



The International Business Center Leads Faculty to Eastern Europe

In May 2009, the IBC led a group of 11 business faculty from eight colleges and universities in seven states on the Faculty Development to International Business (FDIB) trip titled "European Economies in Transition." Participants visited Poland, Bulgaria, and, for the first time since the IBC began this popular trip, Turkey. There they visited businesses and talked with government officials and academics to gain a first-hand understanding of the economic challenges and opportunities of these three very different countries.

"The itinerary incorporated a helpful balance of business, economic, social, and cultural activities," says Richard Saccone, assistant professor at St. Vincent's College in Pennsylvania. "I have traveled to 60 countries but Eastern Europe was my weak area. By visiting and talking with business leaders, educators, and government officials I gained a greater insight into international business as it pertains to Eastern Europe and the three countries we visited."



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Because of his interest in production, Richard particularly valued the visit to the Mercedes Benz truck and bus plant located in Turkey. “I was able to observe the entire process up close and discuss production, distribution, sales, and international trade with business professionals,” he says.

“Having written two travel guides, I always enjoy the cultural and tourist aspects of every country,” he adds. “I think the highlight in this respect was the visit to Istanbul where we saw the Ottoman Empire’s Top Kapi Palace and the famous Hagia Sophia, in addition to sailing the Bosphorus separating Europe from Asia. In every city we experienced the local culture and food. Learning about the people and culture of each country cannot be duplicated in any other way as well as experiencing it firsthand. I asked as many questions as I could and learned from the questions of the other participants. We had a nice cross section of academics in the group.”

Richard Saccone plans to incorporate more about Eastern Europe into his classes on international business, international relations, comparative politics, and global terrorism. “Our discussion on Turkey’s integration into the EU was a turning point for me. It truly broadened my perspective on this important matter.”

Also participating in the visit to Poland, Bulgaria, and Turkey was Dr. Farad Chowdhury, Mississippi Valley State University. Dr. Chowdhury is a participant in the **G**lobalizing Historically Black Colleges & Universities (HBCU) **B**usiness

Schools (GBS) Program, a collaborative project of HBCUs, the Institute of International Public Policy-United Negro College Fund Special Programs, CIBERs, including the IBC, and the United States Department of Education. An integral component of the GBS Program is the one-on-one assistance provided by the sponsoring CIBERs to their respective HBCU in facilitating the implementation of international

business education programs on their campuses.

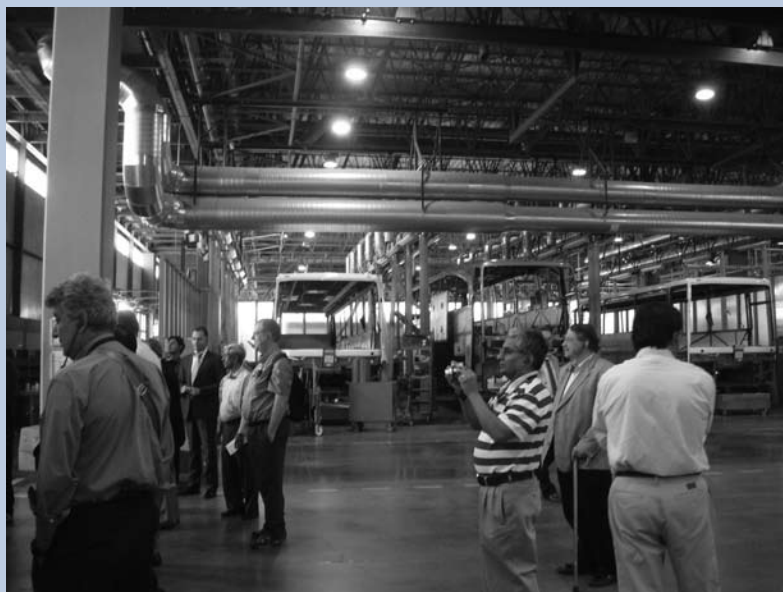
Faculty participant Robert Thomas, associate professor at the Warrington College of Business Administration, University of Florida, found the FDIB experience highly illuminating. He particularly valued making connections with the other faculty members on the trip. “There is no doubt that the contributions from each participant added dramatically to my learning,” he says.

“Each person made significant contributions to my learning, and I

was especially impressed to see that such broad views and perspectives were represented and respectfully received. I started the trip thinking that Turkey’s entrance to the EU was troublesome. I was quickly convinced that delay has been a major mistake. However, in the end, I am uncertain about the efficacy for either side of Turkey’s EU accession. The issue is far more complex than I had imagined, and it will take me a while to fully develop my opinion on the matter. But, now I believe I have a much better foundation on which to develop that opinion.” ■

“Learning about the people and culture of each country cannot be duplicated in any other way as well as experiencing it firsthand. I asked as many questions as I could and learned from the questions of the other participants.”

