New Funding for First Generation Scholars and Study Abroad

The Coca-Cola Foundation has announced a multi-year award to GSU to recruit, retain, and graduate students who are the first in their families to graduate from college. A significant portion of the grant was awarded to GSU – CIBER to equip business students for leadership in global markets through study abroad. The award will fund The Coca-Cola First Generation Scholars Program and The Coca-Cola Global Ambassador Scholarship Program. The establishment of GSU's Coca-Cola First Generation Scholars Program will provide scholarships as well as services proven to be effective tools for GSU students. These resources are in high demand at GSU, where about 30 percent of the current freshman class - and roughly 40 percent of all undergraduates - are the first in their families to go to college. The Coca-Cola Global Ambassador Scholarship Program will enable the GSU-CIBER to fund more study abroad students traveling to emerging markets. These resources will help GSU work towards two strategic goals: 1) to become a national model for the graduation and retention of underrepresented groups, and 2) to increase study abroad participation.

Faculty Members and Staff Redesign the MIB Program

The goal of redesigning the MIB Program is to attract a fast growing segment of international students who wish to earn a business degree in the U.S. Similar to the other fast-track programs in the Robinson College of Business (RCB), this one will be an 11 month, 30 credit hour, lockstep program. The academic curriculum is in the process of being reviewed by the Graduate Program Committee in RCB. The goal is to launch the first cohort of the program in Spring of 2013.

Research Grants for several faculty members

Based on a competitive review, GSU-CIBER has made research grants available to Mike Gallivan, Associate Professor at the Computer Information Systems Department, and Lisa Schurer Lambert, Associate Professor at the Managerial Sciences department, in support of their research projects.
From the UK to Tunisia and Switzerland, CIBER Continues to Reach out to Binational Chambers, Consulates, and Similar Institutions

Gallatin 250 Projects including the Gallatin 250 roundtables
In honor of Albert Gallatin’s 250th birthday year, GSU-CIBER in partnership with the Swiss Confederation, held the Gallatin 250 Project on October 20, 2011. During this event, Nicholas Dugan, author of the new biography by Gallatin, America’s Swiss Founding Father, addressed the participants on Gallatin’s legacy in the U.S. and its relevance in today’s world financial situation.

The US China Forum
The World Trade Center (WTC) and the Confucius Institute at GSU hosted the US-China Business Forum on February 2. This event was held at the WTC on Peachtree Center Avenue. Dr. Sevo Eroglu, Associate Professor in Marketing at GSU, was a panelist speaker. Mr. Eric Joiner, chairman of CIBER’s advisory board, GSU MBA alumni, and vice chairman of AJC International, provided the keynote remarks at this event.

Breakfast Briefing with His Excellency Mohamed Salah Tekaya Ambassador of Tunisia to the United States
The Bilateral US-Arab Chamber of Commerce, in partnership with the Tunisian Embassy, Tunisian American Young Professionals, and GSU-CIBER, hosted a multi-city road show with the Ambassador of Tunisia to the United States, H.E. Mohamed Salah Tekaya serving in Washington, D.C. As part of the U.S. road show tour to learn about the recovery plans that the government of Tunisia is undertaking, the Ambassador visited Atlanta, Georgia on February 16, 2012. As the birth of the Arab Spring, Tunisia’s business development can serve as a model for the continuing growth in the region. The best prospects for U.S. businesses in Tunisia include opportunities in renewable energy, infrastructure, tourism, franchising, and ICT. The event attracted about 30 companies from the business community which had an interesting discussion about the different opportunities of investing in Tunisia.

Doing Business with China & Understanding Your Chinese Partner
This practical workshop responded to questions of how to develop fruitful relationships with Chinese business partners. It focused on identifying, qualifying and developing these relationships. The event attracted about 80 academic and business people who were interested in cultivating the Chinese market through a distributor, agent, or another intermediary. The panel of experts addressed multiple dimensions of business partnering, including legal and cultural issues. The workshop was held on March 9, 2012, 9-11:30 a.m. at the UPS Headquarters.

