

European Union the Focus of FDIB Trip to Brussels

For one week in May 2011, Marilyn Young enjoyed the singular pleasure of being a student again.

As one of 11 college professors who participated in the Faculty Development in International Business (FDIB) program in Brussels, Belgium, Young's task was simple: Learn as much as possible about the European Union's regulation and integration.

It was a step outside the comfort zone for Young, an associate professor of accounting at Belmont University in Nashville. Though she had traveled internationally before, she had never been to Belgium and had only a cursory understanding of the politics of the EU. But it was the prospect of being on the learning end of the equation that really attracted her.

"It was not only learning from our faculty guide but also learning from other faculty members," explains Young, who has accompanied students as an advisor abroad.

The FDIB faculty leader, Maurizio Carbone, is a Pitt alumnus who graduated from the Graduate School of Public and International Affairs. Currently, he is a professor at the University of Glasgow. Carbone holds the Jean Monnet Chair

in the School of Social and Political Sciences at the University of Glasgow, where he also directs the Scottish Jean Monnet Centre of European Excellence.

The trip represented the first time the IBC offered an FDIB focused on the EU, a unique regional organization whose regulations initially were designed to create a common trade policy and to integrate economies of member countries into a single market. EU regulations now extend beyond trade to include antitrust;



FDIB EU group near the Atomium in Brussels

CONTENTS

Entrepreneurship, National Goal Setting Focus of FDIB China Trip	2	Visiting Scholar Llatja Opens Albania Up to Pitt Audiences	7
Safaris and Corporations: Diverse Experiences Characterize FDIB Africa Trip	3	Outreach Programs Spark Global Interest in High School Students	8
FDIB 2011 Trip to Eastern Europe Focuses on Economies in Transition	4	SIB Completes First International Business Trip	8
Global Business Project Team Presents Findings to Westinghouse in Asia	5	Collaborative Forum Examines Value of Location for Multinationals	9
International Case Competition Applies High School Language Classes to Business	6	International Internship Program Offers Work, Language Experience Overseas	9
Katz Alum Publishes One Paper, Will Publish a Second	6	Visiting Scholar Returns to Pitt for Doctoral Research	10
Language Acquisition Support	6	IBC Staff News	10
Federal Funding Cuts Hit IBC Hard	7	Lectures and Presentations	11
		Faculty Grants 2010-11	12

consumer, drug, and food safety; pollution; hazardous materials; and other areas.

Trip participants attended lectures explaining different aspects of the EU and visited Antwerp, Bruges, and Ghent.

Young, who teaches corporate and individual tax classes, was surprised to learn that taxes are not a unifying aspect of the EU agenda. She also learned that marketing takes on a much different flavor among European companies as opposed to American companies, which cater to the American dream.

“There is no such thing as the European dream, so you have to think about a different framework for marketing,” she recalls one professor in Brussels saying.



FDIB EU group at the Port of Antwerp



FDIB EU group in front of the European Parliament in Brussels

The experience has indirectly influenced Young’s work by offering her a more global perspective, which she can then pass along to her students: “The world is getting smaller, not bigger. So many multinational U.S. corporations and individuals have investments in the member countries of the EU.”

But the biggest takeaway, from her perspective, was the inspiration she drew from the whole experience of learning something new.

“For me, that challenge is integral to continuing to be inspired as a teacher,” she says. “If you ever forget what it’s like to learn something new, you lose touch with your students.” ■

Entrepreneurship, National Goal Setting Focus of FDIB China Trip

Ann Dugan has a succinct way of summarizing the evolution of one of the most talked-about emerging economies of this decade: If you haven’t been to China lately, you haven’t been to China.

“It was a different world,” she says of the country she visited in January 2011 as part of the two-week Faculty Development in International Business (FDIB) China cohort. Though Dugan, founder of Pitt’s Institute for Entrepreneurial Excellence, had visited the country in 1999, she says that nation bore little resemblance to the robust economy she saw a dozen years later.

“It wasn’t even a country that I recognized,” she explains. “The growth, the vitality of the people—it was a sea change.”

During a span of two weeks, the group of approximately 35 business school professors and administrators visited



Ann Dugan at Midea Group, a leading producer of home appliances, in Guangzhou

Shanghai, Hangzhou, Guangzhou, and Hong Kong, meeting corporate and entrepreneurial business leaders and touring factories with products ranging from pianos to cars.

