A Letter from the Directors

As we look back over 2013, it is with a great sense of accomplishment in all we achieved throughout the year. We marked several major milestones this year, including organizing and offering the 10th Biennial International Business Institute for Community College Faculty (IBI) in June. Over 500 community college faculty have participated in the IBI since its inception; it has grown to be one of our most important programs, and the one that underpins all of our other community college-focused programming.

This year also marked the fifth anniversary of the globalEDGE blog (globaledge.msu.edu/blog), a feature began at the behest of our student team and which has become deeply engrained in globalEDGE to the point of being one of our most-visited pages. If you aren’t already familiar with our blog, we hope you’ll take a moment to visit it, leaving us your feedback on any posts that particularly strike you. And, of course, we hope you’ll connect with us via Facebook, LinkedIn, any one of our RSS feeds, or simply by subscribing to receive our monthly newsletter.

In June, the Academy of International Business annual meeting – the tenth meeting of AIB since the secretariat moved to Michigan State University – was a phenomenal success. Over 1,200 members attended.
A Letter from the Directors

A number of rankings continue to solidify the Eli Broad College of Business as one of the top schools for international business education and research in the United States.

FROM PAGE ONE

the conference in Istanbul, Turkey, making it one of the largest meetings in the history of the organization. The 2013 Program Chair, Patricia McDougall-Covin (Indiana University) organized an outstanding program centered on the theme “Bridging the Divide: Linking IB to Complementary Disciplines and Practice.”

Closer to home, our programs for the local business community have continued to thrive. From offerings of the Global Business Club of Mid-Michigan on topics ranging from “Environmental Sustainability & Business Profitability: An International Perspective” and “Managing a Global Brand in a Franchise Environment” to training workshops across the state for those seeking the NASBITE Certified Global Business Professional (CGBP) credential, and of course the work of the Michigan Export Growth Program, we strive to provide the resources and assistance our business community needs to be successful overseas. Our business programming is directly connected to our continued role as a 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.

Our faculty have continued their vigorous and groundbreaking research across the spectrum of international business. Their research covers topics from understanding retailing practices around the world (such as Brenda Stermquist’s Global Best Buying Practices: Evidence Based Learning) to fair trade (such as Paulette Stenzel’s Mainstreaming Fair Trade and Resulting Turmoil: Where Should the Movement go from Here?), we have been pleased to support the work of so many scholars this past year.

Not least, 2013 was also a great year for the college. A number of rankings continue to solidify the Eli Broad College of Business as one of the top schools for international business education and research in the United States. U.S. News & World Reports ranked the undergraduate international business program 14th in 2013, up from 20th last year. The same publication ranked the full-time MBA program as the 8th best international business program in the U.S. And again this year, MSU’s undergraduate supply chain program ranked as the top program in the country. The Financial Times rankings also brought accolades for the Broad College as the Full-Time MBA program at Michigan State University’s Broad College of Business is ranked No. 1 in the U.S. and No. 2 globally for “placement success” by Financial Times for the second year in a row.

As 2013 draws to a close, we look to next year with optimism and anticipation. As ever, we will continue to seek out opportunities to expand our international business research, training, outreach, and education efforts.

Sincerely,
Tomas Hult, DIRECTOR

IN JANUARY 2014, Michigan State will take the International Business Institute on the road for a two-day workshop at Mercer College. The Center for International Trade Development (CITTD) is sponsoring the workshop, which will be open to community college faculty from campuses around California.
**Why Go Global?**

We asked members of our advisory board to answer the question: "Why is going global important for U.S. firms?" Here is a selection of their responses:

- "Going global is important for U.S. firms of all sizes because of the need to protect your domestic market from international competitors and to sustain and grow your own sales in markets where 97 percent of all consumers live."
  
  **Doug Barry**
  **Director of Marketing and Communications, U.S. Commercial Service**

- "Going global is a way to learn about your competitors and find new ideas for your existing business. Not going global almost guarantees you will be blindsided by a competitor or product/service that you did not fully understand."
  
  **Marc Santucci**
  **President, ELP International**

- "If U.S. businesses want to remain competitive they must look to expand and grow globally. The opportunities and resources available to both small and large businesses make it easier than ever to evaluate new and emerging global markets."
  
  **Tim Daman**
  **CEO and President, Lansing Regional Chamber of Commerce**

- "The United States has only about 5% of the world’s population and 95% is outside of our borders. To be a successful international firm, they must compete in the worldwide marketplace."
  
  **Bill Motz**
  **Professor of Business, Lansing Community College**

- "Going global is good for your bottom line! Exporting enables savvy companies to diversify their sales, which allows them to weather changes in the domestic economy, in addition to realizing greater economies of scale and increased potential for long-term growth."
  
