



MICHIGAN STATE
UNIVERSITY

International Business Center

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A LETTER FROM THE DIRECTORS...

OUR MISSION is to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on international business and trade.

AS WE REFLECT BACK ON 2011, an exceedingly successful year comes into focus. In January, we were fortunate to add a new position, International Trade Specialist, to the International

Business Center and to hire a uniquely talented individual, Jade Sims, to fill that position. This position has allowed us to further strengthen our programming for area businesses, for example by expanding the Global Business Club of Mid-Michigan to include pre-luncheon workshops. The popularity of these workshops has grown rapidly, such that our last workshop of the 2011 calendar year was standing room only!

In early June, we organized and hosted two programs. In East Lansing, the 9th Biennial International Business Institute for Community College Faculty brought together community college faculty from across the country including, for the first time, from one of the nation's Tribal Colleges, while in Vancouver, British

Columbia, business college administrators from around the world gathered for a colloquium on accreditation and self-assessment organized by the Center as part of the NAFSA conference. Later in June, approximately 1,000 Academy of

continued on next page

COVER
ZACHARY GAUDETTE
 STUDENT
 THE ROOF OF AFRICA
 TANZANIA, 2011

INSIDE COVERS
ANDRIS ROZE
 ALUMNI
 SETTING UP SHOP,
 ATHENS, GREECE
 2010

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A LETTER FROM THE DIRECTORS...

FROM PAGE ONE...

International Business members attended the annual meeting in Nagoya, Japan, where our staff had the pleasure of working with host school Nanzan University and program chair Shige Makino to organize a highly successful conference around the theme of “International Business for Sustainable World Development.”

As the students returned to campus and the leaves changed color, we turned our focus almost entirely to globalEDGE.msu.edu, which underwent its largest-ever revision and update in September. In lieu of the old regions sections, we now offer extensive information on nearly a dozen trade blocs around the world. We improved our search features and greatly enhanced the social networking capabilities of the site, allowing users to connect with us via Facebook, Twitter, LinkedIn, and multiple RSS feeds. We also added easy-to-understand tips for doing business around the world



and an extensive export tutorials section where we address commonly-asked export-related questions. As always, globalEDGE remains the number one source on the internet for “international business resources” (Google, December 2011).

For the College, too, 2011 was a very good year. A number of rankings continue to solidify the Broad College of Business’s place as one of the top schools for international business education and research in the United States. Michigan State University was ranked first in a recent study published in the *International Business Review*, and *U.S. News and World Report* ranked the Broad College’s full-time MBA program 12th nationally in international business, while ranking supply chain management/logistics 2nd in the nation. The undergraduate international business program has also been recognized as one of the top 25 programs nationally, having been ranked 24th by *U.S. News and World Report*, while the undergraduate business program in its entirety climbed from 28th in the 2010 rankings to 24th in 2011 and to 14th among public institutions.

The college’s supply chain program rose from 2nd to 1st in the nation, beating out the Massachusetts Institute of Technology’s program.

While the national CIBER program received a 55% cut in funding at the federal level, the MSU International Business Center remains excellently positioned; for example the Center was awarded a contract as the statewide provider of training and technology services associated with a \$1.5 million federal award to the State of Michigan under the U.S. Small Business Administration (SBA) State Trade Export Pilot (STEP) program. As 2011 draws to a close and 2012 inches closer, we look forward to further expanding our research, training, outreach, and education efforts.

Sincerely,

Tomas Hult, DIRECTOR

Irem Kiyak, ASSOCIATE DIRECTOR

Sarah Singer, ASSISTANT DIRECTOR

"All of you are doing an outstanding job with the CIBER at MSU. Unarguably, MSU's CIBER is the best in the nation – a view that I emphatically express. Kudos for globalEDGE which is now the premiere website for information related to International Business."

ZAHIR A. QURAESHI

PROFESSOR OF MARKETING AND INTERNATIONAL BUSINESS,
WESTERN MICHIGAN UNIVERSITY



SEAN LEAHY FACULTY/STAFF, BOAT HOUSE, IRELAND, 2010

The featured photographs in this Annual Report were selected from submissions to the MSU Global Focus photography competition. The images are divided into three categories: faculty and staff, alumni and students. Please see the back cover foldout for more details about the project.

A REDESIGNED globalEDGE

“globalEDGE provides a wealth of information on corporations, industries, and countries that assist us as we conduct research for our international customer satisfaction indices.”

CLAES FORNELL

CHAIRMAN, CFI GROUP WORLDWIDE



MARK WOLF ALUMNI

TECHNOLOGY

QUETZALTENANGO, GUATEMALA 2011

“globalEDGE is one of the easiest sources to use. I love that they include the source with each section ... to underscore the importance of the primary source. Very important. We use this page with intercultural communication classes, international business, economics and finance ...”

LINDA BARTNIK

MURRAY STATE UNIVERSITY LIBRARIES

“globalEDGE provides us with rich and innovative knowledge on international markets as we target worldwide customers with leading-quality footwear.”