Richard Saccone



Mercedes truck and bus plant, Turkey

An FDIB Trip to Eastern Europe Changes Professor's Life

One FDIB 2008 participant found that his trip literally changed his life—he recently was awarded a Fulbright scholarship to live and work for a year in Poland as a result of his new-found interest in eastern and central Europe.

“I had never been to Eastern Europe and knew almost nothing about it,” says Myles Gartland, associate professor at the Helzberg School of Management, Rockhurst University, Missouri. “I think we are somewhat trained to think of the former Soviet/Communist countries as a homogenous block. However, through visiting Warsaw, Sofia, and Zagreb, I learned very quickly that I knew absolutely nothing about these countries and that they were all at very different stages of development, and with different cultures and problems. Even while on the trip I started to think about how I might come back over here with my family—I have four children who I desperately wanted to have the experience of life outside the U.S.

“Our last stop was Warsaw. Although I had thought that I knew a little about Polish history, culture, and business climate, I quickly learned from the FDIB program that I knew nothing. To say that I was amazed was an understatement. After three great days in Warsaw with trip leaders Bob Donnorummo and Monique Van Damme, visiting business, cultural, and academic sites, I knew I loved Poland. I then stayed in Poland and traveled to Krakow—which I liked even more. I knew that if I could ever get back to Eastern Europe, Poland was the place.”

In late 2008, after his return, Myles saw an announcement about Fulbright awards to Poland. He applied immediately and was accepted. He will be in the Faculty of Management and Economics at the Gdansk University of Technology (GUoT) in Gdansk from September 2009 to June 2010. “I will be teaching strategic management, international business, and statistics. I will also work with them on their MBA program.

“I perform research in the fields of competitive analysis and organizational economics. I look at two industries: health care and the international beer market. My general focus is the globalization of the health care industry, as well as the integration of health care of transitional countries like Poland into the EU. As for beer, Poland is considered one of the top five growth markets. All the big multi-national beer companies are moving into Poland and completely changing that industry's landscape.

“I am taking my entire family for the whole year. The FDIB experience was unquestionably the primary reason why I was interested in the country. Eighteen months ago, I would have never, ever imagined I would be interested in living and working in an Eastern European country. Not only did the FDIB trip show me how little I knew about the region, it showed me how exciting and dynamic Poland is. We are all looking forward to our year abroad.” ■

Dr. Bob Donnorummo Receives 2009 W. LaMarr Kopp Lifetime Achievement Award

Bob Donnorummo, formerly the associate director of Pitt's Center for Russian and East European Studies (REES), was recently selected to receive the 2009 W. LaMarr Kopp Lifetime Achievement Award from the Pennsylvania Council for International Education (PaCIE). The award recognizes outstanding contributions to international education in the Commonwealth of Pennsylvania. It is presented to outgoing international educators who have demonstrated longstanding excellence, commitment, and leadership in the field of international education.

The IBC's Faculty Development in International Business program leader, Bob Donnorummo is loved by legions of students and co-workers. Throughout his long career, Bob has made innumerable contributions to the field of international education. He served as academic advisor to all graduate students enrolled in the center's certificate programs or otherwise affiliated with REES, thus helping to launch the careers of many area studies experts. He served as faculty advisor to the REES graduate students' organization and

coordinated annual student conferences. He also managed REES's extensive network of institutional partnerships with universities in Eastern Europe and the former Soviet Union, which has provided numerous opportunities for Pitt students and faculty to study or conduct research abroad and to collaborate with international scholars visiting Pitt. Bob has also been the faculty leader of the IBC's FDIB trip to Eastern Europe since its inception, and he plans to participate in the program in 2010.

“Bob has consistently demonstrated outstanding commitment by supporting students in all of their academic endeavors,” says Jo Olson, Director of the IBC. “He has never wavered in his focus on providing high-quality educational opportunities to students. His career truly exemplifies the spirit of the W. LaMarr Kopp Lifetime Achievement Award.” ■



IBC Sends Pitt Professors to Africa and Vietnam

The International Business Center also sends Katz faculty on FDIBs led by other CIBERs. In May 2009, the IBC sent Ravi Madhavan, associate professor of business administration, and Cait Poynor, assistant professor of business administration, on FDIB Africa. The program, led by the CIBER at the Moore School of Business, University of South Carolina, was titled “Understanding the Business Challenges of Africa: Johannesburg and Pretoria, South Africa, and Nairobi, Nakuru, and Amboseli, Kenya.”

