CIBER will host an international conference that brings together scholars from multiple disciplines and countries to discuss the trend of middle class in emerging markets, with focus on consumers, citizens and the media.

Business professionals, faculty, doctoral students and researchers with an interest in these themes are encouraged to attend this event and gain insight into multi-faceted perspectives of this phenomenon. The conference is being chaired by S. Tamer Cavusgil of the Robinson College of Business, Hongmei Li of the Communications department, Leslie L. Marsh of the Modern and Classical Languages department and Ilke Kardes of the University of Applied Sciences in Düsseldorf, Germany.

“GSU CIBER is pleased to organize this very first landmark conference on middle class in emerging markets,” says Dr. Tamer Cavusgil, one of the organizers of the conference. “We are particularly excited as we will be bringing scholars from multiple disciplines. Colleagues representing such disciplines as anthropology, sociology, media studies, and history will be presenting at the conference, in addition to business and economics. They also represent diverse emerging market environments.”

Topics explored during the conference sessions include:

- Defining and measuring the new middle class in emerging markets: past and present representations in media, consumer practices, and framing the new middle classes
- Business strategies – presentations about company strategies for catering to middle class consumers in emerging markets
- Engaging the middle class: marketing practices, new communication technologies and social media
- Future directions for studying the middle class in emerging markets

Households across the globe are being affected by this phenomenon; this issue holds importance in the realms of society, politics, business, economics, and culture. Examining the middle classes in emerging markets will be a topic of investigation for years to come in multiple areas of academic inquiry.

“This event is especially rewarding as it represents a collaborative effort among faculty leaders from multiple GSU departments and colleges,” says Dr. Cavusgil. “Its interdisciplinary nature is an added benefit.

Details:
The conference will be held September 26-September 28, 2013 at Georgia State University's Buckhead Center.

For more information about this event, contact CIBER Managing Director Dawn Foster at dawnfoster@gsu.edu or visit www.middleclassconference.robinson.gsu.edu/
Global Business & Media in Istanbul and Budapest

This past Maymester, Dr. S. Tamer Cavusgil and Dr. Shawn Powers accompanied a group of students on an educational and once in a lifetime professional experience in Istanbul and Budapest. Students analyzed and explored the role of media in society, particularly as it relates to business and globalization, in a comparative and cross-cultural context. Students spent three weeks in Atlanta and the remaining two weeks in Istanbul and Budapest.

Follow the group’s blog at http://www.gsu-sa.blogspot.com/.

“This program contributed to my personal growth by granting me a once in a lifetime opportunity of experiencing how journalism is conducted and produced on an international level. I was able to interact and build meaningful relationships with others as well as receiving a first hand look at their culture and the way that they live their everyday lives. I believe that I have become more personable and my outlook on life has drastically changed. I am ready for another overseas excursion!”

-Danielle D. Hughes
Journalism/Telecommunications, Speech

“Over the course of two weeks abroad, each of the students was transformed. There is nothing like an international program to open up a student’s eyes, and no other study abroad offers the professional and cultural experiences Global Business & Media does.”

-Dr. Shawn Powers, Program Director

“The corporate visits were my favorite part. Actual executives from CNN, Fox, Coca-Cola, Turkcell and others took the time out to not only speak to us but to speak with us. They were so willing to answer questions and despite a few translation difficulties, still helped us find out all we needed to know.”

-Natasha Brown
Business Administration, Computer Information Systems
5,000 Miles from Home: Reflections of Brad Ferrer

*Brad Ferrer (1981 BBA, Accounting) is the executive vice president of finance and administration for CNN worldwide. He recently visited Istanbul, Turkey to coincide with the Global Business & Media study abroad program. When he attended GSU as a student from 1977 to 1981, he never imagined such a journey.*

"While in a city 5,000 miles from home, how wonderful it was to enjoy:

A relaxing dinner after a long journey with a gracious group of GSU faculty and students and the former Rector (President) of Marmara University; a day with new friends and old friends along the sunny, windy Bosphorus, within and around a palace of modern Turkey's founder; a meal shared with new friends and old friends, a meal of exceptional mezze, of slow-cooked meats and wonderful kebabs, and of sweet fruits combined with the richest cream I've ever tasted

A morning with new friends and old friends at Topkapi Palace, home to treasures old and older still, with a reminder that nothing matters in real estate more than a good location;

A few moments listening to a recitation of the Quran, sung in a soothing voice that reminds of the divine presence in this world

An afternoon at the Istanbul Grand Bazaar, where so many vendors have so much for sale and so many customers and where one wise vendor reminded us that life is short and we should spend our money;

An evening at the Istanbul Grand Bazaar, where so many vendors have so much for sale and so many customers and where one wise vendor reminded us that life is short and we should spend our money;

