With plans to implement more than 70 programs to improve U.S. competitiveness in the world marketplace and to produce globally competent students, faculty and staff, Temple University’s Center for International Business Education and Research (CIBER) has been renewed for another funding cycle.

“This grant will enable us to support IB research, particularly by our junior faculty in the business school, and also provide opportunities for our undergraduates and graduates to participate in short-term study abroad programs,” said Dr. Arvind Phatak, Temple CIBER’s executive director. “We have been one of the most active CIBERs, and we intend to continue that trend in the next four years.”

One of only 33 such centers in the country, Temple CIBER at the Fox School of Business is scheduled to receive funding by the U.S. Department of Education for four more years. The federal grant, announced in May, allows for $377,000 per year, or approximately $1.5 million total. This is the third time Temple CIBER at the Fox School has received a grant from the Department of Education since the center’s inception in 2002.

In addition to India and Ghana, Temple CIBER will explore expanding its short-term study abroad programming in emerging markets to include Vietnam, Brazil and the Middle East and North Africa (MENA).

New programming in collaboration with other CIBER schools will offer faculty development programs in international business in MENA, enhancing efforts by Temple CIBER to add new programming and expertise in that region. Another faculty development program is being designed in India for business school deans and their designates during winter break.

Phatak said Temple CIBER plans to further its outreach to the business community through seminars and lecture series, as well as continuing with certificate programs and organizing the annual International Business Research Forum.

Temple CIBER Director Kim Cahill said the center also intends to continue its partnership with the World Affairs Council to expose approximately 2,500 students in the region to global economic and political issues, primarily through model United Nations and Senate Foreign Relations Committee programs hosted at the Fox School’s Alter Hall.

Cahill added that Temple CIBER is continuing to collaborate with the World Trade Center of Greater Philadelphia on new academic programming that combines a trade mission with a study abroad in which students will be paired with local companies seeking to expand to India. Participating students will travel to India with company representatives and conduct research to assist in foreign-market entry strategies.

Temple CIBER is also working to spread its resources to minority-serving educational institutions, such as the Community College of Philadelphia and Lincoln University, to improve the international business knowledge of faculty and students and to embed international business in curriculum.

“The renewal of this prestigious grant continues to affirm the Fox School’s vital role in producing cutting-edge international business research, promoting international ideas within our community and fostering worldwide learning among our students and faculty,” Dean M. Moshe Porat said. “Once again, the Fox School and Temple are being recognized as destinations for global engagement.”

Philadelphia is the only city in the United States to host two CIBERs—the center housed at Fox and the Penn Lauder CIBER at the University of Pennsylvania. Along with Florida and California, Pennsylvania is one of only three states with three CIBERs. The other CIBER in Pennsylvania is at the University of Pittsburgh. — Brandon Lausch
JOURNAL OF INTERNATIONAL MANAGEMENT SCORES HIGH WITH FIRST IMPACT FACTOR

The Journal of International Management (JIM) at the Fox School of Business recently received a first impact factor from Thomson Reuters of 1.854, a strong score for a newly listed journal with growing influence.

In announcing the Social Sciences Citation Index (SSCI) score, an influential indicator of journal ranking, JIM Editor Masaaki “Mike” Kotabe said the quarterly journal differentiates itself by having one of the fastest review periods in the industry—an average of 38 days. Other competing journals average 70 days or more for review.

Kotabe, the Fox School’s Washburn Professor of International Business and Marketing, said JIM’s acceptance rate of approximately 10 percent is comparable to other leading journals in international business. JIM is ranked No. 35 out of 110 journals in the management subject category.

“We would like to maintain the standard we have set for IB journals by identifying emerging research issues and being the first in developing special issues around these topics,” said Kotabe, who is also research director for the Institute of Global Management Studies and the Temple Center for International Business Education and Research (CIBER), both housed at Fox.

This is the first time SSCI’s impact factor has been reported for JIM since its listing on the index two years ago. The journal, established in 1995, is published by Elsevier in affiliation with the Fox School and is distributed in March, June, September and December.

“JIM continues to gain recognition and visibility in a competitive IB journal market,” said Kim Cahill, managing editor of JIM and director of Temple CIBER. “That can be attributed to the extraordinary dedication and efficacy of the editorial process and the voluntary efforts of our board members and ad-hoc reviewers.”

An online submission site, which debuted in July, aims to make the journal’s editorial

Continued on page 15

TEMPLE UNIVERSITY HOLDS LARGEST U.S. CONFERENCE FOR SOCIETY FOR THE ADVANCEMENT OF SOCIOECONOMICS

An international collection of nearly 400 people visited the Fox School of Business in June for the 22nd annual meeting of the Society for the Advancement of Socio-Economics (SASE).

The three-day conference—the largest SASE has held in the United States—attracted academics from more than 175 universities and research centers in 30 countries.

Titled “Governance Across Borders: Coordination, Regulation and Contestation in the Global Economy,” the conference was held June 24 through June 26 at Alter Hall, the new home of the Fox School of Business and the Temple Center for International Business Education and Research (CIBER).

Kim Cahill, director of Temple CIBER, assisted local conference organizer Richard Deeg in coordinating approximately 300 presentations in English, Spanish and French, as well as more than 100 panels and roundtable discussions. Deeg is a professor of political science at Temple and a member of SASE’s Executive Council.

The conference theme of governance across boarders, Deeg said, “is partly a reaction to the economic troubles of the last three years and the recognition that solving these economic problems is shaped very much by international or transnational bodies and international cooperation and regulation.”

“Individual countries aren’t going to solve this on their own,” Deeg added. “It also requires cooperation and understanding of the way they solve these economic problems. It’s a big question of our time.”

The SASE Conference helped to provide insight, analysis and opinion through mini-conferences and panels—with topics ranging from the spread of consumer financial services to “Rethinking the Welfare State”—as well as featured speakers.

The featured speakers included Eric Helleiner of the University of Waterloo, Richard Higgott of the University of Warwick, Donald Mackenzie of the University of Edinburgh and Saskia Sassen of Columbia University.

SASE President Jonathan Zeitlin, a professor of public policy and governance at the University of Amsterdam, also presented a lecture on changes in transnational governance.

SASE’s 2011 meeting is scheduled for Madrid, Spain. — Brandon Lausch and Chelsea Calhoun
GLOBAL INTERDEPENDENCE CENTER AND TEMPLE CIBER HOST CONFERENCE ON BP OIL SPILL

In September 2010, the Global Interdependence Center (GIC) and Temple’s Center for International Business Education and Research (CIBER) hosted a conference focusing on the energy issues and challenges in the wake of the BP oil spill in the Gulf of Mexico.

The Sept. 22 event was the second part of a three-tiered energy conference to discuss the impact of the oil spill on marine life, the government’s response to the crisis, and the cost and benefit considerations of primary energy sources.

Speakers invited to participate in the conference included Dr. Nayantara Hansel, chief economist for the U.S. Navy; Jim Lucier, managing director of Capital Alpha Partners; Chris Jylkka, the principal and manager of Boston Energy; Dr. Michael Boufadel and Frederic Murphy, professors at Temple University; Dr. Eric Cordes, associate professor at Temple University; Dr. DeMond S. Miller, professor of sociology and environmental studies and director of the Liberal Arts and Sciences Institute for Research and Community Service at Rowan University; Domenic D’Ginto, managing director of PNC Capital Markets and GIC board member; Dr. Arvind Phatak, executive director of Temple CIBER; and Dr. Mark Sullivan and Dr. Jessica C. Jarvis, assistant professors at Stockton University’s Marine Science Program.

The conference hasn’t taken place in Philadelphia for seven years, Solórzano said, adding that while the conference tends to draw the majority of its audience from the Northeast, people from across the U.S. attended this year.

“We usually go out to our region, so for us, the bulk of the companies here were from Pennsylvania, Central New Jersey, and New York,” he said. “But we also had people from Chicago, Texas and Virginia.”

Approximately 75 people from 60 companies attended—ranging from small businesses that export entirely on their own to larger companies such as Bombardier, Bristol-Myers Squibb, American Eagle Outfitters, Abbott Labs and Pratt & Whitney.

