



**2022**

**93<sup>RD</sup> SIEC-ISBE INTERNATIONAL CONFERENCE  
IN VIENNA – AUSTRIA, OCTOBER, 18 - 23, 2022**

Version: final



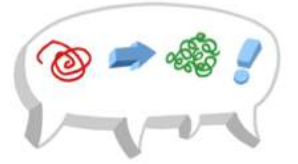


2022

93<sup>RD</sup> SIEC-ISBE INTERNATIONAL CONFERENCE  
IN VIENNA – AUSTRIA 121 Years SIEC-ISBE <https://siec-isbe.org/>

 Federal Ministry  
Republic of Austria  
Education, Science  
and Research

22. ECONOMIC  
PERSPECTIVES  
SEMINAR



# Economy of the Future

What will be different in our societies and economies?  
What impacts could economic changes have on business and economic education?

KPH-Seminarnummer: [8730.000.057](https://kph.at/seminar/8730.000.057)

Kontakt: [Johannes.Lindner@kphvie.ac.at](mailto:Johannes.Lindner@kphvie.ac.at)







Tuesday, October 18<sup>th</sup>

18:00  
Registration

Meeting point  
Vienna Business School,  
Akademiestraße 12, Vienna 1

Followed by dinner  
18:30 - 21:00



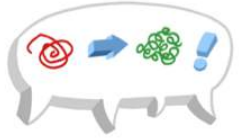
Source: VBS Handelsakademie I



Picture: © Gerry Frank

We., 19.10.2022,

Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)



09:00 – 09:30	Welcome	
09:30 – 10:30	Keynote speeches “The World State Machine of the Earth according to Fuller's idea of the World Game”	
10.30 – 11:00	<i>Coffee Break</i>	
11:00 – 12:30	Keynote speeches “The limits and solutions of the Capitalist nature”	
12:30 – 13:30	<i>Lunch Break</i>	
13:30 – 15:00	Session 2	Session 3
15:00 – 15:30	<i>Coffee Break</i>	
15:30 – 17:00	Session 4	Session 5

19.10. + 20.10. Host: TGA of the Vienna chamber of labour



Audi Max (B402)  
4. floor  
TGA, Plößlgasse 13,  
Vienna 4

Tram D oder metro U1



# Registration and Welcome

We., 19.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 4. floor, Audi Max (B402)



08:30 Registration

09:00 Welcome



**Mag. Vinzent Hilbrand**

Coordinator of business and economic  
education at the Vienna chamber of labour



**Dir. Evelyn Meyer**

President SIEC-ISBE International  
Director of the VBS Akademiestraße

Credit: Gerry Frank



**Prof. Johannes Lindner**

President SIEC-ISBE Austria

| What are the challenges of the present world? |

# The World State Machine following Buckminster Fuller's Idea of a World Game

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)



09:30 – 10:30

The world state machine shows the constitution of the earth and makes it possible to track changes in real time. Data is displayed on a luminous globe that illustrates how high the environmental pollution and natural resources are in different parts of the world, but also where, for example, armed conflicts are destroying the basis of life. The special feature is the visualisation of the real-time databases: the world state machine also displays migration rates, which show very vividly where people are fleeing from, or you can track storms and wildfires in real time, see where earthquakes are shaking and get an impression of the state of the world's oceans.

Moderation: Dir. Evelyn Meyer



Christian Bauer  
Initiator and project manager

| What are the challenges of the present world? |

# The limits and solutions of the capitalist nature

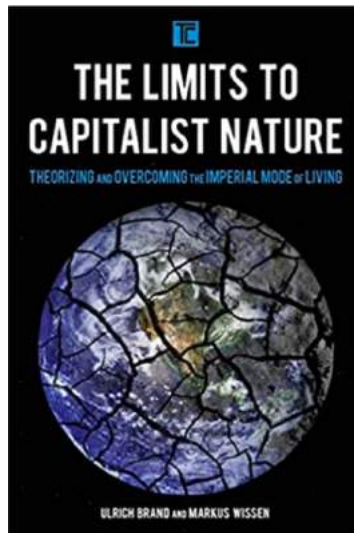
We., 19.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 4. floor, Audi Max (B402)



11:00 – 12:30

The talk provides for a historical-materialist understanding of the multiple crises of capitalism, focusing on the ecological crisis and its interaction with other crisis phenomena (financial crisis, crisis of democracy, economic crisis). Drawing on political ecology, Gramscian theory of hegemony, critical state theory and the regulation approach, it introduces the concept of an imperial mode of living in order to better understand the everyday practices and perceptions as well as the social relations of forces and institutional constellations that facilitate environmentally destructive patterns of production and consumption. Finally, the talk proposes a democratisation of societal nature relations as a way out of the crisis that requires overcoming capitalist property relations and the exclusive forms of controlling nature guaranteed by them.

Moderation: Prof. Johannes Lindner



Univ.-Prof. Dr. Ulrich Brand  
Professor for International Politics at  
the University of Vienna





# Session 2: Elaborating future trends of business teaching – Workshop

We., 19.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 3. floor, B 308 - B 310



13:30 – 15:00

The starting point is a study by the Finnish Future Fund SITRA on megatrends of the 21st century. The workshop will develop teaching practices for business and economic education for schools and universities that meet the future demands of society.

