CIBER NEWS

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UPCOMING EVENTS

May 3, *Estimating Long-Run Equilibrium Real Exchange Rates*, seminar sponsored by Economics, Agricultural Economics, and the African Studies Center; featuring **Ibrahim Elbadawi**, senior economist at the World Bank. 1:30-3:00pm, Room 16 Agriculture Hall.

May 4, *The Korean War and Korea's Reunification*, workshop organized by the Asian Studies Center, featuring **Bruce Cumings**, Visiting Harris Professor of International Studies at Northwestern University. 3:00-5:00 pm, Room 201 International Center.

May 5, *Fulbright Graduate Study Abroad 1994-95*, information workshop sponsored by International Studies and Programs. 2:00-3:30pm, 204 International Center. For more information contact Tracy Dobson at 5-2350.

May 6, *Risk, Credit and Consumption Smoothing: Evidence from Northern Nigeria*, seminar sponsored by Economics, Agricultural Economics, and the African Studies Center; featuring **Dr. Chris Udry**, Assistant Professor of Economics at Northwestern University. 3:30-5:00 pm, Koo Room, Marshall Hall.

May 11, *Greater Lansing International Business Forum* featuring an address by **Leonid G. Praydan**, former Soviet Naval officer turned private entrepreneur. 11:45 am, Michigan Athletic Club Banquet Center. For more information contact Jim Person at LCC, PH: 483-1524.

May 13, *Second Leadership Forum on the North American Free Trade Agreement: Implications for Leadership in Business, Policy Making, and Education*, organized by the Julian Samora Research Institute. 8:00am-5:30pm, Kellogg Center Auditorium. *See article for details.*

MODERN ASIA: THE PACIFIC RIM

The Asian Studies Center and Office of Overseas Study announce a new overseas study program: *Modern Asia: The Pacific Rim*. This six-week program for MSU students will start on May 16, 1994, and will include two weeks in Japan, two weeks in Hong Kong, and two weeks in Singapore. Students will have an opportunity to experience the Pacific Rim for 6-8 credits with the option of an independent study. More information will be available starting Fall Semester, 1993.

LEADERSHIP FORUM ON NAFTA

Julian Samora Institute presents its Second Leadership Forum on the *North American Free Trade Agreement: Implications for Leadership in Business, Policy Making, and Education*. The forum will be held on May 13, 1993, at the MSU Kellogg Center Auditorium, 8:00 a.m. to 5:30 p.m.

Considering the intensity of relations with our neighbors to the north and the south, it is in the interest of all of Michigan's citizens to understand not only the implications of NAFTA, but also to understand more about the social, economic, political, and cultural systems of Canada and Mexico. The Forum aims at accomplishing this objective. Registration is $20.00(including continental breakfast, lunch, and reception). More information can be obtained from the Julian Samora Research Institute at 336-1317.

SUMMER 1993 FUNDING FOR ETHNIC MINORITY GRADUATE STUDENTS

The Graduate School will award ten Summer Acceleration Fellowships (SAF) for ethnic minority graduate students, including those at the Master's level in a doctoral program, for the Summer, 1993. The awards will be for $3,000with up to an additional $500 for tuition. To be eligible to receive the award, students must be enrolled and have completed at least two semesters at MSU by May 10, 1993. The SAF is being offered to help sustain, support, and reward high achieving students to perform research and scholarly work. Nominations must be made through each college dean's office and received by Dozier Thornton in the Graduate School by **May 5**. Faculty members are encouraged to act quickly to position qualified students to receive the award.

FACULTY NOTES

Dr. Jack Allen has been invited to participate as a speaker at a food marketing workshop in Plovdiv, Bulgaria, during the week of May 29-June 4, 1993. "AGROMARKET USA" is the fourth of a series of agribusiness development and marketing conferences organized by U.S. Department of Agriculture's Office of International Cooperation and Development. The conferences are part of the Trade and Investment Program in Central and Eastern Europe. Dr. Allen's presentation will give an overview of the U.S. market for processed food products and focus on basic marketing principles in food industry.

