**Teaching Diversity Management: Comparative Study from Emerging and Advanced Markets**

**Abstract**

The study presents teaching diversity, equity and inclusion (DEI) through the lenses of critical theory called queer theory, which is a contemporary view and approach in the modern societies. The paper also demonstrates how diversity, equity and inclusion are affecting multinational firms in emerging markets. Emerging markets often comprise various cultures, social norms, and regulatory landscapes. Consequently, understanding and implementing DEI in these markets can be significantly different and potentially more complex than in developed markets. This complexity arises from various factors including cultural diversity, different legal frameworks related to employment and social rights, and unique societal values and norms. In the chapter the reader would find how diversity, equity and inclusion are linked to the social sustainability in business education, as the reader will find in-depth case studies on DEI from emerging market firms, which includes social sustainability aspects such as work-life balance, employees’ welfare, psychological safety and others. The study sheds a light on DEI especially with mini case studies from emerging markets, as this is quite rare in terms of teaching literature and practices across business schools. Thus, the study provides a lens to critically examine gender and sexual identity, challenging the established norms and assumptions in emerging markets.

**Keywords:** Diversity, Equity, Inclusion, Emerging markets