurs were selected for research in this study.

The results showed the importance to small entrepreneurs of increasing the quality of their interactive abilities in the context of a new culture. The research showed that small entrepreneurs felt this to be the lifeblood of business survival and success. Benchmarking in the network, solving problems together, enriching innovations, producing and sharing new ideas, sharing the joy of work, focusing expertise, utilizing networks' extensive international markets, and sharing the use of influence, were evidence of the growing quality of interactive abilities. In an international environment, the entrepreneur can powerfully demonstrate the benefits of business based on intentional networks in enhancing the ability to function interactively. Also, expanding a positive image of Finland abroad is essential in the search for new business opportunities.

Implications for Teaching in Business

This study shows the importance of developing successful interactive skills and abilities for entrepreneurs working in an increasingly global and virtual environment. This is especially true for small businesses where making connections through networking has expanded opportunities for growth and success. Incorporating projects, exercises, and lectures that give students a chance to share, plan, and create in a virtual environment will better prepare them for the challenges of entrepreneurship in the global business world.

About the Author:

This article summary is based on the 2015 dissertation study conducted by Dr. Taru Toivonen (<https://www.jyu.fi/en/news/archive/2015/09/tapahtuma-2015-11-12-09-30-50-831021>). Dr. Toivonen is a lecturer of entrepreneurship at Helsinki Business College Ltd. She has extensive experience working on projects focused on business education and entrepreneurship. Currently she is working with top athletes who are entrepreneurs or are planning start-ups. Dr. Toivonen now serves on the SIEC Executive Committee as Vice President representing the Nordic Speaking Region. She can be contacted at <mailto:taru.toivonen@businesscollege.fi>.

.....



Dr. JEANANN S. BOYCE, recognized as a leader in technical education and training, passed away suddenly at home on Saturday, July 8, 2017. She was a citizen of world and renowned speaker on ethical issues in exponential technologies and cybersecurity. As an active professional in SIEC, she published many articles and presented regularly at national and international conferences.



Dr. ELLA R. BUTLER, an active member of the California Business Education Association, passed away in May 2017. Ella was an instructor at Southwest Community College in Los Angeles, CA. To pursue her continued love of learning, teaching, and business education, she regularly attended state, national, and international conferences.



Rotary Helps Academic Immigrants to Integrate

Rotary as an actor in the civil society

Professional Mentors in Rotary Sweden have become a very strong and seriously appreciated partner in civil society, where the association, through its non-profit engagement, carries out mentoring programs.



What is a professional mentorship project?

A project is when Rotary clubs collaborate on integration projects for immigrants with residence permits who

are academics or have higher professional qualifications.

How do we do?

Within the project, we communicate/match mentors to adepts/participants who wish to find faster paths to the labor market and increase knowledge about the Swedish society. Rotary is the world's largest professional network, and today we are occupied with people in most professions from both the public and private sectors. Some clubs have chosen different arrangements, such as language cafés, general meetings and group activities.

“You really helped me break the Swedish code. Without it, I had not come to my important internship. It will now lead me to my old occupation as a doctor. Sweden is difficult to get into, you have huge demands on everything and we must work to match it. But when we finally get there, I feel so good.”

Mentors

Being a mentor is an interesting and rewarding part and is part of Rotary's Code of Conduct, Service Above Self. We create opportunities for many to get in touch with the labor market. We provide guidance for studies, contribute to the validation process, and contribute to a faster contact in our community networks.

Results

Today 2017 we can list up to 400 registered mentors/adept relationships and almost half of the adepts have got a job or internship. If you are interested you can register as a mentor or participant/adept in our various regional projects, please visit our project pages and report your interest.

Our vision

Mentors in Rotary have the vision to become the obvious national partner in civil society for professional mentorship in project form. With skills, experience and dedication, the mentor can shorten the way to work and participation for a new-born future colleague. Through our work and our results, Rotary's community commitment and the power of what is today the world's largest professional network are visible.

Implications for SIEC

Given that SIEC-ISBE has similar goals as Rotary — to connect people with a focus on business — this mentorship model may be of interest to our organization. A partnership with Rotary to help immigrants integrate in their new environment may be a viable project for us to pursue in the future.

Reprinted with permission from Jeanette Andreasson, Rotary Chairman of the Board. Translated from Swedish by CeGe Ekström.



**ROTARY:
MAKING A
DIFFERENCE**

Source: www.rotarymentor.se.

SIEC-ISBE NEWSLETTER GUIDELINES

Next Deadline for Submissions: January 15, 2018



The SIEC-ISBE Newsletter is published three times a year. Submissions must be made in English.

