



CIBERNews

MICHIGAN STATE UNIVERSITY CENTER FOR INTERNATIONAL BUSINESS EDUCATION & RESEARCH

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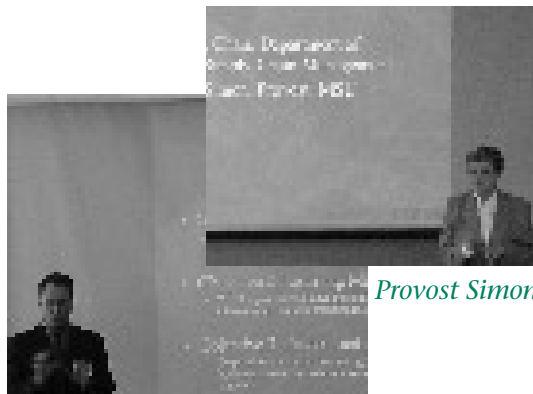
MSU-CIBER Advisory Board Meeting

The annual meeting of the MSU-CIBER Advisory Board took place on Friday, March 15, 2002 at the James B. Henry Center for Executive Development. Some 30 business and government representatives who formulate the Board attended the meeting. The meeting started with lunch at the University Club. Then Bob Nason, Chair, Department of Marketing and Supply Chain Management introduced Provost Lou Anna K. Simon who gave Opening Remarks. Provost Simon discussed the role that MSU-CIBER plays in the global culture that has been permeating the fabric of Michigan State University. She referred to the goal of the University to become the engine of economic competitiveness and talked about the impact of business outreach activities of MSU-CIBER helping MSU attain this goal. The Provost closed her remarks by thanking the Board for their role and for helping MSU-CIBER succeed.

The meeting continued with Tomas Hult, Director of MSU-CIBER, presenting the State of MSU-CIBER. Dr. Hult outlined the MSU-CIBER vision "Excellence in Inter-

national Business Education: Total Global Culture, Best Practice, and National Impact," that feeds into three main objectives. He also summarized the 52 activities, which fulfill the three objectives for the next four years. The floor was then turned over to Pat Paulsell, Director of Language Initiatives, who reported on past year's activities and introduced a plan for the next four years. Kathleen Fairfax, Director of the Office of Study Abroad and Elvin Lashbrooke, Director of MSU-CIBER Study Abroad and eLearning Initiatives, addressed the state of the Study Abroad Programs, including the 9/11 disaster and the recovery efforts. Finally, the new global business knowledge web portal, globalEDGE™ was presented to the Board by Irem Kiyak, Assistant Director, and Michael Reed, Systems Analyst, with a sneak preview of the new section titled "Country Insights" and the latest user statistics.

Throughout the meeting, MSU-CIBER staff received very valuable advice and suggestions on its initiatives. We thank the Board for their invaluable support!



Tomas Hult



From left to right: Roger Calantone and Marc Santucci



**Next Annual MSU-CIBER Advisory Board Meeting:
 Friday, March 21, 2003.**

Peter Lyon, The Dow Chemical Company on “Customer Relationship Management Changes and Challenges, A Global Perspective”



Peter Lyon

Peter Lyon started his talk by suggesting that “There will be more change in the way business has been done in the next five years than what I have seen in the past 29 years.” The March 2002 International Business Forum attracted some 60 participants.

An alumnus of Michigan State University’s Eli Broad College of Business, and the Director of Staffing, Sales, and Marketing at the Dow Chemical Company, Mr.

Lyon believes in “green and white.” He said he learned a lot at MSU but also got this “disease” called passion during his time at MSU. It is with this passion he meets the changes and challenges of global Customer Relationship Management. He continues with an example: Currently Dow is working with Ford Motor Company on a design of a new automobile profile in Tokyo, Detroit, and Germany simultaneously. So, he asks “How do we seamlessly integrate the activities around the world and bring products to you?” Immediately a hand rises from the audience asking, “With all these global acquisitions, how do you deal with cultures?” The answer is not simple, and that is clear from Mr. Lyon’s comment: “There have been more articles written about the cultural aspects of the Dow and Union Carbide merger that about its financial aspects.” Mr. Lyon brings up more issues such as extended reach that comes with technology. He says this results

in an activity explosion. That’s why the integration of people, businesses, processes, and systems is such a challenge. He indicates that the major mistake companies are doing today is to jump at new technologies and adopt them before even identifying the problem that this technology should address. One should first look at the processes, do a thorough analysis and then pick from the technology buffet to solve a particular issue. His concluding comments



From left to right: Bob Nason, Peter Lyon, and Elvin Lashbrooke

impacted the audience even more: “What we are today we will not be tomorrow.” Mr. Lyon was entertained questions for over half an hour after his talk was over from many business executives, MSU faculty and students. MSU-CIBER thanks Mr. Lyon for being a passionate, thoughtful, and experienced speaker with a love for MSU!

Correction:

The sentence in paragraph two on page three in the previous issue (December 2002) of CIBER News should read as follows: “. . . Riesenberger indicated that less than 15 percent (not 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.” We apologize for any inconvenience and thank Mr. Riesenberger for pointing this out.

