



International Business Center
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Announcements

Jenny Quinn Joins MSU-CIBER Staff

The staff at MSU-CIBER would like to welcome its newest member, Jenny Quinn. Jenny will be coordinating the activities of the Virtual International Business Academy (VIBA) course, and overseeing the information technology needs of the Center. Jenny comes to us from the MBA office, where she developed Broadnet, the on-line career services network for MBA students. She has been with MSU for ten years, and we look forward to working with her. Welcome on board, Jenny!

Center for International Business Education and Research

Center for International Business
Education & Research
Michigan State University
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UPCOMING EVENTS

9 March: International Business Forum presents Kevin Ecclesine, President of Global Growth Associates, on "Strategies for Penetrating Foreign Markets: Export Sales, Licensing, Alliances, and Investing." Luncheon begins at 11:45 at the Michigan Athletic Club. For reservations, please call Beverly Wilkins at 353-4336. Cost is \$20.

27 March: The International Criminal Court Symposium, sponsored by the Detroit College of Law at MSU's *Journal of International Law and Practice*. The Symposium, held from 11:00-5:00 at MSU, will look at the global implications of the International Criminal Court. For more information, please contact Nadia Ahmad at 432-6932.

Harvard's Jeffrey Sachs Speaks at MSU

As administrator of the International Business Forum, MSU-CIBER was happy to cosponsor a luncheon presentation on 12 February featuring Dr. Jeffrey Sachs, Director of the Harvard Institute for International Development and Stone Professor of International Trade at Harvard's Department of Economics. Sachs, described by *Time Magazine* as "the world's best known economist," spoke to a packed audience at MSU's Kellogg Center on "What We Have Learned from the Emerging Markets Financial Crisis." The event was also sponsored by the Economic Club, the *Lansing State Journal*, and MSU.



Sachs received his bachelor's, master's, and doctorate degrees from Harvard University, where he has taught since 1980. The speaker's visit to Michigan was somewhat of a homecoming. Sachs graduated from Oak Park High School, and his parents (who live in West Bloomfield Twp.) were in the audience. He was introduced by MSU President Peter McPherson, a man from whom Sachs has "learned a great deal." McPherson noted the speaker's work in countries like Poland, Russia, and Bolivia, as well as in Asia.

Sachs has served as economic advisor to third world, post-communist governments in areas including economic reform and transformation, macroeconomic stabilization, privatization, market liberalization and international financial relations. He began his presentation by noting that "The world is as divided as any time in its history," commenting on the income disparity that exists across the globe and his concerns for the world's poorest people, "the 4.7 billion who subsist on \$1,250 a year or less." These people have been mostly ignored, he said, as "no one has stakes in them."

Sachs then discussed the effects globalization and open trade have had on the world. "We've been ten years in the midst of this process with surprise and disappointment," he said, noting that 85% of the world's population is still in less developed countries. Globalization "has proved its worth in many places," Sachs said, pointing out that the success in Poland has been repeated in many places in the world. "For a significant part of the world, the process is working," he noted, but for others, "it is not."

Sachs addressed the recent economic problems of economies in Asia and Brazil, adding "I don't have deep worries about Korea," but that "South America will be a mess this year." Sachs believes governments should resist short-term loans from foreign lenders. One of the problems some of these governments have encountered, he believes, is that they were "financing long-term projects on a short-term lease." Of the \$275 billion lent by international banks to the five Asian crisis economies in 1997, "2/3 were of maturity of less than one year."

As a leading critic of the IMF, Sachs says that many are explaining the collapse of these fragile economies the wrong way. Throughout his interesting and informative presentation, he gave his slant on the situation, hoping to set the record straight.

Opportunities for Faculty and Administrators

CIEE Faculty Development Seminars

The Council on International Educational Exchange is offering 7 to 16-day International Faculty Development Seminars, intensive overseas experiences for faculty and administrators designed to stimulate campus initiatives towards internationalizing curricula. Hosted by prestigious academic institutions abroad, the seminars focus on global issues and regions that are shaping the course of world events while introducing participants to scholarly communities overseas. Through exploring international issues and exchanging views with academic peers in other countries, seminar participants are able to re-examine their own disciplines within an international context and incorporate global perspectives into their teaching and research.

The 1999 summer seminars are located in the countries of Australia, Brazil, Chile, China, Costa Rica, Croatia, Cuba, Germany, Ghana, Hungary, Mexico, Northern Ireland, Poland, Russia, South Africa, Spain, Turkey, and Vietnam. For details on each of the seminars, please call 1-888-COUNCIL, or see their web site at www.ciee.org. Partial scholarship funding for the seminars may be awarded through MSU-CIBER. Please contact Beverly Riedinger at (517) 353-4336 for information about possible funding opportunities for seminars.

Fulbright Senior Scholar Program

Distinguished lecturing opportunities in Europe for the 2000-2001 academic year are available through the Fulbright Senior Scholar Program. Three chairs are available in business at the School of Economics and Business Sciences, Portuguese Catholic University in Lisbon, Portugal. Each of the assignments lasts three months, one beginning September, 2000 (Business Administration), another in January, 2001 (Management) and the third in April, 2001 (Strategy and Marketing). All three Chairs require a doctorate and eight years teaching experience. The application deadline is 3 May, 1999. For more information, please contact Margo Cuniffe of the Council for International Exchange of Scholars at (202) 686-6242.

