

Five area study centers at Michigan State University were awarded more than \$7 million in grants to advance international education. The competitive, four-year grants sought by elite universities in the U.S. are funded by the U.S. Department of Education under Title VI of the Higher Education Act.

“MSU has a tradition of excellence in international education,” said Steven Hanson, Associate Provost and Dean of International Studies and Programs. “These awards reflect the strength of MSU’s global engagement and place MSU in an elite group of universities for international education and language study.”

The International Business Center was reaffirmed as a Center for International Business Education and Research (CIBER). MSU is one of only 17 universities to be designated a CIBER university in this funding cycle. “Our CIBER agenda is designed to be far-reaching, high-impact, and aligned with the rich ‘world-grant’ traditions of MSU,” said Tomas Hult, IBC Director.

MSU’s African Studies Center and the Asian Studies Center were each awarded grants, again designating them as National Resource Centers (NRCs). The NRCs support a variety of programs that continue to internationalize the curriculum and student experience on campus, encourage foreign language study, and develop area study resources for the community.

Three centers received grants under the Foreign Language and Area Studies Fellowships Program, and the Center for Language Education and Research (CLEAR) received a Language Resource Center award.



COVER: The word cloud on the cover represents the keywords from IBC’s successful grant proposal (CIBER) for the 2014-2018 period. It was created with input from text, tables, and figures from the CIBER proposal – more than 50,000 words.

IBC’s work agenda is far-reaching and centers squarely on making businesses more competitive globally. This ongoing agenda builds on the experiences offered to many businesspeople and public policy makers and their organizations.

These include more than 1.5 million active users on globalEDGE; more than 12,000 companies nationwide (including some 1,900 companies in Michigan); more than 500 faculty trained at community colleges across 44 U.S. states (including faculty at 24 of 28 community colleges in Michigan); and thousands of business scholars who benefit from MSU’s consistent top ranking in producing international business research.

- Michigan Export Growth Program
- Global Business Club of Mid-Michigan
- State of Michigan (MEDC) Exporting Services
- U.S. Department of Commerce Joint Partnership Agreement
- Lansing Economic Club Strategic Partner
- Lansing Regional Sister Cities Coalition
- District Export Councils

For example, through the Michigan Export Growth Program, IBC has provided customized market research reports to over 150 small- and medium-sized businesses in Michigan, giving them the valuable information that they needed to begin or expand their exports to foreign markets.

In contract with the Michigan Economic Development Corporation (State of Michigan), IBC completed the third annual Michigan Exporting Benchmarking Study, assessing past, current, and forecasted future international trade involvement by Michigan companies.

From webinars, to workshops, to seminars, to customized training, to exporting advice, IBC is making businesses competitive globally.

MSU’s International Business Center has facilitated exporting and international trade for more than 12,000 U.S. companies by providing global knowledge, tools, and data.



Serving as the worldwide headquarters of the Academy of International Business for its 11th year, the International Business Center saw nearly 1,100 members representing 46 countries meet for AIB's Annual Meeting in Vancouver, Canada, in June 2014.

With conference orchestration by MSU's Tomas Hult (AIB Executive Director and Fellow) and Tunga Kiyak (AIB Managing Director), Klaus Meyer from the China Europe International Business School served as the 2014 Program Chair. The conference was a resounding success filled with engaging sessions and speakers on the theme, "Local Contexts in Global Business."

The opening plenary featured this year's AIB Fellows' International Educator of the Year award recipient, Daniel M. Shapiro, Dean and Lohn Foundation Professor, Beedie School of Business at Simon Fraser University.



The 2014 World Investment Report was introduced by James Zhan and Hafiz Mirza, representing the United Nations Conference on Trade and Development (UNCTAD), at one of the most highly attended sessions of the conference.

The AIB Fellows' Eminent Scholar award plenary session honored Richard P. Rumelt from UCLA. Professor Rumelt delivered the key-

note speech, "Diversification, Good Strategy and Bad Strategy: Implications for International Business Research." The AIB Fellows' International Executive of the Year award was presented to Dominic Barton, Global Managing Director of McKinsey & Company.