“The trip was truly life changing,” says Cait Poynor. “Not only was it great to talk with the business professors from around the country who were with us, seeing the ways that firms responded to Africa’s unique challenges was eye opening. In particular, getting to meet and have extended conversations with business leaders and consumers in South Africa, Botswana, Zambia, and Zimbabwe gave me a deep appreciation for the creativity they bring to a very complex historical and economic situation. And this insight changes the way I see the problems the U.S. faces—they’re no less complex and will require the same levels of creativity and energy from both consumers and firms if progress is going to happen. I’m really looking forward to showing my

students in consumer behavior classes the pictures of the people I met and the businesses we visited and telling stories that hopefully will both challenge and inspire them to think beyond the situations they see every day.”

Turning from Africa to Asia, in January 2009, the IBC also sent David Berman, Associate Professor, School of Education, and faculty leader of the new Plus3 program to Vietnam (see “Undergraduates Visit Vietnam in New Plus3 Destination, page X) on the FDIB Vietnam led by the CIBERs at the University of Wisconsin–Madison and the University of Hawai’i at Manoa. ■



Evaluation of Short-Term Study-Abroad Program Results in ASEE 2009 Best Paper Award

The Plus3 programs, which send rising sophomore engineering and business students on a short-term study-abroad program in either Brazil, China, Germany, Chile, or—most recently—Vietnam, have resulted in an award-winning paper titled “Evaluating a Short-Term, First-Year Study-Abroad Program for Engineering and Business Undergraduates: The Impact on the Student Learning Experience.”

Lead author Kristine Lalley, director of international engineering initiatives at the Swanson School of Engineering, and co-authors Josephine Olson, professor of business administration and director of the International Business Center at the Joseph M. Katz Graduate School of Business, and Brant Hawk, 2009 Pitt (CBA and arts and sciences) graduate received the Best Paper Award in June 2009 for their paper from the international division of the American Society of Engineering Education. Funding for the paper was provided by the IBC, and qualitative and quantitative data came from an evaluation of Pitt’s Plus3 programs.

Students who participated in the Plus3 programs in 2005 and 2006 were surveyed electronically in spring 2008 regarding outcomes from their participation in the Plus3

program. “The intent of the study was two-fold,” says Josephine Olson. “We examined the data to determine if the program is meeting its goals of influencing participants to pursue additional study-abroad opportunities later in their college careers and inspiring students to further their study of foreign languages and culture. We wanted to assess the learning outcomes of the participants two to three years after their involvement in the Plus3 program.”

Results showed that 60 percent of the business students did another study-abroad program after the Plus3, and another eight percent planned to do so. In contrast, only 18 percent of the engineering students had had another international experience and 22 percent planned to have one. Among the business students, 56 percent continued to study foreign languages after the program versus 22 percent of the engineering students.

“We were pleased with the results and with the honor of the recognition,” Jo Olson says. “In a further study, we plan to conduct a survey with a control group of students who did not participate in Plus3 to see whether there are significant differences between the two groups.” ■

Undergraduates Visit Vietnam in New Plus3 Destination

In May 2009, business and engineering freshmen packed their bags and headed off to Ho Chi Minh City (formerly Saigon), Vietnam. There, in addition to daily language classes, they studied the history, language, economy, and social environment of the country, visited companies and historic sites, and worked on a research project. The new Plus3 Vietnam program, its development funded in part by the IBC, joins Pitt's other Plus3 programs to Chile, China, Brazil, and Germany.

Rising sophomore Lauren McMenamin was enthusiastic about her experience. "Our trip leader was a Vietnam vet and he had photos from 1968 and 1992 that we could compare to conditions today. My first impressions were of heat and humidity and crowds of people. A highlight of the trip was a cooking class—we were taught a few words and then sent out to the market to buy the ingredients and bargain with the vendors. The marketplace was amazing—

everything was so fresh!"