  **Deanna Richison**
  **Managing Director, Export Office, Michigan Economic Development Corporation**

- "In a world of decreasing boundaries and opportunities for business around the world, to not participate in global trade will leave a lot of opportunities untouched. Make the opportunities work for you. It will pay off big time."
  
  **Sten Sjöberg**
  **Chief Operating Officer, Demmer Corporation**

- "Significant opportunities exist for U.S. firms to expand their revenues by penetrating faster-growing foreign markets."
  
  **Jay Craig**
  **Senior Vice President and President, Commercial Truck & Industrial, Meritor**

- "In a world of decreasing boundaries and opportunities for business around the world, to not participate in global trade will leave a lot of opportunities untouched. Make the opportunities work for you. It will pay off big time."
  
  **Sten Sjöberg**
  **Chief Operating Officer, Demmer Corporation**

- "Going Global has become an essential part of many businesses throughout Michigan as a way to diversify revenues, broaden product lines, maintain employment levels, and generally provide stability for their businesses."
  
  **Robert Selig**
  **Executive Director, Lansing Capital Region International Airport**

- "Going global is important for U.S. firms because it is critical to ensure long-term sustainability and success. To be globally competitive, a company needs maximum scale/volume benefits. Bottom line, if a company does not achieve global cost competitiveness, then the threat of being knocked out of the market is significant."
  
  **Gary Hawthorne**
  **Chief Financial Officer, Fordsollers Joint Venture**
The second annual Michigan Exporting Report measured export activities as well as the future plans, concerns, and attitudes of Michigan’s business community. This information has proven key to help define research experience to students.

In 2013, we were fortunate to be able to collaborate with Jim Foley (Director, Bradley University Turner Center for Entrepreneurship/Illinois SBDC) to provide Certified Global Business Professional (CGBP) Training for almost fifty economic development professionals from the state. These trainings, in addition to those provided last year by Mr. Foley and our Trade Specialist Jade Sims, mean that Michigan’s state economic development officials and Small Business Technology Development Center (SBTDC) staff are among the best prepared in the nation to advise businesses that are preparing to go global. Many of these individuals are currently preparing for the CGBP exam. Within the International Business Center, Jade Sims and Sarah Singer have both earned the CGBP credential.

The CGBP credential is administered by NASBITE International, demonstrating one’s ability to conduct international business. These trainings, in addition to those provided last year by Mr. Foley and our Trade Specialist Jade Sims, mean that Michigan’s state economic development officials and Small Business Technology Development Center (SBTDC) staff are among the best prepared in the nation to advise businesses that are preparing to go global. Many of these individuals are currently preparing for the CGBP exam. Within the International Business Center, Jade Sims and Sarah Singer have both earned the CGBP credential.

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June 03, 2013

U.S. Export Assistance Centers: Putting the Resources to Work for YOU

LED BY: Kendra Kuo, Director, Grand Rapids U.S. Export Assistance Center

Kendra Kuo has been working with the U.S. Department of Commerce to help U.S. businesses grow sales through increased exports since 2000. Her office, in conjunction with partner offices around the country and around the globe, provides a large array of low-cost and free government assistance programs. These programs include matchmaking services, background checks, market research, and trade missions, all with the goal of helping U.S. businesses grow and create jobs. This session of the Global Business Club was offered in conjunction with the International Business Institute for Community College Faculty and provided opportunities for two-year faculty and the local business community to learn from one another.

May 02, 2013

Doing Business in China

LED BY: Mr. Ning Shao, Director, Michigan China Center

China is the third largest export market for the U.S., and China is Michigan’s third largest export market, with $3.3 billion in export sales last year; Michigan’s exports to China grew 21% from 2011-2012. Mr. Ning Shao presented a brief history of China’s reform over the past 30 years and China’s five-year plan, and why they matter to Michigan. He covered eight lessons for doing business in China, as well as potential business opportunities and challenges in China for Michigan businesses.

March 14, 2013

Environmental Sustainability & Business Profitability: An International Perspective

LED BY: Fred Keller

An engineer by trade with decades of international business experience and a passion for sustainable business practices, Fred Keller, Chairman and CEO of Cascade Engineering, presented our keynote address. Our morning seminar featured a panel of experts and experienced businesspersons around various topics of sustainable business practices, including: Christine Spitzley, Senior Environmental Programs Planner, Tricounty Regional Planning Commission; John Bradburn, Manager of Waste Reduction Efforts, General Motors; Joseph Hotchkiss, Director, MSU Center for Packaging & Sustainability; and Steven Safferman, MSU Bioenergy Systems & Agricultural Engineering.

February 13, 2013

Export Essentials: Logistics, Documentation & Due Diligence

LED BY: Brent Bradley, Vice-president, Sales & Marketing, Graceland Fruit, Inc.