Of particular interest to Dugan was the time spent on start-up businesses, and she was impressed by the innovation she saw, driven in part by the necessity of finding efficient ways for such a heavily populated country to operate.

“Their innovation and connectivity to people is amazing,” says Dugan. “This might be a country we’ve always thought about as being a government-run economy, but we found them to be very self-sufficient, creative people.”

China’s series of five-year plans, which began in 1953 and are now in their 12th incarnation, set simple strategic goals for the population. She recalls how a hotel worker operating

a vacuum cleaner in the hallway stopped working for a moment and asked if he could practice speaking English with her—an example of how people individually strive to meet government goals to strengthen their country.

By contrast, Dugan says, Americans lack consensus, and “we spend a lot of money not learning from each other.”

Food, energy, and housing problems are priorities for the government and hence targets for entrepreneurship, she says.

Since her return, Dugan estimates she has given five or six speeches to entrepreneurs and other groups in the U.S., in which she seeks to convey the Chinese approach and how national goals are facilitating business solutions to societal problems. ■

Safaris and Corporations: Diverse Experiences Characterize FDIB Africa Trip

Whether visiting textile manufacturers, touring multinational corporate facilities, or exploring an elephant orphanage, Kiersten Maryott believes each experience of her recent Faculty Development in International Business (FDIB) trip to Africa will inform her perspective as an academic and an educator.

Maryott, a clinical assistant professor of business administration at the Joseph M. Katz Graduate School of Business, was among 13 faculty members who traveled to Kenya and Tanzania in May 2011 for the two-week trip.

Having never been to Africa, Maryott believes the experience was an ideal opportunity to learn about the continent’s people, culture, government, and business environment. The trip included events as diverse as visits to Del Monte and Coca-Cola Kenya; a trip to KickStart, a nongovernmental organization focusing on sustainable economic growth; the University of Nairobi; the U.S. Embassy; a tour of the vast Kibera slums, home to an estimated 2.5 million people; Mto wa Mbu, a village in Tanzania; a coffee farm; and the elephant orphanage. Participants also experienced a safari and attended a presentation by the director of Kenya’s wildlife service.

“I found the ‘touristy’ stuff gave us an important perspective given that tourism is the biggest industry in both Kenya and Tanzania,” notes Maryott.

At an export processing zone in Nairobi, which is part of a series of such facilities designed by the government



Kiersten Maryott (left) with Anne Canabal, University of Maine, and Joseph Rojo, University of Florida, during a tour of Coca-Cola Kenya

to integrate Kenya into the global supply chain and attract investment, the FDIB team visited a British dartboard manufacturer and an Indian company that makes most of the uniforms for McDonald’s as well as for many other U.S. retailers.

“I have gained a love and appreciation for Kenya and Tanzania,” says Maryott. “My students will certainly benefit from the examples and perspective I will be able to bring into my classes.” ■

FDIB 2011 Trip to Eastern Europe Focuses on Economies in Transition

On a trip for which the study agenda includes emerging market economies, it only makes sense to prepare travelers to bargain.

Materials accompanying the Faculty Development in International Business (FDIB) trip to Eastern Europe include a 10-step guide to haggling with vendors in Istanbul. For good measure, the guide also includes suggestions for souvenir shopping in Bulgaria (Trojan pottery, carpets, and rakia schnapps in ceramic urns) as well as advice about where to find Russian dolls or cans of goose liver in Budapest.

The guide, which also includes a list of required readings on the post-communist transformation of Eastern Europe's economies, underscores the breadth of the FDIB experience, which gives business faculty members not only a first-person glimpse of international business matters in real time but also a rich cultural experience that is, for some, life changing.

In May 2011, a group of 11 faculty members representing 11 U.S. colleges and universities traveled to Hungary, Bulgaria, and Turkey as part of the FDIB Eastern Europe cohort. They visited businesses as diverse as Mercedes-Benz and General Electric; participated in roundtable discussions; and attended lectures by University of Pittsburgh faculty leader Robert Donnorummo while also absorbing the heritage of each country.

"It was tremendous. I loved every bit of it," says Subhajyoti (Shubho) Bandyopadhyay, an associate professor



FDIB group Mercedes-Benz Türk's Bus plant in Istanbul

of business at the University of Florida. "There were parts of the trip that were completely overwhelming in terms of the gamut of emotions and everything I saw—the food, the culture. And there were parts that were, curiously, bringing back memories for me."

