



53rd Annual Conference Program

“Designing for Experience”



Thursday – Saturday, March 19th-21st, 2026

Pre-conference Professional Development Workshop
Thursday, March 19th, 2026

**Association for Business Simulation & Experiential
Learning Conference**
Friday, March 20th – 21st, 2026

Utah State University
Logan, Utah

JON M.
HUNTSMAN
SCHOOL OF BUSINESS
UtahStateUniversity

53rd Annual Conference Program

“Designing for Experience”

2026 ABSEL Program Chair: James N. Cannon

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Thank You ABSEL 2025 Conference Sponsors



ABSEL 2026 Snapshot Schedule

Thursday, March 19 th , 2026		
<u>Pre-Conference Workshop</u>		
8:15am – 8:30am	Arrival	Perry Pavilion (4 th Floor, Huntsman Hall)
8:30am – 12:30pm	Morning Workshop Sessions	
12:30pm – 1:15pm	Lunch & Engagement	
1:15pm – 4:30pm	Afternoon Workshop Sessions	
<u>ABSEL Conference</u>		
5:30pm – 6:30pm	ABSEL Board Meeting	Eccles Business Building, 9 th Floor
7:00pm – 8:30pm	ABSEL Welcome Reception	Perry Pavilion

Friday, March 20th, 2026		
<u>ABSEL Conference (continued)</u>		
7:00am – 7:45am	Breakfast on your own (complimentary at hotel)	University Inn
7:15am – 8:00am	ABSEL Fellows Meeting	HH 360
8:00am – 8:15am	President and Program Chair's Welcome	Perry Pavilion
8:15am – 8:30am	Welcome by Huntsman School Associate Dean, Dr. Brad Lindsey	
8:30am – 10:00am	Plenary Presentation – Mat Duerden Department Chair, Experience Design and Management, Brigham Young University	
10:00am – 10:15am	BREAK	
10:15am – 11:45am	Concurrent Sessions 1	HH 360, HH 370, EBB 211
11:45pm – 12:00pm	BREAK	
12:00pm – 1:15pm	Lunch	Perry Pavilion
1:15pm – 1:30pm	BREAK	
1:30pm – 2:15pm	Facilities tour – Huntsman Hall and Gardner Learning & Leadership Building (led by former Associate Dean, Dr. Chad Simon)	
2:15pm – 2:30pm	BREAK	
2:30pm – 4:00pm	Concurrent Sessions 2	HH 360, EBB 211
5:00pm – 6:00pm	Bus transfer from campus to Beaver Mountain	University Inn
6:00pm – 9:00pm	Social Event – Beaver Mountain Ski Resort	Beaver Mountain
9:00pm – 10:00pm	Bus transfer from Beaver Mountain to University Inn	

Saturday, March 21st, 2026

ABSEL Conference (continued)

7:00am – 8:00am	Breakfast on your own (complimentary at hotel)	University Inn
7:15am – 8:00am	ABSEL Board Meeting	HH 360
8:15am – 8:30am	Panel Introductions	Perry Pavilion (4 th Floor, Huntsman Hall)
8:30am – 10:00am	Panel Discussion – “ <i>Strengthening the Experiential Learning Value Chain</i> ”	
10:00am – 10:15am	BREAK	
10:15am – 11:45pm	Concurrent Sessions 3	HH 360, HH 370
11:45am – 12:00pm	BREAK	
12:00pm – 1:30pm	Lunch and Award Ceremony	Perry Pavilion
1:30pm – 1:45pm	BREAK	
1:45pm – 3:15pm	Concurrent Sessions 4	HH 360, HH 370
3:15pm – 3:30pm	BREAK	
3:30pm – 5:00pm	Concurrent Sessions 5	HH 360, HH370
5:00pm – 5:15pm	BREAK	
5:15pm – 5:30pm	Closing Comments	Perry Pavilion
6:00pm – 7:30pm	ABSEL Fellows Dinner (<i>All invited on their own bill</i>)	TBD

President's Message

DESIGNING FOR EXPERIENCE

A sincerely enthusiastic welcome to ABSEL 2026, the first time in 53 years that our conference is taking place in Utah, here in the excellent facilities of the Jon M. Huntsman School of Business at Utah State University's Logan campus. My huge thanks to all the local Utah State University (USU) team who assisted our Program Chair, Dr. Jim Cannon, in planning and preparing a stimulating and valuable three days of sessions and events where you get to learn from and share with fellow educators.

Our theme this year is “**Designing for Experience**”, focusing on how educators *intentionally design learning environments that create meaningful experiences for students*, rather than simply delivering content. This of course ties closely to ABSEL's long-time encouragement and promotion of **experiential learning, simulations, gamification, and reflective practice**, to enhance the enjoyment and effectiveness of business and management education.

Around the time of last year's ABSEL 2025 conference, many were impacted by a difficult environment, notably curtailed research and travel budgets, along with the concerns of our international contributors still recovering from the long Covid shadow over higher education. We confidently anticipated that those pressures would be abated by now. Alas, we were wrong. Uncertainties and anxieties seem to have been exacerbated, not least regarding travel policies, practicalities (especially for those international contributors), and above all, due to cost constraints. We are pleased that some of our overseas members will still participate and present remotely during the program— though we well recognize it is not the same as discussing face-to-face with you here in Utah, of course, we welcome you all.

At our recent ABSEL conferences in Orlando, much attention was devoted to the dominant change feature for most teaching and learning: the rapid development and adoption of artificial intelligence (AI). In several papers and workshops, we saw a myriad of opportunities for AI to aid the student journey and study process. However, there is increasing concern – that I share – about another side of that same coin: the risk of more passive forms of engagement, as students delegate the grunt-work (as they see it) of reading and analysis to their super-efficient AI ‘partner’.

In contrast, active pedagogies grounded in experiential learning place students in situations where they need to interpret information, make decisions, and reflect on outcomes. Designing our courses around meaningful experiences will help preserve the development of capabilities that AI cannot easily replicate, including critical thinking, judgement, teamwork, and strategic reasoning. Experiential learning requires students to engage with ambiguity, debate alternatives, and take responsibility for decisions. In this way, focusing on experience design ensures that AI gets to function as a supportive tool, rather than as a substitute for the deeper cognitive and social processes through which meaningful learning occurs.

Let me not veer too far off on such heavy themes. Instead, let us remind faculty and students alike that learning through the active pedagogies that will be discussed and celebrated here can be fun. We educators have agency and responsibility to make that educational experience so – and you will

see that theme in various presentations at this conference. We will benefit from the expertise and experience of our Keynote Speaker, Dr. Matt Duerden, who is Department Chair and Professor of Experience Design and Management at Brigham Young University's Marriott School of Business.

