



CIBERNews

MICHIGAN STATE UNIVERSITY CENTER FOR INTERNATIONAL BUSINESS EDUCATION & RESEARCH VOL. 13, NO. 1 DECEMBER 2002

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Check us out on the Web!

<http://ciber.msu.edu/NewsAndEvents/CIBERNews/>

MSU-CIBER Team

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Tomas Hult

Assistant Director
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Elvin Lashbrooke

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Patricia Paulsell

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Program Coordinator
Beverly Wilkins

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Michael A. Reed

Assistant to the Executive Director
Kathy Waldie

Office Assistant
Ronda Bunnell



From the Directors

MSU-CIBER increases its scope

MSU-CIBER ventured into an ambitious set of exciting events this fall. As our staff will attest, our undertakings become increasingly more ambitious every year. To help us out in our endeavors, we have added several new graduate students to the MSU-CIBER Team (see picture below), and we have also increased our staff by one.

Ronda Bunnell joined us in August as Office Assistant. The Office Assistant position was previously rotated among two or three students. As the MSU-CIBER team grew, we realized the importance of having consistency in the Office Assistant position, both from our side and to the liking of our many visitors. Ms. Bunnell came very highly recommended from one of the Administrators within the Broad College. She is the friendly voice you will reach when calling MSU-CIBER (517-353-4336).

As the popularity of our IT activities grew, we found ourselves wanting to do more and more. For example, our web portal, globalEDGE (<http://globalEDGE.msu.edu>), reached 1.8 million hits in October 2002. We feel fortunate that MSU-CIBER has managed to build a loyal community of people interested in international business issues.

Regarding study abroad activities, "Michigan State University has more students

studying around the globe than any other U.S. school...MSU offers nearly 200 study programs in about 60 countries"... MSU's number one ranking will make a good selling point for the university," Kathleen Fairfax, MSU Study Abroad Director, said (*Lansing State Journal*, November 18, 2002). MSU-CIBER coordinates all study abroad activities and student scholarships for the Broad College. For example, recently, Elvin C. Lashbrooke, Jr., our Study Abroad Director, raised \$18,000 from the Alcoa Foundation to support the Broad College's study abroad activities. MSU-CIBER granted more than 70 student scholarships ranging from \$500-\$1,000 per student last year.

Regarding research activities, MSU-CIBER maintains an extremely active agenda. A recent addition to our projects is a three-year \$250,000 grant provided by the National Science Foundation titled "Internet Disintermediation of Food Delivery—Spanning the Last Mile" (Kenneth Boyer and Tomas Hult are co-Principal Investigators). This project examines online grocers in Canada, United Kingdom, and the U.S.

We encourage you to read this latest CIBER News to gain greater familiarity with our Center and to obtain additional insights

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

Front Row (Left to Right): Dr. Tamer Cavusgil, Irem Kiyak, Bev Wilkins, Megan Savage, Ronda Bunnell, Maria Garcia **Second Row:** Tunga Kiyak, Jason Pitts, Rose Nyatanga, Michael Reed, Hans-Karl Meyer **Back Row:** Dr. Robert Nason, Ben Hsieh, Dr. Elvin Lashbrooke, Vishal Toyal, Kathy Waldie, Eray Yatgin, Dr. Tomas Hult



SPRING 2003 IB FORUM SCHEDULE

TUESDAY, FEBRUARY 11, 2003,
11:45 AM–1:00 PM

Mr. Todd Quinn
Canadian Consulate General

TUESDAY, MARCH 18, 2003,
11:45 AM–1:00 PM

Mr. John Pearson, Vice President & Executive Director, Capital Choice Partnership, Lansing Regional Chamber of Commerce, will present "The Changing Face of China—from Pagodas to Cell Towers"

TUESDAY, APRIL 8, 2003,
11:45 AM–1:00 PM
To be announced.

Look for more information on these activities and other news on our website at: <http://ciber.msu.edu/newsandevents/>.

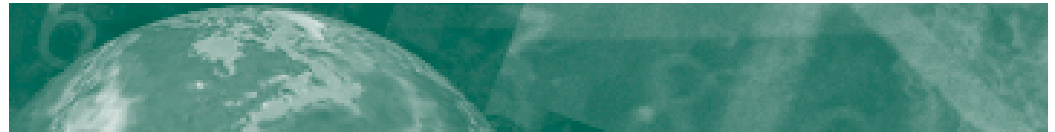
International Business Forums Offer Insight

International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Cosponsored by Michigan State University's Center for International Business Education and Research (CIBER), Detroit College of Law at MSU, the Greater Lansing Regional Chamber of Commerce, and Lansing Community College, the monthly Forum provides outstanding speakers and relaxed networking opportunities for anyone interested in doing business in the global economy—whether you import, export or provide services.

With extensive international experience, the speakers wrap personal insights around

a practical and up-to-the-minute approach to conducting international trade. The event is open to the general public.