For the fourth consecutive year, the Global Business Club welcomed the Michigan Agricultural Exporter of the Year as part of our spring speaker series. As one of the largest dried fruit producers in the world, Graceland increased their exports 40% in 2011, and has experience exporting to 41 countries. Our morning seminar addressed issues for companies interested in exporting, including discussions on choosing the right international partners.

February 01, 2013

Managing a Global Brand in a Franchise Environment

LED BY: Michael Lawton

A seasoned professional with more than three decades of global general management and finance experience, Michael Lawton was named Chief Financial Officer of Domino’s Pizza Inc. in September 2010. Lawton joined Domino’s Pizza in 1999 as head of finance for the company’s international division, and in 2004, he took the reins of the division as executive vice president. Mr. Lawton discussed the opportunities and challenges of taking a global brand with specific cultural preferences around the globe, staying true to core values while providing needed flexibility.

The Michigan State University International Business Center is one of eight major sponsors of the Lansing Economic Club. The Club meets eight times annually. For the full schedule of Economic Club events, please visit: lansingchamber.org.
THE ACADEMY OF INTERNATIONAL BUSINESS 2013 ANNUAL MEETING had great attendance once again as it hosted over 1,200 members in Istanbul, Turkey. The program focused on the theme of “Bridging the Divide: Linking IB to Complementary Disciplines and Practice” and included more than 1,425 submissions across the 12 conference tracks, coming from 79 different countries. The 2013 Program Chair, Patricia McDougall-Covin from Indiana University, put together a very exciting and professionally rewarding program with the help of her track chairs and her Program Chair Assistant, Sara Reeves. Host institutions, Sabanci University, Koc University and Ozyegin University were instrumental in making the conference an incredible success.

Some of the highlights of the program included the opening plenary, with comments from Muhtar Kent, Chairman and CEO of The Coca-Cola Company and winner of the AIB Fellows’ International Executive of the Year award. Mr. Kent has deep roots in Turkey as he is the son of a Turkish diplomat and made a name for himself heading the Turkish operations of Coca-Cola at the young age of 32. The plenary also honored Bernard Ramanantsoa, head of HEC-Paris School of Management and winner of the AIB Fellows’ International Educator of the Year award. Dr. Ramanantsoa has led the HEC School of Management in their strides toward a decidedly international dimension. The AIB Fellows’ Eminent Scholar award plenary honored Professor David Teece from the University of California-Berkeley. Dr. Teece almost singlehandedly invented the ‘dynamic capabilities’ approach in strategic management that has become a core paradigm in this field of academic inquiry and is also used extensively by international business scholars. On the final day of the conference, the 2013 JIBS Decade Award was presented to Dana Minbaeva, Torben Pedersen, Ingmar Björkman, Carl Felix Fey and Hyeon Park for their 2003 article, “MNC Knowledge Transfer, Subsidiary Absorptive Capacity, and HRM.”

As always, the conference attendees enjoyed numerous networking events, especially the Gala Dinner, which was held at 1001 Direk Cistern which exists under a small public square and is the oldest and second largest water reservoir in Istanbul.

AIB invites you to the 2014 annual meeting in Vancouver, Canada, June 23-26, 2014. Visit the AIB website for details: aib.msu.edu/events/2014
**I B C**: Can you tell me a bit about your background?

**J E A N  S C H T O K A L**: I am a first generation American. My father was born in Ukraine, actually part of Poland that was ceded to the Soviet Union after WWII and became the western side of Ukraine. During the invasion, the Russians picked up young men along the way as they repelled the Germans and commissioned them into service for the Russian Army. My father was one of those men. He fought in the Russian Army in WWII. In Germany where he was part of the forced labor for a German chemicals plant. After the British freed the camp, he was transferred to a displaced persons camp. He wanted to become a US citizen for most of my classmates, English was a second language - they spoke Ukrainian at home. My family was quite progressive in that I learned Ukrainian language at the school. My father was very keen on my education and law firms as clients. We are delighted to assist them with their own clients when the expertise needed regarding technical ins and outs of international trade and transactions exceeds their experience.

**I B C**: How did you first become interested in international business and trade law?

**S C H T O K A L**: In law school I dabbed in anything international - including participating as a member of a winning Niagara International Mock Court team dealing with U.S./Canada law issues. After law school, I joined the Hill Lewis law firm (now Clark Hill) in Detroit. At that time, the firm’s practice was to have new associates rotate around specialties areas of legal practice. While I proclaimed to have a strong interest in tax law, I seemed to find an international issue in whatever project I was handed.