TIM O'DONOVAN

CHAIRMAN, WOLVERINE WORLD WIDE

FOR THE PAST YEAR, THE GLOBALEDGE TEAM HAS WORKED

tirelessly to redesign globalEDGE.msu.edu. The fully redesigned site was completed in time to be publicly showcased at the annual AACSB meeting, where Dean Stefanie Lenway and IBC Director Tomas Hult presented the revamped site for the first time.

The new design enhances the interactivity and usability of the site, and it increases the emphasis on materials that are fully developed by the globalEDGE team, such as a new export tutorials feature and a section highlighting various trade blocs around the world, similar to the existing countries, states, and industries sections. The redesigned site also features additional maps, interactive rankings, an easier-to-use resource directory, and more social media connections.

In response to the consistent popularity of the states, countries, and industries sections, globalEDGE has added additional maps and interactive rankings, allowing users to focus on the information that is most useful to them. The next generation of globalEDGE also has a greater focus on social media; for example, in the new “Get Connected” portal, users have access to blog posts, business reviews, and newsletters and can comment on blogs and follow globalEDGE on Twitter, Facebook, and/or LinkedIn.

globalEDGE continues to expand its resources and improve its website in order to remain the premier resource for relevant, up-to-date international business information and resources: the source for global business knowledge.

SARAH SCOTT

FACULTY/STAFF,
COSTA RICAN RAINFOREST
COSTA RICA 2009



“The International Business Center is doing path breaking work with its annual summer institutes for community college business faculty. By helping community college students nationwide learn how to do business globally, the Center is contributing to President Obama’s National Export Initiative by helping create critically needed jobs in the short-term and rebalancing the national economy in the longer-term.”

DOUG BARRY

INTERNATIONAL TRADE ADMINISTRATION, U.S. DEPARTMENT OF COMMERCE



RYAN WALKER

STUDENT
MT. BROMO SUNRISE
MT. BROMO, INODNESIA
2011

BUSINESS OUTREACH...

HELPING MICHIGAN BUSINESSES GROW GLOBALLY



WITH THE HIRING IN JANUARY 2011 of Jade Sims, Outreach Specialist

for Business and International Trade, the International Business Center has stepped up its outreach efforts to the local business community.

The Michigan Export Growth Program (MEGP), one of the cornerstone projects of the 2010-2014 CIBER grant, has taken on an increased importance in the Center’s work, serving over 30 Michigan businesses and organizations in 2011. MEGP projects have ranged from finding new markets for high tech security systems to exploring regulations and supply chains in order to get Michigan fruit and vegetable exports to market.

MSU-IBC co-sponsored the 2011 National District Export Council (DEC) Leadership Forum in Washington, D.C., April 11-12, 2011. This program, which was designed for DEC chairs, vice presidents, and executive

MORE BUSINESS OUTREACH...

IBC worked with MSU’s Center for Community & Economic Engagement in 2011 in a number of community development initiatives, including a federal grant application and assisting with the implementation of a CCED export promotion program. **IBC worked with the Prima Civitas Foundation** and its community development initiatives, including community and business needs assessment.

secretaries, featured a plenary session on national policy positions, discussions on how to implement DEC strategies, resources for DEC leaders, and sessions focused on DEC best practices in areas including outreach, fundraising, and Export University. Sponsoring CIBERS also discussed ways in which they partner with DEC’s to disseminate information about their resources to the international business community.

Also this year, the International Business Center was awarded a one-year contract (pending annual renewal) as the statewide provider of training and technology services associated with the Michigan Economic Development Corporation’s (MEDC) export program. Part of the IBC’s role includes a statewide benchmarking study of Michigan businesses that participate in or are interested in exporting. Through the MEDC program, Michigan companies with fewer than 500 employees can qualify for financial assistance for export-related activities; the program’s goal is to increase Michigan’s export sales, increase the number of companies that export, and introduce current exporters to new foreign markets and buyers. The funds are being awarded through a \$1.5 million federal award

to the State of Michigan under the U.S. Small Business Administration (SBA) State Trade Export Pilot (STEP) program.

In partnership with Automation Alley, Michigan’s largest technology business association, executive training programs for Michigan businesses are again a strongpoint of IBC’s outreach programs. The “Building Globally Focused Strategic Plans” program was implemented at Automation Alley’s Novi facility September 22nd and October 6th to a pilot group of sixteen area executives. Our anonymous follow-up poll indicated that we “exceeded” the expectations of the entire group, and efforts are underway to organize additional events early next year.

IBC’s agreement with the U.S. Department of Commerce Foreign & Commercial Service was renewed in 2011. This agreement allows the International Business Center to serve as the local affiliate for the Department, in partnership with the Grand Rapids U.S. Export Assistance Center (USEAC). This unique arrangement solidifies the working relationship between the two units, which have enjoyed close ties for a number of years.

THE GLOBAL BUSINESS CLUB OF MID-MICHIGAN

THE GLOBAL BUSINESS CLUB OF

MID-MICHIGAN provides a forum for networking and sharing ideas about how to make U.S. companies, specifically local businesses, more competitive in the global market. This year, workshop and luncheon presentations focused on exporting and international trade opportunities for local companies. Global Business Club programs expanded in 2011 to include more in-depth pre-luncheon workshops on topics related to the keynote address.