Korean Advisory Group Bridging Atlanta with the World
The Korean advisory group has announced recently that a group of interns from Georgia State’s Robinson College of Business Hospitality Program will be working at the upcoming Olympics in London to include Gatwick, the Olympic Village, and with key US-based companies including Coca-Cola which will help the students improve their global competency and be prepared for today’s job market. Georgia State has also been in conversation with the Asian Global University about course offerings. As a result, RCB is currently working on an agreement to establish a presence for the delivery of a master's of science degree in information systems and other business programs at the Global University -Songdo campus.
GSU–CIBER Continues to Offer Valuable Faculty Development Workshops to the Southeast U.S. Higher Education Consortium Members

2012 Study Abroad Workshop
A second workshop focused on study abroad was held by GSU–CIBER on February 10, 2012. The theme for the workshop was “Building an Innovative Study Abroad Program.” New material, including using technology and social media, creative recruiting techniques, securing funding for scholarships, and preparing students for cross-cultural experiences were covered in the workshop. Both new and experienced study abroad program directors benefitted from this workshop.

Teaching Workshop
The GSU CIBER Southeast US Higher Education Consortium for International Business is planning on holding its third pedagogical workshop on April 27, 2012. This interactive session will focus on: (a) "what" - content; (b) "how" - pedagogy; and (c) "resources" - for teaching international business. Professor S. Tamer Cavusgil and Professor Jacobus Boers will share their experience and teaching tools that have been specially developed for IB educators. Also covered will be an overview of online resources for teaching. A compendium of teaching resources will be made available to participants. The intent is also to engage participants in an interactive discussion designed to search for excellence in the teaching of international business.

To register, go to http://robinson.gsu.edu/seconsortium/events.html

Research and Publishing in International Marketing and Business
GSU–CIBER will hold its first research workshop on April 13, 2012 from 9:30 a.m. to 1:00 p.m. This interactive workshop will be led by Professor S. Tamer Cavusgil, and is designed for colleagues interested in building their research and publication skills. Dr. Cavusgil will first review recent research in international marketing and the broader field of international business and highlight promising research avenues for future scholarly work. Special emphasis will be given to publication process and outlets, with suggestions for preparing manuscript for submission to referred journals. To register, go to http://robinson.gsu.edu/seconsortium/events.html

A French Section for the Introductory Course of International Business
In addition to the Spanish section of the introductory course of International Business that has been offered at GSU for several years, CIBER decided to launch a new French section in Spring 2013. This decision was made based on the result of the survey that was conducted recently estimating the number of potential interested students in taking course in French, Portuguese or Arabic.

CIBER Business Language Conference
Dr. Shuai Li attended the 2012 business language conference held by the University of North Carolina and sponsored by GSU-CIBER. The theme of the conference was, “Building Bridges from Business Languages to Business Communities.” The goal of Dr. Shuai was, like many other participants, to design a future course: Chinese for business. Also, Dr. Viviana Cortes spoke on March 23rd on a panel titled, Advancing the Field of Languages for Specific Purposes: Insights and Models. This event was held by the University of North Carolina.

A multidisciplinary Study Abroad Program Focused on Emerging Markets
Planning is well underway for the 2nd annual Global Business Journalism study abroad to Istanbul, Turkey. Student interviews have been conducted, and 15 students are currently scheduled to travel with the group. 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. A blog site was created for this program at http://gsustudyabroadistanbul.blogspot.com
GSU Students Win Big at National Case Challenge Competition

The University of Connecticut hosted the annual CIBER Case Challenge on October 2011. GSU selected four members to participate in the case challenge competition where students across the U.S. and other countries competed by analyzing and presenting international business cases on topics addressing multiple geographical regions and functional areas. This year, teams received a 20-page case study on American Express and were asked to “resolve” how the company could globally expand while maintaining its customer service program.

Selected students from GSU included: Ashley Shepard, Jeremy Dollar, Ashley Knight, and Jonathan Silberman. Jeremy Dollar, a senior Finance and Philosophy double major, brought home the first place award, and Jonny Silberman, a senior Business Management - Economics student, took second place.

IB Field Student Visits Belgium

This program, launched in fall 2011, was developed in a new course regularly offered to few selected students at RCB in collaboration with the bi-national chambers of commerce and local consulates in Atlanta. The “International Business Field Study” course was designed to prepare the students for the challenges of doing business internationally by learning about different political, legal, and economic systems. The selected students have to complete a list of reading assignments, conduct research on corporate strategies, activities and current events in the assigned country/region, and prepare a term paper analyzing the readings/research.

