

Teaching Statement

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Teaching is as important and rewarding to me as conducting research, as it offers a unique platform to share my knowledge and enthusiasm with students. Throughout my academic career, particularly during my role as the instructor for BADM 382: International Marketing at the University of Illinois, I have refined and applied my teaching principles effectively. Teaching a class of 28 undergraduate business students, I received glowing evaluations and achieved an overall rating of 4.10 out of 5.00. My teaching experience helps me to develop my teaching strategies and connect with a diverse group of learners.

My teaching philosophy is grounded in three core principles: embracing diversity, fostering interactive learning, and integrating cutting-edge technology. These core principles support my commitment to creating an inclusive, supportive and interactive educational environment that prepares students to thrive in a rapidly evolving global marketplace.

Diversity in the Classroom

I am dedicated to promoting an inclusive learning environment that respects and values the diverse backgrounds of all students. This commitment involves tailoring teaching methods and materials to accommodate various learning styles and cultural perspectives, ensuring every student feels valued and supported. My approach includes incorporating international case studies and examples that resonate across different cultures, thereby enriching the learning experience and helping students appreciate global viewpoints.

Interactive Learning

Interactive learning is central to my teaching strategy. I believe that active engagement in the learning process deepens understanding and enhances retention. In my courses, I employ a variety of interactive techniques, such as group discussions, in-class polls, and problem-solving workshops, which encourage students to engage with the material actively and collaboratively. This methodology not only stimulates intellectual curiosity but also builds communication and teamwork skills.

Technology-Enhanced Learning

Embracing technology to enhance learning and engagement is an essential element of my instructional approach. My commitment extends beyond traditional digital tools to include advanced technologies such as Artificial Intelligence (AI), which I integrate to foster deeper learning and engagement. In my courses, I utilize ChatGPT to help students visualize their project results. This not only makes learning more interactive but also prepares students with practical, high-demand skills in data analysis. By staying at the forefront of technological advancements and integrating them into my teaching, I ensure that my students are well-prepared to enter a business world increasingly dominated by AI and technology-driven solutions.

Conclusion

Through a blend of diversity, interactive learning, and technology-enhanced educational practices, I strive to cultivate a classroom atmosphere that is not only intellectually stimulating but also supportive and forward-looking. My ultimate goal is to inspire students, encourage their intellectual growth, and prepare them for successful careers in a global and technologically advanced marketplace. The positive feedback from students not only affirms my teaching methods but also fuels my ongoing passion for educational excellence.