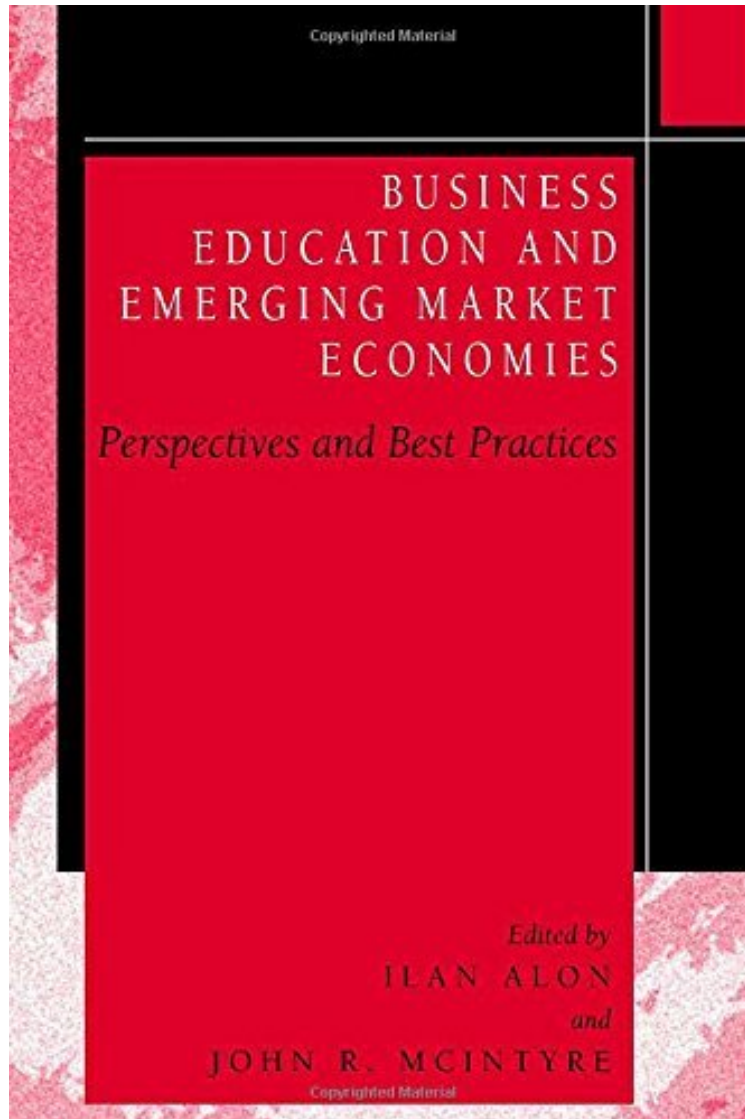


Business Education in Emerging Market Economies: Perspectives and Best Practices

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Business Education in Emerging Market Economies discusses the impact of business education on emerging markets

and explores curricular innovation, pedagogical approaches, and strategic alliances in the context of industrializing economies. Emerging markets contain 80% of the world's population and some 75% of its trade growth in the foreseeable future, according to the U.S. Department of Commerce. The potential economic growth of these emerging markets has prompted a need to understand their dynamics, business institutions and educational systems. Many American universities, for example, have responded to the demand of their students and business partners by educating them about the exciting opportunities and lurking threats in these industrializing economies. This book contains multiple chapters designed to educate American students about the curricular innovations and course development occurring in emerging markets.