MSU-CIBER Hosts Visiting Scholar

Throughout the month of January MSU-CIBER was happy to host visiting scholar Dr. Esra Gencturk, Assistant Professor of Marketing from Koç University's College of Administrative Science. Dr. Gencturk received her Ph.D. from the University of Texas at Austin, where she was also an Assistant Professor. Recently she returned to her home country of Turkey to work at Koç, a private university in Istanbul.

While at MSU, Dr. Gencturk studied the international marketing efforts of firms like 3M and Cargill, and collaborated on research with MSU professor Preet Aulakh. Upon arrival, the visiting scholar was surprised at the size and beauty of MSU, as well as the resources MSU-CIBER made available to her. Dr. Gencturk remarked that her experience here was beyond her expectations, and she said that she hopes to return.





IB Forum Explores Auto Parts Industry

On 10 February, the IB Forum hosted Marc Santucci, who gave a luncheon presentation on "Consolidation of the Auto Parts Industry and its Impact on Exports." As President of ELM International, Santucci's company has been tracking U.S. auto parts suppliers for the past eleven years, and global players for the past two.



Santucci began by chronicling the changes in the industry. "In 1970, the auto industry was regional in its approach, and suppliers were local," the speaker noted. With the gradual globalization of the automotive manufacturing industry, however, came the globalization of the auto parts industry and redefinition of traditional supply lines. For example, "Japanese auto supplier Denso is 26% owned by Toyota, but supplies competitors GM and Ford, too," the speaker added.

Santucci recalled the path Japanese auto parts suppliers have taken in their entry into the U.S. "In 1985, there were twenty Japanese auto parts suppliers in the U.S. Today there are 300," he remarked. "They followed the Japanese automakers here." Now U.S. auto suppliers find themselves in a similar situation, with "the need to be more global." "This means more than exporting," he explained, "but also global manufacturing." Suppliers of the future are now faced with increasing competition from emerging companies around the world, and Tier I suppliers will no longer be required to service just two OEMs. "They will be competing more on price and less on technology," he believes, and "will have to be very aware of competition from developing countries. Fifteen years ahead will see new entrants, possibly from China," he predicted.

Addressing audience concerns about the effect of industry changes on the Lansing area, Santucci noted that, with the trend for suppliers to be more involved in the production of JIT sub-assemblies, any new GM plant that might come to the area will require auto parts suppliers to be located near or even on-site. "Overall, the number of jobs brought to Lansing will be as much as a normal plant, they just won't be GM jobs," he said.

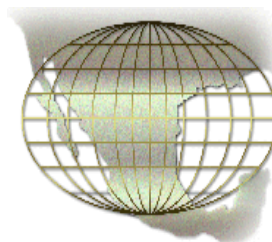
Santucci followed his presentation by answering various audience questions related to trends in the industry and union power.

Distinguished Faculty Award Goes to Sternquist

MSU-CIBER would like to congratulate Dr. Brenda Sternquist, Professor of Human Environment and Design in the College of Human Ecology, for being one of ten recipients of the Distinguished Faculty Award given in recognition of outstanding total service to the University. The award, which comes with a stipend of \$3,000, was bestowed 9 February during the 1999 Awards Convocation.

Dr. Sternquist is a pioneer in the area of retail distribution systems in Japan, researching cultural roles and relationships that influence the Japanese distribution system. Good work, Dr. Sternquist!

MBA Study Abroad Trip to Mexico



The 12-day MBA Study Abroad program to Mexico (Mexico: An Emerging Market and our NAFTA Partner) will include an on-campus orientation to be held 8 April (7:30-9:30 p.m.) and class sessions 12-14 May offering an intensive module on emerging markets. The trip will

take place 16-27 May, and will visit Guadalajara and Merida, Mexico for on-site learning about the Mexican economy and business community. For more information and program details, please e-mail Ramon Martinez at marti292@pilot.msu.edu.

A limited number of scholarships for the trip are offered through the Center for International Business Education and Research at MSU. Applications are available in the International Business Center in 7 Eppley, and are due 5 March. For more information, please contact Beverly Wilkins at 353-4336. Additional scholarships are available through International Studies and Programs in the Office of Study Abroad. The deadline for application for the ISP Study Abroad Scholarship is 19 March. For more information, please call 353-8920.

MSU-CIBER Hosts Business German Workshop

On Saturday, 6 February MSU-CIBER hosted the annual Faculty Development Program at the Kellogg Center for over 50 German language faculty. The program was designed and led by MSU-CIBER's Director of Business Language Initiatives and Professor of German Dr. Patricia Paulsell, and was cosponsored by the Goethe Institute and CIBER at the University of Michigan.

The program brought faculty of colleges and high schools together to explore business language issues, with special emphasis on the implications of the Daimler Chrysler merger and the establishment of the Euro. Mr. Stuart Jeffares, an executive at Daimler Chrysler, spoke on the challenge of combining the two enterprises, and MSU Professor Carl Liedholm addressed participants on the launching of the currency that took place at the start of the year.

For more event details, please call Dr. Paulsell at (517) 432-2286.

CIBER News Seeks Information

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