Leadership for the Global Marketplace
Greetings from San Diego State University!

I’m sure you’ll agree we’re living in interesting times. It was the author, Eric Hoffer, who said: “In a time of drastic change, it is the learners who inherit the future. The learned find themselves equipped to live in a world that no longer exists.” At San Diego State University we are readying for the future while continuing to garner national recognition.

In today’s world, maintaining global relationships and having the ability to communicate and work together across boundaries is more critical than ever. Our international business programs offer students the critical components for success. San Diego State University’s Center for International Business Education and Research (SDSU CIBER) is advancing research and leading-edge programs in international business education while engaging an extensive network of scholars and practitioners. Global challenges mean local opportunities and our university community continues to work together to develop innovative solutions that help meet the many challenges of our diverse region and our world.

San Diego State University’s reputation for academic excellence continues to grow. Our university holds the distinction as the top small research university in the nation. We’ll soon welcome our first cohort of students in the Global Entrepreneurship MBA program. Our undergraduate International Business program is consistently recognized as one of the largest and best in the country. San Diego State University is ranked #2 in the nation and #1 in California, for students studying abroad. In the 2009 U.S. News and World Report: Best Graduate Business Schools edition, SDSU’s Graduate International Business program was ranked among the Top 20 in the nation (#8 among public universities).

I invite you to enjoy this publication and learn about the many accomplishments of our faculty, students and programs. You’ll find San Diego State University is boldly forging ahead into the future to ensure that students are prepared to compete and collaborate on a global scale.

Sincerely,

Mark J. Ballam, Managing Director
SDSU CIBER
SDSU’s College of Business Administration to host AIB 2009 Annual Meeting

THE ACADEMY OF INTERNATIONAL BUSINESS (AIB) announced their 2009 annual meeting will be held in San Diego, June 27 - 30, 2009. San Diego State University, the College of Business Administration, and the Center for International Business Education & Research (CIBER) will serve as the local host institution. Dean Gail Naughton said “We’re delighted San Diego has been chosen as the 2009 meeting venue and look forward to serving as the local host. SDSU and our College of Business have been dedicated to preparing leaders for the global marketplace for more than 15 years.” Today, the International Business Program at SDSU is recognized as the largest undergraduate International Business program in the country, serving nearly 1,100 students annually.

AIB is the leading association of scholars and specialists in the field of international business. Established in 1959, AIB now has 3,180 members in 75 different countries around the world. Members include scholars from the leading global academic institutions as well consultants, researchers, government and NGO representatives. Last year more than 1,300 members attended the annual meeting.

The theme for this year’s meeting is: “Is the World Flat or Spiky? Implications for International Business.” The aim of the 2009 AIB conference in San Diego is to enhance understanding of the wide-ranging trends of change that have risen as a result of globalization.

For more information about the 2009 AIB meeting visit: aib.msu.edu

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2008 CIBER National Forum on Trade Policy

THE 2008 NATIONAL FORUM on Trade Policy (NFTP) was held at the Sheraton San Diego Hotel and Marina on October 3. The Forum, sponsored by CIBER centers throughout the United States offers an opportunity for policy makers, trade experts and educators the opportunity to discuss current and pending trade policies.

The theme of the 2008 event, “Understanding U.S. Trade Policy: Past, Present and Future” was kicked off with a welcome from SDSU’s dean of the College of Business Administration, Dr. Gail Naughton. Presentations from other trade, government and foreign policy experts, generated lively discussion among both presenters and the audience.

The conference featured renowned national and regional authorities who addressed topical issues of international trade including: Daniel T. Griswold, Cato Institute, Óscar Medina, Universidad EAFIT, I.M. “Mac” Destler, University of Maryland, Richard Feinberg, University of California – San Diego, and Susan Freedman, San Diego Association of Governments (SANDAG). The conference was moderated by SDSU’s Dr. James Gerber.

The luncheon Keynote Speaker was Dr. Robert Pastor, former Vice Chair of the Council on Foreign Relations Task Force on the Future of North America. Dr. Pastor’s piece “The Future of NAFTA” was published in the July/August 2008 edition of Foreign Affairs. His talk was titled: “A Vision of North America.”

