

Exploring Excellence: Five Influential Research Papers Shaping the Landscape of Business Education

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In our ongoing commitment to delivering top-tier content in business education, we have curated a collection of five highly influential research papers for our esteemed readers. These selections have been meticulously chosen, considering their citation counts, download statistics, and online media coverage. This curation aims to present our audience with a diverse and impactful array of scholarly works shaping the landscape of business education.

GLOBAL VALUE CHAINS: A REVIEW OF THE MULTI-DISCIPLINARY LITERATURE

Liena Kano, Eric W. K. Tsang & Henry Wai-Chung Yeung

Journal of International Business Studies, Vol. 51, Issue 4

The research article provides a comprehensive review of the expanding global value chain (GVC) research field. It critically analyzes various widely cited conceptual frameworks and evaluates GVC studies across multiple disciplines, including international business, management, supply chain management, economic geography, and international political economy. The review is conducted from a comparative institutional perspective, focusing on micro, GVC, and macro governance issues. The findings reveal variations in the scholarly attention given to governance issues within GVC research.

The review results highlight the varying scholarly attention given to governance issues within GVC research. The authors identify several future research topics, including the micro-foundations of GVC governance, GVC mapping, learning, the impact of lead firm ownership and strategy, dynamics of GVC arrangements, value creation and distribution, financialization, digitization, the impact of renewed protectionism, the impact of GVCs on their macro-environment, and chain-level performance management. These areas are suggested as avenues for further exploration and development within the GVC research domain.

In conclusion, the article offers a comprehensive overview of GVC research, highlighting the critical governance issues at different levels and identifying potential areas for future research. By examining the existing literature and conceptual frameworks, the authors provide valuable insights into the current state of GVC research and propose directions for future investigation, aiming to advance understanding and knowledge within this rapidly growing field.

ENTREPRENEURSHIP EDUCATION THROUGH SUCCESSFUL ENTREPRENEURIAL MODELS IN HIGHER EDUCATION INSTITUTIONS

Gabriela Boldureanu, Alina Măriuca Ionescu, Ana-Maria Bercu *et al.*

Sustainability, Vol. 12, Issue 3

The research paper delves into the impact of entrepreneurship education, particularly the influence of exposure to successful entrepreneurial role models, on students' entrepreneurial intentions and attitudes towards entrepreneurship. Drawing from theoretical perspectives such as human capital theory, entrepreneurial self-efficacy, and self-determination theory, the study posits that entrepreneurship education equips students with the necessary skills and knowledge while motivating them to pursue entrepreneurial careers. The authors conducted a pilot experiment involving 30 graduate students enrolled in a Business Creation course, employing a research methodology that combined qualitative techniques with quantitative measures to analyze the effects of exposure to successful entrepreneurial models on student entrepreneurial intentions and attitudes.

The study aims to achieve three primary objectives: first, to identify the characteristics perceived by students as specific to successful entrepreneurs; second, to establish the influence of exposure to successful entrepreneurial role models chosen by students during entrepreneurship education classes on student entrepreneurial intentions; and third, to assess how such exposure influences students' attitudes towards entrepreneurship. The findings reveal that entrepreneurship education based on successful entrepreneurial role models positively influences students' entrepreneurial attitudes and intentions, leading to a greater orientation of student perception towards the social benefits of entrepreneurship, such as creating new jobs, as opposed to purely financial gains.

Furthermore, the research underscores the differential impact of studying successful entrepreneurial stories on business and non-business students, emphasizing the need for tailored graduate programs to enhance the efficacy of entrepreneurship education in developing entrepreneurial skills. This distinction highlights the varying effects of exposure to successful entrepreneurial models on the two student groups, suggesting the necessity for customized educational approaches to optimize the development of entrepreneurial competencies.

Overall, the study provides valuable insights into the significance of entrepreneurship education and the impact of exposure to successful entrepreneurial role models on students' entrepreneurial intentions and attitudes, offering implications for designing and implementing tailored educational programs to foster entrepreneurial skills among diverse student cohorts.

DE-GLOBALIZATION: THEORIES, PREDICTIONS, AND OPPORTUNITIES FOR INTERNATIONAL BUSINESS RESEARCH

Michael A. Witt

Journal of International Business Studies, Vol. 50, Issue 7

The research paper explores the potential impact of de-globalization on international business (IB). It emphasizes the need for a deeper integration of politics into IB research to comprehend the qualitative shift induced by de-globalization. It introduces two relevant theories of (de-)globalization from political science, liberalism and realism, both predict de-globalization under current conditions but offer different expectations about the future world economy. Liberalism suggests a patchwork of economic linkages, while realism predicts the emergence of economic blocs around significant countries. The paper identifies three key areas of opportunity for IB research in light of de-globalization: political strategies and roles of multinational enterprises (MNEs), global value chains, and the role of the national context.

In terms of political strategies and roles, the paper highlights the necessity to investigate how regular business activities and deliberate political agency of MNEs influence the political sustainability of globalization. Additionally, the research opportunities in global value chains encompass exploring their future reach and specialization, changes in organizational forms, and the impact of political considerations on location decisions. Furthermore, the paper underscores the significance of researching national contexts

to understand their capacity to sustain globalization and their interconnection with economic and military power.

The paper's insights provide a comprehensive framework for understanding the potential implications of de-globalization on IB and highlight the critical areas for future research to address the qualitative shift induced by de-globalization. By integrating political theories into IB research, the paper offers a nuanced perspective on the evolving landscape of international business in the context of potential de-globalization.

