



CIBERNews

MICHIGAN STATE UNIVERSITY CENTER FOR INTERNATIONAL BUSINESS EDUCATION & RESEARCH

VOL. 12, NO. 3 AUGUST 2002

Inside this issue:

From the Directors	1
Monthly IB Forum concludes the 2001-02 academic year with Bruce Keillor on "E-Commerce in the United Kingdom: Opportunities for U.S. Firms"	2
Summer Foreign Language Workshops	2
Network of Study Abroad Administrators in Business Schools	3
MSU-CIBER Summer 2002 Sample Research Grants	3
Michael Reed Gets Married!	4
Maria García-Murguía has a baby boy!	4

Check us out on the Web!
<http://ciber.bus.msu.edu/NewsAndEvents/CIBERNews/>

MSU-CIBER Team

Executive Director

S. Tamer Cavusgil

Director

Tomas Hult

Assistant Director

Irem Kiyak

Study Abroad Director

Elvin Lashbrooke

Language Director

Patricia Paulsell

Technology Director

Roger Calantone

Program Coordinator

Beverly Wilkins

Systems Analyst

Michael A. Reed

Assistant to the Executive Director

Kathy Waldie

Office Assistant

Ronda Bunnell



From the Directors

We are excited to bring you this latest issue of CIBER News. In the last issue, we reported on the discussion that took place at the annual meeting of the MSU-CIBER Advisory Board and the ongoing guidance provided by the Board throughout the year. The fruit of this guidance recently resulted in the formal approval of the MSU-CIBER Strategic Plan 2002-2006 by the Board, the Broad Business College, and the MSU Provost's Office.

The Strategic Plan serves as our roadmap to even greater heights of success. Besides the "roadmap," we often adopt the notion that we need to "throw enough darts on the board, with the idea that a few of them will stick." This innovative and entrepreneurial mindset is what makes MSU-CIBER thrive.

Together with the Memphis CIBER as co-leader, and with a number of other CIBERs, National Resource Centers in African Studies, and the Institute for International Public Policy (IIPP) as co-sponsors, we are implementing a very innovative program that targets faculty at Historically Black Colleges and Universities (HBCUs). The initial goal is to conduct outreach, mentoring, and development programming on various international business issues to faculty at HBCUs over a three-year period. Ralph Hines, Director of the U.S. Department of Education's International Education & Graduate Programs Office says "it's among the most sweeping efforts to help predominantly African American schools sharpen their competitive edge in an increasingly global economy" (The Commercial Appeal, April 27, 2002). The program was launched with a strategic planning meeting involving the CIBERs, HBCUs, and IIPP on April 25-26, 2002 at the Fogelman Executive Center in Memphis, Tennessee.

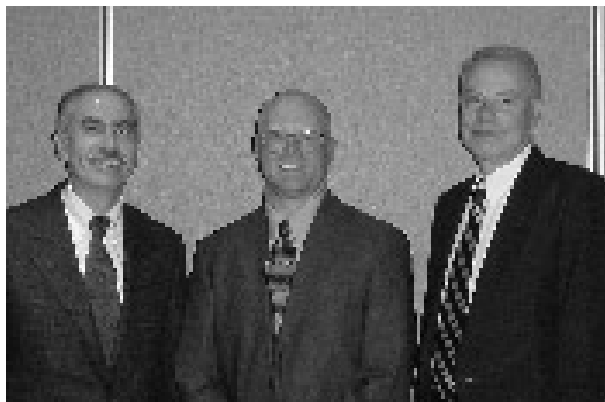
Another exciting new development is the CIBER Consortium for International Business Research (CIBER-IBR). Together with the Duke CIBER as co-leader, and with a large number of CIBERs as co-sponsors,

we are initiating a comprehensive research program on global competitiveness. Specifically, the mission of the CIBER-IBR is to advance research, intellectual discourse, theories, empirical studies and methodologies in the area of international business studies. Five key activities will serve to advance this mission: (1) organizing the annual Conference on Emerging Research Frontiers in International Business Studies; (2) sponsoring the Journal of International Business Studies (JIBS); (3) sponsoring the new JIBS/Macmillan book series: Advances in International Business Studies; (4) identifying and promoting International Business Research Priorities; and (5) supporting and encouraging research addressing the International Business Research Priorities.

Finally, on June 26-28 MSU-CIBER organized the annual CIBER Directors' Meeting in San Juan, Puerto Rico. As the outgoing President of the Association of International Business Education and Research (AIBER), S. Tamer Cavusgil delivered formal remarks at the meeting on the "Interface of Globalization with National Security: New Agenda for CIBERs." The theme of the remarks centered on "how can we as CIBERs align our objectives with that of the Congress and public policy makers that are actively searching for innovative solutions to national security?" As a result of this meeting, MSU-CIBER has embarked upon planning several global security activities (e.g., a conference on the Middle East and security issues to be held in Ankara, Turkey in 2003; co-sponsorship of a conference on Homeland Security to be held at the University of Connecticut in 2003; and, co-sponsorship of a conference on international agriculture and security issues to be held in Texas in 2003). Look for more information on these activities on our website at: <http://ciber.bus.msu.edu/>.

