

**AACSB International Associate Deans Conference
November 13–15, 2019 • New Orleans, Louisiana, USA
Conference Chair: Natalya Delcoure, Dean, Texas A&M University-Kingsville**

As of 11.4

All conference sessions and times are subject to change - check back regularly for the latest schedule
Tuesday, November 12, 2019
7:45 a.m.–6:30 p.m. Seminar for New Associate Deans
8:00 a.m. – 5:45 p.m. Diversity and Inclusion Summit
Wednesday, November 13, 2019
7:45 a.m.–1:00 p.m. Seminar for New Associate Deans
8:00 a.m.–1:00 p.m. Diversity and Inclusion Summit
8:00 a.m.–6:00 p.m. Associate Deans Conference Check-In and Information
8:30 a.m. – 10:00 a.m. Online Learning Affinity Group Meeting <i>The meeting will focus on addressing the challenges of implementing online and blended learning. We will share and discuss these challenges as well as best practices for overcoming these issues.</i>
Session Moderators: <ul style="list-style-type: none"> • George Andrews, Associate Dean, Rice University • Ginger Killian, Interim Vice Provost, Academic Programs & Services, MBA Director, Associate Professor of Marketing, Harmon College of Business & Professional Studies, University of Central Missouri • Nydia MacGregor, Director of Online Programs, Santa Clara University
10:00 a.m. – 12:00 p.m. Entrepreneurship Programs Affinity Group Meeting <i>The meeting will focus on “Building University-Based Entrepreneurial Ecosystems: Challenges and Opportunities.”</i>
Session Moderator: <ul style="list-style-type: none"> • Jose H. Noguera, Professor and Chair, Department of Management and Marketing, Southern University
10:30 a.m. – 12:00 p.m. Women Administrators in Management Education Affinity Group <i>Women administrators, including deans, associate deans, assistant deans, program directors, center directors, and academic department chairs. The meeting will focus on "Cultural Transformation in the Business School Embracing Gender Equity".</i>
Session Moderators: <ul style="list-style-type: none"> • Luciana Echazu, Associate Dean for Programs and Operations, Clarkson University • Isabelle Fagnot, Associate Dean Quality & Accreditation, KEDGE Business School

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<ul style="list-style-type: none"> • Devrim Yaman, Associate Dean, Western Michigan University
<p>1:00 p.m. – 2:30 p.m. Associate Deans Affinity Group Meeting <i>In this session we will share ideas on what the scope of diversity and inclusion should be; share success stories from our institutions; and talk about the challenges we commonly face.</i></p> <p>Session Moderators:</p> <ul style="list-style-type: none"> • Michele Gee, Associate Dean, University of Wisconsin-Parkside • Devrim Yaman, Associate Dean, Western Michigan University
<p>1:30 p.m. – 3:30 p.m. Diversity and Inclusion Affinity Group Meeting <i>“To Have or Not to Have an Office of Diversity Within a College” The presentation will provide the audience with information about what an office can do and the challenges that can occur along with best practices, missions, visions and strategies.</i></p> <p>Session Moderator:</p> <ul style="list-style-type: none"> • Barbara A. Lofton, Director, Office of Diversity & Inclusion, University of Arkansas
<p>3:00 p.m. – 4:00 p.m. Responsible Management Education Affinity Group Meeting <i>Pushing for Transformation: Moving Beyond ‘The Business Case for Sustainability’ to ‘Purpose Driven Business’.</i> <i>This interactive session will explore the difference between these two paradigms and how this manifests in educating responsible leaders. The focus of the former is engaging in sustainability where it is economically profitable to do so; the focus of the latter is engaging in sustainability for the purpose of making social and environmental contributions that will improve the world. Session participants will collaborate to identify practical ways in which we can shift the dialogue in our colleges to engage faculty, staff, students and business colleagues with deeper levels of commitment to the SDGs in the classroom, research, and organizational engagement.</i></p> <p>Session Moderators:</p> <ul style="list-style-type: none"> • Cathy DuBois, Associate Dean, Administration, Kent State University • Amanda Gudmundsson, Associate Dean, Learning & Teaching, Queensland University of Technology • Sarah Vaughan, Associate Dean, Accreditations, ICN Business School
<p>4:00 p.m.–5:00 p.m. Bonus Session: Driving Innovation and New Technologies <i>In this energizing one hour session attendees will have a chance to hear from three leaders who have portfolios focused at the intersection of innovation, teaching, and technology. Some of the topics will include getting buy-in from faculty to adopt change, teaching tools for elevating learning and engagement, developing innovative curriculum innovation, and using</i></p>

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technology to enhance the student experience. Attendees will also have an opportunity to ask questions and share their experiences at the end of the session. Geared to attendees who have specific responsibility around Innovation, Teaching, Technology, and Learning, but relevant and open to all conference attendees.

