

Strategic Management Society - Virtual Toronto 2021

Teaching Community Program

September 18, 2021
from 10:00h - 13:00h EDT (Toronto time, Eastern UTC -4).

Writing and Publishing Strategy Case Studies for Impact

This workshop aims to teach Strategy scholar-teachers how to write and publish their own strategy case studies, and make an impact while advancing the Scholarship of Teaching and Learning (SoTL). The session is designed for academics interested in reaching their course learning outcomes by writing their own case studies and using them in the classroom as a teaching strategy to engage students in the class discussion, promoting critical thinking, and making an impact on future business leaders. Furthermore, the session is addressed to those that want to publish their strategy case studies in reputable peer-reviewed journals.

The workshop is organized as a hands-on experience for participants. First, the main characteristics of the case study pedagogical technique will be discussed, followed by the way to publish it. Second, hot topics in the Strategy field will be addressed so attendees will be able to choose a relevant topic to write their own case study. Third, attendees will use a Strategy Case Study Workbook to guide them during the workshop to start developing their cases. Next, we will invite attendees to enter breakout rooms, considering the choices of topics they made. Participants will be encouraged to form partnerships to develop their case drafts. Experienced facilitators will assist the case development, followed by an open Q & A and feedback session. The session will conclude with closing remarks.

The workshop is organized and facilitated by experienced award-winning case scholars from different countries and universities, members of associations, and groups focused on new approaches to SoTL.

<https://www.strategicmanagement.net/virtual-toronto/workshops/09-case-studies>

Sunday, September 19,
10:00 - 11:15 (Toronto time, Eastern UTC -4).

IG&C Panel Session (1895) -Back to the Future: Lessons learned from online for in-person teaching

The Covid-19 pandemic has forced educators to transfer content and teaching methods online, coach students to adapt to the distanced situation or develop appropriate assessment for geographically dispersed settings. The questions now are what lessons learned from teaching online can we share to improve in-person instruction? What elements, methods,

and online tools can help us make teaching face-to-face a better educational experience? What methods and tools from the virtual space are useful for designing our future face-to-face courses to better meet the learning requirements and preferences of today's students? What have we learned to improve the support for our students with their individual learning journeys? This session brings together experienced educators and program leaders who shed light on lessons learned from online for in-person teaching.

Session Leader

Sabine Baumann - Jade University of Applied Sciences

Panelists

Geoffrey Graybeal - Robinson College of Business

David King -Florida State University

Päivi Maijanen - LUT University

Sabine Reisinger - Johannes Kepler University Linz

Candace TenBrink - University of Houston-Downtown

Robert Wright - Hong Kong Polytechnic University

Thomas Wunder - Neu-Ulm University of Applied Sciences

<https://www.strategicmanagement.net/virtual-toronto/tools/session-details?sessionId=1895>

**Monday, September 20,
11:30 - 12:45 (Toronto time, Eastern UTC -4).**

Paper Session (2082) -Teaching Strategy to Foster Innovation and Creativity

Session Leader

Paulo Prochno University of Maryland

Presentations

Responsibility Shift in Project-based Learning: The Case of a Firm-University Joint Lab in Russia

Ekaterina Albats, Stanford University

Karina Bogatyreva, St. Petersburg State University

Anastasiia Laskovaia, St. Petersburg State University

Teaching Strategy to Foster Imagination, Inspiration, and Innovative Thinking

Sabine Reisinger, Johannes Kepler University Linz

Johannes Lehner, Johannes Kepler University Linz

The Fellows Approach –What Can Entrepreneurship Education Learn from Entrepreneurs and Teach Education in General?

Ghita Wallin, Aalto University

<https://www.strategicmanagement.net/virtual-toronto/tools/session-details?sessionId=2082>

**Monday, September 20,
14:30 - 15:45 (Toronto time, Eastern UTC -4).**

Session 1897 -Teaching Strategic Management for particular Student Groups and Teaching Settings

This panel session brings together experienced faculty who share their insights when teaching Strategic Management for particular student groups and teaching settings.

Session Leader

Sabine Baumann - Jade University of Applied Sciences

Panelists

Teaching strategic management for executives

John Bourke -The Business Excellence Institute

Teaching strategic management for media students

Geoffrey Graybeal - Robinson College of Business

Strategic management in online and hybrid courses

David King - Florida State University

Teaching the history of strategic management

Päivi Maijanen - LUT University

<https://www.strategicmanagement.net/virtual-toronto/tools/session-details?sessionId=1897>

**Tuesday, September 21,
09:00 - 10:15 (Toronto time, Eastern UTC -4).**

Session 1896 - Successful Methods for Teaching Strategic Management

This panel session brings together experienced faculty who share their insights into selecting and successfully implementing methods when teaching Strategic Management.

Session Leader

Sabine Baumann - Jade University of Applied Sciences

Panelists

Interactive exercises, peer coaching, and videos in strategic management education

Sabine Reisinger - Johannes Kepler University Linz

Service learning in strategic management: opportunities, challenges, and examples

Candace TenBrink - University of Houston-Downtown

Teaching strategy by not teaching strategy

Robert Wright - Hong Kong Polytechnic University

<https://www.strategicmanagement.net/virtual-toronto/tools/session-details?sessionId=1896>