Moderation: Prof. Johannes Lindner



Heidi Havumäki, MSc Economy  
Education Manager at Perho Culinary,  
Tourism and Business College, Finland



Mariann Holmberg, MSc Chemistry  
Senior Lecturer at Arcada University of  
Applied Sciences



Minna Lehtola, MA, BBA  
Lecturer at Arcada  
University of Applied Sciences



| What are the challenges of the present world? |

# Session 3: Digital Competencies for the economy of the future

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)



- 13:30 – 15:00 ○ Digital Competencies of Students in Styria (Austria) – Condition for the economy of the future

DiKoS – Analysis and Development of Digital Competencies of Students is a project of all higher education institutions in the Austrian Province of Styria. The project is dedicated to a comprehensive self-assessment of the digital competencies of first-semester students followed by the formulation of practical implications for academic teaching. In the winter semester 2019/2020, 5.866 students began their studies in Styria. 4.676 could be questioned, which corresponds to a response rate of 79.7%.

- How are senior citizens capable to cope with the world of digital natives?

Moderation: Univ.-Prof.<sup>in</sup> Dr.<sup>in</sup> Elizabeth Riebenbauer (Austria) - PDC



David Luidold, MSc  
Department of Business Education and Development at the University of Graz



Univ.-Prof. Dr. Peter Slepcevic-Zach  
Associate professor at the Department of Business Education and Development at the University of Graz



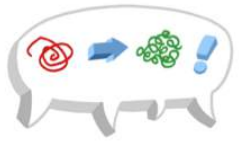
Univ.-Prof.<sup>in</sup> Dr.<sup>in</sup> Michaela Stock  
Head of the Department of Business Education and Development at the University of Graz

*We work for*  
**tomorrow**



# Session 3: Digital Competencies for the economy of the future

We., 19.10.2022, Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)



13:30 – 15:00 ○ Digital Competencies of Students in Styria (Austria) – Condition for the economy of the future

○ How are senior citizens capable to cope with the world of digital natives?

This study discusses the continuously growing threat to the senior citizens who can be isolated from the society if their digital competences and experiences are too poor in today's digital world. It has been noted that to cope with one's pursuits seniors need to actively construct and maintain their capabilities in ways that are flexible in the world of the digital devices, in response to the changing vicissitudes of life.

Moderation: Univ.-Prof.<sup>in</sup> Dr.<sup>in</sup> Elizabeth Riebenbauer (Austria) - PDC



Dr.<sup>in</sup> Pirjo Takanen-Körperich  
DACUM Finland



Dr.<sup>in</sup> Hely Westerholm MBA  
CEO of DACUM Finland



# Session 4: Ethical Perspectives & Critical realism – Talks & Discussions

We., 19.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 3. floor, B 308 - B 310



15:30 – 17:00

- Teaching Global, Ethical, & Professional Perspectives

Presentation examines an approach to teaching students an understanding of ethical and legal issues, addressing global etiquette, preventing cybercrime, understanding privacy issues including privacy in social networking, protecting freedom of expression and intellectual property, and responsibly developing software including risk analysis. Discussion Includes a focus on global networked readiness, digital highways, and challenges that students face in a global environment. Discusses changes due to the impact of COVID.

Moderation: Prof. Gerry Begeman (USA)  
PDC Chair and Delegate



Univ.-Prof.<sup>in</sup> Jan Bentley  
Head of the Department Information  
Systems and Technology, Utah  
Valley University



Univ.-Prof.<sup>in</sup> Cynthia Krebs  
Program Director Business and  
Marketing Education, Utah  
Valley University



DeDe Smith  
Senior Lecturer  
Information Management,  
Utah Valley University



# Session 4: Ethical Perspectives & Critical realism

## – Talks & Discussions

We., 19.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 3. floor, B 308 - B 310



- 15:30 – 17:00
- Critical realism: A conceptual framework for perceiving economic issues and enriching business education

This presentation proposes critical realism as a framework for making sense of economic issues. It is a philosophy that assists an understanding of the world that is real but which may be differently interpreted by different observers. Critical realism is proposed as a conceptual lens that assists our understanding of the challenges faced by the present economic world, facilitates our analysis of economic issues, and provides us with insights about pedagogical approaches that enrich business education.

Moderation: Prof. Gerry Begeman (USA)  
PDC Chair and Delegate



PhD. Emanuel Mizzi  
Business education coordinator  
at the Faculty of Education,  
University of Malta



# Session 5: Digital Entrepreneurial Learning and Learning Analytics

We., 19.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 4. floor, Audi Max (B402)



## 15:30 – 17:00 ○ The Potential of Massive Open Online Courses in Stimulating Intrapreneurship

It has become imperative to stimulate and support employees to behave entrepreneurially within organizations (intrapreneurship). However, little is known about how digital and scalable training formats such as massive open online courses (MOOCs) can contribute to nurture intrapreneurial intentions. Therefore, this session elaborates on the different potentials of MOOCs in stimulating intrapreneurship (and for entrepreneurship education in general), following a sequential mixed-methods approach.