As part of her internship, Kelsey Scantland, a senior in the Robinson College of Business, visited Belgium, accompanied by professor Margaret Sherman and Phil Bolton from GlobalAtlanta. In this trip she was able to attend a press conference for Eva Joly, French presidential candidate for the Green Party, and visit the Parliamentarium Museum, which was devoted to teaching about the history of the European Union and the EU Parliament. Kelsey has been interning at GlobalAtlanta since the beginning of January.

Life Changing Internship Opportunities with AIESEC

AIESEC at Georgia State University continues to look for companies in the Atlanta area that would like to diversify their workforce by hiring an intern from abroad. This partnership has proven to be a life changing experience for talented international students. The participating companies will also benefit from the highly skilled interns who work for a period of time on meaningful projects. Among the students who benefitted from this experience, Alessandro Pietrobon, an exchange student from Venice, Italy commented, “My internship in Uganda taught me how simple actions can impact other people’s lives significantly. Now, I appreciate what I have more and am much more grateful.” -Alessandro

IB Faculty Becomes Full Member of the JIBS Editorial Review Board

The Journal of International Business Studies (JIBS) is pleased to announce that Heechun Kim, Assistant Professor, was “promoted” from ad hoc reviewer to a full member of the JIBS editorial review board (ERB). An invitation to join the ERB is a signal honor for a scholar, an acknowledgement that he has reached a level of distinction in the discipline as a scholar to be relied upon for editorial matters regarding the lead journal.
Emerging-Market Report Series

With the growing significance of emerging markets in the global economy, it is critical for western businesses to understand the middle class within these rapidly transforming markets. To achieve this end, GSU-CIBER teamed up with GlobalAtlanta to launch a series of emerging-market reports that help readers understand better the rapidly-growing countries that can be as challenging as they are attractive. Two emerging market country reports were recently released.

To see the country report about China that was prepared by Ilke Kardes, Ph.D., a visiting scholar from the German Business Program of Marmara University in Istanbul, please visit: http://www.globalatlanta.com/chinareport/

To see the country report about Mongolia that was prepared by Daria Volchek, a visiting scholar from St. Petersburg State Polytechnic University, please visit: http://www.globalatlanta.com/mongoliareport/

GlobalAtlanta launches its NorthAfrica and Belgium pages

GlobalAtlanta provides interns with research opportunities focusing on different world regions. During this international internship program, students build their intercultural and presentation skills to learn how to prepare a report and analyze domestic and international trade issues. As part of this program, two new pages were added to GlobalAtlanta, the North Africa and Belgium pages which focus on Atlanta news related to these regions.

The Belgium page: http://www.globalatlanta.com/pages/belgium/

GlobalSouth: For Faculty Looking to Achieve Excellence in their Pedagogical Strategies

Created by GlobalAtlanta, in partnership with GSU-CIBER, Global South is an online portal for disseminating international business research and teaching material. It represents an extensive teaching and pedagogical resource to the faculty members of the GSU-CIBER Southeast U.S. Higher Education Consortium for International Business and faculty nationwide. The portal is a “one stop shop” for International Business faculty to share curricula, power points, podcasts, videos, and related International Business teaching materials. Interested in learning more about what the GlobalSouth portal has to offer, please check: http://www.theglobalsouth.us/

An Impressively Qualified Team at CIBER

“I recently met up with Ihsen and her colleague Farrah to discuss some of the CIBER activities. I am truly amazed at what they and the team have been able to accomplish in such a short period of time and with such limited funds. I am most impressed with the formulation of the new FAST TRACK MIB (Masters of International Business) program. Basically, in an effort to offer even more flexibility to busy execs, the staff have redesigned the MIB program for those looking for a one year program with the same high quality of the regular program. I expect this to have wide appeal for today’s market place. This creativity is a testament to the quality of staff and leadership we enjoy at the Robinson School of Business and our CIBER.”

--Michael Shannon, Member CIBER Advisory Board; GSU MBA alumnus; Principal, Liquid Strategies.
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.

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