

Summer 2010 Newsletter

Special points of interest:

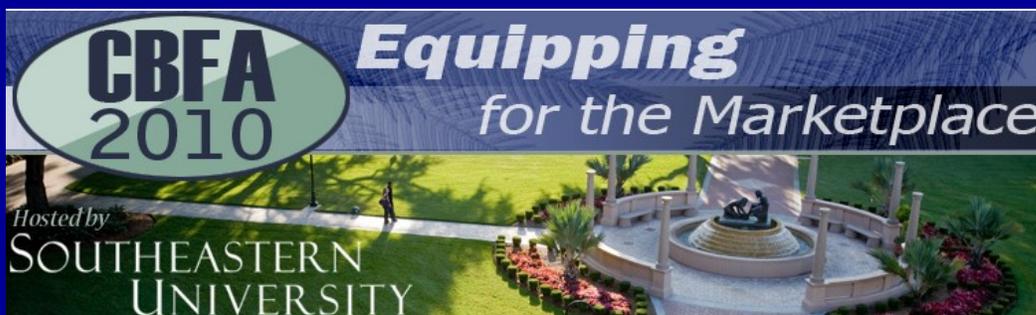
- [2010 Conference to be held October 21-23 in Lakeland, Florida.](#)
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Volume X, Number 1

July 2010



The 2010 CBFA Annual Conference will be held October 21-23, 2010 on the beautiful campus of Southeastern University in Lakeland, Florida. The conference theme is:

Equipping for the Marketplace

The theme represents the calling of Christian business educators to create meaningful learning experiences and prepare graduates for the marketplace. One goal of the conference is to encourage one another in scholarship and best teaching practices.

Southeastern University is within 40 minutes of Tampa International Airport or 50 minutes of Orlando International Airport. You can select from four quality hotels, each with rates of under \$100 per night including Wi-Fi access and breakfast. Southeastern will provide transportation from the hotels to all conference events. For more information, [visit the conference website.](#)

Nominations for CBFA Awards

The CBFA annually recognizes individuals who have a significant impact as Christian business faculty members. The Barnabas Award recognizes service, the Johnson Award recognizes scholarship, and the Chewing Award recognizes long-term contributions to the integration of faith and learning. The CBFA Awards Committee reviews nominations and recommends honorees to the CBFA Board of Directors.

Please submit your nominations to the chair of the awards committee, Dr. Jeff Lineman, at awards@cbfa.org. The deadline for nominations is August 15. Nominees

will be notified that they have been nominated for an award (they will not be told which award) and will be asked to provide additional information.

Click on the link below for more information on each award.

[Chewing Award for Biblical Integration in Business](#)

[Johnson Award for Research](#)
[Barnabas Award for Outstanding Service](#)

Recent Position Announcements

[Marketing Faculty
Concordia University—
Portland](#)

[Accounting Faculty
Warner University](#)

[Business Ethics Faculty
Seattle Pacific University](#)

[Finance/Accounting Faculty
Belhaven University](#)

[Management/Marketing Faculty
Belhaven University](#)

[Online Business Faculty
Liberty University](#)

[Business Faculty
Hope International University](#)

[Asst. Professor of Marketing
Montreat College](#)

[Marketing Faculty
Northwestern College](#)

[Accounting/Business Faculty
The King's College](#)

[Accounting & Management
Charleston Southern Univ.](#)

[Accounting, Finance,
Management, Marketing
George Fox University](#)

[Marketing Faculty
Anderson University](#)

Click here for more [faculty positions](#) and [administrative positions](#), or visit [cbfa.org](#).

2010 Doctoral Showcase—Call for Participants

The Christian Business Faculty Association is pleased to announce the continuation of our **Doctoral Showcases** at the 2010 Christian Business Faculty Association Annual Meeting. The **Showcases** are designed to highlight the work of future scholars in Christian doctoral programs and encourage their involvement in the CBFA. There will be several Showcase sessions during the regular CBFA Annual Conference.