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

Monthly IB Forum concludes the 2001-02 academic year with Bruce Keillor on "E-Commerce in the United Kingdom: Opportunities for U.S. Firms"



From left to right: S. Tamer Cavusgil, Bruce Keillor, and Elvin Lashbrooke

Bruce Keillor presented "E-Commerce in the United Kingdom: Opportunities for U.S. Firms" at the April 9, 2002 International Business Forum. Keillor focused primarily on small and medium sized firms as he discussed the advantages and barriers of e-commerce in the U.K. To put Internet usage into perspective, the U.S. currently has 150 million users (approximately 53% of current population),

while the U.K. has a comparatively mere 25.5 million (approximately 42% of current population). Such figures alone demonstrate the opportunity presented to U.S. businesses in entering the U.K. market. Keillor outlined a number of other advantages in the e-commerce market: 1) A cultural link forms between the two countries; 2) A U.K. market opens the door to European markets; 3) U.K. businesses lack strategy; 4) E-commerce is still a credible industry; and 5) E-commerce is government supported.

Keillor then presented the existing opportunities in the U.K. e-commerce market. First, retail presents a lucrative venture for U.S. businesses. Since sports are culturally valued in the U.K., electronic shops such as fantasy soccer are promising. Also, U.K. trading communities and communication platforms are retail markets to be explored by the U.S. Asian and Mexican markets are online targets for U.S. businesses, therefore, ethnic markets in the U.K., as well as partnership opportunities, are both options available to explore.

Along with advantages come barriers to e-commerce. The U.K. is experiencing the same barriers to e-commerce that the U.S. faced 18-24 months ago. Marketing money is an obstacle, and consumers have prevailing concerns about security, such as using credit card numbers online.

To conclude, Keillor gave some resources that U.S. businesses may find useful in the U.K. markets:

Partnerships, www.e-encyoy.gov.uk;
Small enterprise, info@ukbi.co.uk;
Internet networking,
www.firsttuesday.com
Associations, www.bacc.org

In June 2002, globalEDGE™ was listed as a top international business site by the Exec: the Executive's Guide to Electronic Business, published by Unisys Corporation. The listing also highlighted the Market Potential Indicators for Emerging Markets report by MSU-CIBER. The 2002 Market Potential Indicators for Emerging Markets report can be found at <http://globaledge.msu.edu/ibrd/marketpot.asp>.



Check out <http://clear.msu.edu/institutes/02institutes/> for more information on Foreign Language Workshops.

Summer Foreign Language Workshops

This summer, MSU's Center for Language Education and Research (CLEAR) and CIBER co-sponsored a workshop on motivating students, parents, and the educational community in order to promote foreign languages. This four-day workshop concentrated on two main topics related to promoting foreign languages. Days One and Two focused on how to strengthen foreign language programs by working with various constituencies. Patricia Paulsell, CLEAR's

Co-Director and CIBER's Director of Business Language Initiatives, led the discussions in the first two days. Reading assignments, group discussions, and a panel discussion breakfast featuring members of the international business community were just some of the topics covered with the fifteen teachers. Days Three and Four focused on what teachers can do in their classrooms to motivate their students. Workshop leaders, Alissa Cohen (instructor at MSU's English Language Center) and Jane Ozanich (CLEAR's Associate Director), presented various extended and short-term activities to the group.

The other summer 2002 Foreign Language Workshops CLEAR offered include:

- Teaching Writing in the Foreign Language Classroom
- Using Communicative Activities in a Grammar-Based Curriculum
- Basic Web Pages for Late Bloomers
- Beyond Web Pages
- Putting Flash into Your Course
- Materials Development Marathon: Creating Online Communicative Activities from Start to Finish

MSU-CIBER Summer 2002 Sample Research Grants

MSU-CIBER funded a three-week visit of Isabelle Maignan to Michigan State University in June 2002. Isabelle Maignan is Associate Professor of Marketing at Nijmegen School of Management, The Netherlands. Professor Maignan presented a research seminar titled "Corporate Social Responsibility and Marketing: An Integrative Framework." Academic credentials of Professor Maignan includes: Ph.D. in Business Administration from The University of Memphis, Tennessee; Master of Business Administration from Nicholls State University, Louisiana; and Maitrise en Science de Gestion from Universite Paris IV-Dauphine, France. Professor Maignon has published in such journals as the Journal of International Business Studies, Journal of Business Research, Journal of International Management and Journal of Business Ethics.

Brian Pentland, Professor of Accounting of MSU presented a research paper titled "Networks of action in dis-

tributed manufacturing: Using process models to predict structural relationships," at The European Group on Organization Studies in Barcelona, Spain, July 4-7, 2002.

Brenda Sternquist, Professor of Human Ecology at MSU presented a research paper titled "Food Retail Buyer Behavior in People's Republic of China: A Model from Grounded Theory" at the Academy of International Business Conference in Shanghai, China, July 18-20, 2002.