As those of you who have previously participated already know, strong collegiality and a supportive atmosphere are distinctive features of ABSEL conferences. ABSEL has developed a culture in which participants openly share teaching practices, classroom innovations, and simulation or educational game designs. If this is your first time, we trust you will join this collaborative community with a willingness to experiment, exchange ideas, and learn from each other's experiences – and that you will continue to do so long after ABSEL 2026 concludes on Saturday afternoon.

Can I take this opportunity to personally thank the ABSEL board for their support over the past year and specifically mention several of the executive team for their diligent and valuable work in planning and preparing this 53rd annual Conference: our track chairs, John Harris, Meg Nolan, Jason Evans and Gabby Swab, who have guided the submission, review and finalization of this year's papers; also Kim Abel who did a wonderful job in coordinating and delivering the pre-conference workshop, bringing a renewed focus on professional development and certification for early-stage and more experienced faculty. I recognize also the similarly vital roles of Alex Smith, who patiently and diligently assembles and publishes the ABSEL Proceedings; Chris Scherpereel who ably manages the website and information technology interface – and is a champion peer-reviewer too; our officers, Kiersten Marriott and Mick Feckula who plan and ensure funding for the overall conference; and my recent predecessors as President, Raghu Kurhakoti and Deb Good, both of whom continue to guide and promote the ABSEL organization and its services. Last – and by no means least – a very big THANK YOU to this year's Program Chair, Jim Cannon for his fine work in preparing what we trust will be an enjoyable and valuable conference here at USU for you all.

Finally, I hope you will all benefit professionally and personally from your participation at this conference of like-minded educators and researchers. Do think of continuing that journey by volunteering for a position in the ABSEL organization – be it as a future track chair, a delegate at large, a journal reviewer/co-editor, or in another role. Any of the current officers will be only too happy to answer your queries and welcome you onto our ABSEL Board. Please do consider.

ABSELutely yours,

Clive Kerridge
ABSEL President 2025-26

Program Chair Notes

Welcome to ABSEL 2026! You aren't in Orlando anymore... welcome to the beautiful snow-covered mountains of the mountain west! This year, we have the good fortune to hear from a thought leader in experience design, Dr. Mat Duerden of Brigham Young University. In addition, we will discuss the challenges and opportunities available in filling out the experiential learning value chain, with representation from experience vendors, instructional designers, faculty, and students. And of course, as always, we have a full schedule of presentations on cutting edge applications of experiential learning, innovative applications of artificial intelligence and other tools and practices, and of course simulations and games. Please take advantage of the collaborative and constructive ABSELian culture to learn, teach, network, and have fun!

Our team, led by Professor Kim Abel, has put together an incredible pre-conference workshop on the experiential learning research process. Participants will learn the ins and outs of formulating an experiential idea, designing the experience for implementation, optimizing the experience for student engagement, assessment of student outcomes, learning from the process, and documenting to share with others. We believe those in attendance will fill the ABSEL research pipeline for publication in the Journal of Experiential Learning in Business for years to come.

Personally, ABSEL has been an installation in my life since long before I entered academe. My father, Dr. Hugh Cannon, now in his 80s, was heavily involved with ABSEL since I was a teenager. Once I switched from practice to academia, I had the privilege of co-authoring almost a dozen ABSEL papers with him before he retired a dozen years ago. I am very grateful that he introduced me to my ABSEL family, where I was embraced into an environment in which researchers are dedicated to collaboration and constructive work.

I would be remiss not to acknowledge support provided by our host, the Huntsman School of Business at Utah State University. The Huntsman School is extremely dedicated to providing meaningful experiences to every student. This past year, with the generous support of Carolyn and Kem Gardner, the Huntsman School opened the doors of the Gardner Learning & Leadership Building, which houses the Stephen R. Covey Leadership Center, Center for Entrepreneurship, the Analytics Solution Center, Shingo Institute, Huntsman Scholar program, and Huntsman Hive/Freshmen Academy, all of which assist in delivering the Huntsman experiential promise.

I am very appreciative of our Track Chairs (Gabby Swab, John Harris, Jason Evans, and Meg Nolan) who facilitated the conference submission review process, resulting in thirty high-quality acceptances. Additionally, I want to recognize the contributions of Raghu Kurthakoti, Deb Good, Chris Scherpereel, Kiersten Maryott, Mick Fekula, Alex Smith, and Precha Thavikulwat who worked tirelessly behind the scenes. A very special thank you to Clive Kerridge, our President, for his thoughtful guidance as I learned my role.

Thank you, everyone!

Jim Cannon
2026 ABSEL Program Chair

ABSEL Board Officers and Members, 2025-2026

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ABSEL Fellows

Kristie A. Abston	2019	Kenneth E. Long	2019
Phil Anderson	2003	Peter Markulis	2007
William D. Biggs	1988	Kiersten M. Maryott	2017
Alvin C. Burns	1993	Sandy Morgan	2003
John Butler	2001	Carl Nielsen	1999
Hugh Cannon	1998	John Overby	2000
Chris Cassidy	2016	Dee Page	2004
Jimmy M. Chang	2010	Aspy Palia	2011
Susan Chesteen	2000	Alan Patz	1999
Dick Cotter	2000	Sharma Pillulta	2007
Ralph Day	1989	Ritchie Platt	2009
John Dickinson	2015	Thomas F. Pray	1993
Anthony J. Faria	1993	Lora L. Reed	2017
Mick Fekula	2012	Pat Sanders	1994
Andy Feinstein	2008	Chris Scherpereel	2017
J. Ronald Frazier	1988	Alex Smith	2014
David J. Fritsche	1990	Dan Strang	2004
James Gentry	1990	Jim Szot	2024
Steven C. Gold	1997	Richard Teach	1996
Debbie Good	2024	Precha Thavikulwat	1999*
Kenneth Goosen	1987	Stanley C. Vance	1987
Jerold Gosenpud	1991	Marcin Wardaszko	2017
Lee Graf	1992	Bill Wellington	2008
Jeremy Hall	2012	Walter J. Wheatley	1995
Annette Halpin	2011	Joseph Wolfe	1989
J. Duane Hoover	2013	Carlos Mario Zapata-Jamillo	2019
Arata Ichikawa	2015		
Manabu Ichikawa	2019		
Ron Jensen	1998		
Lane Kelly	1999		
J. Bernard Keys	1987		
Raghu Kurthakoti	2025		
Leigh Lawton	2009		
Nancy Leonard	2002	*Dean of the Fellows	

ABSEL 2026 Program Schedule

“Designing for Experience”