A dinner full of inspiring conversation with many GSU students, including some who had never before travelled beyond America's shores, and leaving that dinner certain that if these students are involved, our future will be a brighter one;

A perfect evening along the Golden Horn waters, below a clear blue sky that turned into a beautiful moonlit night, all while surrounded by my GSU friends

An evening of rest and reflection near the end of a long journey, missing my family, yet comforted by the gracious hospitality of new friends and old friends,
Meet Our New Visiting Scholars

Tugba Kalafatoglu was born in Istanbul, Turkey and currently resides in Barcelona, Spain, where she is a lecturer at TSI - Turismo Sant Ignasi - Ramon Llull University. She received her degree in political science with honors from the University of Nebraska at Omaha, her master’s degree in international affairs, law and business from Georgetown University and a master of research degree in management from ESADE Business School in Barcelona, Spain. She is currently a PhD candidate at ESADE Business School, specializing in international entrepreneurship.

“I am looking forward to my visiting period at Georgia State University,” Tugba says, “and most importantly to have the honor working with Professor Tamer Cavusgil and his team. I will gain great experiences working with them.”

While here at Georgia State University, she will be researching the internationalization of firms as an entrepreneurial process.

Tugba is an international fellow at United Nations Alliance of Civilizations and the founder and president of VOTE Women in Politics, an international non-governmental organization. She has received numerous awards, including Outstanding Young Person of the World in Politics, Law and Government Affairs, GOLD Pollie Award (Oscar of Political Advertising) and has been acknowledged in the Who’s Who in the World for seven consecutive years since 2006.

Qiaoqi Lang was born in Taiyuan, Shanxi Province in China and currently resides in Chengdu, Sichuan Province in China. She completed her undergraduate studies at Xi’an University of Architecture and Technology, and received her Master’s degree in American Culture at Sichuan University. She was a Business Administration PhD candidate at Southwest Jiaotong University, where she currently works as the Foreign Affair Secretary at the School of Economics and Management.

During her studies with CIBER, Qiaoqi will be researching the topic of Emerging Middle Class in China and the Corporate Governance under the Milieu of New Media Application. Her goal is to become a competent scholar in Georgia and author several articles while at GSU.

Qiaoqi has frequently been recognized for her excellent academic and leadership skills. She has received several awards, including Outstanding Leader, Outstanding Post-Graduate Leader and Excellent Individual of Post-Graduate. She is also the recipient of the Excellent Academic Scholarship of Sichuan University.

Did You Know?

CIBER offers research grants for eligible faculty members and doctoral students. Grants are provided on a competitive basis in order to facilitate interdisciplinary research. Foreign language, international and area studies, and business faculty will be eligible to apply. To download the proposal application, go to www.ciber.robinson.gsu.edu/partners-projects/faculty/funding-opportunities/

If you need more information about CIBER’s Research Grant Program, contact Dawn Foster at dawnfoster@gsu.edu. If you would like to discuss your research proposal further, please contact Dr. S. Tamer Cavusgil at cavusgil@gsu.edu.
Four Metaphors for Understanding Turkish Business*

Written by Trevor Williams

Turkey is seen by an increasing number of corporations, including Atlanta-based United Parcel Service Inc. and Coca-Cola Co., as a bridge to the Middle East and Central Asia, regions of the world that confound many Americans. But the country itself, even as a strong ally to the United States with a growing economy and an increasing stock of alumni from American universities, can be a hard cultural nut to crack.

Is Turkey the Middle East? Is it Europe? Is it its own geopolitical category? All of these are questions American firms should be able to address before pursuing business in the country, a substantial market of 74 million people. It’s important to note that while Turks share a religious heritage with most of the Middle East - Islam - they bristle at being lumped together with Arabs, according to Tamer Cavusgil, a Turkish native and a professor of international business at Georgia State University.

Walking around Istanbul, it’s easy to see a strong sense of nationalism that melds imperial history with forward-looking democracy. Mustafa Kemal Ataturk, the founder of the Turkish republic in 1923, is venerated with ubiquitous statues, portraits and posters. Seen as a visionary, his image and name have been used with even more frequency of late as demonstrators have rallied against the heavy-handedness of Recep Tayyip Erdogan. Elected a decade ago, the prime minister has been accused of seeking to gradually replace Turkey’s secular democracy with an Islamic state.

Turkey has been there before, albeit in a different form. Founded in the 15th century, the Ottoman Empire at its peak ruled an area stretching from Hungary to Iran and into North Africa. Sultans were seen as guardians of Islam, protecting the holy city of Mecca and collecting items from all over the empire that can now be seen at Topkapi Palace in Istanbul. For business leaders, it’s vital to keep Turkey’s deep historical roots in mind, Dr. Cavusgil told Global Atlanta in Istanbul. During a recent academic conference there, the director of the Georgia State Center for International Business Education and Research offered four metaphors for understanding business in the country:

Coffee House: Touch
Turks are relationship-oriented, a fact manifested in their business culture. “We need to touch each other,” Dr. Cavusgil says. Americans should be prepared to spend time drinking Turkish tea out of trademark figure-eight glasses and strong Turkish coffee from tiny cups.