The 2014 JIBS Decade Award, honoring the most influential JIBS article published ten years earlier (2004) was presented to Gary Knight, a Ph.D. graduate of Michigan State University, and Tamer Çavusgil, a former professor at MSU, for their article, "Innovation, Organizational Capabilities, and the Born-Global Firm."

MSU's International Business Center is the headquarters of the Academy of International Business - the most prestigious academic association in international business in the world.



2015 ANNUAL MEETING

JOIN AIB FOR THE
2015 ANNUAL MEETING
in Bengaluru, India,
June 27-30, 2015

For full details,
visit the AIB website:
<http://aib.msu.edu/events/2015/>



globalEDGE Business Beat

Hosted by Tomas Hult
8:00 AM - 9:00 PM
Monday, 8:00 AM - 9:00 PM AEST, 2:00 AM AET

The globalEDGE Business Beat is on the Michigan Business Network, an available worldwide on globalEDGE. gBB is hosted by Tomas Hult.

globalEDGE Business Beat is your source for global business knowledge on the always live internet radio. Hosted by Tomas Hult, gBB covers discussions with a wide range of global leaders in business, government, and academia to help you understand the latest thoughts, tools, and markets to succeed globally. The show is hosted by Dr. Tomas Hult from the International Business Center in the Elms College of Business at Michigan State University (MSU) in East Lansing, MI.

The home globalEDGE Business Beat is connected to Michigan State University's world-leading and renowned Elms College of Business. globalEDGE is your source for global business and trade for every country, industry, and topic. The site has been ranked #1 on Google for the search term "international business resources" since 2004. globalEDGE has more than 1.5 million active users and has been named "100,000+ registered users in more than 200 countries." The site is free and has users in virtually every country every day.

globalEDGE Business Beat: Cheri Farnell
Episode 1
Air Date: 8/19/2014
Cheri Farnell is the founder and chair of the American Customer Satisfaction Index and chair of the boards for three satisfaction and customer analysis organizations: the CSI Group, Farnell and Cole, and the boards for the main owners of customer satisfaction and the challenges associated with them.

globalEDGE Business Beat: Sanjay Gupta
Episode 2
Air Date: 8/19/2014
Sanjay speaks with Sanjay Gupta, Acting Dean and Russell E. Palmer Endowed Professor of Leadership at the Elms College of Business at Michigan State University. They discuss the capital campaign and what it means for the business school and the university as a whole.

globalEDGE Business Beat: Michael Lawton
Episode 3
Air Date: 8/19/2014
Tomas speaks with Michael Lawton, CEO and executive vice president of finance at

MSU's International Business Center is the creator of globalEDGE.msu.edu - the Google-ranked #1 site for "international business resources" since 2004 with more than 1.5 million active users.

Since 2004, globalEDGE.msu.edu has been the No. 1 Google-ranked web resource for "international business resources." With more than 1.5 million active users from more than 200 countries, globalEDGE is "your source for global business knowledge."

- Global Insights
- Reference Desk
- Tools and Data
- Get Connected
- Academy

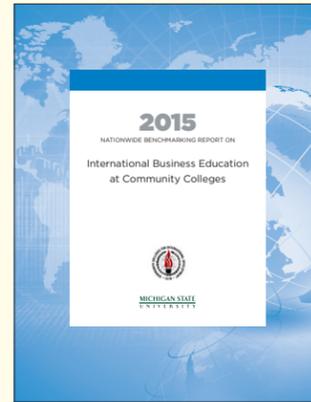
Dynamic, innovative, and always up-to-date is the focus of globalEDGE, and many people look at the site as the one-stop shop for everything they need to know about international business and trade.

In 2014, we added several new features. One new addition is the globalEDGE Business Beat radio show. Hosted on the Michigan Business Network and promoted worldwide via globalEDGE, gBB covers discussions with a wide range of global leaders in business, government, and academe to spread the word about the latest thoughts, tools, and markets to succeed globally. The show is hosted by IBC Director Dr. Tomas Hult.

This year has also seen major revisions to the Country Insights. The trade statistics, economy, history, and government sections have all been redesigned to focus more on quantitative data. The economy pages have a new, interactive interface where users can find the major economic indicators of a country alongside time series graphs of these selected indicators, while the new trade stats pages provide a visually appealing interface with easy-to-use features for understanding international trade.

