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ABSTRACT

Track - Shaping the future of business education in emerging markets and integrating the demand of corporate sector with academic curricula

TOPIC

Increase of the society's awareness of poverty through redesign of business education curricula

Purpose – to reveal the influence of poverty issues on the country's economic and social development and understanding of the issues by future managers as well as to find ways to increase poverty awareness through curricular redesign for management students.

Research question – How business education institutions in the RK can contribute to poverty awareness among students studying management courses as their major through redesigning academic curriculum.

Type of research – This is a semi descriptive study with the theoretical bases (Human Capital theory (G. Becker 1964), Social Capital Theory (J.S. Coleman 1988 et al)), and other theories on poverty. The empirical component of the study will include the findings of our efforts to incorporate poverty study and poverty alleviation strategies in the management courses taught to bachelor students.

The research method – theoretical part will be supported by literature study and review while empirical component will be presented by the results of analysing the answers to the questionnaire questions.

Data sources – the PRME reports (Principles for Responsible Management Education), reports of international organizations such as USAID, UNDP and the World Bank, Kazakhstan Ministry reports, State-Run Programs on Poverty, The Agency of Statistics of the Republic of Kazakhstan, poverty survey results, doing literature reviews of domestic and foreign authors.

Multiple keywords – responsible management, poverty fighting and alleviation, emerging markets, curricula development, responsible business education.

Description of the topic

Global crisis brought about numerous changes in almost all spheres of human activity. Education, responsible management education could be an avenue to meet the needs of people and response to challenges including those that emerged due to turbulences in economic, social and political aspects of our society nowadays.

Business schools can contribute to poverty awareness increase through their systematic approach to it by means of conducting research for fighting poverty, creating research discussions and collaborations between interested institutions and business entities and supporting the efforts of professionals and management educators to include poverty issues in the curriculum.

It has become evident that poverty as a topic is not studied separately and not even its themes are fully covered within the educational programs of students in business and management majors in our country. Therefore, shaping future leaders will have a greater impact if they are equipped with knowledge on how to fight poverty and find ways to alleviate it. One way to address the issue is to include the topics of poverty studies into curricula, to involve students in various community service projects/programs where they master their business skills and learn how to engage in community to make it better.

Key results

The inquiry will be focused on understanding the essence of poverty and its multiple facets that turmoil society in many ways (where we will underline the theoretical framework of the study). It will also describe the process of topic selection in management electives where it is planned to make changes to add the poverty themes. Moreover, the article will contain analysis of survey results officially issued by respective institutions on poverty and include data pertinent to the study. It is believed that study results will become catalyst for organizational and institutional cooperation and poverty reduction projects solving the above described issues together. The study also relies on the results of the already conducted projects on educating future managers to understand and feel empathy to issues of poverty and inequality that still exist in the modern society. The study makes an attempt to begin innovative curricular approaches, leaning and teaching methods and educational materials that incorporate poverty into business education.

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