TEMPLE CIBER PARTNERS WITH U.S. COMMERCIAL SERVICE PHILADELPHIA FOR EXPORTING SEMINAR

In June 2010, Temple’s Center for International Business Education and Research (CIBER) at the Fox School of Business partnered with the Philadelphia U.S. Export Assistance Center, U.S. Commercial Service, to provide important information to local businesses that sell their products and services abroad.

The Foreign Trade Regulations (FTR) recently enacted new requirements for companies that internationally export goods and services. Export information must now be filed through the U.S. Census Bureau’s Automated Export System (AES) or AESDirect. Violations can result in fines from $1,100 to $10,000.

To educate business leaders affected by the new regulatory requirements and to help them avoid pricey penalties, the U.S. Commercial Service office in Philadelphia partnered with Temple CIBER to host the AES Compliance Seminar and Workshop on June 16 and 17 at the Fox School’s Alter and Speakman halls.

“The U.S. Commercial Service partners a lot with Temple CIBER, so when we decided we wanted to bring the conference to Philadelphia, it seemed like a good fit,” said Leandro Solórzano, an international trade specialist for the U.S. Commercial Service.

Solórzano said it’s important that business leaders learn the procedures and stay up-to-date on new policies so they can focus on other issues and grow their export portfolios.

“Companies operating in the U.S. are now required by law to provide this information to the Census Bureau, so we want them to be as informed as possible on this requirement, so that when they are exporting, it makes their export process much easier,” he said.

About 31 million U.S. workers depend on trade for their livelihoods. President Obama has set the goal of doubling U.S. Exports in five years. Temple CIBER will continue to collaborate with the U.S. Commercial Service in seminars aimed at educating small and medium-sized businesses the ‘nuts and bolts’ of exporting,” added Arvind Phatak, Temple CIBER’s executive director.
FOX’S KOTABE RANKED 10TH MOST PRODUCTIVE SCHOLAR IN INTERNATIONAL BUSINESS; TEMPLE PLACES IN TOP 20

A Fox School of Business professor is the world’s 10th most productive international business scholar and Temple University is among the top 20 most productive academic institutions in the field, according to a recent study that gauged publications in top-tier journals during a 13-year span.

Dr. Masaaki “Mike” Kotabe, Washburn Professor of International Business and Marketing at the Fox School and the editor of the Journal of International Management, is ranked No. 10 on the list of the world’s 50 most productive international business scholars.

At No. 19 among the 40 most productive academic institutions, Temple ranks two spots ahead of Harvard.

“Dr. Kotabe has undoubtedly helped raise the profile and ranking of the Fox School of Business in the field of international business through his prolific research,” Dean M. Moshe Porat said. “Furthermore, his research is very relevant given the importance of outsourcing in international business and its role in emerging economies. He has attracted other scholars to the department and also mentored many doctoral students who have in turn gone on to become productive researchers.”

The rankings are based on approximately 17,000 articles that appeared in 29 elite academic journals, including Fox’s Journal of International Management, from 1996 through 2008. The comprehensive study, published in International Business Review, cataloged nearly 4,000 authors and more than 1,200 schools and universities worldwide.

“The Fox School is known nationally and internationally for its international business programs, and this is largely due to the superior scholarship of faculty like Mike Kotabe and his superb scholarly colleagues at Fox,” said Dr. Arvind Phatak, Executive Director of Fox’s Institute of Global Management Studies (IGMS) and the Temple Center for International Business Education and Research (CIBER), which is housed at Fox.

“It is with great pride that I welcome Mike Kotabe’s high ranking as a researcher in the international business discipline,” Phatak added. “I particularly am happy because Mike is consistently humble about his achievements.”

Kotabe is no stranger to this kind of recognition. He has been consistently ranked one of the most prolific international business researchers in the world in the last 15 years in the Journal of International Business Studies, Journal of International Marketing, and Journal of Teaching in International Business.

He has published more than a dozen books and more than 100 research articles, serves or has served on the editorial boards of numerous journals and is the research director for IGMS and Temple CIBER at Fox. Kotabe was also elected a Fellow of the Academy of International Business for his significant contribution to business research and education.

Kotabe said that while he was a doctoral student, he had pursued research topics that might be on the verge of emergence or growth, rather than focusing on more established topics to make an incremental contribution as some of his professors had suggested.

In the mid-1980s, he stumbled across global sourcing and procurement issues—for which there was virtually no academic work at the time—and has since helped to build theoretical and conceptual foundations for those now-dominant topics. He continues to research global sourcing, product development and exporting as he also explores emerging economies.

“I was lucky enough to find a topic that has grown in importance over the years,” Kotabe said. “As a result, I have been able to stay excited about, as well as stay ahead on, my research topics. I always try to disseminate my research findings not only through research articles but also through books and executive education.”

The No. 1 international business researcher on the list is Dr. Yadong Luo, a professor of management and Emery M. Findley Jr. Distinguished Chair at the University of Miami. He has a recent article accepted for publication in JIM, volume 17, 1, 2011.

But Luo also has a close connection to Temple. He earned his PhD from the Fox School in 1995 and returned to Fox in April 2010 to chair a panel discussion at the 11th Annual International Business Research Forum, hosted by IGMS and Temple CIBER.—Brandon Lausch
During the Fall 2010 semester, six Fox School of Business MBA students prepared for a January 2011 trade mission to New Delhi and Mumbai, India. But the 10-day trip is far from a standard academic program abroad.

The Export for Scholars program, a partnership between the World Trade Center of Greater Philadelphia (WTCGP) and the Temple Center for International Business Education and Research (CIBER), provides graduate students with a real-world learning experience and fosters understanding of the business, cultural and political challenges companies face in international markets, while emphasizing the importance of international trade and cultural awareness.

Discussions between Dr. Arvind V. Phatak, who is on the Advisory Board of the World Trade Center and Linda Conlin, President of WTCGP resulted in this program coming to the Fox School. "This program is unique in its approach to teaching our students how international business agreements are planned and negotiated. Actually listening and learning during business discussions between American and Indian companies is an experience that is not easy to get in a classroom setting."

"No other organization is running such a unique program," said WTCGP Manager of Business Development Andrea Townrow, who launched the program in 2008. "It's not just a typical graduate study abroad. The learning experience starts before you leave."

Beginning the week of Nov. 1, the students were paired with WTCGP clients based on interests and prior experience. Students accompanied the WTCGP trade specialist on company visits to understand their clients’ products or services as well as the objectives for participating in the trade mission. The next week, students began conducting market research, including relevant country and industry overviews, for the clients in preparation for the Jan. 2 trade mission to India.

In India, the students will participate in international partnership negotiations through one-on-one matchmaking meetings between Indian and U.S. businesses and will rank Indian companies on how well they meet the client’s objectives. When the students return home Jan. 13, they will debrief with their clients and make final recommendations based on the knowledge, observations and experience gained on the trade mission.

"It's a win-win because the companies benefit from the free market research by the graduate students, and the students benefit from the real-life international business research experience," Townrow said.

Kim Cahill, director of Temple CIBER and the Institute of Global Management Studies, both housed at the Fox School, said Temple CIBER has invested heavily in the program and plans to continue the initiative annually.

"Providing MBA students with a real-world opportunity to conduct international business during their academic program is invaluable, and it prepares them to perform in an increasingly competitive global marketplace," Cahill said.

Possible locations for the 2012 program include Brazil, Singapore and Vietnam.

In addition, Cahill said the Export for Scholars program provides a development opportunity for Human Resource Management Associate Professor Arthur Hochner, the faculty member selected to lead it.

Export for Scholars caught Hochner’s eye because of its potential to provide material for his classes.

"This is an opportunity to see U.S.-Indian negotiations in person," said Hochner, adding that he runs in-class simulations of U.S.-Indian negotiations. "This will give me even more background in this exercise with students."

Hochner, who has taught at Temple's campuses in Rome and Tokyo and has visited India, said the experience of visiting a developing country would itself be educational for the students.

"There's a lot about the Indian culture you soak up just by being there, and being able to meet with representatives of Indian companies, to me, is an invaluable learning experience," he said.

Manager of Market Research Joshua Dillard, who will accompany students on the trip, said possible industry sectors might include infrastructure, energy, engineering or architecture.

