Abstract: Business education has long been a key driver of economic and social development worldwide (Helms, Rumbley, Brajkovic, & Mihut, 2015). The driving force for the transformation toward globalized education is supported with Kashkian and Egorova’s (2015) research on the concept of the new economy of knowledge. Business students in developing and first world countries must understand how to interact with students from other cultures and diverse backgrounds. This takes the purpose of diversity from that of demographic reporting to enriched student and faculty experience. In addition to the internationalization of campuses and classrooms, an innovative way to promote diversity in business management education is through strategic international partnerships. These partnerships combine study abroad, faculty exchange, and transfer and sharing of knowledge through joint symposia. Helms et al., noted, “As countries have become more interconnected, and business, industry and organizations increasingly operate across borders, higher education, too, has by necessity become a global enterprise” (p. 3). Business colleges have a unique opportunity to strategically foster and promote diversity and inclusion. The mandate for business school leadership is clear.

Keywords: Diversity, Inclusion, Business Management Education, International Partnerships

Conclusion: Business school leadership can promote diversity by including strategic partnerships into the strategic vision, and plan. This can help create a global agenda that includes promoting diversity through establishing strategic international partnerships. Bersin (2012) stated that operational execution for encouraging diversity in the business management programs takes place at the mid and senior leadership level. Wilcox (2014) encouraged “university leaders who are considering internationalization efforts to breakdown current campus silos and promote an integrative approach” (para. 10). The goal is to ensure diversity in the business school student body, the faculty, and the curriculum. This plan could provide long-term stability and financial return for the organization. Most importantly, it sends a signal to the international community that the university’s business program encourages and supports diversity and international student inclusion.

References

Bersin, J. (2012, July 30). It’s not the CEO, it’s the leadership strategy that matters. Forbes.