

11th International Research Meeting in Business and Management (IRMBAM-2020)  
2-4th July 2020, Nice, France

### **Call for Paper**

#### **Workshop in "Joint Academic & Practitioner Co-Authored Journal Publication"**

Organizer:

**Tri Vo**

*IPAG Business School*

Invited Speaker:

**Joseph VanVo**

*Adjunct Professor of Business, California State University, Sacramento, United States*

Our world - life and business - has gradually changed in the past decades; and we ourselves have also been changed or left behind! Today teaching and learning must incorporate both academic research and real life practitioner approach to satisfy the students' increasingly practical life & job demands.

The Association to Advance Collegiate Schools of Business, also known as AACSB International, initiated a joint academic & practitioner approach in Accounting during the Fall of 2018 whereas a Certified Public Accountant (CPA) was teamed up with 2 academic research professors on an AACSB 3-Member Peer Review Team. It's understood that AACSB will soon expand this joint academic & practitioner approach to other business disciplines.

Positions of Assistant/Associate/Full Professors of Practice in Accounting, Finance, Human Resource, International Business, Management, Marketing or Business have been created at a number of universities in the United States and else-where to bring into the classrooms real life hands-on experience.

An increased number of practitioners have been added to the teaching rosters of Business Schools as part-time or adjunct faculty.

Increased positive feedback from business students who have been exposed to the subject joint academic research and practitioner approach in learning and teaching.

Accordingly, the special session will emphasize on the following points:

- In support of AACSB ongoing joint academic & practitioner effort
- Encourage adjunct/part-time faculty to share their hands-on experience and expertise in journal co-authorship and publication
- Team IPAG Business School & Sacramento State College of Business Administration to co-op with other universities on this joint academic & practitioner initiative
- Pair of academic research & practitioner professors to co-author and publish a business discipline subject of mutual interest