

Designated in 1990 as a National Resource Center by the U.S. Department of Education (Title VI, CIBER), the International Business Center (IBC) at the Eli Broad College of Business has impacted the business community on Michigan State University's campus, in the local and regional communities, in the nation, and around the globe for 25 years.



IBC houses MSU's Center for International Business Education and Research (MSU-CIBER), part of a program created by Congress to increase American firms' international competitiveness. It now also serves as the headquarters for the Academy of International Business, and has a joint partnership agreement with the U.S. Department of Commerce to facilitate exporting in the region.

- Logged 1.5 million active users of globalEDGE, an international business web resource (globalEDGE.msu.edu)
- Employed about 30 students annually working with globalEDGE, pitching ideas to develop new programs, and helping Michigan companies
- Trained faculty at community colleges in 44 states, 80 percent of whom now teach international business – making it the leading outreach program to community colleges in this area

As it oversees about 200 activities each year, all of these pieces work together to ensure that IBC continues to meet its mission to provide superior education, research, and assistance to businesses, public policy makers, academics, and students regarding international business and trade.

Since its beginning, for example, the IBC has:

- Assisted more than 1,900 companies in Michigan and 12,000-plus companies nationwide with international trade since 2006
- Started the Michigan Export Growth Program to help small and medium Michigan companies



"We help find the global markets for Michigan companies, help identify which customer segment they should target, and help the companies to get there (as part of the Michigan Export Growth Program)," said Tomas Hult, director of the center, Byington Endowed Chair, and professor of marketing. "This involves lots of students who get practical training while at MSU."

Helpful in this context is IBC's globalEDGE, which has become the leading online source for "international business resources" and a unique "gem" in the assortment of products and services that IBC provides. With 1.5 million active users, "there is someone using the site, globalEDGE.msu.edu, nearly every hour of every day in about 240 countries across the globe," Hult said.

Like the Michigan Export Growth Program, globalEDGE heavily integrates students in its team effort. Students get practical training, research training, and a focus on communication skills. globalEDGE also draws on student innovation to pitch ideas to develop new programs.

Study abroad is another key element of the center's work. As many as 100 study abroad scholarships are granted each year through the money raised from programs. In fact, Hult himself came to the United States on a study abroad program from Sweden. He loves the unique opportunities to share with others, and has established, with his wife, the "Tomas and Laurie Hult Study Abroad Endowment" at MSU.

The opportunities that the IBC has brought have magnified that, Hult said. "The greater Lansing area is a uniquely competitive community that has done a good job using the MSU IBC umbrella to bring many organizations around one table to work together," he added.

"We're a staple," Hult said of IBC. "We received our first grant in 1990, a year after the program started, and we just received our funding renewal during this past academic year."

Reprinted with permission from <http://broad.msu.edu/2015/09/04/international-business-center-celebrates-25-years/>.



Companies can control their own fate even amidst a global financial meltdown, according to a recent *Strategic Management Journal* article by IBC director Tomas Hult and several MSU colleagues.



"The results are encouraging and important both for the public and the companies themselves. Tough economic times mean drawing even more on a company's core competencies, but if a company does well it will be able to sustain its operations during financial turmoil. Consumers can expect these companies to deliver on their promises during hard times," said Hult.

The research examined 15,008 companies in 20 countries throughout a period of seven years, with data collected both before and after the global economic crisis in 2008.

Despite surging competition from China, U.S. companies still have the competitive edge in innovation, says a recent *International Journal of Research in Marketing* article by MSU researchers. The study found that when compared to Chinese firms, U.S. companies are often better in converting knowledge of customers' wants and needs into innovative products.

"These findings are encouraging for U.S. companies given the increased international competitiveness that China and its companies are showing globally," said Tomas Hult, IBC director and co-author of the article.

Opinion pieces written by IBC director Tomas Hult have been featured on Fortune, Time, and the World Economic Forum websites throughout 2015.



"The truth is, however, the value of the yuan doesn't matter that much: China's swelling middle class and its insatiable demand for foreign (and U.S.) products and services will easily offset the impact from a cheaper yuan. For now, anyway."

<http://time.com/3998473/china-u-s-cheaper-yuan/>

"The Fed, and more accurately the rate-setting Federal Open Market Committee (FOMC), is simply no longer the center of the universe it once was, because the central banks of China, India and the eurozone have all become monetary policy hubs in their own right."

<http://fortune.com/2015/09/17/federal-reserve-influence-interest-rates/>
<https://agenda.weforum.org/2015/08/why-the-us-shouldnt-worry-about-chinas-currency/>

THE MICHIGAN EXPORT GROWTH PROGRAM

The Michigan Export Growth Program (MEGP) has created over 200 customized international market research reports for Michigan companies and associations since its creation in 2010. In addition to receiving rave reviews from clients of the pro-bono program, it has also impressed employers with the knowledge and experience that former student interns who have worked with MEGP bring to their new careers.