Having grown up in Soviet-era India, Bandyopadhyay recognized a similar feel between apartments that had been common in his homeland during the 1980s and structures in Budapest.

He was particularly impressed by Turkey, where a discussion with professors and business professionals at Bahcesehir University in Istanbul led to suggestions about a PhD student exchange.

"I'm always looking for new research opportunities, and getting to work with people from a different perspective was very exciting for me," he says.

Increasingly, Bandyopadhyay is teaching more international students. He believes that his exposure to new countries will make him a better professor by giving him a deeper understanding of the way various cultures respond to different concepts.

"The most beneficial part of this kind of thing is it opens up your blinkers, so to say," he notes. "You see so much more of the world in a new fashion, and it makes you realize there are several implicit assumptions you make about the world and how it functions. ... There are many views of the world, and all of them make sense." ■



Spices in Hungary

Global Business Project Team Presents Findings to Westinghouse in Asia

A fair number of MBA students pursue their degree while maintaining a career. But Lauren Mamros is one of the few who stockpiled vacation time so she could present findings to the CEO of a major multinational corporation in Tokyo.

Mamros was part of a five-member team who, under the tutelage of Visiting Clinical Professor G.M. “Bud” Smith Jr., participated in the Global Business Project in the spring of 2011. The team was asked to identify and solve an offshore business problem.

Its company, Westinghouse, was searching for ideas to create further inroads in China, where it had sold several nuclear power plants. The team, which was constructed through a competitive application process, included Mamros and students from San Diego State University, the University of Maryland, the University of North Carolina, and Duke University. The International Business Center asked Smith to serve as the team’s advisor since he had lived and worked in China.

“A big part of my job was to make sure they did their homework,” says Smith, adding that students had to ensure that their research supported their conclusions and was solidly grounded. “The purpose of the course is to be practical and have Westinghouse come up with an answer to help them make money.”

The course culminated in a trip to China to see the nuclear plants, and the team presented its findings to Westinghouse executives. For Mamros, the experience gave

her a firsthand glimpse of a culture about which she had previously only read. She studied the language, visited the Great Wall, and practiced business etiquette.

The team’s presentation was so well received that Westinghouse is flying the students to Tokyo to offer the same findings to an audience that will include the parent company’s CEO. For that, Mamros will use vacation time from her day job at BNY Mellon. When she graduates in the spring of 2013, she hopes to leverage her experience to continue working on an international scale.

“When we first started the project, everything was more about understanding the culture from an outside perspective,” she says. “But when we got there, it became more real. We got to see the nuclear power plant under construction. ... You couldn’t have gotten that kind of experience in a classroom.”

The Global Business Project, begun in 2007, is a cooperative effort of some of the 33 Centers for International Business and Research (CIBER), initiated by the CIBER at the University of North Carolina. The program involves teams of students from different CIBER schools who participate in a consulting project and study the language and culture of the country in order to be more effective. The IBC has participated since its inception and has sent a total of 11 students to destinations such as Brazil, China, and Japan. In addition to Lauren Mamros, Katz MBA students Ritesh Chutani and Maryana Madorsky participated in consulting projects in Brazil in May. ■



Pictured left to right are Roy Luo (Duke University), Ananda Kirana (University of Maryland), Pauline Gu (University of North Carolina), Lauren Mamros (University of Pittsburgh), and Ross Bundy (University of San Diego)

International Case Competition Applies High School Language Classes to Business

High school students got a firsthand glimpse of a real-world business problem when they competed in the Cultural Communications Alliance (CCA)'s 11th Annual Case Competition, for which the International Business Center played host.

As the business world becomes more globalized, the value of mastering multiple languages is increasing. Yet, ironically, high school students often drop their foreign language study after three years.

CCA was formed as a means of encouraging students to continue foreign language study by demonstrating its value in the business world. This year's case competition, which was sponsored by the IBC, CCA, international teleconferencing company Chorus Call, Bayer Corporation and the University of Pittsburgh Global Studies Center, focused on the introduction of Bayer's Advantage antifea pet products to consumers in India. Seven Pittsburgh-area high school teams advanced to the final, where they presented their proposals to a panel of judges from business and academia. North Allegheny Senior High School won the competition.