FEBRUARY 17, 2011

“AG Exporter of the Year: Zeeland Farm Services, Inc.”



Following a workshop on “Market Opportunities in Canada and Basic Export Guidelines” that included a panel discussion specifically focused on exporting to Canada, Dan Meeuwssen, Feed Ingredients Division Manager from Ag Exporter of the Year-winning Zeeland Farm Services, offered a keynote address

to kick off the first Global Business Club of 2011. His talk focused on tools, lessons, and advice on exporting; he credited much of the company’s international export business to listening to what customers need and finding a way to fulfill those needs.



SPONSORS

Foster, Swift, Collins & Smith, P.C.
Lansing Regional Chamber of Commerce
The Greater Lansing Business Monthly
MSU Center for Advanced Study of International Development (CASID)
Lansing Community College

For more information <http://gbclub.msu.edu>

MARCH 24, 2011

“Global Opportunities for Michigan Manufacturers”

Chuck Hadden, President and CEO of the Michigan Manufacturers Association, discussed challenges and global opportunities for Michigan manufacturers as the keynote speaker at the March Global Business Club. The half-day program focused on export financing and getting paid. The initial presentation focused on export financing, while later presentations detailed managing counterparty risk and managing foreign currency risk.

APRIL 13, 2011

“Global: It Is a Two-Way Process”

John Szytkiel, President and Chief Executive Officer of Spartan Motors, addressed critical aspects required for successful international trade as keynote speaker at the April Global Business Club. Prior to the keynote, the morning’s agenda was devoted to foreign trade zones and international financing, including an overview of Port Lansing/ Foreign Trade Zone #275 and how this new trade zone status is laying the groundwork for large economic growth and benefits for the mid-Michigan region.

MAY 10, 2011

“The Canada-Michigan Relationship and the State’s New Economy”

Canadian Consul General Ray Norton, Ph.D., addressed aspects of the Canada-Michigan relationship as keynote speaker at a joint session of the Global Business Club of Mid-Michigan and the Lansing Regional Chamber of Commerce. He outlined the benefits of the new international trade crossing bridge proposal, stressing the region’s projected international trade growth over the next 30 years and the need for a 21st century infrastructure to be built to support this growth and to meet the needs of the state’s new economy.

MAY 12, 2011

“Targeting Customers around the World”

The final Global Business Club offering of the 2010-2011 academic year focused on methods for taking information technology and technology businesses abroad. The workshop introduced participants to the Capital Area IT Council and offered panel discussions on intellectual property protection abroad and China’s technology landscape. The keynote speaker, Pedro Moya, Manager of Online Sales at Google, addressed online tactics for targeting customers around the world, outlining four concrete steps to internationalization: find demand, internationalize your website, capture demand, measure and refine.

SEPTEMBER 7, 2011

“International Business Development”

Peter Walters, Chairman of the Board of Guardian Industries, kicked off the Global Business Club of Mid-Michigan’s 2011-2012 season before an audience of approximately 70 local business executives and faculty, including many members of the CIBER advisory board and Dean Stefanie Lenway. The presentation highlighted the opportunities, as well as the challenges, that international business presents, with a focus on the differences between joint ventures and, for example, wholly-owned factories. His experiences in Russia, India, and Venezuela were especially enlightening for the audience.

SEPTEMBER 14, 2011

“Why Singapore? Why Southeast Asia? Why Now?”

The Global Business Club of Mid-Michigan sponsored the only Michigan stop for The Honorable David Adelman, U.S. Ambassador to Singapore, and a group of senior U.S. Commercial Service officers and Singapore development professionals. The delegation spent the day presenting on the topic of “Why Singapore? Why Asia?”



NEIL LEIGHTON
FACULTY/STAFF,
BREAK ON THE ROCKS
JAPAN, 2011
NEIL LEIGHTON

Why Now?” as they rallied Michigan businesses to President Obama’s National Export Initiative. Almost 100 individuals from Michigan businesses, government, and academia were present for the presentations, roundtable discussions, and networking opportunities.

NOVEMBER 17, 2011

“Key Issues in Expanding Your Business to Emerging Markets”

In a program jointly coordinated with the Lansing chapter of the United Nations Association, Tony Kayyod presented a keynote address aimed at encouraging local companies to “go global,” by highlighting the success of area companies that have already profited from global growth. These companies range from pizza box and prosthetics manufacturers to one exporting dog exercise equipment. His talk addressed topics including intellectual property protection, the importance of language, and the need to invoice and collect in the local currency.

MSU RANKS FIRST IN INTERNATIONAL BUSINESS



DEAN STEFANIE LENWAY has clearly emphasized the importance of “global” in her vision for the Broad College. In addition to leveraging the International Business Center to build global programs that support

research on the global dimensions of business, she has stated, “I’d like to continue the work that’s been done to partner with business schools in key international markets to deliver new degree and non-degree programs through global strategic alliances.” She also stressed the importance of “giving students a more global perspective so they can build sensitivity to cultural differences and have a ‘global mindset.’”