Thursday, March 19 th , 2026		
Pre-Conference Workshop		
8:15am – 8:30am	Arrival	Perry Pavilion (4 th Floor, Huntsman Hall)
8:30am – 9:00am	Welcome & Engagement - Continental Breakfast	
9:00am – 9:30am	Experiential Learning – Primer	
9:30am – 11:00am	From Idea to Design	
11:00am – 11:15am	BREAK	
11:15am – 12:30pm	Optimizing the Student Experience	
12:30pm – 1:15pm	Lunch & Engagement	
1:15pm – 2:00pm	Assessment	
2:00pm – 2:30pm	Writing for ABSEL	
2:30pm – 3:00pm	Review and Reflect	
3:00pm – 3:30pm	Plan Development	
3:30pm – 4:15pm	Sharing and Feedback	
4:15pm – 4:30pm	Closing	
ABSEL Conference		
5:30pm – 6:30pm	ABSEL Board Meeting	Eccles Business Building, 9 th Floor
7:00pm – 8:30pm	ABSEL Welcome Reception	Perry Pavilion

Friday, March 20th, 2026

ABSEL Conference (continued)		
7:00am – 7:45am	Breakfast on your own (complimentary at hotel)	University Inn
7:15am – 8:00am	ABSEL Fellows Meeting	HH 360
8:00am – 8:15am	President and Program Chair's Welcome	Perry Pavilion (4 th Floor, Huntsman Hall)
8:15am – 8:30am	Welcome by Huntsman School Associate Dean, Dr. Brad Lindsey	
8:30am – 10:00am	Plenary Presentation – Mat Duerden Department Chair, Experience Design and Management, Brigham Young University	
10:00am – 10:15am	BREAK	
10:15am – 11:45am	Concurrent Sessions 1	
	Experiential Track - <i>How to Frame Game a Close-Ended Test: Magnifying Power, Instant Feedback, Weighted Distractors, Pacing, and Dynamic Scoreboard</i> (Precha Thavikulwat) - <i>Succeeding to Fail: When an Experiential Learning Initiative Outgrows its Home</i> (Chris, Barlow, Sara Moeller) - <i>Scale the Experience, Keep the Rigor: Conservative AI Adoption for Business Strategy Education</i> (Christopher M. Scherpereel)	HH 360
	Games Ready to Play - <i>Using an Interactive Class Game to Improve the Teaching of Randomization and Unpredictability in Strategic Decision Making</i> (Matt Olczak, Chris Wilson) * - <i>A Ready to Play Game: ITO</i> (Gabby Swab, John Harris, Ryan Bruns) *	EBB 211
	Innovations - <i>Learning AI by Doing: An Experiential Framework for Developing AI Literacy</i> (Kelly Poppe-Gale) - <i>Learning by Doing – Differently: Learner Characteristics in Experiential Education</i> (Kim Abel, Heidi Bartholomew, Elise Boyas, Deb Good, Kiersten Maryott) - <i>Vicarious Learning as Experiential Learning: Movies as Pedagogy</i> (Margaret Nolan, Raghu Kurthakoti)	HH 370
11:45pm – 12:00pm	BREAK	

Friday, March 20th, 2026

ABSEL Conference (continued)		
12:00pm – 1:15pm	Lunch - Announce New Fellows - Board Member Elections	Perry Pavilion (4 th Floor, Huntsman Hall)
1:15pm – 1:30pm	BREAK	
1:30pm – 2:15pm	Facilities tour – Huntsman Hall and Gardner Learning & Leadership Building (led by former Associate Dean, Dr. Chad Simon)	
2:15pm – 2:30pm	BREAK	
2:30pm – 4:00pm	Concurrent Sessions 2	
	Experiential - <i>From Classroom to Blackboard: Reimagining Peer Interaction Online through a Think-Pair-Share Model for Graduate Management Learning</i> (Michael Carriger) - <i>From Markets to Mandates: Teaching Government to Business Students through a Simulated Constitutional Convention</i> (Hugh M. Cannon) - <i>The Care and Feeding of Business Students and the Case for Civic Engagement</i> (Paul M. Klein)	HH 360
	Games Ready to Play - <i>A DuoLingo for Accounting and Finance: ‘Be Finance Fluent’, a Mobile Digital Game for Developing Accounting and Finance Literacy and Skills</i> (Matt Davies) * - <i>The ABSEL Conference Program Game: A Frame Game</i> (Precha Thavikulwat)	EBB 211
5:00pm – 6:00pm	Bus transfer from campus to Beaver Mountain	University Inn
6:00pm – 9:00pm	Social Event – Beaver Mountain Ski Resort	Beaver Mountain
9:00pm – 10:00pm	Bus transfer from Beaver Mountain to University Inn	
* Indicates Online Presentation		

Saturday, March 21st, 2026

ABSEL Conference (continued)		
7:00am – 8:00am	Breakfast on your own (complimentary at hotel)	University Inn
7:15am – 8:00am	ABSEL Board Meeting	HH 360
8:15am – 8:30am	Panel Introductions	Perry Pavilion (4 th Floor, Huntsman Hall)
8:30am – 10:00am	Panel Discussion – “ <i>Strengthening the Experiential Learning Value Chain</i> ” - Alton Alexander, Veydra - Raghu Kurthikoti, Arcadia University - Neal Legler, Utah State University Center for Innovative Design and Instruction - Katelyn Oliverson, USU International Business & Portuguese Student - Samir Penkar, Simulation Powered Learning - Rebecca Schmeller, Ashland University - Ricardo Tienda-Perez, USU Healthcare Administration Student	
10:00am – 10:15am	BREAK	
10:15am – 11:45pm	Concurrent Sessions 3	
	Experiential - <i>Assignments to Build AI Literacy and Competency among Students in Undergraduate Business Programs</i> (Annette Halpin, Raghu Kurthakoti, Yasuko Madison) - <i>The Emotional Radar: An Experiential Framework for Teaching AI Product Management and Stakeholder Management</i> (Iryna Okhrymenko) * - <i>Experiential Learning through AI, Audience Response and Simulation Integration: One Key to Advancing Competency in a Principles of Marketing Class</i> (Jennifer Fritch)	HH 360
	Innovations - <i>AI-Resistant Assessment: Implementing Specifications Grading in Managerial Accounting</i> (Ryan Teeter) - <i>Auditing AI Communications: An LLM-Rated, Governance-Aligned TPM-B Method</i> (Chris M. Scherpereel) - <i>Measuring Reasoning, Not Just Fluency: A TPD-B Assessment of LLMs</i> (Chris M. Scherpereel)	HH 370
11:45am – 12:00pm	BREAK	

