

Academy of International Business US Northeast



Regional Conference 2018

Global Entrepreneurship & Innovation

October 19 – 20, 2018

Drexel University, Philadelphia PA



AIBNE

Academy of International Business US Northeast

Academy of International Business US Northeast (AIB US NE) is the regional chapter of the Academy of International Business (AIB). Our region stretches from Maine to Virginia along the Northeast coast of the United States. As the largest U.S. Chapter in the AIB community of scholars and practitioners, AIB US NE counts close to 400 members.

AIBUSNE Mission

Our mission is to provide an opportunity for interaction and sharing of ideas between members in our region. One of our main venues for this purpose is our annual conference.

About AIB



The Academy of International Business is the leading association of scholars and specialists in the field of international business. Established in 1959, AIB today has over 3007 members in 95 different countries around the world. Members include scholars from the leading academic institutions, as well as, consultants and researchers with an interest in international business. Members from developing countries, newly industrialized countries, as well as industrialized countries, are welcome to join.

AIB is a 501(c)(3) nonprofit US corporation. Its current headquarters is on the campus of Michigan State University in East Lansing, Michigan, United States.

As the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues, AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice.



AIBNE

Academy of International Business US Northeast

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Career and Business Education

Track Chair: Sow Hup (Joanne) Chan, *University of Macau, China*

Conference Theme: Global Entrepreneurship & Innovation

Track Chair: M. Berk Talay, *University of Massachusetts Lowell, USA*

Technology Innovation, Commercialization, and Global Entrepreneurship

Track Chair: Devkamal Dutta, *University of New Hampshire, USA*

Institutions and Emerging Economies

Track Chairs: J. Mauricio Galli Gelelilate, *University of Massachusetts Lowell, USA*

Jose Godinez, *University of Massachusetts Lowell, USA*

Ethics, CSR, and Global Entrepreneurship

Track Chair: Marie-France Lebouc, *Université Laval, Canada*

International Accounting, Economics, and Finance

Track Chair: Liu Wang, *Providence College, USA*

International Business Pedagogy

Track Chair: Andres Ramirez, *Bryant University, USA*

International Human Resources, Leadership, and Intelligence

Track Chair: Kerri Anne Crowne, *Widener University, USA*

International Business Theory, FDI, & Innovation Strategies of Multinational Enterprises

Track Chair: Elitsa Banalieva, *Northeastern University, USA*

International Marketing

Track Chair: Sukki Yoon, *Bryant University, USA*

Culture, Culture Theory, Cross-Culture Management

Track Chair: Juana Du, *Royal Roads University, Canada*

Internationalization of Small and Medium-sized Enterprises (SMEs)

Track Chair: Angus Huang, *International Business School, Guangdong University of Finance and Economics, China*
University of East London, UK

Transnational Ties and Networking

Track Chair: Banu Goktan, *University of North Texas at Dallas, USA*

Gender and Entrepreneurship in Global Environment

Track Chairs: Vishal Gupta, *University of Alabama, USA*

Golshan Javadian, *Morgan State University, USA*

New Venture Creation and Technology Venture's IPO

Track Chair: Jun Li, *University of New Hampshire, USA*

AIBUSNE

Global Entrepreneurship & Innovation

Conference Overview

Global entrepreneurs are professionals who use a global understanding of business and connections to recognize cross-cultural opportunities to create new value-added initiatives. The scope of global entrepreneurship goes beyond business creation. Within the non-profit world, global entrepreneurs establish social enterprises that become international. Many global leaders also create value as intrapreneurs who pursue opportunities within the context of an organization.

There are three typical vehicles for creation by global entrepreneurs:

1. Tapping into commonalities/convergence between cultures and markets.
2. Tapping into differences/divergence between regions to identify comparative advantages.
3. Tapping into networks to create value through platforms allowing formation of global exchange in the supply chain. The topic of global entrepreneurship allows the international business community a wide range of research challenges.



