



Innovation in Business Education in Emerging Markets

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Emerging market economies account for 80% of the world's population and some 75% of its trade growth in the foreseeable future. Management education can be a significant driver of growth in these markets, but the dominant US and European education models must be transformed to meet the unique needs of these regions. Innovation in Business Education in Emerging Markets provides insights for success that can be used by educators, administrators, policy makers and planners in rapidly growing education markets.

The editors invited scholars and educators from around the world to share their professional analyses and projections about the fastest growing markets for management education. This volume covers the spectrum from market analysis to critical commentary and promising new trends. Across the countries, themes and chapters in this book, the message is clear - innovation in instructional design and applications of new technologies can transform business education in emerging markets.



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