



TEXAS SOUTHERN UNIVERSITY

Jesse H. Jones School of Business

*32nd Annual Southwestern Business Administration Teaching Conference*

<b>February 20 (Day 1)</b>		
<b>CONFERENCE THEME: The use of AI and Other Technologies in Effective Teaching and Learning without Compromising</b>		
<b>Time/Room Number</b>	<b>Agenda Item(s)</b>	<b>Presenter(s)</b>
8:30 - 9:15 (JHJ 128)	<b>REGISTRATION &amp; CONTINENTAL BREAKFAST</b>	<b>All Conference Participants</b>
9:30 - 9:55 (JHJ 128)	<b>Welcome and Introduction</b>	<b>TSU Administration/Dean/Program Chair</b>
10:00 - 11:15 (JHJ 128)	Building an understanding of AI for yourself and students, Using AI for content generation and as a course assistant or TA, Persona training basics, Building classroom activities involving AI, Practice/example, Ethics of AI in the classroom (e.g., the efficacy of "AI	Dr. Josh Kaisen (University of Houston) Director of Outreach and Education Human-Centered AI Institute, C.T. Bauer College of Business
11:15 - 12:15 (JHJ 128)	<b>PANEL - AI</b> <b>"AI in Business and Business Education"</b>	<b>Moderator: Dr. Emese Felvegi (University of Houston)</b> <b>Panelists: Dr. Cate Wengelnik (University of Houston), and Dr. Michael Kraten (University of Houston),</b> <b>Dr.</b>
12:15 - 1:45 (JHJ 128)	<b>Luncheon/Keynote Address "The Impact of AI in the classroom: Implementing AI Role Plays in Mass &amp; Online</b>	<b>Dr. Amy Vandiver Novak Senior Professor at the Bauer College of Business, University of Houston Main Campus</b>
2:00 - 3:15 (JHJ 236)	<b>1C 1.</b> Coaching-Informed Instructional Design: Leadership Coaching Lessons for IDs <b>(Virtual Session)</b>	Dr. Emese Felvegi (University of Houston) Mr. Peter Felvegi (Corvinus University of Budapest, Hungary)
	<b>1C 2.</b> "The Need for Formal and Informal Workplace Mentoring Programs for Instructional Designers"	Ms. Ayesha Siddiqi (University of Houston)
	<b>1C 3.</b> Renewable Assignments In The Age Of Generative AI For And By Undergraduate Business	Dr. Emese Felvegi (University of Houston)
	<b>1C 4.</b> Ethical Perspectives on Generative AI: An Undergraduate Student's Insight	Ms. Chelsi Jons (University of Houston)
2:00 - 3:15 (JHJ 238)	<b>1B 1.</b> Reattracting Accounting Majors by Teaching the Balancing Act of Technological Methods, Tax Compliance and Entrepreneurship in University Experiential Learning Courses	Ms. Cynthia Lloyd (Grambling State University and Texas Southern University)
	<b>1B 2.</b> Using Large Language Models to Engage Critical Thinking and Reinforce Learned Skills in Digital Marketing Classes	Dr. William Zahn (University of Houston)
	<b>1B 3.</b> An Assessment of the COVID-19 Pandemic's Impact on U.S. Physicians' Acceptance of Telemedicine: An Exploratory Study	Dr. Michael Wu (University of Houston - Clear Lake) Dr. Naveed Saleem (University of Houston - Clear Lake)
	<b>1B 4.</b> Artificial Intelligence: Friend or Foe? Academe's Battle for Academic Integrity	Dr. Melissa Baldor (Lamar University) Dr. Marleen Wardlow (Lamar University)
3:15 - 3:30 (JHJ 128)	<b>BREAK/SNACKS</b>	
3:30 - 4:45 (JHJ 236)	<b>2C 1.</b> "Leveraging AI to Enhance Collaboration and Group Learning: From Academia to Business"	Dr. Tahereh Jafari (University of Houston - Downtown)
	<b>2C 2.</b> Two Management Class Exercises	Dr. Dale Rude (University of Houston) Dr. Lawrence Houston (University of Houston)
	<b>2C 3.</b> Can AI Enhance Student Learning by improving Academic Research?	Dr. Richard Pitre (Texas Southern University)
3:30 - 4:45 (JHJ 238)	<b>2B 1.</b> Use of AI in Higher Education	Dr. Swati Base (University of Houston)
	<b>2B 2.</b> Harnessing ChatGPT to Teach Data Analytics in Accounting	Dr. Kun Wang (Texas Southern University)
	<b>2B 3.</b> AI in Healthcare: Improving Patient Care While Prioritizing Human Connection and Compassion	Ms. Neesha Desai (Texas Southern University- Adjunct)



