

Globalization of a Marketing Department via Faculty Development: Faculty Participating with EMBA Students in an International Exchange Week

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The AACSB accreditation body sees an increasing importance for business schools to develop a global mindset. One such way of globalizing a business school is to offer short-term international faculty exchange programs to help educators bring a fresh global perspective back to the classroom. A qualitative study was performed on a handful of faculty ($n = 7$) who participated in one such program integrated with an EMBA Consortium exchange week. Results revealed an increase in international research collaborations among faculty, new knowledge of challenges & insights about the host country within the faculty's area of expertise, and first-hand perspectives of business via company visits. Experiences, implications, and suggestions for future programs are discussed.