Lauren recommends the Plus3 experience to other students, saying that she appreciated her own country more by experiencing another. "It showed me business opportunities as well as the interconnectedness of cultures and businesses. Another benefit was that it broke down barriers between the business and the engineering students. Plus, saying that I visited Vietnam is a conversation starter—I mean, how cool is that!" ■



Katz School Uses Historic G-20 Summit to Increase Students' International Awareness

In September, the City of Pittsburgh will host the G-20 Leaders' Summit on Financial Markets and the World Economy. To commemorate this historic meeting of world leaders, Pitt Business (the combined forces of the Katz Graduate School of Business and the College of Business Administration) will host a month-long celebration of the G-20 member countries with spotlights and forums on the role of the G-20 in the global economy. On each of the 20 days preceding the summit, Katz will feature a different G-20 country with presentations on the culture and

economy of that country held throughout the day in the lobbies of the two schools. On Wednesdays during the four weeks leading up to the G-20 in Pittsburgh, Pitt Business will present a program of distinguished speakers from the G-20 countries to participate in a forum discussing a topic related to their region. Known as World Wednesdays, the events showcased cultural music, dance, and food. World Wednesdays will be held August 26 and September 2, 9, and 16. For more information about the Pitt Business G-20 World Tour, visit www.business.pitt.edu/g20. ■

UCIS Uses G-20 as "Teachable Moment"

The City of Pittsburgh's role as host of the September G-20 Summit presents the University of Pittsburgh with a unique teachable moment. Because of the G-20 meetings, the citizens of the city and region and the students at the University are primed to think and talk about these critical international issues. Thus, the University has a rare opportunity to encourage a dialog on these questions with both internal and external constituencies.

The University Center for International Studies (UCIS) will be directly involved in planning events linked to the G-20 meetings. For the community, for example, UCIS (along with the World Affairs Council, Rand Corporation, and the Carnegie-Bosch Institute) is a sponsor of the panel discussions for the business community to be held on September

16 titled "The G-20 Pittsburgh Summit: What Can We Expect?" UCIS also works to identify Pitt faculty, experts on the countries and the issues, who will serve as a resource and respond to questions from the press, the public, and other faculty, students and staff. On campus, UCIS's area study and thematic centers are organizers of multiple events exploring G-20-related topics from a variety of perspectives—before, during, and after the Summit. For example, UCIS's annual International Week will kick off immediately after the Summit, and provide a superb opportunity for reflection and discussion about the critical issues raised the week before. For more information about International Week activities, please visit www.ucis.pitt.edu/global/international-week/index.html. ■

IBC Staff News

IBC's student staff-member **Ben Greenly** graduated in April, having majored in communications and rhetoric with an Italian minor and earning a global studies certificate. Ben and his family recently traveled to Hawai'i and he loved the experience so much that he moved there in August. Ben is attending Kapiolani Community College to learn Japanese and is also applying to join the Peace Corps. Eventually, he plans to gain more international experience by furthering his education in International Affairs.

IBC Marketing Research and Evaluation Intern **Brant Hawk** graduated in spring 2009 with a double degree, receiving a bachelor of science degree in psychology and a bachelor of science in business administration with a major in marketing and a minor in economics. Brant is currently a merchandise trainee at the corporate headquarters of Dick's Sporting Goods in Pittsburgh.

Financial Administrator **Michelle Jarvis** recently completed the Katz Graduate School of Business's MBA Essentials certificate program.

Associate Director **Jacqueline Saslawski** passed the Pennsylvania Bar and is now admitted to the Commonwealth of Pennsylvania and the United States District Court for the Western District of Pennsylvania.

And *spotlight* on **Doreen Hernández**, who earned her bachelor's degree from the University of Pittsburgh in December 2008. She majored in communications, with concentrations in media and professional communications, and obtained certificates in Latin American studies and corporate and community relations. In May, Doreen joined the IBC Director as the staff assistant for the Study-Abroad Plus3 Chile Program. She writes:

"I had an incredible experience in Chile and feel so privileged to have had this opportunity to participate in the Plus3 Chile Program. One of the freshest memories in my mind is of suddenly awakening to the captain's voice at 6:45 a.m. as he announced that we would be soaring atop the Andes Mountains, and we should look out the windows. I don't think I ever imagined or appreciated before just how huge the Andes are until I was on that plane flying into Santiago. They loom over everything, dwarfing office buildings and reminding us just how small we really are. From the sky I could see dots of light and eventually rooftops of the small towns built by the foothills of the region—it was amazing. The Andes set the stage for two weeks of adventures alongside faculty leader Jo Olson and 17 CBA and engineering students. Some of these included visiting Isla Negra, one of the homes of my favorite poet, Pablo Neruda, and eating "pastel choclo" (peasant corn pie filled with chicken and veggies) and many varieties of Chilean empanadas. I hope to travel to many more countries in the future—in the meantime, I'm continuing to build my language skills by learning Brazilian Portuguese and Japanese." ■