As an added bonus, David Sanger, Chief Washington Correspondent for The New York Times closed the conference as the Dinner Keynote Speaker. Mr. Sanger examined the challenges facing the next administration. His years as a foreign correspondent have given him a unique view into the rise of Asia, the jockeying for power among rising and established nations, and nuclear proliferation. He has twice been a member of the Times reporting teams that won the Pulitzer Prize. His engaging, articulate style, as well as his insider knowledge of Washington, allowed him to address complex issues facing our world today with wit and wisdom.

This year’s NFTP event was hosted by the CIBERs at SDSU and the University of Washington. The 2009 National Forum on Trade Policy will be hosted by the CIBER at Indiana University.
Area High School Students Participate in International Economic Summit

ON MAY 20, 2008 SDSU’S CIBER HOSTED THE THIRD annual International Economic Summit (IES) for more than 200 high school students from San Diego County and the Baja California region. Student teams represented 59 different countries. The objective of each team was to implement their global economic plan through lively trading sessions. During the trading sessions the countries participated in trading arms, food, financial aid, and energy resources.

The keynote luncheon speaker was Rosario Marin, secretary of California’s State and Consumer Services Agency. Prior to her tenure with the state of California, Marin served as U.S. Treasurer from 2001 to 2003 under President George W. Bush.

As part of the IES program, each student team was assigned a specific country prior to the competition. This allowed the students to study their assigned country’s set of international issues. As part of the Summit, the countries negotiated trade and socio-economic alliances crucial to the improvement of their nation’s world standing. Additionally, students were dressed in their country’s native attire and furnished their work areas with items unique to each nation.

Each team was judged on their costumes, success in the trade issues debate and their overall score which measured their ability to improve their country’s standard of living. At the end of the day, a team of students from Mexico, SETYS Ensenada (representing Tanzania), was declared the winner and was awarded the top prize.

“These students have a unique opportunity to learn global economics by negotiating commerce, political and trade agreements that are discussed everyday among national leaders. And, the students are having so much fun, they forget they’re learning.”
– MARK J. BALLAM, MANAGING DIRECTOR OF SDSU’S CENTER FOR INTERNATIONAL BUSINESS EDUCATION & RESEARCH

This annual competition and trade simulation program for high school students is hosted by SDSU’s Center for International Business Education & Research. The program is conducted in partnership with the U.S. Federal Reserve Bank of San Francisco and sponsored by Sempra Energy. Representatives from the Federal Reserve Bank, Sempra Energy, Comerica Bank, and SDG&E served as judges.

The Fourth Annual International Economic Summit is scheduled to be held at SDSU on May 27, 2009.
ESTABLISHED IN 2005, SDSU’S COLLEGE OF BUSINESS Study Abroad program has grown in popularity throughout its existence, starting with 96 students during the first year and expanding to 191 students completing the program in 2008. The program provides students the opportunity to study at universities throughout the world and receive academic credit. It also provides students the opportunity to get an education that better prepares them for careers in the global economic sector.

Some of the most encouraging numbers are the length of time that these students spend studying abroad and the type of programs in which they participate. On average, 75 percent did so for a semester or a year and 25 percent studied in the summer. An increasing number (from 49 to 60 percent) are choosing total immersion programs in which students take courses with local students and professors.

The majority of our students (51 percent) study abroad in Europe, Asia is the second most popular destination (16 percent) and Australia is third (14 percent). Out of the 440 business students who have studied abroad since 2005, 52 percent are either finance or marketing undergraduates and the average GPA for all students is 3.3.

For more information on the CBA Study Abroad program, please visit www.sdsu.edu/cbabroad.

“The College of Business Study Abroad opportunities are available to undergraduate and graduate students. Students can study for a summer, a semester or a year.”
Soul Searching in Seoul
A View of SDSU’s Successful Study-Abroad Program

By Emmerine Reynon

I LEFT AMERICA TO STUDY AND WORK ABROAD BY teaching English to my Korean colleagues and to kindergarteners; writing articles in the Seoul-based Chung Ang University (CAU) magazine; studying business, film, music, art, people, culture, communication, and the world,—but most importantly, to study me.

