



## SIG 14 - Conference General Track

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### T14\_02 - Pedagogical Innovation and Research in Management Education

#### Proponents:

Kristen Reid, The Open University Business School; Peter Daly, EDHEC Business School; Patrick Buckley, University of Limerick.

#### Short description:

This track will explore how business and management educators are meeting the challenges of the 21st century from the widespread changes in the business environment to transformed expectations and needs of our students. We offer a forum to discuss, evaluate and critique the pedagogical theories and practices by which we nurture and inform current and future business professionals, who must face disruptive technologies, climate change, migration, building sustainable societies and many other challenges whose shape is only emerging.

#### Long description:

This track invites submissions that discuss, evaluate and critique issues, pedagogical theories and practices of contemporary business and management education. Business and management faculties face numerous challenges such as massification, internationalisation, widening participation and marketisation (Doyle, et al., 2013; Daly, et al., 2016). Once-revolutionary technologies, such as the Internet and mobile phones, have had an immense impact on the scope, scale and accessibility of higher education, while looking ahead, technologies including artificial intelligence and virtual reality will influence what and how students learn (Future of Learning 2070, 2019). Interdisciplinarity is increasingly seen as a way to address the complex challenges of both contemporary and future business environments (Annan-Diab & Molinari, 2017). Additionally, learners' expectations are changing (Garjost & Lawter, 2019). Education is becoming a life-long activity, with citizens expecting to dip in and out of customised educational experiences throughout their lives. These macro-level trends create disruptions that pose significant challenges to educational institutions and the educators who work in them.

To this end, we invite papers and workshops to examine the 'state of the art' as well as looking forward to the future of business and management education within the following topics:

Widening participation and access to education, e.g., via distance and online learning, nonformal learning (e.g., MOOCs), and including global and international dimensions, as well as



supporting a diversity in experiences and paradigms.

Making practice the heart of the business educational experience, e.g., experiential, practice-based and problem-based approaches including collaborations with corporates, apprenticeships and (social) enterprise education, and examining how we can help students and their future organisations address complex social, economic and environmental issues in sustainable, ethical and responsible ways

Developing ways to build skills in reflexive practice – what are the key skills that managers will need to be effective in the ‘business of now’, and how can we develop criticality in meaningful ways? In which ways can business and management education become a co-created experience and stimulate active learning?

Using and embedding technology-enhanced learning – in order to help students prepare for a world in which AI is integrated into everyday business practices, how can we help students to critically examine these issues and prepare them to succeed in these emerging contexts?

Education for sustainability – how do we address the necessity for interdisciplinarity for the implementation of the UN Sustainable Development Goals, and how we tailor teaching and learning to students’ backgrounds and integrate sustainability within and across disciplines?

#### **Keywords:**

Management Education and Learning  
Innovative Pedagogical Practices  
Pedagogical Research  
Active Learning  
Co-Creation  
Gamification

#### **UN Sustainable Development Goals (SDG):**

Goal 4: Quality education.

#### **Publication Outlet:**

Journal of Management Development  
Academy of Management Learning and Education  
Management Learning

#### **For more information contact:**

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#### **AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>