Legacy Laureate Gaoning “Frank” Ning Honored

On October 23, 2008, **Gaoning “Frank” Ning** was honored as a Legacy Laureate at the University of Pittsburgh. Mr. Ning received his MBA from the Joseph M. Katz Graduate School of Business in 1985. He currently serves as the chairman of COFCO Limited in Beijing, China, as well as chairman of their subsidiaries China Agri-Industries Holdings Ltd. and China Foods Limited. COFCO is a food importer and exporter that is also a bottler for Coca-Cola in mainland China, and its interests have diversified to include beverages, edible oils, livestock and meat, hotels, packaging, real estate, and finance. Students crowded the auditorium to hear Mr. Ning speak on the topic of **“Food Security, Agriculture and Business—China and Beyond.”** The event was cosponsored by the

IBC, UCIS, and the Outside the Classroom Curriculum.

In April, 2009, Frank and Lily Ning hosted a reception in Beijing attended by University Chancellor Mark Nordenberg; Dr. John Keeler, dean of GSPIA; Dr. John Delaney, dean of the College of Business and the Joseph M. Katz Graduate School of Business; Dr. Larry Feick, director of UCIS; Dr. Siddarth Chandra, director of the Asian Studies Center; Michele Heryford, assistant director for external affairs, Asian Studies Center; Elise Moersch, director of international advancement, UCIS; and the Heinz Chapel Choir and alumni from the University of Pittsburgh. Mr. Ning is working to strengthen relationships between the University and its alumni living and working in China. ■

Lectures and Presentations

The IBC frequently hosts and cosponsors presentations and lectures that feature distinguished international business professionals, government representatives and ambassadors, and eminent faculty. Following are a few events from 2008/2009. For a full list, please visit the IBC website at www.business.pitt.edu/ibc.

September 24, 2008: **Dr. Jagdish Sheth**, the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University, addressed how the rise of China and India—a combined force that he calls “Chindia”—is not only inevitable, but will benefit the global economy.

“Chindia Rising; How China and India Will Benefit Your Business,” drew a crowd of faculty and students. This event was part of International Week 2008 and was cosponsored by the Global Studies Program and the Asian Studies Center at the University Center for International Studies.

December 5, 2008: The Georgian Ambassador to the United States spoke on the topic of **“Georgia’s Place in a Changing World.”** **Dr. Vasil Skharulidze** sponsored by the Center for Russian and East European Studies, the European Studies Center/European Union Center of Excellence/European Union Center.

February 26, 2009: As part of the Asian Studies Center’s brown-bag lunch series “Asia Over Lunch 2009,” **Dr. Lee Branstetter**, associate professor economics and public policy, Carnegie Mellon University, addressed the topic **“Will India and China Dominate the 21st Century**

Global Economy?”

March 16, 2009: **Susan Dudley**, a former Presidential appointee as Administrator of the Office of Information and Regulatory Affairs of the U.S. Office of Management and Budget, spoke on the topic of **“Framework for Advancing Trans-Atlantic Economic Integration Between the European Union and the United States of America.”**

The IBC hosted this event with the European Union Center of Excellence/European Studies Center.

May 21, 2009: The IBC, in conjunction with the University Center for International Studies, presented a faculty development seminar titled **“Understanding Islamic Frameworks in a Global Context.”** **Dr. Muqtedar Khan**, associate professors of political science and international relations, University of Delaware, gave the keynote address, “Islam in the Age of Multiple Crises.” **Melissa Parker**, PhD candidate, political science, spoke on “The Political Participation of Muslim Minorities in Europe,” **Dr. Tony Gaskew**, assistant professor of criminal justice, University of Pittsburgh at Bradford, spoke on “The Muslim Brotherhood: Vanguard for a Modern Political Islam,” **Susan Hascall, Esq.**, assistant professor of law, Duquesne University, spoke on “Islamic Banking and Finance,” and **Adnan Zulfiqar**, JD/PhD candidate, Near Eastern Languages & Civilization, University of Pennsylvania, spoke on “The Politics of Islamic Law in Muslim Societies.” ■

New Global Management Major Offered at College of Business Administration

In fall 2009, undergraduates in the College of Business Administration will be able to declare a new major in the field of global management. The global management major enables students to develop expertise in the management of people, processes, and policies in a global context. After a grounding in traditional management theory, students take courses such as “Global Workforce Management & Change” and “Global Strategy and Competitive Advantage.” In addition to these classes, students should have a concentration in a business function, such as marketing or finance, and a choice of arts and science courses, focused on the

non-native language that they are also required to learn. For example, if the student’s foreign language is Japanese, the CBA recommends that he or she satisfy the social science, literature, and music/art requirements with any of several courses that focus on Japan. Students are also required to have at least one study-abroad experience.