External parties are also recognizing the college’s strengths in this area, with a number of rankings continuing to solidify the Broad College of Business’s place as one of the top schools for international business education and research in the United States. For example, the 2010 *Businessweek* specialty rankings, based on a survey of corporate recruiters, ranked the Broad College 23rd in global competition; separately, Michigan State University was ranked first in a recent study published in the *International Business Review*. The study, conducted by Len Trevino et al. (2010), ranked academic institutions and scholars in international business based on publications between 1996 and 2008. *U.S. News and World Report* has also ranked the college’s full-time MBA program 12th nationally in international business, while ranking supply chain management/logistics second in the nation; at the intersection of supply chain management and international business, the Broad College of Business is the world leader.

The undergraduate international business program has also been recognized as one of the top 25 programs nationally, having been ranked 24th by *U.S. News and World Report*, while the undergraduate program in its entirety climbed from 28th in the 2010 rankings to 24th in 2011 and to 14th among public institutions. The *U.S. News* annual undergraduate business ranking is solely based on results from a survey of deans and senior faculty members at all Association to Advance Collegiate Schools of Business (AACSB)-accredited undergraduate business programs.

The timing of the undergraduate international business ranking is especially opportune, coming on the heels of the just-approved International Business Minor (previously the Broad College offered an International Business Specialization). The undergraduate program has continued to internationalize in other ways, as well, with over 1600 international students enrolled in the Broad College in the 2011-2012 academic year and the continued strength of study abroad programs. Nearly 400 undergraduate students participated in study abroad in 2011, selecting from over three dozen business programs, as well as from many of Michigan State’s non-business programs.

“I’d like to continue the work that’s been done to partner with business schools in key international markets to deliver new degree and non-degree programs through global strategic alliances.”

STEFANIE LENWAY
DEAN, BROAD COLLEGE OF BUSINESS,
MICHIGAN STATE UNIVERSITY



LODGING MARKET POTENTIAL INDEX

THE INTERNATIONAL BUSINESS CENTER

recently collaborated with The School of Hospitality Business to develop the Lodging Market Potential

Index (L-MPI®), a systematic and formal analysis to identify aggregate market potential and rankings for major lodging markets in the United States. This index identifies market areas that show long-term potential for hotel investment. It will enable hotel developers and investors to conduct a relative comparison of the 25 largest lodging markets along several dimensions. Examples of the 10 dimensions are economic stability, size of economic base, growth in tourism trends, and hotel market performance.

San Francisco ranked number one in the summer 2011 L-MPI with a score of 100. Factors that contributed to its strong showing were the city’s overall economic stability, strong performance of the market purchasing consumer power, strong hotel market performance, and strong hotel market supply and absorption. New York City’s rank shifted to second place in the overall index, compared to the summer of 2010, while Oahu Island, Denver, and Boston rounded out the top five markets for 2011. The analysis also found improving trends in Minneapolis and St. Louis, which seems to be part of the general growth in the Midwest.

The full, interactive Lodging Market Potential Index is available online at <http://globaledge.msu.edu/resourcedesk/lmpi/>. The authors also plan to create a Global Lodging Market Potential Index.

ELIZABETH SONNTAG

STUDENT
JODHPUR ‘THE BLUE CITY’
INDIA 2011

OVERLEAF:

BRUNNO MORETTI

ALUMNI
FROZEN IN TIME
PARATY, RIO DE JANEIRO,
BRAZIL 2011



40TH ANNIVERSARY CONFERENCE

INTERNATIONAL BUSINESS CENTER director Tomas Hult co-chaired the Academy of Marketing Science annual conference, which celebrated the organization's 40th anniversary, at the historic Biltmore Hotel in Coral Gables, Florida, in May 2011. With co-chair O.C. Ferrell, Professor Hult planned the conference theme around "The Sustainable Global Marketplace" and organized several special anniversary sessions focusing on the organization's historical contributions to marketing as well as advancing knowledge on contemporary issues in the field.



The highlight of these special sessions was the question and answer session with marketing gurus. Organized by Tomas Hult and facilitated by Richard Lutz, this session allowed conference attendees to interact with some of the world's most respected marketing academics. The distinguished panel included Rajan Varadarajan, Jagdish Sheth, A. "Parsu" Parasuraman, V. Kumar, Rohit Deshpande, George Day, Ruth Bolton, and Stanley F. Slater.

Other special anniversary sessions included "Learning from Journal of the Academy of Marketing Science Editors," which Professor Hult participated in as the journal's current Editor-in-Chief, and "Contributions of the Sheth Foundation to the Marketing Discipline."

"The MSU-CIBER represents a great partnership between the nation's pioneer land-grant university and the U.S. Government to offer first-rate international business education and research"

PETER MCPHERSON

PRESIDENT, MICHIGAN STATE UNIVERSITY (1993-2004)

The Academy of Marketing Science is an international, scholarly, professional organization whose mission is dedicated to "promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world."

