

At many colleges and universities, marketing and other business programs struggle to efficiently manage the internship process. Causes for this inefficiency often are human resource constraints, lack of time, poor use of technology, and low prioritization among other program responsibilities. In this paper, the authors present a framework for using Salesforce.com to help marketing and other business programs (as well as university-level internship and job matching programs) more efficiently manage the entirety of the internship process – from prospecting and pairing to post-internship follow-up. We believe the authors' experiences with internship management using Salesforce can be valuable to other schools who are looking for ways to improve their own internship experiences and processes.

References and further details please contact the author with “\*.”

**Title: Teaching to the Heart: Including Empathy in Teaching Consumer Behavior**

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In line with the philosophical ideology of Transformative Consumer Research, the article posits an educational scenario for teaching undergraduate Consumer Behavior with an emphasis on the role of empathy plays in marketing. In addition to in-class exercises, students were assigned external business clients in which students researched consumer trends in respective industries. They also proposed cause-related marketing campaigns or other socially-oriented creatives to clients.

References and further details please contact the author with “\*.”

**Title: Scientific research in marketing dissertations: positive graduate school practices**

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Undergraduate students in Peru have limited experience in scientific research. They are more familiar with formats free of scientific methodologies, such as business plans, marketing plans, processes reviewing to propose improvements, or lengthy monographic essays about a marketing subject. This limitation extends to several graduate school masters' programs, where professional experience also biases students of understanding research from a practitioner or commercial perspective. However, education in scientific methodologies adds relevant value to the student's training. This paper presents the reviews and adjustments made along dissertation seminars' syllabi and curricula, of two masters' programs from a high ranked Peruvian university, aimed to promote and practice scientific research as an appealing option. After implementing the adjustments, dissertation advances made by the students working on marketing topics show they are gaining the competencies sought.

References and further details please contact the author with “\*.”

**Title: Trends and challenges in education related to the adoption of new digital technologies**

*Author(s): Gina Cook\*, Metropolitan State University of Denver; Květa Olšanová, University of Economics, Prague (Email: gcook13@msudenver.edu)*

The objective of this paper is to investigate the current trends facing higher education in relation to the adoption of new digital technologies, including Industry 4.0 (specifically the Internet of things, big data / analytics, robotic systems/AI, and additive manufacturing). The complex

processes in Industry 4.0 complicate the challenges associated with the supply and demand of skills. Acquisition of soft skills may be affected by cultural specifics, thus we aim to explore the opportunities in cross-cultural education within contemporary, internationalized higher education. We aim to explore various methods that are evolving and currently being tried in Europe and the United States, and to understand their advantages and limitations. We briefly examine virtual learning environments (VLEs), virtual reality and immersive VLEs, and COIL; we then provide an example of each. As preparation for the research phase, we intend to identify concepts applicable for marketing education to be followed-up in discussion with industry representatives.

**Purpose of the Study:** The goal of our exploration is to investigate the current trends and opportunities facing higher education in relation to the adoption of new digital technologies, in particular, within the context of cross-cultural, international education.

**Method/Design and Sample:** Our initial examination will be exploratory in nature and will involve a survey of current practices and review of secondary resources.

**Results:** Yet to be determined as the preliminary review is in its initial stages.

**Value to Marketing Education:** A review of best practices across education within the international context may provide an insight into the possibilities for application within the marketing context.

**Keywords:** Industry 4.0, digital technologies, virtual learning environments, immersive VLE, virtual mobility, COIL

References and further details please contact the author with “\*.”

### **Title: Enhancing Student Satisfaction with the Utilization of an Innovative Professional Enrichment Program**

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This study examines the impact of new knowledge creation capability of students on their satisfaction with a professional enrichment program and their career-related help-seeking behavior with the professionals engaged in this program. We are proposing and model and a method to examine the model. We will also offer implications for both theory and practice.

References and further details please contact the author with “\*.”

### **Title: From an Educational Mission to Practical Work: Implementing A Tutorial Program to Meet New Demands on Marketing Education**

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This paper reports on a new pedagogical approach in a three-year bachelor program in retail management to meet the business school’s new educational mission. Faculty decided to create a tutorial program to help students move towards the objectives set in the educational mission. The paper describes and discusses how the educational mission has been transformed into practical