“Impossible is nothing.’ This tagline, an Adidas marketing campaign, was one of the first things I saw when I stepped foot on CAU’s campus ... For four months, I walked past that banner at least twice a day, feeling more and more confident in those words as time went by.” – EMMERINE REYNON

During the Fall semester, 2007, I found my soul in Seoul—“The Soul of the World.” I returned to America with the expected “book knowledge,” but unexpectedly, I also returned with a more than satisfied peace of mind, a rejuvenated soul, and a whole new motivated look on life.

“Impossible is nothing.” This tagline, an Adidas marketing campaign, was one of the first things I saw when I stepped foot on CAU’s campus. These words were printed on a simple, plain white banner with chicken scratch-like writing, hanging in between two large buildings, in the middle of the campus. For four months, I walked past that banner at least twice a day, feeling more and more confident in those words as time went by. From the first day I saw that banner, I can attest that I truly have and continue to live my life according to such a philosophy.

As I reflect on my experience, I’ve found that studying abroad has immensely changed my life. I can write on and on about my great experiences and lessons learned, but it will personally do you no good. The best gift I can give you through words is the blessing to have an open-mind and explore this wonderful world we live in. Luckily, I got to do so through SDSU’s College of Business Administration’s Student Exchange Program. If you haven’t yet, step-out of your comfort zone, explore and capture the essence of what I mean—study abroad yourself, volunteer in another country, or go on an extended vacation—and you’ll understand why my story is filled with such vibrant and passionate words. Go out there and create your own story; be an exchange student and exchange your experiences with others. And you’ll come back with a new-found superpower, feeling that “Impossible is nothing,” ready to soar, share your soul, and give the world all you’ve got.

Now that I’ve graduated and have entered the real world working at Ex’pression College for Digital Arts in Emeryville, CA as an Admissions Representative and as the Director of Marketing & Public Relations for Capitol Roots Productions based in Sacramento, CA, I thank CAU, Seoul, and all the amazing people I’ve encountered for the endless amount of lessons I’ve learned.

Emmerine Reynon graduated from SDSU with a degree in Integrated Marketing Communications in May, 2008.

Some of Chung Ang University (Seoul, South Korea) Fall 2007 International Students (Sean Brown-Univ. of Hull-UK, Nick Aitken-Univ. of Hull-UK, Danny Steadmon-San Diego State Univ.-USA, Louis Vassor-ISC Paris-France, Marielle Eilers-Hanze Univ. Groningen-Netherlands, Bianca Williams-San Diego State Univ.-USA, and Emmerine Reynon-San Diego State Univ.-USA) at friend, Jiyong Lee’s, (former CAU International Center Staff) wedding in Seoul, South Korea. The wedding was held at a wedding hall, and was followed by a small reception.
Ted Waitt Visits SDSU Business Class

ON NOVEMBER 17, GATEWAY COMPUTER FOUNDER, TED WAITT, WAS the guest lecturer at Dr. Massoud Saghafi’s International Marketing class. Waitt discussed how he co-founded Gateway Inc. and the company’s rise and fall in the international market.

While working at a computer store in Iowa, Waitt dropped out of the University of Iowa in the mid-1980’s to start his own business. The company, first called TIPC, began by manufacturing computers and selling them over the phone. By 1999, Gateway had become one of the most successful computer manufacturers in the world.

Waitt discussed Gateway’s entry into the international market, starting in Ireland in 1993 and moving throughout Europe and Asia. At first, Waitt and Gateway experienced phenomenal success, however, after Waitt’s first retirement from the company in 1999 and his return to the company in 2001, the company’s stock prices and sales, both domestically and abroad, dropped.

Eventually, Waitt said, the company pulled out of the international market altogether in order to concentrate on domestic sales. In 2007, Gateway was sold to Acer, a Taiwan-based electronics manufacturer.

Waitt currently heads up the Waitt Family Foundation, a charitable organization headquartered in La Jolla, California.

SDSU Competes in Business Strategy Competition

SDSU team received first runner up in the Outstanding Performance Awards in their division at the competition. They met with the judges twice, presenting their final results and responded to questions about strategy, finances, and marketing.

In preparation for the intense stage of the competition, students submitted a strategic business plan which involved a series of decisions simulating five business years. The team then prepared an Annual Report to submit to the judges at the event.

