GLOBAL PERSPECTIVES
A Newsletter Published by Temple CIBER and Institute of Global Management Studies

VOLUME 7 NUMBER 1 WINTER 2003

TEMPLE CIBER SPONSORS INTERNATIONAL MONETARY AND TRADE CONFERENCE ON GLOBAL SECURITY

September 11, 2001 permanently altered the world's global dynamics, and ramifications for the competitiveness of U.S. business in the international marketplace remain to be seen. On October 2 and 3, Temple CIBER and the Global Interdependence Center (GIC) joined forces to assemble a powerful conference designed to bring participants up to speed on the post-9/11 economic and regulatory risk factors for businesses.

The 22nd Annual International Monetary and Trade Conference featured broad economic and policy perspectives on macroeconomic issues, with presentations given by Dr. Anthony Santomero, president of the Philadelphia Federal Reserve and Kathleen Cooper, U.S. undersecretary of commerce for economic affairs.

Conference presenters also offered insight about the specific challenges businesses face today in ensuring their competitiveness in light of new security requirements and trade regulations, such as the Customs & Trade Partnership Against Terrorism (C-TPAT) program. Panelists from industries such as financial services, information technology, logistics, tourism, and hospitality management shared their best practices and continued on page 2

THE FOX SCHOOL RANKED TOP 15 IN NATION FOR IB PROGRAM

Consistent with its vision to be recognized as a premiere center of business and management education, The Fox School is pleased to share its latest rankings:

U.S. News & World Report:
Undergraduate
Top 15 in the Nation
International Business Programs

Graduate
Top 25 in the Nation
International Business Programs

Financial Times:
Executive MBA
Top 14 in the Nation
Top 25 in the World
Top 10 in Percentage of Women Students

General Charles E. Wilhelm (center), Director of Battelle’s Office of Homeland Security, with M. Moshe Porat (left), Fox School Dean and Arvind V. Phatak, Temple CIBER Executive Director.
experiences in candid conversations. Highlighting the day were General Charles Wilhelm, director of Battelle’s Office of Homeland Security, and Dr. Stephen Flynn, senior fellow, National Security Studies at the Council on Foreign Relations.

“What a superb chance to learn about the nexus between business and homeland security,” commented participant Stan Ridgley, an MBA student at The Fox School. “The speakers, especially those from Siemens, Cargo Express, and Battelle, gave lively and informative presentations that cut right to the heart of the issue. I sensed that they were presenting tomorrow’s news today.”

International business faculty from other CIBER universities also attended to gain perspective on how long-term research can help frame the future of doing business with new risk components. CIBERs from the following universities also co-sponsored the conference: University of Wisconsin-Madison, University of Pennsylvania, University of Memphis, University of Connecticut and Duke University.

“The U.S. Congress has called upon the 30 CIBERs to identify ways to take our mandate of increasing competitiveness of U.S. business in the global marketplace to a new level. We are now charged with responding to our nation’s need to remain competitive in light of a myriad of new national security concerns,” explained Professor Arvind V. Phatak, executive director of Temple CIBER. “This conference is the first step in a series of outreach and research activities the CIBERs are conducting to meet this call.”
INTERNATIONAL BUSINESS MAJORS HEAD SOUTH OF THE BORDER TO MEXICO

With the signing of NAFTA in 1994, Canada, Mexico and the United States have become linked by growing economic ties. Leaders in North America recognize that regional prosperity and the prosperity of our individual communities depends largely on the global competencies of our future professionals — today’s students. The Fox School of Business and Management recognizes the need to offer students opportunities to gain international expertise in foreign language and regional business practices.

The Fox School has thus entered into a comprehensive relationship with the Instituto Tecnologico Autonomo de Mexico (ITAM). “ITAM is a comprehensive private institution and a complementary partner for The Fox School. We feel there are excellent opportunities for collaboration at the undergraduate and graduate levels as well as in internationally relevant research,” said Melynda Benlemlih, director of Temple CIBER. Fox School students now have the opportunity to study business classes in Spanish for a semester at ITAM and in exchange, ITAM students will spend a semester at The Fox School. “Through this new exchange program, students have the unique opportunity to study international trade, marketing and business practices from a global and cross-cultural perspective,” said M. Moshe Porat, dean of The Fox School. “To align ourselves with such an internationally regarded institution as ITAM helps us meet student demand and augment our existing opportunities for study in Japan, Italy, India and France.”

