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## From the Executive Director and Director

In so many ways this past year has been a remarkable one for all of us. Focusing on MSU-CIBER activities, we feel that much has been accomplished. We are completing the calendar year with a much strengthened team, new initiatives, and many accomplishments.

The launching of the new version of our knowledge portal, [globalEDGE.msu.edu](http://globalEDGE.msu.edu), took many weeks of planning and preparation by our Information Technology team. This portal quickly became the leading web resource for international business. In June 2001, we added 40 more community college business faculty to a growing national pool of colleagues who successfully completed the *International Business Institute*. Our *Roundtable on Study Abroad*, held late in September, took a new meaning and importance following the tragic events of 9/11.

It gave the participants of this invitational conference an opportunity to reflect on the value of work/study experiences abroad for bridging cultures. Two separate publications are in preparation sharing the fruits of these deliberations with a much larger audience.

The best part of work remains to be the professional exchanges we establish with our constituents. Rich and stimulating interactions we maintain with business executives, faculty, and students keep us highly motivated. It is always a pleasure to see that the activities and products we are engaged in touch individuals in some way and contribute to their professional development.

*S. Tamer Cavusgil, Executive Director*  
*Tomas Hult, Director*



*MSU-CIBER Team wishes Happy Holidays and a Prosperous New Year!*

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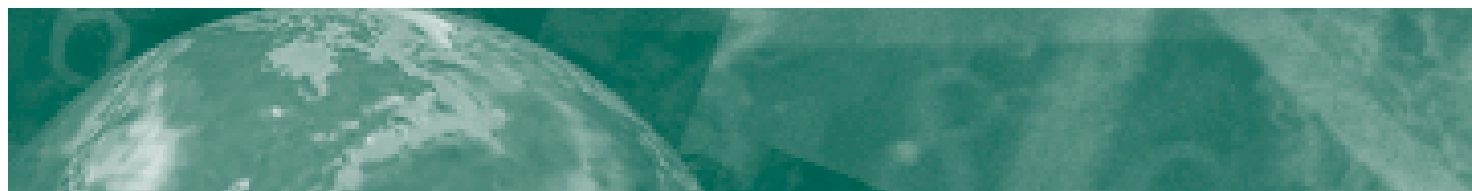
## Roundtable on Study Abroad Programs in Business Schools



*The Roundtable participants in session*

As September 22 marked the Autumnal Equinox, so began the Roundtable on Study Abroad Programs in Business Schools at Michigan State University. During September 22-25, 2001, some 50 academicians from business schools around the nation met to discuss various aspects of study abroad programs. The two previous Roundtables of the series were “Internationalizing Doctoral Education in Business” and “Internationalizing Business Schools and Faculty Roundtables.” The insight that was shared among the distinguished program directors and faculty will contribute to a sophisticated “crop” of study abroad awareness and approach. Based on discussions during the recent Roundtable, MSU-CIBER will publish a booklet with recommendations addressing specific aspects of study abroad programs in business schools. Also, MSU-CIBER will publish a book featuring research papers authored by 24 national experts on study abroad programs. In such a season of harvest, Roundtable discussion will certainly yield its own harvest of study abroad program enhancements in business schools.

**FOR MORE INFORMATION ABOUT THE EVENT PLEASE VISIT:  
[HTTP://CIBER.BUS.MSU.EDU/OUTREACH/  
ROUNDTABLE\\_2001/](http://ciber.bus.msu.edu/outreach/roundtable_2001/)**



## 4th Biennial International Business Institute for Community College Faculty



*The IB Institute participants at the Wednesday night dinner*

The Biennial International Business Institute for Community College Faculty is a unique program designed specifically for the professional development of community and technical college faculty. With a record number of applications this year, the conference proved to be very successful.

*“...This Institute was a truly unbelievable experience for me...Attending this Institute has given me many options and fresh ideas which will be shared with faculty members in my department... The networking was excellent! Sharing information and discussing the different international business programs with the participants was truly enlightening. I have already utilized at least one (simple) idea to better serve our students...Events like this Institute help us broaden our horizons...”*

Paula Garcia

The University of Texas at Brownsville and Texas Southmost College

The next IB Institute conference will be held in May 2003.