2018 AIBUS NORTHEAST CONFERENCE

Friday, October 19th

10:00 Registration

Grand Meeting Room and Terrace, 2nd Floor

Gerri C. LeBow Hall

3220 Market Street, Philadelphia, PA 19104

10:30 Competitive Session 1 – Career & Business Education

Session Chair: Sow Hup (Joanne) Chan, University of Macau

Trends Impacting Transnational Business Education: Challenges to the West

F. Robert Buchanan, Indiana University of Pennsylvania

Data Analysis: Technologist and the Future of the Accounting Profession

Daniel Haffner Boylan, Widener University

Michael Latini, Widener University

Cavan Lawrence Boylan, Purdue University

Joseph Cash Sanders, Indiana State University

Study Abroad Business Courses: Establishing Importance and Improving Motivation

Alan S. Zimmerman, City of New York—College of Staten Island

Stephen Ferst, City of New York—College of Staten Island

Impact of Work Values on Communication Environment and Job Quality

Joanne Sow Hup Chan, University of Macau (Macau)

Moez Ben Yedder, Abu Dhabi University (United Arab Emirates)

Krisee Vipulakom, Assumption University (Thailand)

11:45 Welcome Remarks

AIB US NE Chair – Margaret A. Goralski, Quinnipiac University

Paul Jensen, Dean, LeBow School of Business, Drexel University

12:00 Lunch, Gerri C. LeBow Hall, Grand Meeting Room and Terrace, 2nd Floor

12:45 Panel: What is the Value of an IB Education? A CUIBE (Consortium of Undergraduate IB Education) Research Project

Kimberly Cahill, Villanova University, Director, Moran Center for Global Leaders & Managing Editor, *Journal of World Business*

Allan Bird, Northeastern University, *Darla and Frederick Brodsky Trustee Professor in Global Business*

Andres Ramirez, Bryant University, *International Business Director*

Tony Seeton, Temple University, *Assistant Professor of Practice*

1:45 **Competitive Session 2 – Conference Theme: Global Entrepreneurship & Innovation**

Session Chair: M. Berk Talay, University of Massachusetts Lowell

Not All Entrepreneurship are Equal: What Should Policy Makers Do?

Aycan Kara, Indiana University Southeast

Mark F. Peterson, Aarhus University (Denmark)

Mikael Søndergaard, Aarhus University (Denmark)

The Ultraliminal Connection that Reveals Meaning to Entrepreneurs

Debra Salsi, Springfield College

Riding the Waves of Change: Impact of Innovation on the Structure of the Global Sports Industry

James W. Fairfield-Sonn, University of Hartford

Legal and Governance Institutions as Determinants of Global Entrepreneurial Outcome

Alexander Berman, Temple University

Ram Mudambi, Temple University

Jongmoo Jay Choi, Temple University

3:00 **Competitive Session 3 – Technology Innovation, Commercialization, & Global Entrepreneurship**

Session Chair: Devkamal Dutta, University of New Hampshire

How CEOs Contribute to Knowledge Utilization Heterogeneity: Micro-foundations of Organizational Problem Solving

Peiyuan Huang, University of Pittsburgh

Susan Kaczka Cohen, University of Pittsburgh

Turanay Caner, St. John's University

Technology Based Entrepreneurship to Improve Healthcare Access in South Asia

Rifat Sharmelly, Quinnipiac University

New Product Production as Firm Risk-Taking and its Effect on Firm Performance

Rajeev Sawant, Baruch College

Jing Liu, Baruch College

Bi-Juan Zhong, Baruch College

How Technological Innovations are Shaping Supply Chains

Michael Hans Verbeek, Quinnipiac University (Germany)

Priscila Ribeiro, Quinnipiac University

Nora Winkler, Quinnipiac University

Sina Olyaei, Quinnipiac University

4:15 **Break**

4:30 Competitive Session 4 – Institutions & Emerging Economies

Session Chairs: Jose Godinez, University of Massachusetts Lowell

Culture, Corruption, and Country Wealth and their Impact on Business Contract Enforcement

Ryann McLeod Glushek, Quinnipiac University

State-Owned Multinational Companies - A Systematic Review

DunHuei Hsu, National ChengChi University (Taiwan)

TianJyun Gong, National ChengChi University (Taiwan)

Regulatory Distance and International Collaboration in Innovation: A Case of Turkey & European Union

Atilla Onuklu, Temple University

Izzet Darendeli, California State University-East Bay

Beyond Financial Resources: Analyzing the Determinants of Export Activities of Emerging Market Social Enterprises

Jose Godinez, University of Massachusetts Lowell

Luis Sanchez-Barrios, Universidad del Norte (Columbia)

Liyis Gomez-Nuñez, Universidad del Norte (Columbia)

Sara Lopez-Gomez, Universidad del Norte (Columbia)

5:45 Closing Remarks

6:00 Reception

JG Domestic

2929 Arch Street B, Philadelphia, PA 19104

Saturday, October 20th

8:00 Registration & Breakfast
Grand Meeting Room and Terrace, 2nd Floor
Gerri C. LeBow Hall
3220 Market Street, Philadelphia, PA 19104

