

SOUTHERN BUSINESS ADMINISTRATION ASSOCIATION
Annual Meeting: November 10-12, 2024
Loews New Orleans Hotel, New Orleans, Louisiana

SUNDAY, NOVEMBER 10		
Time	Location	Event
3:00 – 5:00 pm	Parish Hall	Registration Brooke Goolsby, James Madison University Jay Claybrook, The University of Alabama Welcome Gift Sponsored by Trinity University
3:00 – 4:00 pm	East Feliciana	SBAA Board Meeting
5:45 – 6:00 pm	Parish Hall	Newcomer Meet and Greet – For all first-time attendees Sponsored by The University of Alabama
6:00 – 6:45 pm	Parish Hall	Reception – All SBAA Members Co-Sponsored by Nicholls State University & Southeastern Louisiana University
6:45 – 8:15 pm	Louisiana Ballroom I	Dinner - For all attendees and special recognitions Sponsored by Austin Peay State University
MONDAY, NOVEMBER 11		
7:30 – 11:00 am	Parish Hall	Registration
7:30 – 8:30 am	Parish Hall	Breakfast Sponsored by University of Alabama - Birmingham
8:30 – 8:45 am	Louisiana Ballroom I	Welcome, Introduction and Overview Jacob Chacko, SBAA President, Clayton State University Michael Weeks, SBAA VP of Programs, The Citadel
8:45 – 10:00 am	Louisiana Ballroom I	Keynote: Shaping Tomorrow's Leaders: Business Schools in the Age of AI Presenter: Joshua Jones, Co-Founder and CEO, QuantHub Introduction: Michael Weeks Sponsored by East Carolina University
10:00 – 10:15 am	Parish Hall	Morning Break Sponsored by The Citadel

MONDAY, NOVEMBER 11 (cont'd)		
Time	Location	Event
10:15 – 11:00 am	Louisiana Ballroom I	<p>Panel Discussion Reconsidering Business School Research in 2025 and Beyond</p> <p>Panelists: Daniel Gropper, Dean, Florida Atlantic University Bret Becton, Dean, The University of Southern Mississippi Joyce Heames, Dean, Middle Tennessee State University</p> <p>Moderator: Michael Weeks</p>
Concurrent Sessions		
11:10 – 11:55 am	Louisiana Ballroom I	<p>Engaging Your Alumni in a Multitude of Ways!</p> <p>Presenter: Lynne Richardson, Interim Dean, Stephens College of Business, University of Montevallo</p> <p>Moderator: Julie Petherbrige</p>
11:10 – 11:55 am	Louisiana Ballroom II	<p>Empowering SMBs through Undergraduate AI Research: Leveraging Low-Cost Hardware and Open-Source Innovation</p> <p>Presenter: Steven Puckett, Director of Community and Business Outreach, University of North Alabama</p> <p>Moderator: Marilyn Macik-Frey</p>
12:00 -12:45 pm	Parish Hall	<p>Lunch & Societal Impact Award Winner Presentations</p> <ul style="list-style-type: none"> • John Kruggel, Director of the Center for Economic Education, James Madison University: <i>A Coordinated Approach to Generating a Positive Societal Impact: How partnerships have generated beneficial change in our community</i> • Barbara Ritter, Dean, Jacksonville University: <i>Business for Social Good (BFSG) program</i> <p>Moderator: Thomas Payne</p> <p>Sponsored by University of Texas at Arlington</p>
Concurrent Sessions		
1:00-1:45 pm	Louisiana Ballroom I	<p>Business Education in the Age of AI: Adapting business education to the opportunities and challenges presented by artificial intelligence and technology-driven disruption</p> <p>Presenter: Reza Kheirandish, Professor and Department Chair, Clayton State University</p> <p>Moderator: TBD</p>
1:00-1:45 pm	Louisiana Ballroom II	<p>Navigating the Ethical Maze: Emerging Technologies and Pedagogies in Higher Education</p> <p>Presenter: Harika Rao, Associate Dean, Lynn University</p> <p>Moderator: Shar Self</p>

MONDAY, NOVEMBER 11 (cont'd)		
Time	Location	Event
Concurrent Sessions		
2:00 – 2:45 pm	Louisiana Ballroom I	Incorporating AI Into The Business Curriculum: The Bryan School Journey Presenters from UNC Greensboro Morgan Robinson, Instructional Technology Consultant William Brown, Associate Dean Moderator: TBD
2:00 -2:45 pm	Louisiana Ballroom II	Panel Discussion From Classroom to Career: High-impact, Low-Cost Leadership Development Panelists: Robert Reimer, Director, Ctr for Integrity in Leadership, Berry College Lisa Kuron, Asst Professor of Leadership, Wilfrid Laurier University Lauren Heller, Dean, Campbell School of Business, Berry College Moderator: Anthony Nelson
2:45 - 3:00 pm	Parish Hall	Afternoon Break Sponsored by Middle Georgia State University
3:30 pm	Meet in Lobby	Depart for Walk to National WWII Museum
3:45 - 6:00 pm		Field Trip – National WWII Museum Sponsored by Mercer University
TUESDAY, NOVEMBER 12		
7:30 – 8:30 am	Parish Hall	Breakfast Sponsored by Texas A&M - Kingsville
8:30 – 9:00 am	Louisiana Ballroom I	Town Hall Meeting Jacob Chacko, Dean, Clayton State University, SBAA President Michael Weeks, Dean, Citadel, VP Programs Kay Palan, Dean, University of Alabama, Secretary/Treasurer Thomas Payne, Dean, Tennessee Tech, VP Membership
TUESDAY, NOVEMBER 12		
9:00 – 10:30 am	Louisiana Ballroom I	AACSB Update Stephanie Bryant, Executive Vice President, Chief Accreditation Officer, and Managing Director, Americas Moderator: Jacob Chacko
10:30 am	Parish Hall	To Go Break Sponsored by University of North Carolina - Wilmington

SBAA 2024 ANNUAL MEETING CONCLUDES

Printed program sponsored by Middle Tennessee State University.

Meeting Room Technology sponsored by University of Tennessee at Chattanooga.

Meeting room refreshments sponsored by UNC Greensboro.

Corporate Sponsors: ETS, College Board

Thank you to our Annual Meeting General Event sponsors:

University of North Alabama

University of Texas Rio Grande Valley

Thank you to our Preparing to Become a Dean workshop sponsors:

College of Charleston

Trinity University

Florida Gulf Coast University

Hope to see you all at the 2025 SBAA Summer Workshop July 13-15 in Chattanooga, TN!