



## **51<sup>st</sup> Annual Conference Program** **“Experiential Learning at a Crossroads?”**

**March 15-16, 2024**  
**with pre-conference Professional Development Workshop March 14, 2024**



**Drury Plaza Hotel, Orlando – Disney Springs Area**  
**2000 Hotel Plaza Boulevard**  
**Lake Buena Vista, FL 32830**

**Sequence of PD Workshops and Track Sessions for Business Simulations, Experiential Learning and Innovations in Education**

Pre-Conference Workshop	ABSEL 2024 (Professional Development Workshop sessions)
Date and start/finish time	09:00 a.m. – 3:00 p.m. <b>Thursday 14 March 2024</b>
Room: Coral D	<i>note: separate registration needed for the PD workshops day</i>
Workshop Sessions Chair:	Jennifer Petrie-Wyman (University of Pittsburgh, PA)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
1	09:00-09:30am	Jennifer Petrie-Wyman (University of Pittsburgh, PA)	Moving and Mindfulness: Stress Management 101 for your B-School Classroom
2	09:40-10:20am	Precha Thavikulwat (Towson University, MD)	Efficient Administration of Self-Score and Jury-Scored Assessment
3	10:30-12:00pm	Annette L. Halpin (Arcadia University, PA)	Get Me Outta Here: Developing a Digital Escape Room [DER] Exercise
4	1:00 - 1:50pm	Gabrielle Swab & John Harris (Georgia Southern Univ), Ian Mercer (Fairleigh Dickenson University, NJ), David Tomczyk (Quinnipiac University, CT), Adam Hnatkovich (Tunnel Monster Collective), and Ryan Bruns (Board Game Industry).	‘Educate the Educators on Board Game Design in the Management Classroom
5	2:00 - 2:50pm	Richard A. McConnell (US Army Command and General Staff College), Jennifer Petrie-Wyman (University of Pittsburgh), Ian Mercer (Fairleigh Dickenson University), Adam Hnatkovich (Tunnel Monster Games) and Angus Fletcher (Ohio State University)	Can Games Make Us More Creative? A workshop based on improving creative thinking through gameplay.

Session: 1-Exp	Track: Experiential Learning
Date and start/finish time	09:15 a.m. – 10:40 a.m. <b>Friday 15 March</b> room: Coral C
Track Chair:	Annette HALPIN (Arcadia University, PA)
Session Chair:	Chris Scherpereel (Northern Arizona University)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
99	9:15 Coral C	Céleste Grimard (Université du Québec à Montréal) and James M. Tolliver.	Do I Really Want to Work Here? A Case Study of Double Binds in Academic Job Selection
108	9:45 Coral C	Christopher M. Scherpereel (Northern Arizona University)	AI's Endgame: Leveraging AI to Craft the Avengers Case Study
120	10:10 Coral C	James M. Tolliver, Daniel Coleman (University of New Brunswick), and Céleste Grimard (Université du Québec à Montréal)	Cursus: The Politics of Tenure and Promotion (a case study)

Session: 1-Innovn	Track: Innovations and Future Directions in Education
Date and start/finish time	09:15 a.m. – 10:40 a.m. <b>Friday 15 March</b> room: Coral D
Track Chair:	Jim CANNON (Utah State University – USU)
Session Chair:	Mick Fekula (Lander University, SC)

Ref.	Time / Room	Authors / <b>Presenter(s)</b> and affiliations	Paper Title
123	9:15 Coral D	Michael J. "Mick" Fekula & MaryKate Leggieri (Lander University, SC)	eCareer Readiness Portfolios: Assessment and Outcomes
121	9:45 Coral D	Jeri Jones (University of Central Oklahoma) and J. Alexander Smith (Oklahoma City University)	Student Perceptions of the Immediate Feedback Assessment Technique (IF-AT) on Perceptions of learning and Reduction of Stress
98	10:10 Coral D	Precha Thavikulwat (Towson University, MD) and Rebecca Schmeller (Ashland University, OH)	An Incentivized Honor System for Grading Preparatory Assignments of Business Games and Cases: Theory and Implementation