8:30 Welcome Remarks

8:45 Competitive Session 5: Ethics, CSR, & Global Entrepreneurship
Session Chair: Marie-France Lebow, Université Laval
Room: 208

Termination of Copyright and Author's Rights: The Case of McCartney Versus Sony/ATV Music
Mohammad Niamat Elahee, Quinnipiac University
David Hartman, Quinnipiac University

Who Stays and Who Goes? The Role of Reputation in Firms' Divestment Decisions in Sanctioned Host Countries
Ishva Minefee, Iowa State University
Andreea Kiss, Lehigh University

Privacy Concerns of Big Data in Social Network Industry
Xinyi Wan, University of Nottingham (China)
Yin Yuan, Zhongnan University of Economics and Law (China)

Government Ownership, Institutions, and Shareholder Wealth: A Cross Country Analysis of Cross Board Merger and Acquisitions
Bo Fan, Southern New Hampshire University
Bulent Aybar, Southern New Hampshire University
Lingling Wang, Worcester State University

Competitive Session 6: International Accounting, Economics, & Finance
Session Chair: Liu Wang, Providence College
Room: 209

The Investment Performance of Socially Responsible Funds: An Empirical Study
Liu Wang, Providence University

Audit Effectiveness: Utilizing Going Concern Opinions
Daniel Haffner Boylan, Widener University
Michael Latini, Widener University
Evidence Matangi, Purdue University (Kenya)

More Bang for Your Buck: Best-Practice Recommendations for Designing, Implementing, and Evaluating Matching Grants Studies in SMEs

Paloma Bernal, The World Bank

Ravi Ramani, George Washington University

Abhishek Saurav, The World Bank

Global Travel and Tourism Industry (GTTI) the United States (U.S) Reversing the Declining Trend

Prema Nakra, Marist College

Competitive Session 7: International Business Pedagogy

Session Chair: Andres Ramirez, Bryant University

Room: 722

Emerging Market Multinationals: Threat or Distraction? Geely Vs. Ford

Bertrand Guillotin, Temple University

Global Entrepreneurship and Entrepreneurs: An In-Class Activity

Philip Jean Boutin, Jr., Eastern Kentucky University

“Banking” Learning versus Active Learning in Global Entrepreneurship: A Non-Government Organization Path

Carmen Leonor Martínez-López, State University of New York/Westchester Community College

The Impact of Foreign Qualification on Individual Innovative Behavior and Socio-Academic Integration: Comparison of Doctorates from Developed and Developing Countries

Shafaq Rana, COMSATS University Islamabad, Pakistan

10:00 Panel: Meet the Editors

Grand Meeting Room and Terrace, 2nd Floor

Dr. Jonathan Doh, Villanova University, AIB Fellow & Editor in Chief, *Journal of World Business*

Dr. Ari Van Assche, HEC Montreal, Canada, Deputy Editor, *Journal of International Business Policy*

Dr. Ram Mudambi, Temple University, AIB Fellow & Co-Editor, *Global Strategy Journal*

Dr. Grace Chun Guo, Sacred Heart University, Editor, *New England Journal of Entrepreneurship*

11:30 Competitive Session 8: International Human Resources, Leadership, & Intelligence

Session Chair: Kerri Crowne Brannen, Widener University

Room: 208

Founder CEO Effect: Is It There?

Masud Karim, Temple University

Expatriate Cognition and Firm Performance

Howard Jean-Denis, University of Massachusetts Amherst

Global Entrepreneurship & Innovation: Artificial Intelligence, Open Cog, and Blockchain

Margaret A. Goralski, Quinnipiac University
Matthew O'Connor, Quinnipiac University

Managing Internal and External Knowledge - The Role of Local Experience on the Localization of Top Management in the Overseas Subsidiaries

Jaeyong Song, Seoul National University (Korea, South)
Wilbur Chung, University of Maryland
Chaerin Yun, University of Massachusetts Lowell

Competitive Session 9: International Business Theory, FDI, & Innovation Strategies of Multinational Enterprises

Session Chair: Rifat Sharmally, Quinnipiac University
Room: 209

Knowledge Strategies of Multinational Enterprises in Cluster Networks

Pengfei Li, HEC Montreal (Canada)
Harald Bathelt, University of Toronto (Canada)

Political Instability and its Impact on Inward Flows of Foreign Direct Investment: Hypothesized Models at the Country and Company Levels