From the Back Cover Business Education in Emerging Market Economies discusses the impact of business education on emerging markets and explores curricular innovation, pedagogical approaches, and strategic alliances in the context of industrializing economies. Emerging markets consist of eighty percent of the world's population and some 75% of its trade growth in the foreseeable future according to the U.S. Department of Commerce. The potential economic growth of emerging markets has prompted a need to understand the dynamics of these markets, their business institutions, and their educational systems. Many universities in the United States of America, for example, have responded to the demand of their students and business constituents to educate them about these exciting opportunities and lurking threats in these industrializing economies. This book contains multiple chapters describing curricular innovations and course development designed to educate American students about emerging markets. The pressures of globalization and the recent economic reforms that swept across emerging, developing, and transitioning, economies have had a positive impact on the demand for business education and business knowledge from the developed and industrialized countries. As a result, many methods were developed to transfer know-how from the developed markets including learning through imitation, using western style pedagogical approaches, attending universities in industrialized countries, learning through experience and practice, and using information technology. Aside from chapters on the aforementioned topics, this book also provides country- and region-specific insight into China, Russia, India, Ukraine, Latin America, Brazil, Argentina, South Africa, Arab Middle East and North Africa, and Vietnam. The conclusion we reach is that business and management education in emerging markets is fast changing the way in which these markets operate and are perceived ndash; business educators are catalysts for greater economic integration.

About the Author Ilan Alon is Associate Professor of International Business at the Crummer Graduate School of Business, Rollins College, the only AACSB business school in Florida ranked in the top 50 of Forbes magazine. He is the author, editor, and co-editor of seven books relating to international business, including: Chinese Economic Transition and International Marketing Strategy (Praeger, 2003) and The Internationalization of US Franchising Systems (Garland, 1999). Dr. Alon is widely published in the field of international business and his articles have appeared in professional journals such as Journal of International Marketing, Journal of International Consumer Marketing, Thunderbird International Business, Journal of Global Business, Journal of Consumer Marketing, Multinational Business, Journal of Business and Entrepreneurship, Journal of Small Business Management, and Journal of Consumer and Retailing Services among others. Prior to coming to Rollins College, Crummer Graduate School of Business, Dr. Alon has lectured at the State University of New York and Kent State University in the United States, Shanghai University for Science and Technology, and the University of New South Wales, in Sydney Australia. Dr. Alon has won awards for his teaching and research. He is the recent recipient of the prestigious Chinese Marketing Award, a dual award from the Tripod Marketing Association (China) and the Society for Marketing Advances (USA). He has also been noted by Marquis Who's Who in America, Strathmore's Who's Who, America's Registry of Outstanding Professionals, and Who's Who in Business Higher Education. John R. McIntyre is the founding Director of the Georgia Tech Center for International Business Education and Research (CIBER), a national center of excellence for the Southeastern US region, and a professor of international business management with joint appointments in the College of Management and the Sam Nunn School of International Affairs of the Ivan Allen College, Georgia Institute of Technology, Atlanta, Georgia. He received his graduate education at McGill, Strasbourg and Northeastern Universities, obtaining his Ph.D. at the University of Georgia. Prior to joining Georgia Tech in September 1981, he was Research Associate for International Management at the Dean Rusk Center. Dr. McIntyre has published research articles in journals such as Osteuropa Wirtschaft (Munich), Technology and Society, Public Administration Quarterly, International Management, Defence Analysis (London), Studies in Comparative and International Development, Crossroads (Oxford), The Journal of European Marketing, Jeune Afrique, Le Monde (Paris), Politique Internationale (Paris), International Trade Journal, Fordham International Law Journal, International Executive. He is author and co-editor of the following books: Uncertainty in Business-Government Relations: The Dynamics of International Trade Policy, The Political Economy of Technology Transfer, National Security and Technology Transfer: The Strategic Dimensions of East-West Trade, International Space Policy: Legal, Economic, and Strategic Options for the Twentieth Century and Beyond and Japan's Technical Standards: Implications for Global Trade and Competitiveness. Dr. McIntyre has had extensive experience in designing and implementing international business education programs at the executive, graduate, and

undergraduate levels. He has been the recipient of major competitive U.S. Department of Education and FIPSE grants (1984-86, 1986-1988, 1993-2006), among others, to further the internationalization of business education and the integration of engineering, foreign language and international affairs into the management curriculum at all levels. The CIBER Center which he manages has focused its professional work on the Chinese Economic Area, Japan, NAFTA and MERCOSUR countries.