



# **Introducing the Journal of International Business Education - JIBE**

**Haskel Benishay**

*Northwestern University*

**Meinolf Dierkes**

*Social Science Research Center Berlin (WZB)*

**John Kasarda**

*University of North Carolina at Chapel Hill*

**Joseph LaPalombara**

*Yale School of Management*

## **1. Introduction**

Welcome to the launch volume of the Journal of International Business Education (JIBE). This innovative new journal is devoted to enhancing international business education worldwide by publishing high quality refereed teaching materials, articles on key developments in teaching methods and technologies, and new institutional frameworks for international business education. The mission of the JIBE is to disseminate leading research and teaching elements in a format that can be readily accessed by its readers. The JIBE aims to become a highly useful source of course materials as well as pedagogical reviews for those involved in international business education and related areas. The journal also intends to become a key information resource for managers to keep up to date with the latest developments in the field.

The three main categories of articles that the JIBE will feature are:

1. Lectures on any aspect of international business that can be used readily as the basis of a core section of a course or as an integral part of a class.
2. Case studies, written at a level of quality typical of those utilized by internationally acclaimed higher education institutions.
3. Reviews covering best practice teaching strategies, overviews of textbooks and current issues in international business education.

The editorial team and review board of the JIBE is dedicated to providing a high quality screening of submissions, thereby ensuring that authors will have the benefit of getting from leading academics, the most up-to-date and enlightening ideas and practices that pertain to the matters treated in each manuscript.

## **2. Publications**

In each of its three categories of article the JIBE seeks to generate value added to its target readership.

Lecture articles will be derived from exceptional teaching and from summaries of leading research. The major criterion applied here is that the article should be of interest not just of MBA and senior level students, but also to managers of international companies. In the inaugural volume, the first lecture by Dennis A. Rondinelli focuses on linking environmental responsibility with core business advantages, and how managers can still achieve strategic corporate objectives. The second by Peter N. Nemetz outlines for international managers the major issues, as well as the opportunities and potential threats, that pertain to the debates over sustainable development. The case studies will be robust and provide new perspectives on how companies cope with the ever increasing complexities of the global economy. This will range from cases concerning large multinationals, as with the contribution by Robert Lobue who concentrates on comparing the German and US corporate governance systems using the recent experiences of DaimlerChrysler AG, to cases focusing on the development strategies of smaller enterprises planning to expand into wider external markets. The Bembo's Burger Grill case provides an interesting example of this latter strategy within the fast food market of Latin America. In the review section we will feature best practice teaching strategies, as with the case-based course designed by David W. Conklin at the Ivey School of Business and an analysis by Ariane Berthoin Antal and Meinolf Dierkes of a case study used to teach liberal arts students about corporate leadership and strategic decision-making. In later publications we will feature reviews of textbooks and papers covering strategies for corporations towards educational institutions, executive education, in-company training and corporate universities, as well as real life experience essays by top CEOs and other outstanding senior executives from around the globe.

## **3. Moving Forward**

For JIBE to achieve its mission, we must establish a dialogue with our readers and potential contributors. Responses and submissions should therefore be directed to our team of editors: Haskel Benishay (h-benishay@kellogg.northwestern.edu), Meinolf Dierkes (dierkes@wz-berlin.de), John Kasarda (john\_kasarda@unc.edu) or Joseph LaPalombara (joseph.lapalombara@yale.edu). For general enquiries and submission matters, please contact Peter Neilson, Publishing Editor (pneilson@neilsonjournals.com). We look forward to your responses.