EUROPEAN UNIVERSITY BUSINESS FORUM

IBC DIRECTOR TOMAS HULT spoke as an invited panelist at the European University / Business Forum in Brussels, Belgium, March 22-23, 2011. The forum, "University / Business Cooperation: A strategic partnership to deliver Europe 2020," sought to establish a strategy for smart, sustainable, and inclusive growth for the next 10 years in Europe by stressing the critical partnership between higher education and business.

Dr. Hult was asked to speak on behalf of the U.S. Department of Education and represented the Centers for International Business Education and Research (CIBER) and Business and International Education Program (BIE) grant programs. Other distinguished speakers included members of the European Parliament and European Commission, ministers from various countries, CEOs, and university presidents.



His workshop on "Business Cooperation / Cooperation in a Global Perspective" examined the need for closer cooperation between higher education and the work world, an issue which transcends European borders, remaining high on the political agendas of many countries. Levels of cooperation between institutions of higher education and the world of work vary across countries and even within countries. The workshop presented examples of and approaches toward stimulating university-business cooperation from several parts of the world.

"I would like to thank you for everything you do to promote international business education. My colleagues and I learned a lot last academic year and hope to use that knowledge to serve our students and the business community. My college's International Resource Center to which you donated some books now has over 300 volumes in International Business and other disciplines. Several boxes just recently arrived from Michigan State University CIBER. With all your 110% support, I am sure the Talladega College's program is 'in good hands.'"

MICHAEL TAKU FROM ALABAMA

JAMS EDITORSHIP

TOMAS HULT REAPPOINTED AS JAMS EDITOR

In April 2011, the Academy of Marketing Science Executive Committee announced the reappointment of IBC director Tomas Hult for a second term as Editor-in-Chief of the Journal of the Academy of Marketing Science, from June 2012

to June 2015. JAMS has been ranked as the #5 marketing journal in studies from 1987, 1997, and 2009, and under Professor Hult's current leadership, JAMS continues to be a top outlet for scholars seeking to publish their highest quality, theoretically sound, and managerially relevant research in marketing. In 2010, Professor Hult was ranked as the 75th "most-cited scientist in economics and business" (for 1997-2007) by Thomson Reuters in their Essential Science Indicators.



9TH BIENNIAL INTERNATIONAL BUSINESS INSTITUTE

IN EARLY JUNE, the International Business Center hosted 37 community college faculty members representing 15 U.S. states for the 9th Biennial International Business Institute (IBI).



The conference provided participants with an extensive overview of the field of international business, featuring case studies and examples of how to integrate international business into the curriculum. In addition, partici-

pants had multiple networking opportunities that allowed them to share ideas with faculty from across the nation. The conference also featured keynote speakers, including Doug Barry from the U.S. Department of Commerce who focused on business ideas, product innovation, and global sales. Other sessions and speakers highlighted the increasing importance of BRIC countries and associations that work to support internationalization in community colleges, along with numerous break-out and question-answer sessions.

Many participants admitted to arriving with limited prior knowledge of international business or trade, and the institute served to strengthen their knowledge base in these areas and provided many participants with concrete ideas, resources, and contacts to develop their own international business courses. The participants found this wide range of topics very valuable and applicable to their own college. As one

participant noted on their evaluation, “This Institute has given me not only specific knowledge and info on international business but also the enthusiasm to bring it to life in our college.”

In addition to the MSU International Business Center, the 2011 IBI was sponsored by the Centers for International Business Education and Research at Colorado, Florida International, George Washington, Illinois-Urbana Champaign, Georgia State, Miami, Memphis, Pennsylvania, Pittsburgh, Purdue, South Carolina, Temple, Texas, Texas A&M, Washington, and Wisconsin; the Center for Advanced



Studies and International Development (CASID) and the Center for Gender in Global Context (GenCen) at MSU; MSU University Outreach and Engagement; Lansing Community College; The League for Innovation in the Community College; and NASBITE International.



GREAT LAKES INTERNATIONAL TRADE AND TRANSPORT HUB

THE INTERNATIONAL BUSINESS CENTER was one of several sponsors of the Great Lakes International Trade and Transport Hub (GLITTH) summit held in East Lansing on October 16-19, 2011, at which Michigan Governor Rick Snyder offered the keynote address. The program, which was organized by MSU’s Canadian Studies Center, was planned as a benchmark event coinciding with Michigan’s “Trade and Infrastructure” month. Summit participants gained critical information about what is needed and what will be done to accelerate the U.S. Midwest and Canada export economy. Specific goals of the summit included movement to build an action agenda for breaking down identified barriers, address security concerns around streamlining customs processes, and identify infrastructure and regulatory barriers.

THE BUSINESS OF GLOBAL BUSINESS EDUCATION

AS PART OF THE 2011 NAFSA CONFERENCE in Vancouver, British Columbia, MSU-IBC organized and sponsored a colloquium on internationalizing business education with the theme “The ‘Business’ of Global Business Education: Challenges and Opportunities for Accreditation and Self-Assessment.” This program, which was attended by nearly 90 participants from business schools across the U.S. and the world, explored how accreditation and assessment are changing and what that means for the international aspects of business education internships, language education, study abroad programs, research partnerships, and more. By attending, participants were able to gain insight into successful internationalization strategies at business colleges and learn how the business school can be a driving force behind internationalizing an entire campus.



