

Preface

In an increasingly complex, competitive, and global world, the labor market in general, and organizations in particular, require highly skilled professionals with the capacity to answer proactively to the challenges that they are continuously facing. In this sense, it is required that educational institutions, with a particular emphasis in the higher education area, update the curricula of their courses, contributing, this way, to the training and development of professionals better trained and prepared to face the increasing levels of organizational competitiveness. Management, Applied Sciences and Engineering, facing continual evolution, belong to the field where curricula need to be continually improved.

Indeed, the progress in higher education for management and engineering fields, proposes and fosters discussion on the evolution of higher education in management, applied sciences and engineering, with emphasis on curriculum development, pedagogy, didactic aspects and sustainable education. The incorporation of sustainable development (with three interconnected pillars, the environmental, the economic and the social) in higher education is essential in producing human resources in XXI century.

Higher Education and the Evolution of Management, Applied Sciences, and Engineering Curricula, with a specific emphasis in Higher Education for Management and Engineering areas, will be critical and of great usefulness for all those - managers, engineers, researchers, human resource managers, academics, as well as professionals from different areas - that in their daily, academic and professional routines need to lead with the issues related with higher education for management and engineering.

Specifically, the main aim of this book is to provide a channel of communication to disseminate knowledge between academics, researchers, lectures, administrators, managers, engineers and other professionals, serving, at the same time, as a useful reference for all those that express their interest in related matters with higher education in management and engineering.

In other words, the publication of a new book about higher education in management, applied sciences, and engineering is essential because:

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- It introduces new lines of knowledge in higher education in management, applied sciences and engineering areas;
- The models, theories and tools presented and discussed by the different contributions allow academics, managers and engineers to take a more strategic role in their organizations.

Organized in seven chapters, the book begins in Chapter 1, “Examining the Factors Shaping the Debate Around the Globalization of Higher Education Key Factors and Influences.” In Chapter 2, “A Discussion on Transnationality and Globalness of HEI Internationalization” is developed. Chapter 3 covers “Ethics in Research and Teaching: Ethics for Academics,” while Chapter 4 highlights the relevance of “Internationalization and Higher Education: The Case of the University of Aveiro.” “Information System Projects for Higher Education Management: Challenges for Latin American Universities” is presented in Chapter 5. Finally, Chapter 6 covers “An Approach on Attachment in Public Marketing and Higher Education Management Contexts” at the same time that Chapter 7 gives a particular focus to the “Epistemological Foundations and Mapping the Influence of the Correlation of KM and IC in the Areas of Corporate and Academia.”

It is important to highlight that regardless the order by which these chapters are presented, they don’t need to be read by this order. Indeed, each one of them can be read independently as they offer a complete view about the particular topic they focus.

Giving a global, actual and critical contribution to the knowledge and understanding of *Higher Education and the Evolution of Management, Applied Sciences, and Engineering Curricula*, the professional and scientific interest of the content of this book is of great importance to many Universities and Schools, all over the world, with courses in the field of Management, Applied Sciences and Engineering.

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