Saturday, March 21st, 2026

ABSEL Conference (continued)		
12:00pm – 1:30pm	Lunch and Award Ceremony	Perry Pavilion (4 th Floor, Huntsman Hall)
1:30pm – 1:45pm	BREAK	
1:45pm – 3:15pm	Concurrent Sessions 4	
	Experiential - <i>Experiential Learning as a Moderator of Entrepreneurial Intention: Student Perception at a UK University</i> (Jason Evans, Clive Kerridge) - <i>Linking Inquiry, Autonomy, and Collaboration through a Cooperative Board Game: An Exploratory SEM Study using Pandemic</i> (Yuta Yamazaki, Manabu Ichikawa, Kaede Fujita) - <i>Building a Professional Future: Using AI in the Business Writing Classroom</i> (Laura Fitzwater)	HH 360
	Simulations - <i>Integrating Game-based Learning for Teaching Agile Project Management: Learning Scrum through Interactive Simulation in Unity</i> (Antonio Vera) - <i>Tracking Insights Derived and Learning via Decision Support by Simulation Phase</i> (Aspy Palia) - <i>Do Total Enterprise Simulations Address the Learning Outcomes for the Business Strategy Course</i> (Annette Halpin, Rebecca Schmeller)	HH 370
3:15pm – 3:30pm	BREAK	
3:30pm – 5:00pm	Concurrent Sessions 5	
	Experiential - <i>Turning AI Drafts into Teachable Moments</i> (Christopher M. Scherpereel) - <i>From Handwriting to Leadership: An Adaptive Model of Experiential Learning</i> (Boris Karapetyan) - <i>Bridging the Theory-Practice Gap through the E3 Learning Experience Framework</i> (Ann-Michelle Levangie)	HH 360

Saturday, March 21 st , 2026		
ABSEL Conference (continued)		
3:30pm – 5:00pm	Concurrent Sessions 5 (continued)	
	Innovations - <i>Embedding Change Management into Project Management Courses</i> (Tony Rodi) * - <i>Teaching Ethical Awareness: Spirituality and Mindfulness in Management Classrooms</i> (Cheryl Dowie, Ray Wang)	HH 370
5:00pm – 5:15pm	BREAK	
5:15pm – 5:30pm	Closing Comments	Perry Pavilion (4 th Floor, Huntsman Hall)
6:00pm – 7:30pm	ABSEL Fellows Dinner (<i>All invited on their own bill</i>)	TBD

Fifty-Three Years of ABSEL

Year	Conference Location	President	Program Chair	Papers
1974	Oklahoma City	Bernie Keys	Bernie Keys	52
1975	Bloomington	Stan Vance	Stan Vance	43
1976	Knoxville	Ralph Day	Ralph Day	54
1977	Wichita	Ralph Day	Carl Neilsen	48
1978	Denver	Dick Buskirk	Duane Hoover	49
1979	New Orleans	Carl Neilsen	James Scherier	70
1980	Dallas	Duane Hoover	Sam Certo	69
1981	Orlando	James Scherier	Dan Brennenstuhl	84
1982	Phoenix	Sam Certo	William Biggs	78
1983	Tulsa	Dan Brennenstuhl	Dave Fritzsche	43
1984	Hawaii	William Biggs	Lee Graf	67
1985	Orlando	Dave Fritzsche	Joe Wolfe	49
1986	Reno	Lee Graf	James Gentry	66
1987	Hiltonhead	Joe Wolfe	Alvin Burns	64
1988	San Diego	James Gentry	Lane Kelley	62
1989	Orlando	Alvin Burns	Patricia Sanders	45
1990	Hawaii	Lane Kelley	Tom Pray	96
1991	Nashville	Patricia Sanders	John Wingender	59
1992	Las Vegas	Tom Pray	Walt Wheatley	93
1993	Savannah	John Wingender	Jerry Gosenpud	74
1994	San Diego	Walt Wheatley	Steven Gold	58
1995	San Antonio	Jerry Gosenpud	Precha Thavikulwat	78
1996	Orlando	Steven Gold	John Overby	51
1997	New Orleans	Precha Thavikulwat	Alan Patz	82
1998	Hawaii	John Overby	John Butler	71
1999	Philadelphia	Alan Patz	Nancy Leonard	81
2000	Savannah	John Butler	Sandra Morgan	58
2001	San Diego	Nancy Leonard	Diana Page	49
2002	Pensacola	Sandra Morgan	Khushwant Pittenger	52
2003	Baltimore	Diana Page	Mary Jo Vaughn	43
2004	Las Vegas	Khushwant Pittenger	Andy Feinstein	65
2005	Orlando	Mary Jo Vaughn	Denise Potosky	64
2006	San Francisco	Andy Feinstein	Doug Micklich	58
2007	San Antonio	Denise Potosky	Doug Micklich	56
2008	Charleston	Richie Platt	Andy Feinstein	46
2009	Seattle	Dick Teach	Mick Fekula	51
2010	Little Rock	Bill Wellington	David Hutchinson	45
2011	Pensacola	Mick Fekula	Chris Cassidy	46
2012	San Diego	Alex Smith	Bill Wellington	40
2013	Oklahoma City	Duane Hoover	Kiersten Maryott	58
2014	Lake Buena Vista, FL	Chris Cassidy	David Rahn	60
2015	Las Vegas	Kiersten Maryott	Chris Scherpereel	56
2016	New Orleans	David Rahn	Marcin Wardaszko	53
2017	Myrtle Beach, SC	Chris Scherpereel	Carlos Mario Zapata-Jaramillo	44
2018	Seattle	Kristie Abston	Ron Magnuson	46
2019	San Diego	Carlos Mario Zapata-Jaramillo	Lora Reed	47
2020	Virtual	Ron Magnuson	Debbie Good	30
2021	Virtual	Lora Reed	Jim Szot	25
2022	Virtual	Debbie Good	Raghu Kurthakoti	27
2023	Pittsburgh	Jim Szot	Debbie Good	36
2024	Orlando	Raghu Kurthakoti	Clive Kerridge	34
2025	Orlando	Debbie Good	Annette Halpin	23
2026	Logan, UT	Clive Kerridge	James Cannon	30

1974 – 2026



Most Frequent Conference Locations

Orlando (8)	1981, 1985, 1989, 1996, 2005, 2014, 2024, 2025
San Diego (5)	1988, 1994, 2001, 2012, 2019
New Orleans (3)	1979, 1997, 2016
Hawaii (3)	1984, 1990, 1998
Las Vegas (3)	1992, 2004, 2015
Virtual (3)	2020, 2021, 2022
Oklahoma City (2)	1974, 2013
Savannah (2)	1993, 2000
San Antonio (2)	1995, 2007
Pensacola (2)	2002, 2011
Seattle (2)	2009, 2018

Published 1990 Contributors:

Theodore C. Alex	William D. Biggs*
Alvin C. Burns*	Hugh M. Cannon*
Newell E Chiesl	Richard V. Cotter*
Anthony J. Faria*	David J. Fritzche*
Steven C. Gold*	Jerry Gosenpud*
Lee A. Graf*	Calvin E. Kellogg
J. Bernard Keys*	R. Bruce McAfee
Alan L. Paltz*	Thomas F. Pray*
James W. Schreier	Richard D. Teach*
Joseph W. Wolfe*	*ABSEL Fellows

ABSEL Leadership and Conference Sites

	Year	President	Program Chair	Proceedings Editors:	Site
1	1974	Bernie Keyes	Bernie Keyes	James Kenderdine & Bernie Keyes	Oklahoma
2	1975	Stan Vance	Stan Vance	Richard Buskirk	Bloomington
3	1976	Ralph Day	Ralph Day	Bernard Sord	Knoxville
4	1977	Ralph Day	Carl Neilsen	Carl Neilsen	Wichita
5	1978	Dick Buskirk	Duane Hoover	Dan Brenenstuhl & Sam Certo	Denver
6	1979	Carl Neilsen	James Scherier	Sam Certo & Dan Brenenstuhl	New Orleans
7	1980	Duane Hoover	Sam Certo	Dan Brenenstuhl & William Biggs	Dallas
8	1981	James Scherier	Dan Brenenstuhl	William Biggs & Dave Fritzsche	Orlando
9	1982	Sam Certo	William Biggs	Dave Fritzsche & Lee Graf	Phoenix
10	1983	Dan Brenenstuhl	Dave Fritzsche	Lee Graf & David Currie	Tulsa
11	1984	William Biggs	Lee Graf	David Currie & James Gentry	Hawaii
12	1985	Dave Fritzsche	Joe Wolfe	James Gentry & Alvin Burns	Orlando
13	1986	Lee Graf	James Gentry	Alvin Burns & Lane Kelley	Reno
14	1987	Joe Wolfe	Alvin Burns	Lane Kelley & Patricia Sanders	Hiltonhead
15	1988	James Gentry	Lane Kelley	Patricia Sanders & Tom Pray	San Diego
16	1989	Alvin Burns	Patricia Sanders	Tom Pray & John Wingender	Orlando
17	1990	Lane Kelley	Tom Pray	John Wingender & Walt Wheatley	Hawaii
18	1991	Patricia Sanders	John Wingender	Walt Wheatley & Steven Gold	Nashville
19	1992	Thomas Pray	Walt Wheatley	Jerry Gosenpud & Steven Gold	Las Vegas
20	1993	John Wingender	Jerry Gosenpud	Steven Gold & Precha Thavikulwat	Savannah
21	1994	Walt Wheatley	Steven Gold	Precha Thavikulwat & John Overby	San Diego
22	1995	Jerry Gosenpud	Precha Thavikulwat	John Overby & Alan Patz	San Antonio
23	1996	Steven Gold	John Overby	Alan Patz & John Butler	Orlando
24	1997	Precha Thavikulwat	Alan Patz	John Butler & Nancy Leonard	New Orleans
25	1998	John Overby	John Butler	Nancy Leonard & Sandra Morgan	Hawaii
26	1999	Alan Patz	Nancy Leonard	Sandra Morgan & Diana Page	Philadelphia
27	2000	John Butler	Sandra Morgan	Diana Page & L.T. Snyder	Savannah
28	2001	Nancy Leonard	Diana Page	Khushwant Pittenger & Mary Jo Vaughn	San Diego
29	2002	Sandra Morgan	Khushwant Pittenger	Mary Jo Vaughn & Sharma Pillutla	Pensacola
30	2003	Diana Page	Mary Jo Vaughn	Sharma Pillutla & Andy Feinstein	Baltimore
31	2004	Khushwant Pittenger	Andy Feinstein	Andy Feinstein & Denise Potosky	Las Vegas
32	2005	Mary Jo Vaughn	Denise Potosky	Robert Ledman	Orlando
33	2006	Andy Feinstein	Doug Micklich	Alex Smith	San Francisco
34	2007	Denise Potosky	Doug Micklich	Alex Smith	San Antonio
35	2008	Richie Platt	Andy Feinstein	Alex Smith, Janet Duck, Mick Fekula, & Bill Wellington	Charleston
36	2009	Dick Teach	Mick Fekula	Alex Smith, Janet Duck, Elizabeth Murff & Chris Scherpereel	Seattle
37	2010	Bill Wellington	David Hutchinson	Alex Smith, Mick Fekula, Elizabeth Murff, Chris Cassidy & Dick Teach	Little Rock
38	2011	Mick Fekula	Chris Cassidy	Elizabeth Murff, David Hutchinson, Bill Wellington, Chris Scherpereel, Dick Teach, & Mick Fekula	Pensacola Beach
39	2012	Alex Smith	Bill Wellington	David Hutchinson, Kiersten Maryott, David Rahn, Chris Scherpereel, Dick Teach & Alex Smith	San Diego
40	2013	Duane Hoover	Kiersten Maryott	Alex Smith, Marian Boscia, David Rahn, Lora Reed, Dick Teach, Carlos Mario Zapata Jaramillo, Qing Li, Chris Cassidy	Oklahoma City
41	2014	Chris Cassidy	David Rahn	Alex Smith, David Rahn, Lora Reed, Dick Teach, Carlos Mario Zapata Jaramillo, Marcin Wardaszko & Kenneth E. Long	Orlando
42	2015	Kiersten Maryott	Chris Scherpereel	Alex Smith, Christian Karl, Carlos Mario Zapata Jaramillo, Marcin Wardaszko & Kenneth E. Long	Las Vegas
43	2016	David Rahn	Marcin Wardaszko	Alex Smith, Kristie Abston, Pat Hendrickson, Carlos Mario Zapata Jaramillo & Kenneth E. Long	New Orleans

44	2017	Chris Scherpereel	Carlos Mario Zapata-Jaramillo	Alex Smith, Ken. Long, Chris Cassidy, Pat Hendrickson, & Maja Zelihic	Myrtle Beach
45	2018	Kristie Abston	Ron Magnuson	Alex Smith, Ken Long, Lora Reed, Alan Swank, Maja Z, Manabu Ichikawa	Seattle
46	2019	Carlos Mario Zapata-Jaramillo	Lora Reed	Alex Smith, Manabu Ichikawa, Debbie Good, Alan Swank, Raghu Kurthakoti	San Diego
47	2020	Ron Magnuson	Debbie Good	Alex Smith, Manabu Ichikawa, Debbie Good, Raghu Kurthakoti	Virtual
48	2021	Debbie Good	Raghu Kurthakoti	Alex Smith, Raghu Kurthakoti, Manabu Ichikawa, Helen Soter	Virtual
49	2022	Raghu Kurthakoti	Jim Szot	Alex Smith, Elise Boyas, Rebecca Schmeller, James Cannon	Virtual
50	2023	Jim Szot	Debbie Good	Alex Smith, Elise Boyas, Rebecca Schmeller, James Cannon	Pittsburgh
51	2024	Raghu Kurthakoti	Clive Kerridge	Alex Smith, Annette Halpin, Céleste Grimard, James Cannon	Orlando
52	2025	Debbie Good	Annette Halpin	Alex Smith, James Cannon, Meg Nolan, Gabby Swab	Orlando
53	2026	Clive Kerridge	James Cannon	Meg Nolan, Gabby Swab, Jason Evans, John Harris	Logan, UT