*32nd Annual Southwestern Business Administration Teaching Conference*

**February 21 (DAY 2)**

**CONFERENCE THEME: The use of AI and Other Technologies in Effective Teaching and Learning without Compromising**

Time/Room Number	Agenda Item(s)	Presenter(s)
8:30 - 9:15 (JHJ 128)	<b>REGISTRATION &amp; CONTINENTAL</b>	<b>All Conference Participants</b>
9:30 - 10:45 (JHJ 239)	<b>3A 1.</b> The New Remote Work Revolution	Dr. Eniola Olagundoye (Texas Southern University)
	<b>3A 2.</b> In Pursuit of Internationalizing the Curriculum via International Virtual Exchange	Dr. Olusegun Felix Ayadi (Texas Southern University)
	<b>3A 3.</b> The Evolution of Generative AI: A Decade of Change Through the Lens of Social Construction	Dr. Sujin Horwitz (University of St. Thomas - Houston) Dr. Elham Mousavidin (University of St. Thomas - Houston)
	<b>3A 4.</b> Enhancing Corporate Finance Education with Large Language Models: A Case Study on Ratio	Dr. Sidika Gulfem Bayram (University of St. Thomas - Houston)
10:45 - 11:00 (JHJ)	<b>BREAK/SNACKS</b>	
11:00 - 11:45 (JHJ 236)	<b>4A 1.</b> Integrating Artificial Intelligence Into Business Higher Education: Findings From A Review Of Literature <b>(Virtual Session)</b>	Dr. Emese Felvegi (University of Houston) Dr. Peter Lengyel (University of Debrecen, Hajdu- Bihar, Hungary)
	<b>4A 2.</b> Asking students to use AI for assignments rather than prohibiting it	Dr. Madhu Bala Sahoo (Texas Southern University)
12:00 - 1:00 (JHJ 128)	<b>Luncheon (Box)</b>	
1:00 - 2:15 (JHJ 236)	<b>5A 1.</b> Can A Generative AI Chatbot Learn Moral Reasoning?	Dr. Minh Huynh (Southeastern Louisiana University)
	<b>5A 2.</b> Introducing Machine Learning in a Business Analytics Course <b>(Virtual Session)</b>	Dr. Michael Murray (University of Houston)
	<b>5A 3.</b> DeepSeek AI's Distillation and Open-Source Advantages in Education	Dr. Syed Ali (University of Houston - Downtown) Dr. Tahereh Jafari (University of Houston - Downtown)
2:15 - 2:30 (JHJ 128)	<b>BREAK/SNACKS</b>	
2:30 - 3:45 (JHJ 239)	<b>6A 1.</b> Transforming Education with Small Language Models (SLMs): Global Trends and Educational Applications	Dr. Syed Ali (University of Houston - Downtown) Dr. Shoreh Hashemi (University of Houston - Downtown)
	<b>6A 2.</b> Managing the COVID-19 Pandemic through Country-Level Prioritization: A Teaching Case of Clustering and Multi-Criteria Decision- Making	Dr. Charitha Hettiarachchi (University of Houston - Clear Lake)
	<b>6A 3.</b> Ethics Policy for the Use of AI by Students in Business Schools	Dr. Ahmed Mahfouz (Prairie View A&M University) Dr. Kishwar Joonas (Prairie View A&M University)
2:30 - 3:45 (JHJ 238)	<b>6B 1.</b> Stackable Video Projects: Accessible Engagement in Online Asynchronous Courses	Dr. Olivia Miljanic (University of Houston)
	<b>6B 2.</b> The Last Frontier: Where AI Meets EI	Dr. Jim McCleskey (Houston Community College)
	<b>6B 3.</b> AI implications: the effect of access to tech and other students' variables on students at Urban HBCUs	Dr. Grace Eboh (Texas Southern University)
4:00 - 4:30 (JHJ 128)	<b>Closing Session</b>	