Regardless of the nature of the companies, Dillard, an alumnus of a 2008 Export for Scholars trip to Malaysia and Hong Kong, said the students would learn important skills.

"The impact and effect of the program goes far beyond the learning exercise and can really help to shape the perspectives of students," he said. — Morgan Zalot

EXPORTING SEMINAR
continued from page 3

Attendees participated in a full day of seminars at Alter Hall on June 16. Topics included electronic export information, commodity analysis and U.S. Customs and Border Protection. Census Bureau experts covered the filing requirements of the FTR while the U.S. Customs and Border Protection addressed port requirements and efforts against terrorism and international narcotics trafficking.

The next day, participants received hands-on AEsDirect training in either a morning or afternoon session held in a computer lab at Speakman Hall.

"We received very positive feedback from the companies. They were very happy with the information," Solórzano said. "Officers from the Census Bureau were very impressed. They said they would come back to Philly in a heartbeat."

"I think it was the perfect venue," he added. "With CIBER Director Kim Cahill's help and the rest of the CIBER staff, everything just worked seamlessly."— Chelsea Calhoun
Anyone who sees the world flags hanging in Alter Hall’s atrium can tell that Temple University and the Fox School of Business cultivate an international mindset. But this theme extends beyond aesthetics and into the ideals of students, administrators and faculty across campus.

This past academic year saw the creation of the International Educators Academy (IEA), a university-wide professional development program envisioned by Deborah Hartnett, Temple’s former vice president of human resources, and designed by a committee of members who work in international education.

Through a competitive nomination process, 32 faculty and staff were chosen to participate in the inaugural five-part program that extended from February to June and concluded with a certificate presentation in September 2010.

“The IEA was developed so that our faculty and administration would be able to increase their international competency,” said Karen Cherwony, Temple’s associate vice president of human resources, “so they would be better prepared to educate as well as engage in new programs with international students and those studying abroad.”

Each month, the half-day program focused on timely topics and issues within the international education field, including “Globalizing the University,” “Cultivating Cultural Competence,” “Developing Partnerships, Operations, Implementation and Funding,” “Marketing, Outreach and Advocacy,” and “Managing Risk/Crises, Going Global and What’s Next.”

Guest speaker Terri Morrison, co-author of the book *Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries*, gave a special presentation on international awareness as part of the “Cultivating Cultural Competence” session.

The program concluded with a certificate presentation on Sept. 30, when IEA members shared projects they created, such as templates for establishing graduate student exchange programs, connecting U.S. and international students through social events, enriching curriculum with a cross-cultural competence freshmen seminar and implementing a Middle East and North Africa (MENA) Business and Society Certificate Program.

Select projects will also appear at the 2010 Global Temple Conference in November.

“The student is the ultimate beneficiary here,” said Marie Amey-Taylor, assistant vice president of human resources in learning and development.

Amey-Taylor stressed the importance of the IEA as a means of reflecting Temple’s own diverse community, and ensuring all students, both at home and abroad, have an international experience so they can be competitive in the global workplace.

Kim Cahill, director of Temple’s Center for International Business Education and Research (CIBER) and a member of the IEA steering committee, is leading a research effort to gather feedback about the pilot program, with the expectation that the results will promote continuation.

“We want our students, faculty and staff to develop global competence,” Cahill said.

Likewise, Cherwony added, “We need to collaboratively approach this issue and understand to be sensitive, welcoming and respectful.” — Julie Achilles

Fox School of Business Strategic Management Instructor
Kimberlee Pederson discusses the Middle East and North Africa region at the International Educators Academy, a university-wide professional development program.
FOX’S CONNECTIONS IN GHANA LEAD TO INTERNATIONAL BUSINESS CERTIFICATE PROGRAM

For many of the 85 attendees at the two-day International Business Certificate Program at the Fox School of Business on Feb. 8 and 9, 2010, this site visit was their first trip to the United States.

The visitors, who are full-time Executive MBA students and professionals from the University of Ghana’s Business School and the Ghana Institute of Management and Public Administration, arranged the IB Certificate Program through Fox’s Institute of Global Management Studies (IGMS) and Center for International Business Education and Research (CIBER).

The group came to Fox for the first time in 2009 for a brief program organized through an introduction by finance Professor Paul Asabere, himself a native of Ghana. Many of the students from Ghana have expressed interest in Temple’s PhD programs and in its undergraduate studies for their children.

CONNECTING WITH THE AFRICAN MARKETPLACE

The two-day program included collaboration with Temple University’s Small Business Development Center (SBDC) and its Going Global Seminar Series “Doing Business with Africa,” on day one. The “Doing Business with Africa” seminar provided information on understanding African business environments, identified government resources and programs for doing business in Africa, and offered ways to connect with local resources.

David Omoqui, a partner in Discoverpoint Holding, which specializes in trade finance, financial advising and private equity with sub-Saharan Africa, connects African needs with American assets. Discoverpoint’s 15 staff members in Philadelphia, New York, Lagos, Nigeria and London help with loans, projects, structured financing, vendor/project management and strategic advisory.

“We take experienced partners who have worked here in the United States and/or Europe and who may have an African background and connect them with the African marketplace,” Omoqui said. “We saw a hole, filled the gap and gained a lot of traction. Africa has a great future with this generation. We’re building the right infrastructure in place. There’s so much work to be done, but it brings me joy. It’s something that I’m very passionate about.”

“Africa is the new business frontier. The next wave of trade and investment will be several select countries in the Sub-Saharan region which is resource rich and growing rapidly economically,” said Dr. Arvind Phatak, Temple CIBER’s executive director. “This program has provided us with useful contacts with middle and senior managers in Ghana, which would be quite useful for our Destination Ghana study abroad program.”

A GROWING FRIENDSHIP WITH GHANA

Academic lectures were provided on the following topics: The Challenges of Globalization, Dr. Stan Ridgely, Professor of International Business (IB) and Strategy; The Structure of International Supply Chains: Challenges for International Trade, Dr. Richard Lancioni, Professor of Marketing and Supply Chain Management; Innovation: The Ultimate Economic Development Engine, Ms. Jaine Lucas, Executive Director, Innovation & Entrepreneurship Institute; Current Financial Crisis, Dr. Bruce Rader, Professor of Finance; and International Joint Ventures: Strategic Motives, Concerns & Negotiations, Dr. Roger Kashlak, Professor of IB and Management.

Jaine Lucas advised Ghanaian executives who might be interested in working with companies like Discoverpoint to build on their strengths through sound macroeconomic management and the use of their abundant national resources.

“The key is innovation,” Lucas said. “How can you innovate within your existing industries and using your natural resources like gold and cocoa? Innovation in its purest form is the ability to see how things can be from what they are now.”

Holly Meng, a senior international specialist at Temple’s SBDC, introduced a presentation on the African Growth Opportunity Act (AGOA), which was passed by President Bill Clinton in 2000. AGOA offers incentives for African countries to continue opening their economies and markets.

“We want to knock down the barriers to doing business internationally by overcoming obstacles and identifying opportunities that are out there,” Meng said.

One of the speakers, Temple Professor Ridgley, has already been invited to teach in Ghana to help break down those barriers.

The IB certificate program was held in Alter Hall, the Fox School’s new home, and was part of a larger two-week tour of universities in the area, including historically black colleges and universities such as Lincoln University and Cheyney University. The visit culminated at Harvard University’s 12th annual Africa Business Conference.

The groups’ organizers have already approached Kim Cahill, director of Temple CIBER and IGMS, about coming back for a possible three-day program next year.

“This program is part of a growing relationship with Ghana and two of its prominent universities, but also deeper exploration and study of the African continent,” Cahill said.— Staff report
PARTNERSHIP WITH WORLD AFFAIRS COUNCIL BRINGS HIGH SCHOOL STUDENTS TO FOX

In December 2009, the World Affairs Council (WAC) of Philadelphia partnered with Temple CIBER at Fox to host a model Senate Foreign Relations Committee program at Alter Hall for high school students. In March, WAC returned to hold its model United Nations—the longest-running U.N. program in the country.

The World Affairs Council (WAC) of Philadelphia has operated its model United Nations program for about 500 high school students from Philadelphia and suburban public, charter and parochial schools for 60 years—the longest-running U.N. program in the country.