DONALD ROBERTS
ALUMNI
WATCHING THE FESTIVAL
PARO, BHUTAN 2011

“This was my 4th visit with the IBI. And while all have been great, this one was without a doubt the best, both in logistics and content. Each speaker was, in my opinion, top of the line. Kudos to the IBI team for making this institute better than ever!”

MAC MCGUIRE
ALPENA COMMUNITY COLLEGE



ACADEMY OF INTERNATIONAL BUSINESS

THE ACADEMY OF INTERNATIONAL BUSINESS 2011 ANNUAL MEETING had great attendance once again as it hosted about 1000 members in Nagoya, Japan, for a program focused on the theme of “International Business for Sustainable World Development.” The 2011 Program Chair, Shige Makino, put together a very exciting and professionally rewarding program with the help of his track chairs and his Program Assistants, Ngan Cheung (Kent) Hui and Yina Mao, while host school Nanzan University was instrumental in making AIB’s first ever trip to Japan possible.

Some of the highlights of the program included the Fellows’ Opening Plenary Session featuring two distinguished guests: Mr. Fujio Cho, chairman of Toyota Motor, winner of the 2011 International Executive of the Year Award, and Dr. Richard Nelson, Professor Emeritus of Columbia University, winner of the 2011 Fellows’ Eminent Scholar Award. Additionally, the Women



in the Academy of International Business (WAIB) celebrated its 10th anniversary. Another special session, The Asian Business School Deans Forum, chaired by George Yip, welcomed the deans of five leading business schools in Asia: The National University of Singapore, Hitotsubashi University, Korea University, Nottingham University Business School China, and The Chinese University of Hong Kong. The deans were invited to share their views on the internationalization of business schools in Asia, opportunities, and the future agenda.



EMILY TREXLER
STUDENT
GIRL WAITING FOR
A BALLOON
ATHENS, GREECE 2011

2012 ANNUAL MEETING

AIB invites you to the
2012 annual meeting
in Washington, D.C., USA
June 30-July 4, 2012

Visit the AIB website for details:
<http://aib.msu.edu/events/2012>

VISITING SCHOLARS

Yves Doz, INSEAD
 Kerem Cosar, University of Chicago
 Gustavo Bobonis, University of Toronto
 Gretchen Carroll, Owens Community College
 Richard Chappas, Sustainability and Green Business
 Bill Motz, Lansing Community College
 Pierre Dubois, University Toulouse
 Kevin Lansing, Federal Reserve Bank of San Francisco
 Oleg Itskhoki, Princeton University
 Andrea Cornwell, U.S. Department of Commerce
 Ben Kedia, University of Memphis
 Doug Barry, U.S. Commercial Services, USA
 David Livermore, Cultural Intelligence Center
 The Honorable David I. Adelman, U.S. Ambassador to Singapore
 Peter Walters, Guardian Industries
 Pedro Moya, Google
 Roy Norton, Canadian Consul General
 John Szykiel, Spartan Motors
 Dan Meeuwssen, Zeeland Farm Services
 Joe Badra, International Consulting and Contracting Services
 Chuck Hadden, Michigan Manufacturers Association
 Evan Elenbaas, Walters Gardens
 Troy Schmaker, Walters Gardens
 Charles "Chuck" Bird, Neogen Corporation
 Thomas A. Koster, Rehmann
 Daniel J. Vanderberg, Rehmann
 Andrew Magnan, U.S. Business Council for Sustainable Development
 Robert Selig, Capital Region International Airport

STUDY ABROAD SCHOLARSHIP RECIPIENTS

Generous funding for Study Abroad Scholarships provided by: Ford Motor Company Fund, Japan Study Abroad Endowment Fund, General Motors Foundation, Frederick L. & Margaret F. Hubacker, and the International Business Center at MSU

Adyniec, Anne Katherine
 Alexander, Ashley Marie
 Barnett, Stephen
 Bay, Timothy Paul
 Beals, Marnie Ilyssa
 Beggs, Taylor Eugene
 Bell, Lynsey Nicole
 Casey, Arielle Chea
 Conover, Andrea Lynn
 Cornell, Kaitlin Marie
 Coy, McKenzie Lynn
 Dakki, Andrew
 Davis, Olivia
 Diamantoni, Brittany Susan
 DiPietro, Sarah
 Drencko, Nicholas
 Ebert-Zavos, Benjamin
 Feenie, Morgan
 Glesper, Curtshone
 Gupta, Gauri
 Gwizdala, Justin
 Harmon, Brittany Rae
 Hoehn, Kathleen Nicole
 Hoekstra, Elyse
 Iciek-Nicks, Kaelyn
 Johnson, Jonathon
 Jones, Michael
 Juenemann, Kristin Lynn
 Kelly, Emmett Dennis
 Koppolu, Anisha

