

WORKSHOP

FPA, March 5, 2021, 6:00 p.m.-6:40 p.m.
Session Chair: Dr. Priti Bakhshi, Jaipuria Institute of Management Indore

Speaker: Kishwar Joonas
Prairie View A&M University

Introducing Constructivism Through a Learning Management System: Experience with Canvas

The current global Covid-19 pandemic made online learning a necessity, rather than a choice. It can be daunting for instructor and student alike, more so when Constructivism is applied in an online setting. Based on the experience of using Canvas, a new learning management system, we discuss its assumptions and features, as well as its relevance to Constructivist learning. Further, we explain aspects relating to Canvas functionality, and its interface with internal and external units. We provide guidelines to improve the student experience with the system, to satisfy the tenets of Constructivism.

Dr. Kishwar Joonas, a tenured Associate Professor of Marketing at Prairie View A&M University, has over 22 years of experience in teaching, research, as well as university and professional service. Dr. Joonas she teaches graduate and undergraduate courses in Marketing, in both face-to-face as well as online mode. Dr. Joonas has presented peer-reviewed scholarly research, and published in eminent conferences and journals. Her research interests include Consumer Behavior, Cross-Cultural Marketing, Flow Theory, Environmental and Healthcare Marketing, Statistical Modeling, as well as Marketing Education. Her research outlets include prestigious publications such as Asia-Pacific Journal of Management, Health Marketing Quarterly, Technology in Society, AIMS International Journal of Management, Hospital Topics, and Journal of Higher Education Theory and Practice. In addition, Dr. Joonas served as an Officer/Advisory Board member of the Federation of Business Disciplines, Association of Collegiate Marketing Educators, AIMS Journal of Management, International Journal of Health Management and Tourism, AIMS International Conferences, and INFOMS- International Conference on Management Information Systems. In recognition of lifetime achievement in teaching, research, and service, and for mentoring faculty, she received the prestigious Association of Collegiate Marketing Educators – Outstanding Educator Award. Further, Dr. Joonas was honored for quality teaching, as the recipient of the Lockheed Martin Aeronautics Company Outstanding Teacher Award, the Prairie View A&M University Pioneers in Service-Learning Award, and the College of Business Award for Excellence in Teaching. Further, her research awards include the General Business - Best Paper, and the Association of Collegiate Marketers Consumer Global and Cross-Cultural Marketing - Best Paper. She has also been the recipient of numerous grants, notably from the Andrew W. Mellon Foundation, US Federal Bureau of Investigations/Ed Venture Partners, and the Prairie View A&M University. She was recognized by the Association of Indian Management Scholars International Award for Outstanding AIJM Editor, as well as the College of Business Award for Excellence in Service. Her contributions were instrumental in her University being selected for the US President's Higher Education Community Service Honor Roll. Dr. Joonas brings to academe about 20 years of industry experience in Brand Management, Advertising, Marketing Research, and Public Relations.