The **Showcase** sessions will feature the dissertation work of up to six doctoral students. To help support this effort, the CBFA Board has provided **scholarships** for the DBA students whose work is selected for presentation. The awards are competitive, and are based on the quality and completeness of the application, as well as the evaluated appropriateness of the dissertation topic for the CBFA meeting and the interest to CBFA members.

Students applying for the **Showcase** presentations would be expected to submit an approved dissertation proposal, similar to the Chapter I in most doctoral

dissertations. They would need to have the approval of their directing professor, who would be asked to submit a letter of support along with the proposal and application form. *Students who have recently (one year or less after defense) completed their dissertations would also be considered.*

The **Showcase sessions** will allow for up to two students (in each session) to present their research proposal at the CBFA Conference for critique and feedback. This interchange will help the students receive exposure for their scholarly work and will foster cooperative connections with current CBFA members related to their research.

The application for the **Doctoral Showcase** sessions must include:

- A letter of introduction from the student with all relevant contact information
- A letter of support from the student's directing professor (*if at all possible we are asking for the sponsoring professors to attend the CBFA Conference with their students*)
- A one-page synopsis of the dissertation work

- A copy of the approved dissertation proposal (or Chapter I of their dissertation)

Materials should be sent as electronic files attached to an email to:

Dr. Sharon Johnson, Doctoral Showcase Liaison
Charleston Southern University
Phone: 843-761-3264
Email: sjohnson@csuniv.edu

All materials should be submitted not later than July 24, 2010. Students selected for the showcases will be notified of their selection not later than August 1, 2010. Students selected will be asked to provide a brief Power Point slide presentation to highlight the key elements of their dissertation work.

The CBFA and Southeastern University are pleased to announce this opportunity to highlight and underwrite the work of our "next generation" of Christian teachers and scholars. If you have any questions, please contact Dr. Johnson.

CBFA Journals Published

Christian Business Academy Review (CBAR). Dr. Kent Saunders (Anderson University) continues to do an exceptional job as editor of CBAR. Volume 5, which focused on the theme, "Creative Instruction," was recently mailed to CBFA members. CBAR is also available on the [CBFA web site](#).

Journal of Biblical Integration in Business (JBIB). Volume 12 of JBIB, which was also recently mailed to CBFA members, is the first issue under the direction of Dr. Yvonne S. Smith (University of LaVerne). Volume 12 includes a tribute to Dr. Richard C. Chewning and a retrospective on Dr. Lisa Klein Surdyk, along with numerous articles and book reviews. JBIB is also viewable on the [CBFA web site](#).

If you are a member in good standing and did not receive your copy of these journals, please contact the Secretary of the CBFA Board, [Dr. Bob Roller](#).

2011 CBFA Conference Moves to Summertime

The CBFA board, in response to calls for increased affordability and more opportunities for learning and fellowship at the annual conference, has voted to move CBFA conferences to the summertime, beginning in 2011. The 2011 conference will be held on the campus of Mount Vernon Nazarene University in central Ohio. The conference will begin on Monday

evening, June 27, and will conclude with the final banquet on Thursday, June 30. The conference theme is "Making the Familiar Different." On-campus housing will be available at extremely affordable rates, and a number of educational and fun outings are being finalized.

Excellence in Teaching Award Endowment Fund

The CBFA is in the process of establishing an "Excellence in Teaching" award. Among our members we have many dedicated, passionate, and effective teachers. This award is one way to recognize the accomplishments of those who love to teach and who excel in this honorable profession.

To endow this award, we need \$10,000. So far, current and previous Board members have contributed \$5,800. Thus, we need to raise an additional \$4,200.

An anonymous donor has offered to match, dollar-for-dollar, all 2010 contributions to this award, up to \$2,100.

Please prayerfully consider a donation to this fund during 2010.

The CBFA currently has three annual awards:

The **Richard C. Chewning Award** was established to perpetuate the passion and commitment toward integration of personal faith and business as modeled by its first recipient, Dr. Richard C. Chewning.