Professor Carol Venable advised a diverse group of five team members from the Business Honors Program. The team members were Duyen Aller (accounting), Laura Carwana (international marketing communications), Matt Clifford (finance), Marissa Shirley (marketing), and Shiung-Jin Yong (accounting).
ON MARCH 28, 2008, THE BUSINESS HONORS PROGRAM took 19 undergraduate students and program director, Dr. Carol Venable, to Tijuana, Mexico assembly plants. The trip, sponsored by the Center for International Business Education and Research (CIBER) was designed to help the students develop into business professionals who are aware of the current issues and problems affecting local, national, and global businesses.

Two representatives from the Tijuana Economic Development Council accompanied the students as they toured two maquiladoras: Easton Maquiladora and Medegen Manufacturing. The Easton Maquiladora site manufactures custom hockey sticks and bicycle wheel rims, and refurbishes football equipment for many universities and high schools. Medegen Manufacturing produces medical devices and components for the healthcare industry.

In preparation for the trip, Dr. James Gerber, SDSU professor of economics and director of the Center for Latin American Studies, met with the students in their seminar and discussed the economy of Mexico and the economic impact of the greater Tijuana-San Diego business area. This trip gave the students a chance to put in action the business concepts and accounting theories described in their textbooks.

SDSU launched its Korean Studies Program for the fall semester, 2008 by offering Elementary Korean I and II.

These courses will be followed by intermediate and advanced Korean in the next two years. In the near future, a full range of topics of Korean Studies including Korean civilization, literature, culture, and society will also be offered.

The courses will be available as a regional focus for International Business majors and will also be available to ROTC cadets.

For more information about the program, please contact Dr. Soonja Choi at schoi@mail.sdsu.edu.
AS THE WORLD BECOMES A smaller place through extensive international trade and communication, businesses are in the process of adopting a single set of worldwide accounting and reporting standards. One organization leading the way is the International Accounting Standards Board (IASB) located in London, England.

SDSU graduate and long-time San Diego resident, Amy M. Schmidt, project manager for the IASB, has a first-hand view to the changes affecting accounting and financial reporting practices, as the organization looks to unite the accounting profession globally through a single set of internationally financial reporting standards.

A major undertaking, for sure, but Schmidt is up for the challenge. “There is nothing easy about standards-setting. It requires a level of intellectual rigor and discipline that can take a lifetime of hard work to cultivate,” said Schmidt. But, she adds “the words we are writing and the documents we are publishing will resonate globally for decades to come.”

Schmidt is a two-time graduate of SDSU, having earned her B.S. in business administration with distinction in accounting in 2003 and her M.S. in accountancy in 2005. She initially came to SDSU through the Open University program in an effort to sharpen her business skills, but found her niche in the area of accounting.

Schmidt credits Dr. Sharon Lightner, (William E. Cole Director of the Charles W. Lamden School of Accountancy) as being a mentor and advisor during her time at SDSU. “Dr. Lightner has this amazing ability to see right through a person to who they really are,” said Schmidt. “She possesses a rare gift for finding promise in her students and bringing out the best in them.”

Shortly after earning her M.S. at SDSU, Schmidt went to work for the Governmental Accounting Standards Board in Norwalk, Connecticut as a postgraduate technical assistant. Even though she was new to standards-setting, she had outstanding guidance from a patient boss and an understanding staff. Her new-found passion for technical accounting fueled her desire to take the leap from helping to set accounting standards for state and local governments to setting standards with a world-wide impact.

In 2006, she was offered a position with the IASB and she moved to London in April 2007. As a project manager for IASB, Schmidt is responsible for preparing papers on a wide range of technical accounting and financial reporting issues. She presents the papers to the IASB board for discussion at public meetings. Once the board has reached a consensus, she drafts documentation which is issued for public response. The process culminates in the publication of either a new International Financial Reporting Standard or an amendment to an existing Standard.

Schmidt feels fortunate to be working for people who challenge her to perform at a level far beyond anything she ever thought she was capable. She didn’t get to this point on luck alone—it took “hard work, courage and a willingness to capitalize on opportunities.” Her advice to underclassmen? “Successful people make a habit of doing things unsuccessful people don’t like to do,” said Schmidt. “Dig deep, find the courage to dream big and get moving!”

