



CIBER NEWS

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International Business Forum Takes on the Euro

Upcoming Events

Presentation on "The EURO: A Single Currency in Europe" by Dr. Robert Kromer (from Vienna), on 23 November, 3-5 p.m., Room 124 NBC.



International Business Forum: "The Art of International Musical Marketing" by Paul Felch, Mark

Stiles, Chuck Colby and Glen Williams (Three Men and a Tenor), 10 December, 11:45 at the MAC.



The November installment of the International Business Forum featured Carl Liedholm, MSU veteran Professor of Economics, with a presentation on "The Euro is Coming." Liedholm discussed the European Monetary Union that will be launched in January of next year, focusing on the effect the common currency and monetary policy will have on businesses and others.

Liedholm told the packed audience that the eleven nations chosen to be part of the European Economic and Monetary Union will not actually have to deal with a physical Euro until January 2002. For the first three years, the speaker explained, the Euro will exist as a "virtual currency," with no physical notes or coins. The participating countries will continue to use their own currencies until July 2002, but those eleven countries will have their exchange rates locked in against the currencies of the other ten members, and the Euro will continue to float against the dollar.

Many luncheon attendees got their first peek at what will be the Euro symbol (featured below) and future 100 note. Liedholm pointed out that the Euro will not have any person featured on the paper note, but will instead

picture buildings and bridges. According to Liedholm, the Euro will debut at an exchange rate equal to US\$1.20.

While the U.S. is worrying about Year 2000 complications, Europe is preparing for the conversion to the Euro. The speaker stressed that information technology will play a major role in helping businesses convert their books, taxes and prices into Euros. "Large firms like Phillips will do this in a 'big bang' fashion," Liedholm says, "converting everything at once." Smaller suppliers will be forced to change early on, he contends, in order to keep pace with the larger ones.

The currency switch will also affect investors and travelers. Liedholm says that investors who used to invest in Europe according to country or region are now investing according to sector. And travelers will be able to benefit from reduced transaction costs involved with converting currencies, especially if they choose to use credit cards until the Euro is available.

After his lively presentation (which included a photograph of University of Michigan President Lee Bollinger holding a MSU flag) Liedholm fielded questions from the audience (largely composed of bankers) asking his opinion on topics such as the future survival and stability of the Euro. In response, Liedholm proclaimed "It's going to be there and it's going to be something you all have to deal with--for better or worse." The speaker did an excellent job of preparing us for the coming of the Euro, and asked "Are you ready for it?"



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Visiting Speaker to Present on Euro

In January 1999, 11 of the 15 member states of the European Union will introduce a single currency, the Euro. On 23 November, Dr. Robert Kromer, an independent consultant from Vienna, Austria, will be at MSU to conduct a workshop designed for people interested in the practical business implications of the transition to the Euro.

Dr. Kromer is a specialist in competitive and operational issues related to the transition to a single European currency. Before establishing his own business, he held positions at IBM, Xerox, and Unisys. He has also conducted Euro Awareness seminars for many European public and private sector clients. MSU CIBER is sponsoring this workshop, which will be held from 3-5 p.m. in Room 124 NBC. For more information, call Bev Wilkins at (517) 353-4336.



Overseas Faculty Development Seminars

South America

The third annual Faculty Development in International Business/South America Program will be held 6-20 June 1999. The FDIB/SA objective is to raise U.S. business faculty awareness of the social, political, economic, and business environments in South America. The programs in Argentina, Brazil, and Chile will include meetings with business faculty from leading academic institutions, business executives from multinational and national companies, and government officials. Cultural events and city tours are also included.

The program will address economic change for global competitiveness in South America. Interested faculty should contact the CIBER at Florida International University at (305) 348-1740, or e-mail them at ciber@fiu.edu.

Asia

The ninth Faculty Development in International Business program in Asia will be held 26 May to 12 June 1999. The program explores issues related to international business and economic crisis in East Asia and will begin with orientation sessions in Hawaii. This will be followed by visits to Tokyo, Seoul, Beijing, and Hong Kong and will feature seminars on East Asian business practices, culture, economic, and political environments. Meetings with Asian business executives, educators, government officials, and MNCs will be arranged along with plant visits in those countries to obtain a firsthand feel for Asia's business environment.

Interested faculty should contact the Center for International Business Studies at Texas A&M University at (409) 845-5234, or check out their web site at <http://cibs.tamu.edu>.

Global Business Challenge Competition

In 1998 the University of Washington in Seattle initiated the Global Business Challenge case competition. Nine teams from eight American universities participated in the three-day competition that was held in Seattle in April. The 1999 Global Business Challenge (GBC99) will also be held in Seattle from April 28 to May 1. The scope and span of the event is now expanded to include sixteen teams from U.S. universities and from highly respected international business programs worldwide.

The competition is designed to gather intelligent, motivated and cross-culturally diverse student groups from all over the world for a challenging three-day union. The sixteen teams to compete in GBC99 will be invited from U.S. (6-8 teams) and international universities (8-10 teams). Each team consists of four undergraduate students. All teams will be given the same international business case and approximately two days to analyze the case and present their findings in front of a panel of judges from industry and consulting firms.

Participating students should have business, analytical and problem solving abilities, good presentation skills and English language competencies in order to successfully present the recommendations of the team resulting from analysis of the international business scenario described in the case. A faculty advisor will accompany each team.

Preliminary indication of potential interest is sought. For more information, please contact Massoud Saghafi at msaghafi@mail.sdsu.edu.

Conlon Joins Management Faculty



MSU-CIBER is happy to welcome new Associate Professor of Management Don Conlon to the Eli Broad College of Business. Dr. Conlon comes to MSU from the University of Delaware, and is now teaching negotiation and conflict management at the graduate level.

Conlon's research interests include areas such as managers as mediators in disputes, how justice perceptions influence people's reactions to dispute resolution, and downsizing rumors. Internationally, he has researched reward allocations in Singapore, as well as presented papers in Germany, Ireland, Belgium, The Netherlands, and Canada.

Dr. Conlon recently attended a faculty workshop on international negotiation (cosponsored by MSU CIBER) at Duke University. There 28 faculty from around the country participated in case discussions, experiential exercises, and negotiations on international topics. Said Conlon "Some of the material I was exposed to will be put to immediate use in my negotiation class this fall."



MSU Hosts Visiting Scholar from Sarajevo

MSU is serving as host to visiting Fullbright Scholar Dr. Sunje Aziz, Assistant Professor of Management and International Business from the University of Sarajevo. He arrived in East Lansing in August, and plans to continue his research on Bosnia-Herzegovina as a potential emerging market until next May.

"This is an excellent opportunity for me," says Aziz of his stay at MSU. In addition to his research efforts, he is also auditing two courses in research methodology and one in international business. Aziz hopes to bring his international experience gained at MSU back to the Faculty of Economics and Business Administration at his university.

Although his family awaits him in Bosnia, Aziz does have a brother who lives in Chicago, and would like to travel in the U.S. if he has some free time. He would also like to see students from the U.S. visit his homeland. "Sarajevo is a unique town," he explains. "There is no town with such a mix between East and West." And given MSU's aggressive development of study abroad programs, that wish might just become a reality someday soon.

CIBER News Seeks Information

If you have information or upcoming events of interest to the international business community that you would like published in CIBER News, please call editor Cynthia Hitchcock at 353-4336.