Session: 2-Sim	Business Simulations
Date and start/finish time	1:00 p.m. – 2:30 p.m. Friday 15 March room: Coral D
Track Chair:	Céleste GRIMARD (Université du Québec à Montréal)
Session Chair:	Chris Scherpereel (Northern Arizona University)

Ref.	Time / Room	Authors / <b>Presenter(s)</b> and affiliations	Paper Title
111	1:00 Coral D	Matt Davies (Aston Business School, UK) and Darren Sparkes (Warwick University, UK)	Using the 'Accounting Bissim' Business Simulation Game to Develop Accounting Students' Employability Skills
124	1:30 Coral D	Clive Kerridge & Jason Evans (Aston University, Birmingham UK)	Employment Skills Development and SBT: an ongoing investigation of postgraduate student perceptions
106	2:00 Coral D	Christopher M. Scherpereel (Northern Arizona University)	The Power of Contextual Learning: Using the Juice SPC Game to Teach Control Charts in Operations Management

Session: 2-Exp	Track: Experiential Learning
Date and start/finish time	1:00 p.m. – 2:30 p.m. Friday 15 March room: Coral C
Track Chair:	Annette HALPIN (Arcadia University, PA)
Session Chair:	Meg Nolan (Arcadia University, PA)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
118	1:00 Coral C	Milena Quaresma Franzini & Pedro Ganatchian Barros Pilli (University of West Florida)	Improving Student-Faculty Virtual Connections Via Emojis in Online Classes
115	1:22 Coral C	Céleste Grimard (Université du Québec à Montréal)	Beyond Tradition: Exploring the Qualities of Experiential Instructors
117	1:45 Coral C	Margaret Arrison Nolan & Raghu Kurthakoti (Arcadia University, PA)	Teaching Business Through Mass Media: A "Vicarious Learning" Experiential Approach
95	2:08 Coral C	Christine A. Weber (Illinois College of Optometry, Chicago IL)	Equine Facilitated Learning (EFL) Leadership Programs and Current Leadership Theories
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Session: 3-Sim	Business Simulations
Date and start/finish time	2:45 p.m. – 4:15 p.m. Friday 15 March room: Coral D
Track Chair:	Céleste GRIMARD (Université du Québec à Montréal)
Session Chair:	Clive Kerridge (Aston University, Birmingham UK)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
Sim10	2:45 Coral D	Lois M. Shelton (Nazarian College, California State University Northridge) and Stephanie Dellande (Menlo College, CA)	What do students think? Comparing and contrasting four strategic management simulations.
110	3:08 Coral D	Uyen-Phuong Nguyen (Mahidol University, Thailand) and Phillip Hallinger (Mahidol University/ Univ. of Johannesburg RSA)	The Effectiveness of Simulation-Based Learning from the Perspective of Knowledge Structure: A Conceptual Framework
116	3:30 Coral D	S. Christopher Ellis (Florida International University)	Teaching Quantitative Methods in a Supply Chains Business Simulation
128	3:52 Coral D	Jason Evans & Jocelyne Fleming (Aston University, Birmingham UK)	Development of entrepreneurial intention through simulation in Higher Education Institutions

Session: 3-Innovn	Track: Innovations and Future Directions in Education
Date and start/finish time	2:45 p.m. – 4:15 p.m. Friday 15 March room: Coral C
Track Chair:	Jim CANNON (Utah State University – USU)
Session Co-chairs:	Debbie Good & Kiersten Maryott (University of Pittsburgh)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
129	2:45 Coral C	Kiersten Maryott, Debbie Good, Christopher H. Barlow, Ray Jones & Renee Schwartz (University of Pittsburgh)	Controlling Disruptive Technology: A Business School's Strategic Approach to ChatGPT
119	3:15 Coral C	Joseph Kuvshnikov (Gannon University)	Business Simulations and Generative Artificial Intelligence: Synergy for Better Understanding and Decision-making
107	3:45 Coral C	Christopher M. Scherpereel (Northern Arizona University)	The AI Paradox: Unpacking the Potential and Perils in Business Education

