

INTERNATIONAL BUSINESS FORUM

SEPTEMBER PROGRAM

Tuesday, September 9, 2003

"Knowledge Sharing and Performance in Globally Distributed Work"

Special Guest Speaker:

Marietta Baba

Dean of the MSU College of Social Science



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International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Cosponsored by Michigan State University's Center for International Business Education and Research (CIBER), the Lansing Regional Chamber of Commerce, Lansing Community College and the Detroit College of Law at Michigan State University, this monthly forum provides outstanding speakers and relaxed networking opportunities for anyone interested in doing business in the global economy—whether you import, export, or provide services.

With extensive international experience, each speaker wraps personal insights around a practical and up-to-the-minute approach to conducting international trade. These events are open to the public.

Make your reservations. Contact the International Business Forum at 517-353-4336 or e-mail Beverly Wilkins at wilkinsb@msu.edu. The cost of the luncheon is \$20.

Help us Plan. Let us know your suggestions for speakers and topics. Your ideas for making the Forum work best for you and your organization will be helpful to the Committee. Send e-mail to wilkinsb@msu.edu with your suggestions.

Cosponsored by MSU's Broad College CIBER, the Lansing Regional Chamber of Commerce, Lansing Community College and the Detroit College of Law at Michigan State University



INTERNATIONAL BUSINESS FORUMS

Tuesday, September 9, 2003. "Knowledge Sharing and Performance in Globally Distributed Work"—presented by Marietta Baba, Dean of the MSU College of Social Science.

An emerging organizational form for structuring work on a global scale is the globally distributed team, or the global/virtual team—a group whose members must work independently across cultures, time and space using information technologies to achieve common objectives.

Successful global teaming involves organizational learning and the production of new knowledge. Global team members must share, internalize, and transfer tacit and explicit knowledge in order to create and execute global plans. Significant challenges arise when such knowledge must cross cultural boundaries within the team.

This presentation reviews findings from a National Science Foundation-sponsored study of globally distributed teams, with a focus on knowledge transfer across cultural boundaries and its impact on global team performance. Included is a brief case study describing the experiences of a global team in the area of marketing strategy, and the implications of case findings for theory and practice.

Marietta Baba is dean of the College of Social Science and professor of anthropology, at Michigan State University. Prior to joining MSU, Baba was professor and chair of the Department of Anthropology and was the founding director of the Business and Anthropology Initiative at Wayne State University in Detroit. Previous to that, she served as program director of the National Science Foundation's industry-funded research program entitled Transformations to Quality Organizations. Dr. Baba is the author of more than 65 scholarly and technical publications in the fields of organizational culture, technological change and evolutionary processes. In 1998, she was appointed to serve on Motorola's groundbreaking global advisory Board of Anthropologists. Dr. Baba holds both an MBA from the Broad Business School and a Ph.D. in physical anthropology from Wayne State University.

Fall 2003 International Business Forums

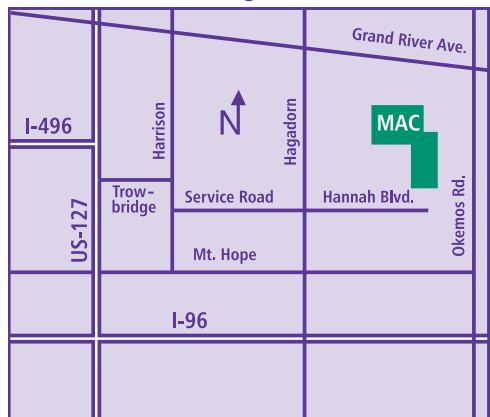
September 9, 2003

October 7, 2003

November 11, 2003

Lunch begins at 11:45 a.m.
Michigan Athletic Club, East Lansing
For reservations please call
Beverly Wilkins, (517)353-4336
e-mail: ibf@bus.msu.edu

Directions to the Michigan Athletic Club (MAC)



The MAC, 2900 Hannah Blvd., is located behind the Hannah Plaza, off Hagadorn Rd. in East Lansing

International Business Forum
Center for International Business Education and Research
The Eli Broad Graduate School of Management
7 Eppley Center, MSU, East Lansing, MI 48824-1121

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