Jim Blasingame to Speak at the 2019 SOBIE Conference

Leading expert on business and entrepreneurship to deliver keynote at the 21st annual meeting of the Society of Business, Industry, and Economics

SANDESTIN, Fla. (PRWEB) April 11, 2019 -- The Society of Business, Industry and Economics (SOBIE) announced today that award-winning business expert, Jim Blasingame, will deliver the keynote at their 21st annual conference in Sandestin, FL. Blasingame will reveal the source of our anxiety as we transition from the Analog Age to the Digital Age. Blasingame says, "We're adopting these sexy new tools with great success. But the fact that this unprecedented leverage comes without the benefit of corresponding digital ethics is troubling our ethical expectations and primal nature. And that's why anxiety about the implications of technology is increasing."

"We're very excited about having someone with Jim Blasingame's thought-leadership credentials deliver the keynote at our annual meeting," said David Black, SOBIE Conference Chairman. "Jim has the unique ability to take macro trends - like our current transition from analog to digital - and explain their implications in plain English."

Founded in 1999, SOBIE is the premier academic conference for small and regional universities. Its mission is to encourage business faculty members to respond to current economic and market issues, and find practical solutions to the many problems business people and public policymakers confront.

"It's an honor to be invited to share some ideas with the SOBIE members representing small universities across the country," said Blasingame. "I've been an ardent champion of these regional institutions, not only because of the opportunities they provide for students, but also the leadership they demonstrate as partners with their local communities."

Internationally recognized as "The Voice of Small Business," Blasingame is author of the multiple award-winning books, including, "The 3rd Ingredient: The Journey of Analog Ethics into the World of Digital Fear and Greed" and "The Age of the Customer: Prepare for the Moment of Relevance." He is creator and host of the nationally-syndicated radio program, The Small Business Advocate® Show, now in its third decade. His syndicated column appears weekly in newspapers and magazines in the U.S. and Canada, as well as websites such as Forbes.com, BizJournals.com, and Nasdaq.com, to name a few.

Blasingame is founder and president of Small Business Network, Inc. (SBN), which produces and distributes multimedia small business resources worldwide, including The Small Business Advocate Show.

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