Leadership for the Global Marketplace
Greetings:

San Diego State University’s Center for International Business Education and Research (SDSU CIBER) is a national center of excellence funded in part by a grant from the U.S. Department of Education.

Globalization is the buzzword of the 21st century. It encompasses not only business, but culture and direction of countries around the world. SDSU CIBER has been dedicated to improving international business education and research for more than 15 years. One of 31 centers nationwide, our Center was one of the first five established and serves as a catalyst to further integrate research, teaching, and outreach programs across our campus for our various constituents.

It has been an exciting year for SDSU CIBER. For the second year in a row, San Diego State University has been named the number one small research university in the nation. In the Open Doors 2007 report released by the Institute for International Education, SDSU ranks No. 2 in the nation and No. 1 in California for students studying abroad among all public universities with high research activity.

Our international business programs have again been lauded among our nation’s best. According to the new U.S. News and World Report “America’s Best-Colleges 2008 Guide,” SDSU’s undergraduate international business program ranks No. 15 in the nation. And, for the first time, U.S. News and World Report ranked SDSU’s master’s program in international business No. 21 in the nation.

This year our College of Business Administration unveiled two new graduate programs: The MBA for Executives in Life Sciences and the Global Entrepreneurship MBA. With these distinctions, San Diego State University and our College of Business continues to gain in national prominence for academic quality.

I hope you will enjoy reading about the many accomplishments of our faculty, students, and programs in this issue. You will see that SDSU CIBER continues to play a pivotal role in helping prepare graduates to arrive in our nation’s work places equipped with real-world skills for this globalized economy.

Sincerely,

Mark J. Ballam, Managing Director
SDSU CIBER

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CUIBE holds Annual Meeting in San Diego

In October 2007, SDSU CIBER hosted the annual meeting of the Consortium for Undergraduate International Business Education (CUIBE). CUIBE is an organization of internationally recognized international business programs that collaboratively strive to promote, enhance, and innovate the way international business is taught to college undergraduates. Through research, publications, and seminars, CUIBE distributes its wealth of knowledge to the teaching community nationwide. SDSU CIBER is a founding member of the organization.

SDSU CIBER Advisory Council Meeting

On September 11th, 2007, the SDSU CIBER Advisory Council held its annual meeting. Twenty-six members attended including representatives from Governor Arnold Schwarzenegger’s office, the U.S. Department of Commerce, and local business executives. This meeting provided a firm foundation for implementation as we began the first year of our four-year CIBER grant.

The SDSU CIBER Advisory Council meets regularly to:

- Provide information to SDSU CIBER on international business trends.
- Identify how our CIBER can be responsive to regional business community needs.
- Evaluate CIBER initiatives and programs to keep them current and relevant.
- Identify additional services and activities to be provided by CIBER.
- Ensure that the CIBER meets the objectives set forth in the U.S. Department of Education Title VI statutes.
- Serve as an interchange of information between faculty/university and business community/government members.
- Provide a source of classroom speakers who possess international business expertise they can share.
- Contribute to the internationalization of SDSU students, faculty, programs and communities.

The SDSU CIBER Advisory Council includes members from the business community, government, neighboring higher education institutions, collaborative partners, and a diverse group of academicians.

The International Business Program at SDSU is recognized as the largest undergraduate international business program in the country, serving nearly 1,100 students annually.
International Economic Summit

In an effort to continue our outreach to K-12 teachers and students, SDSU CIBER again teamed up with The Federal Reserve Bank of San Francisco to present the second annual International Economic Summit (IES) program. The International Economic Summit is a world trade simulation that teaches fundamental economic concepts within the context of international trade.

The program, sponsored by Sempra Energy, challenges high school students to think critically about the costs and benefits of trade while exploring the concept of globalization. Twenty-nine teachers of high school economics in the San Diego area completed the training. Over four hundred high school students participated in the IES summit at San Diego State University on May 22, 2007.