"This competition has changed the direction of where students want to go in college," says Barbara Zaun, CCA treasurer and a language teacher at North Allegheny. "It helps give credence to what they're studying."

To help prepare for the competition, teachers and students were invited to participate in the India Today course, jointly offered by the University of Pittsburgh and Carnegie Mellon University; a field trip to Chorus Call headquarters, where students had a videoconference with people in Mumbai; and an Indian consumer workshop taught by Rabi Chatterjee, professor of business administration and Katz Faculty Fellow in Marketing that was held in February. ■



Students from North Allegheny Senior High School won First Place in the 2011 CCA 11th Annual Case Competition.

Katz Alum Publishes One Paper, Will Publish a Second



Marcus Braga-Alves

Thanks in part to support from the International Business Center, an alumnus of the Joseph M. Katz Graduate School of Business has published one paper and received notice that a second has conditionally been accepted for publication.

Marcus Braga-Alves, assistant professor of finance at Marquette University, worked on the papers while he was at the Katz School. The IBC supports international business

research and dissertation-related travel for doctoral students.

The first paper, "Corporate Governance, Valuation and Performance: Evidence from a Voluntary Market Reform in Brazil," coauthored with the late Kuldeep Shastri of the Katz School, was published in *Financial Management* in 2011, vol. 40, n.1, pp.139-157. The second paper, "Payout Policy in Brazil: Dividends versus Interest on Equity," coauthored with Shastri and Thomas Boulton, now of Miami University, was accepted to be published in the *Journal of Corporate Finance*.

Braga-Alves and Boulton met as PhD students at Katz, while Shastri was Braga-Alves' advisor and cochair of his dissertation committee. ■

Language Acquisition Support

Since its inception, the International Business Center (IBC) has supported language instruction. In 2010-11, based on MBA student demand, the IBC offered multiple sections of Beginning Spanish I and Beginning Spanish II, as well as Beginning French. These language courses are designed to fit the MBA student schedule and to emphasize international business.

In addition, IBC cosponsored Brazilian Portuguese for the community with the Center for Latin American Studies and the Global Studies Center. Students participating in the

Centers for International Business Education and Research (CIBER) Global Business Project had the opportunity to take the course as did members of the business community and general community. The IBC also supported the Pittsburgh-taught Brazilian language component of the College of Business Administration's International Internship Program. One faculty member has been taking Chinese tutoring lessons, and one staff member has been taking Spanish tutoring lessons. ■

Federal Funding Cuts Hit IBC Hard

The ongoing budget crisis that has congressional leaders grappling over spending cuts has trickled down to the halls of the International Business Center (IBC), prompting staff members to reexamine their own budget.

As one of 33 Centers for International Business Education and Research (CIBER) financed through a grant from the U.S. Department of Education, the IBC initially had expected to expand its programming after being awarded another four-year grant in 2010. However, Congress must vote to appropriate the funds each year, and in 2011, it slashed the Department of Education's budget, leaving the department to decide where it would make its cuts.

In June 2011, the word came down: The IBC is losing 55 percent of its funding, with further cuts anticipated in 2012.

"What we have to do is think about how the International Business Center could continue without federal funding," explains Josephine Olson, IBC director. "We consider globalization to be a really important issue at the business school. ... We're working on a plan to figure out how we can restructure the center."

After a few internal sessions with faculty members, the staff is beginning to brainstorm alternatives to federal funding, such as charging fees for some of its services or seeking help from the Office of Institutional Advancement at Pitt.

So far, the center plans to cut back on its Faculty Development in International Business (FDIB) Program

by eliminating trips to Africa and Eastern Europe, but preserving a trip to China as well as one focusing on the European Union. Other sites might be offered on alternate years, says Olson.

"They're not that expensive when you think about what you get, so some people may fund it from their faculty budgets," says Olson of the FDIB trips. "It's an opportunity for faculty to learn about other places and bring global issues into the classroom."

Student scholarships and funding for the forum sponsored through the Global Academic Partnerships (GAP) program also have been cut. A twice-yearly newsletter called *PA Global Compass*, which focuses on export markets for small and medium-sized companies, will be published annually instead, says Olson.

She hopes to continue a study abroad partnership with the Swanson School of Engineering, particularly the Plus3 program for freshmen.

The staff continues to examine areas where it could scale back, though Olson says there is no sugarcoating the effect of such a substantial funding cut.