Founded in 1946 and located near Mexico City, ITAM was established to offer students the opportunity to attend a private university dedicated to quality teaching and research in business-related disciplines. ITAM is one of the top-ranked schools in Mexico and Latin America, and is one of only two schools in Mexico accredited by AACSB International, the Association to Advance Collegiate Schools of Business.

For more information on the ITAM exchange program, contact Melynda Benlemlih, Director, IGMS/CIBER at 215-204-8132, melynda.benlemlih@temple.edu, or visit www.sbm.temple.edu/ciber/programs.htm.

IMBA STUDENTS TOUR SIEMENS, INDIA

The Fox School’s International MBA (IMBA) students, in partnership with the Welingkar Institute of Management, spent a week in October at Siemens’ Corporate Development Training Center in Mumbai, India, meeting with division managers from research and development, strategic purchasing, quality and logistics, international procurement, and marketing and sales.

Students learned about cultural and regional factors that affect the operation of multinational corporations. Students also had an opportunity to work on the shop floor and meet with managers from Siemens’ Workers Union to discuss how occupational safety, health and environment are addressed within the company.

“Working on the shop floor is an experience I’ll never forget,” recalled IMBA student Michael Cunningham. “I assembled electrical relay switches along side shop workers...putting in screws by hand and winding wire and snapping together plastic parts. Most of the people on the assembly line had at least 15 years of experience repeatedly performing the same task.”

The Fox School’s IMBA is a tri-continent experience where students study in a sequence of locations over one year, either Mumbai (Bombay)-Philadelphia-Tokyo in partnership with the Welingkar Institute of Management or Paris-Philadelphia-Tokyo in partnership with Institute de Gestion Sociale (IGS) University.

“Our partnership with the Welingkar Institute is not only a powerful alliance of schools recognized for excellence in global education,” explains Temple CIBER executive director Arvind V. Phatak, who spearheaded the collaboration. “It gives us a position in this emerging economic giant to expand programs at the executive and undergraduate levels.”

The Welingkar Institute is ranked among the Top 10 Business Schools in South Asia by Asia Inc. and The Fox School’s graduate international business program is ranked among the Top 25 in the Nation by U.S. News & World Report.
In collaboration with Raritan Valley Community College and Montgomery County Community College, Temple’s CIBER sponsored “Strategies for Internationalizing Business Curricula,” a faculty development program at Temple University’s Center City campus on October 17 and 18.

The goal of this two-day program was to assist community college faculty interested in developing or improving international business (IB) programs at their colleges. The program provided participants with the knowledge and resources needed to internationalize general business courses, develop or improve courses that support international business programs, and create specialized IB courses at the two-year college level.

“I can truly say that this was the most productive seminar I have ever attended, and I cannot fully express how much I learned from this invaluable program,” said Babish Soni, marketing director for International Student Network, Inc. “I was delighted with the diversity of the program. It touched on every aspect of international business.”

Raritan Valley Community College, located in North Branch, New Jersey, recently received a Business and International Education grant (BIE) funded through the U.S. Department of Education. This grant was the impetus for the educational development partnership with Raritan Valley Community College, Temple CIBER, and Montgomery County Community College.

“When we were approached with news of the BIE grant to internationalize Raritan Valley’s campus, the synergies were obvious,” said Melynda Benlemlih, director of Temple CIBER. “We both want to provide professional development opportunities for community college faculty that will support the internationalizing of their campuses.”

In October 2002, Temple University’s Fox School of Business and Management received a $1.2 million CIBER grant from the U.S. Department of Education. The Fox School is one of only 30 schools/universities in the nation to be awarded this grant.

Temple CIBER’s mission is to promote greater involvement in international business activities by academic institutions, business firms, and small- and medium-sized enterprises in Eastern Pennsylvania, South Jersey and Delaware.
NEW FACULTY ENHANCE INTERNATIONAL BUSINESS FOCUS

As a regional resource with a global presence, The Fox School of Business and Management at Temple University is bolstering its top-ranked international business faculty with the addition of respected international business professors Arvind Parkhe and Keith Brouthers to its general and strategic management department and David Reeb to its finance department starting in fall 2003.

