A New Course Offering in International Business

GSU-CIBER and the Robinson College of Business are proud to present a new course offering for fall semester 2011 called “Business Systems in Advanced Economies & Emerging Markets.” The course provides a strategic vision and an in-depth knowledge of Emerging Markets (EMs) -- rapidly developing and transforming economies with a record of sustained market liberalization, industrialization, modernization, urbanization, and privatization. While the big emerging economies such as Brazil, China, and India will be examined, the class will also study unique features of other high-growth, high-potential economies such as Argentina, Chile, Hungary, Malaysia, Mexico, Poland, South Africa, Taiwan and Turkey.

Southeast U.S. Higher Education Consortium for International Business

Study Abroad Workshop
The consortium conducted its first workshop on developing a study abroad program on August 12, 2011. Led by Paula Huntley, CIBER’s study abroad coordinator and Farrah Bernardino, CIBER’s managing director, this one-day, free workshop provided guidance on developing faculty-led program and was an opportunity to share and learn from several campus successes. It was geared toward faculty who would be leading a study abroad program for the first-time, providing tips and techniques on how to build effective programs, better collaborate with other institutions to send students abroad, create interdisciplinary and sustainable programs, and seek external funding to lower program costs.

Twenty institutions from the southeast region were represented at the workshop.

Pedagogical Workshop
The consortium had its second teaching workshop on September 23d. This session focused on: (a) “what” -- content; (b) “how” -- pedagogy; and (c) “resources” -- for teaching international business. Professors S. Tamer Cavusgil, and Jacobus Boers shared experience and teaching tools that have been specially developed for International Business educators. They also covered an overview of online resources for teaching. The participants had access to a compendium of teaching resources and were engaged in an interactive discussion designed to search for excellence in the teaching of International Business.

Among the upcoming Consortium events, a Grant Writing Workshop will be held on October 14.
Middle Class Scorecard

As emerging markets (EMs) gain significance in the global economy, understanding the middle class within these rapidly transforming markets becomes critical for western businesses. The GSU-CIBER Middle Class Scorecard provides quantitative measures of EM households with disposable income. The GSU-CIBER Middle Class Scorecard reflects the following drivers of middle class: (1) household expenditures; (2) household disposable income; (3) urban population. The data for these indicators are weighted and an aggregate index of middle class is calculated for each country. The index is available for some 30 emerging markets for the past six years. Predicted indices and ranking are also calculated for 2011 to 2015.

We examine middle class in two major segments: The Affluent Middle Class and the Mass Middle Class. Indices are calculated separately for both. The index provides insights into capacity of each country to participate in discretionary spending. For example, the middle class households in Israel have the highest purchasing power among all emerging markets. The GSU-CIBER Middle Class Scorecard also provides estimates of total market size for both the Affluent and Mass Middle class household in each Emerging Market. This metric enables businesses to prioritize their market entry plans into these high-growth markets.

For example, although Israel has the highest concentration of middle class households among the emerging economies, its total market size is rather small. On the other hand, China offers the largest number of middle class households. GSU-CIBER will soon feature the results of this research on its website. The aim is to assist managers to fully understand the potential of EMs and various trade-offs among them. The Middle Class Scorecard was developed by Dr. S. Tamer Cavusgil and Dr. Ilke Kardes, a visiting scholar, at GSU-CIBER.
Language for Business

A Spanish section of the Introductory Course of International Business BUSA 3000: The curriculum for this core course that is being taught in Spanish was recently enriched to help students improve their cognitive skills. The combination of learning a foreign language as well as the theory and practice of international business gives students a significant advantage in the current job market.

Business Instructions in Foreign Language:

Dr. Ihsen Ketata, GSU-CIBER Director, is going to be a guest speaker on October 5, 2011 in Professor Michel Lopez’s class, providing a presentation in French about “Doing Business in Tunisia.” The goal is to expose the students, that are taking a French for Business class, to different French accents and different parts of the world that use French for their business activities.

Study Abroad

The Robinson College of Business offers a number of study abroad programs that range from three weeks to one year. During the 2010-2011 academic year, nine study abroad programs were offered and more than 200 Robinson students participated. Countries include: Argentina, Brazil, Belgium, China, Greece, Turkey, China, South Africa, Italy, Germany, Switzerland and Japan. The Institute of International Business also offers scholarship opportunities for students wishing to study abroad.