In one case, the firm represented a steel company planning to build a pipeline under the Detroit River to import gas from Canada. Approved by the Federal Energy Regulatory Commission, the pipeline was contested by the Michigan Public Service Commission. I was tasked with the briefing and oral argument for my federal appellate practice rotation. Where everyone saw the legal issue as one of federal preemption, I found an international treaty between the U.S. and Canada and saw an international issue. The law firm finally said, “Enough already, OK, you can work on our international transactions.”

**I B C**: How do you think people most about the field of international business and trade law?

**S C H T O K A L**: Under the right circumstances and with the right assistance, many people are surprised at how quickly an international transaction can move from an idea in a boardroom strategy meeting to a successful reality with a positive effect on the bottom line. Also, most people would be surprised at how low-cost or no-cost resources are available for businesses pursuing expansion into global markets.

**I B C**: Can you tell me about your international experience?

My passion for international law has continued since I joined Foster Swift in 1991. Our clients are doing very exciting things internationally. What I find so enjoyable and rewarding is helping clients set up lucrative international alliances and build on them. Pursuing new opportunities, problem solving and bringing value added to our clients is the greatest thing about this job. I’m very proud to say that we have attorneys and law firms as clients. We are delighted to assist them with their own clients when the expertise needed regarding technical ins and outs of international trade and transactions exceeds their experience.

**I B C**: What do you think surprises people about the field of international business and trade law?

**S C H T O K A L**: Under the right circumstances and with the right assistance, many people are surprised at how quickly an international transaction can move from an idea in a boardroom strategy meeting to a successful reality with a positive effect on the bottom line. Also, most people would be surprised at how many low-cost or no-cost resources are available for businesses pursuing expansion into global markets.

**I B C**: Do you see growth in the field of international business and trade law?

**S C H T O K A L**: Yes, many more businesses are interested in going international. One of the greatest things about this job is when I am able to relax regulation on certain types of exports. Others are involved in educational programming for businesses related to export trade. All of the DEC members are working hard to help businesses succeed in exporting and international trade.

**I B C**: What role does the Michigan District Export Council play in helping businesses?

**S C H T O K A L**: The Michigan District Export Council supports the nation’s joint industry/government export expansion effort in line with President Obama’s National Export Initiative. The District Export Councils (DECs) across the U.S. work with the U.S. Department of Commerce Export Assistance Centers and the U.S. and Foreign Commercial Service to assist businesses in exporting. I serve as Vice Chair and Board member of the West Michigan DEC. Several of us on the DEC are involved in regulatory changes to relax regulation on certain types of exports. Others are involved in educational programming for businesses related to export trade. All of the DEC members are working hard to help businesses succeed in exporting and international trade.

**I B C**: What role does the Global Business Club (GBC) play in providing opportunities for international business and trade?

**S C H T O K A L**: The Center for International Business Education and Research at Michigan State University (MSU-CIBER) provides international business education and training. I have the honor of serving as one of the Advisory Board members for the Center. The Global Business Club (GBC) of Mid-Michigan is one of the offshoots of the Center. The GBC provides workshops and networking opportunities to help businesses become more competitive in the global market. We provide at least 6 programs a year, as well as special events, all related to international business and trade. I serve as co-chair of the GBC along with Bill Metz, a professor of international business and marketing at Lansing Community College.

**I B C**: What role does the United Nations Association – USA Lansing Chapter play in promoting international trade?

**S C H T O K A L**: The United Nations Association – USA Lansing Chapter. The United Nations works very hard to support international trade to benefit the global standard of living. Not many people are aware of the significant benefits that can be achieved through international trade. I am proud to be a member of the United Nations Association – USA Lansing Chapter.
work the UN does with respect to developing consistently applied and well-reasoned standards for international trade. Many treaties I use in the daily practice of law have their origins at the United Nations.

IBC: How did you become involved with the International Business Center and the Global Business Club of Mid-Michigan?

SCHTOKAL: I was first introduced to the very talented folks at the IBC when I attended an International Trade Symposium back in 2006. We had aligned interests, as both the IBC and my law firm were extolling the virtues of exporting to the business community. Dr. Hult, Dr. Irem Kiyak, Dr. Sarah Singer, and Outreach Specialist Jade Sims are gifted in that they are very approachable and facilitate collaboration between businesses and students to take the mystery out of exporting to new regions of the world. The IBC is a national jewel, and we are so fortunate as Michiganders to have it right here in our own backyard! With Dr. Tunga Kiyak heading the Academy of International Business, this really puts international business experts from around the world within reach of Michigan businesses and the Broad business students. Talk about a competitive advantage — the Eli Broad College of Business has it all in one great package!

IBC: What has been the most rewarding aspect of your work with the International Business Center?