“There is nothing easy about standards-setting. It requires a level of intellectual rigor and discipline that can take a lifetime of hard work to cultivate. But, the words we are writing and the documents we are publishing will resonate globally for decades to come.”

– AMY SCHMIDT
SDSU Participates in CIBER Case Challenge

The student team from SDSU was comprised of Jessica Minick (accounting), Josh Lyon (finance), Nan Zhang (finance) and Shanelle Clare (integrated marketing communications).

The case was not announced until the day of the competition. Once the students arrived, they were given the assignment to complete a business plan for an actual business, Beauty Avenues. Four members of Beauty Avenue’s management team comprised the judging panel.

As the end of the competition, Singapore Management University was declared the winner. The teams from Audencia Ecole de Management and University of Washington’s Michael G. Foster School of Business were named runners up.

SDSU’s International Business Program Ranked #14 by U.S. News & World Report

IN THEIR ANNUAL SURVEY OF U.S. UNDERGRADUATE colleges and universities, U.S. News & World Report ranked SDSU’s international business program 14th best in the nation – up from 15th last year.

The 2009 rankings, released on August 22, collected data on over 1,400 American colleges and universities ranked SDSU’s international business program as the 9th best program based at a public institution and tied in the overall rankings with the University of Maryland.

With over 1,000 students, SDSU is one of the largest international business programs in the country and consists of combining business courses with an intensive language and cultural studies agenda. All graduates of SDSU’s international business program are required to complete a semester studying abroad and an international internship of at least 150 hours.

The program at SDSU is also widely recognized for offering the first transnational, triple-degree program in the United States. SDSU’s partners in this program include Autonoma de Baja California in Mexico, plus Université du Québec à Chicoutimi in Quebec, Canada and Universidad de Valparaiso in Valparaiso, Chile.

In addition, the program has been honored previously by the Institute for International Education as both having the best international business program in the country as well as honoring SDSU as being one of the top universities for sending students to study abroad.
Student’s Study Abroad Gives Her a French Connection

By Emily Russell

SPENDING MY JUNIOR YEAR STUDYING ABROAD IN FRANCE was the best decision of my college career. I wanted to study abroad since I was a child, and had the opportunity to spend my first semester in Marseille and my second semester in Paris. As a Finance and French double major, I chose two separate academic programs through San Diego State University.

Landing in Marseille for the fall semester of 2006, I was fully integrated into a French university, EuroMed School of Management, an École Supérieure du Commerce. Being the very first student from San Diego State's College of Business to attend this university was quite an adventure. I had to rent an apartment, live with French roommates, figure out how to get a Metro pass, and assorted other daily tasks that were made more interesting by forcing me to speak French. In the beginning, I was shy about speaking - so afraid that I would make a mistake. However, by the end of my first semester my French had improved exponentially.

My second semester lasted from January to April of 2007 where I participated in the Paris semester through the SDSU French and Francophone Studies program. This afforded me the opportunity to spend twelve weeks expanding my language skills while living with other SDSU students. We had two instructors: SDSU Professor Holly Ransom and a French Professor, Véronique DuParc. Studying in Paris allowed me to hear a different French accent and vocabulary. Yes, there are differences! Imagine the difference between American accents in Arkansas versus in New York.

After concluding my two wonderful semesters in France, I went backpacking through Eastern Europe. I began in Istanbul, Turkey on April 28, 2007 and traveled through Bulgaria, the Balkans, Albania, Moldova, and many other countries once behind Iron Curtain. My trip concluded that August – a total of sixteen countries in sixteen weeks. I traveled alone, and it was without a doubt the trip of a lifetime.

Studying abroad improved my communication skills and my understanding of the international community. I encourage all students to take advantage of the many study abroad programs available. Your own adventure awaits.
Dr. Jim Gerber to Chair International Business Program

EFFECTIVE JUNE OF 2009, SDSU ECONOMICS PROFESSOR, Dr. Jim Gerber will take over the position of chair of SDSU’s nationally-ranked International Business (IB) Program. Dr. Gerber replaces Dr. Dean Popp, who has retired.

Dr. Gerber specializes in international economics and has headed up SDSU’s Center for Latin American Studies, one of only 22 federally designated Centers in the nation. He is also the author of one of the leading international economics textbooks, is fluent in Spanish and is currently visiting France in order to become fluent in French as well.