The 2010 event, held March 9 at Alter Hall, was sponsored by the Temple Center for International Business Education and Research (CIBER) at the Fox School of Business.

Dana Devon, vice president of education and public programs at WAC, said the feedback she received from the participating faculty and students was, “the best I have ever seen it. This year was so different and so special. It knocked past years out of the ballpark.”

Devon organized the program with Kim Cahill, director of Temple CIBER and the Institute of Global Management Studies at the Fox School of Business.

“Temple CIBER at Fox approached the World Affairs Council last summer after receiving extra funding from the U.S. Department of Education to support the internationalization of K-12 programming,” Cahill said. “I immediately thought of partnering with the WAC because of its outstanding educational programs in the region.

“Fox School of Business faculty, staff and students benefit by gaining access to the council’s more than 30 seminars each year featuring some of the most influential people of our time including General David H. Petraeus, Steve Forbes and Al Gore, to name a few,” she added.

“We look for topics for both programs that are getting a lot of play at the moment,” Devon added. “We actually go to the Senate Foreign Relations Committee’s docket and select topics from that list. For the model U.N., we look for issues that don’t go away so easily and that are more perennial.”

EXTENDING CIBER’S REACH

Devon looks forward to continuing WAC’s partnership with Temple CIBER and the Fox School of Business.

“We have state-of-the-art classrooms with LCD screens, whiteboards and projectors,” Devon added. “The experience became so much stronger because of those tools, and we’d never had that before. Our students walked into this facility and couldn’t help but feel special.”

There was nothing they wouldn’t do to help the programs run smoothly.”

MODEL PROGRAMS

The model U.N. program simulates the committees one would find at the actual U.N. In preparation for the day’s events, WAC holds briefing sessions with the students that include a full-day preparation conference, mentoring and a model handbook.

Then, on March 9, the students met to discuss topics such as microcredit, primary education, violence against women, nuclear terrorism and the trade of small arms. Student leaders worked together to craft resolutions by the end of the day.

At the model Senate Foreign Relations Committee students analyzed international issues from a global perspective by assuming the roles of senators, cabinet officers, ambassadors, corporate executives, journalists and analysts. They worked together to develop legislative proposals. This year’s event focused on four topics: the global food crisis, Egypt as an ally in the Middle East, Cuba, and Afghanistan and Pakistan.

“Our goals are to enhance students’ knowledge, skills and sensibilities and to make them more aware of what’s going on in the world,” Devon said.

“We had state-of-the-art classrooms with LCD screens, whiteboards and projectors,” Devon added. “The experience became so much stronger because of those tools, and we’d never had that before. Our students walked into this facility and couldn’t help but feel special.”

Temple CIBER at Fox approached the World Affairs Council last summer after receiving extra funding from the U.S. Department of Education to support the internationalization of K-12 programming.

Devon organized the program with Kim Cahill, director of Temple CIBER and the Institute of Global Management Studies at the Fox School of Business. The two connected on their shared missions as Devon searched for an appropriate space for the model United Nations program, as well as the model Senate Foreign Relations Committee, which was held Dec. 10, 2009.

“It was so extraordinary on so many levels,” Devon said. “The people at Alter Hall, the Fox School of Business and Temple were so gracious and were such hospitable hosts.

“Our goals are to enhance students’ knowledge, skills and sensibilities and to make them more aware of what’s going on in the world,” Devon said.

“Fox School of Business faculty, staff and students benefit by gaining access to the council’s more than 30 seminars each year featuring some of the most influential people of our time including General David H. Petraeus, Steve Forbes and Al Gore, to name a few,” she added.

—Jennifer Reardon

GLOBAL PERSPECTIVES Center for International Business Education and Research (CIBER) & Institute of Global Management Studies (IGMS)
FOX STUDENTS GO FROM CLASSROOM TO CORPORATE IN TARGET CASE COMPETITION

Teams of students from the Fox School of Business had the chance to impact the Philadelphia community at the second annual Target Case Competition, titled, “Prospering in an Urban Environment.”

This year’s event, sponsored by the Center for Student Professional Development (CSPD) and the Dean’s Office, required 15 groups of students to take to the streets and develop a strategy to make Target stores more appealing to urban consumers.

“Target is looking for an idea that they can realistically do something with,” said Megan Panaccio, associate director of corporate relations for CSPD. “So the students can put what they’re learning in the classrooms into a real-life scenario.”

In early April, Target awarded the first-place grant of $4,000 to Zeina Al-Shaib, Amber Aureden, Vanessa Barbetti and Diana Chiorean, all international business students.

The faculty panel and Target judges commended all top five teams for their outstanding work and innovation. Runners-up included Omar Hales and Matthew Joseph; Karlee Franklin, Menjia Gu, Tao Guo and Carlos Pabon; Melissa Alam and Nicholas Musson; and Frank Cotroneo, Keenan Field, Joshua Huber and Eric Stephenson.

THE WINNING FORMULA

Working together since January, the winning group compiled their extensive research, surveys and interviews with Target employees into a presentation that pitched “Target Express,” or as Chiorean described, “a miniature, urban-chic version of Target.”

The envisioned store would be in the heart of Philadelphia’s downtown shopping district at 16th and Walnut streets, and it would feature a glass exterior with colored murals that utilize city-specific art.

Dr. Stanley Ridgley, Fox assistant professor of international business and public speaking specialist, coached both the 2009 and 2010 winning teams in presentation strategy.

He stressed the importance of being a powerful, direct communicator. “At the heart of any great presentation is the person,” he said. “Lincoln surely didn’t use PowerPoint to deliver his Gettysburg Address.”

Aureden and Chiorean said their close attention to detail and solid knowledge about Target set them apart in the eyes of the judges.

“It was really empowering to have the extra affirmation of winning and to know that the ideas we present, our skills, the things we’re learning in business classes—were actually applying them in a real-life situation,” Aureden said.

REAL-WORLD RESULTS

The Fox School is the only area school to participate in Target’s Case Competition. Panaccio said CSPD continues to support the event because of positive feedback and student success.

Megan Minor, for example, went from pizza shop worker to mid-level executive at Target after expressing her interest in a job with some of the judges after her presentation at last year’s competition.

This year’s winners say that the $4,000, split four ways, will go toward a number of endeavors—but first, a well-deserved night on the town.

“You can’t put a number on it,” Chiorean said. “Yes, we did win the money, but beyond that, we made friendships, we made connections, and really gained a lot of experience.” —Julie Achilles

In the Target Case Competition, students were challenged to develop a strategy to make Target stores more appealing to urban customers.
Fox School student Jessica Subervi (second from right) stands with her teammates and judges at the CIBER International Case Competition. From left to right, Bahdan Yakavenka, Ryota Kobashi, Subervi and a Maryland representative standing in for Alison DePaolis accept their awards for first place overall.

Each year, Temple’s Center for International Business Education and Research (CIBER) competitively selects four seniors with expertise in international business, logistics, marketing and finance to represent the Fox School of Business at The Ohio State University CIBER International Case Challenge.

In a twist to the Case Challenge’s usual format of organizing teams by university, teams were integrated this year with students from domestic and international universities. Each team was made up of students from four different universities.

Jessica Subervi, a senior international business and marketing major at the Fox School, competed on the winning team and also received the overall Best Presenter Award among all participants. Subervi’s team was comprised of students from the University of Maryland, the University of Wisconsin-Madison and Rikkyo University in Tokyo, Japan.

“The new format gave students a real-world glimpse into managing team dynamics and identifying strengths in a consulting environment, and exposed them to the challenge of overcoming language and cultural differences,” said Melissa Torres, executive director of CIBER at The Ohio State University’s Fisher College of Business in Columbus, Ohio, where the Challenge took place.

“Everybody was from a different school, which was my favorite part,” Subervi said. “We actually enjoyed ourselves, and everybody was interested in what everyone else had to offer.”

Six weeks before the competition, which was held in mid-October 2009, Subervi and the three other Fox students involved—Melissa Alam, Meghan Carney and Rohina Samsera—started to train with a faculty adviser, Strategic Management professor Dr. Arun Kumaraswamy.