SCHTOKAL: Working with the world class faculty, staff and students at IBC, I am continuously amazed and amazed at the international business powerhouse that is the International Business Center. The IBC attracts some of the most talented business students on campus and partners them with world renowned experts like Dr. Tomas Hult and Dr. Tunga Kiyak to provide students with real life practical experience in assisting business with “going global” through the IBC’s Michigan Export Growth Program. Who wouldn’t want to hire a business student from a prestigious business school like the Eli Broad College of Business who, for example, can say that he or she developed an initial marketing plan for a U.S. manufacturer to sell its products in Asia? Dean Lenway is an example of a business school dean who “gets it.” She is ensuring that business school students get excellent academic training while having the opportunity to apply that classroom knowledge to current business challenges for real companies. The companies I have talked to about the reports they have received are very impressed by the caliber of the work performed. This speaks volumes about the Broad College, its students and its faculty. It is a real win/win/win for the students, the faculty at the business school that work with the companies, and the grateful companies, some of which have even become benefactors of the Broad College as a result of the program.

Jean Schtokal is a senior partner at Foster Swift Collins & Smith PC.
globeEDGE.msu.edu has retained its position as the top website for international business resources (Google, October 4, 2013). And while the team continues to roll-out additional features, all the while looking toward the future of international business, we took time to look backward a bit in September, when we celebrated the fifth anniversary of the globeEDGE international business blog.

A lot has changed in the global business world since we published our first blog post on September 12, 2008. For example, Hong Kong was the number one emerging market in 2008, a spot that Singapore now holds, according to our emerging market MPI data. The same data also shows significant jumps by both Israel and Turkey. On the other hand, the BRIC (Brazil, Russia, India, China) countries are growing much slower than predicted. We've included a number of other fun facts for comparison in the table at left.

Of course, the global economy changes rapidly and it can be extremely difficult to anticipate the future. Our aim at globeEDGE is to provide our users with in-depth analysis on international business topics so they can gain a sense of where the global economy might be heading. It has been a great five years of blogging, and the globeEDGE team will continue to strive for excellence in keeping you up-to-date on the latest international business news for many years to come.

EVEry YEAR globeEDGE publishes its Market Potential Index (mpi) in order to assess a market’s attractiveness for international business. The Market Potential Index provides a detailed ranking of 26 emerging countries. With the mpi, determining which international market to enter is no longer an overwhelming task. Emerging markets are ranked based on several dimensions, allowing appropriate marketing strategies to be developed for each particular country. This year the MPI highlights several significant trends among emerging markets. We will now take a closer look at some of these trends in order to obtain a better idea of the importance of emerging markets in international business.

Among all emerging markets, Turkey has been of the most consistent countries in the past decade, steadily improving its business climate every year. Based on the mpi rankings, Turkey was ranked 26th in 2001, 10th last year and this year Turkey has claimed the 8th position. Political reforms, Turkey will continue to be a leader in emerging markets that hold a particular importance for international businesses in 2013. As countries grow, business opportunities will undoubtedly follow in these emerging markets. To better gauge the business environment of each emerging market, be sure to check out the globalEDGE Market Potential Index at https://globaledge.msu.edu/mpi.
I WORKED FOR THE Center for International Business Education and Research (CIBER) during my junior and senior year of my undergraduate career. My primary responsibilities were for the website, globalEDGE. Coupled with my double-major in International Relations and Economics, the experience at CIBER provided a robust experience in global affairs by strengthening my knowledge of country-specific history, geography, culture, and ease of doing business.

In November 2010, through CIBER, I had the honor of being chosen as a fellow for the Asian-Pacific Homeland Security Summit in Honolulu, Hawaii. Government leaders, senior business executives, security and anti-terrorism experts convened to discuss security detail for an upcoming APEC seminar. At this summit I first heard Rohan Gunaratna speak, Head of the International Centre for Political Violence and Terrorism Research in Singapore. His analysis on al-Qaeda, specifically the recruitment for terrorism, was fundamental in my career pursuit in national security.

My experiences at CIBER provided the foundation for research, international application, and access to the Homeland Security Summit, all of which were fundamental in my career pursuit in national security.

Following the Summit, I traveled to the Republic of Georgia to gain international experience. I lived in a remote, mountainous village for 6 months, learning to speak and read Georgian in order to communicate with the locals. I lived without basic amenities: brown outs were common, running water scarce, and central heat nonexistent. Economically, families lived off of subsistence farming, household income was rarely higher than poverty line, and unemployment rates remained steady at 15% (10% for youth, aged 15-24). While in the Caucasus region, I also traveled to Ukraine to visit Chernobyl and to Turkey. In the three years since I graduated I have located to Boston and have gained professional experience in the pharmaceutical and technology research and consulting fields. I’ve obtained a breadth of research skills and have been listed as a co-author on several peer-reviewed publications and conference proceedings. Although great opportunities, my passion is to be working in the national security community.