“The IBC Director has been involved in all stages of the development of this new major,” says Jacqueline Saslawski, IBC Associate Director. “We are very pleased to offer yet another way for undergraduates to become more competitive in the global environment.” ■

Katz Students Participate in Prestigious International Conference

This year, the Katz Graduate School of Business was invited to join other top business schools from around the world to hear European and U.S. policymakers at the Interstate Programme in Brussels. The IBC provided partial funds to send seven Joseph M. Katz Graduate School of Business students. Melissa Carp, Christopher Curd, Heather Henry, Steven Scott, and Jessica Woodhouse-Witt of the part-time MBA program joined full-time Katz student Philipp Kaethe and EMBA student Brian Quigley for this four-day prestigious global-learning opportunity, held June 1-4, 2009.

While in Brussels, the students met with MBAs from other top business schools and heard presentations on the current economic crisis, financial policy, and climate change. Speakers included representatives in European politics and decision making including members of the European Commission and other European Union and NATO officials. Several United States Administration officials were on hand as was the Russian representative to NATO, Ambassador Dimitry Rogozin.

The Katz students took full advantage of their opportunities to engage in dialogue with the speakers. "The session with Ambassador Dimitry Rogozin, the Russian representative to NATO, was one I will not forget," says Heather Henry. "He engaged directly with our group and discussed his country's unique point of view of relations with both the EU and the U.S., along with Russia's position concerning its war with Georgia in 2008. It was a special opportunity to see the other side."

Chris Curd adds that "the Interstate Programme served as a fantastic introduction to the EU while providing an up-to-date perspective on the continued growth of globalization and trans-Atlantic trade. The speakers had great depth, and the group setting worked extremely well for us to learn more about international business." ■



Left to right: Christopher Curd, Brian Quigley, Steven Scott, Heather Henry, Melissa Carp, Financial Times Editor Lionel Barber, Philipp Kaethe, Jessica Woodhouse-Witt at the Interstate Programme in Brussels June, 2009.

Pitt Students Active in Society for International Business

The Society for International Business (SIB), partially funded by the IBC, continues to increase its membership and activities. As one of its activities, the organization hosts Wall Street Journal (WSJ) meetings on the last Sunday of every month. Members gather at local restaurants featuring international cuisine to discuss current WSJ articles focused on international economic and cultural relations. In October 2008, SIB provided a team of six at the annual Community WorldQuest—an international knowledge trivia game hosted by the World Affairs Council

of Pittsburgh. The SIB also conducts site visits. In January 2009, eight SIB members visited Bloomberg Financial Services in New Jersey, learning from a former SIB officer about career opportunities in international business. The group also hosts speakers from companies including Electronic Data Systems, ALDI, Target, Wolseley, Bombardier, BNY Mellon, McKinsey, and MEDRAD. The Society for International Business also promotes the awareness and knowledge of local cultural events and volunteer opportunities on and off campus. ■

Going Global in Local High Schools...

On February 6, 2009, the IBC hosted and cosponsored **Academic WorldQuest** with the World Affairs Council of Pittsburgh, a competition on international knowledge for high school students. Fifty-five high schools from the region competed on their knowledge of international events, culture, history, and business.

On April 28, 2009, the IBC hosted the annual **Marketing Campaign Business Interscholastic Competition**. The program, now in its eighth year, includes operational and financial support from Bayer Corporation, the Cultural Communications Alliance, and, for the first time, Pitt's Global Studies Program. The project is introduced to schools each November; schools generally have 20-40 world language students who form teams of up to six members. In March of each year, the individual schools have in-house competitions to determine which team will move on to the Bayer Competition and compete against the other school districts. This interschool competition was held at Pitt's College of Business Administration. Teachers who participate in the program receive Act 48 (continuing education) credit hours.

This year's high school marketing competition focused on developing a plan to sell daily vitamins in China. The North Allegheny High School team led by teacher Barbara Zaun took first place in the experienced division, while the South Fayette High School team, led by teacher Mary Quirk, took first place in the novice division. Congratulations to winners and to all participants! ■



First Place Novice Marketing Campaign Business Interscholastic Competition



First Place Experienced Marketing Campaign Business Interscholastic Competition

¿Habla Español? Nein? We Can Fix That for You

Since its inception, the IBC has supported language instruction for MBA students, faculty, and staff, offering a variety of levels of languages such as Chinese, French, German, Italian, Japanese, Portuguese, and Spanish. Based on demand, the IBC offered beginning Spanish in fall 2008. In spring 2009, the IBC offered Spanish 1 and 2 and beginning Japanese, Chinese, and German.