Noah’s Pudding: Diversity
Turkish tradition has it that Noah, the biblical and Qur’anic prophet saved from the great flood, made a pudding for his family out of available ingredients when the flood waters subsided. The dish, rendered asure in Turkish, is now a popular dessert that includes rice, chick peas, sugar, fruits and other ingredients. In a way, it typifies Turkey: a crossroads for the world and a diverse melting pot of beliefs, cultures and ethnic groups.

Ottoman Mehter Band: Progress
The Ottoman Empire’s marching band moves two steps forward and one step back, progressing slowly but in a uniquely Turkish way. The same goes for its emergence as a modern, globalized economy. U.S. companies can expect a steady growth path, but with fits and starts.

Improvisation: Finding a Way
The Brazilians call it jetinho; the Indians say jugaad. Turks have a variety of terms for it, but the business concept is the same: improvisation to get around red tape and get things done. Initially used to overcome currency fluctuations and corruption, Turkish adaptability has taken on a new dimension as the country’s economy has integrated with the world. As Europe struggled in 2009, Turkish companies forged deeper links with Africa, Central Asia and the Middle East.

*This article originally appeared on GlobalAtlanta.com, an international business news service producing emerging market reports in partnership with CIBER.
## Upcoming Conferences and Events

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. Below is a list of CIBER’s upcoming conferences and events that hold GSU-CIBER’s key goals at its core. Doctoral students, business students, researchers and faculty members with interests in business and research are invited to attend.

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
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<tr>
<td><strong>AIESEC - The Global Youth to Business Forum</strong></td>
<td>The Global Youth to Business forum gathers more than 1,000 young people from over 113 countries and businesses to discuss relevant topics in the world, generating new ideas to help pave the road towards a sustainable future. Visit the website at <a href="http://ic2013egypt.org/events/y2b">http://ic2013egypt.org/events/y2b</a></td>
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<td><strong>August 19, 2013</strong></td>
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<td><strong>IMP Doctoral Consortium</strong></td>
<td>The doctoral consortium that precedes the 29th annual IMP conference has become a key feature of the annual conference and is an internationally recognized resource for research students.</td>
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<td><strong>August 28-30, 2013</strong></td>
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<td><strong>IMP: Building and Managing Relationships in a Global Network: Challenges and Necessary Capabilities</strong></td>
<td>The IMP conference brings together an informal network of researchers who are interested in the problems that confront marketers and purchasers in complex business networks. This event is the largest international gathering of researchers and instructors in the field of business marketing and purchasing, drawing participants from Europe, the Americas, Asia, Australia and New Zealand.</td>
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<td><strong>August 30 - September 2, 2013</strong></td>
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<td><strong>AIESEC - Global Business Forum</strong></td>
<td>This student-coordinated event will gather students, professionals and company executives to discuss the future of sustainability.</td>
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<td><strong>September 10, 2013</strong></td>
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<td><strong>Middle Class Phenomenon in Emerging Markets Conference</strong></td>
<td>This conference will bring together scholars from multiple disciplines and countries to examine the middle class in emerging markets from at least three key themes: consumers, citizens, and the media. Visit the website at <a href="http://www.middleclassconference.robinson.gsu.edu/">www.middleclassconference.robinson.gsu.edu/</a></td>
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<tr>
<td><strong>September 26-28, 2013</strong></td>
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<td><strong>Annual Southeast AIB Conference</strong></td>
<td>AIB-SE’s annual conference centers on the presentation of the newest ideas in international business to an international audience of academic scholars and business practitioners. The conference is characterized by a strong developmental focus, providing participants with a supportive and collegial platform to discuss and develop ideas, and helping authors enhance their papers for publication. Visit the website at <a href="http://www.aibs-e.org/conference/">http://www.aibs-e.org/conference/</a></td>
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<tr>
<td><strong>October 25-27, 2013</strong></td>
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“International business has never been more interesting! Whether it is the evolution of emerging markets into sophisticated, mature economics, the rise of middle class households in these markets, globalization of indigenous brands, the new entrepreneurial class, or the growing role of government… these are all issues our faculty are addressing. GSU-CIBER is a catalyst to research, teaching, pedagogy development, and business outreach. We continue to pursue a profile agenda, serving our stakeholders on and off campus. This newsletter brings you just a sample of the activities ongoing at GSU-CIBER!”

-S. Tamer Cavusgil, Executive Director
GSU-CIBER