



AIB ANNUAL MEETING A HUGE SUCCESS!



The Greeting Committee

A year of hard work and careful planning paid off with a very successful Annual Meeting of the Academy of International Business, November 17-20, in Phoenix, Arizona. The number of registrants reached a record of 738. All the participants benefited from the informative and useful program themed "In Search of Relevance of International Business Research: Impact on Management and Public Policy."

This theme focused on the relevance of research for management action, applicability of research frameworks and objectives to business situations, and usefulness of research findings for enhancing business practice and public policy making. The meeting also showcased the best international business research and managerial and public policy implications and shared industry, corporate, and public sector-sponsored research with participants.

The conference provided an occasion for meaningful, intellectual exchange with thoughtful members of the business (banking, consulting, and others) and public policy (international agencies, government agencies, etc.) communities, in addition to providing a forum for various stakeholder groups in international business research to discuss present and future collaboration.

Dr. S. Tamer Cavusgil, Executive Director of Michigan State University CIBER, and this year's program chair, coordinated a large number of paper submissions. All in all, some 328 papers and 59 special session proposals were processed. The majority of the

submissions came for the corporate strategy (41%) and Marketing (18%) tracks. These were followed by HRM and OB (16%) and Economics and Finance (16%). Some 44 percent of the paper submissions came from outside of the United States, reflecting AIB's non-U.S. constituency.

This year's paper reviewing process was handled through a computer program application that allowed colleagues to submit their papers electronically and receive confirmation and other correspondence by email. Reviewers received their manuscript assignments electronically and submitted their reviews in the same manner. As it turned out, the AIB membership was ready for the electronic age as about 77% of the paper submissions were submitted electronically! Furthermore, around 70 % of the reviewers, who had been contacted earlier about their willingness to receive manuscripts electronically, complied with AIB's request to participate in the new reviewing system. This program application substantially cut down the manuscript processing time, provided an efficient editorial system, and led to greater author and reviewer satisfaction. The database--developed by Tunga Kiyak, a doctoral candidate in international business at Michigan State University--has also been made available to program chairs of future AIB conferences.

The events at the conference were also a great success. Glenn Omura, Professor of Marketing and Supply Chain Management at Michigan State University, organized the golf outing at the Pointe Hilton Resort, Tapatio Cliffs. The Heard Museum gala night was one of the highlights of the conference events. Planned and organized by the host school, Thunderbird, The American Graduate School of International Management, the event took place at the renowned Heard Museum and included an exquisite show put on by the 5-time World Champion Hoop Dancer, Derrick "Swaima" Davis Hopi Choctaw.

For a summary of this and other previous events that MSU CIBER organized, please visit our Academic Outreach section on our website at: <http://ciber.bus.msu.edu/outreach/>

World Trader Addresses IB Forum

George Herrera is a worldly man. On November 16, 2000 he shared "A World Trader's View of Latin America" at the November International Business Forum. Herrera currently serves as the Director of International Marketing at Masco Corporation.

Prior to his marketing position with Masco, Herrera was the president of A-Z International Tool Co. in Houston, Texas, a division of Masco. As president of A-Z, he managed their Latin American operations from Venezuela and also had the opportunity to be in charge of operations in Europe, the Middle East, and the Far East.

During his career, he has been instrumental in establishing sales offices, joint ventures and/or manufacturing facilities in Scotland, Holland, Italy, Nigeria, Brunei, Singapore, and many more. Needless to say, Herrera has had the experience of being on the front lines of international trade.

At the IB Forum, he addressed the NAFTA agreement of 1993 and touched on the benefits of the agreement for the United States as well as participating countries. He pointed out that 90% of Mexican exports are bound for the U.S. and that the United States is the largest exporter, with the exception of Canada, to Mexico. He stated that Mexico should be number one priority when considering Latin American trade.

Herrera added an examination of the economic structure of each Latin American country, endorsing or opposing trade there. He concluded that Puerto Rico, Costa Rica, Ecuador, Mexico, and the rest of the Central American and Caribbean nations, are all excellent countries to explore the possibilities of trade and new business.



Herrera fields questions from the audience.



Marc Santucci & George Herrera

Broad International Alumnus Honored



Cevik Uraz

Meet Cevik Uraz, recipient of the Eli Broad Outstanding Alumni Award. The Outstanding Alumni Award is given to a variety of graduates whose successes embody the highest levels of accomplishment by a Broad School graduate. While recipients each play a different role in their contribution to their respective fields, all share the commonality of continuing involvement with the Michigan State community. After graduating with an MBA from Michigan State University in 1968, he went on to earn a doctorate degree in marketing.

Since then, Uraz returned to Turkey and has been spreading the valuable knowledge he gained at MSU in Ankara, Turkey, as a professor in the Department of Marketing Management at Ankara Academy. In addition, he later became a full-time faculty member at Anadolu University and the Department of Advertising at Marmara University in Istanbul, Turkey.