“At these competitions, you don’t get a lot of time to prepare,” Kumaraswamy said. “The point of the training was to get them to quickly identify the key issues in a case situation and then to focus on the most relevant information and analyses to address these issues.”

“I really learned how to effectively present something,” said Alam, a senior international business and marketing major. “I learned how to grab the audience and how to speak well.”

After a day of social activities, networking and team building exercises, the teams were presented with the CIBER Case Challenge.

This year’s case was centered on Texthelp, a U.K.-based company that develops software used to aid individuals with learning disabilities, literacy difficulties and mild visual impairments.

“The challenge was to figure out if it was the best decision for Texthelp to penetrate the United States market,” said Carney, a senior international business and marketing major who represented the marketing aspect of her team. “And if it was, we were to strategize the best way to do so.”

Subervi and her team, called “The Redliners,” earned first place for their strategy to enter the U.S. market by targeting special-needs students in education and partnering with another well-known U.S. reading and math software company.

“The judges were mainly impressed that we chose to partner with a company,” Subervi said. “It’s difficult for companies to break into a foreign market alone.”

Awards aside, the Fox student participants said they have already seen some of the lessons learned in the Case Challenge being implemented in their career paths.

“For me, the best part of the challenge was meeting people from all over the world,” said Samsera, a senior international student from Lyon, France, majoring in international business and finance. “By mixing the teams, I was able to meet three different people from three different backgrounds. It was great networking.”

Kim Cahill, Temple CIBER Director, added, “Participation in this initiative helps to prepare our students for the international marketplace, enhances their global competence, and expands their network worldwide.”

CIBER is comprised of 33 institutions across the U.S.—including the one at the Fox School—that are dedicated to increasing and promoting the nation’s capacity for international understanding and economic enterprise.—Julie Achilles
When Gloria Angel began decorating her office wall, she had one lone photograph of a Fox School of Business student, sent to her from abroad.

Since then, photos of students posing in front of landmarks around the world have wallpapered Angel’s office in the Fox School’s Institute of Global Management Studies (IGMS) and Center for International Business Education and Research (CIBER).

Much like Angel’s photo collection, the Fox School’s study abroad programs have seen significant growth in recent years, reaching a record high of 63 students dispersed all over the globe in Spring 2010.

“In 2003, 17 business students studied abroad,” said Kim Cahill, director of IGMS and CIBER. “Last year, we sent 178 business students to 14 different countries, and our numbers continue to grow.”

This year also marked a milestone for the study abroad program, as it was the first during which Fox School students traveled to Africa as a part of the Destination Ghana program.

“The great thing about the Destination Ghana program is that it combines academics, corporate site visits and cultural experiences,” said Angel, IGMS and CIBER assistant director. “Temple CIBER has developed the first short-term program that is offered during winter break, and the program appeals to students who are traditionally underrepresented in study abroad like minority students, men, and majors like accounting and engineering.”

Other Fox School study abroad destinations include Dublin, Ireland; Mexico City, Mexico; Lyon and Paris, France; Tokyo, Japan; Rome, Italy; Mumbai, India; Dubai, United Arab Emirates; and Madrid, Spain. Graduate students may combine coursework and an international consulting project in India, Brazil, China and Japan on CIBER programs.

Both Cahill and Angel are well-fit to answer questions about studying abroad. Each has been to numerous countries around the globe and both studied abroad as undergraduates.

“I took four students with me to India,” Angel said. “Since then, two of them have gone on to study in Rome and Dubai. It’s ironic that when they go away, students seem to develop even closer ties to their home university.”

‘A TRANSFORMATIVE EXPERIENCE’

But the CIBER directors are not the only members of the Fox School team with the opportunity to accompany students abroad. CIBER competitively selects faculty to lead the academic component of the program each year.

“These professors are being exposed to different teaching styles and cultural influences,” Cahill said, “and they’re coming back and promoting the program, urging students to go abroad as well.”

Continued on page 14
5 HOT SPOTS TO STUDY ABROAD

The college years are ideal for planting the travel bug—you’re willing to sleep anywhere, eat anything and learn everything you can. And as studying abroad becomes more accessible to students, the Fox School’s CIBER/Institute of Global Management Studies (IGMS) is seeing a change in the types of places business students are choosing to study.

“The trend is emerging markets,” said Gloria Angel, assistant director of IGMS and Temple’s Center for International Business Education and Research, which is housed at Fox. “Students are looking for more off-the-beaten-track locations. The opportunities abroad are for more than just traveling. The academic rigor of the programs is increasing, so study abroad isn’t a vacation. Students are gaining knowledge and learning more about themselves in the process.”

Here’s a look at five hot spots where Fox students study abroad:

ACCRA, GHANA
Business students studying in Ghana attend the University of Ghana in Accra thanks to a partnership with the Aya Centre. Moving between the traditional classroom setting and an applied, collaborative study in the Ghanaian community, students observe and are immersed in the African experience from the micro-level conditions of villages to the macro-level structures of the continent’s global relations.

CAIRO, EGYPT
A unified state for more than 5,000 years, Egypt is the most populous country in the Arab world and the second-most populous on the African continent. Cairo, the largest city in both the Middle East and Africa, hosts Fox students’ Egyptian education at the American University of Cairo. And while business is a focus for students, being part of an exotic culture more than 8,000 years in the making offers additional appeal.

DUBAI, UNITED ARAB EMIRATES (UAE)
Located at the intersection of Asia, Africa and Europe, Dubai is the trading and commercial center of the Middle East. Combining Arab-Islamic cultural traditions of the East with luxuries of Western modernization, Dubai creates a multi-faceted bustling business center and an ideal destination for business students looking to study abroad and experience a hybrid culture.

MUMBAI AND DELHI, INDIA
With more than 5,000 years of recorded history, India is filled with diverse traditions. One of the fastest growing economies, India is emerging as one of the largest players in software and business process outsourcing service. A developing country with a burgeoning market, India holds onto its diverse cultures while moving forward into the modern business world. “It’s a world of contrast,” Angel said.

SOUTH AMERICA
An affordable and once uncommon choice, South America demonstrates how cultures can hold on to their history while moving forward professionally. Fox students studying in Chile, Argentina, Peru, Brazil and Colombia learn from the young markets of South America while experiencing the multi-faceted cultures and many natural wonders of the continent.

“Students are setting their sights south, and I couldn’t be happier,” Angel said.
AN INSIDER’S VIEW

Iris Kapo, a double major in International Business and Human Resource Management, enjoys a camel ride.

After studying abroad as part of the Destination India program her freshman year, Iris Kapo, a double major in International Business and Human Resource Management, spent her entire sophomore year in Madrid, Spain. The native of Albania hopes to study abroad again in her junior year at Temple’s campus in Oviedo, Spain, to take Spanish summer courses.

Q: Why did you decide to study abroad so early on in your academic career?

I have always loved traveling and learning about new cultures. I wanted to study abroad as soon as possible because I was anxious to be able to live in another country and experience the traditions of other people in the world. I also am really interested in being fluent in Spanish, so I thought the best way to do that was to immerse myself in that country’s society.

Q: Why did you choose the Destination India program and then study abroad again this year in Madrid?

I decided to do the Destination India program because it was a great opportunity to get to know not only about India’s intricate culture but also about business practices within India. I liked the fact that we would be going on cultural excursions but also visiting various businesses in different sectors in order to observe how they do business. I thought this was a once-in-a-lifetime opportunity because I knew that I would not be able to see both aspects— the cultural and corporate— of India on my own and in such detail.

I decided to study abroad in Spain because I have always been fascinated with Spanish traditions and the country’s long history. The Spanish lifestyle and the liveliness of the people is something that I wanted to experience first hand. I chose the University of Saint Louis in Madrid because Temple has a relationship with them and also because, as the capital, Madrid is the center of business activity in Spain.

Q: What were some memorable experiences in India?

We had been warned about the bluntness and presence of poverty in the streets of India during our pre-departure meetings, but witnessing the extent of the situation was eye opening and life changing. The large gap between the rich and the poor is daunting and undisguised. It was this conspicuousness that was alarming.

Q: How do you think studying abroad will help you in your future career endeavors? What do you hope to do after college?