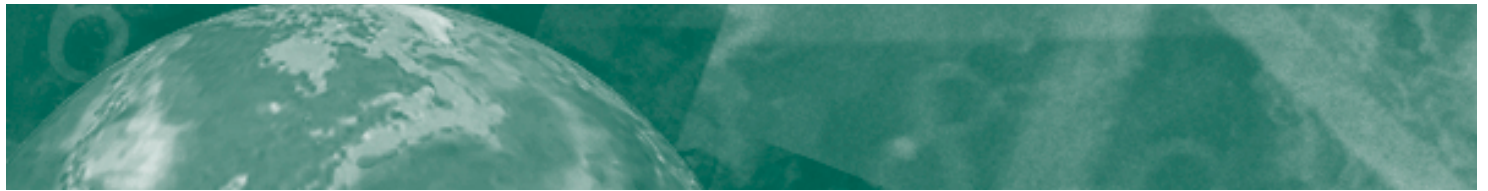
Onur Baser, PhD Candidate, Department of Economics at MSU, presented two research papers titled "Estimation of Censored Medical Cost" and "Parametric Approach for Estimation of Medical Cost from Censored Data" at the Annual Conference of Health Economists hosted by Australian Health Economics Society (AHES), in Sydney, Australia, July 18-19, 2002.

Mark Elder, Assistant Professor of Political Economy and International

Relations at the James Madison College of MSU presented a paper titled "The Japanese Challenge to Conventional (Western) Theories of Corporate Trade Policy Preferences" at the Annual Conference of the Association of Asian Studies in Washington DC, April 4-7, 2002 and at the Annual Meeting of the Midwest Political Association in Chicago, April 25-28, 2002.

Ken Boyer, Professor of Marketing and Supply Chain Management, presented a research paper titled "Making Internet Ordering of Food Viable-Matching Operations and Marketing Strategy" at the 2002 EUROMA Conference in Copenhagen, Denmark, June 2-5, 2002.

Kirt Butler, Professor of Finance at MSU presented a research paper titled "Are the Gains from International Portfolio Diversification Exaggerated? The Influence of Downside Risk in Bear Markets," at the European Finance Association Meetings, in London, UK, June 26-30, 2002.



Network of Study Abroad Administrators in Business Schools

One of the outcomes of the MSU-CIBER 2001 Roundtable on Study Abroad in Business Schools is the establishment of a Network of Study Abroad Administrators in Business Schools (see <http://ciber.bus.msu.edu/NewsAndEvents/2001/RoundTable/>). The network's mission is to provide a forum for the continuation of the roundtable discussions and for the sharing of best practices and research on study abroad in business schools. Its organizational meeting was held in San Antonio, Texas in May 2002. Andrea Poehling of the University of Wisconsin-Madison was the meeting coordinator. Business

schools invited to attend were Michigan State, Georgetown, Georgia Tech, Texas at Austin, Indiana, New York University, Ohio State, Penn State, Purdue, Wisconsin, California at Berkeley, Southern California, Florida, Illinois at Urbana-Champaign, Maryland, Minnesota, Michigan, and North Carolina at Chapel Hill. Subsequent meetings have been planned and an organizational structure created. The next meeting is scheduled for Madison, Wisconsin in October 2002. The agenda for the October meeting will consist of four major topics—Business Curriculum and Study Abroad Models (chaired by Christina Linhoff [Min-

nesota] and Diane Wilson [Texas at Austin]), Know Your Partners (chaired by Victor Betancourt [Maryland]), Study Abroad Outcomes and Assessment (chaired by Mick Vande Berg [Georgetown]), and Academic Issues (chaired by Elvin Lashbrooke [Michigan State]). A three person coordinating committee will be elected at the October meeting. The coordinating committee will be the governing body of the organization. The network will be a valuable source of information about study abroad in business schools and will be a support system for study abroad administrators in business schools.

**Center for International
Business Education and
Research**

CIBERNews

Michigan State University
The Eli Broad Graduate School of Business
7 Eppley Center
East Lansing, MI 48824-1121 USA

For inquiries or questions about

CIBERNews contact:

Irem Kiyak

ciber@msu.edu



Michael Reed Gets Married!



The bride and groom.

On Saturday May 18, 2002, our Systems Analyst Michael Reed wed Dawn Marie Budzyn at St. Joseph Catholic Church in Adrian, Michigan. We wish the happy couple many days full of health, happiness, and lots of puppies and babies!



Michael Reed and Tomas Hult at the wedding.

globalEDGE™ reached 1.2 million per month hit mark!

The Resource Desk Section now boasts information about 192 countries. Visit globalEDGE at <http://globaledge.msu.edu/>. Kudos to the team that made it happen: Ellen Closs, Maria-Elena Garcia-Murguia, Ben Hsieh, Tunga Kiyak, George Mount-richas, Rose Nyatanga, Michael Reed, and Michael Schmidt!

Maria-Elena Garcia-Murguia has a new baby boy!

On July 19 2002, our graduate assistant Maria-Elena Garcia-Murguia gave birth to Miguel. This is Maria's second child after Alberto. We wish the family fun times with their new bundle of joy!

Center for International Business
Education and Research
Michigan State University
7 Eppley Center
East Lansing, MI 48824-1121