

CALL FOR CHAPTER PROPOSALS

Series on Higher Education Practices and Perspectives

Book Title: Innovating in Teaching Enterprise, Business and Management

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Introduction

Higher Education organizations (HE) operates in an environment that continuously pushes towards innovation by educators (Kervenoael, et al., 2017; Kirkup & Kirkwood, 2005; Lytras et al., 2018; Pucciarelli & Kaplan, 2016; Sobaih et al., 2016). With this respect, the use of technology as well as non-technological tools has proven to enhance students' learning experiences, engagement, retention, and performance (Mughal & Zafar, 2011; Reese et al., 2015; Wimpenny & Savin-Baden, 2013), facilitate social connectivity, and team-based learning (Arroteia et al., 2018; King & Newman, 2009; Musteen et al., 2018).

Notwithstanding there is a growing range of software, cases, and tools at easy reach to be used by instructors in and around their pedagogic practice, the offer is such that it is becoming increasingly complex to choose which approaches suit the needs better (Lai & Hong, 2015; Selwyn, 2016). Moreover, implementing any form of innovative practice in the classroom

requires a learning curve for instructors, and often we lack the prescriptive rules through which they can successfully be implemented and operate.

Purpose

The purpose of this book, therefore, is to explore the way to which innovative practices (including but not limited to technology-based) in HE to assist in teaching and learning subjects related to Enterprise, Business and Management.

Audience

The primary targets of the proposed book are HE educators whose interests are situated in and around innovating in their pedagogic practices. The book will also serve practitioners and policy-makers in HE.

Possible Chapters (Not an Exhaustive List)

- Practical approaches to implementing innovative pedagogic practices in HE;
- Case studies demonstrating successful and/or unsuccessful approaches to implementing innovative pedagogic practices in HE
- Factors influencing/barriers to the application of innovative pedagogic practices in HE
- Employment of innovative pedagogic practices across HE in developing versus developed nations
- Implementation of ICT in HE and response to digital natives' expectations
- ICT, inclusion and equality in HE

Submission

- **Call for Chapter Proposals by the 31st of August, 2019**
- Notification of acceptance by the 30th of September, 2019
- **Full chapter submission by the 31st of December, 2019**
- Return of chapter review (peer-reviewed) by the 31st of March, 2020
- **Revised chapter submission by the 30th of April, 2020**

Chapter proposals should be no more than 1,000 words. Full chapters should be no more than 8,000 words including tables and references and should provide an abstract, keywords, introduction, key literature, methods, findings and conclusions. All submissions will be blind peer-reviewed. Chapter proposals should be sent to nuno.arroteia@gmail.com.

Short Bios

Dr Nuno Arroteia holds a PhD in International Management and Trade, and Fellow of the Higher Education Academy in the UK. He has 15+ years of industry experience in managerial roles at multinational companies such as Arthur Andersen, Deloitte, UEFA, and Carglass; as well as being a serial angel investor with a portfolio across a diverse range of sectors (ICT, creative industries, life sciences, and industrial production). He has held teaching positions in the areas of management accounting and international business management for undergraduate and postgraduate programs. His primary research interests are in international business, international entrepreneurship and entrepreneurial finance.

Dr Safaa Sindi holds a PhD in Supply Chain Management. She has worked with industry in the manufacturing sector, which involved strategic modelling of hubs, developing modelling tools for analyzing CO2 sustainability measurement solutions and modelling solutions to mitigate the impact of negative stock on inventory. Working with Jaguar Land Rover she has developed a multidimensional matrix for supply chain management. She has held teaching positions in operations and supply chain management. At Coventry University where she also coordinates the Business School Simulation Suit where she is involved in sourcing and promoting cross-school adoption of technologies to assist the teaching of undergraduate and postgraduate students, as well as training corporate clients. Her research interests are in the use of technologies for research in operations and management.

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