I think studying abroad has made me more independent, well-rounded and empowered, which are all important character traits that one needs when entering the work force. Knowing another language will help open more doors and offer a wider variety of possibilities. Also, being in classes with students from all around the world will allow me to easily interact with people from different backgrounds at my future job.

Iris Kapo visits the Sagovia aqueduct.
CIBER DIRECTOR APPOINTED TO DISTRICT EXPORT COUNCIL

Kim Cahill, director of the Temple Center for International Business Education and Research (CIBER) and the Institute of Global Management Studies, has been appointed to the MidAtlantic District Export Council by U.S. Secretary of Commerce Gary Locke.

Cahill and Angel said regardless of students’ city or country of choice, they have witnessed first-hand that students who study abroad reap countless benefits, such as learning to be flexible in new environments, gaining foreign language skills and intercultural sensitivity, and enhancing their global competence.

“We find now that our IB majors are more broadly educated and analytical than most of their domestic business peers, and this confers on them a competitive advantage in a tight job market, because many firms seek candidates with analytical skills and the ability to apply them across a range of disciplines,” said Arvind Phatak, executive director of IGMS and CIBER.

“Studying abroad is an opportunity you cannot afford to miss. It is a learning process of self-discovery and how to operate outside of your comfort zone,” said Gabriela Sanchez Riaurte, an international business and finance major who studied at Temple in the UAE, Egypt, Russia, Chile and Brazil.

As the program grows, Angel said she’s noticed a trend in students’ destinations of choice. She said students are increasingly choosing to study in nontraditional locations, such as Israel, the UAE, Egypt, Russia, Chile and Brazil.

As part of its recent funding renewal by the U.S. Department of Education, Temple’s Center for International Business Education and Research (CIBER) is working to help minority-serving educational institutions improve faculty and student knowledge of international business and incorporate international business into curriculum.

Conference Promotes Global Learning at Historically Black Colleges and Universities

As part of its recent funding renewal by the U.S. Department of Education, Temple’s Center for International Business Education and Research (CIBER) is working to help minority-serving educational institutions improve faculty and student knowledge of international business and incorporate international business into curriculum.

On March 12, 2010, Temple CIBER partnered with Lincoln University and the Penn Lauder CIBER to host an International Business Conference, titled “Educating HBCUs [historically black colleges and universities] for the Global Marketplace.” Topics were geared to expansively discuss some major contemporary issues that are of significance to the domestic and global community of scholars, public and private sector organizational enterprises, citizens and students.

Keynote speaker T.J. Marta, founder and chief market strategist of Marta on the Markets, discussed causes and effects of globalization and global interdependence. Other speakers covered a range of issues including profits and social responsibility initiatives by Dr. William Dadson of Lincoln University; Reshaping of the Business Curriculum in Response to Emerging Trends by Dr. Arvind Phatak of Temple CIBER; Multinationals in the Global Marketplace by Dr. Adrian Tschoegl of the University of Pennsylvania; and the Role of Immigration and Global Outsourcing by Professor Jan Ting of Temple University.

Temple CIBER continues to reach out to Lincoln University and other minority-serving institutions, such as the Community College of Philadelphia, to enhance their internationalization efforts.—Meg Hughes

Global Perspectives

Center for International Business Education and Research (CIBER) & Institute of Global Management Studies (IGMS)
TEMPLE CIBER DRAWS DISTINGUISHED LECTURERS THROUGH LANGUAGE & LINGUISTIC SEMINAR SERIES

As an ongoing initiative, the Temple Center for International Business Education and Research’s Language & Linguistic Center, housed at the Fox School of Business, has hosted a Distinguished Guest Lecture Series since 2003.

During the 2009–2010 academic year, lecturers from 12 universities in six countries presented research findings at the Fox School, with topics ranging from bilingualism to the linguistic landscape of tourism. Dr. Aneta Pavlenko, a professor in Temple’s College of Education, secures these scholars and coordinates the series.

This 2009–2010 Distinguished Guest Lecture Series included:

• Dr. Emmanual Bylund, of Stockholm University, Sweden, who spoke in February 2010 about “Event Construal and Grammatical Aspect: Insights from Bilingualism.” Bylund explained the findings of a study that hypothesized speakers of aspect languages are more sensitized to internal event perspectives than speakers of non-aspect languages.

• Dr. Victoria Hasko, of the University of Georgia, who spoke in November 2009 on “Encoding of Motion Events in a Second Language: A Corpus-Based Study.” Hasko discussed how linguistic encoding of motion events is essential for human interaction and conceptualization of the world, focusing on the differences in the expression of motion events that exist between English and Russian.

• Monica Heller, of the University of Toronto, who discussed “Schooling and linguistic diversity: ideologies of education, language and citizenship.” In December 2009, Heller reviewed ways in which the role of schooling in the construction of citizens in the nation-state has led to ideologies of language that favor an ideology of language as one whole, bounded system.

• Kasper Juffermans, of Tilburg University, Netherlands, also visited in December 2009 to present research titled “Do you want me to translate this in English or in a better Mandinka language? Material and linguistic resources for vernacular literacy practices in peri-urban Gambia.”

Juffermans discussed the material constraints in vernacular literacy practices in one ‘peri-urban’ family in Gambia. He also analyzed a series of texts written in Mandinka and English by a self-educated middle-aged man and his incompletely educated son, showing a variety of features that are typical for sub-elite writing, as well as different inequalities at work.

For more information on the Distinguished Guest Lecture Series, including a full list of speakers, visit www.sbm.temple.edu/tlc/guest.html.

— Maria Zankey

JOURNAL OF INTERNATIONAL MANAGEMENT SCORES HIGH WITH FIRST IMPACT FACTOR

continued from page 2

process even more efficient and to provide JIM a range of additional features.

New initiatives being introduced by Elsevier include graphical abstracts—a concise pictorial and visual summary of an article’s main findings—and research highlights, which will be presented as bullet points to give readers a short overview of an article and to convey core findings.

Research highlights will be displayed in online search-result lists, contents listings and online articles to help readers—particularly those using mobile devices—easily review journal content.

JIM is becoming increasingly popular online. In 2009, readers downloaded nearly 140,000 full-text articles, more than doubling the number of downloads in two years.

JIM is devoted to advancing an understanding of issues in the management of global enterprises, global management theory and practice while also providing theoretical and managerial implications useful for the further development of research.

The journal is designed for academic researchers and educators, as well as business professionals, with an interest in risk management, organizational behavior and design, human resources, and cross-cultural management.

For more information on the Journal of International Management, visit www.fox.temple.edu/jim.— Brandon Lausch

THE GOING GLOBAL SEMINAR SERIES

The Going Global Seminar Series at Temple University is organized by the Small Business Development Center and sponsored by Temple CIBER. The exclusive workshops are designed to educate dynamic business owners on how to navigate the ever-changing international marketplace.

The ongoing series covers the following topics:

• Importing for everyone—importing guidelines for small businesses
• Growth through exporting—developing a global market for your business
• Import financing—generating capital for importing
• Economics of exporting—developing a global market for your business
• Financial strategies for exporting
• Doing Business with China
• Doing Business with North and South America
• Doing Business with Africa
• Doing Business with the Middle East

— Julie Achilles
To enhance understanding of opportunities on the African continent, Temple’s Center for International Business Education and Research (CIBER) sent 20 students to West Africa in January 2010 for the Fox School’s newest undergraduate short-term study abroad program, Destination Ghana.

All of the growth in study abroad has been in short-term programming, and Temple CIBER is spearheading that effort with its Emerging Market Destination Series. Students complete pre-departure requirements during the fall semester, travel during winter break and then complete an intensive research project during the spring semester.

For the first time, the short-term study abroad program was open to all Temple students and attracted participants from the College of Liberal Arts, Civil Engineering and the School of Communications and Theater. The program also included business majors such as accounting and risk management.

Short-term study abroad programs reach highly underserved populations such as men and minority students, as well as certain majors such as engineering and accounting that offer little flexibility in the curriculum. While most of the participants have been graduating seniors trying to fit in the critical study abroad experience, a majority of students have enrolled in a second, and even third, study abroad experience upon their return.