I am currently pursuing a Master’s degree for Fall 2014 in the international security field, with a regional concentration in Eurasia. My experiences at CIBER provided the foundation for research, international application, and access to the Homeland Security Summit, all of which were fundamental in my career pursuit in national security.

I GRADUATED FROM Michigan State University in 2008 with degrees in supply chain management and international relations with honors. Though I took my studies seriously, I still found time to enjoy the college experience and learn firsthand what makes going to MSU an incredible experience. Alongside the real-world education of my classes, I also sought a strong entrepreneurial spirit that would guide my Spartan Saga after graduation.

My first business, College Entertainment, was started while I was still in school as a senior. Together with a fellow MSU student (and globalEDGE team member?) Dan Clay, we created, printed, sold, and successfully distributed over 5,000 calendars at MSU. Although College Entertainment was ultimately sold, through its success I came to realize that the challenges facing entrepreneurs while creating startups can be both enjoyable and rewarding enough to redefine lifetime habits and goals. This introduction into startups truly set my Spartan Saga into motion.

Armed with a great education from my four years at Michigan State, I took off into the world as a business analyst for McKinsey & Company. These two years exposed me to both a range of industries and business functions. I had the opportunity to learn from some of the brightest minds in the business world and developed the skills I needed to create and sustain my own business. It was also at McKinsey where I crossed paths with my good friend and future business partner Jon Pastor.

After my time at McKinsey, Jon and I started a website called Rent Jungle. The site is an apartment search engine and after 12 months of hard work it grew from a nearly invisible site to one gathering national attention, including a nomination for a Webbey Award. Starting from a company with two full-time employees, we quickly grew to house 12 full time employees and a handful of interns. I’ve had the privilege to work with some of the best minds in the rental industry, create a brand new type of site for the industry, and add something I would be proud to call part of my Spartan Saga.

As with all serial entrepreneurs, one startup company was not enough for Jon and I. After working on Rent Jungle for about six months, we discovered another hidden opportunity in social media management. Originally started for the apartment industry, our new social media management firm Community Elf, soon grew to provide services for the full range of small local businesses and even service professionals. As the chief operations officer, I was happy to see the site double in staff and exponentially increase in clients within just a few months of operation.

It has been a fun ride so far, and I am looking forward to the challenges of growing both Rent Jungle and Community Elf. Ultimately, I hope both companies will grow to become leaders in their industry and serve consumers and businesses as a valuable resource. Of course I could never have done any of this without the support of my friends and family, all of whom help to provide a positive balance in my life. I was also fortunate enough to have married my college sweetheart, Stephanie, who is a constant source of love and inspiration. Together we will continue on to pursue our Spartan Sagas. Go Green!

This story first appeared as part of the Spartan Sagas, http://spartansagas.msu.edu/view/1595/

Alongside the real-world education of my classes, I also sought a strong entrepreneurial spirit that would guide my Spartan Saga after graduation.

Geng Wang

Alongside the real-world education of my classes, I also sought a strong entrepreneurial spirit that would guide my Spartan Saga after graduation.

Elyse Gatt, fourth from left and in back, attended the 2010 Asian-Pacific Homeland Security Summit in Honolulu, Hawaii. MSU-CIBER was a sponsor of the Summit.

Elyse Gatt, class of 2010

NATIONAL SECURITY

globalEDGE Alumni Profile: Ellyse Gatt, Class of 2010

Ellyse Gatt, class of 2010

The Broad College has the most international students of any college at MSU.
TOMAS HULT WEARS MANY HATS.

In addition to his roles as professor and IBC director, Dr. Hult has been the Executive Director of the Academy of International Business (AIB) and President of the AIB Foundation since 2004. He is on the Board of the Shef Foundation (currently serving as President), International Trade Center of Mid-Michigan (Founding Board Member), and the Economic Club of Greater Lansing. Dr. Hult has also served as the President of the 33-uni
colleges of CIBER schools in the USA. He is currently in his second term as Editor-in-Chief of the Journal of the Academy of Marketing Science.

U.S. GLOBAL COMPETENCE: THE ROLE OF INTERNATIONAL FOREIGN LANGUAGE EDUCATION PROGRAMS

Tomas Hult was one of five invited expert panelists at this September program in Washington, DC. Organized by the Joint National Committee for Languages & The National Council for Languages and International Studies (JNCL-NCLIS) in collaboration with the American Council on Education, Association of American Universities, and Association of Public and Land-grant Universities, the program centered on issues related to U.S. international competitiveness, security issues, and languages related to the long-standing U.S. Department of Education International and Foreign Language Education Programs: Higher Education Act - Title VI, Fulbright-Hays 102(b)(6) and the K-12 Foreign Language Assistance Program.