Moderator:

- **Daniel Gruber**, Associate Dean, Teaching and Learning, W.P. Carey School of Business, Arizona State University

Speakers:

- **Angela Lee**, Associate Dean, Chief Innovation Officer, Columbia Business School
- **Matt Mooney**, Assistant Dean, Teaching, Learning and Technology, Smeal College of Business, Pennsylvania State University

5:00 p.m.–6:00 p.m. Welcome Reception

Reconnect with old friends, make new ones, and network with the exhibitors. Relax and enjoy the company of your colleagues before the conference gets underway.

Sponsored by University of Wisconsin MBA Consortium

Thursday, November 14, 2019

7:30 a.m.–5:00 p.m. Conference Check-In and Information

7:30 a.m.–9:00 a.m. Continental Breakfast and Networking

Sponsored by Texas A&M University-Kingsville, College of Business Administration

7:30 a.m.–11:45 a.m. Exhibitor Showcase Open

8:00 a.m.–8:45 a.m. Bonus Session: What's New in DataDirect?

Learn about the new Quick Export data segmentation tools, the new Homepage features, Data Dictionary and other new exciting upgrades to DataDirect. Participants will gain insights into data-driven decision-making in business education and learn more about the variety of data sources available to them.

Facilitator:

- **Colin Nelson**, Senior Manager, Business Education Research and Data Services, AACSB International

9:00 a.m.–10:15 a.m. Plenary I: Innovation in Business: Five Reasons Innovation Is Difficult, and What You Can Do About It

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This interactive session led by Edward Moran, executive director of Audit Innovation at KPMG, will reveal how cognitive biases play a key role in causing innovation efforts to derail and fail to gain traction within organizations. The session will also offer potential practical solutions for overcoming this challenge, based on the session leader’s experience leading innovation in large organizations.

Speaker:

- **Edward Moran**, Executive Director, Innovation and Enterprise Solutions, KPMG LLP

Sponsored by G. Brint Ryan College of Business, University of North Texas

10:15 a.m.–10:45 a.m. Refreshment Break and Networking

Sponsored by Richard A. Chaifetz School of Business, Saint Louis University

10:20 a.m. – 10:40 a.m. DataDirect Kiosk

Simplify your search for peer and aspirant groups

10:45 a.m.–11:45 a.m. Concurrent Sessions

College Level & Beyond	Managing	Curriculum
<p>(A1) WIN/WIN with External Relations: How Associate Deans Facilitate Fundraising Opportunities WITH STAKEHOLDERS</p> <p><i>Explore ways to assist your Dean and School in areas of Fundraising and Stakeholder Outreach. In this session, you will receive samples of External Relations: team structures, staff expectations, and experiences that have been successful cultivating corporations and gaining public relations through External Relations and Fundraising all enhancing your community and monetary impact.</i></p> <p>Speakers:</p>	<p>(A2) Financial Management / Budgeting</p> <p><i>This session will offer insight and tips on effectively managing your college’s budgets.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Brooks Holtom, Senior Associate Dean, Strategy, Finance, and Operations, McDonough School of Business, Georgetown University • Patrick Norton, Senior Vice President and Chief Operating Officer, Tulane University 	<p>(A3) See the Future - Where next for business education?</p> <p><i>Drawing on innovation at Aston Business School and a series of five global market insight studies by CarringtonCrisp covering everything from MBAs to Masters, Executive Education to internationalisation, and digital delivery to defining a distinctive brand, this session will answer the question, what next for business education? As schools face disruption from new market entrants, growing international competition, uncertain funding regimes and volatile political environments, what can they do to</i></p>