In association with the Michigan Economic Development Corporation (MEDC), in 2015 the Center provided 2-day training workshops for 35 Michigan businesspersons and economic developers around the subjects of global business management, global marketing, supply chain management, and trade finance. We also provided several half-day seminars with the Tejara Global Business Development Center for new entrepreneurs in Southeast Michigan.

“Working on the MEGP team was a great experience. The communication skills, the ability to work as part of a team, and the knowledge of the Michigan small business environment have all helped me to be successful in my new job.”

RYAN CALDWELL
FORMER MSU STUDENT
AND MEGP TEAM MEMBER

Michigan State University
International Business Center

Michigan Export Growth Program

MOVING MICHIGAN
BUSINESSES
INTO THE GLOBAL
MARKETPLACE

MSUCIBER
PROJECT

THE ACADEMY OF INTERNATIONAL BUSINESS

The 2015 annual meeting of the Academy of International Business was held in Bengaluru, India, marking the first conference for AIB in this emerging market location. The Indian Institute of Management Bangalore (IIMB), served as the host institution with exceptional support provided by AIB India Chapter Chair Professor S. Raghunath and Director Sushil Vachani.



Over 850 attendees representing 50 countries met at the Leela Palace Bangalore to explore the conference theme of “Global Networks: Organizations and People.” The 2015 Program Chair, Ram Mudambi (Temple University), with the assistance of his Program Assistant, Thomas J. Hannigan, collaborated with the track chairs to create an academically engaging program comprised of 8 plenary/special sessions, 33 panels, and 121 paper sessions across 15 tracks.

The conference opened with the traditional lighting of the lamp of knowledge followed by introduction of the AIB Fellows’ International Educator of the Year award recipient, Nick Binedell, recognized for his contributions as the Founding Director and Dean of the Gordon Institute of Business Science at the University of Pretoria. An inspirational keynote address was given by AIB Fellows’ Executive of the Year, Kiran Mazumdar-Shaw, managing director of Biocon Limited and the first woman executive to be so honored by AIB, for her accomplishments in the global biopharmaceutical industry. Harish Manwani, Chairman of Hindustan Lever and former COO of Unilever, and Ashutosh Raghuvanshi, Deputy Chairman and Group CEO for Narayana Health, led an executive plenary discussion on the challenges of balancing competitive advantage with social responsibility and sustainable

practices. During the final session of the conference, the 2015 JIBS Decade Award was presented to Klaus Meyer (China Europe International Business School) and Mike Peng (University of Texas at Dallas) for their award winning paper, “Probing Theoretically into Central and Eastern Europe: Transactions, Resources, and Institutions.”

Outreach initiatives enhanced the conference experience. A Research Capacity Workshop focused on strengthening doctoral programs and improving the research culture in developing country business schools allowed leading IB scholars to share best practices with scholars from the local region. Beginning with this conference, the AIB Executive Board initiated a Social Responsibility Project by offering members the opportunity to visit two local third sector social organizations to learn how these innovative groups develop creative solutions to some of India’s toughest challenges. Skillfully interwoven throughout the program were special sessions featuring a combination of academics and business practitioners designed to encourage stimulating discussions between IB scholars and practitioners in business and government.

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.



2016 ANNUAL MEETING

JOIN AIB FOR THE
2016 ANNUAL MEETING
in New Orleans, Louisiana!
June 27-30, 2016

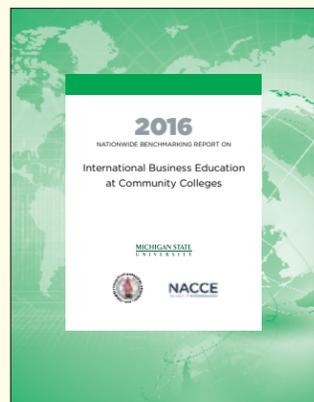
For full details,
visit the AIB website:

<http://aib.msu.edu/events/2016/>

COMMUNITY COLLEGES EXPECTED TO TRIPLE EFFORTS TO INTERNATIONALIZE

"I wanted to take this opportunity to thank everyone at Michigan State CIBER for the wonderful 2015 workshop on International Business Institute for Community College Faculty. The staff, presenters, hotel staff, and everyone involved was so gracious and willing to assist with anything needed. This was one of the most informative and useful workshops I have ever attended in my 20 plus years of community college teaching. I truly appreciate everything."

CLOVIS PERRY - BLUEGRASS COMMUNITY & TECHNICAL COLLEGE



Community colleges around the nation expect to have of about 24 percent of their programs fully internationalized by 2024, up from only 8 percent now, according to a new study by Michigan State University's International Business Center.

