

CALL FOR PAPERS

The 60th MBAA International Conference

Education Technology and AI in Higher Education: Hero or Villain?

Palmer House
Hilton, Chicago IL
April 10-12, 2024

It's time to think about submitting your manuscripts and panel ideas for the *MBAA International 2024 Conference*. The conference will once again be in a hybrid format. While most presentations will be on-site, many of the tracks will have virtual sessions or presentations as well.

This year's theme is **Education Technology and AI in Higher Education: Hero or Villain?** Recently, higher education has both leaned on education technology (during the pandemic) and pulled away (concerns about AI), but it's hard to imagine a future for higher education without it. You are invited, as educators and scholars worldwide, to share your insights and experience on this topic--and other timely topics in your discipline--in the form of scholarly papers, panel sessions, discussions, and more as welcomed by the 12 professional tracks of MBAA International.

The initial submission deadline is **January 15, 2024**. The talented and capable track chairs for the 12 professional tracks of MBAA International are listed below. While most of your work will be submitted through the new-to-MBAA submission system, please check your track below to see if there are special instructions for submission.

Guidelines for Paper, Abstract, and Panel Presentation Proposal Submission

Authors should submit papers, abstracts and panel proposals through this link (EXCEPT for submissions to Case Research and BSG*):

<https://new.precisionconference.com/mbaa>

SUBMISSION DEADLINE: January 15, 2024

1. By submitting a manuscript or panel presentation proposal, authors indicate that this is original work that has not been previously published or presented and is not under review elsewhere.
2. Authors also agree to present accepted submissions during the conference—virtually or in-person.
3. Authors agree that at least one author will register for the conference. Any authors presenting must be registered.
4. Please check with your track chair for the appropriate formatting expectations like paper length, spacing, and citation style.

5. Submissions with multiple authors should indicate the contact person.
6. At least one author will need to create an account on the new submission system in order to submit your work.

To volunteer as a paper reviewer, discussant or session chair, please contact the appropriate track chair.

*For submissions for Case Research and Business, Society & Government, please contact the track chair through the e-mail address listed on the previous page of the CFP.

2023-2024 MBAA international Professional Track Program Chairs

Academy of Business Economics Heather LR Tierney Purdue University Fort Wayne tierneyh@pfw.edu Jeffrey Cline Purdue University Fort Wayne clinjwo2@pfw.edu	Academy of Finance Yuan Yuan University of Wisconsin - Whitewater aofchair@uww.edu	Association of International Business Research and Practice Malgorzata Plecka Winona State University malgorzata.plecka@winona.edu	Business and Health Administration Association David Wyant Belmont University david.wyant@belmont.edu
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Special Conference Features

Get Published: Get practical help from successful senior faculty members and journal editors

Distinguished Paper Awards: Distinguished Research and Best Paper awards are presented by MBAA International as well as by many of the professional tracks

Outstanding Professional Networking: MBAA International provides excellent opportunities for professional and personal development.

Historic, central location: MBAA International is proud to return to the amazing Palmer House Hilton, in the heart of Chicago's Loop.

The Palmer House Hilton is a AAA four-diamond-rated hotel with more than 140 years of history of hosting visitors to Chicago. The Palmer House Hilton is the front door to the theatre and financial districts, the Art Institute, Millennium Park, the Chicago Symphony Orchestra, and legendary State Street shopping.

MBAA International--America's Best Conference Value

Free Entertainment: Enjoy two free, fun nights in the city with music and open bar--all at no additional charge

On-site and virtual participation options: Same registration price whether in-person or online