Kravutske, Matthew Donley
 Kutt, Sadye
 Lee, Alexander
 Li, Wei
 Lin, Tuo
 Lopez, Karina
 Marcotte, Jonathan
 Massa, Christopher
 Mccandless, Emily
 Mestdagh, Andrew Joseph
 Michelin, Nicole Karen
 Muir, Sarah
 Nuccitelli, Dominic Pasquale
 Peterson, Kendra
 Piercy, Kyle Alexander
 Pond, Karrin
 Putt, Stephen Jerome
 Rawdin, Joshua Lee
 Rogge, Kelli
 Rojas, Eva M
 Roper, Julie
 Smith, Christopher
 Stone, Daniel
 Szczypka, Caitlin
 Thomas, Mikael
 Issiah-Timothy
 Wang, Mengdi
 Wardle, Daniel Francis
 Zhao, Lu
 Zhou, Yimeng

INTERNATIONAL BUSINESS SPECIALIZATION

Generous funding for International Business Specialization Scholarships provided by the International Business Center at MSU

Arthur, Alec
 Barnett, Stephen
 Campo, Tatiana-Vera
 Candela, Kimberly
 Chen, Xin
 Denny, Kyle
 Diamantoni, Brittany
 Dwyer, Shea
 Gao, Tianyi
 Gu, Rujia
 Hao, Shuai
 Herrick, Kristen
 Hiestand, Kari
 Hu, Xiaoxi
 Ji, Xiaocen
 Kolaczkowski, Michal
 Kwakyi, Gabriel
 Ledesma, Nathan
 Liao, Xin
 Lin, Tuo
 Liu, Qing
 Ouyang, Yihe
 Petro, Keaton
 Piercy, Kyle
 Pietak, Christopher
 Roper, Julie
 Schwager, Bianca
 Sommerfeld, Greta
 Song, Jiankun
 Sun, Boyuan
 Trimble, Courtney
 Villa, Jacquelyn
 Vogel, Margaret
 Wang, Zhan
 Wujcikowski, Kristen
 Zhan, Xin
 Zhou, Yimeng
 Zhou, Shanshan
 Zylstra, Timothy

RESEARCH, CURRICULUM, AND PROFESSIONAL DEVELOPMENT PROJECTS AND GRANT RECIPIENTS

Understanding MBA Student Governments – Domestic and International, Shannon Blakey & Joshua Sacks
 The University of Memphis CIBER “Faculty Development in International Business” Seminar, Kirt Butler
 Globalization and Imperfect Labor Market Sorting, Carl Davidson
 Business Language Workshop for Foreign Language Faculty, Vicki De Vries
 Internationalizing Doctoral Education in Business (IDEB) Workshop, Hugo DeCampos
 China Study Tour, Uldarico Dumdum
 Bond Covenants and the Defeasance of Control Rights, Zsuzsanna Fluck
 An Empirical Investigation of the Effect of Imputation Credits on Remittance of Overseas Dividends, Sanjay Grupta
 Incorporating Business Concepts into K-12 Language Courses, Sean Hill
 Keynote Address: NASBITE International 2011 Annual Conference: Dr. Phil Gardner, George Hiller
 Selling and Sales Management Track Chair, Douglas Hughes

The Role of National Innovation Systems in the Firm Innovativeness-Performance Relationship, Ahmet H. Kirca
 An International Field Study on the Acceptance and Use of a New Accounting System, Ranjani Krishnan
 Strategic DRG Behavior in Hospitals after M&A's, Ranjani Krishnan
 Determinants of Employee Performance in Transition Economies, Susan J. Linz
 2011 CIBER Internationalizing Doctoral Education in Business (IDEB) Conference, Bernie Malonson
 2011 Academy of Marketing Science Annual Conference, Jeanette Mena
 Cross-Cultural Work Design, Frederick Morgeson
 2011 CIBER Short Term Study Abroad Conference, Reginald Motley
 Invited Panelist, 2011 AIB Junior Faculty Consortium, Tom Murtha
 Junior Faculty Consortium, 2011 AIB Conference, Cheryl Nakata
 The Antecedents and Consequences of Organizational Innovation Capabilities, Erkan Ozkaya

Preparation for Sabbatical Research - “Languages of Business / Languages in Contact”, Keith Phillips
 International Business Club Summit, Brendan Prost
 Technological and Design Innovation Effects in Regional New Product Rollouts, Gaia Rubera
 2011 GLOBAL Management Accounting Research Symposium (GMARS), Karen Sedatole
 Co-director of Global Management Research Symposium, Michael Shields
 Educating the Next Generation of International Green Resort Managers, Arjun Singh
 Do Stages of a Relationship Affect Opportunism? Chinese Retail Buyer-Seller Relationship, Brenda Sternquist
 The 1st Annual Faculty Development in International Business Conference, Brenda Sternquist
 2011 CIBER Short Term Study Abroad Conference, Thy Yang
 Globalization and Imperfect Labor Market Sorting, Chun Zhu

BRUNNO MORETTI ALUMNI TEMPLE BAR, DUBLIN, IRELAND 2011



“I just wanted to thank you for the CIBER STSA Conference this year. I really enjoyed it and most importantly learned so much about CIBER and other areas of Short Term Study Abroad within an Academic framework. “