Among the RCB study abroad courses, Comparative Perspectives in Business, Journalism and Media, is a unique program offered in collaboration with the Department of Communication in the College of Arts & Sciences. It focuses on both the interrelationship between business and media in major metropolitan areas and the practice of journalism and media in emerging markets. The program, co-led by Dr. S. Tamer Cavusgil and Dr. Shawn Powers, was piloted during Maymester 2011 in Atlanta, Georgia and Istanbul, Turkey. Highlights included a VIP tour of internal operations at the CNN Center in Atlanta, including briefings by senior CNN executives. In Istanbul, students visited print and television media organizations, both local and international (e.g., Bloomberg, CNN Turk).

A key strength of this project is its interdisciplinary curriculum. Given the profound importance of rapidly developing and transforming economies - the Emerging Markets - and in line with GSU-CIBER's expertise, the project will continue to focus on Emerging Market economies. Other major urban communications hubs in rapidly transforming economies will be chosen in the future.

Evidence of the success of this program include two student internships being secured, one at the CNN Center in Atlanta and one in the Coca-Cola division in Turkey. The pilot program also demonstrated the potential for securing external resources for the Project. CNN / Turner Broadcasting System Inc. and Global Atlanta/Agio Press provided generous scholarship support. Student final project reports and their reflections on the impact this course has made on them, professionally and personally, are available at: http://vimeo.com/28488734 More information and pictures are available on: facebook.com/GSUTurkey

Upcoming trips offered through The Institute of International Business during Maymester and summer of 2012 include Financial & Managerial Issues in France and the EU (Belgium and France), Management and Marketing in the EU (Toulouse, France), Management in Transitional Economies (Czech Republic and Hungary), Media, Journalism and Business in a Global World (Istanbul, Turkey), and Management in Different Regions of the World: The Case of South America (Brazil).

“This program has helped me significantly strengthen my professional skills from building confidence in my ability as journalist to learning how to effectively communicate with people from different backgrounds. Ultimately, I learned the importance of networking, how building relationships is the foundation for success in business.”

-- Patricia Campbell

Invasion of TV8, Maymester 2011
By working with the bi-national chamber of commerce and the consulate, students will gain international exposure while staying in Atlanta.

AIESEC
Alex St. Urbain, a leader of the GSU-AIESEC chapter, recently returned from an exchange internship abroad in Gebze, Turkey, where he worked for the marketing department of Polin Water Parks. "I went on an internship to learn about doing business in a different legal, economic, and cultural environment. During this internship, I enjoyed working with Turkish people creating press releases and updating catalogue content. Ultimately, I assisted the company in its endeavors to enter new markets. This program has helped me gain a very highly valuable experience for my career" - Alex St. Urbain

CIBER Case Challenge
The University of Connecticut will be hosting the annual CIBER Case Challenge, which will take place Wednesday, October 19th - Saturday, October 22nd, 2011 in Storrs, Connecticut. GSU, a co-sponsor of this project, has selected a four-member team for the case challenge where students across the U.S. and other countries will compete by analyzing and presenting international business cases on topics addressing multiple geographical regions and functional areas. Selected students from GSU include: Ashley Shepard, Jeremy Dollar, Ashley Knight, and Jonathan Silverman. This case challenge is an excellent opportunity for students to gain exposure to international business issues and participate in an international case competition. The competition also offers opportunities to meet and socialize with business students from around the globe and visit one or two local companies.

International Internships for students
In addition to tapping into the corporate community in Atlanta, GSU-CIBER is expanding its relationships with over 40 bi-national chambers of commerce and consulates to create additional internship opportunities for GSU undergraduate students. For fall 2011, two directed reading courses were created for two GSU RCB-honors students, Ashley Knight and Youssef Zniber, to work directly with Benoit Standaert, Consul General of Belgium, and Phil Bolton, President of GlobalAtlanta. This program allows GSU students to gain international exposure to foreign cultures while staying in Atlanta.

Research Grant
GSU-CIBER has allocated a total of $6,700 to Dr. Leigh Anne Liu, Dr. Hung Nguyen and Dr. Carolyn Biltoft. The center is also thankful to GSU’s Office of Sponsored Programs for its generous contribution of $15,000 to CIBER in support of Dr. Denis Gregoire’s Research Project.
Visiting Scholars

GSU-CIBER is pleased to announce that it is hosting four visiting scholars:

Dr. Ilke Kardes

Dr. Ilke Kardes, a young academic from Turkey, is a visiting scholar at Georgia State University’s CIBER and J. Mack Robinson College of Business. After receiving both a Master of Science and a Ph.D. in Marketing from the German Business Program of Marmara University in Istanbul, she took on a position as a Lecturer at the University’s School of Economics and Business Administration teaching courses in International Marketing, B-to-B Marketing, Marketing Strategy and Markstrat Simulation. Her research is focused on International Marketing with an emphasis on Market Entry Strategies, Emerging Markets, and Brand Management. Ilke is fluent in Turkish, and German. Since her arrival to Georgia State University in February 2011, Ilke has utilized her prior experience on multiple organization committees to play a crucial role in the planning and execution of the 2011 Consortium for International Marketing Research (CIMaR) Conference that was hosted by GSU-CIBER in April, 2011. Ilke has also played a significant role in the Scorecard Middle Class research project. In addition to receiving numerous awards and recognitions through Marmara University, Ilke has recently had articles published in the Ege Academic Review and Global Atlanta.