Stimulating intrapreneurial intentions with digital business training in the VET sector: the potential of massive open online courses

Christian Friedl  
Institute of International Management  
FH JOANNEUM University of Applied Sciences

Corresponding Author: Christian.Friedl@fhjoanneum.at

**Abstract**  
It has become imperative to stimulate and support employees to behave entrepreneurially within organizations (intrapreneurship). However, little is known about how digital and scalable business education and training formats such as massive open online courses (MOOCs) can contribute to vocational and educational training (VET) in general, and to nurture intrapreneurial intentions and corresponding intentions in specific. Therefore, the purpose of this paper is to explore the potential effect of a MOOC on intrapreneurial intentions of learners.  
Data were collected from 41 employees taking a MOOC on intrapreneurship for over a month. The data were analyzed using a sequential mixed-methods approach. The potential effect of a MOOC on intrapreneurial intentions was tested using a pre-test/post-test design. The results show that the MOOC had a positive effect on intrapreneurial intentions. The results also show that the MOOC had a positive effect on intrapreneurial intentions. The results also show that the MOOC had a positive effect on intrapreneurial intentions.  
**Keywords:** intrapreneurship, corporate entrepreneurship, massive open online courses, vocational and educational training, digital business training, entrepreneurship education and training, intentions, theory of planned behavior.

### Introduction

Digital transformation has reshaped the way business is conducted and has spawned opportunities and challenges for organizations of all kinds (Dierkes et al., 2017; Jia et al., 2018). Established organizations, especially, have been struggling hard to adapt to this disruptive new normal and are seeking ingenious strategies for survival (Bergman et al., 2013). The concept of "intrapreneurship" (Schmitz, 1983), entrepreneurial behavior within established organizations, is recognized as a promising approach to mitigate this challenge (Friedl et al., 2022). Therefore, it has become imperative for organizations to stimulate intrapreneurial behavior for greater organizational benefits (Dierkes & Calabuig, 2008; Kourilsky & Morris, 2018; Thurnberger, 2002).

An intrapreneurship is accomplished by dedicated individuals within the organization (Jans, 2010; Boon et al., 2013). Training has proven as a viable approach to foster intrapreneurial behavior (Pitman & Kelley, 2006; Schneider et al., 2010; Thurnberger, 2002). However, face-to-face training approaches involve significant expenses for traveling, meetings, instructors, time, and effort (Barney et al., 2016) and have

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Prof. Dr. Christian Friedl, M.Sc.  
Associate Professor FH JOANNEUM  
Institute of Intern. Management &  
Entrepreneurship

**FH JOANNEUM**  
University of Applied Sciences

Moderation: Petra Bragadottir (Iceland) – Past President SIEC

| What are the challenges of the present world? |



# Session 5: Digital Entrepreneurial Learning and Learning Analytics

We., 19.10.2022, Place: TGA, Plöb!gasse 13, Vienna 4, 4. floor, Audi Max (B402)



15:30 – 17:00    ○ Learning Analytics in Business Teacher Education

There is growing interest in using technologies such as learning analytics to benefit from educational data. Data generated in digital learning environments can be visualized on dashboards using learning analytics in order to support teaching-learning processes. However, there is still little empirical evidence on how learning analytics can assist teachers and learners. Our study in the master's program in business education and development addresses this desideratum.

Moderation: Petra Bragadottir (Iceland) – Past President SIEC



Silvia Lipp, MSc  
Researcher at the Department of  
Business Education and Development  
at the University of Graz



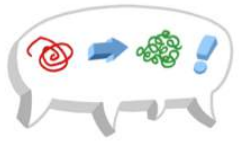
Univ.-Prof.<sup>in</sup> Dr.<sup>in</sup> Michaela Stock  
Head of the Department of  
Business Education and Development  
at the University of Graz

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Th., 20.10.2022,

Place: TGA, Plößlgasse 13, Vienna 4, 4. floor, Audi Max (B402)



09:00 – 09:45	Keynote speeches “We shape the future – Entrepreneurship Education for children and young adults”
09:45 – 10:30	“On the way to the economy of the future with target group-specific Entrepreneurship Education”
10.30 – 11:00	<i>Coffee Break</i>
11:00 – 12.30	Keynote speeches “The good life for all”
12:30 – 13:00	<i>Lunch Break</i>
13:30 – 15:15	Didactic approaches in English and German - Workshop as stationary operation Station 1: Teaching Tools and Tips - Sharing experiences after more than 40 years of learning & teaching with students in the USA Station 2: "Mural" a tool for virtual collaboration and visualization Station 3: Learning economy with serious games Station 4: Implementation in the classroom of Kate Raworth approach "Doughnut Economics – Seven Ways to Think Like a 21st Century Economist" Station 5: Station 5: Get involved – the Debate Club Station 6: E-Learning Money Matters or financial education made easy
15:15 – 17:00	Session 1: Entrepreneurial Guided Tour
19:00 – 22:30	Round Table <ul style="list-style-type: none"><li>○ Do we need more utopias for reality to develop?</li><li>○ How do we prepare young people for the future?</li></ul>