"The IBC will continue in some form, but \$383,000 is a lot of money, and it's probably impossible to raise that kind of money from other sources," she says. "If we lose the \$172,000 we're getting now, that's going to be a big additional loss." ■

Visiting Scholar Llatja Opens Albania Up to Pitt Audiences

In the spring of 2011, students and faculty at the University of Pittsburgh learned more about the struggles faced by a tiny Eastern European nation as it transitions from communism to democracy and prepares to join the European Union thanks to visiting scholar Adela Llatja of Albania.

Llatja, who was in Pittsburgh for five months of teaching, volunteering, and community outreach, was part of the Junior Faculty Development Program of the U.S. Department of State Bureau of Educational and Cultural Affairs. She is an assistant professor of international marketing and business at the University of Tirana in Albania.

"Meeting with the people and observing everyday work of IBC gave me a better understanding of U.S. culture and also of the working environment," says Llatja. "I got to know how much a university center can do to bring together local and international partners."

Llatja gave three talks on Albania in two different courses, one in international economics and one studying the

transformation of Eastern Europe. She also presented two open lectures on Albania and the western Balkan region.

"The European Union is a complex and very broad topic of discussion, but by showing the students the efforts Albania is making to get closer to the EU and by telling them the history of transformation of Albania, I had the impression this topic is more clear to the audience that attended the lectures," she says.

Llatja hopes to bring home the open atmosphere of inquiry that she experienced at Pitt.

"Pitt students and professors showed me that by being yourself and expressing your ideas, you can get much more from a class than from the traditional way of teaching," she says. "The openness and friendly environment in [the] classroom, how the roles in a class are divided, and the way students work in groups ... made me reflect a lot and made me change the way I work." ■

Outreach Programs Spark Global Interest in High School Students

In November 2010, more than 400 students from 30 area high schools assumed the role of diplomats as they presented the positions of foreign countries as part of the 14th annual Pitt Model United Nations simulation, for which the International Business Center was a sponsor.

While the students presented their issues, many of which related to international business, their teachers participated in a same-day workshop titled “Food, Water, and the Global Community.”

The event was one of several outreach programs for high school students in which the IBC plays a key role.

In February 2011, the IBC played host to Academic WorldQuest, an event the center cosponsored with the

World Affairs Council of Pittsburgh and Pitt’s Global Studies Center. Nearly 50 high school teams came to the University of Pittsburgh to compete on knowledge of international events, culture, history, politics, geography and business.

In February 2011, 65 students and nine teachers from six regional schools participated in International Connections, an annual program that introduces underrepresented high school students to careers in the sciences, technology, and business that result from taking foreign languages and pursuing international study. After panel discussions with four speakers, the students broke out into groups and discussed related topics with breakout session leaders. ■

SIB Completes First International Business Trip

In March 2011, members of the Society for International Business (SIB) completed their first international trip. Six members traveled to Waterloo, Ontario, Canada, where they were hosted by their counterparts at Wilfrid Laurier University. The three-day visit was significant not only because it marked SIB’s first travel outside the United States but also because SIB was the first group from the University of Pittsburgh to form a partnership with Wilfrid Laurier University.

The Waterloo region, despite being little known in the United States, is quite vibrant, in addition to boasting some of Canada’s top universities and a metropolitan area population of more than half a million. The cities of Waterloo and Kitchener are known as the “Silicon Valley of Canada,” due to the high number of national and international technology companies located there.

During SIB’s stay, members visited the facilities of Manulife Financial; Research In Motion, the company that created BlackBerry; and Communitech, a center dedicated to fostering and developing technology start-ups. SIB members were able to learn about some of the subtle differences between the United States and Canada with regard to business, banking, and university systems. Both

groups of students formed strong bonds, and the visit was by all accounts a successful one. SIB officers are already planning to host students from Wilfrid Laurier University here in Pittsburgh in the fall of 2011, and a return visit by SIB to Waterloo will follow in the spring of 2012. ■



Pictured left to right, back row: Scott Halik, Alex Rongione, Dan Jamieson, Alex Cappola, Josh Tarnow, Brandon Van Dam, Heili Palo; center row: Tuong Vy Tran; front row: Abdi Egal, Aneesh Lal, and Robb Farago visiting Manulife Financial’s Canadian operations headquarters

Collaborative Forum Examines Value of Location for Multinationals

In January 2011, a group of academics and business executives met to discuss this critical question: Does location matter anymore?

