

**Call for Papers**  
***Journal of Teaching in International Business (JTIB)***

**Special Issue on:**  
**Digital Transformation, Innovation, and Novel Pedagogical Approaches in Teaching International Business**

**Special Issue Guest Editors:**

**S. Tamer Cavusgil, Georgia State University**  
**M. Billur Akdeniz, University of New Hampshire**  
**Chun Zhang, University of Vermont**

**JTIB**

The *Journal of Teaching in International Business* (JTIB) published by **Routledge/Taylor and Francis**. JTIB is the premier scholarly journal in its field now in its 29th year of publication (<http://www.tandfonline.com/toc/wtib20/current>). JTIB serves international business educators and institutions of higher education worldwide on content, pedagogy, and resources for teaching international business. The intent is to promote teaching excellence and create a forum among educators. Our readership is composed of educators who strive for contemporary, innovative, and effective teaching in international business. JTIB seeks original, significant, scholarly, and applied articles that use empirical data and analysis. Our specific goals are to: demonstrate the effectiveness of innovative approaches to teaching international business; enrich and make classroom presentations more effective and engaging; and share best-practice experiences of international business educators.

**Call for Papers**

Papers are invited for publication in this special issue of JTIB on **Digital Transformation, Innovation, and Novel Pedagogical Approaches in Teaching International Business**. Papers for this special issue should not have been published or submitted elsewhere for publication.

The practice of international business continues to evolve with the fast-paced innovation in the globalized economy. For international business educators, the changing environment of cross-border business implies novel and dynamic approaches to educating tomorrow's managers and international business leaders. Among other things, business educators need to reflect new realities such as the digital transformation of business, a prolonged recession, and the growing importance of emerging markets.

Yet, our teaching has to be relevant, engaging, and innovative. The Generation Z students and the Millennials know a very different and complex world of multiple consumer personas, digital business models, a variety of portable communication devices, and virtual rather face-to-face communications. Inevitably, they provide new challenges for the international business educators.

How can we share the excitement of new developments in international markets with this new generation of students more effectively? How can we best connect and communicate with them while delivering the learning objectives via new pedagogical approaches such as the use of experiential exercises and projects; web-based and/or hybrid learning; use of social media platforms; digital tools such as videos and online simulations; and active learning strategies in the classroom?

This special issue of JTIB seeks papers focused on innovations and new pedagogical approaches in teaching international business in a world of digital transformation and changing environment for international business executives. What are the current 'best-practice' examples of face-to-face, online, and hybrid teaching in international business? What are some of the active learning strategies such as flipped classroom, experiential learning, and role-playing in transforming international business education? How can educators develop new delivery formats in technology-rich classrooms and with new instructional technologies? These and other topics related to achieving excellence in the teaching of international business are of interest to this special issue.

The following list is illustrative of potential topics:

- The 'best-practice' classroom / face-to-face examples to enhance learning of international business concepts
- Experiential learning exercises, projects, and opportunities for the contemporary generation of students
- Integration of such new delivery formats as online, hybrid, and accelerated teaching to international business courses and curriculum
- Creative use of instructional technology in the effective delivery of content and learning objectives
- Use of active learning strategies such as flipped classroom, role-playing, collaborative exercises to enhance student engagement with the content
- Integration of a variety of resources such as social media, gamification, online simulations, and case studies for teaching international business
- Creating and sustaining cross-border partnerships that enrich classroom experience
- Developing content specific to teaching such specialized international business courses as global marketing, international financial management, global business ethics, and cross-cultural management, among others
- Developing new curriculum for technology-rich classrooms and new instructional technologies available
- Effective teaching methods international business educators adopt across different functional areas to incorporate changing political and/or economic policies or environments
- Effective and new ways of measuring of student learning along with the changes in delivery formats.

### **Submission and Review Process**

To ensure full consideration for inclusion in this special issue, fully developed manuscripts should be submitted to JTIB by **March 30, 2019**. All manuscripts submitted to the special issue

should be submitted through the JTIB Manuscript Central website:

<https://mc.manuscriptcentral.com/jtib> (Special Issue: Digital Transformation, Innovation, and Novel Pedagogical Approaches in Teaching International Business). Contributors should follow the JTIB Author Guidelines (see <http://www.tandfonline.com/toc/wtib20/current> )

## Guest Editors

**S. Tamer Cavusgil** has been teaching international business/marketing for more than three decades. His professional interests encompass global marketing strategy, early internationalization, middle class in emerging markets, exporting, and pedagogy. Cavusgil is currently Fuller E. Callaway Professorial Chair, and Executive Director, Center for International Business Education and Research (CIBER), at the Institute of International Business, Robinson College of Business, Georgia State University. He is also a visiting professor at Leeds University, U.K., and the University of South Australia.

Tamer is a recipient of honorary doctorates from the Universiteit Hasselt, Belgium and the University of Southern Denmark, and an Honorary Professorship from Atilim University, Turkey. Previously, he was the inaugural holder of John W. Byington Endowed Chair in Global Marketing at Michigan State University. He also held the *Gianni and Joan Montezemolo Visiting Chair* at the *University of Cambridge*, the U.K., where he is also an Honorary Fellow of *Sidney Sussex College*.

Tamer has authored more than two dozen books and some 200 refereed journal articles. His work is among the most cited contributions in international business. He is the founding editor of the ***Journal of International Marketing*** and ***Advances in International Marketing***. Tamer earned his undergraduate degree from the ***Middle East Technical University*** in Ankara, Turkey, and his MBA and Ph.D. degrees in business from the ***University of Wisconsin***.

**M. Billur Akdeniz** is an Associate Professor of Marketing and MBA Director of Strategy at the Peter T. Paul College of Business and Economics, University of New Hampshire. Billur received her Ph.D. in Marketing from Michigan State University and her M.B.A. and B.A. in Economics from Bogazici University in Istanbul, Turkey. Her research encompasses empirical modeling of marketing strategy problems; and areas of interests are new products and innovation, market signaling, and international marketing.

Her research has been published in the *Academy of Management Journal*, *Journal of the Academy of Marketing Science*, *Journal of Product Innovation and Management*, and *Marketing Letters* among others. She is on the ERB of *Journal of the Academy of Marketing Science*, *Industrial Marketing Management*, and *Journal of Business Research*. She is a member of American Marketing Association and Academy of Marketing Science. Billur has taught both at the undergraduate and graduate levels in the areas of Marketing Analytics and Marketing Management.

**Chun Zhang** is an Associate Professor at the University of Vermont. She received her Ph.D. in Marketing and her M.S. degree in Agricultural Economics from Michigan State University. She also received her B.A. in Finance from Renmin University of China. Her research interests

include inter-organizational relationship governance challenges in complex environments such as cross-border buyer-supplier relationships and export channels.

Her scholarly work has appeared in a number of top business journals including Journal of Operations Management, MIT Sloan Management Review, Journal of International Business Studies, Journal of World Business and Journal of International Marketing. In 2008, Dr. Zhang received a Certificate of Recognition from the Michigan State University Broad College of Business in recognition of her contributions to the advancement of international business and innovation research. She is also the winner of 2013 Faculty Scholarship Recognition Award given by the School of Business Administration at the University of Vermont. Dr. Zhang has taught marketing management, international market analysis and marketing research at the School of Business since 2005.