In the 2015 report, the Northeast was the top region for internationalizing business programs at community colleges, while the Midwest was last. Iowa received the top ranking among states.

"We suggest that a target goal of internationalizing 20 percent of community college programming by 2024 is preferred to maintain the international competitiveness of the United States workforce," said lead researcher Tomas Hult, director of IBC, and Byington Endowed Chair and Professor of International Business.

Hult developed the International Business Education Index as a benchmarking tool. IBEX measures the degree to which community colleges emphasize internationalization of business education in their curricula and educational activities. Five "pillars" comprise the IBEX score: investment in faculty, strategic commitment, program offerings, organizational infrastructure and funding.

To internationalize, community colleges offer a variety of courses, Hult said. Seventy-one percent offer an introductory survey course in international business, followed in popularity by international

marketing, international economics, international trade, and international management.

Offering such internationalized business courses is important since fewer than 2 percent of students at community colleges study abroad; fewer than 1 percent participates in an international internship; and students generally have limited availability to take foreign language courses, he said. Community colleges spend more than double on international business programs, compared to the rest of campus.

Hult and William Motz, professor of business and economics at Lansing Community College, have been conducting the study regularly since 2008, providing an annual assessment of internationalization at the nation's 1,132 community colleges. The sample size ranges between 309 and 428 community colleges responding (with one to 16 respondents per college). The sampling frame includes administrators and faculty.

The study is supported by Community Colleges for International Development.

Reprinted with permission of MSU Today, <http://msutoday.msu.edu/news/2014/community-colleges-expected-to-triple-efforts-to-internationalize/>.

2016 Workshop locations include
Mesa, Arizona
Winter Haven, Florida
Grand Island, Nebraska
Austin, Texas

globalEDGE



"My time at globalEDGE inspired me to pursue international opportunities in order to better understand the globalized economy of our modern age. Due to the international passion I obtained working in the CIBER office, I plan to pursue rotational programs at Ernst & Young that allow me to work abroad for one to two years. Overall, my long-term career plan is to gather international experience in order to garner a better understanding of our interconnected, global economy."

My work at CIBER has also exposed me to great friendships and global understanding. While working at the office, I was able to meet fellow students who have traveled around the world for study abroad and work experience. This has inspired me to achieve a higher sense of global awareness and international business education over my years at the CIBER. As I leave CIBER, I can look back at my experience in complete gratitude because my CIBER experience has allowed me to fully grasp the importance of international education."

EVAN PENNISI - globalEDGE TEAM LEADER & STUDENT ASSISTANT, 2009-2013

Since 2009, more than 4.5 million users from virtually every country in the world have utilized the international business resources provided by globalEDGE. We have seen a doubling in traffic since 2009, with a recent traffic trend towards our tools and data sections.

Described as "your source for global business knowledge," globalEDGE offers a complete profile of over 200 countries, covering topics such as government, economy, and risk. It provides market identifying tools to those interested in expanding their business abroad.

In 2015, we implemented several new features. In addition to country, trade bloc, industry, and state profiles, users now have access to emerging and frontier market data. These markets are experiencing rapid growth and are attractive due to their potentially higher return compared to developed countries. We also revamped our trade bloc section, adding historical and statistical information for 10 new trade blocs.

In response to the U.S. Commercial Service releasing an updated Basic Guide to Exporting publication, we have revised our exporting modules. These modules are a resource for aspiring as well as experienced exporters. They provide a comprehensive walkthrough of the exporting process, from developing a marketing plan to product shipment.

In the past five years, we have seen a massive increase in mobile users, to the tune of roughly 6,000%. While the vast majority of our users still access globalEDGE from a desktop or laptop computer, we are continuously improving the usability of the site on a mobile device. For example, we recently made our map interface compatible with touch-screen devices.

SITE TRAFFIC BY SECTION	
SECTION	PAGEVIEWS 9/14 - 9/15
GLOBAL INSIGHTS	2,125,795
TOOLS AND DATA	270,159
REFERENCE DESK	215,786
GET CONNECTED	85,545
ACADEMY	59,729

USER ORIGIN BY COUNTRY (TOP 10)	
COUNTRY	% OF ALL TRAFFIC
UNITED STATES	54.99%
CANADA	4.04%
UNITED KINGDOM	3.76%
INDIA	3.74%
AUSTRALIA	2.39%
PHILIPPINES	2.34%
MALAYSIA	1.53%
GERMANY	0.99%
FRANCE	0.97%
MEXICO	0.97%

MICHIGAN STATE
UNIVERSITY

International Business Center

Broad College of Business
645 N. Shaw Ln., Room 7
East Lansing, MI 48824-1121
U S A

PHONE **517.353.4336**
WEB **ibc.msu.edu**
EMAIL **ibc@msu.edu**



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.