At the Collaborative Forum on Global Technological Innovation, which was sponsored by the International Business Center and funded through the Global Academic Partnership (GAP), several factors critical to answering that question were debated and analyzed.

Given the connectivity provided through advancements in information technology, some would argue that there is no longer a location-based advantage for innovation. Keynote speakers took opposing positions on the issue and were followed by additional presenters who addressed country and industry factors, firm factors, and managerial tools and issues important to corporate strategies for multinational corporations.

Executives asked each presenter a set of questions, followed by a dialogue among the panel, presenters, and audience. Approximately 40 people attended, including

representatives from Bayer, NOVA Chemicals, PPG, and Westinghouse. Keynote speakers included Kevin Stolarick of the University of Toronto and Bob Evans, editorial director and vice president of *InformationWeek* and TechWeb.

An illustrator captured the discussion in pictures and keywords, while five doctoral students recorded quotes and points that mapped key areas of conflict to serve as focal points for the second day of discussion.

“The conference was an unexpected surprise in terms of the degree to which academics and practitioners were not only able to exchange ideas but to engage each other to create new, actionable knowledge,” says Susan Cohen, associate professor of business administration at the Joseph M. Katz Graduate School of Business and organizer of the conference. “I believe everyone left the conference with a very tangible set of ideas on how to better collaborate globally for innovation advantage and a clearer understanding of what we don’t know—but need to know—about this critical area of practice.” ■

International Internship Program Offers Work, Language Experience Overseas

For 29 Pitt undergraduates, the summer of 2011 represented an opportunity to participate in the global marketplace first hand.

As students in the International Internship Program, which is offered through the College of Business Administration with the support of the International Business Center, the Center for Executive Education, and the Center for Latin American Studies, they immersed themselves in the language and culture of their host countries while also gaining academic credit and business experience through internships with different companies.

Samantha Frankel, a marketing major who is minoring in Spanish, says her internship experience in Madrid offered the dual benefit of helping her work on her language skills while simultaneously applying her marketing training to social media.

As an intern with Social Noise, a marketing and digital communications agency, Frankel managed an account for Universal Pictures Spain. She managed eight fan sites

on Facebook and used social networking tools such as Facebook and Twitter to promote interest in Universal’s movie and video releases.

“There is no better way to learn a language than in an environment with native speakers,” she says. “I was really able to improve my comprehension and conversation skills. ... I learned a lot about Spanish business and culture.”

In addition to Madrid, Frankel visited Barcelona, Alicante, Mallorca, and Toledo as well as Lisbon, Portugal, and Prague, Czech Republic. She arrived in Spain in mid-May and returned to the U.S. in August.

A total of 13 students were in Madrid as part of the program; seven others were in Brazil; and nine were in Beijing. They spent two weeks in Pittsburgh developing knowledge of their host countries and language skills, then spent two weeks in intensive language classes when they first landed overseas, prior to beginning their internships. Language classes continued for the duration of their stay, and students made final presentations during the fall semester. ■

Visiting Scholar Returns to Pitt for Doctoral Research

For Michael Wahl, the three months he spent as a visiting researcher at the Joseph M. Katz Graduate School of Business was something of a homecoming.

As a graduate student at the University of Augsburg in Germany, Wahl had come to Pitt as part of an exchange between the two universities in the fall of 2007. So when he returned to Pitt in August 2010 as a doctoral student, he knew what to expect.

"I am doing research about the cost of capital in international investments, so Katz was a good place," Wahl says.

While at Pitt in 2010, Wahl maintained an office at the International Business Center while he pursued research for both his dissertation and a paper about valuation and sustainability. He also participated in PhD classes.

The experience prompted him to promote the Pitt-Augsburg exchange program when he returned home, and he hopes to maintain the contacts he made

with Pitt professors and doctoral students for future collaboration. He describes both experiences at Pitt as mind broadening.

"At Pitt, I learned how research is done in a very international environment, and I got to know where the similarities and differences are between how research is conducted in Europe—and especially Germany—and the U.S.A.," he says. "I also got an even deeper insight into the American society and way of life, which will help me when it comes to the decision [of] where to work in the future." ■



Michael Wahl

IBC Staff News

IBC Assistant Program Coordinator Dan Jamieson Pursues New Career

Dan graduated from the University of Pittsburgh in May with a Bachelor of Science in Business Administration, with a double major in global management and marketing. In June, he returned to Brazil to visit friends and acquaintances he made while participating in Pitt's International Internship Program and last year's Management and Leadership Program in Pittsburgh. IBC wishes Dan continued success as he pursues a career in consulting or strategic marketing.