Best Paper Awards

- 1978 Most Innovative:** *“Emergent Simulation in Administration Courses”* by C.L. Wynn and G.E. Crawford
- 1979 Best Experiential:** *“Personality Development and Conflict Dynamics: An Experimental Design to Study the effects of Teaching Methodologies on Conflict Resolution”* by T. Basuray and J. Gosenpud
- 1980 Best Research:** *“Association Between Individual Cognitive Processing Variables and Business Game Performance and Play”* by J.A. Wolfe
- 1981 Innovative Experiential:** *“Finding an Effective Means of Teaching Managerial Behavioral Skills: Two Different Experiential Teaching Methods”* by D.G. Minton and B. Lilligen-Minton
- Best Simulation Research:** *“Providing A Real World View of the Personnel Function: A Simulation”* by G.E. Stevens and E.K. Burton
- Innovative Simulation:** *“Teaching Performance Against Skills: An Experiential Approach”* by E.K. Burton
- Best Experiential Research:** *“Problems in Evaluation of Experiential Learning in Management Education”* by L. Kelley and J. Easton
- 1982 Best Research:** *“The Effect of Different Team Sizes on Business Games Performance”* by J.A. Wolfe and T.I. Chacko
- Best Experiential:** *“The Value of Conjoint Analysis in Enhancing Experiential Learning”* by L. Greenhalgh and S.A. Neslin
- 1983 Outstanding Paper:** *“Role-Playing Based on Video-Tape Scenarios: An Application of Modeling to Building Supervisory Skills”* by J.C. Faltot and J.R. Ogilvie
- Outstanding Research:** *“Simulating Market and Firm Level Demand-A Robust Demand System”* by S.C. Gold and T.F. Pray
- 1984 Best Research:** *“A Path Analytic Study of the Effects of Alternative Pedagogies”* by A.C. Burns and D.L. Sherrell
- 1985 Most Creative:** *“Developing the Competencies of ‘Resistance to Stress’ and ‘Accurate Self-Assessment’”* by D.S. Kline
- Best Research:** *“Predicting Performance Over the Course of the Simulation”* by J. Gosenpud and A. Larson
- 1986 Best Paper:** *“The Assessment Center as a Teaching Learning Device”* by R.B. McAfee and A. Hawryluk
- 1987 Most Innovative:** *“Decision Styles and Student Simulation Performance”* by R. Hornaday and K. Curran
- Best Research-Simulation:** *“The Use of Expert Systems to develop Strategic Scenarios: An Experiment Using a Simulated Market Environment”* by A. Varanelli, M. Sackson, D. Cronin and C.L. Dulberg
- 1988 Best Paper-Simulation:** *“Strategy Design, Process and Implementation in a Stable/Complex Environment: An Exploratory Study”* by J. Gosenpud and J.A. Wolfe
- Best Paper-Experiential:** *“Experimental Analysis of Magnitude and Source of Students’ Inequitable Classroom Perceptions in Three Reward Conditions”* by J.D. Overby and K.A. Durden
- 1989 Best Research:** *“A Study of the Relationship Between Student Final Exam Performance and Simulation Game Participation”* by T.R. Whitely and A.J. Faria
- Most Innovative:** *“A Simulating Simulation in International Business Negotiation With a Japanese Company”* by B.S. Axe
- 1990 Most Innovative:** *“Executive Evaluation of Student Learning in the Looking Glass”* by D. Page and R.M. Roberts

- Best Computer Simulation Research:** *“Demand Equations: Which Include Product Attributes”* by R.D. Teach
- 1991 Best Research Paper:** *“Increasing Simulation Realism Through the Modeling of Step Costs”* by K.R. Goosen
- 1992 Best Research Paper:** *“An Examination of the Effect of Team Cohesion , Player Attitude, and Performance Expectations on Simulation Performance Results”* by W.J. Wellington and A.J. Faria
- 1994 Best Research Paper:** *“Complexity: Is it Really that Simple”* by J.S.B. Hall and B.M. Cox
- 1997 Best Research Paper:** *“The Impact of an Artificial of an Artificial Market Leader on Simulation Competitors”* by W.J. Wellington and A.J. Faria
- 1999 Best Experiential Paper:** *“Progress: An Experiential Exercise in Developmental Marketing”* by Hugh M. Cannon, Attila Yaprak and Irene Mokra.
- 2000 Best Simulation Paper:** *“Visual Modeling of Business Simulations”* by T. Pray and V. Perotti
- 2001 Best Simulation Paper:** *“Fidelity, Verifiability, and Validity of Simulation Constructs for Evalulation”* by A.H. Feinstein and H.M. Cannon
- 2002 Best Simulation Paper:** *“Incorporating Cosmopolitan-Related Focus-Group Research into Global Advertising Simulations”* by H.M. Cannon, A. Yaprak and S. Sasser
- 2003 Best Simulation Paper:** *“The Tobin Q As a Company Performance Indicator”* by J.A. Wolfe and A.C.A. Sauaia
- Best Experiential Paper:** *“Experiential Learning: Introducing Faculty and Staff to A Leadership Development Program”* by M.J. Hornyak and D. Page
- 2004 Best Simulation Paper:** *“Accounting for Company Reputation Variation on the Gold Standard”* by H.M. Cannon and M. Schwaiger
- Best Experiential Paper:** *“Integrating The Business Curriculum with a Comprehensive Case Study: A Prototype”* by P.M. Markulis, D.R. Strang and H. Howe
- Best Online Education Paper:** *“Designing a Globalization Simulation to Teach Corporate Social Responsibility”* by N.S. Shami, N. Bos, T. Fort and M. Gordon
- 2005 Best Simulation Paper:** *“Computer Business Simulaton Design”* by J.S.B. Hall
- Best Experiential Paper:** *“The Internet to Enhance Course Presentation: A Help or Hindrance to Student Learning”* by W. Wellington, D. Hutchinson and A.J. Faria
- 2006 Best Experiential Paper:** *“Is Pay Inversion Ethical? A Three-Part Exercise”* by M. Boscia, B. McAfee and M. Glassman
- 2007 Best Simulation Paper:** *“Simulation Performance and its Effectiveness as a PBL Problem: A Follow-up Study”* by P. Anderson
- 2008 Best Simulation Paper:** *“Modeling Strategic Opportunities in Product-Mix Strategy: A Customer Versus Product-Oriented Perspective”* by J.N. Cannon and H.M. Cannon
- Best Experiential Paper:** *“Implementation of Effective Experiential Learning Environments”* by A. McManus and A. Feinstein
- Best Student Paper:** *“Internships and Occupational Socialization: What are Students Learning?”* by A. McManus and A. Feinstein
- 2009 Best Simulation Paper:** *“Beyond the Profitable-Product Death Spiral: Managing the Product Mix in an Environment of Constrained Resources”* by H.M. Cannon and J.N. Cannon
- Best Experiential Paper:** *“The Simplicity Paradox: Another Look at Complexity in Simulation Design”* by H.M. Cannon, D. Friesen, S. Lawrence and A. Feinstein