Upon taking the reins at the IB program, Gerber says he plans to determine a need for any change within the program by meeting with individual members of the faculty and administration and reviewing results of an online survey to IB juniors and seniors. He also plans to step up efforts to develop a program in an Arabic-speaking country and help to kick off new Korean language courses. His long-term plans include examining the “area studies curriculum and how it can help link our academic offerings and our study abroad experiences.”

Gerber received his Ph.D. from the University of California, Davis and has been an SDSU faculty member since 1985.

SDSU Linguistics Professor Dr. Ruey-Jiuan Regina Wu receives CIBER research award

IN JUNE 2008, THE CIBER CONSORTIUM TO promote Business Language Research and Teaching (BLRT) awarded a $5,000 grant to Dr. Ruey-Jiuan Regina Wu, Associate Professor of Linguistics and Asian/Middle Eastern Languages at SDSU. This grant supports Dr. Wu’s research which will have important implications in teaching business Chinese.

Dr. Wu’s research study focuses on a conversation-analytic study of the Chinese language and investigates how the Chinese maintain and save “face” during the business communications process. The study will also examine how Chinese face-saving politeness strategies differ from those observed in American society, and will discuss the implications of the findings for face-to-face cross-cultural business interactions.

Dr. Wu and the other CIBER BLRT award grantees will present their research findings at the 2009 CIBER Business Language Conference held April 2 - 4, 2009 at the Marriott Country Club Plaza in Kansas, City, Missouri.

Hospitality & Tourism Management Gets Study Abroad Endowment

The School of Hospitality & Tourism Management (HTM) will be the recipient of an endowment to support students in HTM’s study abroad program.

Mary Sample Willette worked with HTM for two years to create the “William Sample and Fern Sample Stanford Memorial Endowment to Enhance International Exchange.” The Endowment is named for Willette’s father, William Sample, who is also the co-founder of the San Diego-based Atlas Hotel chain.

Funding for the Endowment will provide a minimum of $75,000 for students and faculty both at SDSU and from partner universities that are involved in the program. The Endowment will commence following the passing of William Sample.
Faculty International Business Achievements

Dr. William Baker: Research on International Entry and Success

A research paper authored by Dr. William Baker (marketing), “Marketing Culture Proactively, Firm Capabilities and Foreign Entry Success: A Resource Based View (RBV) Perspective,” examines how international business success is driven by a firm’s resources and capabilities and the relationship between cultural factors including market orientation, entrepreneurial orientation and learning orientation.

Baker’s research determined the marketing culture proactively influenced firms' marketing program adaptation and local integration, which influenced foreign entry success.

Dr. Kuntara Pukthuanthong-Le: Research on International Market Integration

Dr. Kuntara Pukthuanthong-Le (finance) co-authored a research paper titled “Global market integration: an alternative measure and its application” examining how global stock markets make it easier for investors to participate in foreign markets, despite differences in currency, language and time-zones.

The research is based on individual investor’s diversification strategies and how they maximize gain when they allocate wealth into countries that have low or negative integration to each other. It also examines how countries that are highly integrated (for example, the U.S., Japan and Germany) have an impact on each other’s markets.

The research is slated for publication in the Journal of Financial Economics.

Dr. John Francis: Report on San Diego World Trade Mission

In the Spring of 2008, Dr. John Francis (management) visited Beijing, Shanghai and Chengdu, China as part of the 2008 San Diego World Trade Center Mission. The objective of the trip was to foster relationships between San Diego and Chinese businesses, universities and government officials.

The San Diego delegation saw a baseball game between the San Diego Padres and the Los Angeles Dodgers in Beijing. It was the first ever Major League Baseball game played in China. They also attended the unveiling of a panda statue in the city of Dujiangyan that was commissioned by the City of San Diego.