MSU-CIBER Staff Presents globalEDGE™ at the International Business Forum

On February 15, 2002 a group of business executives, faculty, and students received a sneak peak of the new Country Insights™ section of globalEDGE™ <<http://globaledge.msu.edu/>>, which was launched on April 3, 2002. The new section is organized around world regions but still enables the user to visit individual country pages via drop-down menus. The web pages provide a vast amount of information on each country, organized in a logical and easy-

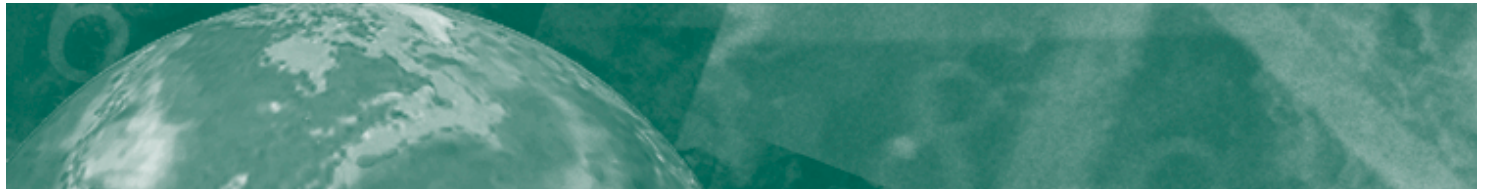
to-navigate fashion. Compiled information on each country includes a map, key statistics, history, economy, government, and links to country-specific resources, stock markets, and recent news for each country. The Resource Desk section is currently being reorganized to provide better access to its index of international business resources, which boasts close to 1,500 links. Registration to globalEDGE™ continues to be free.

Special ATF Agent Peter Elliott Lectures on Explosive Investigations

MSU-CIBER's efforts of addressing the 9/11 events and its implications continued with a lecture by Special ATF (Alcohol, Tobacco and Firearms) Agent Peter Elliott from Cleveland, Ohio. MSU-CIBER sponsored the lecture on explosives investigation involving terrorism on January 12, 2002 at the Kellogg Hotel and Conference Center in East Lansing. The Turkish Student Association at MSU and the Turkish American Cultural Association of Michigan organized the lecture. Special ATF Agent Peter Elliott provided details about a case he was involved between 1996 and 2001. Agent Elliott informed the participants about domestic terrorism as it related to this ATF explosives investigation.



Peter Elliott



Interview with The Eli Broad College of Business Study Abroad Programs Director **Elvin C. Lashbrooke, Jr.**

Q: Where do you see The Eli Broad College of Business Study Abroad (SA) Programs in the next five years in terms of enrollments and types of programs?

A: President McPherson has stated a goal of 40% of all graduating seniors participating in SA by 2006. Our challenge is to meet that goal, which will require doubling the number of Broad students currently studying abroad.

Q: What types of measures will you take to achieve these goals?

A: The obvious outcome measure is the number of students studying abroad. We intend to accomplish that goal through active marketing and recruiting by the MSU-CIBER Staff and Faculty, and through liberal use of scholarship funds acquired through the generosity of private donations to MSU-CIBER.

Q: What are some of the challenges you anticipate in your journey of this directorship?

A: Given the current economic environment, fund raising for SA Scholarships will be a challenge. As the number of students participating in SA Programs increases, we will need more staff to service the students and faculty. Attaining the 40% goal depends on active faculty involvement and support.

Q: Could you tell us about the impact of the 9/11 attacks on SA enrollments?

A: The immediate impact of the 9/11 disaster was a decline in enrollment for Spring 2002 by about 30%. However, Summer 2002 enrollments are up by about 15% and all of the Broad Summer SA programs are at capacity. Even though there may be challenges, I am confident that we can reach our five year goals.

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MSU-CIBER Sample Research Grants 2001-2002

Pat Paulsell, Director of Language Initiatives presented at two conferences that MSU-CIBER cosponsored in February 2002; Research Priorities Conference in Foreign Business Language Education, at University of California at Los Angeles, and Language & Culture for International Business: A Workshop for Foreign Language Educators, University of Memphis.

Ernest Betts, Assistant Dean of Multicultural Programs, The Eli Broad College of Business, Michigan State University, visited ITESM (Instituto Tecnológico y de Estudios Superiores de Monterrey) in Monterrey, Mexico in March 2002, for a series of research seminars and lectures as part of a faculty exchange program.

Xavier Martin, Assistant Professor of Management and International Business, Stern School of Business, New York University, presented a research seminar on February 14, 2002 to a group of MSU Business College faculty and PhD Students titled "Gaining From Vertical Partnerships:

Knowledge Transfer, Relationship Duration and Supplier Performance Improvement in the U.S. and Japanese Automotive Industries."

Severin Grabski, Professor of Accounting, The Eli Broad College of Business, Michigan State University, co-organized the Second International Research Symposium on Accounting Information Systems, December 15-16, 2001, New Orleans.

Study Abroad Scholarships 2001-2002

MSU-CIBER administers the Eli Broad College of Business Study Abroad Scholarships and this year (including Summer 2002) record number of applications was received. Some 80 students were granted scholarships, which were made available by generous donations from Ford Motor Company and DaimlerChrysler Corporation.

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