Foreword

It is my pleasure to write the foreword to Diverse Contemporary Issues Facing Business Management Education, a book written by Mohammad Ayub Khan in collaboration with Diana Bank, Edet Okon, Silvia Olivares, Ghassan Al-Qaimari, and Salvador Trevino. The book makes a singular contribution to our understanding of business education as an industry and part of the profession. This book is a further enhancement of the extant literature on business education and, in particular, to books I also co-edited on the topic.

While my books focused on business education in developing countries and emerging markets, this book is differentiated by a wider focus on business education environments, models, pedagogies, competencies, alliances (both corporate and academic), rankings, in addition to a few case studies about various areas of the world, the Middle East and Africa, in particular. Readers are likely to learn much from the diverse opinions and backgrounds of individual authors. As a scholar of international business, I particularly found Chapter 13 and Chapter 10 enlightening. Chapter 13 deals with the internationalization of business education as an industry, while Chapter 10 focused on how honors programs, for example, internationalized to attract the very best students. The role of business education in society is being questioned in the post-2008 economic recession, and in the face of corporate scandals and widespread corruption throughout the world. Several chapters in the book identify the positive influences of business education and its contribution to the general welfare of society. These include Chapter 3, which discusses graduate competencies, Chapter 12, which discusses the graduate market values, Chapter 9, which describes how business education improves productivity, and Chapter 14, which discusses successful business schools. This book adds to the growing compendium of books on the topic of business education and makes additional and significant contributions to this field of scholarship. Business education administrators can also benefit from this book by learning from best practices. I congratulate the authors and hope that their efforts will further stimulate research on management education.

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