

CHALLENGES FACING BUSINESS PUBLICATIONS TODAY

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Purpose

To explore the challenges facing business publications today with the proliferation of social media, as well as current brain research and its impact on university classes and influence on tomorrow's leaders.

Contemporary Brain Research

There has been an explosion in brain research in recent years. Some researchers have discovered that there are strong brain issues regarding addictions. These addictions include text messaging, video games, and educational tools. One of our leading researchers in brain research today believes that addictions "are going to get worse in our society as we are wearing out the brain's pleasure centers by the constant exposure to highly stimulating activities...." including text messaging, sexting, etc. Apparently, there is a problem with wearing out the pleasure centers of the brain. Is this one of the reasons why educators today believe they must be entertaining in order to be heard?

Other researchers have long known that multitasking increases errors and that indeed there is no such thing as multitasking since the brain cannot process simultaneously but can only process sequentially. Is it any wonder that when texting takes place in class, students are tuning out?

These and other contemporary brain research issues will be examined as a prelude to the challenges in university classroom teaching today. This may also lay the foundation for the emerging belief and, in some circles, that "these students learn differently and must be taught in the way that they can best learn the material." Is accommodating learning pedagogy to this current student crop enhancing their education or detrimental to their health and success?

Social Media

There is a growing body of literature on social media and its impact on our university students; especially where educational pedagogy is concerned. Several special issues of our leading marketing journals JME, MER, JAME have devoted one issue to social media research and trends. Does it enhance learning or detract from learning? How effective is social media learning compared to traditional pedagogy? What impact does texting have on students, etc?

With students relying more on electronic and social media outlets for their information, how will traditional newspaper and magazines outlets evolve in the future to meet diverse target segment demand?

Impact on Traditional Newspapers, etc.

Although faculty utilize contemporary material such as the Wall Street Journal in their classes, little is known about the evolution taking place behind the scenes in corporate and the impact on contemporary knowledge in the classroom. With newspapers and magazines fast losing ground to

other media sources, contemporary social media business sources are evolving quickly. An examination of the knowledge of this evolution will enrich our classes; certainly it serves as a living case study for our students.

Serving multiple targets with diverse demands is not unlike the challenges facing universities today. With the proliferation of online classes and heavy use of social media traditional media is under heavy pressure to adapt. Members of the fourth estate will be invited to share their views, perceptions, expertise, and knowledge with the Marketing Educators' Association community.