Philip Jean Boutin, Jr., Eastern Kentucky University

Technology based frugal innovation to improve healthcare accessibility: Policy implications for other countries

Rifat Sharmally, Quinnipiac University

Understanding Emerging Markets: How Country Factors Affect Multinationals' Performance

Leah Z.B. Ndanga, West Chester University
Mzamo P. Mangaliso, University of Massachusetts Amherst

Competitive Session 10: International Marketing

Session Chair: Sukki Yoon, Bryant University
Room: 722

An Innovative Taxonomy of Life Satisfaction of Consumers in Emerging Markets

Gregory Kivenzor, University of Connecticut
José Marcos Carvalho de Mesquita, Universidade Fumec, (Brazil)
Natália Corradi Franco, Universidade Fumec, (Brazil)

Global Product Launches and Firm Value: Evidence from Consumer Packaged Goods Brands

M. Berk Talay, University of Massachusetts Lowell
Michael Obal, University of Massachusetts Lowell
Janell Townsend, Oakland University

Brand Imagine in Higher Education

Tugba Bingol, Southern New Hampshire University

Leila Samii, Southern New Hampshire University

Tej Dhakar, Southern New Hampshire University

The Role of Advertising, Promotion, and Culture in Sustainability Marketing

Dongwon Choi, Kookmin University (South Korea)

Hyejin Bang, University of Kansas

Yeonshin Kim, Myongji University (South Korea)

Tae Hyun Baek, University of Kentucky

Sukki Yoo, Bryant University

1:00 Lunch & Remarks

Grand Meeting Room and Terrace, 2nd Floor

1:30 Plenary Session – Insights into Entrepreneurship Research for IB Scholars

Dr. John Cantwell, Professor & AIB Fellow, *Rutgers University*, Plenary Session Chair

Dr. Sharon Alvarez, Thomas W. Olofson Chair in Entrepreneurial Studies, Joseph M. Katz Graduate School of Business, *University of Pittsburgh*

Dr. Donna De Carolis, Founding Dean of the Close School of Entrepreneurship, Silverman Family Professor of Entrepreneurial Leadership, *Drexel University*

Dr. Elizabeth L. Rose, Professor & AIB Fellow, *University of Leeds*, UK

2:30 Competitive Session 11 – Culture, Culture Theory, & Cross-Culture Management

Session Chair: Juana Du, Royal Roads University

Room: 208

Regional Differences in Work Goals

Mikael Søndergaard, Aarhus University (Denmark)

Mark F. Peterson, Aarhus University (Denmark)

Aycan Kara, Indiana University Southeast

Corporate Governance and Earnings Management Across Different Cultural Contexts

Rosey Bao, Elon University

Elzotbek Rustambekov, Bryant University

How Do Companies Handle Psychic Distance in Different Cultural Settings – Some Empirical Evidence

Aleksandra Hauke-Lopes, Poznan University of Economics and Business (Poland)

The Use of Foreign and Indigenous Social Networking Sites (SNSs) and Foreign Knowledge Acquisition in SMEs

Juana Du, Royal Roads University (Canada)

Christopher Williams, Durham University (United Kingdom)

Hongzhong Zhang, Beijing Normal University (China)

Competitive Session 12 – Internationalization of Small & Medium-Sized Enterprises (SMEs)

Session Chair: Angus Huang, Guangdong University of Finance and Economics

Room: 209

Can Companies Take Advantage of International Family Ties? Exploring the Role of Diasporas in the Internationalization of SMEs in Service Industries

Andrey A Kretinin, William Paterson University

Challenges of Pain Management in India

Andrew Wood, LiteCure LLC

Global Gazelles: Exploring the role of VCs in Rapid Internationalization

Aniket Khera, Temple University

Charles Dhanaraj, Temple University

Factors Affecting the Choice of Modes of Governance for Entry into International Markets by US Franchisors

Richard C. Hoffman, Salisbury University

Sharon Watson, University of Delaware

Hemant Kher, University of Delaware

Competitive Session 13 – Transnational Ties & Networking

Session Chair: Banu Goktan, University of North Texas at Dallas

Room: 722

Implications of the United States' Diminishing Involvement in Global Initiatives and its Effect on Business and the Economy

Banu Goktan, University of North Texas at Dallas

Regional Trade Promotion in an Era of Rising Global Protectionism: A few Snapshots from Around the World