"I decided to take the Chinese course both because I like learning languages and because China is so important in the global economy," says Adrienne Nicole Burgess

Ewing, an MBA student who is concentrating in finance and interned at IBM in Atlanta in summer 2009. "We also have a large number of international students in our graduate school, and I think it's interesting to be able to learn more about their languages and cultures. I really enjoyed the course and think it was worth taking. I'm also fluent in Spanish, as it was one of my undergraduate majors, and I spent some time studying in Spain. Chinese is so different from English and Spanish!" ■

IBC Hosts Brazilian Students in the 'Burgh

In late June, the IBC collaborated with the Center for Executive Education and the David Berg Center for Ethics and Leadership to expand the University of Pittsburgh's links to Mackenzie University in São Paulo Brazil. Eleven Mackenzie University students (both undergraduates and graduates) came to the Katz School of Business to earn

a certificate in management and leadership. As part of this exchange, the IBC assisted in identifying University of Pittsburgh students to act as Pitt Ambassadors for the Mackenzie students. The IBC also hosted the students at a Pirates game and a dinner. ■

IBC Hosts Visiting Scholar

In 2008-2009, the IBC hosted visiting PhD candidate Peter Raunicher, assistant lecturer at the Department of Organization and Learning, School of Management, Innsbruck University, Austria. Peter is employed as marketing manager at an Austrian trading and service company, and is finalizing his thesis, titled "Trust as an element for successful transformation in organizations or transformation via trustful cooperation."

Peter Raunicher's goal was to study at an American university in order to expand the breadth of his observations on trust within organizations. "The Katz Graduate School of Business not only possesses excellent researchers, but is also known in the USA for being an established and outstanding research institute. Furthermore, this year of research enabled me to gain insights into a comparative understanding of organizational cultures."

Peter compliments the IBC for its support of his stay. "They not only supported my year of research from an organizational standpoint, but also through their personal commitment and dedication. This was instrumental in my time there being an extremely informative year. My wife (Dolores Wolfram-Raunicher, MD, spent her year in Pittsburgh as research scholar at the Division of Plastic Surgery

of Professor A. Lee at UPMC) and I made many new friends and had numerous positive experiences." Peter Raunicher adds that he hopes that other foreign scholars will avail themselves of the opportunity to work at the Katz School of Business. "I hope they can experience the friendliness and politeness amongst researchers and feel as comfortable in Pittsburgh as my wife and I did." ■



Kudos to the Katz MBA Team in the 2009 CIBER MBA International Business Case Competition!

Four Katz MBA students competed in the 2009 University of Kansas CIBER MBA International Business Case Competition held April 14-17 in Lawrence, Kan. Julia Hille, Simon Matthiensen, Nina Nahar, and Jan M. Schlichenmaier won awards



for Best Presentation and Second Place overall in this 24-hour live-case competition presented by the executives of YCR Logistics, a subsidiary of YCR

Worldwide, a leader in the global transportation and information service. The case problem was to develop a viable business model for the company to support and create organized transportation in China's trucking sector that enables supply (trucks) and demand (freight) to find each other in the market. The students had 24 hours to analyze the case and create recommendations for the company. They then made presentations to company executives at their headquarters in Kansas. Also competing were teams from the Ohio State University, Sun Yat Sen University (China), the University of Kansas, the University of Washington, and the University of Wisconsin. ■

...And Congratulations to the College of Business Administration Undergraduates Competing in the Ohio State University CIBER Case Challenge!

Undergraduates Keely Carney, Erica Metzger, Katie Roll, and Alyssa DiLoreto traveled to OSU to compete in the annual CIBER Case Challenge. There the Pitt team competed with 15 other college teams, including teams from Canada, France, Mexico, and Singapore. The case was to develop an international expansion plan for Beauty Avenues, a division of Limited Brands. The winning team was from Singapore Management University. Case participants also visited Honda's Marysville Auto Plant. The CIBER Case Challenge offers an excellent opportunity for students to gain exposure to international business issues as well as to meet business students from around the globe. ■

...And to Dr. Karen Winterich

Karen Winterich, who received her PhD from the Katz School in 2007 and whose research was funded by the IBC, had an article published in the *Journal of Consumer Research* in August 2009. The title of the article is "Donation Behavior toward In-Groups and Out-Groups: The Role of Gender and Moral Identity."