“Most study abroad programs for undergraduate students tend to have a Euro-centric focus. We must expose our students Africa, a region that is growing rapidly economically, and whose cultural heritage is of considerable significance to many of our students. Future study abroad programs will include countries like Namibia and Botswana,” said Dr. Arvind Phatak, Temple CIBER’s executive director.

“The is a phenomenal experience to visit Africa,” said Kenyalyn Makone-Anunda, assistant director of Temple CIBER and a coordinator of the program. “Ghana encapsulates Africa’s emerging markets. Ghana’s economic and political successes in the areas of governance, a growing infrastructure and effective management of environmental challenges make it a critical destination for international business.”

Makone-Anunda said Ghana was chosen to be a study abroad destination for CIBER’s Emerging Market Series because the nation is rich in resources and full of economic potential. The decision was made to travel there soon after Ghana’s successful democratic election in 2008 and the 2009 visit from President Barack Obama.

CIBER partnered with the University of Ghana and the Aya Centre for Intercultural Awareness and Development to provide academic lectures, corporate site visits and cultural excursions for students.

The partnership allowed for unprecedented access to the core of Ghanaian business, including visits to the Ghana Stock Exchange, the Bunso Arboretum Forest Reserve and a journey deep into the mines at the Ashanti Gold Fields.

To immerse students in the rich cultural history of the area, the itinerary provided a visit to the Anani Memorial International School, located within Nima, the largest slum in Accra, Ghana. Temple students were warmly greeted by smiling children who introduced themselves with poetry spoken in both English and French.

The program also included a poignant trip to the Elmina Slave Castle in Cape Coast and concluded with a traditional African drumming and dance performance on the last night of the program.

During a trip to the U.S. Embassy in Ghana, Donald Teitelbaum, the U.S. ambassador to Ghana, surprised the group with a visit and presentation about the U.S.’s role in Ghana and the region. He also answered questions over coffee.

Meeting governmental figures was a highlight of the trip for Dan Goldstein, a political science major who graduated after returning home.

“It helped me put government, economics and race in perspective,” said Goldstein, who had never traveled abroad before the trip to Ghana. “It put a physical stamp on a lot of things I learned which were very foreign and abstract in class.”

In a movement to further internationalize curriculum at Temple, students who participate in CIBER’s Emerging Markets Series will now receive a World Society credit upon completion.

“As we move toward a more ‘Global’ Temple, our students need to understand the opportunities and challenges that exist around the world, and it was quite interesting to watch the momentum building in Ghana,” said Destination Ghana faculty leader Mary Conran, an assistant professor of marketing and supply chain management.

“Ghana was chosen for the Emerging Market Series because it is a country of good government and good people.” — Julie Achilles
CALENDAR
OF EVENTS

TEMPLE CIBER
SPONSORED EVENTS
www.fox.temple.edu/ciber/events.htm

FALL 2010

Passport Night
September 9, 4:00–7:00 pm
Alter Hall, Temple University

GIC Presents Energy Issues and Challenges—Post BP Oil Spill
September 22, 8:00 am–2:00 pm
Federal Reserve Bank of Philadelphia, 7th and Arch Streets

Promoting Self-discovery in the Language Classroom
Dr. Hansun Zhang Waring, Teachers College, Columbia University
September 30, 3:30 pm
746 Alter Hall

PaCIE Annual Conference, “Developing a Global Agenda for the Commonwealth”
October 1–2
Hilton Scranton & Conference Center, Scranton, PA

Business in International Studies Network (BISNet) Conference
October 7–8
Washington University in St. Louis

Poetry Writing as a Research Method: Exploring the Experience of Studying Abroad
Dr. David Hanauer, Indiana University of Pennsylvania
October 27, 3:00–5:00 pm
232 Alter Hall

Business in India
October 28, 8:30 am
Union League, Philadelphia

Diversifying the Concept of Scientific Writing: The Heroic Quest for a Bipolar Bacteriophage Virus as Male Science
Dr. David Hanauer, Indiana University of Pennsylvania
October 28 3:30 pm
746 Alter Hall

Ohio State University: CIBER International Case Challenge
October 27–30
Columbus, Ohio

The Linguistic Landscapes of Urban Moldova—Perspectives from a Divided Country
Sebastian Muth, Ernst-Moritz-Arndt Universität Greifswald (Germany)
October 5, 3:30–5:00 pm
746 Alter Hall

NAFSA Region VIII Conference
November 10–13
Richmond Marriott, Virginia

CIEE Annual Conference, “Prioritizing Quality as Study Abroad Evolves”
November 10–13
Loews Philadelphia Hotel

The Politics of Ethnic Integration in Latvia: Bilingual Education Reform in the Context of European Union Enlargement
Dr. Ivetta Silova, Lehigh University
November 11, 3:00–5:00 pm
746 Alter Hall

Global Temple Conference, “Global Citizenship in a Global University”
November 16
Student Center, Temple University

OPIC’s Expanding Horizons Workshop for Minority & Women-Owned Businesses
November 18
Radisson Plaza-Warwick Hotel, Philadelphia

East Eats West: The unexpected Consequences of Asian Immigration to America
Andrew Lam
December 1, 3:30 pm
Lecture Hall, Paley Library

2010 Trade Finance Conference
December 8, 8:00 am–5:00 pm
Alter Hall, Temple University

Model Senate Foreign Relations Committee
December 9
Alter Hall, Temple University

SPRING 2011

FDIB-MENA (Middle East & North Africa)
January 1–15

FDIB-India: Mumbai and Bangalore
January 2–8

Temple CIBER Destination India Winter Break Program
January 2–13

FDIB-China & Hong Kong
January 2–14

FDIB-Southeast Asia
January 2–14

Passport Night
January 27, 4:00–7:00 pm
Alter Hall, Temple University

CIBER Business Language Conference
March 23–26
Charleston, South Carolina

NASBITE International Conference, “Igniting Global Trade”
April 3–5
Charleston, South Carolina

FDIB-Mercosur: Brazil, Argentina & Chile
May 7–19

FDIB-Africa: Kenya & Tanzania
May 10–25

FDIB-Eastern Europe: Croatia, Czech Republic & Turkey
May 20–31

NAFSA International Annual Conference
May 29–June 3
Vancouver, Canada

Summer Institute for Teaching a Second Language for Business Communication
June
University of Pennsylvania, Philadelphia

Academy of International Business
June 24–28
Nanzan University, Nagoya, Japan

Temple SBDC, The Going Global Series 2010-2011

Doing Business with Asia
November 5, 8:30 am–12:30 pm
7th Floor, Alter Hall, Temple University

Importing for Everyone
January 21, 8:30 am–12:30 pm
7th Floor, Alter Hall, Temple University

Growth through Exporting
March 25, 8:30 am–12:30 pm
7th Floor, Alter Hall, Temple University

Doing Business with India & Middle East
May 20, 8:30 am–12:30 pm
7th Floor, Alter Hall, Temple University
INSTITUTE OF GLOBAL MANAGEMENT STUDIES
— fostering innovation and developing alliances to advance international business research, education and outreach.

The Institute of Global Management Studies is an interdisciplinary initiative that supports the business, professional, governmental and academic community in the Greater Philadelphia region and throughout the world by:

- Helping businesses and organizations find practical solutions to business problems.
- Supporting, producing and publishing quality research of value to regional and international businesses.
- Promoting degree and non-degree programs in international business.
- Infusing Temple University faculty development and educational programs with an international perspective so that our business graduates are fully prepared to operate in an increasingly global marketplace.

TEMPLE CIBER
— Increasing U.S. global competitiveness through education, outreach and research.

Temple CIBER is dedicated to furthering academic and business success by:

- Supporting international business development in the region through partnerships with government and non-government organizations.
- Incorporating international business curricula into the Fox School’s global business programs.
- Providing overseas educational experiences and foreign language and culture study for students.
- Developing collaborative programs within Temple and across other regional academic institutions, organizations and businesses.
- Expanding the depth and reach of the Fox School’s international business programs and research.
- Organizing and hosting conferences, seminars and workshops on global business and economic issues.