The **Johnson Award** recognizes God-honoring intellectual contributions by individuals who incorporate learning, business and faith into a dynamic process to promote Christian faith integration in business championed by its first recipient, Sharon Johnson.

The **Barnabas Award** is named after Barnabas, a disciple of Jesus who exhibited many qualities necessary for keeping Christian organizations strong and vibrant. This award recognizes individuals who have served CBFA by participating joyfully and enthusiastically and who have thus contributed to CBFA's effectiveness and *esprit de corps*.

We hope to add the "Excellence in Teaching" award to this list this year. This is an award that every member of the CBFA should support.

To donate to the Excellence in Teaching endowment, please make a check payable to CBFA and send it to:

Jim Dalton, CBFA Treasurer
800 Martinsburg Rd
Mount Vernon, Ohio 43050

CHRISTIAN BUSINESS FACULTY ASSOCIATION

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Book Offers for CBFA Members

OUR SOULS AT WORK: HOW GREAT LEADERS LIVE THEIR FAITH IN THE GLOBAL MARKETPLACE

This book features contributions from 37 marketplace leaders, and is organized around 12 themes, including calling, leadership, character, success, money, stewardship, balance, disciplines, relationships, pluralism, ethics, and giving. According to author, Dr. Mark Russell, "While the book is from a distinctly Christian perspective, we think the book will be a great way to host a conversation around these issues in secular and religious university classrooms. Twelve easy to read chapters makes it an excellent choice for supplemental reading for courses on economics, ethics, leadership or religion/spirituality." There are 75 copies ready to ship for free to CBFA members for review on a first-come, first-served basis. Contact [Mark Russell](#) for your copy.

CONSUMER BEHAVIOR IN ACTION: REAL-LIFE APPLICATIONS FOR MARKETING MANAGERS, by Geoffrey P. Lantos

According to the author, "written in a down-to-earth, highly engaging, conversational style, *Consumer Behavior in Action* does more than any other consumer behavior textbook to generate student interest and involvement through extensive in-class and written application exercises." The text includes ten different types of engaging exercises: analysis of advertisements, analysis of scenarios, introspection into students' own consumer behavior, interactive Internet exercises, experimental and survey fieldwork, quantitative exercises, creative exercises, debatable issues, ethical analyses, and marketplace analyses. Instructor's materials will be available to adopters. [Click here for more information.](#)

CBFA Forum and Membership Directory—Now on LinkedIn

The CBFA is now using the world's largest professional networking site, LinkedIn, to provide interactive discussion forums for CBFA members. Only CBFA members are eligible to join LinkedIn's CBFA group site. Once you have joined the CBFA group on LinkedIn, you have the ability to search for other CBFA members and to moderate, join, or follow discussion forums. For example, a recent discussion on "looking for collaborators—best practices session at CBFA", started by Joe Bucci (Geneva College), had more than 10 comments. CBFA Chair, Keith Starcher (Indiana Wesleyan University) has been moderating discussions on the value proposition of CBFA (3 postings) and the use of simulations in marketing courses (6 comments).

[To access the CBFA site on LinkedIn, click here.](#)

THE CBFA SCHOLARSHIP STORY BIBLICAL INTEGRATION IN THE SERVICE OF ENCOURAGING, EQUIPPING AND ENGAGING

by Sharon Johnson, Senior Editor, CBFA



Since 1984 the Christian Business Faculty Association has been committed to underwriting its members' desires to engage in "destroying speculations and every lofty thing raised up against the knowledge of God, and ...are taking every thought captive to the obedience of Christ..." (NAS 2Co 10:5). The underwriting process involves providing a variety of value-added services:

- The **Annual CBFA Meeting** with a variety of scholarly, peer-reviewed presentation opportunities including papers, workshops, poster sessions, doctoral showcase presentations, guest speakers and visits with various businesses. The Annual Meetings also provide opportunities for fellowship, worship and networking.
- **Publications** including the *Journal of Biblical Integration in Business*, the *Christian Business Academy Review*, special *JBIB Theme Issues* (Cases, gender issues, etc.), and the *Quarterly CBFA Newsletter*.
- The **CBFA Website** (cbfa.org) with discussion forums on LinkedIn, wikis, etc., the CBFA Facebook organization, and the CBFA Twitter.

