

A DISCUSSION OF FACTORS THAT CONTRIBUTE TO AND SOLUTIONS TO STUDENTS' ACADEMIC CHEATING

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Academic cheating is a nationwide problem that has been ongoing for years. Previous research suggests that academic cheating has increased at a constant rate since the early 1940's. Although academic cheating is a problem that occurs at every level of schooling, previous research on cheating reveals that academic cheating increases as students enter their college years. This is a problem that cannot be overlooked. Educators must understand the dimensions of the problem, the reason why college students feel compelled to cheat and be able to identify the factors that may contribute to academic cheating in college. By focusing more closely on this problem, educators will gain insights into ways to control the frequency of college students' cheating.

MARKETING EDUCATION IN SMALL BUSINESS SCHOOLS

Peter D. Sianchuk, Mount Allison University,
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Mount Allison University is a small sized institution in Canada - largely undergraduate. This roundtable discussion will focus on the issues affecting marketing faculty teaching in small business schools, in Canada, the US, or beyond.

SPECIAL ISSUES IN ADVISING AT RISK AND DISADVANTAGED STUDENTS: CHALLENGES, DILEMMAS, AND REWARDS

Frank Marvasti, CSPU, Pomona

Advising is an important and critical aspect of a student's educational experience. For a student with academic difficulty or a student coming from disadvantaged backgrounds, the additional attention and service provided by a

faculty advisor can be the difference leading to retention and graduation. The purpose of this discussion is to provide some insight in practices and protocols that a faculty advisor may use to effectively engage the student and establish a working relationship.