DIRECTOR TOMAS HULT CO-AUTHORS TEXTBOOK QUANTITATIVE METHODS TEXTBOOK

Tomas Hult has co-authored a quantitative methods textbook. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), by Hair, Hult, Ringle, and Sarstedt, provides a concise yet very practical guide to understanding and using PLS structural equation modeling (PLS-SEM). For more information or to purchase a copy, please visit: http://bit.ly/msu-ciber-hult.

U.S.-EU TRANSATLANTIC TRADE AND INVESTMENT AGREEMENT

During fall 2013, Tomas Hult provided expert advice to the U.S. International Trade Commission to help them negotiate a free trade and investment agreement with the European Union (known as the U.S.-EU Transatlantic Trade and Investment Agreement). He was the only university representative from Michigan serving in this role.

NATIONAL SCIENCE FOUNDATION GRANT

Tomas Hult is co-investigator for a National Science Foundation grant, FIRE: Water and commerce: Technologies to enable environmental sustainability in global markets. This is a collaborative effort by several col
leges at MSU, Duke University, five international universities/research centers, and 35 industry partners. The large research team is led by Professor Volodymyr Tarabura in the Department of Civil and Environmental Engineering in the MSU College of Engineering). The International Business Center is a small but important part of the project; the main product from IBC will be to be a part of a certificate program for doctoral students and master students across some of the following colleges – engineering, business, social science, arts/letters – that deals with “water, energy, and commerce.”

BYINGTON CHAIR

Tomas Hult was recognized as the Byington Endowed Chair, Professor of Marketing and International Business, in the Eli Broad College of Business at Michigan State University. John W. Byington, a marketing research expert, was a former president of the NPD Group Worldwide Inc. Previously, he held positions as the Eli Broad Professor of Marketing and International Business.

GLOBAL SUPPLY CHAIN BOOK

Together with co-authors and MSU colleagues David Closs (Professor, McConnell Endowed Chair, and Chair of the Department of Supply Chain Management) and David Frayer (Director of Executive Development Programs at the Broad College), Tomas Hult published Global supply Chain Management. This book is written to provide supply chain executives and managers with the know-how and tools to dramatically boost supply chain efficiency.
New College of Business Study Abroad Program: 
Business and Culture in Japan

“Studying both business and Japanese, I feel that this firsthand experience is absolutely priceless compared to just book learning. It really gives you that edge you need for both the classroom and workplace.”

PAMELA STEFAN
SUPPLY CHAIN MANAGEMENT MAJOR
SENIOR

BUSINESS STUDENTS HAD ONE more option for study abroad in 2013, with the development of a new program, Business and Culture in Japan. The program, which was developed and led by IBC Assistant Director Dr. Sarah Singer, allowed students to spend sixteen days understanding the Japanese business environment by visiting corporations such as Disney, Primix, Nichifutsu Boeki, Kawasaki-Rikuso Transportation Co., and the Takenaka Corporation, which is one of Japan’s oldest general contractors. The program would not have been possible without the support of many Broad College Alumni, who not only welcomed students into their firms and spent time speaking about the changing business climate in Japan, but also arranged numerous cultural excursions, such as an early morning visit to the Tsukiji Fish Market and an afternoon at the National Sumo Tournament. The students were also able to meet with members of the entire Alumni Club of Japan during the Club’s annual meeting, at which the students were special guests. Following this great success in its inaugural year, Business and Culture in Japan will be offered again in May 2014.

MSU is a national leader in study abroad, offering over 375 programs in 59 countries on all seven continents. Programs are offered every session, including winter break, and range from two weeks to an academic year. Over 30% of current MSU students study abroad each year, and Broad students make up the largest percentage of students at MSU studying abroad each year.

“Studying both business and Japanese, I feel that this firsthand experience is absolutely priceless compared to just book learning. It really gives you that edge you need for both the classroom and workplace.”

PAMELA STEFAN
SUPPLY CHAIN MANAGEMENT MAJOR
SENIOR

Global Business Schools Network

GBSN is a network of more than 60 business schools in 27 countries around the world that are committed to global responsibility and collaboration in advancing management education for the developing countries. The college’s membership will enable Broad to further develop its global presence and connect with member schools.

“Membership in GBSN strongly supports the Broad College’s international development activities as they relate to leveraging MSU’s world-grant ideal,” said Tomas Hult, Byington Endowed Chair and director of the International Business Center (MSU-CIBER). “GBSN will help the college achieve maximum reach and impact in delivering high-quality education throughout the world.”

JAPANESE TEA HOUSE AND GARDENS
NARA, JAPAN

GLOBAL BUSINESS SCHOOLS NETWORK

BROAD COLLEGE JOINS GLOBAL BUSINESS
School Network Michigan State University’s Broad College of Business has joined the Global Business School Network (GBSN).