JOEY KLOCKARE
 UNIVERSITY RELATIONSHIP MANAGER,
 EF COLLEGE STUDY TOURS

INTERNATIONAL BUSINESS CENTER ORGANIZATIONAL STRUCTURE



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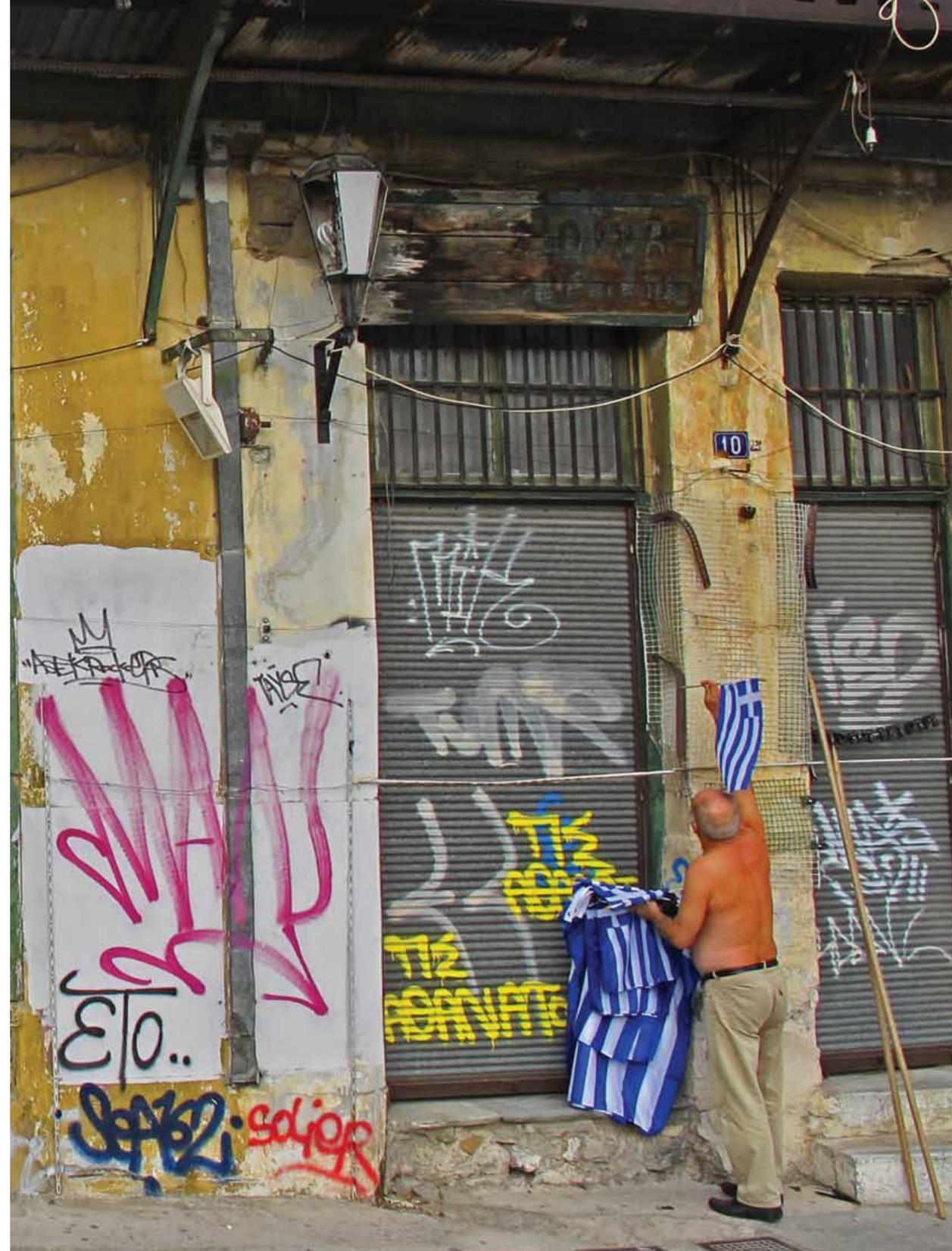
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SINCE 1999, the MSU Office of International Studies and Programs, in cooperation with the MSU Alumni Association, has sponsored MSU Global Focus, an annual international photography competition for MSU students, faculty, staff, and alumni. Every year winning images are chosen from hundreds of entries. The featured images in this publication are images from the annual competitions.

2011 ANNUAL REPORT

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 Anne Hoekman

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2012 EVENTS CALENDAR

January 2012
 Global Business Club of Mid-Michigan
 Lansing Economic Club
 Exporting Seminars

February 2012
 Global Business Club of Mid-Michigan
 Lansing Economic Club
 Exporting Seminars

March 2012
 CIBER Business Language Conference
 Global Business Club of Mid-Michigan
 Lansing Economic Club
 Exporting Seminars

April 2012
 Global Business Club of Mid-Michigan
 Lansing Economic Club
 Exporting Seminars

May 2012
 FDIB-Africa
 Lansing Economic Club
 Exporting Seminars

June 2012
 Six FDIB Globalization Seminars
 Academy of International
 Business Annual Meeting

For additional IBC events and information, please visit ciberweb.msu.edu.

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