



**17th Annual MMA Fall Educators' Conference, September 19-21, 2012  
Call for Papers**

**Conference Theme: All Things Millennial**

Like me, Follow me, Endorse me, lol – the language of Millennials is firmly established in the collegiate classroom – on campus and online. This raises some important ideas about what we know (or thought we knew) about effective teaching. The conference theme explores these issues with a focus on bridging Millennials' expectations and faculty expertise.

**Sample Topics for Position Papers, Panels, and Refereed Papers:**

**Teaching**

Active learning strategies or activities  
Case development and delivery  
Social media learning strategies  
Management of group projects or presentations  
Online instructional tools  
Effectively using simulations  
Reaching Millennials in the classroom  
Pedagogical styles for particular business courses  
Assessment of learning goals or outcomes  
Demonstrating teaching effectiveness  
Student evaluation of teaching effectiveness  
Relevance of business curriculum in industry

**Research**

Examining business education pedagogy  
Involving undergraduate students in research  
Employing new qualitative or quantitative research tools  
Collaborative approaches in research inquiry  
The value of private or consulting research  
Strategies for publishing and presentations

**Service**

Peer evaluation of performance  
Faculty leadership and administration concerns  
Faculty involvement in curriculum development  
Community service and outreach programs

**Position Paper Submissions:**

**Submission Guidelines:** Position papers should include a cover page with each author's name, affiliation, address, email and telephone number. Position papers are limited to two double-spaced pages (not including the cover page).

**Position Paper Organization:** (1) Introduce the problem or situation you will explore in your presentation, (2) Provide a brief context for the situation – this may or may

not include references, (3) Offer your solution (what was done) or recommended course of action (what should be done), (4) Mention any challenges or alternative perspectives, and then (5) Conclude with suggested future research or further exploration needed.

**How to Submit:** Email attach WORD position papers to Brian A. Vander Schee at [bvanders@aurora.edu](mailto:bvanders@aurora.edu) by June 8, 2012. At least one author must attend the conference.

**Panel Proposal Submissions:**

Contact the Fall Conference Program Chair, Brian A. Vander Schee at [bvanders@aurora.edu](mailto:bvanders@aurora.edu) to suggest a topic or to inquire about topics already approved for the program and in need of panelists.

**Refereed Paper Submissions:**

**Submission Guidelines:** Refereed papers should not exceed 12 double-spaced pages including references, tables and figures. Each paper is to have a cover page with each author's name, affiliation, address, email and telephone number. Multiple authorships should indicate the contact number. Authors should avoid revealing their identities in the body of the paper. The title of the paper should appear on the first page of the manuscript,

followed by a 100 word abstract, single spaced. The remainder of the paper should be double spaced and should strictly adhere to APA reference style. Best refereed paper award will be given at the conference.

**How to Submit:** Email attach WORD refereed papers to Brian A. Vander Schee at [bvanders@aurora.edu](mailto:bvanders@aurora.edu) by June 8, 2012. At least one author must attend the conference.

For full conference details, visit [www.mmaglobal.org](http://www.mmaglobal.org) then select *Conferences* and then *Fall Conference*