Uraz has always served MSU with the utmost loyalty. In 1989, he organized an MSU Alumni Club in Turkey and still serves as the president of the club, now 112 members strong. He actively recruits young people from Turkey to attend Michigan State University and regularly hosts faculty, alumni, and students who visit Turkey. He continues to be instrumental in providing a professional network for MSU alumni and students to function in Turkey.



CIBER Globalization Seminars

The CIBER Globalization Seminars are designed to help business faculty bring international context into the classroom and to expand teaching and research skills. This year, participants have the option of enrolling in ONE of the following seminars :

- Introduction to International Business
- International Finance
- International Management
- International Marketing
- Global Information Technology

The event is hosted by the University of Memphis and co-sponsored by CIBERs at Duke, Michigan State University, Texas A & M, Ohio State, Florida International, and Georgia Tech, and will be conducted in Memphis, Tennessee. In addition to the seminars, there are also bonus workshop sessions on research, teaching, and grant opportunities.

For more information, visit the International Business Center, 7 Eppley, for an application and brochure or locate this event on our website at URL: <http://ciber.bus.msu.edu/> under News and Events. The application deadline is April 27, 2001.

Stenzel speaks on “Free Trade and the Environment”

In September, Paulette Stenzel, Professor of International Business Law at MSU, presented a talk on “Free Trade and the Environment: Recurring Issues” to a crowd of 100. The lecture was part of Bowling Green State University’s annual symposium.

A predominantly student audience, with a mixture of faculty and business people, had the opportunity to listen to Stenzel’s comments. She addressed various topics, focusing on environmental issues that have attended the trend toward reducing international trade barriers.

Brent B. Nicholson, Associate Professor of Legal Studies at Bowling Green, said “We consider ourselves fortunate to have had a person of Professor Stenzel’s stature as our speaker.”



Doctoral Workshop in International Entrepreneurship



The Second Annual Doctoral Workshop in International Entrepreneurship will take place in Atlanta, Georgia, May 11-13, 2001. Twenty to twenty-five doctoral students will have the opportunity to meet senior scholars in the area and discuss with them the most current research being conducted in International Entrepreneurship as well as discuss shared interests in current work in International Entrepreneurship, with like-minded doctoral students from a wide variety of universities. In addition, participants will explore academic teaching and career opportunities in International Entrepreneurship and joining the expanding community of scholars studying this field.

In May 2000, a similar workshop was held with 24 doctoral students representing various parts of the world. The 2001 workshop is being sponsored by Georgia Institute of Technology CIBER and DuPree Center for Entrepreneurship & New Venture Development, Georgia State University Institute of International Business and the Herman J. Russell, Sr. International Center for Entrepreneurship, as well as the University of Minnesota Center for Entrepreneurial Studies and the Carlson School of Management.

Applicants for admission must be currently enrolled in doctoral studies and have completed at least one semester of their program. The selection committee is seeking to have a wide representation of universities as well as individuals with a focus in entrepreneurial studies. Preference will be given to first time applicants. The application deadline is February 25, 2001. For more information contact Mark Ballam at mark.ballam@mgt.gatech.edu or S. Tamer Cavusgil at cavusgil@msu.edu.

Upcoming IB Forums

“Cross-Cultural Business Negotiations: Some Guidelines”

February 6th-Dr. Pervez Ghauri
Professor of Marketing and International Business
University of Groningen, The Netherlands

“The Canada-U.S. Economy: A Study in Integration”

March 20th-John Lang
Consul and Senior Trade Commissioner
Canadian Consulate General, Detroit

“Immigration Law in the 21st Century”

April 10th-Linda Truitt, J.D.
Shareholder
Butzel Long Detroit

“Risky Business Travel-Tips and Tricks for Maximum Safety” had to be canceled due to inclement weather, but will be rescheduled at the beginning of next year’s program.

If you would like to attend one of the forums, contact Beverly Wilkins, at 353-4336 or email her at wilkinsb@msu.edu.

4th Biennial

INTERNATIONAL BUSINESS INSTITUTE for COMMUNITY COLLEGE FACULTY

May 19-24, 2001

Designing a new international course?

Searching to enhance an existing course by incorporating international context?

Wishing to benefit from more international exposure?

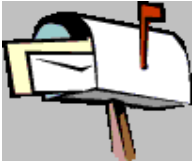
Exploring the implications of global interdependencies and the Internet?

Interested in learning new cutting-edge frameworks for your international topics/courses and grant funding sources?

If the answer to any of these questions is **yes**

you should attend the workshop: "International Business Institute for Community College Faculty" MSU CIBER is hosting at the Kellogg Center, East Lansing, Michigan. For details about the program and application, please visit the program pages on our website at http://ciber.bus.msu.edu/curevnts/ibi_2001/ or contact Irem Aydinsoy at 353-4336 or email her at aydinsoy@msu.edu. The application deadline is February 12, 2001.

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