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## Academy of International Business Joins MSU-CIBER



The Eli Broad College of Business and MSU-CIBER will soon become the new home of the Academy of International Business (AIB).

Founded in 1959, AIB is the world's leading association of scholars and specialists in the field of international business. It boasts a membership of nearly 3000 scholars, researchers, and business leaders from 65 countries.

"I'm thrilled about the move," said Dr. Alison Barber, senior associate dean for the college. "This will further establish our position as a leader in global business education. It will also bring us a great deal of visibility from the research community and a great deal of recognition of MSU expertise in international business."

The academy is dedicated to fostering education and advancing professional standards in the field of international business. Its objectives include facilitating the exchange of information and ideas among academic institutions, businesses, and governments. AIB also fosters research activities that advance knowledge in international business and increases the available body of teaching material. Additionally, the academy publishes *The Journal of International Business Studies*, conducts international business education and research conferences and seminars, and maintains extensive Web-based resources.

The academy, housed in the College of Business Administration at the University of Hawaii in Honolulu for the last nine years, will formally move to MSU on Jan. 1, 2004.

Dr. Tomas Hult, Director of MSU-CIBER, will become the executive secretary of the academy.

"This will broaden MSU's abilities as a global business education resource," said Hult. "Adding AIB to Michigan State University's seven internationally focused National Resource Centers, its nation-leading study abroad program, and its strong emphasis on international education solidifies the University's position as a world leader in higher education."

Dean Barber concurs and said she sees the academy's move to MSU as a fine reflection on existing resources. "MSU-CIBER is already the nation's premier Center for International Business Education and Research," she said. "The Academy of International Business' move to MSU further solidifies our reputation."

According to Dr. Robert B. Duncan, dean of the college, the academy move to MSU is a matter of synergy.

"Our vision for the Broad School is that we are here to create leading-edge, useable knowledge and to develop competencies and strategic leadership in a global, multi-cultural marketplace," he said. "Serving as the permanent host of the Academy of International Business, the premier professional organization in international business, coupled with having the world-leading National Resource Center in international business (MSU-CIBER) provides both great synergy and impact. This places the Broad School at the forefront of global business education."

# Interview with Helen Dashney



Since 1996, Helen Dashney has been matching Broad College MBA graduates with corporations around the nation and, increasingly, with corporations around the globe. Dashney is the director of the Broad MBA Placement and Career Center. She spoke with Irem Kiyak, assistant director of MSU-CIBER, and gave us her impressions of international opportunities for Broad College students and graduates, as well as her impressions of MSU-CIBER.

**IK:** How do you see globalization as having an impact on prospects for business students and MBAs?

**HD:** “Our students have to be adept at going across cultures. That’s the only way anyone is going to rise to the top today. I don’t think there will be a leader at the top of a corporation that hasn’t worked outside of the United States, or their native country.”

**IK:** What kinds of challenges are you facing as a career services director in the MBA program in an increasingly global economy?

**HD:** “One of the issues is certainly language ability. We’re finding companies who are very interested in folks who are multi-lingual. As we look at candidates who apply to the MBA program we are looking for people who have multi-language capability. Certainly when students sit down with a career services person to work on their résumé for the first time, one of the first questions that we ask is ‘do you speak multiple languages and what level of fluency do you have in that language?’ That’s a résumé item.

Another item is international experience. Certainly anytime an undergraduate has had opportunities to study abroad or visit other countries... that is information we encourage them to leverage. We find that a higher percentage of foreign national students will have worked in a second country than our American students, but we are finding an increasing number of American students who are doing that as well. They understand the value of international experience.

“I think a lot of times what that

suggests to an employer, even if that employer may not want them to work in a second country right away, is that they are risk-takers... they are willing to expose themselves to new ideas, challenges, and get out of their areas of comfort. The companies want calculated risk-takers and they usually find that with people who have done that.”

**IK:** What types of initiatives or program activities would you like to see happen in the next couple of years for our MBA candidates to develop their credentials to compete better in the global marketplace?

**HD:** “We actually have a number of students who are interested in working abroad. We increasingly see a number of our U.S. students who are interested in international internships, and that’s been a very difficult thing for us. For one thing, it’s expensive on the part of a company to do that. Companies need to see increased value from their investment in an internship, particularly in a difficult economy.

Any kind of help that we can provide [general guidance, places to look, people to contact, financial support, etc.] can be very helpful. We try to leverage our alumni in doing that. A couple of years ago we had an alum whose home is in Brazil. He took three of our U.S. students down there for a summer internship with General Motors-Brazil. That was a great experience for them.

Experience aside, one of the issues for the U.S. students taking international internships is that pay scales are so different. They rely on the money from the internship to help fund their education. We have an alum working in Liechtenstein who hired one of our U.S. national students. That was an issue for the student, but she figured out how to make it work because of the experience. We’re always looking for ways of trying to sell fiscal assistance to corporations in terms of positive payoff for them in the short and long-term. If they want people who are globally active and internationally aware, then they need to provide them with experiences. This, however, is a tough climate to do that in.”