Appropriate submissions include:

- ♦ Teaching tips
- ♦ Technology tips
- ♦ Lesson plans
- ♦ Classroom activities
- ♦ Descriptions of teacher and/or student exchanges
- ♦ Opportunities for teacher and/or student exchanges
- ♦ News that would appeal to SIEC-ISBE members
- ♦ Transitions—Births, deaths, marriages, job changes, etc.

Requirements for submissions are:

- ♦ Word 2003 or higher software ONLY
- ♦ 12-point font, single-spaced
- ♦ Include your name, school affiliation, and a digital picture of the author with the manuscript
- ♦ Photos that describe the activity may be included and should include the full names and countries of everyone in the picture, the event where the picture was taken and the name of the photographer

Submissions for the newsletter can be made to:

Dr. Judee Timm, Newsletter Editor

jtimm@mpc.edu

Discover Education Trends Through the WISE Infographics

The 2017 World Innovation Summit for Education (WISE) will be an opportunity to rethink and reorganize the way we deliver learning in an age of disruption. Apply now to join WISE 2017, held on November 14-16, in Doha, Qatar. Information about the 2017 WISE Summit, "Co-Exist, Co-Create: Learning to Live and Work Together," can be found at <http://www.wise-qatar.org>.

The commitment of WISE is to address important education challenges and engage discussion with policymakers, education non-profit and government leaders to explore current trends and share their visions for co-designing the future of education.

Download a copy of the Wise Infographics for free.

<http://www.wise-qatar.org/sites/default/files/wise-summit-infographics-in-english.pdf>



Publication Guidelines for the *International Journal for Business Education*

The International Journal for Business Education is a refereed journal and a publication of the SIEC organization. All manuscripts will receive a blind review by three external reviewers. Accepted manuscripts will be published in the next issue of *IJBE*. The **deadline** for submission is **ongoing**. A publication decision will be made within 120 days of manuscript receipt. Once accepted, manuscripts will be published electronically in the Members' Only area of the website. A printed **publication** will be issued in the spring of each year. All manuscripts must be the original work of the author(s) and cannot be under consideration by any other publication during the review process. Authors will be notified upon receipt of the manuscript.

The purpose of *IJBE* is to provide international business educators with articles concerning current and/or future teaching strategies as they relate to business education, research-based articles on business education and technology ideas for business education. The focus can be from any area of business education including technology, communications, leadership, management, marketing, etc. that will be of interest to international business educators.

Publishing Guidelines:

1. All manuscripts are to be submitted in English.
2. All manuscripts should follow the APA 6.0 style, including references.
3. Manuscripts should be 2-15 pages in length, including references which do NOT have to be on a separate page.
4. Manuscripts should be single-spaced with one blank line between paragraphs and before/after headings. No other formatting should be used.
5. Word 2003 or higher software ONLY should be used.
6. Font should be a standard sans-serif font (Tahoma preferred), 12-point.
7. All graphics should be encased in a box.
8. Margins should be 1-inch.
9. No page numbers, headers, or footers should be included.
10. A title page that includes the manuscript title and author(s) name, name and address of institution, email address, and telephone number for primary author must be included.
11. All submissions must be electronic.
12. Primary author must be a member of his/her respective SIEC Chapter.
13. Manuscript cannot be under consideration by another publication at the time of submission to SIEC.
14. The reviewers may make suggestions for revisions. The editor will work with the author(s) to make the changes.

Please email your submissions to:
Tamra Davis, Co-Editor
International Journal of Business Education
tdavis2@illinoisstate.edu



Permanent Office
P.O. Box 84
Pardeeville, Wisconsin
53954
USA

*The premier
professional
international education
organization for those
engaged in business
education*

SIEC-ISBE Executive Committee



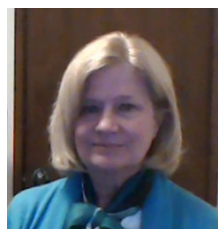
International President:
C-G Ekström, Sweden
sergeije2@gmail.com



**Nordic Chapters VP to
SIEC:**
Taru Toivonen, Finland
taru.toivonen@businesscollege.fi



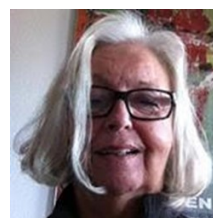
General Secretary:
Lila Waldman, USA
waldmanl@uww.edu



**United States VP to
SIEC:**
Judee Timm, USA
jtimm@mpc.edu



**German-Speaking
Chapters VP to SIEC:**
Hans Dietrich, Germany
Bes.l@web.de



**Chair, Professional De-
velopment Committee:**
Mona Engberg, Denmark
Info@monaengberg.dk

[HTTP://WWW.SIEC-ISBE.ORG](http://www.siec-isbe.org)
