

**SOUTHERN BUSINESS ADMINISTRATION ASSOCIATION**  
**Annual Meeting: November 12-14, 2023**  
**Hilton Dallas Southlake Town Square, Dallas, Texas**

SUNDAY, NOVEMBER 12		
Time	Location	Event
3:00 – 5:00 pm	Statler Foyer	<b>Registration</b> Brynn Dillon, SBAA Brooke Goolsby, James Madison University  Welcome Gift Sponsored by James Madison University
3:00 – 4:00 pm	Palmer I	<b>SBAA Board Meeting</b>
4:00-5:00 pm	Statler Ballroom	<b>Panel Discussion: “Working with OPMs: the Good, Bad, and the Ugly”</b>  Panelists: Greg Carnes, Julie Petherbridge, Chris Shook & Mary Lois White  Moderator: Jacob Chacko
5:45 – 6:00 pm	Statler Ballroom	<b>Newcomer Meet and Greet</b> – For all first-time attendees  Sponsored by Georgia Southern University
6:00 – 6:45 pm	Statler Ballroom	<b>Reception</b> – All SBAA Members  Sponsored by Baylor University
6:45 – 8:15 pm	Statler Ballroom	<b>Dinner</b> - For all attendees and special recognitions  Sponsored by Austin Peay State University
MONDAY, NOVEMBER 13		
Time	Location	Event
7:30 – 11:00 am	Statler Foyer	<b>Registration</b>
7:30 – 8:30 am	Statler III	<b>Breakfast</b>  Sponsored by University of Alabama
8:30 – 8:45 am	Palmer Ballroom	<b>Welcome, Introduction and Overview</b> Societal Impact Award Announcement  Marilyn Macik-Frey, SBAA President, Nicholls State University Jacob Chacko, SBAA VP of Programs, Clayton State University
8:45 - 9:45 am	Palmer Ballroom	<b>Dean’s Panel</b> – Lessons from Recent AACSB Initial & CIR PRT Visits  Panelists: Jacob Chacko, Kay Palan, Tom Payne & Michael Weeks  Moderator: Lily Bi, CEO of AACSB
9:45 - 10:00 am	Statler Foyer	<b>Morning Break</b>  Sponsored by Mercer University

MONDAY, NOVEMBER 13 (cont'd)

Time	Location	Event
10:00 - 10:45 am	Palmer Ballroom	<p><b>Concurrent Session #1</b> - University Industry Partnership to Create the BlueSky Tennessee Institute</p> <p>Presenters: Tony Pittarese, Brian Bennett, &amp; Mathew Desjardins, East Tennessee State University</p> <p>Moderator: Kay Palan</p>
10:00 -10:45 am	Statler II	<p><b>Concurrent Session #2</b> - Process Innovation: Rapid Improvement &amp; Enrollment</p> <p>Presenters: Gregory A. Carnes &amp; Janyce Fadden, University of North Alabama</p> <p>Moderator: Marilyn Macik-Frey</p>
10:45 -11:30 am	Palmer Ballroom	<p><b>Concurrent Session #1</b> - Business Education in the Age of AI</p> <p>Presenters: Haya Ajjan, Elon University &amp; Natasha Veltri, University of Tampa</p> <p>Moderator: Julie Petherbridge</p>
10:45 – 11:30 am	Statler II	<p><b>Concurrent Session #2</b> - First-Year Student Engagement for Thriving and Success: Business Living Learning Communities</p> <p>Presenters: Christopher Shook, University of Alabama at Birmingham &amp; Evelyn Thrasher, Western Kentucky University</p> <p>Moderator: Greg Carnes</p>
11:30 – 12:15 pm	Palmer Ballroom	<p><b>Concurrent Session #1</b> - Revolutionizing Business Education: An Innovative, Project-Based Internship Model</p> <p>Presenters: Michael Aikens, Tyler Asher &amp; Jodi Pitts, Tennessee Tech University</p> <p>Moderator: Michael Weeks</p>
11:30 - 12:15 pm	Statler II	<p><b>Concurrent Session #2</b> - Where are the Leaks? Retention in a Dynamic and Competitive Business School Landscape</p> <p>Presenters: Pushkala Raman &amp; Rama Yelkur, Texas Woman’s University</p> <p>Moderator: Hari Rajagopalan</p>
12:15 -1:00 pm	Statler III	<p><b>Lunch</b></p> <p>Sponsored by the University of North Alabama</p> <p><b>Beta Gamma Sigma Update</b> – presented by: Mary Gowan</p>

MONDAY, NOVEMBER 13 (cont'd)

Time	Location	Event
1:00 - 1:45 pm	Palmer Ballroom	<b>Societal Impact Winner #1</b> - HealthPlusMe App for Rural Healthcare Presenter: Hari Rajagopalan, Francis Marion University Moderator: Bret Becton
1:45 - 2:30 pm	Palmer Ballroom	<b>Societal Impact Winner #2</b> - LifeVest Financial Literacy Project: Empowering Underserved Youth for a Brighter Future Presenter: Kate Cotter-Reilly, Clayton State University Moderator: Thomas Payne
2:30 - 2:45 pm	Statler Foyer	<b>Afternoon Break</b> Sponsored by East Tennessee State University
2:45 - 3:30 pm	Palmer Ballroom	<b>Concurrent Session #1</b> - How Do You Get Business Students Through Statistics? Presenter: Hari Rajagopalan, Francis Marion University Moderator: Chris Shook
2:45 - 3:30 pm	Statler II	<b>Concurrent Session #2</b> - Agile Leadership and the UNA Graduate Student Presenters: Gregory A. Carnes & Janyce Fadden, University of North Alabama Moderator: Natalya Delacoure
5:00-6:00 pm	Statler II	<b>Reception</b> Hosted by The University of Texas at Arlington

TUESDAY, NOVEMBER 14

Time	Location	Event
7:30 – 8:30 am	Statler III	<b>Breakfast</b> Sponsored by The University of Texas at Arlington
8:30 – 9:15 am	Palmer Ballroom	<b>Town Hall Meeting</b> Marilyn Macik-Frey, Dean, Nicholls State University, SBAA President Jacob Chacko, Dean Clayton State University, VP Programs Kay Palan, Dean, University of Alabama, Secretary/Treasurer Michael Weeks, Dean, Citadel, VP Membership
9:15 -10:00am	Palmer Ballroom	<b>A Chat with CEO of AACSB: Priorities &amp; Initiatives of AACSB for the Upcoming Three Years</b> Presenter: Lily Bi, AACSB-International Moderator: Charles Bamford

TUESDAY, NOVEMBER 14

<b>Time</b>	<b>Location</b>	<b>Event</b>
10:00am	Statler Foyer	<b>To Go Break</b> Sponsored by Middle Tennessee State University

**SBAA 2023 ANNUAL MEETING CONCLUDES**

Printed program sponsored by Florida Southern University.

Meeting Room Technology sponsored by UNC Charlotte.

Meeting room refreshments sponsored by The Citadel.

Corporate Sponsors: Acuity Insights, ETS and The Wall Street Journal

Thank you to our General Event Sponsor:  
University of North Georgia

Hope to see you all at the 2024 SBAA Summer Workshop July 14-16 in Greenville, SC!