GLOBAL CLASSROOM

This page intentionally left blank

GLOBAL CLASSROOM: MULTICULTURAL APPROACHES AND ORGANIZATIONAL STRATEGIES IN TEACHING AND LEARNING BUSINESS AND ECONOMICS

EDITED BY

DAVIDE DE GENNARO

University of Naples Parthenope, Italy

And

MARCO MARINO

Sant'Anna Institute, Italy



United Kingdom – North America – Japan – India Malaysia – China Emerald Publishing Limited Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Editorial matter and selection © 2024 Davide de Gennaro and Marco Marino. Individual chapters © 2024 The authors.

Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service

Contact: www.copyright.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-83549-285-7 (Print) ISBN: 978-1-83549-284-0 (Online) ISBN: 978-1-83549-286-4 (Epub)



CONTENTS

List	of Figures, Tables, and Boxes	ix
aı	troduction: The Landscape of Modern Higher Education in Business and Economics Natthew C. Rousu	1
	Section I: Understanding the Global Business Classroom	
1.	Becoming Culture, Transmitting Culture Aneta Chybicka and Andrzej Piotrowski	7
2.	Culture and Its Impact on Learning Shima Mirzaei	15
3.	Varied Educational Backgrounds: Learner Aspirations, Active Instruction, and Classroom Expectations Joanna Simos	25
4.	The Landscape of Global Business Higher Education Jan Klakurka and Candice Chow	31
	Section II: Challenges and Strategies for Success	
5.	Between Multiculturalism and Multilingualism: Educational Challenges in Contemporary Societies Vincenzo Basile and Clelia Cascella	43
6.	Ethnocentric Curricula and Western-Centric Methodologies Iñaki Pérez-Ibáñez	53
7.	Effective Communication Techniques for a Diverse Student Body Carol Del Vitto	59
8.	Strategies for Engaging a Multicultural Classroom Ingrid S. Greene	67

vi Contents

Section III: So in	the Classroom,	So in the	Workplace:	Managerial
	Perspective and	I the Role	of HRM	

9.	Diversity and Inclusion: From Classroom Discussion to Corporate Policies Floriana Pollio and Filomena Riemma	79
10.	Managing Workforce Diversity with Al-Based HRM Viviana Colombi Evangelista and Ludovica Del Barone	85
11.	How HR Interacts with and Influences Diversity, Equity, and Inclusion Charles J. Priolo	91
	Section IV: Technology Bringing Distant Worlds Closer	
12.	Leveraging Technologies for Inclusion: Insights on Higher Education Organizations Eleonora Veglianti and Luisa Varriale	101
13.	The Virtual Global Classroom Paola Cascinelli	107
14.	The Evolving Landscape of AI in Higher Education Lynne Bowker	115
15.	Unlocking the Wealth of Cultures with Technology John D. Branch and Amy Gillett	123
	Section V: Real-World Applications	
16.	Training and Skills Development in Business: The Case of the Sant'Anna Institute Marco Marino and Davide de Gennaro	137
17.	The Role of Avatars in Enhancing Cultural Diversity and Classroom Dynamics in Education Bice Della Piana, Sara Carbone, Francesco Di Vincenzo and Chiara Signore	143
18.	Enriching Student Learning Experiences and Global Awareness Through Inclusive Intensive Abroad Course: A Case Study (Abridged) of Strategy in the European Context Jan Klakurka and Candice Chow	151

Contents vii

19.	Promoting Equality Through Ethical AI and DEI Principles: A Case Study of the LSST	161
	Emilia D'Avino, Davide de Gennaro, Laura Inno and Giulia Vicentini	
20.	Language Barriers and Communication Hurdles Sigrid Berka and Donna Gamache-Griffiths	167
	Section VI: Conclusions and Recommendations Toward a More Inclusive Future	
21.	Policy Recommendations and Institutional Changes Harika Rao	177

This page intentionally left blank

LIST OF FIGURES, TABLES, AND BOXES

Figures		
Fig. 8.1.	The Original Stress Process Model.	69
Fig. 8.2.	Screenshot From Peerceptiv: A Peer Review Software.	72
Fig. 8.3.	Rubric Example From Peerceptiv.	73
Tables		
Table 2.1.	Culture and Learning.	19
Table 21.1.	Global Classroom Assessment Tool for Educators.	184
Table 21.2.	Course Audit.	185
Boxes		
Box 4.1	Strategic Priorities for a Leading Canadian	
	Research Institution: Implications and Guidance for	0.4
	Internationalization	34
Box 4.2	Compendium of International Business Essential Topics	36
Box 4.3	At-Home Experiential Project With Industry Partnership	39
Box 18.1	Strategy in European Context Course Outline.	152
Box 18.2	Insights	154