FOCUS ON COMMUNITY COLLEGES

The nation's 1,200 community colleges educate about half of all U.S. undergraduates. Some 12 million students take credit and non-credit courses at community colleges annually. Four of ten of these students work full time while going to school, and six of ten attend part time. And, MSU's International Business Center is the long-standing leader in internationalizing business curricula at the nation's community colleges.



International Business Education Index (IBEX)

International Business Institute for Community College Faculty

Advanced International Business Institute for Community College Faculty

Foreign Language Institute for Community College Faculty

International Business Institute "On the Road"

globalEDGE Resources for Community Colleges

White Papers on Community Colleges

Dissertations on Community Colleges

International Internship Directory

Online Course Modules

Since 1995, MSU's International Business Center has worked closely with community college faculty, administrators, and students from around the country - most notably by hosting the biennial International Business Institute for Community College Faculty (IBI).

This year, in collaboration with IBC's strategic partner - Community Colleges of International Development (CCID) - the center designed, launched, and planned a lineup of new programs designed specifically for two-year college faculty, most notably an "On the Road" version of the IBI offered at community colleges around the country.

In 2014, IBI "On the Road" workshops have been offered Merced College (California), Tulsa Community College (Oklahoma), and in conjunction with the Community Colleges for International Development Summer Advance conference (held in Baltimore, Maryland). More than 50 faculty from a dozen states attended, and the slate of locations for 2015 is already set (see more at <http://ibc.msu.edu>).

The 11th Biennial IBI will be offered in East Lansing May 31-June 3, 2015.



MSU's International Business Center has trained community college faculty from 44 U.S. states since 1995.

GLOBAL KNOWLEDGE

In international business, MSU's Broad College is consistently among the top 10 research institutions for scholarly publications in the top 27 business journals (e.g., *International Business Review* 2010; *Journal of International Business Studies* 2005; *Management International Review* 2014).

MSU is one of 62 members of the prestigious Association of American Universities. The Broad College of Business is accredited by AACSB and is a member of the Global Business School Network. The Broad College is also ranked No. 16 in graduate and No. 22 in undergraduate education by *U.S. News & World Report*.

Tomas Hult - Fellow, Academy of International Business

Strategic Collaboration - MSU, Leeds University, Uppsala University

World Leader in International Business Research

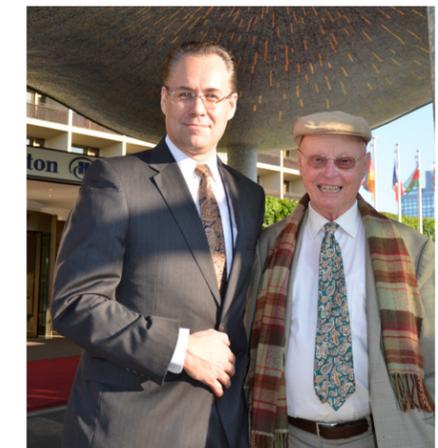
Jagdish and Madhuri Sheth Foundation

Byington Marketing Speaker Series

In 2014, the college's scholarly research across fields and journals was captured in revisions to the global leader in international business textbooks, a trade book on global supply chains, and an academic book on PLS statistical analysis:

- Charles W.L. Hill and G. Tomas M. Hult, *Global Business Today, 9th Edition* (2016) and *International Business, 11th Edition* (2017), McGraw-Hill.
- Tomas Hult, David Closs, and David Frayer, *Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage* (2014), McGraw-Hill Professional.
- Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2014), Sage Publications.

Tomas Hult, Director of MSU's International Business Center, is co-author with Charles W. L. Hill on the worldwide market leader in international business textbooks (*Global Business Today, 9th Edition* and *International Business, 11th Edition*.)



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The cogwheel globe symbolizes the interconnectedness of the world's countries and people. It is used on the cover of the trade book, *Global Supply Chain Management*, by Tomas Hult, David Closs, and David Frayer (all MSU faculty). *GSCM* was published in 2014 by McGraw Hill.