For more information about our luncheon programs or to be added to the mailing list, please call Beverly Wilkins, Program Coordinator for Michigan State University's Center for International Business Education and Research, at 517-353-4336, or e-mail her at ibf@bus.msu.edu. The costs of the luncheons are \$20 and reservations are requested. Please make checks payable to the Michigan Athletic Club. You may also make suggestions for speakers and topics. Your ideas for the Forum are helpful to the Committee that organizes the event.



September
IBF Luncheon

A very enthusiastic Dr. Carl Liedholm "points out" the positive and negative effects of the "Euro" as Dave Regan, President of Plas-labs and others listen intently.

The Euro Has Arrived: What is its Future?

The first of this academic year's International Business Forum was held on Tuesday, September 10th at the Michigan Athletic Club (MAC) in East Lansing, Michigan. The speaker, Dr. Carl Liedholm from MSU Department of Economics, presented "The Euro Has Arrived: What is its Future?" Twelve European countries replaced their national currencies with

a single European currency called "The Euro." Dr. Liedholm outlined the positives and negatives associated with the new currency and talked about future trends. The prevailing view at the moment is that the Euro will continue to strengthen over the next year. The Euro definitely makes travel throughout countries that participate easier.

October IBF Luncheon

Overcoming Export Barriers: How the U.S. Department of Commerce, U.S. Commercial Service Helps Companies Increase Their International Sales

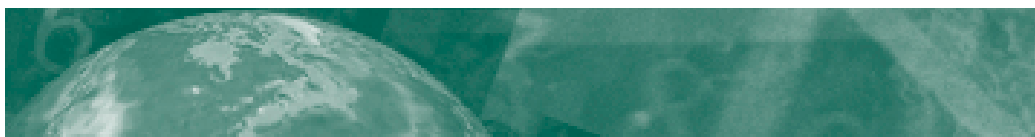
Richard Corson from the Pontiac U.S. Export Assistance Center of the U.S. Department of Commerce was the guest speaker at the October 8th International Business Forum. Mr. Corson explained that the agency helps Michigan companies export goods and services to countries all over the world through market research, locating agents, distributors, joint venture partners, licensees, and franchisees. There are about 200,000 Michigan jobs directly affected by export sales and roughly 30 billion dollars per year generated from Michigan products. Michigan is 4th in the country in export sales.

There are several different services available to assist companies in their quest to export; services such as market research,



From left to right, front to back: Bill Motz, Council Chair (Lansing Community College), Richard Corson (U.S. Export Assistance Center), Irem Kiyak, Assistant Director (MSU-CIBER), Tomas Hult, Director (MSU-CIBER)

that include industry sector analyses, international market insights, country commercial guides and web casts. They also have trade events and other key networking tools. For additional information, you may contact Mr. Corson at Richard.Corson@mail.doc.gov or go to www.usatrade.gov.



November IBF Luncheon

Building International Relationships South of the Border

The Monthly IB Forums concluded the 2002 calendar year with Gladson Remos, the Director of Business Development from the Caco Pacific Corporation, at the MAC on Tuesday, November 12 who spoke about building international relationships south of the border—particularly in Latin and South America. While the focus of this session was Brazil because of its economic growth and a transformation to a more democratic nation, the information may apply to other

countries as well. Brazil has the 9th largest economy of the world and represents a great source of opportunity for American Entrepreneurs. Mr. Remos talked about the best approach for starting a business, cultural differences and how to deal with them, and how to protect yourself and your investment. For more information, you may contact the U.S. Department of Commerce—Export Assistance or the Brazilian Chamber of Commerce Center.

On November 21, 2002, **Paulette L. Stenzel**, Professor of International Business Law, Department of Finance, Broad College of Business was a featured guest speaker at Albion College, Albion Michigan. Each year, Albion College presents an "International Week" with special lectures, presentations, films, and cultural events. Albion's theme this year was **Reflections on September 11**. With the co-sponsorship of MSU-CIBER, Professor Stenzel spoke on "Aftershocks of September 11 in International Business and Business Law."

**Center for International
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Research
The Eli Broad Graduate School
of Business
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Dr. Jeffery Reuer in discussions after the presentation.

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on a sample of the many activities undertaken during fall 2002. Additionally, for recent events, news, research activities, and more visit <http://ciber.msu.edu/> frequently.

Happy Holidays!

*S. Tamer Cavusgil, Executive Director
Tomas Hult, Director
Irem Kiyak, Assistant Director*

Research Presentation by Jeffery Reuer

Dr. Jeffery Reuer, Associate Professor at the Fisher College of Business at Ohio State University, gave an innovative presentation to Faculty and Doctoral Students on the way in which private firms may attempt to achieve the highest price when selling to another company. Co-authored with Jung-Chin, their paper titled, "Sequential Divestiture Through Initial Public Offerings" builds and tests a model of how firms are able to utilize an initial public offering (IPO) to better show their value to other firms that are interested in an acquisition.

Presenting to a capacity conference room, Dr. Reuer's engaging presentation style drew the interests of all present into the original paper with both practitioner and theoretical questions debated. CIBER would like to thank Dr. Reuer for sharing his most current work and stimulating ideas and interests at the business school.

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