

71st Annual MAACBA Conference, October 4, 2021

Hosted by the University of Baltimore Merrick School of Business

In conjunction with Middle Atlantic Association of Colleges of Business Administration

Whereas, MAACBA's 2021 Annual Conference titled "Reshaping Business & Society: The New Agenda for Business Schools" was held on Monday, October 4, 2021

And whereas, MAACBA, as an organization, proved to be agile and resilient in the face of a pandemic that continues to necessitate that we reshape how we do business, we hereby resolve to bestow on our hosts, this Hospitality Resolution,

Whereas, our colleagues at the University of Baltimore Merrick School of Business, led by Dean Murray Dalziel, (thank goodness for the training video on how to pronounce his name properly) hosted the online event with the character of a face to face conference by connecting us through the socially distanced computer servers in the University of Baltimore's cloud.

And whereas, Dean Dalziel, a Scotsman for the ages, who infused the online conference with spirit of the University of Baltimore "Bees", his Scottish charm extracted from Baltimore's Charm City and of course, the quality of fine, aged single malt scotch, and who was thankfully supported by an extraordinary team,

And whereas, members of that Baltimore team, Amy Greenlee and Jared Schuster are deserving of individual recognition for their amazing organizational skills throughout the conference planning and in their support of the MAACBA planning team of Jennifer Madden, Susan Holak and Sue Lehrman in partnership with the MAACBA Board members,

Whereas, MAACBA President, Susan Holak, enthusiastically kicked off the day by warmly welcoming first time attendees before opening the conference and its chat room to a panel on the "Future of Work". We learned from an engaging panel of five corporate experts about the trends facing our business school graduates to be "collaborative change agents" by advancing the unconditional social business responsibility and most importantly, we learned about the new skills our students require to be successful in this transforming economy.

And whereas, we were guided by our AACSB colleagues regarding the new 2020 standards and we saw detailed examples of how we can demonstrate our strategic outcomes for positive impact to society

Whereas, we recognized Professor Bryan Price of Seton Hall University, for his Innovative Teaching methods that inspire students to lead at the highest levels,

And whereas, an exceptional keynote, Ms. Jacqueline Novogratz, shared with us through a creative interview format with Murray Dalziel, how entrepreneurial business practices, true partnership skills, and investing for social and moral good, can help our business students be system changers using their curiosity and courage to solve the moral issues in our society.

And whereas MAACBA went above and beyond to provide value to its membership by offering for the first time, a keynote's speaker's book, "A Manifesto for a Moral Revolution" for free, electronically to registrants.

And whereas, in our final panel session, non-digital natives, for the most part, learned how to "Find the Good" in teaching remotely by using change theory and liquid learning concepts as a way to transform and leverage our curriculum to be digitally engaging for students.

And whereas, through spotlights and breakout room “tables” we extended our deepest gratitude and ongoing support to MAACBA’s sponsors: GMAC/ETS, Eduvantis, Liaison/Business Cas, Woo Study, and The PhD project whose support and resources we rely on throughout the year.

And so therefore, on this 4th day of October, the last day of the Julian calendar, before those quirky Gregorians took over and moved the date permanently ahead by 11 days, with just the stroke of a pen, we too, at MAACBA, would also like to move the date ahead, by a year, to October 2, 2022, when we will leave behind, at least officially, our zoom sweatpants, our cats on keyboards, barking dogs, our “you’re on mute” messages, our magnificent fake beach backgrounds, all day snacking, zoom multitasking, and of course zoom cocktails (well just the zoom part) and gather, as humans do, in person, with vaccine cards in hand, at the Villanova School of Business in Philadelphia, which has been waiting and waiting and waiting patiently for MAACBA’s arrival for the last two years. (No kidding, we really are coming to Philly this time...well... unless there’s a zoom covid variant)

So be it resolved, that we thank the University of Baltimore for graciously hosting a successful 2021 conference and we wish everyone safe and healthy anticipation for a restorative 2022.