IBC Program Coordinator Doreen Hernández Accepts New Position at Berg Center

IBC thanks Doreen Hernández for being a valued member of the IBC team for the past three and one-half years. Doreen has made many contributions to the center's success. She has accepted a new position as special events and communication manager at the David Berg Center for Ethics and Leadership at the Joseph M. Katz Graduate School of Business. The IBC and the Berg Center do collaborate on a number of activities, so we look forward to working with Doreen on some of those.

The IBC Welcomes Alex Cappola, IBC Assistant Program Coordinator

"I am a senior in the College of Business Administration at Pitt, pursuing my BS in Business Administration and majoring in finance as well as minoring in economics and Italian. During the spring 2010 term, I studied abroad at

John Cabot University in Rome, Italy. During that time, I took full advantage of the opportunities presented to me and explored Europe in places like the United Kingdom, Spain, Switzerland, and various other locations in Italy. My experience abroad has allowed me to bring my knowledge back to Pitt, where I have been an avid member of the Society for International Business since my freshman year. I am very excited to take on the role of vice president this upcoming academic year. Upon graduating in May, I plan to begin my career working in the finance industry."

Meet Tuong Vy Tran, IBC Assistant Program Coordinator

"I am a junior in the College of Business Administration (CBA) and the School of Arts and Sciences, studying global management and political science with a concentration in international relations. This past summer, I was in Madrid, Spain, for an internship through the International Internship Program here at Pitt. I am looking forward to the fall to start my job as assistant coordinator at the IBC and collaborating with the center as president of the CBA club The Society for International Business (SIB). SIB has engaged me since I transferred into CBA this past fall. I have had some wonderful experiences, such as visiting Wilfrid Laurier University in Waterloo, Ontario, Canada, where we had site visits to a few companies, including Research in Motion, the makers of BlackBerry. I hope to work abroad for a few years before returning to the United States for an MBA." ■

Lectures and Presentations

October 14, 2010: *New York Times* best-selling author John Perkins visited Pittsburgh to promote his book *Confessions of an Economic Hitman* with a lecture, Q&A session, and book signing. This event was cosponsored by the Joseph M. Katz Graduate School of Business & College of Business Administration, Center for Latin American Studies, Global Studies Center, Graduate School of Public and International Affairs, Johnson Institute for Responsible Leadership, David Berg Center for Ethics and Leadership, Matthew B. Ridgway Center for International Security Studies, University of Pittsburgh Graduate and Professional Student Assembly, and Carnegie Mellon University.

October 22–24, 2010: India Today: Economics, Technology, and People was part of an ongoing series of weekend courses on BRIC countries in collaboration with Carnegie Mellon University. This course served as an introduction to India as a rising state in the world economy with a rich history and culture. Cosponsors included the Global Studies Center, Katz Graduate School of Business, Swanson School of Engineering, Carnegie Mellon's H. John Heinz III College, and Pitt's Office of the Provost and Division of Student Affairs.

October 26, 2010: Matthias Peter Sonn and Patrick Crowley gave a lecture and hosted a video-conference on the European financial crisis of 2010 as well as its implications for fiscal sustainability, growth, and financial markets. This event was cosponsored by the European Union Center of Excellence/ European Studies Center at Pitt and the European Union Center of Excellence at the University of Wisconsin–Madison.

October 26, 2010: Rory A. Cooper, Distinguished Professor and FISA/Paralyzed Veterans of America Chair, Department of Rehabilitation Science and Technology, University of Pittsburgh School of Health and Rehabilitation Sciences, gave a keynote address, "Social Entrepreneurship: Forging New Freedoms for People with Disabilities," as part of the Social Entrepreneurship at Pitt: Innovators, Change Makers, and Local Heroes event. This event was cosponsored by the University of Pittsburgh University Senate.

November 16, 2010: Anne Nemer, assistant dean for executive degree programs at the Joseph M. Katz Graduate School of Business, moderated an informal panel discussion titled "Brazil: Economic and Foreign Policy Implications Post Lula." This panel discussion was cosponsored by the Center for Latin American Studies, Center for Executive Education, and Katz Graduate School of Business.