**IK:** Very much so.

**IK:** How can MSU-CIBER help?

**HD:** “Any opportunities that MSU-CIBER has in terms of its contacts would be great. Students are increasingly asking for that. There is an International Internship Committee on campus, so it’s not a unique opportunity for the Business School. We know opportunities are limited, but we would like to provide as many students as possible with that experience. They will be even more marketable in the future as a result of the experience.”

**IK:** Definitely, it’s a résumé builder.

**IK:** You have talked a little in the Advisory Board Meeting to me and to some of our team members about what we are doing for the MBA program. Would you reiterate some for our readers?

**HD:** “Absolutely. One of the key things that have multiple benefits are graduate assistantships that you have provided to MBA students. Students get great experience there. The whole development of globalEDGE certainly involved a lot of GAs. I believe they’ve been doing a lot of the research and content development under your guidance. That’s been great. As they’re doing it they’re learning it. Also, they gain information from what your clients want to know... things that businesses need to know to do their business.”

**IK:** And it’s all global business.

**HD:** “Yes, it’s just a benefit all the way around. The cost of education at a state school has a differential. So, from the scholarship perspective, the graduate assistantship is a good thing. Students get the educational benefit. They gain exposure to companies that come into your area. And, there is a financial reward that comes from doing it. It’s been tremendous. I know that several students felt that was a highlight.”

**IK:** Thank you for sharing your thoughts with us. We look forward to a continued close relationship.

# International Business Institute a Success

By most measures and feedback from participants, the 5<sup>th</sup> Biennial International Business Institute for Community College Faculty was a big hit with participants.

The conference was held May 10 – 15 in the Kellogg Hotel and Conference Center on the campus of Michigan State University in East Lansing, Mich. Forty-nine business faculty from community colleges across the nation, Puerto Rico and Canada attended.

During the conference, participants attended seminars and presentations on a wide variety of topics and issues related to international business and business studies. Topics included: Concepts and Resources for Teaching Globalization; Status of Management and Business Education in Japan; Panel on the Status of IB in Community Colleges; Legal Issues in International Business; Interna-

tional Business Logistics; International Finance, Accounting, and Banking; and, e-Learning in International Business (among many others).

Feedback from attendees included the following statements:

- Something for everyone;
- Helpful to hear from someone with living experience in a country;
- It was more like a mini-weekend at MBA program;
- Very good, firsthand knowledge;
- GlobalEDGE rocks!!!;
- I think I can go back to my school and write a proposal for a new course. More important, I think that the content I learned was the motivation to establish such a course;
- Great resources to use for classes; and,
- Quality of speakers was very impressive.

Additional comments and feedback can be found on MSU-CIBER's Web site at, <http://ciber.msu.edu/newsandevents/2003/ibi/>.

The biennial institute was co-sponsored by CIBERs at Michigan State University, Ohio State University, Purdue University, Temple University, University of California at Los Angeles, University of Florida, University of Illinois at Urbana Champaign, University of Kansas, University of Memphis, University of Pennsylvania, University of Pittsburgh, University of Washington, National Association of Small Business International Trade Educators (NASBITE), and the MSU Office of the Vice Provost for University Outreach.



**International Business Forums  
resume September 9. Check our  
web site ([http://ciber.msu.edu/  
newsandevents/IBForum/](http://ciber.msu.edu/newsandevents/IBForum/))  
to see the fall schedule.**

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# Study Abroad Scholarships:

## Forty Study Abroad Scholarships Granted

**T**he Michigan State University Center for International Business Education and Research (MSU-CIBER) has awarded scholarship assistance to 40 MSU students who will be studying around the globe this summer and fall.

Scholarships of \$200 to \$1000 were funded by Ford Motor Company, DaimlerChrysler, the Alcoa Foundation, and the Hubacker Endowment.

Scholarship recipients are Broad College of Business graduate and undergraduate students. They will be participating in MSU study abroad programs in Mexico, China, England, Norway, Italy, Hungary, and India. Each student awarded scholarships through MSU-CIBER has stated personal reasons for participation in the scholarship and study abroad programs. Some of those statements follow:

Alys W. Moshier, a sophomore and Hubacker Endowment recipient headed to Rome, Italy, in the fall, said, "I feel it is necessary to study from multiple points of view.

A perfect opportunity to expand my horizons would be to study finance abroad."

Christopher E. Kean, a junior and Ford Motor Company study abroad scholarship recipient headed to Budapest, Hungary, this academic year, said, "I strongly feel that, in an ever evolving and integrated business world, exposure to different types of culture and business practices is an essential ingredient in constructing a strong business graduate."

Kori A. Keil, a senior and Alcoa Foundation study abroad recipient who plans on studying in Mérida, Mexico, said, "Participation in a study abroad program for a business major means that one is not only aware of the global marketplace, but also willing to embrace it head on...It is easy to hear in class how cultural differences influence business practice, but the subtleties of culture are difficult to understand from a textbook."

**For more information on the Broad Business College Study Abroad Programs, please visit: <http://ciber.msu.edu/studyabroad/>**

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