EFFECTS OF COVID-19 ON BUSINESS AND RESEARCH

Naveen Donthu and Anders Gustafsson

Journal of Business Research, Vol. 117

The research paper explores the potential impact of de-globalization on international business (IB). It emphasizes the need for a deeper integration of politics into IB research to comprehend the qualitative shift induced by de-globalization. It introduces two relevant theories of (de-)globalization from political science, liberalism and realism, both predict de-globalization under current conditions but offer different expectations about the future world economy. Liberalism suggests a patchwork of economic linkages, while realism predicts the emergence of economic blocs around significant countries. The paper identifies three key areas of opportunity for IB research in light of de-globalization: political strategies and roles of multinational enterprises (MNEs), global value chains, and the role of the national context.

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MEASURING THE IMPACT OF BUSINESS MANAGEMENT STUDENT'S ATTITUDE TOWARDS ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL INTENTION: A CASE STUDY

R.K. Jena

Computers in Human Behavior, Vol. 107

The research paper delves into the critical role of entrepreneurship in fostering economic prosperity and social stability, particularly in the context of India, which grapples with high levels of youth unemployment. India has the highest percentage of the young population globally; the study aims to address the challenges posed by the youth's lack of skills and entrepreneurial awareness.

The objectives of the study encompass examining the cognitive, affective, and behavioral components of students' attitudes towards entrepreneurship education in Indian universities/colleges, measuring the impact of these attitudes on entrepreneurial intention, and exploring the role of control variables such as gender and entrepreneurial family background in this relationship. The respondents for the study were students from various business management colleges and universities in central India, selected using purposive and simple random sampling techniques. The data from 509 completed questionnaires were analyzed using the 'R programming language,' yielding significant results demonstrating a positive attitude towards entrepreneurship education on entrepreneurial intention.

The study's findings underscore the significance of entrepreneurship education in shaping students' attitudes and intentions toward entrepreneurship, particularly in addressing youth unemployment and

fostering a culture of entrepreneurship in India. By employing rigorous sampling techniques and advanced statistical analysis using the ‘R programming language,’ the study provides robust evidence of the positive impact of attitudes toward entrepreneurship education on entrepreneurial intention among students in Indian universities/colleges.

The research contributes valuable insights into the potential of entrepreneurship education to mitigate youth unemployment and cultivate an entrepreneurial mindset among students in India, offering implications for educational policies and programs aimed at fostering entrepreneurial skills and intentions among the youth population.

Additional Reading

As you are aware, the field of business education is vast and dynamic, encompassing many essential studies that contribute to its ever-evolving landscape. While the selection of five articles presented here provides valuable insights, it is essential to acknowledge that the breadth of business education research extends far beyond these summaries. In light of this, I have curated a comprehensive list of pivotal studies from recent years that delve into various critical aspects of business education.

By exploring the summaries above and delving into the entries provided in the comprehensive list, readers can gain a nuanced understanding of the most prominent and debated topics within our field. It is my aspiration that this curated collection serves as a window into the diverse and impactful research shaping the discourse in business education, offering readers a valuable glimpse into the field’s most significant studies.

- **Understanding Sustainability Through the Lens of Ecocentric Radical-Reflexivity: Implications for Management Education** (Allen *et al.*, Journal of Business Ethics 154(3))
- **Entrepreneurial intention among engineering students: The role of entrepreneurship education** (Barba-Sánchez *et al.*, European Research on Management and Business Economics 24(1))
- **Perception of Environmental Problems Among Higher Education Students in Peru** (Castro *et al.*, Journal of Strategic Innovation and Sustainability 17(2))
- **Entrepreneurial orientation, entrepreneurial education and performance** (Cho *et al.*, Asia Pacific Journal of Innovation and Entrepreneurship, 12(2))
- **The Effect of Resilience on Entrepreneurial Intention in Higher Education Students in a Post-Covid Stage 19** (Cruz *et al.*, Journal of Higher Education Theory and Practice, 22(18))
- **Advancing Family Business Research: The Promise of Microfoundations** (De Massis *et al.*, Family Business Review, 31(4))
- **Virtual Dissertation Circles: Student Engagement Strategies and Lessons Learned** (Dennis *et al.*, Journal of Strategic Innovation and Sustainability, 17(4))
- **Does entrepreneurship education in the first year of higher education develop entrepreneurial intentions? The role of learning and inspiration** (Nabi *et al.*, Studies in Higher Education, 43(3))
- **How To Predict A Pop-Up Store – Developing A Data Based Framework For Digitizing The Location Choice Process And Prototyping At The Case Of St. Gallen (Ch)** (Nertinger *et al.*, Journal of Applied Business Research, 38(2))
- **Impact Of Informal Communication On Corporate Creative Performance** (Park, Journal of Applied Business Research, 38(1))
- **Development of Data-Driven Curriculum Courses in the Bachelor of Engineering Degree Program** (Rantonen *et al.*, Journal of Strategic Innovation and Sustainability, 17(1))
- **Digitization capability and the digitalization of business models in business-to-business firms: Past, present, and future** (Ritter *et al.*, Industrial Marketing Management, 86)
- **Share Price As Dependent Of Basic EPS Or DPS – A South African Perspective** (Robbete, Journal of Applied Business Research, 23(20))
- **Reviewing Entrepreneurial Competencies in Undergraduate Education With Focus on Decision-Making** (Valdex *et al.*, Journal of Higher Education Theory and Practice, 38(2))

- **Owners Of Korean Conglomerates And Corporate Investment** (Yang *et al.*, Journal of Applied Business Research, 38(1))

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