Session: 4-Sim	Business Simulations
Date and start/finish time	08:30 a.m. – 10:00 a.m. <b>Saturday 16 March</b> room: Coral C
Track Chair:	Céleste GRIMARD (Université du Québec à Montréal)
Session Chair:	Aspy P. Palia (University of Hawaii at Manoa)

Ref.	Time / Room	Authors / <b>Presenter(s)</b> and affiliations	Paper Title
94	8:30 Coral C	Marcin Opas & Marcin Wadaszko (Kozminski University, Poland)	Applicability of serious games to project manager's competences assessment – literature review
102	9:00 Coral C	Neharika Vohra (Indian Institute of Management, Ahmedabad) and Rajshri Jobanputra (FocusU Engage, India)	Facilitating Online Business Simulation Debrief to Promote and Improve Learning and Professional Practice
105	9:30 Coral C	Aspy P. Palia (University of Hawaii at Manoa)	Decision Support-induced Engagement and Learning Trends by Simulation Phase

Session: 4-Exp	Track: Experiential Learning
Date and start/finish time	08:30 a.m. – 10:00 a.m. <b>Saturday 16 March</b> room: Coral D
Track Chair (name):	Annette HALPIN (Arcadia University, PA)
Session chair (name):	Annette HALPIN (Arcadia University, PA)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
103	8:30 Coral D	Jacqueline Elcik (Providence College, RI) and Angela Hirsch (Suitable)	Panel Discussion on Innovative Approaches to Supplement the Curriculum with Experiential Learning
113	9:00 Coral D	Anamari Irizarry & Grisel Meléndez (University of Puerto Rico Río Piedras)	Learning Through Micro-Credential Experiences in Puerto Rican Students: An Exploration of Bank of America Jobs Initiative (BoFA) Perceived Value
101	9:30 Coral D	Antonio Vera & Carlos Mario Zapata (Universidad Nacional de Colombia – UNAL, Medellín)	A Serious Game-Based Focus Group Validation of BPI <sup>10</sup> , Business Process Improvement Practices

Session: 5-Exp	Track: Experiential Learning
Date and start/finish time	10:15 a.m. – 11:45 a.m. Saturday 16 March room: Coral D
Track Chair:	Annette HALPIN (Arcadia University, PA)
Session Chair:	Rich McConnell (US Army Command and General Staff College)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
109	10:15 Coral D	Eliza A. Abston (The University of Tennessee, Knoxville) and Kelly G. Manix (Western Kentucky University)	High School Research: Experiential Learning Insights from a Scholar and a Mentor
114	10:38 Coral D	David Bonko (University of Wisconsin - River Falls)	Lessons Learned From a Decade-Plus of Coordinating Student-Presented Fundraising Events
126	11:00 Coral D	Paul M. Klein (University of Pittsburgh)	The Business of Business is Saving the Planet
112	11:22 Coral D	Richard A. McConnell (US Army Command and General Staff College), Jennifer Petrie-Wyman (University of Pittsburgh), Ian Mercer (Fairleigh Dickenson University), Adam Hnatkovich (Tunnel Monster Games) and Angus Fletcher (Ohio State University)	Improving Creative Thinking Through Gameplay

Session: 5-Innovn	Track: Innovations and Future Directions in Education
Date and start/finish time	10:15 a.m. – 11:45 a.m. Saturday 16 March room: Coral C
Track Chair:	Jim CANNON (Utah State University – USU)
Session Chair:	Helen Soter (University of West Florida)

Ref.	Time / Room	Authors / Presenter(s) and affiliations	Paper Title
125	10:15 Coral C	Karen Shastri & Brian Hogan (University of Pittsburgh)	Education Delivery Modes: A Post-COVID Study of Traditional and Online Classes in Managerial Accounting
127	10:45 Coral C	Helen A. Soter (University of West Florida) and Kristie A. Abston (Middle Tennessee State University)	Exploring Differences in Online and Face-to-Face Student Engagement and Performance in Business Writing
Inn9	11:15 Coral C	Timothy McIlveene & John H. Batchelor (University of West Florida)	Fear and Tyranny in Information Technology: An Educational Perspective