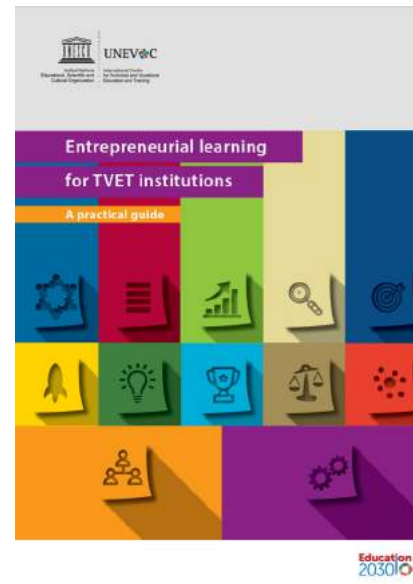
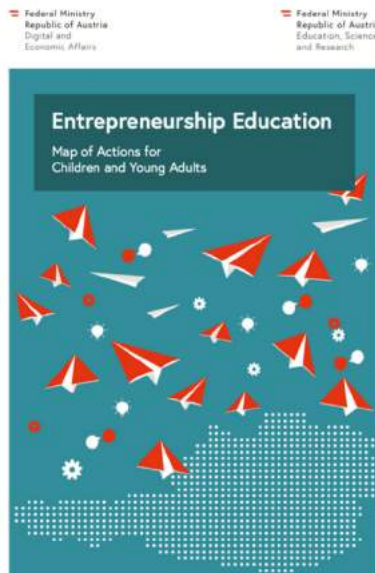
# We shape the future - Entrepreneurship Education for children and young adults

Th., 20.10.2022, Place: TGA, PlöbHgasse 13, Vienna 4, 4. floor, Audi Max (B402)



09:00 – 09:45

All entrepreneurs of the future are in school today. The way they are educated and taught will determine how they participate in society and the economy. Independent thinking and responsible action are the basis for a vibrant society. Entrepreneurship education is the programme for young people - comparable to programmes in sports (skiing or football) - for the future shapers of a sustainable society and economy. In Austria, within the framework of the National Action Plan for Entrepreneurship Education for Children and Young Adults, work has been done on goals for entrepreneurship education. In order to promote the entrepreneurial mindset among children and young adults, a number of actions for the establishment of a systemic programme for young entrepreneurs are to be implemented in the next few years



Prof. Johannes Lindner  
Founding Chairman IFTE.at and federal coordinator e.e.si (BMBWF)  
Head of the Department of Entrepreneurship Education and value-based Business Education of the University Teacher College Vienna/Krems  
President of SIEC-ISBE Austria



# On the way to the economy of the future with target group-specific Entrepreneurship Education

Th., 20.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 4. Floor, Audi Max (B402)



09:45 – 10:30

According to the motto: "Anticipating the future: Educating, training and qualifying today for tomorrow", various activities have started within the framework of entrepreneurship education. This presentation introduces three current research projects focusing on primary, secondary and tertiary education. Their overall aims are to improve entrepreneurial and intrapreneurial competences and to foster personal and economic growth. Didactic concepts for various learner's needs, the role of business teachers and the expected impact on a sustainable competence development are also discussed.

Moderation: Mag.<sup>a</sup> Eva Jambor  
Coordinator "Empowering each child"  
IFTE - Entrepreneurship for Youth



Dr.<sup>in</sup> Susanne Kamsker  
Researcher at the Department of  
Business Education and Development  
at the University of Graz



Univ.-Prof. in Dr. in E. Riebenbauer  
Associate professor at the Department  
of Business Education and Development  
at the University of Graz



Univ.-Prof. in Dr. in Michaela Stock  
Head of the Department of Business  
Education and Development at the  
University of Graz.

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# The good life for all - Entrepreneurship Education for Societal Development and Democratic Citizenship. Learnings from the Global South.

Th., 20.10.2022, Place: TGA, Plöbkgasse 13, Vienna 4, 4. Floor, Audi Max (B402)



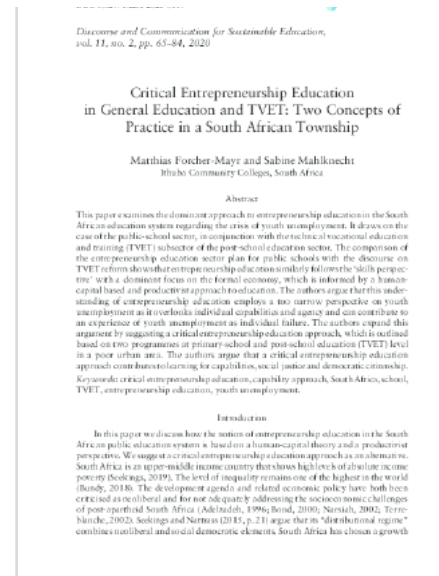
11:00 – 12:30

The presentation discusses experiences of designing and implementing entrepreneurship education programs in the South African developmental state and their relevance for the international entrepreneurship education discourse. It builds on a collaborative dialogue with youth, teachers, school principals, and education department officials. The capability approach, introduced by the philosopher and economist Amartya Sen, will be discussed as a framework for needs assessment, planning and didactical development in the context of entrepreneurship education. An emancipatory perspective in entrepreneurship education will be highlighted.

Moderation: Prof. Johannes Lindner



Dr. Matthias Forcher-Mayr  
initiator and chief facilitator of the Sprouting Entrepreneurs  
program in South Africa and Uganda.  
Representative of the Austrian Federal Ministry  
of Education, Science and Research (BMBWF) in South Africa.



| What will be different in our societies and economies? |

# Didactic approaches in English and German - Workshop as stationary operation

Th., 20.10.2022, Place: TGA, Plöbfgasse 13, Vienna 4, 4. floor, Audi Max (B402)



13:30– 15:15

A workshop that shows how economic and entrepreneurial skills can be learned through serious games and digital approaches. How exchange of experiences can take place across borders. The workshop is organised as a station operation. Five stations of 25 minutes each will be offered in English or German, i.e. participants can choose three.