- Best Student Paper:** *"In Search of the Ethnocentric Consumer: Experiencing 'Laddering' Research in International Advertising"* by T.M. Ho, H.M. Cannon and A. Yaprak
- 2010** **Best Simulation Paper:** *"Another Look at the Use of Forecasting Accuracy on the Assessment of Management Performance in Business Simulation Games"* by M.P de Souza, R.S.S. Bernard and H.M. Cannon
- Best Experiential Paper:** *"Mustard Seeds as a Means for Creative Problem Solving, Ethical Decision Making, Stakeholder Alliance, & Leader Development Through Experiential Learning in Management Education"* by L.L. Reed
- 2011** **Best Simulation Paper:** *"Would You Take a Marketing Man to a Quick Service Restaurant? Modeling Corporate Social Responsibility in a Food Service Menu-Management Simulation"* by J. N. Cannon, H. M. Cannon, D. P. Friesen, & A. H. Feinstein
- Best Experiential Paper (tie):** *"Complexity Avoidance, Narcissism and Experiential Learning"* by J. D. Hoover
- Best Experiential Paper (tie):** *"Appreciating Complexity: The Chief of Staff of the Army Game"* by Ken Long
- 2012** **Best Simulation Paper:** *"Pick your Group Size: A Better Procedure to Resolve the Free-Rider Problem in a Business Simulation"* by Precha Thavikulwat and Jimmy Chang,
- Best Experiential Paper:** *"Build a Business ... In an Hour or Less: Getting Closer to Reality into the Classroom"* by Michael J. 'Mick' Fekula.
- Best Online Education Paper:** *"Modeling a Modest Proposal for Increasing the efficiency of Academic Research Dissemination"* by Hugh M. Cannon and James N. Cannon.
- 2013** **Best Simulation Paper:** *"Implementing Mental Models: Extending Insight and Whole Person Learning"* by Robert E. Robinson, Ronald Mitchell, and J. Duane Hoover
- Best Experiential Paper:** *"The Role of Simulations in Organizational Learning: Building Individual Absorptive Capacity"* by Hugh M. Cannon, Andrew H. Feinstein, Daniel P. Friesen (student), and Attila Yaprak
- Best Innovations and Future Directions Paper:** *"A Review of the Simulation Research in the Academy of Management Journal: Suggestions for Strengthening the Research Conducted by ABSEL Members"* by Annette L. Halpin
- Best Assessment Paper:** *"Accounting for Externalities Harnessing the 'Face in the Mirror' Phenomenon"* by Hugh M. Cannon James M. Cannon, Ahmet B. Köksal (student), Swati Verma (student)
- Best Issues Related to ABSEL Scholarship Paper:** *"Measuring the Performance Ranking Curve in Marketing Simulation Games"* by William J. Wellington, David Hutchinson, and Anthony J. Faria
- 2014** **Best Simulation Paper:** *"Customer Transaction Costs and marketing Simulations: Modeling a New Relationship Marketing Approach."* Hugh M. Cannon, James N. Cannon, Ahmet Köksal, Aaron Johnson
- Best Experiential Paper:** *"An Exploration of Overconfidence in Experiential learning of Behavioral Skills among MBA Students."* Robert C. Giambatista, J. Duane Hoover.
- Best Innovations Paper:** *"The Distance MBA: A Need for Guiding Philosophy and Theories."* Vanthanh Phan, J. Duane Hoover
- Best Accreditation Paper:** *"Experiential Strategies for Building Individual Absorptive Capacity."* Hugh M. Cannon, Bryon C. Geddes, Andrew Hale Feinstein
- Best Student Paper:** *"A Business Simulation Game for Location-Based Strategies."* Martin Prause, Christina Gunther, Jorgen Weigand
- 2015** **Best Simulation Paper:** *"Hybrid Methods of Organizing Groups for a Business Game"* Precha Thavikulwat, Jimmy Chang
- Best Experiential Paper:** *"Developing Educational Strategies for Experiential Learning: An Application of Service Dominant Logic from Marketing"* Bryon C. Geddes, Hugh M. Cannon, James N. Cannon, Andrew Hale Feinstein

