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**Abstract**

The demand for university instructors is linked with a world environment increasingly global in both commerce and information systems, resulting in increasing competition to meet such demand. The potential of global educational standards and qualifications is recognized by the World Trade Organization (WTO), which upholds the General Agreement on Trade in Services (GATS). However, for many of its members, education does not figure in the mutual trade agreements being defined rather as a national service. The regionalism inherent in higher education tends to limit the free flow of academics between countries and regions and thus prevents them from developing the increasingly global perspectives, which it is argued, business students require in all regions of the world. (HRK / Abstract übernommen)