CIBER WORKSHOP

MSU-CIBER presented the sixth in its semi-annual workshop series on Internationalizing the Business Curriculum, ***Strategies and Resources***, on Friday, April 23 at the Kellogg Center. Over 70 faculty and administrators from some 30 Michigan colleges and universities participated.

The purpose of the workshop was to present strategies and provide recommendations for internationalizing business education, as well as to introduce a variety of resources that facilitate classroom learning in an international context. The program began with the welcome addresses of **S. Tamer Cavusgil**, Executive Director of MSU-CIBER, and **Phillip Carter**, Associate Dean, The Eli Broad College of Business and Graduate School of Management.

The morning plenary session focused on the strategies. The first presentation, delivered by **S. Tamer Cavusgil**, outlined *The Essential Components of a Comprehensive Strategy to Internationalize Business and Economics Programs*. Drawing parallels between the internationalization of firms and colleges, Cavusgil underlined the need for a change in mindset for successful internationalization. Cavusgil concluded his remarks with a suggested *Roadmap for Internationalization*.

The featured speaker of the morning session was **Lynda Icochea**, Director, Center for International Studies at Bergen Community College in Paramus, New Jersey. Icochea has been an "international champion" at her own campus, and her excellent presentation reflected her experiences, views, and suggestions based on the successful internationalization process at Bergen Community College. Her tactic, *make the students demand*, coupled with her strategy of building alliances with industry sources and continuous search for funding, seem to be the main ingredients of the success. Creating collective ownership of the process, Icochea concluded, is essential for the continuity of internationalization.

A panel including Cavusgil, Icochea, **Susan Martin**, Director of International Business Programs at Grand Valley State University, and **Attila Yaprak**, Associate Professor of Marketing and International Business at Wayne State University, provided a *Reality Check: Successes and Challenges*, and responded to questions from the audience.

The afternoon session consisted of two parts. In the first part, international business experts and counselors of MI-IBDC introduced several resources for international business education. **Myron Miller**, Director of MI-IBDC, briefly introduced *CORE III*, a computer software for assessing company readiness to export. **David Zischke**, International Business Coordinator at MI-IBDC, introduced *National Trade Data Bank*, an electronic access to international trade and export information which is updated every month. **Tom Bell**, Counselor at MI-IBDC, presented *PC Globe*, an electronic world atlas; and **Jim Pardo**, also a Counselor, presented *Export to Win*, an international business simulation game. Finally, **Doris Scarlett**, Associate Director of MSU-CIBER, introduced two video packages: *Shedding Light on The European Single Market* and *Doing Business Internationally: The Cross-Cultural Challenge*. Following these introductions, a resource fair with demonstrations and hands-on opportunities enabled participants to examine these resources as well as several international business publications.

PANEL ON TURKISH ECONOMY

A panel discussion on *Economic and Business Environment in Turkey* was held Friday, April 23, at MSU Kellogg Center. The program was organized by the MSU Turkish Student Association, with support from various campus organizations. The panel was moderated by **Dr. S. Tamer Cavusgil**, Executive Director of MSU-CIBER.

The discussion was opened by **Dr. Aydin Cecen** from the Department of Economics at Central Michigan University. Dr. Cecen gave a historical background on the developments in Turkish economy since 1923. **Dr. Tevfik Fikret Nas** from the Department of Economics at University of Michigan, Flint, provided a brief outline of recent economic policy decisions of the Turkish Government.

Ms. Gulseren Ayguler, Marketing and Sales Manager at Eczacibasi Health Care Products in Moscow and a MSU MBA Alum, reflected from her experiences in setting up the Moscow branch of her company. Ms. Ayguler stressed the importance of flexibility and a "non-professional" thought process for being successful in Russia and other Republics of the former Soviet Union and concluded that Turkish businesses are quite well equipped to operate in these markets. The discussion was wrapped up by **Dr. Attila Yaprak**, Department of Marketing at Wayne State University, who drew the audience's attention to the relation between a country's democratization process and the healthy development of the market system.