Station 1: Teaching Tools and Tips - Sharing experiences after more than 40 years of learning & teaching with students in the USA

Station 2: "Mural" a tool for virtual collaboration and visualization

Station 3: Learning economy with serious games

Station 4: Implementation in the classroom of K. Raworth approach "Doughnut Economics – Seven Ways to Think Like a 21st Century Economist"

Station 5: Get involved - the Debate Club

Station 6: Blended-Learning Money Matters or financial education made easy



**Prof. Gerry Begeman**

Dean em. Bermuda College  
SIEC-ISBE Professional Development  
Committee Chair



**Prof. Johannes Lindner**

Head of the Department for Entrepreneurship  
Education and value-based Business Education  
at the University Teacher College Vienna/Krems





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Station 1: Teaching Tools and Tips - Sharing experiences after more than 40 years of learning & teaching with students in the USA

Station 2: "Mural" a tool for virtual collaboration and visualization



Prof. em. Joanne Osgood  
Chaffey College (USA)



Prof. em. Andrea Pace  
Business Education Instructor  
Portland Community College (USA)

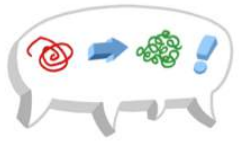


David Luidold, MSc  
Department of Business Education and  
Development at the University of Graz



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Station 3: Learning economy with serious games



**Johannes Lindner**  
Head of the Department for  
Entrepreneurship Education and value-  
based Business Education at the  
University Teacher College  
Vienna/Krems

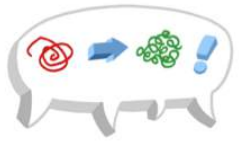


**Susanne Spangl**  
Department for Entrepreneurship  
Education and value-based Business  
Education at the University Teacher  
College Vienna/Krems



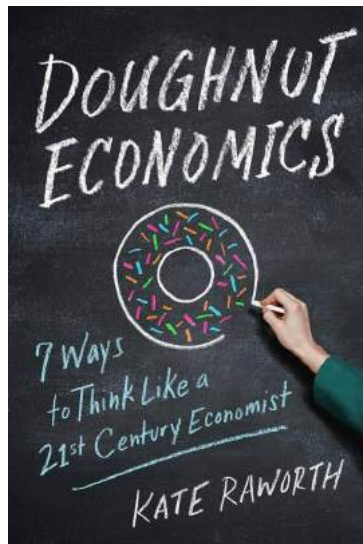
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Station 4: Implementation in the classroom of Kate Raworth approach "Doughnut Economics – Seven Ways to Think Like a 21st Century Economist"



Werner Holzheu  
Department for Entrepreneurship  
Education and value-based Business  
Education at the University Teacher  
College Vienna/Krems





# Didactic approaches in English and German - Workshop as stationary operation

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Station 5: Get involved – the Debate Club

**MISCH DICH EIN**  
der Debattierclub

**Brauchen wir eine andere wirtschaftliche Bildung?  
Ideen für Europa debattieren – Was ist eure Meinung?**

Ankreuzen – Stellung beziehen!

	-3	-2	-1	+1	+2	+3
1. Sind Basiskenntnisse über wirtschaftliche Zusammenhänge Voraussetzung für Mündigkeit und demokratische Teilhabe?						
2. Brauchen wir ein neues Menschenbild als Basis für ein Wirtschaftsmodell, das unsere Fähigkeiten zu Solidarität, Empathie und Fairness berücksichtigt?						
3. Soll das Schulfach »Wirtschaft in der Sekundarstufe I« eingeführt werden?						
4. Sollen alle Wirtschaftslehrer*innen mindestens zwei Jahre Wirtschaftserfahrung aufweisen?						
5. Sollen alle Jugendlichen nach der abgeschlossenen Ausbildung ein Recht auf einen ersten bezahlten Job haben?						
6. Sollen sich alle Minister*innen, insbesondere der*die Finanzminister*in, vor ihrer Angelobung einem Hearing im Parlament stellen müssen, an dem auch Wirtschaftsexpert*innen teilnehmen?						
7. Soll der Wirtschaftsunterricht eine primär kritische Haltung gegenüber dem Kapitalismus einnehmen?						
8. Sollen Jugendliche verpflichtet werden, schon unter 18 Jahren eine private Altersvorsorge aufzubauen?						
9. Sollen Kinder und Jugendliche durch Zukunfts- und Entrepreneurship-Wochen mit eigenen Ideen die Welt von morgen und damit ihren eigenen Unterricht mitgestalten?						
10. Soll ein privates »Klimakonto« (z. B. für den CO <sub>2</sub> -Ausstoß) für alle Bürger*innen eingeführt werden, das langfristig ausgeglichen sein muss?						
11. Soll es einen staatlichen Lohn für Fürsorgearbeit (Haushalts-, Pflege-, Erziehungsarbeit etc.) geben?						
12. Soll eine Vermögens- und Erbschaftssteuer eingeführt werden, um als wirtschaftspolitisches Instrument eine ungleiche Vermögensverteilung gerechter zu gestalten?						
13. Soll es eine Preisdeckelung für Energiepreise geben? Z. B. für Heizöl, Strom, Treibstoff?						
14. Soll die Karenzzeit verpflichtend zwischen beiden Elternteilen gleichmäßig aufgeteilt werden?						
15. Soll die Gleichverteilung von Vermögen ein gesellschaftliches Ziel sein?						
16. Soll der digitale Euro eingeführt werden?						
17. Sollen alle Unternehmen dazu verpflichtet werden, innerhalb von 10 Jahren nach den Prinzipien der Kreislaufwirtschaft zu arbeiten?						