“Our international business faculty already include some of the world’s top researchers in international business, finance, marketing, and management,” said M. Moshe Porat, dean of The Fox School.

“We are extremely pleased Drs. Parkhe, Brouthers, and Reeb are joining Masaaki “Mike” Kotabe, Jay Choi, Arvind Phatak, and Ram Mudambi and enhancing our international business roster,” he continued. “With their academic, industry and professional experience and their exceptional teaching skills, the three new faculty members will fortify our international business focus as researchers, teachers and contributors to our Institute of Global Management Studies, Journal of International Management and Temple Center for International Business Education and Research (CIBER).”

ARVIND PARKHE

Arvind Parkhe has been appointed as a professor of international business with tenure in the general and strategic management department of The Fox School. He brings to the school and university a wealth of experience in both teaching and research in international business. Most recently, he was an associate professor of strategy and international business in The Kelley School of Business at Indiana University from 1989 to 2003. He is ranked #1 in the field of international strategic management research as reported by the Journal of International Management (2003) and he was awarded the most influential paper of the decade award by the Journal of International Business (2001).

His research interests include strategic alliances, international joint ventures and global networks, effective management of inter-firm diversity in international alliances and soft aspects of alliances such as trust. He is an editorial board member of several academic journals. He was also a guest editor of a special issue of the Academy of Management Journal and has published in all top-tier journals including the Academy of Management Review, Business Horizons, Journal of International Business Studies, Journal of International Management, Organization Science and Strategic Management Journal.

In addition to being an accomplished researcher, Parkhe has also received numerous accolades for his teaching while at Indiana University. He was the recipient of the Indiana University Teaching Excellence Recognition Award in 2000, the University’s FACET award, given to the most exemplary teachers across all eight campuses of Indiana University, and teaching awards at the undergraduate, graduate, and doctoral levels. His doctoral students are currently at many prestigious universities, such as the University of Texas at Austin, Boston University, and the University of Washington, Seattle. He is a member of the Academy of Management, Strategic Management Society, and Academy of International Business.

KEITH BROUGHTERS

A well-published researcher in the areas of international business management and entrepreneurship, Keith Brouthers joins The Fox School as associate professor of global entrepreneurial management in the general and strategic management department.


Brouthers has received consecutive citations for excellence in teaching since 1995 and is a member of the Academy of Management, Strategic Management Society, and Academy of International Business.

Prior to his academic work, Brouthers, who has his CPA and CMA, worked for Ernst & Ernst, and served in senior management positions for entrepreneurial firms.

DAVID REEB

David Reeb is a well-known researcher in the area of international finance who joins The Fox School as an associate professor in the finance department.

Most recently, he was an assistant professor of finance and a board of visitors research fellow at Culverhouse College of Commerce at the University of Alabama. Prior to that, he was an assistant professor and Kogod faculty research fellow at American University.


He has received numerous awards for excellence in research including the Kogod School of Business’s Outstanding Research Award and was nominated for American University Professor of the Year. Reeb is a member of the American Finance Association, Academy of International Business, and Financial Management Association.
More than 20 Fox School undergraduate international business and MBA students took part in the six-week study abroad program in Rome in summer 2003. Participants not only immersed themselves in the rich cultural and religious aspects typically associated with Rome, but they also gained insight into the Italian economy and the challenges of operating a business.

“In studying abroad, students get experience that is invaluable to them both from learning and from cultural perspectives,” said Anthony Di Benedetto, director of The Fox School’s international business summer program in Rome and professor of marketing.

Students participated in field trips and heard guest lecturers from around the region. Students met with representatives of the European Union (EU) Italian headquarters to discuss issues such as the effects of the EU on business in Europe and the expansion of the EU into other countries. The visit also included a discussion of monetary policy, exchange rates, and the effect of a single currency throughout the EU.

In addition, students spoke with an American who operates McDonald’s franchises in and around Rome. This businessman spoke about the differences and challenges of establishing businesses outside of the United States.

