



Call for Abstracts

Journal of International Business Teaching (special issue)

The Latin American and Spanish landscapes are increasingly important for international education. As globalization settles into its 21st century equilibrium, international business transactions are most commonly conducted in a handful of languages, including Spanish. International trade and foreign direct investment are growing across the Americas, with negotiations and transactions that commonly take place in Spanish. Given the particular cultural, geographical and migratory patterns of the Latin American region, Spanish has earned a spot as the most commonly studied second language in North America. The intersection between International Education, International Business and the study of Spanish and Latin American issues has therefore added relevance in colleges and universities around the world, particularly in the context of a growing enrollment of Latin American and Spanish-speaking American students in US universities. Furthermore, geographical proximity and access to a growing Hispanic population provides increasing opportunities to establish interdisciplinary programs that take advantage of this confluence of elements, allowing institutions of higher education to establish programs that involve travel to Latin America and Spain.

Despite these opportunities, the Literature on International Business education focused on Mexico, the Americas, and Spain (MAS) is arguably thin. We are therefore proposing a Special Issue on this topic, to be published in the *Journal of Teaching in International Business*, which instructs international business educators, curriculum developers, and institutions of higher education worldwide on methods and techniques for better teaching to ensure a global mindset and optimum learning in international business.

Aside for sharing the common MAS geographical focus, potential topics to be included in the proposed journal issue are broad and briefly described in the following list. We seek manuscripts that include quantitative and/or qualitative data gathered, evaluating the efficacy of the proposed initiatives. Thus, the issue is looking for educational approaches that have been already tried, and have corresponding lessons learned, as opposed to ideas that, however interesting, have not yet been implemented. The mission of this special issue is to discover and disseminate best practices in this growing field.

Possible research topics include (with emphases on MAS):

- Language Across the Curriculum (business school applications and approaches);
- Curricular innovations: The internationalization of the curriculum with a MAS focus;
- Joint and double-degree programs/articulation agreements/collaborations;
- Partnership development;

- Latinx community engagement;
- Internationalizing the campus and student body;
- COIL (Collaborative Online International Learning) programs;
- Exporting degree programs;
- Inter-/Multi-disciplinary programs with focus on MAS;
- Experiential IB education: projects and activities in the classroom;
- International business programs/degree programs in the MAS areas;
- Study tours (short-term)/Partnerships and study abroad (long-term);
- Executive, professional, and continuing education; and
- Accreditation, certification, or curricular issues.

We expect the special issue in *The Journal of Teaching International Business* to be published in early 2021. Extended abstracts of 150-250 words, summarizing the research (e.g., pedagogical approach, program, activity) and the findings/contributions are requested with a due date of October 31, 2019. These should be submitted directly to the co-guest editors. Authors will receive initial decisions about their abstracts from the co-guest editors within four weeks after the deadline for submission and will be informed of their invitation to submit a complete manuscript for review. Invited manuscripts will be due January 24, 2020. All submissions go through the usual review process if selected for submission for the special issue by the co-guest editors.

Co-guest editors for this special issue of JSP will be **Robert Scherer (rscherer@trinity.edu)** and **Dante Suarez (esuarez@trinity.edu)**. Questions regarding the special issue and the submission of manuscripts should be directed to the co-guest editors.

We look forward to receiving your abstracts/proposals.