

CALL FOR CHAPTER PROPOSALS

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Proposal Submission Deadline: **February 28, 2017**

Full Chapters Due: **April 30, 2017**

Handbook of Research on Cross-cultural Business Education

An edited book by

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As an impact of globalization, the business practices are changing very fast in the 21st century. Management education, which is often criticized for not delivering what is required for business, needs to keep pace with changing requirement of business. Present day business has globalized in many aspects, its scope, practices and operations have widened to make it operational from the country of origin to countries of operations. As the scope of business is expanding worldwide, the employees of organization also come from many countries, and the business decision making is becoming more complex as it applies to employees of different cultures. The cultural aspects of business come as the context for all business decision making. It is essential for business managers to appreciate the importance of different cultures.

Present day business education does not give adequate emphasis to education of cultural and its impact on business decision making, nor does it help business students to develop skills for cultural sensitivity. In-depth business knowledge, managerial competency, ability to cope with uncertainties and conflicts, willingness and ability to embrace and integrate multiple perspectives, communication effectiveness, competence in developing and maintaining good interpersonal relations, willingness and commitment to succeed, ability to motivate and develop people with potential, ability and willingness to learn from experience, and competence in playing the role of a change agent are the competencies required for sustaining in multi-culture environment. A successful sustenance in cross-cultural business settings, there is a need for persons with the strong knowledge, skills, and perspectives matching with the working styles of context and will be –

- Able to foster relationships that create respect for all,
- Able to employ cultural sensitivity and diplomacy,
- Able to solve cultural problems synergistically,
- Able to balance conflicting demands of global integration and local responsiveness,
- Able to manage and/or work with people from diverse racial and ethical backgrounds,
- Able to maintain flexibility in strategy and tactics,
- Able to create and sustain business teams in a global setting, and the like.

This presents business education with the challenge of accommodating diverse groups of multicultural learners and preparing them for stated dynamic settings. The majority of business students need practical abilities and skills that prepare them for future careers because the increasing globalization and the interconnectedness of multinational work environment have intensified the demand for graduates capable of operating in culturally diverse context.

The subject 'Cross-Cultural Business Education' is present a set of knowledge, skills and individual abilities in order to work successfully with people from different cultural backgrounds at domestically or internationally. The subject deals with dynamics that amplify knowledge, ideas, and connect different issues of teaching and learning business and management in cross-cultural environment. It provides an idea about skill development, existence in business world globally, achieving competency, practical disposition of knowledge, and creativity. This book facilitates business and management educators' teaching practices and dispositions that foster learning in global exposure. It will be pleasant experience to discuss facts related to tools of developing cross-cultural skills in management professionals. The way to improving these skills is to fill the gap between practical implication and theoretical consideration; focus should be on learning procedure so that individual related to business study will get more chances of enhancing subject knowledge and its practical implications in achieving goals of business world. The book tries to consider all the above aspects of business study and find the mode to elevate teaching and learning practices and researches.

Book Objective

The book "*Handbook of Research on Cross-Cultural Business Education (proposed to be in two volumes)*" would be focused to identify and explore the role of teaching tools used in business education to add competitive benefits with the business skills and make them applied in cross-cultural business environment. The objectives of this book:

- To explore significant perspectives of Business/Management Education and pedagogical practices in the cross-cultural environment.
- To identify the teaching tools competent in cross-cultural environment those make Business Education competing and applied.
- To create and cater knowledge to add competitive edge with business and management education.

Target Audience

The target audience of this book will be business and management educators, management researchers, doctoral scholars, university teaching personnel, policy makers as well as higher academic research organizations, industrial and management training associations and organizations of all over the world.