Prof. Stefan Lamprechter

Department for Entrepreneurship  
Education and value-based Business  
Education at the University Teacher  
College Vienna/Krems



universität  
wien



KIRCHLICHE  
PADAGOGISCHE  
HOCHSCHULE  
WIEN/KREMS



# Didactic approaches in English and German - Workshop as stationary operation

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Station 6: E-Learning Money Matters or financial education made easy



Andrea Strohmayr  
Sustainability and Financial Education  
Expert at Bank Austria



Brigitte Yildirim-Hummer  
Social Impact Banking Bank Austria



Tuesday, October 20<sup>th</sup>  
15:15 – 17:00

Session 1:  
Entrepreneurial Guided Tour  
in Vienna with  
Johannes Lindner

Starting Point  
TGA, Plößlgasse 13, Vienna 4,

End Point  
Schottentor, Vienna 1





Thursday, October 20<sup>th</sup>

Round Table at  
the Austrian Central Bank  
19:00 – 22:30

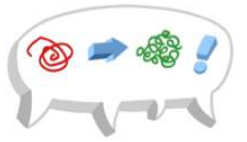
"Utopias for the education of  
the future and necessary steps  
to achieve them"

- Do we need more utopias for reality to develop?
- How should we prepare young people for the future?



# Do we need more utopias for reality to develop?

Th., 20.10.2022, Place: OeNB / Central Bank Austria, Otto-Wagner-Platz 3, Vienna 9



19:00 Opening  
followed by keynote speech



Dr.<sup>in</sup> Birgit Niessner  
Head of the Economics Department  
OeNB / Central Bank Austria



Prof. Johannes Lindner



Dr.<sup>in</sup> Melanie Sindelar  
University Vienna & Webster  
Vienna Private University



SC Doris Wagner  
Federal Ministry of Education,  
Science and Research



# Do we need more utopias for reality to develop?

Th., 20.10.2022, Place: OeNB / Central Bank Austria, Otto-Wagner-Platz 3, Vienna 9



19:30 – 21:00 Roundtable  
21:00 - 22.00 drinks and conversations

- Utopias for the education of the future and necessary steps to achieve them.
- How should we prepare young people for the future?



Valentin Mayerhofer  
Managing Director  
IFTE- Entrepreneurship for Youth  
Moderator



Dr. Matthias Forcher-Mayr  
Initiator of the "Sprouting  
Entrepreneurs" program



Mag.ª Eva Jambor  
Coordinator Empowering each child  
IFTE - Entrepreneurship for Youth



Eva Keiffenheim  
Founder, Speed Up, Buddy!



Dr.ª Melanie Sindelar  
University Vienna



Univ.-Prof.ª Dr.ª Sigrig Stagl  
Head of the Institute for Ecological Economics  
Vienna University of Economics and Business



SC Doris Wagner  
Federal Ministry of Education,  
Science and Research



Friday, October 21<sup>st</sup>

Place: Wirtschaftsuniversität Wien,  
Welthandelsplatz 1, Vienna 2

09.00 – 10:00

Guided Tour at the University Campus  
Meeting point at the Learning Center (LC)



Fr., 21.10.2022,  
Place: WU Wien, Welthandelsplatz 1, Vienna 2 & digital



	in English (hybrid)		in German
09:00 - 10:00	Guided Tour at the University Campus		
10:00 - 10:30	Session 6	10:30 – 12:00	Session 7 Keynote Prof. Seeber
10.35 - 10:55			
11:00 - 11:30			
11:30 - 11:45	Coffee Break		
11:45 - 12:30	Session 8		
12:30 - 13.15	Lunch Break		
13:15 - 14:05	Session 10	13:20– 13:50	Session 9 Keynote Prof. <sup>in</sup> Fuhrmann
14:10 - 14:30	Session 12	14:00 – 15.30	Session 11 (2x30 Min)
14:30 - 15:15			
15:15– 15:35			
		15:30 –16:30	Session 13 Forum
		16:30 – 17:30	Session 15 (2x30 Min)

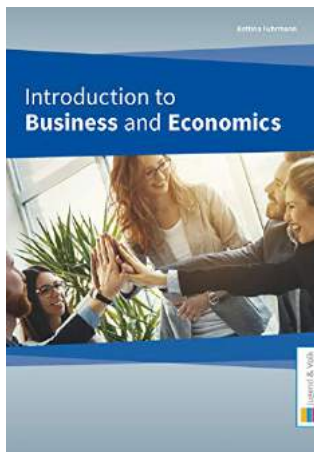
| What impacts could economic changes have on business education? |

# Session 6: Using cases to introduce students to business and economics

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.4.27 Hörsaal

10:00 – 10:25

In this session, the didactic concept and the content of a recently published introductory textbook on business and economics are presented. The main purpose of this textbook is to foster a thorough understanding of main basic concepts of economics and business like the basic idea of exchanging goods and services, supply and demand meeting on the market, competition and prices, types of households and of businesses and the circular flow of the economy, of money and its functions, forms of business ownership and sources of finance, marketing, accounting and personnel management. The textbook also intends to motivate readers to learn more about these concepts and to continue their studies of business and economics. Throughout the textbook two very different cases of businesses that are linked but can be analysed separately are used as illustrative examples. These cases are used in all chapters of the textbook in order to illustrate the concepts and make the interrelationships between these concepts clear and understandable for the readers. The final chapter of the textbook comprises a third case study which can be used to assess the readers' abilities to apply their knowledge and solve problems.