Asude Yasemin Zengin

Asude Yasemin Zengin, a research assistant at Gazi University School of Economics and Administrative Sciences in the department of Business Administration in Ankara, and a doctoral student at the Graduate School of Business, is a visiting scholar at Georgia State University’s CIBER and J. Mack Robinson College of Business. She holds an MBA from Gazi University School of Economics and Administrative Sciences. Yasemin’s research is focused on International Marketing. She has presented her work at several colloquiums including the Ankara University International Conference on Marketing. She has also been published in such referred journals as the Australian Journal of Business and Management Research (AJBMR) and the International Journal of Business and Social Sciences.
“My experience at GSU - CIBER has helped me develop a strong skill-set that I will be able to implement in my daily work and share with colleagues at my home university. I have had the wonderful opportunity to develop my research ideas in collaboration with world-class experts in International Business and International Marketing.”

-Daria Volchek, Visiting Scholar

**Visiting Scholars**

**Daria Volchek**

Daria Volchek is a visiting PhD student in the Center of International Business and Education Research (CIBER) at the Robinson College Business, Georgia State University. Working with Professor S. Tamer Cavusgil, her main goal at Georgia State is to deepen her knowledge of companies’ internationalization strategies and processes, and improve her skills in quantitative research.

Daria holds her BSc and MSc degrees in Management from St. Petersburg State Polytechnic University in 2007 and 2009, respectively. After graduation, Daria worked as a key account manager in the Stockholm School of Economics Executive MBA Degree Unit in St. Petersburg. In 2010, she joined the School of Business of Lappeenranta University of Technology in Finland. Her research focuses on the internationalization of small and medium-sized enterprises and on the effect of institutional environment on the expansion of SMEs to foreign markets. She works specifically on companies expanding from developed economies to emerging markets, particularly in the Finnish-Russian context.

**Tuba Yumusak Tokucoglu**

Tuba Yumusak Tokucoglu, a doctoral student in business at Gazi University School of Economics and Business Administration and a research assistant in the Department of International Trade at Ufuk University School of Economics and Business Administration, is a visiting scholar from Ankara, Turkey at Georgia State University’s CIBER and J. Mack Robinson College of Business. She holds a Bachelors in statistics from Hacettepe University Faculty of Science Department of Statistics, in Ankara, Turkey, and a Masters degree in business from Gazi University School of Economics and Business Administration. Her research is focused on International Marketing, Competition Strategies and Marketing Strategy.
GSU-CIBER strives to address the 21st century needs for U.S. global business competence through a transformation of business school curriculum, assisting business faculty and practitioners to acquire global competence, enhancing student opportunities for study and work abroad, and carrying out research to enhance U.S. business competitiveness in the global marketplace.

CIBER Team and Coordinators

S. Tamer Cavusgil, Executive Director
cavusgil@gsu.edu

Farrah Bernardino, Managing Director
farrahb@gsu.edu

Yiandria Boswell, Program Assistant
yboswell@gsu.edu

Jacobus Boers, Coordinator for Instructional Technologies
jboers@gsu.edu

Fernando Reati, Co-Coordinator for Business Languages
freati@gsu.edu

Germán Torres, Co-Coordinator for Business Languages
gtorres@gsu.edu

Ihsen Ketata, Director
ikutata@gsu.edu

Paula M. Huntley, Coordinator for Study Abroad
phuntley@gsu.edu

Daniel C. Bello, Research Director
Dbello@gsu.edu

Earl Picard, Coordinator for the Southeast Consortium
epicard@gsu.edu

Margaret Sherman, Coordinator for Business Outreach
psherman2@gsu.edu

Marta White, Coordinator for Student Activities and Competitions
mwhite@gsu.edu

"Under the leadership of Dr. Tamer Cavusgil the Georgia State-CIBER has helped students, faculty, academic partners and the business community gain new knowledge and a better appreciation of the challenges and opportunities associated with doing business abroad. Since its inception in 2010, GSU-CIBER has become one of the leading centers of its kind in the nation and is making significant contributions to our region’s long term ability to compete effectively around the world.”

-H. Fenwick Huss
Dean, J. Mack Robison College of Business