

CALL FOR PROPOSALS FOR THE SBAA SUMMER 2019 WORKSHOP

THEME: CAN BUSINESS SCHOOLS REALLY LEARN TO PIVOT?

Location: Doubletree Resort at Myrtle Beach
Dates: July 14-16, 2019

Success in today's global business economy demands that businesses have the ability and willingness to pivot, to be agile, to fail quickly and move on. Unfortunately, business schools often perceive—accurately or not—that there are barriers that prevent them from doing the same things. However, it is increasingly imperative that we as business educators find ways to be more adaptable and responsive to the fast changing needs of the complex global economy in which we are preparing our students to work for our own survival and success.

The 2019 SBAA Summer Workshop will explore how business schools can do what we teach our students needs to happen in business, and what we hear from our partner companies must be done for success now and in the future. The Summer Workshop welcomes proposals that address the following questions:

- What does it mean for a business school to be able to pivot, to be agile, and/or to fail quickly?
- How can we collaborate with business partners to teach our students how to be more agile and resilient?
- How can we overcome institutional barriers that make it challenging to pivot when we need to do so?
- What can a business school do to turn a failed effort into a teachable moment for faculty, staff, and students and move on? What are the implicit as well as explicit costs of doing so?
- What are some best practices of pivoting, being agile, or failing quickly from business schools, from businesses, and for teaching these concepts, that we can all learn from for the future?

Case studies, panel discussions/debates, and interactive sessions are welcome, as are presentations about successful (and not so successful) endeavors related to the theme. Failed attempts offered reflectively often teach invaluable lessons for future efforts. Involvement of business executives is also welcome.

Please submit short proposals (maximum of 500 words) to Mary Gowan, incoming VP for Programs, at gowanma@jmu.edu, by Friday, January 4, 2019. Include with the proposal the names, titles, and affiliations of all participants. All participants are expected to provide their own travel expenses for the conference and pay the registration fee. If you would like to discuss an idea, please feel free to reach out.