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<ul style="list-style-type: none"> • Diane S. McNulty, Associate Dean, External Affairs and Corporate Development, Naveen Jindal School of Management, University of Texas at Dallas • Catharine Whitten, Senior Director of Development, Krannert School of Management, Purdue University 		<p><i>build a sustainable and successful future? Take away an understanding of what students and employers want with practical examples of how Aston Business School is getting fit for the future.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Andrew Crisp, Director and Co-Founder, CarringtonCrisp • George Feiger, Pro-Vice-Chancellor and Executive Dean, Aston Business School, Aston University
11:45 a.m.–1:00 p.m. Luncheon and Topical Group Discussions		
1:00 p.m.–5:00 p.m. Exhibitor Showcase Open		
1:15 p.m.–2:15 p.m. Concurrent Sessions		
<p>(B1) Engagement and Impact <i>The “impact agenda” emerged with the 2013 AACSB standards, which echoed a global concern for transparency and accountability. Before Business schools can report on the impact of their mission-driven activities, fundamental underlying questions must be answered: impact “of what” (programs, executive education, research...), “on whom” (students, business, academia, society...), “when” (immediate, short-term or long term...) and “where” (city,</i></p>	<p>(B2) Faculty Involvement <i>This interactive session provides you with better understanding of what makes faculty get involved, and provides you with real-life examples of faculty involvement done right and gone wrong.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Valerie Suslow, Vice Dean, Faculty and Research, Johns Hopkins Carey Business School • Vilma Liisa Luoma-aho, Professor & Vice Dean of Research, 	<p>(B3) Perspectives on Building the Integrated Professional Graduate Curriculum <i>This session will discuss the experiences and lessons learned from two business schools that have successfully engineered major curricular transformations in resident and online professional graduate education. The unique integrated design of the programs and portfolios will be explored as well as the challenges in building and evolving a well-integrated curriculum/portfolio.</i></p>

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<p><i>region, country...).</i> In this interactive session, facilitators will present potential frameworks and metrics (Business School Impact Survey), lessons learned from an impact story from Salem State with a mission primarily focused on teaching excellence and participants will share examples and best practices.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Sarah Vaughan, Associate Dean, Accreditations, ICN Business School • Kathleen Hess, Associate Dean, Salem State University, Bertolon School of Business 	<p>Jyväskylä University School of Business and Economics</p>	<p>Speakers:</p> <ul style="list-style-type: none"> • Brian Cameron, Associate Dean, Graduate Programs, Pennsylvania State University • Lena Booth, Associate Professor, Finance, Thunderbird School of Global Management
<p>2:15 p.m.–2:45 p.m. Refreshment Break and Networking</p>		
<p>2:20 p.m. – 2:40 p.m. DataDirect Kiosk <i>Benchmark on these groups and access trends</i></p>		
<p>2:45 p.m.–3:45 p.m. Concurrent Sessions</p>		
<p>(C1) International Collaborations <i>How do you implement international collaborations to enhance your students' experiences throughout their time in the college and in later in the workforce.</i></p> <p>Speakers:</p>	<p>(C2) Managing When Change is the Only Constant <i>Drawing on our experiences with changes in leadership and strategic priorities, and the market forces bearing down on all business schools, we offer some insight into what has worked to keep us on course and, perhaps more importantly, what hasn't.</i></p>	<p>(C3) Experiential Education <i>A rule of thumb in business education is that experiential learning is essential to preparing students for their post-graduation plans, whether graduate school or a career. How do different schools define, deliver, and encourage students to engage in experiential opportunities? Three</i></p>

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<ul style="list-style-type: none"> • Loredana Padurean, Associate Dean, Asia School of Business • Gabriela Alvarado, Associate Dean, Instituto Tecnológico Autónomo de México 	<p>Speakers:</p> <ul style="list-style-type: none"> • Yvonne Beach, Director of Executive and Professional Education, The University of Sheffield, Sheffield University Management School • Maria Anderson, Senior Associate Dean, Finance & Administration, Questrom School of Business, Boston University 	<p><i>Associate Dean’s will focus on their programs’ undergraduate student populations, highlighting different types of experiences and the means for encouraging students to take advantages of them. Small group discussion will allow for in-depth questions of presenters as well as sharing of good practices from all participants.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Kenneth G. Brown, Associate Dean, Undergraduate Program, Tippie College of Business, University of Iowa • Al Smith, Associate Dean, Undergraduate Affairs, University of Colorado at Boulder • Maia Young, Associate Professor and Associate Dean, Undergraduate Programs, The Paul Merage School of Business, University of California, Irvine
<p>4:00 p.m.–5:00 p.m. Bonus Session: Reimagining Accreditation This session will explore the recently released exposure draft for the proposed changes to the 2020 Business Accreditation Standards, exploring the changes and providing an opportunity to hear your feedback.</p> <p>Speakers:</p>		