ADMINISTRATION:

M. Moshe Porat, PhD, CPCU
Dean, Fox School of Business
Laura H. Carnell Professor

Rajan Chandran, PhD
Vice Dean, Fox School of Business
Professor of Marketing and Supply Chain Management and International Business

Arvind V. Phatak, PhD
Executive Director, IGMS and Temple CIBER
Laura H. Carnell Professor of Strategic Management and International Business

Masaaki “Mike” Kotabe, PhD
Washburn Professor of International Business and Marketing; Editor, Journal of International Management Research Director, Temple CIBER

Kim Cahill, M S
Director, IGMS and Temple CIBER
Managing Editor, Journal of International Management

Gloria Angel, BBA
Assistant Director, IGMS and Temple CIBER

Kenyalyn Makone-Anunda, BA
Assistant Director, IGMS and Temple CIBER

PROGRAM DIRECTORS:

Mikiya Mori, PhD
Executive MBA in Tokyo

Arvind V. Phatak, PhD
International Business Program

James D. Portwood, PhD
Center for European Studies

Rebecca Beeman, MIA
MBA Partner Programs

IGMS FACULTY COUNCIL:

J. Jay Choi, PhD
Laura H. Carnell Professor of Finance and International Business

Mark Cohen, PhD
Adjunct Instructor of International Business, Asian Studies, and Political Science

C. Anthony Di Benedetto, PhD
Professor of Marketing and Supply Chain Management
Washburn Senior Research Fellow

Daniel Fesenmaier, PhD
Professor and Director for the National Laboratory for Tourism and eCommerce
Cochran Senior Research Fellow

Robert D. Hamilton, III, PhD
Professor of Strategic Management

Masaaki “Mike” Kotabe, PhD
Washburn Professor of International Business and Marketing; Director of Research, CIBER; Editor, Journal of International Management

Richard A. Lancioni, PhD
Chair and Professor of Marketing and Supply Chain Management

Ram Mudambi, PhD
Professor of Strategic Management and International Business, Perelman Senior Research Fellow

Arvind Parke, PhD
Chair and Professor of Strategic Management and International Business

James D. Portwood, PhD
Professor of Human Resource Management and International Business

Laureen Regan, PhD
Associate Professor of Risk, Insurance and Healthcare Management

David Robinson, MA
Adjunct Professor of International Business

Indrajit “Jay” Sinha PhD
Associate Professor of Marketing and Supply Chain Management

INSTITUTE OF GLOBAL MANAGEMENT STUDIES AND TEMPLE CIBER
506 Alter Hall, 1801 Liacouras Walk, Philadelphia, PA 19122-6083
Tel: 215.204.3778 Fax: 215.204.1662
kahill@temple.edu www.fox.temple.edu/igms www.fox.temple.edu/ciber
CIBER ADVISORY BOARD MEMBERS:

William Aaronson
  Associate Dean, Graduate Programs and Research
  Fox School of Business, Temple University

Gabe Battista
  Chairman of the Board
  Talk America

Richard Bendis
  President and CEO
  Bendis Investment Group LLC

Khalid Y. Blankinship
  Professor of Religion
  Temple University

Carol Brooks
  Manager of International Trade & Diplomatic Liaison
  City of Philadelphia
  Department of Commerce

Rachel Carson
  President/CEO
  Helicopter Tech, Inc.

Tony Ceballos
  Director, Philadelphia Export Assistance Center
  U.S. Commercial Service

Linda Mysiwy Conlin
  President
  World Trade Center of Greater Philadelphia

Matthew J. DiDomenico, Sr.
  President
  John Matthew Realtors

Rebecca Faber
  Executive Director
  World Trade Center Delaware

Tom Fung
  Acting Associate Director
  Food Innovation Center
  Rutgers University

Galen Godbey
  Former Director of Government Relations
  DeSales University

Erin Hartshorn
  Executive Director
  Global Interdependence Center

Simon Herriott
  President, Asia Pacific DuPont
  Safety Resources

Masaaki "Mike" Kotabe
  Professor, International Business and Marketing, Temple University

Mohamed Latib
  Professor and Dean
  School of Business & Center for Lifelong Learning
  Gwynedd-Mercy College

Christina Marty-Ochoo
  President & Co-founder
  U.S-Kenya Chamber of Commerce

Claudia McBride
  President
  World Affairs Council of Philadelphia

Marian McGorry
  Asst. Dean, Business & Technology
  Community College of Philadelphia

Peter O’Niel
  Executive Director
  PA Dept of Community & Economic Development

Joe Pfender
  CEO
  Cargo Express, LLC

M. Moshe Porat
  Dean
  Temple University

M.N. Rao
  Managing Director
  Tata Business Support Services Ltd.

Oswald H. Richards
  Chair and Associate Professor
  Department of Business & IT
  Lincoln University

Joanna Savvides
  President
  Transworld Ventures LLC

Amit Singh
  Dean, Business & Computer Science Division
  Montgomery County Community College

Ronald Webb
  Chairperson, Latin American Studies Program
  Temple University

TEMPLE CIBER HOSTS 11TH ANNUAL INTERNATIONAL BUSINESS RESEARCH FORUM

Temple’s Center for International Business Education and Research (CIBER), along with the Institute of Global Management Studies (IGMS) and the Fox School of Business, hosted the 11th Annual International Business Research Forum on April 10, 2010.

The event, titled “Frontiers of Research in International Business: Organizational Form and Function in the 21st Century,” was attended by 27 universities and exposed the newest challenges and most innovative solutions in doing business with multinational companies.

During the past decade, Temple CIBER has partnered with more than 30 CIBER institutions and their research scholars to produce the forum.

“The field of international business is constantly evolving, so our forum is always on an emerging topic in the field of international business,” said Kim Cahill, director of Temple CIBER. “It typically attracts participants from at least half a dozen countries, bringing researchers together from around the world.”

Co-chairing the forum were international business experts Dr. Ram Mudambi, professor of strategic management at Fox, and Dr. Tim Swift, a Fox alumnus who is an assistant professor in the department of management at Saint Joseph’s University.

The all-day forum took place in Alter Hall and featured three panel sessions: Global Strategy and Emerging Markets, chaired by Yadong Luo; Form and Function in Contemporary Organizations: The Role of Alliances and Networks, chaired by Arvind Parke; and Multinationals from Emerging Markets: Changing Rules, Changing Times, chaired by M.B. Sarkar and Preet Aulakh.

Twelve national and international guests, six of whom are Fox graduates, also presented their newest research during paper and poster sessions. After a competitive revision and resubmission process, the best research papers will be published in a special issue of the Journal of International Management (JIM), managed by IGMS and Temple CIBER. JIM is continually gaining visibility in a competitive international business market and was selected for inclusion in the Social Science Citation Index in 2007.— Staff report

GLOBAL PERSPECTIVES  Center for International Business Education and Research (CIBER) & Institute of Global Management Studies (IGMS)
Temple University's Fox School of Business is the largest, most comprehensive business school in the Greater Philadelphia region, and among the largest in the world, with nearly 6,500 students, 165 full-time faculty members and more than 52,000 alumni.

The Fox School of Business is accredited by AACSB International (The Association to Advance Collegiate Schools of Business). For more information, visit www.fox.temple.edu

Rankings
The Economist: MBA Program
• Top 50 MBA Programs in the U.S.
Financial Times: MBA Programs
• Top 20 Worldwide—International Experience provided to students
• Top 20 Worldwide—International Mobility of graduates
Financial Times: Executive MBA Program
• Top 20 in the U.S.
• Top 55 in the World
U.S. News & World Report
• International Business Undergraduate Programs Top 10 in the Nation for five consecutive years
• International Business Graduate Programs Top 20 in the Nation for five consecutive years

Asia Pacific Journal of Management
RANKED NO. 4. Research Productivity of Finance Faculty.
Chronicle of Higher Education/Academic Analytics
RANKED NO. 4. Research Productivity of MIS Faculty.
Management Information Systems
RANKED NO. 10. Research Productivity of MIS Faculty.

RESEARCH
Management/International Business
RANKED NO. 4. Research Productivity of International Business Research Faculty in the U.S.
Institute for Scientific Information
RANKED NO. 1. Research Productivity of International Business Research Faculty in the U.S.
RANKED NO. 1. Research Productivity of International Business Research Faculty in the World.

Global Perspectives
Published by The Fox School of Business’ IGMS, Temple CIBER, and Pryme Design