Students were also encouraged to take assignments and coursework beyond the classroom and to apply it to their experiences with Italian culture. Students in Professor Di Benedetto’s international marketing class, for example, talked about differences between American and Italian media advertisements, and the similarities and differences in the retail shopping environments.

“With these assignments, students were active and looking at their environments,” said Professor Di Benedetto. “This was meant to spark serious discussion in the classroom and to take analysis beyond superficial comparisons to ask ‘why?’”

The Rome campus of Temple University has been in operation for more than 30 years. In 1991, The Fox School inaugurated its program there, first as a summer course, and eventually expanded programs into the fall and spring semesters.
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 and research

The 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 executives.
- 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 and Management
Joseph E. Boettner Professor of Risk Management and Insurance

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

Arvind V. Phatak, PhD
Executive Director, IGMS and Temple CIBER
Laura H. Carnell Professor of General and Strategic Management and International Business
Chair, Faculty Council
Consulting Editor, Journal of International Management

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

Melynda Benlemlih, MA
Director, IGMS and Temple CIBER

Kim Cahill, MS
Assistant Director, IGMS and Temple CIBER
Managing Editor, Journal of International Management

Amanda Hilferty, BA
Assistant Director, International MBA

PROGRAM DIRECTORS

C. Anthony Di Benedetto, PhD
IB Rome Summer Programs

William Swinton, EMBA
Executive MBA in Tokyo

William McDonald, BA
International MBA

Arvind V. Phatak, PhD
International Business Program

James D. Portwood, PhD
Center for European Studies

IGMS FACULTY COUNCIL

C. Anthony Di Benedetto, PhD
Professor of Marketing and International Business

Michael Bognanno, PhD
Associate Professor of Economics

Keith Brouthers, PhD
Associate Professor of General and Strategic Management

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

Michael Cohen, PhD
Adjunct Professor

Nicole De Silvis
Adjunct Professor

Robert D. Hamilton, III, PhD
Chair and Professor of General and Strategic Management

Masaaki “Mike” Kotabe, PhD
Washburn Chair of International Business and Marketing
Fellow of the Academy of International Business

Richard A. Lancia, PhD
Chair and Professor of Marketing

Ram Mudambi, PhD
Associate Professor of General and Strategic Management and International Business

Arvind Parkhe, PhD
Professor of International Business

Arvind V. Phatak, PhD
Laura H. Carnell Professor of General and Strategic Management and International Business

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

David Reeb, PhD
Associate Professor of Finance

Hebatollah Sami, PhD
Professor of Accounting

Indrajit “Jay” Sinha, PhD
Assistant Professor of Marketing
Washburn Research Fellow

Michael Valenza, PhD
Assistant Professor of Legal Studies

INSTITUTE OF GLOBAL MANAGEMENT STUDIES AND TEMPLE CIBER

349 Speakman Hall (006-00)
1810 North 13th Street
Philadelphia, PA 19122-6083

Tel: 215.204.8132
Fax: 215.204.8029

melynda.benlemlih@temple.edu
www.fox.temple.edu/igms
www.fox.temple.edu/ciber
Ranked by *U.S. News & World Report* among the Top 25 Graduate International Business Programs, by *Financial Times* among the Top 25 business schools in the world for its Executive Master of Business Administration (EMBA) program, by *Forbes* among the Top 75 business schools in the world for its Master of Business Administration (MBA) programs, and by *U.S. News & World Report* among the Top 75 MBA programs in the nation (2003), Temple University’s Fox School of Business and Management is responding vigorously to the forces shaping the New Economy—globalization, information technology and entrepreneurship.

The largest, most comprehensive business school in the Greater Philadelphia region and one of the largest in the world, The Fox School provides degree programs at campuses in Philadelphia, Rome, Paris, Tokyo, Mumbai; an EMBA program in Tokyo; an innovative International MBA (IMBA) program with study in three economics regions; centers for international study and research; and executive training programs throughout Europe and Asia.

Our highly respected international business faculty provides expertise in accounting, economics, finance, healthcare management, human resources, marketing, management operations, risk management and insurance, and strategic management. Fox faculty actively research and publish in international business publications and conduct executive programs for major corporations worldwide.