International Business, Economics and Accounting Collaborative Network (iBEACON) Updates

- Victoria Krivogorsky, who is currently visiting ESSEC and the European School of Management in Paris, France and Gary Grudnitski visited University of Auvergne Clermont-Ferrand, France. They taught a graduate seminar on “Methodology of the Accounting Research” and held a conference “Recent Financial Crisis in the U.S.”
- New members of iBEACON include Dr. Pascale Delvaille, European School of Management (France); Dr. Wolfgang Dick, ESSEC (France); Dr. Niclas Hellman, Stockholm School of Economics (Sweden); and Dr. Chiara Saccon, Ca’Foscari-University (Italy). These new members will contribute to the research monograph, “Regulations, Accounting and Corporate Governance in Europe” to be published by Routledge Publishing and edited by Victoria Krivogorsky.
- Krivogorsky coordinated the iBEACON special session “Challenges of IFRS Adoption and Corporate Governance Reorganization in Europe” at the International Section of the American Accounting Association mid-year meeting in Orlando, Florida, February 12 - 15, 2009.
Faculty International Business Achievements

Dr. Theo Addo (IDS) Served as Co-Chair for the Knowledge Management Track at the Conference on Information Resources Management, in Fallsvie, Niagara, Canada, May 2008.


Dr. George Belch (marketing) With Dr. Michael Belch (marketing), published the 8th edition “Advertising and Promotion: An Integrated Marketing Communications Perspective,” McGraw Hill. The book has been translated into Spanish, German, Dutch, Chinese and Croatian. Adaptations of the book have been developed for Canada and Australia.

Dr. Michael Belch (marketing) Keynote Speaker at the 13th International Conference on Corporate and Marketing Communications, Maribor, Slovenia, April 2008.

Carmen Bianchi, (Entrepreneurial Business Center) With Dr. Sanford Ehrlich (management), presented “El Consejo Familiar: Gobierno Efectivo de los Asuntos de Familia” at the University of Monterrey UDEM Governance and Structure for Families in Business, Monterey, Mexico, May, 2008.


Dr. Beth Chung-Herrera (management) With Dr. Lynn Shore (management), Dr. Michelle Dean (management), Dr. Karen Ehrhart (management), Dr. Don Jungr (manage-ment), Dr. Amy Randel (management), and Dr. Gangaram Singh (management), a paper “Diversity in organizations: Where are we now, and where are we going?” accepted for publication in Human Resource Management Review.


Dr. Kathleen A. Krentler (marketing) Delivered a Keynote Speech “Today and Tomorrow in Retailing” at the International Conference on Retailing in the Globalized Era, Hyderabad, India, January 2008.


SDSU’s College of Business Administration announced a new collaborative graduate degree in Marketing and Integrated Marketing Communications (IMC) with University of Malta (UM) in Valetta, Malta.

The program, designed to help students and managers understand the rapidly evolving world of marketing communications and to learn how various IMC tools, can be combined most effectively to meet organizational needs.

The one-year program offers two graduate degrees upon completion: a Master of Science in Business Administration/Marketing from SDSU and a Master of Arts in Integrated Marketing Communications from UM. The program will commence in the fall of 2009. All classes will be taught in Malta, with approximately half the classes taught by SDSU faculty members.

SDSU Graduate International Business Program ranked among nation’s best

U.S. News and World Report ranked San Diego State University’s international business graduate program as the 8th best program at a public university in the nation and 20th overall. The magazine, which publishes the rankings each April in a special edition guidebook titled America’s Best Graduate Schools, ranked 118 of the 426 AACSB accredited business master’s programs on statistical data and assessment data from business school deans, directors and recruiters.

For more information visit www.sdsu.edu/mba
Upcoming Events

SDSU CIBER supports a wide range of programs designed to improve international business education and research. Following is a partial list of upcoming programs and events.

**May 2009**

NAFSA 2009 Annual Conference & Expo: San Diego, May 24 - 29, 2009


**June 2009**

San Diego World Trade Center’s Global Logistics Symposium: San Diego, CA, June 19, 2009


CIBER Directors’ Meeting: San Diego, CA, June 25 - 27, 2009. Hosted by San Diego State University CIBER


**July 2009**

Annual PACIBER Conference: Queenstown, New Zealand, July 3-6, 2009. Hosted by University of Hawai‘i at Manoa

Brazil & Chile Trade Mission: South America, July 8 - 15, 2009. Hosted by World Trade Center San Diego and Port of San Diego

**September 2009**

Complying with U.S. Export Regulations: San Diego, CA, September 10 - 11, 2009

**November 2009**

National Forum on Trade Policy: Kansas City, MO, November 2009

**December 2009**