Recommended Topics

Recommended topics include, but are not limited to the following:

- Defining 'Culture' and Cross-culture
- Dimensions of Culture
- Roles and value of a culture in human system
- Impact of culture on education system
- Impact of culture on business practices
- Need for Cross-Cultural Business Education
- Defining Cross-Culture Business Education
- Elements of Cross-Culture Business Education
- Cross-cultural factors affecting Business Education
- Problems faced by Student in Cross-Cultural Environment
- Integration of Cross-cultures into Common Culture

- Pedagogical Framework for Cross-Culture Business Education
- Student Learning in Cross-Cultural Environment
- Benefits/significance of Cross-cultural Setting in Business Education
- Knowing Own Cultural Values and Biases
- Understanding Cultural and Racial Differences
- Valuing Cultural and Racial Differences
- Cross-Cultural Communication
- Cross-Cultural Learning
- Cross-Culture Learning Model
- Conflicts in Cross-cultural Learning
- Motivating Cross-Culture Teams/Groups
- Personality Characteristics in Cross-Culture
- Cross-cultural Business Competencies
- Components of Cultural competence
- Building Cross-cultural Intelligence
- Leadership in Cross-Culture Settings
- Developing Cross-cultural Sensitivity
- Developing and Sustaining Team Spirit
- Adoptability and Levels of Adoptability
- Behavioral Flexibility in Cross-Cultural Environment
- Ethical Practices and Social Responsibility
- Teacher Development in Cross-Culture
- Teacher competencies in cross-cultural business education
- Appropriateness of Content in Cross-cultural Context
- Pedagogical Modeling for Cross-Culture Business Education
- Selection of business teaching personnel in Multicultural Settings
- Evaluating business teaching personnel in Multicultural Settings
- Academic Human Resource Development to cross-Cultural B-school settings
- Educational psychology of cross-cultural business education
- Trends in cross-cultural business education
- Impact of cross-cultural business education on cultural intelligence
- Impact of cross-cultural business education on student dynamics
- Impact of cross-cultural business education on global business practices
- Challenges in cross-cultural business education
- Optimum pedagogy mix for cross-cultural business education
- Cultural intelligence
- Paradigmatic shifts in business values and global needs for cross-cultural educational
- Linguistic competency, cultural understanding and business education
- Challenges of teaching and learning in cross-culture business education
- Cross-cultural perspectives of ethics and values in business education
- Development of Critical Thinking in cross-culture business education
- Practice and Process Engagement
- Developing Strategies to become Globally Competent Business Educator
- Globalization, Culture and Business Education

- Cross-cultural Model/Framework for Business Education
- Cross-cultural variables and Business Education
- Cross-culture and Future of Business Education

Submission Procedure

Management faculties, researchers and practitioners are invited to submit on or before **February 28, 2017** a chapter proposal of ranging 1000-1500 words clearly explaining how the proposal fits into the book's objective and scope. Authors will be notified within a week about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by **April 30, 2017**. All submitted chapters will be reviewed on a double-blind review basis. *Contributors may also be requested to serve as reviewers for this project.*

Please visit <http://www.igi-global.com/publish/call-for-papers/call-details/2446> for more details regarding this publication and to submit your chapter proposal.

Note: There is no any submission or acceptance fees for manuscripts submitted to this book publication, all manuscripts are accepted based on a double-blind peer review editorial process.

Publisher (Proposed)

This book is scheduled to be published by IGI Global (formerly Idea Group Inc.), an international academic publisher of the "Information Science Reference" (formerly Idea Group Reference), "Medical Information Science Reference", "Business Science Reference", and "Engineering Science Reference" imprints. IGI Global specializes in publishing reference books, scholarly journals, and electronic databases featuring academic research on a variety of innovative topic areas including, but not limited to, education, social science, medicine and healthcare, business and management, information science and technology, engineering, public administration, library and information science, media and communication studies, and environmental science. For additional information regarding the publisher, please visit www.igi-global.com. This publication is anticipated to be released in **First Quarter of 2018**.

Important Dates

CFC Opening: **November 13, 2016**

1st Proposal Submission Deadline: **December 15, 2016**

2nd Proposal Submission Deadline: **January 30, 2017**

Last Call for Chapters: **February 28, 2017**

Notification of Proposal Acceptance: **March 10, 2017**

Full Chapters Submission: **April 30, 2017**

Peer Review Results Returned to Authors: **June 30, 2017**

Revised Chapter Submission from Authors: **July 30, 2017**

Final Notification of Chapter Acceptance: **August 15, 2017**

Editorial Advisory Board

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