The CBFA takes biblical scholarship and faith-focused pedagogy seriously. The **JBIB** was created in 1994 (first issue in 1995) to provide a blind, peer-reviewed forum featuring serious exploration of the meaning and impact of a biblical worldview of

business and economics. In 2004 the **CBAR** was developed to focus on concerns related to pedagogical and professional concerns of Christian business faculty.

The diagram to the right draws attention to what we might call, "Scholarship at the CROSSroads." Exploring the intersection between Biblical perspectives and principles and business practices and challenges has both a long and short history. The Bible itself frequently refers to workplace-oriented characters, situations and parables. Also, some faith traditions (Catholic Social Theory, Reformed writings) have a detailed written tradition of thoughtful edicts, papers and books.

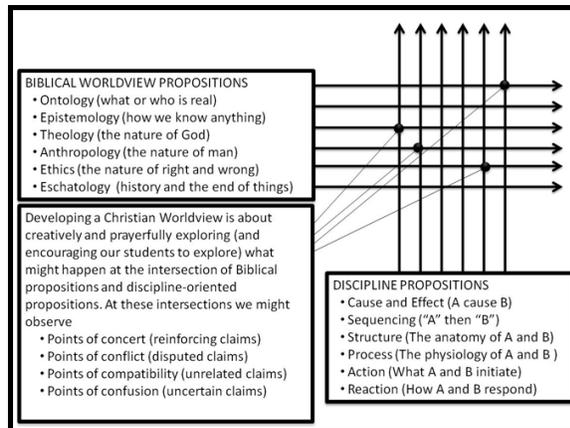
However, pursuit of a faith-enriched study of business has been less a focus of the evangelical faith traditions

of many of the CBFA members' schools. Thus, the CBFA conferences and its two journals have provided a peer-reviewed, public forum (past copies of the *JBIB* and the *CBAR* are available for free on the [CBFA.Org](#) website) to promote development and sharing of insights about the points of concert, conflict, compatibility and confusion between faith and business.

AN INVITATION:

Please consider how YOU might join with the CBFA community of scholarship. We invite you to consider:

- Submitting an article to either the *Journal of Biblical Integration in Business* or the *Christian Business Academy Review*. Manuscript guidelines and other publishing information is available on the CBFA website). All journals are blind, multi-peer-reviewed publications, listed in Cabell's and indexed in the Christian Periodicals Index.
- Becoming a manuscript reviewer for the *JBIB* or the *CBAR*. The publication editors would love to talk to you about becoming part of the Review Board for their journals.
- Submitting book /media reviews for both the *JBIB* and the *CBAR*. CBFA members value detailed information about books, media, and websites that focus on faith-work integration. Click here to contact the [JBIB](#) or [CBAR](#) editor.



CHRISTIAN BUSINESS FACULTY ASSOCIATION

CBFA Headquarters Established. At its Spring 2010 meeting, the CBFA Board of Directors voted to accept the generous offer of Mount Vernon Nazarene University to provide a headquarters location for the CBFA. This historic occasion for the CBFA means that, for the first time in nearly 30 years of existence, the CBFA has a physical address, a phone number, and a receptionist.

Address

CBFA
800 Martinsburg Rd
Mount Vernon, OH 43050

Telephone

740.504.4524

Web Site

WWW.CBFA.ORG

Social Networks

The CBFA is now on:

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

CBFA Apparel



CBFA-embroidered shirts are now available for purchase; a portion of the purchase price benefits the CBFA. To order your CBFA apparel, [click here](#). The password is cbfa.