*For more information, including the program evaluation report, please visit: [http://ciber.bus.msu.edu/outreach/ibi\\_2001/](http://ciber.bus.msu.edu/outreach/ibi_2001/)*

# Globalization & Consolidation in the Pharmaceutical Industry, Challenges for the Future

November 2001 International Business Forum

MSU-CIBER was pleased to welcome John Riesenberger as the featured speaker of the November 2001 IB Forum. As Executive Vice President of Shaw Science Partners, a premier science-based pharmaceutical communication company, and a member of the MSU-CIBER Advisory Board, Riesenberger discussed the topic, "Globalization & Consolidation in the Pharmaceutical Industry, Challenges for the Future." He recently retired from Pharmacia and Upjohn with 15 years of U.S. experience and 12 years of international and corporate experience.

As indicated by Riesenberger, the current market share distribution of pharmaceutical companies is that big companies control 80 percent of the total sales, mid-sized companies control 15 percent, and small companies handle 5 percent. Riesenberger predicted that the mid-sized firms would diminish, leaving only those with region-specific products or narrow therapeutic specialties like dermatology in the marketplace. Hence, total sales percentages would shift to 85, 5, and 10, respectively. Significant merger activity, then, is expected in fol-

lowing decades. Riesenberger provided a brief list of merger benefits, such as combining research and development (R&D) and marketing efforts and intellectual capital. Referring to a presentation by Michael S. Dell at the Detroit Management Conference organized by Michigan State University on November 7, 2001, Riesenberger indicated that less than 1 percent of the price for a pharmaceutical compound would make up for the cost of goods sold, whereas that number in the personal computer industry would be 74 percent. Therefore, the major cost factors are reflected in R&D and marketing. The presentation concluded by questions he fielded from the audience that addressed issues such as consumer directed advertisements.



Left to right: S. Tamer Cavusgil, Patricia Clair, John Riesenberger, and Geoffrey Booth

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[HTTP://CIBER.BUS.MSU.EDU/  
CUREVNTS/IBF.HTM](http://ciber.bus.msu.edu/curevnts/ibf.htm)  
**FOR UPCOMING IB FORUMS!**

# Tips to Help Business Travelers Maximize Safety and Minimize Risks

October 2001 International Business Forum

Presented by Rad Jones of the Criminal Justice Department at Michigan State University, former Secret Service Agent and Director of Security for Ford Motor Company, the October 2001 IB Forum on business traveler safety was very timely in lieu of recent national security concerns. In the presentation, Jones addressed concepts of security such as awareness, target hardening, and buy time. He provided recommendations and resources on security issues for before, during, and after travel, including useful websites. To conclude,

he fielded questions from an involved and receptive audience.

**FOR MORE INFORMATION VISIT: [HTTP://CIBER.BUS.MSU.EDU/OUTREACH/IBF.HTM](http://ciber.bus.msu.edu/outreach/ibf.htm)**



From left to right: Tomas Hult, Rad Jones, Beverly Wilkins, and S. Tamer Cavusgil

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# globalEDGE™ closes in on 1 million hits per month!

Considered as one of the leading International Business Knowledge Portals in the world by several companies, such as idiom (see <http://www.idiominc.com/us/services/worldwise.asp>) and eLearning Magazine (see <http://www.elearningmag.com/issues/july01/globalaudience.asp>), globalEDGE™ was launched by MSU-CIBER in May 2001. Since then, the portal climbed up the ranks in search engines consistently and now attracts some 35,000 to

40,000 visitor sessions and close to 1 million hits per month. Some of the new features that the MSU-CIBER Team is currently working on involve the Country Insights™ section with specific information along with the Market Potential Indicator™ rankings on countries. Visit globalEDGE™ as your door to international business resources!  
<http://globaledge.msu.edu/>  
<http://globaledge.org/>

## Summer 2001 CIBER Research Grants

Numerous MSU faculty received research grants from MSU-CIBER this summer. For instance, Michael G. Schechter, Professor at the James Madison College, presented a paper titled "Resistance to Globalization: An Assessment of Facilitative Conditions" at the conference "Globalization and its Challenges in the 21st Century," in Hong Kong, July 2001. Schechter received the Distinguished Faculty Award in February 2001.

Frank Rothaermel, Department of Management, The Eli Broad College of Business, received an MSU-CIBER research grant for his study on how small biotechnology firms in Germany can use the Internet to setup virtual communities that enable the small biotechnology firms to pursue strategic alliances with one another to compensate for the lack in size compared to big pharmaceutical companies. Rothaermel visited University of Cologne in Germany and INSEAD in France, May-June 2001.

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