GBSN is a network of more than 60 business schools in 27 countries around the world that are committed to global responsibility and collaboration in advancing management education for the developing countries. The college’s membership will enable Broad to further develop its global presence and connect with member schools.

“Membership in GBSN strongly supports the Broad College’s international development activities as they relate to leveraging MSU’s world-grant ideal,” said Tomas Hult, Byington Endowed Chair and director of the International Business Center (MSU-CIBER). “GBSN will help the college achieve maximum reach and impact in delivering high-quality education throughout the world.”

JAPANESE TEA HOUSE AND GARDENS
NARA, JAPAN
Visiting Scholars

STUDY ABROAD SCHOLARSHIP RECIPIENTS

INTERNATIONAL BUSINESS MINOR

RESEARCH, CURRICULUM, AND PROFESSIONAL DEVELOPMENT PROJECTS AND GRANT RECIPIENTS

Generous funding for Study Abroad Scholarships provided by: Merzter, Inc. Charitable Trust Fund, Japan Study Abroad Endowment Fund, the Bruce E. McDonald Study Abroad Fund, and the Frederick L. and Margaret F. Hubbacker Endowment Fund.

Chen, Wei
Danello, Asabe
Davis, Kelsey
Ell, Ilaria
Gupta, Om
He, Shaoyu
Hirsch, Jared
Horaney, Nicholas
Hou, Yue
Isaacs, Danielle
Johnson, Joseph
Kwon, Lydia
LaMaired, Bronte
Li, Jiale
Lian, Shan
Ligonell, Andrew
Lin, Yiyan
Lin, Yuan
Lindsey, Megan
Liu, Yuan yuan
McGrath-Miller, Shannon
Metti, Mariam
Mooaney, Shawn
Morrison, Katherine
Muzichuk, Conner
Pardikes, Robert
Pattin, Daniel
Praut, Brenda
Redd, Quinton
Shoccoa, GianLuca
Shen, Shiyu
Singleton, Alexandria
Stefan, Pamela
Steiner, Lauren
Wattom, Brent
Wrinkle, Samantha
Xavier, Karen
Xu, Zhiyuan
Zhang, Hong
Zhao, Yue

Funding for International Business Minor Scholarships is provided by the International Business Center at MSU.

Biegen, John
Elliot, Matthew
Forero, Melissa
Foster, Whitney
Good, Kathryn
Grubbs, Jeffrey
Jim, Yuxi
Kas, Ashley
Lewis, Tyler
McBrien, Amy
McGowan, Kelly
Parker, Donisha
Phillipscon, Eric
Ren, Yixi
Rhee, Sung Tae
Shaner, Wilson
Song, Jiayi
Steiner, Lauren
Syllester, Matthew
Vance, Mary
Yan, Han
Yousif, Natalie
Zhang, Yipe

Kirt Butler, Finance, Currency Risk Management and Faculty Development in International Business - Memphis CIBER

Daniel Chaffin, PhD Candidate, Management, Too Small to Patent? -The Liability of New Ventures in Intellectual Property Protection

Ali Emadl, Information Science & Systems, Morgan state University, Integrating International Perspectives in a Supply Chain Management Curriculum

Susanna Gallani, PhD Candidate, Accounting and Information Systems, The RPI effect of Non-Financial Disclosures: Evidence from Japanese Hospitals

Thomas Holt, Criminal Justice, Developing an Interdisciplinary Research Conference on Cybercrime and Cybersecurity

Xing Huang, Finance, Thinking Outside the Borders: Investors’ Inattention to Foreign Information

Nga Cheung Hui, PhD Candidate, Marketing, Institutional distance, Institutional Development, Institutional instability and FDI

ANTHONY MICHAEL McNAMARA
STUDENT
SOCCKET AT SACY COLOR PARIS FRANCE

Frederick Morgeson, Management, A Cross-Cultural Work Design Research Incubator

Matthew Piaczczek, PhD Candidate, Human Resources & Labor Relations, The Effectiveness of Organizational Childcare Policies in Reducing Turnover in Germany

Blake Rumalla, PhD Candidate, Marketing, The Internationalizing Doctoral Education in Business (IDEB) Workshop Participant

Wyatt Schrock, PhD Candidate, Marketing, A Review of Literature Relevant to International Selling and Sales Management

Jamal Shamsoe, Management, Role Playing: Coordination on Bollywood Film Projects

Yingying Shi, PhD Candidate, Economics, The Role of Infrastructure Capital in China’s Regional Economic Growth

Andrei Simonov, Finance, Captive Finance and Firm’s Competitiveness

Brenda Steemquist, Marketing, Global Best Buying Practices: Evidence Based Learning and The Effects of the Salesperson Characteristics on Buyer-Seller Relationships
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Sandy Beall, Brand Manager, System Networking, System & Technology Group, IBM
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