THE ROUTLEDGE COMPANION TO INTERNATIONAL MANAGEMENT EDUCATION

Edited by Denise Tsang, Hamid H. Kazeroony and Guy Ellis
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of figures</td>
<td>x</td>
</tr>
<tr>
<td>List of tables</td>
<td>xi</td>
</tr>
<tr>
<td>List of contributors</td>
<td>xiii</td>
</tr>
<tr>
<td>Foreword</td>
<td>xxiv</td>
</tr>
<tr>
<td><strong>PART I</strong></td>
<td></td>
</tr>
<tr>
<td>Fundamentals of international management education</td>
<td>1</td>
</tr>
<tr>
<td>1 Reflective leadership: a vision for international management education</td>
<td>3</td>
</tr>
<tr>
<td>Dieter Euler and Mónica Feixas</td>
<td></td>
</tr>
<tr>
<td>2 Developing leaders within emerging multinationals: the Petronas way</td>
<td>15</td>
</tr>
<tr>
<td>Dahlia Zawawi, Yasir Abdul Rahman and Ramli Atan</td>
<td></td>
</tr>
<tr>
<td>3 Management across cultures when the boundaries are intra-national</td>
<td>26</td>
</tr>
<tr>
<td>Leslie Stager, Joe Gladstone, and Linda Beamer</td>
<td></td>
</tr>
<tr>
<td>4 What’s in a name?</td>
<td>33</td>
</tr>
<tr>
<td>Lorraine Eden, Li Dai, and Dan Li</td>
<td></td>
</tr>
<tr>
<td><strong>PART II</strong></td>
<td></td>
</tr>
<tr>
<td>What is international management education?</td>
<td>45</td>
</tr>
<tr>
<td>5 International strategy</td>
<td>47</td>
</tr>
<tr>
<td>Karim Kirollos</td>
<td></td>
</tr>
<tr>
<td>6 Emerging complexity in international management</td>
<td>62</td>
</tr>
<tr>
<td>Joo-Seng Tan</td>
<td></td>
</tr>
</tbody>
</table>
Contents

1 International business
Simona Gentile-Lüdecke and Sarianna M. Lundan

8 Ethics and social responsibility in international business
Toyoko Sato

9 How is entrepreneurship studied in international business?
Andreea Kiss and Sjoerd Bengelsdijk

10 Where does international marketing come from?
Naushadul H. Mullick

PART III
International management education and its evolving context

11 International management in Brazil: an international and interdisciplinary perspective
Ana Guedes and Alex Faria

12 Cultural aspects and consequences for the international management education of marketing in ex-Soviet bloc countries
Denis Goussarov

13 Understanding international ethics and corporate responsibility with a holistic approach: the case of Korean universities
Jae Eon Yu

14 Teaching international management in the UAE: issues and avenues for solutions
Kevin Schoepp and Constance Van Horne

15 Russian wildcard in international management education
Iya Churakova

16 International management education in China: a blessing or a curse?
Haiming Hang

17 The current state of international management education in Southeast Asia
Pattana Boonchoo, Olimpia C. Racela and Chaiporn Vithessonthi

18 A case of international management education in Africa: the University of Botswana
Dorothy Mpabanga
PART IV
Technology and international management education

19 Challenges, changes, new technologies and a new paradigm facing Polish IME in a globalized education era
Piotr Odrakiewicz

20 Dispersing knowledge with films in North America
Joseph E. Champoux

21 The promise of mobile learning: is this really a paradigm shift in international management education or is it déjà vu?
Guy Ellis and Chris O'Brien

22 The impact of IT: reaching the customers and the employees
Shahzada Farhan Akbar and Adnan Ashraf Khan

23 Using information technology to support international management
Fer-Hoc Walter Fang, Andrew Gonzalez and Mike Shiwan Su

PART V
Rethinking international management education

24 The internationalization of international management education and its limitations
Lars Engwall and Matthias Kipping

25 Buzzwords in international management education
Mark Casson and Marina Della Giusta

26 International neuromanagement: deconstructing international management education with neuroscience
Magdalena Bielenia-Grajewska

27 Developing successful international management educational programs: meeting the requirements of entrepreneurial ventures and their business environments
Rosalind Jones and Richard Edwards

Appendix 1
Appendix 2
Appendix 3
Index