



Battling Backlash

ON JUNE 6, McDonald's took an unusual approach to celebrating the rollout of its international menu in American restaurants. It announced that it would accept foreign currency for four new menu items that are popular in other parts of the world but hadn't been sold previously in the U.S. These included an ice cream treat from the Netherlands, a burger from Spain, a chicken sandwich from Canada, and cheesy fries from Australia.

That same week, there was another international crossover as U.S. president Donald Trump visited London, where he met with then-prime minister Theresa May and members of the royal family. He also encountered crowds of ordinary citizens eager to share their own views on American foreign policy in the areas of immigration, climate change, and world trade.

What struck me about these very different events was how well they illustrate the reach of globalization. The nations of the world have grown inextricably intertwined in terms of commerce, politics, and even dinner options. But not everyone has welcomed this trend—and, indeed, the globalization backlash has manifested itself in everything from the rise of nationalism to increased instances of violence against immigrants.

What can business schools do to mitigate these tensions? That's the question we tackle in this issue of *BizEd*. Yale's David Bach believes that business schools have helped create our highly globalized world and, therefore, they have a responsibility to solve some of the problems that have arisen. In "The

World That We Created," he writes, "The dual challenge facing leaders today is how to generate inclusive growth that does not further imperil the environment."

Other business school leaders are concentrating on how they can ease global unrest by promoting peace and cultural understanding. In "People, Planet, Profits—Peace," we describe a global student think tank hosted by the Russian Academy of National Economy and Public Administration that brings together students from 35 countries to brainstorm social solutions—and forge cross-cultural friendships. We also learn about a global social innovation challenge coordinated by the University of San Diego that builds cooperation among universities, while showing students how to change the world one business decision at a time.

And in "The Secret of Exemplary Performance," the University of Kentucky's Pradeep Deshpande advocates for teaching students mindfulness techniques that will help them develop kindness and empathy while eliminating anger and fear. The more students cultivate these emotions, he writes, "the more they will be able to achieve exemplary performance for their businesses, for their communities, and for society."

While it's impossible to know how the world's political situations will resolve, I feel certain that globalization will be part of the culture forever. When I came back from my first trip to England in 1984 with a few British pounds in my wallet, none of my friends had any foreign currency tucked away. Now, almost everyone I know could have dug out some yen or euros and headed to McDonald's to buy a Stroopwafel McFlurry. It's not a solution to global unrest, but it's a start.

A handwritten signature in black ink that reads "Sharon Shinn".

Sharon Shinn
Co-Editor