- Best Innovations Paper:** *"Strategic Knowledge Mapping: The Co-Creation of Useful Knowledge"* Steven E. Wallis, Bernadette Wright
- Best Student Paper:**
- 2016** **Best Simulation Paper:** *"Can Action Complexity be used to Measure the Effectiveness of an Educational Game?"* Precha Thavikulwat, Jimmy Chang, Bosco Wing Tong Yu
- Best Experiential Paper:** *"Experiential Learning Potential as a Function of Psychological Predispositions and Demographic Variables"* Lori Tribble, Robert C. Giambatista, J. Duane Hoover
- Best Innovations Paper:** *"Teaching Values: An Experiential Approach"* Hugh M. Cannon, James N. Cannon, Bryon C. Geddes, Andrew Hale Feinstein
- Best Student Paper:** *"Process-oriented Research Method for Teamwork Effectiveness Assessment in Business Simulation Games"* Anna Ruszkowska, Marcin Wardaszko
- 2017** **Best Simulation Paper:** *"Time and Meta-Compositional Elements of Business Simulations"* Jeremy J.S.B. Hall
- Best Experiential Paper:** *"Conceptualizing Co-Creative Strategies in Experiential Education: Individual versus Group Approaches"* Bryon C. Geddes, Hugh M. Cannon, James N. Cannon
- Best Innovations Paper:** *"The Effects of Supplemental Instruction on Student Grades in a Blended Learning Context"* Richard J. Szal, Kyle R. Kennelly
- Best Student Paper:** *"Using Experienced-Based Learning to Enhance Student Success: Step 1 – Exploratory Research to Identify Discipline-Specific Competencies"* Kaylee M. Philbrick, Kiersten M. Maryott, Ronald A. Magnuson
- 2018** **Best Simulation Paper:** *"Why is learning so difficult to measure when "playing" simulations"* Richard Teach
- Best Experiential Paper:** *"Guide to Developing a Required Business Internship Program"* Khushwant K.S. Pittenger -AND- *"Experiential Learning with Capacity Building Management Projects"* Cheryl Ann Tokke
- Best Innovations Paper:** *"Addressing the Crisis in Higher Education: An Experiential Analysis"* Byron C. Geddes, Hugh M. Cannon, James N. Cannon
- Best Student Paper:** *"Pre-Conceptual Schemas: Ten Years of Lessons Learned about Software Engineering Teaching"* Juan Sebastián Zapata-Tamayo, Carlos Mario Zapata-Jaramillo
- 2019** **Best Simulation Paper:** *"Learning Transfer From a Business Simulation: How are you Situated?"* Christopher M. Scherpereel, Susan K. Williams, Scott E. Hoefle, Northern Arizona University
- Best Experiential Paper:** *"Lego® Mansion An Experiential Exercise for Understanding Leadership Styles"* Céleste Grimard, Université Du Québec À Montréal
- Best Games Paper:** *"Development of Base Life Planning Game to Learn the Balance of Cost and Happiness"* Ryoju Hamada (Thammasat University), Takashi Yokouchi (Tohoku University), Tomomi Kaneko (Hokkaido University of Science), Masahiro Hiji (Tohoku University)
- 2020** **Best Simulation Paper:** *"Enhancing Experiential Learning via Sustained Student Engagement"* Aspy Palia, University of Hawaii at Manoa
- Best Experiential Paper:** *"Individualizing Experiential Learning: A Theoretical Perspective"*, Hugh Cannon (Wayne State University, Emeritus), James Cannon (Utah State University), Bryon Geddes (Dixie State University), J. Alexander Smith (Oklahoma City University)
- Best Innovations Paper:** *"Extending the Experience: Bringing Boards of Directors to Bear on a Business Simulation"* Tom Davis (University of Pittsburgh), Ron Magnuson (College of Charleston)
- 2021** **Best Simulation Paper:** *"Engaging Digital Natives with Simulations"* Wendy Ford (Queensborough Community College – City University of New York)
- Best Experiential Paper:** *"Sustaining Engagement and Learning in a Pandemic"* Aspy Palia (University of Hawaii at Manoa)

- Best Innovations Paper:** *“The Great Rotation: Experience Based Learning in Business Education at a Distance in 2020”* Tom Davis, Debbie Good, Kiersten Maryott (University of Pittsburgh)
- Best Student Paper:** *“A Systematic Mapping of Gamification in Higher Education”* Diego Castro, Diago Olivera, Geraldo Xexeo, Jessica Seibert, Leandro Ouriques, Eduardo Mangeli (Universidade Federal do Rio de Janeiro)
- 2022 Best Simulation Paper:** *“Augmenting Engagement and Learning via Decision Support”* Aspy Palia (University of Hawaii at Manoa)
- Best Experiential Paper:** *“The Juice SPC Game: An Excel Based Simulation Exercise”* Christopher M. Scherpereel (Northern Arizona University)
- Best Innovations Paper:** *“Assigning Individuals Credit Towards Grades for a Unified Submission: Theory and Application”* Precha Thavikulwat (Towson University)
- Best Student Paper:** *“Games with Purpose Development Methodology by Ludology Laboratory”* Eduardo Mangeli (Universidade Federal do Rio de Janeiro), Tadeu Moreira de Classe (Universidade Federal do Estado do Rio de Janeiro), Horacio Macedo (Universidade Federal Fluminense), Pedro Marques, Lincoln Magalhaes Costa, Marcus Parreiras and Farmy Silva (Universidade Federal do Rio de Janeiro)
- 2023 Best Simulation Paper:** *“The experiential learnings of two career academics: Reflections, insights and recommendations from years of teaching and research on the use of business simulation games in marketing education”*, William Wellington (Odette School of Business)
- Best Innovations and Future Directions in Education Paper:** *“Managing Expectations in a Pandemic and ‘Getting Back to Normal’”* Kristie Abston (Middle Tennessee State University) and Helen Soter (University of West Florida)
- Best Student Paper:** *“An educational game about sustainability based on ESGP concepts”* Marcos Felipe Magalhaes, Marcus Parreiras, Leandro Ouriques, Eduardo Mangeli, Farmy Silva, Eduardo Valle & Geraldo Xexeo (Universidade Federal do Rio de Janeiro)
- 2024 Best Simulation Paper:** *“Decision Support-Induced Engagement and Learning Trends by Simulation Phase”* Aspy P. Palia (University of Hawaii at Manoa)
- Best Experiential Paper:** *“AI’s Endgame: Leveraging AI to Craft the Avengers Case Study”* Christopher M. Scherpereel (Northern Arizona University)
- Best Innovations and Future Directions in Education Paper:** *“The AI Paradox: Unpacking the Potential and Perils in Business Education”* Christopher M. Scherpereel (Northern Arizona University)
- 2025 Best Simulation Paper:** *“A Decade of Doing: Reviewing Ten Years of Experiential Learning at ABSEL”* Chris M. Scherpereel (Northern Arizona University)
- Best Experiential Paper:** *“Development of a Scenario-Based Decision Practice Experience, with No Scenarios”* Brian Moon (Perigean Technologies), Megan Leavens (Perigean Technologies), Cara Menges (Perigean Technologies), Jayden Moon (Tufts University), Annie Wayne (Ethos Veterinary Health), and Alexandra Pivoda (Ethos Veterinary Health)
- Best Innovations and Future Directions in Education Paper:** *“Instant Feedback: Theory and Implementation”* Precha Thavikulwat (Towson University) and J. Alexander Smith (Oklahoma City University)

List of Participants, Authors, Panelists, and Session Chairs

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Antonio Fernando Vera Delgado (Universidad Nacional de Colombia, Medellin Colombia)
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Boris Karapetyan
Bradley P. Lindsey (Utah State University, UT)
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Cheryl Dowie (University of Houston-Downtown, TX)
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Hugh M. Cannon (Retired)
Iryna (Erin) Okhrymenko (Aston University, Birmingham UK)
J. Alexander Smith (Oklahoma City University, OK)
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Precha Thavikulwat (Towson University, MD)

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Raghu Kurthakoti (Arcadia University, PA)
Ray Wang
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Ricardo Tienda-Perez (Utah State University, UT)
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Ryan Bruns (Arcane Wonders, UT)
Samir Penkar (Simulation Powered Learning, MN)
Sara B. Moeller (University of Pittsburgh, PA)
Y. Rosie Madison (Arcadia University, PA)
Yuta Yamazaki (Shibaura Institute of Technology, Tokyo Japan)