November 18, 2010: Spyros Panteleimonitis, Greek business owner, entrepreneur, and MBA student at the Katz Graduate School of Business, spoke about his company and doing business in Greece, Europe, the United States, and Asia. This event was cosponsored by the Institute for Entrepreneurial Excellence.

December 2, 2010: As part of the Asia Over Lunch lecture series, Pei Liu, visiting scholar in the Pitt Department of

Economics and associate professor of finance at Jinan University in Guangzhou, China, gave a talk on "The Sino-American Dispute over the Renminbi Exchange Rate." This event was cosponsored by the Asian Studies Center.

March 18–20, 2011: China Today: Economy, Technology, and People continued the intensive weekend BRIC courses focusing on China. Lecture topics included "*China in Historical Perspective*," "*China's Economy: Historical Legacies and Modern Growth*," and "*How to Deal with Business Opportunities in China*." Cosponsors included the Global Studies Center, the Asian Studies Center, the Katz Graduate School of Business, the Swanson School of Engineering, the National Consortium for Teaching About Asia, the Confucius Institute, Pitt's Office of the Provost, Carnegie Mellon's H. John Heinz III College, and Pitt's Division of Student Affairs.

March 31, 2011: As part of the spring 2011 Jean Monnet Symposium, The Nexus of Global Climate Change and Energy: Transatlantic Perspectives, lectures were given by Joseph Marriott of the Pitt Department of Civil and Environmental Engineering; Edward S. Rubin, Alumni Professor of Environmental Engineering and Science at Carnegie Mellon; Alexander Carius, founder and executive director of adelphi research in Berlin, Germany; and Stanley J. Kabala, associate director of the Center for Environmental Research and Education at Duquesne University. This event was cosponsored by Pitt's European Union Center of Excellence/European Studies Center and Global Studies Center.

April 6, 2011: Visiting scholar Adela Llatja, University of Tiranë, Albania, spoke on the topic of the "European Union in the Balkans: The Case of Albania." This lecture was cosponsored by the European Union Center of Excellence/European Studies Center and the Center for Russian and East European Studies.

April 7, 2011: "Work After Globalization: Building Occupational Citizenship" was presented by Guy Standing, professor of economic security at the University of Bath in the United Kingdom. This lecture was cosponsored by the European Union Center of Excellence/European Studies Center and the Global Studies Center.

May 3, 2011: The German-American Business Circle of Pittsburgh formally released its inaugural Economic Outlook Survey of German Industry in Pittsburgh and Southwestern Pennsylvania, at www.gabcpgh.com/documents/GABCSurvey-Summary-Final-Eng.pdf.

June 14, 2011: Christina Michelmore of Chatham University gave a keynote lecture titled "Islam: Faith, Culture, and Civilization" as part of the Islam and Culture Around the World workshop for K–12 teachers. This event was cosponsored by the Asian Studies Center, Center for Latin American Studies, Center for Russian and East European Studies, Consortium for Educational Resources on Islamic Studies, Global Studies Center, and University Center for International Studies. ■

Faculty Grants 2010–11

The International Business Center provides funding for international research seed grants, course development, business case development, and language course development. In the 2010–11 academic year, the following grants were awarded:

Sherae Daniel, assistant professor, Learning in Open-source Software (OSS) Development: How Organizational and National Culture Impact Developers' Learning

William E. Hefley, clinical associate professor of business administration, an evaluation project, Educational Impacts of Undergraduate Short-term Study Abroad Coupled with Internships

Ray Jones, clinical assistant professor of business administration and coordinator, Certificate Program in Leadership and Ethics, Case Study on Energy Consumption at UPMC's ISMETT Facility in Palermo, Italy

Sara B. Moeller, associate professor of business administration, Completing the Picture: Globalization, Governance, and the Valuation of Cross-border Acquisitions

Jennifer Shang, associate professor of business administration, Global Procurement and Sourcing: B2B Comparison between the U.S. and China

Dieter Waeltermann, part-time faculty member, University of Pittsburgh Department of German, Enhancing Professional German 1 (GER 1003) and Professional German 2 (GER 1004) Courses

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About the IBC

Founded in 1989 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 33 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 universities across the country. The 33 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—businesses, 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 its 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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Contributions to the IBC

Monetary contributions from alumni and friends are always welcome to help the IBC continue its mission.

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