Karen, who is assistant professor of marketing at the Mays Business School, Texas A&M University, says of her research: "I've been working on research examining the role of consumer identities in charitable giving as well as cultural influences on purchase decisions. I am also studying the impact of emotions on consumers' judgments and decisions." ■

Thanks and Farewell to Sky Foerster, President of the World Affairs Council of Pittsburgh

After 12 years of leadership, Dr. Schuyler "Sky" Foerster is leaving the World Affairs Council to return to the U.S. Air Force Academy as the inaugural Brent Scowcroft Professor of National Security Studies. There he will teach in the department of political science and help expand the

Eisenhower Center for Space and Defense Studies. The World Affairs Council is a vital partner of the IBC, and Sky has served on the IBC Advisory Board. We wish him the best in his exciting "third career." ■

2008/2009 Faculty and Student Grant Recipients:

The IBC provides funding for international research seed grants and course development. Since October 1, 2008, funding has been approved for four faculty research projects and three course development grants. Recipients were:

Susan Cohen (associate professor of business administration) and **John Prescott** (Thomas O'Brien Chair of strategy, director of the doctoral program, professor of business administration) for their research on Global Strategy Decisions; **Patricia Hughes** (clinical assistant, professor of business administration) for International Accounting course development for the new Masters of Accounting program; **Ravi Madhavan** (associate professor of business administration) for course development for global strategy and advantage as part of the new undergraduate Global Management major; **Audrey Murrell** (associate professor of business administration, psychology, public and international affairs, director of the David Berg Center for Ethics and Leadership) and **Anushri Rawat** (PhD candidate in organizational behavior and human resources management) received funding for course development for global

leadership courses and research funding for global business ethics; **Prakash Mirchandani** (professor of business administration) for a research project case study of ACUSIS, a Pittsburgh-based provider of medical transcription services, with Katz Alum **Tobias Ehrlich** who is working with Bayer Crop Science in North Carolina.

The IBC also supports international business research and dissertation-related travel for doctoral students, including sending doctoral students to participate in the CIBER-organized doctoral development programs in international business, supporting student attendance at professional meetings to present papers on international business topics, and support for dissertation research on international business topics. In 2008/2009 the following PhD students received IBC funding: **Rachel Chung** (PhD candidate in information technology); **Donghun "Don" Lee** (PhD candidate in strategy); **Sean Tsuhsiang Hsu** (PhD candidate in strategy); and **Casey Espey Newmeyer** (PhD candidate in marketing). ■

Thanks to the 2008/2009 IBC Faculty Advisory Committee

The IBC would like to thank John Delaney, dean of the College of Business and the Joseph M. Katz Graduate School of Business, for appointing the following faculty to our Advisory Committee: Frits K. Pil, chair, associate professor of business administration and research scientist; James A. Craft, professor of business administration; Ray Jones, assistant professor of business administration and coordinator, certificate program in leadership and ethics; Ravi Madhavan, associate professor of business administration; Audrey J. Murrell, associate professor of business administration, psychology, public and international affairs, director of the David Berg Center for Ethics and Leadership; Anne Nemer, director of Center for Executive Education, assistant dean for executive degree programs, EMBA World-wide; Cait Poynor, assistant professor of business administration; Jennifer Shang, associate professor of business administration; and R. Venkatesh, associate professor of business administration.

We thank the IBC Faculty Advisory Committee for providing valuable ideas, input, and feedback on IBC activities and initiatives. ■

About the IBC

Founded in 1990 as a joint venture of the Katz Graduate School of Business and the University Center for International Studies, the International Business Center (IBC) is a unique resource that develops, operates, and supports programs designed to build international competence and expertise in business students, faculty, and practitioners, and that helps businesses enhance their international competitiveness. The IBC is one of 31 Centers for International Business Education and Research (CIBERs) administered by the U.S. Department of Education under Title VI, Part B, of the Higher Education Act of 1965. The CIBER network links the manpower and technological needs of the United States business community with the international education, language training, and research capacities of university across the country. The 31 Centers serve as regional and national resources to business people, students, and teachers at all levels.

The goal of the International Business Center is to provide tangible benefits in the area of international business to the Western Pennsylvania community—business, schools, colleges, and universities—as well as to the faculty of the University and its students. Over the years, the International Business Center has used the grant funds to support faculty and doctoral research, undergraduate study-abroad scholarships, faculty and staff foreign language instruction, conferences on international business, programming for regional businesses, and programs for faculty and students at regional colleges and universities.

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