Moderation: Mariann Holmberg, MSc (Finland)  
PDC Reviewer and Delegate



**Stefanie Leitner MSc (WU), MA**  
Institute for Business Education WU Wien



# Session 6: Can we have prosperity without growth?

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.4.27 Hörsaal



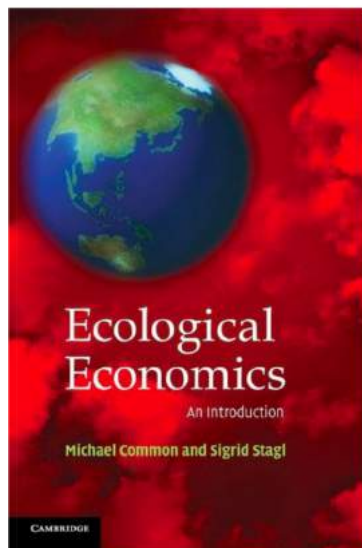
**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS

10:30 – 11:00

## Climate-friendly society

The way out of the climate crisis can succeed if the economy and our lives are now aligned according to radically ecological criteria. A comprehensive transformation of the economic system is required to prioritise the satisfaction of human needs with low energy use and to organise supply.

Moderation: Prof. Johannes Lindner



Univ.-Prof.<sup>in</sup> Dr.<sup>in</sup> Sigrid Stagl

Head of the Institute for Ecological Economics  
Vienna University of Economics and Business

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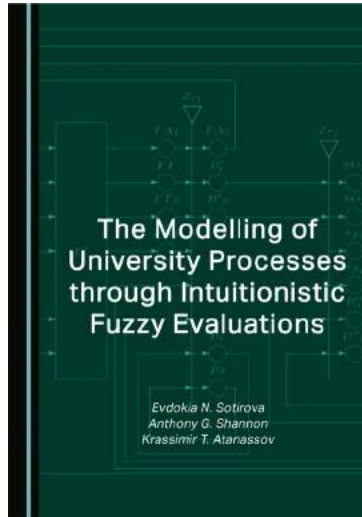
# Session 6: Commercial Education and the Boyer Model of Scholarship – Talk & Discussion

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.4.27 Hörsaal

11:05– 11:30

Ernest Boyer stimulated discussion on the priorities of university scholars. He emphasised the need for a broader view of what it means to be a scholar - the recognition that knowledge is acquired through research, through synthesis, through practice and through teaching. To achieve this, Boyer developed four domains of scholarship: discovery, application, teaching and integration. This is known today as the Boyer model.

Moderation: Mariann Holmberg, MSc (Finland)  
PDC Reviewer and Delegate



Univ.-Prof. em. Dr. Anthony Shannon  
University of Technology, Sydney  
Academic Dean of the Commercial Education  
Society of Australia (CESA)



Jacob Gavin Munday  
Bedford College, Sydney  
Vice President of the Commercial  
Education Society of Australia (CESA)



**COMMERCIAL  
EDUCATION**  
*Society of Australia*  
Est. 1910

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# Session 7: Wirtschaft als eigenes Schulfach?

## Effekte auf die Kompetenzen und Einstellungen der Lernenden

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2

10:30 – 12:00

Die Präsentation stellt die Ergebnisse einer Studie in den Mittelpunkt, die über vier Jahre die Einführung des Faches Wirtschaft/Berufs- und Studienorientierung in Baden-Württemberg begleitete. In einem Vergleich der letzten Kohorte von Lernenden ohne Fach mit den Schüler:innen, die erstmals im Fach unterrichtet wurden, werden Facheffekte untersucht und bewertet. Im Mittelpunkt stehen die Fragen, inwieweit der Unterricht zu einer Stärkung ökonomischer Kompetenz beiträgt, und ob durch ihn nicht intendierte Einstellungsänderungen bewirkt werden.

Zunächst erläutert der Vortragende die mit der Facheinführung einhergehenden curricularen Änderungen sowie die Diskussion um das Für und Wider der Facheinführung. Vor diesem Hintergrund und auf der Basis von Ergebnissen einer vorangegangenen Querschnittsstudie zur ökonomischen Kompetenz werden die erkenntnisleitenden Fragestellungen entwickelt. Nach einem kurzen Abriss zur Methodik und zur Repräsentativität der Stichprobe werden ausgewählte Detailergebnisse vorgestellt, in den internationalen Stand der Forschung eingeordnet und diskutiert.

