

Call for Papers

Special Issue: “The Advancement of International Marketing Education”

The *Journal of International Business Education (JIBE)* is a peer reviewed international journal dedicated to enhancing teaching in International Business and related subjects worldwide by publishing high quality pedagogically focused papers (**B Journal**, ABDC journal ranking 2013). The *JIBE* is planning a special issue on International Marketing (IM) and now welcomes submissions from a broad range of topics within IM education. IM has a long and wide history in both international trade (Lewer & Van den Berg, 2009) and international business (Homburg, Cannon, Krohmer, & Kiedaisch, 2009). It is not wise to assume that all issues of IM education have been fully explored. Therefore, this special issue will be dedicated to publishing articles reflecting current innovation and excellence in IM education that will add value to instructors’ and students’ performance across all stages of the university academic cycle. *JIBE* encourages authors to submit innovative and high class education research articles; empirical studies of teaching with clearly defined learning outcomes; case studies for classroom use accompanied by rigorous teaching notes; conceptual articles; lecture articles; review articles, and viewpoints on, but not limited to, the following themes:

- Emerging trends and issues influencing IM teachers and students.
- Delivery methods and learning methods in IM subjects.
- Innovations in IM pedagogy.
- How to make IM more advanced and global placement oriented?
- What teaching methodologies are appropriate for IM courses today?
- Prioritising content of IM syllabi.
- Advancement of IM for undergraduate/graduate and doctoral students.
- How to bridge the gap between IM academics and industry best practice.
- Role of IM for students as future international executives.
- Challenges in Cross Cultural Marketing education.
- Miscellaneous issues in IM education may include; International Sales Methods, International Branding and Promotion, International Advertisement, Competitive Assessment of Marketing Education, Curriculum Issues, Faculty Development Issues, Balancing Research Teaching and Service.

Final Date for Submissions: **29th February, 2016.**

Author guidelines: <http://www.neilsonjournals.com/JIBE/jibesubmit.html>

Please submit manuscripts as Word files (maximum word count 12,000) via email to the Publishing Editor, Peter Neilson pneilson@neilsonjournals.com

Review Process: preliminary assessment by the Guest Editor; double blind review (3-4 months); Review Report 1 sent to the author(s); revised submissions assessed and the author(s) notified; final publishing decision by the Guest Editor: Sudhir Rana, rana.sudheer21@gmail.com

Accepted article galley proofs to authors for final edits; Special Issue publication date: Sept 30, 2016.