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<ul style="list-style-type: none"> • Nancy A. Baganoff, Former Dean and Professor, Accounting, University of Richmond, Robins School of Business • Suzanne Mintz, Assistant Vice President, Accreditation Strategy and Policy, AACSB International 	
5:45 p.m.-7:45 p.m. The Stewart Center at Tulane University Reception	
Friday, November 15, 2019	
8:00 a.m.–1:00 p.m. Conference Check-In and Information	
8:00 a.m.–9:30 a.m. Continental Breakfast and Networking	
8:00 a.m.–11:00 a.m. Exhibitor Showcase Open	
8:30 a.m.–9:15 a.m. Bonus Session: Gen Z on Campus: An 8-second Attention Span and Lawnmower Parents	
<p>Speaker:</p> <ul style="list-style-type: none"> • Fran M. Ryan, Associate Dean, Undergraduate Programs & Administration, University of Nevada, Reno 	
<p>9:30 a.m.–10:30 a.m. Plenary II: Leading Cultural Transformation</p> <p><i>At the Associate Dean stage of your career, no one has probably said to you yet, "Leaders set culture." That was one of the first pieces of advice that I received as a new Dean, and it was important for me to hear but not easy to act upon. I came to realize over time that the tools I most naturally thought of as an economist for transforming an organization -- compensation, decision rights, etc. -- were insufficient. Most transformations require culture change of some kind, meaning a change in shared values and the associated behavioral norms. This session will introduce you to this toolkit and walk through a couple case-study applications showing how this can work.</i></p>	
<p>Speaker:</p> <ul style="list-style-type: none"> • Rich Lyons, Professor, University of California, Berkeley, Haas School of Business 	
10:30 a.m.–11:00 a.m. Refreshment Break and Networking	
<i>Sponsored by School of Business, Georgia Gwinnett College</i>	
10:35 a.m. – 10:55 a.m. DataDirect Kiosk	
<i>Compare research activities and mission emphases</i>	
11:00 a.m.–12:00 p.m. Concurrent Sessions	
<i>College Level & Beyond</i>	<i>Managing</i>

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(D1) Gender Equity in Business Schools

Given the #metoo movement, discussions of gender parity among MBA students, and the desire by many schools to improve, why hasn't representation of tenure-track women in business schools increased significantly over time? What are schools doing about this? What could be hindering progress at a systemic level? At a societal level? In this session, we'll have a candid conversation with the audience about the answers to some of these questions, with insights from both research and first-hand experiences. Audience members will engage via a texting platform to share their thoughts anonymously with the group as well as via facilitated discussion.

Speakers:

- **Ruchi M. Watson**, Assistant Dean, David Eccles School of Business, University of Utah
- **Anne O'Leary Kelly**, Senior Associate Dean, University of Arkansas, Sam M. Walton College of Business

(D2) Moving on Up: Successfully Navigating the Road from Associate Dean to Dean

This session will focus on key attributes, skills and experiences that help to facilitate administrative career movement from Associate Dean to the Dean level. The journey will be viewed through the perspectives of both the Associate Dean and the Dean.

Moderator:

- **Moez Limayem**, Dean, University of South Florida, Muma College of Business

Speakers:

- **Javier Reyes**, Milan Puskar Dean, West Virginia University, John Chambers College of Business and Economics
- **Dan L. Worrell**, Dean Emeritus and Walton Professor of Corporate Social Responsibility, University of Arkansas

12:00 p.m.–1:00 p.m. Networking Luncheon

PROGRAM CONCLUDES

1:00 p.m.–3:30 p.m. AACSB Mentor Training

AACSB's mentor training covers important topics related to mentoring a school, including the role of the mentor, preparing for a mentor visit, and working with a school in the development of the initial self-evaluation report (iSER). As a result of this training, mentors will be able to expertly support schools seeking initial accreditation.

Please note:

- *To register for this training, you must be eligible to mentor.*

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- *Additionally, pre-work for this training is required. At least one month before the training, instructions for accessing the online pre-work will be sent electronically.*
- *There is no additional cost to attend this training session.*

Saturday, November 16, 2019

7:45 a.m.–7:00 p.m. Lessons for Aspiring Deans Seminar

Sunday, November 17, 2019

7:45 a.m.–2:00 p.m. Lessons for Aspiring Deans Seminar