- **Trade Promotion in Asia: Lessons from the One-Belt-One Road Initiative**
Mohammad Niamat Elahee, Quinnipiac University
- **Thriving Trade in Conflict Prone Zones: View on MENA Countries**
Jason McDonald, Boise State University
- **NAFTA After 25 Years: What We Know and What We Don't Know**
Luiz Ortiz, New Mexico Highland University

3:45 Break – Women of Academy of International Business Coffee Break & Discussion Grand Meeting Room and Terrace, 2nd Floor

Facilitators:

Denise Dunlap, University of Massachusetts Lowell

Margaret A. Goralski, Quinnipiac University

Beth Rose, University of Leeds (United Kingdom)

Crystal Jiang, Bryant University

Jocelyn Russell, DeVry University

Rifat Sharmally, Quinnipiac University

4:15 Competitive Session 14 – Gender and Entrepreneurship in Global Environment

Session Chair: Jocelyn Russell, DeVry University

Room: 208

Challenges in Entrepreneurial Growth – Insights from Young Omani Entrepreneur

Subrahmanian Muthuraman, Arab Open University (Oman)

Mohammed Al Haziazi, Arab Open University (Oman)

Utilizing the U-curve Model to Assess Cross-Cultural Training Methods for Low Context Expatriates Working in a High Context Culture

Sheron Lawson, Wayland Baptist University

Janice Shepherd, Wayland Baptist University

Issues and Coping Strategies of African American Women Working Internationally

Jocelyn Russell, DeVry University

Competitive Session 15 – Emerging Trends & New Venture Creation

Session Chair: Jun Li, University of New Hampshire

Room: 209

Aggressive Tax Planning and the Development of Entrepreneurship in Poland

Joanna Szlezak-Matusiewicz, Warsaw School of Economics (Poland)

Olga Mikolajczyk, Warsaw School of Economics (Poland)

A Study of the Characteristics of EMNEs Innovative Products in Serving the Base of Pyramid in South Asia

Suman Rayamajhi, Southern New Hampshire University

Walmart's Expansion in Africa

Gladys Marie Torres Baumgarten, Ramapo College

Re-investigating Organizational Resilience: A Study of Bangladeshi and Sri Lankan Garment Manufacturing Firms

Noemi Sinkovics, The University of Manchester (United Kingdom)

Samia Hoque, The University of Manchester (United Kingdom)

Rudolf Sinkovics, The University of Manchester (United Kingdom)

5:30 Closing Remarks

Gerri C. LeBow Hall

Grand Meeting Room and Terrace, 2nd Floor

5:45 Finish

Keynote Speakers

Dr. Sharon Alvarez

Thomas W. Olofson Chair in Entrepreneurial Studies,
Joseph M. Katz Graduate School of Business, University of Pittsburgh
Former Walter Koch Endowed Chair in Entrepreneurship, *Daniels College of Business,*
University of Denver
Past Chair, Entrepreneurship Division, *Academy of Management*

Professor Alvarez is the Past Chair of the Entrepreneurship Division of the Academy of Management and was the Denver Program Chair for the 2015 Strategic Management Society meetings as well as Representative at Large for the SMS Entrepreneurship Interest Group. She was a Max Planck Scholar at the Max Planck Institute for Entrepreneurship and Economic Systems Research. She has been a visiting professor at Sun-Yet-Sen University in China, at the University of Alberta, and the University of Utah. Her current research includes entrepreneurship theory of opportunities, firm, and market emergence. Professor Alvarez is an associate editor for Strategic Entrepreneurship Journal and she has been published in Academy of Management Review, Organization Science, Strategic Management Journal, Strategic Entrepreneurship Journal, Academy of Management Executive, Journal of Business Venturing, Journal of Management, and Human Resource Management Journal. Her paper, “Discovery and Creation: Alternative Theories of Entrepreneurial Action” won the Strategic Entrepreneurship Journal Best Paper Award. Her paper, “How Entrepreneurs Organize under Conditions of Uncertainty” won the Journal of Management Best Paper Award. Her work in the Journal of Management is the 27th most cited article in the last 50 years.