Moderation: Univ.-Prof. in Dr. in Bettina Fuhrmann, WU Wien



**Univ.-Prof. Dr. Günther Seeber**  
Institut für Sozialwissenschaften /  
Abteilung Wirtschaftswissenschaft  
Universität Koblenz - Landau



# Session 8: Diversity Management

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.4.27 Hörsaal

11:45 – 12:30

The general aim of the talk of is to support social and economic integration of migrants and ethnic minorities via awareness-raising and training of employers at SMEs and NGOs. In our opinion the best way to promote is tell success stories, best practice, and promote and facilitate dialogues in this important issue and provide education and training. In the future, it will be important to create understanding between different cultures and increase knowledge and understanding of diversity management to the labor market. Our aim is to bring equal opportunities for all: for work, for leisure, for life. Education and educational institutes have a major role in teaching new ways of thinking, changing the unequal practices in working life. There is a large need for cultural competence and for diversity management training. Do you really wait until you grow to have a strategy for diversity, or do you create a strategy for diversity? That is the question that we all need to figure out.

Moderation: Emanuel Mizzi - (Malta)  
PDC Member and Delegate



Helena Miettinen M.Sc  
Business College Helsinki



Dr.<sup>in</sup> Taru Toivonen M.Sc  
Business College Helsinki

**Business College**  
HELSINKI

# Session 9: Wirtschaftsdidaktik Tagung

## Man kann nicht nicht wirtschaften – ein Einstieg in das wirtschaftliche Denken und Handeln

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2

12:30 – 13:15 Die Keynote beschäftigt sich mit der Frage, wie man Schülerinnen und Schüler für die wirtschaftlichen Überlegungen in ihrem Alltag sensibilisieren kann. Basierend auf konkreten Beispielen, die man im Unterricht in Interaktion mit den Schülerinnen und Schülern – selbst wenn sie noch keine betriebswirtschaftlichen Vorkenntnisse haben – bearbeiten kann, werden wesentliche ökonomische Prinzipien abgeleitet und mit Überlegungen zum nachhaltigen und ethischen Wirtschaften verknüpft.

bis 17:30 Das Detailprogramm der Wirtschaftsdidaktik Tagung folgt im September. Es werden mehrere deutschsprachige Beiträge zeitgleich angeboten.

Session 11 13:15 Uhr (2x30 Min)

Session 13 14:15 (90 Min.) Wipäd Forum

Session 15 15:45 Uhr (2x30 Min)

Ausklang 16:45 Uhr



**Univ.-Prof. in Dr. in Bettina Fuhrmann**

Director of the Institute for Business Education WU Wien

Vice-President SIEC-ISBE International (German-Speaking Region)

Vice-President SIEC-ISBE Austria

# Session 10: Declining enrolment of male learners in US colleges and universities – Talks & Discussions

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.2.02 Hörsaal



13:15-14:05 This research-based presentation looks at the decline in the number of male students in the United States over the past decade and explores the possible reasons for this through expert articles.

Moderation: Prof. Gerry Begeman



**Dr. David Bath**  
Assistant Professor  
Rogers State University



**Univ.-Prof. in Dr. Dana Moore Gray**  
Rogers State University (USA)



**Dr. Mary A. Millikin**  
Associate Vice President  
for Academic Affairs  
Rogers State University



**Michelle Owens MLIS**  
Institutional Data Analyst.  
Institute of Technology  
Oklahoma State University



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# Session 12: Everyone a Changemaker

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.2.02 Hörsaal

14:10 – 14:30 The engaged start-up project is about the production of plastic bricks from recycled plastic waste. The bricks are used to build sustainable garden houses. The team is part of the Changemaker programme and was awarded the Rotary Youth Award in silver.

Moderation: Dir. Evelyn Meyer



Rotary



Youth Award  
for Sustainability



Team Futures Home  
VBS Akademiestraße



# Session 12: Faculty support and availability to learners – Talk & Discussion

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.2.02 Hörsaal

14:30– 15:15

Faculty support and availability to learners is critically important to learner success (Paul & Cochran, 2013; Clark et al, 2009). Traditionally that support and availability has been defined in policy as faculty office hours – dedicated dates and times during which faculty commit to staff their on-campus offices for learners who want to schedule in-person appointments. Due to technological advancements since the year 2000, the global pandemic, and dramatic advances in online course design, research continues to grow to support the notion that learners want and need more timely support and availability of faculty. This research addresses the historic origins of office hours, the expansion to virtual office hours, and finally the growing call for increased responsiveness with more flexibility outside of office hours. Finally, this research proposes building an organizational culture of responsiveness to support learner success.

Moderation: Prof. Gerry Begeman



**Univ.-Prof. in Dr. in Dana Moore Gray**  
Rogers State University (USA)



**Dr. in Maryann Lamer**  
Marketing & PR-Expert  
Purdue University (USA)



**Robert Lamer**  
Adjunct professor Purdue University Global.  
Robert Lamer Real Estate  
and MLR Investments



| What impacts could economic changes have on business education? |

# Session 12: Sustainable Schools

Fr., 21.10.2022, Place: Wirtschaftsuniversität Wien, Welthandelsplatz 1, Vienna 2 & digital  
TC.2.02 Hörsaal

15:15 – 15:35

## Education for Sustainable Development & Spirituality

The ecological, economic and social areas of sustainability together with spirituality - as a religious-ethical-philosophical educational dimension - can enrich and bring together the most diverse educational content. Numerous projects that apply this method are being developed at the Vienna Business School Akademiestraße, in cooperation with the International Education Network PILGRIM and the KPH Wien/Krems.

Moderation: Dir. Evelyn Meyer



**Prof. Dr. Piotr Kubiak**

Department Education for Sustainable  
Development & Spirituality at the University  
Teacher College Vienna/Krems