Dr. Donna De Carolis

Founding Dean of the Close School of Entrepreneurship,
Silverman Family Professor of Entrepreneurial Leadership, *Drexel University, Philadelphia*
Active member of the Alliance for Women Entrepreneurs Recipient of the Iris
Newman Award as a Woman Business Leader

Donna De Carolis, Ph.D., is the founding Dean of the Charles D. Close School of Entrepreneurship and the Silverman Family Professor of Entrepreneurial Leadership at Drexel University. As founding Dean of the Close School, the nation’s first freestanding, degree-granting school of entrepreneurship, De Carolis has initiated a pioneering approach to entrepreneurship education. Her vision is to empower all university students with the belief that they can be entrepreneurs – by broadly defining entrepreneurship as an attitude that incorporates innovative thinking and doing in all facets of life, career and profession. De Carolis has been a champion of entrepreneurship education in her various roles as Associate Dean and Management Department head at Drexel’s LeBow College of Business, and as Associate Vice-Provost for Entrepreneurship Education. De Carolis’ research has appeared in journals such as the Strategic Management Journal, the Journal of Management, and Entrepreneurship Theory and Practice. She is the recipient of the prestigious Lindback Foundation Award for Distinguished Teaching and the Distinguished Teaching Excellence Award from Executive MBAs. She frequently speaks to companies about leadership and innovation.

Dr. Elizabeth L. Rose

Professor, University of Leeds, UK

AIB Fellow

Founding chair of the AIB's Australia and New Zealand chapter

Two term President of the Australia and New Zealand International Business Academy

Past President of the Association of Japanese Business Studies

Past Chair, Research Committee, *Academy of Management's International Management Division*

Elizabeth L. Rose is Professor of International Business at the University of Leeds. She is also a Visiting Professor of International Business at the Aalto University School of Business (Finland) and an Adjunct Professor of Business Policy and Strategy at the Indian Institute of Management Udaipur (India). A dual citizen of New Zealand and the United States, her previous academic appointments have been in New Zealand, Finland, and the US. Beth's research addresses various aspects of how firms internationalize and compete across borders; she works at the intersection of international business and strategy. She has ongoing interests in the internationalization activities of service-sector and smaller firms. Not surprisingly, for someone who started her academic career as a statistician, most of her research is quantitative in nature, and emphasizes the use of robust approaches in modelling. Beth's work has appeared in a variety of top-tier journals, including the *Journal of International Business Studies*, *Strategic Management Journal*, and *Journal of World Business*. She is an elected Fellow of the Academy of International Business (AIB). Beth has held leadership roles in several academic professional organizations. She served as Vice President for Administration for the AIB, where she worked closely with AIB chapters from around the globe. She was the founding chair of the AIB's Australia and New Zealand Chapter (AIB-ANZ, now AIB-Oceania), and is a past President of both the Australia and New Zealand International Business Academy (ANZIBA) and the Association of Japanese Business Studies (AJBS). She has also been Chair of the Strategic Management Society's Global Strategy Interest Group. Beth has chaired the Research Committee of the Academy of Management's International Management Division, and is now a member of the Division's Executive Committee





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Temple University's Center for International Business Education and Research (CIBER)

The Centers for International Business Education and Research (CIBERs) were created by Congress to increase and promote the nation's capacity for international understanding and competitiveness. As one of only 17 designated universities nationwide and the only university in the Greater Philadelphia region and in Pennsylvania to receive such funding, Temple University's CIBER is uniquely poised to be among the country's leading centers of international business. CIBER serves as an invaluable resource for both students and the business community, to provide educational resources to improve U.S competitiveness in international markets. Temple CIBER at the Fox School has received funding from the Department of Education since the center's inception in 2002.

The awarding of this 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. Temple CIBER has implemented more than 70 events and educational activities annually in areas such as the teaching of improved international business curriculum, critical language instruction, research in innovation, and partnerships with community colleges and minority serving institutions. All of the activities hosted by CIBER are designed to improve American competitiveness in the world marketplace and to produce globally competent students, faculty and staff.

Temple CIBER will continue to create knowledge in international business education through its primary research initiative: Temple Knowledge Maps, a project conducted by Dr. Ram Mudambi, which seeks to geographically map the locales of innovation around the world and the connectivity of global innovation networks. Through work with external partnerships, including the U.S. Department of Commerce in Philadelphia and Washington, D.C., The World Affairs Council of Philadelphia, The World Trade Center of Greater Philadelphia, The Economy League of Greater Philadelphia and Global Philadelphia, Temple CIBER provides opportunities to promote international trade, sponsor training programs on topics such as automated export compliance standards and intellectual property regulations, and to develop impactful programming around current international business issues. Temple CIBER is also proud to partner with other CIBER institutions nationwide on initiatives such as Internationalization Workshops for Community College Faculty, Overseas Faculty Development in International Business Programs, membership in the CIBER Consortium for Minority Serving Institutions, and participation in District Export Council events on the national level.