IHRM Conference held in India

In July 2007, SDSU CIBER partnered with the CIBER at the University of Colorado – Denver to present an international conference on strategic human resource management. Coupled with this program was a Faculty Development Program on the Global Dispersion of Work and the Impact of Off-Shoring on Human Resource Management. The conference program was titled: “Strategic Human Resource Management in a Global Economy” and was held at the PSG Institute of Management in Coimbatore, India. Over one hundred-seventy faculty and students attended.

Geography Professor’s Research Impacts Business

Sergio Rey, Geography professor, is conducting research on the economic structure of leading industrial clusters in the San Diego region. Industry clusters are groups of interdependent firms and industries that are engines of regional economic growth. Although the concept of clusters has gained widespread acceptance in regional economic development circles, there are few standards to identify a region’s key clusters or analyze the structure of regional clusters. The project involves compiling international and interregional trade data to analyze the San Diego regional economy.

This research addresses this situation in two ways. The first is to design a new standardized approach to identify industrial clusters in a regional economy. Recent advances in optimization research allows Rey to develop new network-based algorithms to efficiently identify a region’s clusters. This new approach views industries and their linkages by defining a cluster as a network providing better visualization of a cluster’s supply and product chains. The associated measures will allow the identification of potential market niches and can be used to guide business development strategies.

Secondly, the research will explore the importance of trade to each of the region’s clusters. Since regional economies are more open than national economies, trade takes on greater significance on the impact of a region’s economy. Moreover, distinguishing between international trade (i.e., trade between San Diego and Singapore) and domestic trade (i.e., trade between San Diego and Chicago), becomes critical in understanding a cluster’s structure and function.

IB Program Spotlight

Maribel Franco is a familiar friendly face to all our International Business students who study abroad in Spain, France, Germany, Italy, Portugal, Russia, China, Japan or Taiwan as she is the advisor for these students during their semester of studying abroad. She actually begins orienting students the semester before they study abroad by assisting in the selection of an overseas campus, preparation of applications to the foreign university, providing students with information about visas and travel suggestions.

While students are abroad, Maribel assists them in the selection of classes, provides information on housing, financial aid and other daily living issues through the foreign campus advisor. When students return she then receives the foreign transcripts and follows through with SDSU to ensure the student receives the proper credit for their foreign course work. Her latest project is to develop an exchange agreement with a university in an Arabic speaking country. This effort is requiring some ingenuity and resourceful thinking.

Maribel has been with SDSU’s International Business Program for three years. She graduated from SDSU with a degree in Public Administration and is putting some international education experience together with her academic training. She is the proud parent of two young boys, Alex and Giovanni, who keep her busy in her time away from campus.
During the summer after my sophomore year, I embarked on an eye-opening eight-week trip through fifteen European countries that made me realize how little I really knew about the world, let alone international business. When classes started the following semester, I was ready to fill this mental void with everything that my professors had to offer.

Dr. Mehdi Salehizadeh, who bats 1000 when teaching international finance, motivated me to put my newly developed passion for International Business into practice. During that semester, I started studying Russian as a way to expand my career possibilities. Thanks to Dr. Daria Shembel’s exceptional teaching abilities, I was ready to do an internship in Russia after just two of her introductory courses.

This realization was put to the test when I returned to SDSU to face Massoud Saghafi and his global marketing class. Dr. Saghafi’s class felt more like a consulting project for an international company than an upper division university course. I am quite thankful for this opportunity and believe that this is how most business education should be. By the end of the semester I had a much clearer vision of what will be expected of IB graduates in my soon-to-be professional life.

Today I’m doing my final semester abroad at Universidade da Coruna in Spain. Here I have had the opportunity to make great connections with other international students and professors. It is ironic that the final chapter of my education is taking place in the same place where my passion for International Business was sparked.

It should be noted that it is only the first part of my “formal education” that is coming to an end. I realize pursuing a career in International Business requires continuous learning. I plan to continue studying Spanish, Russian, and Mandarin as well as earn my MBA degree. I thank everyone at SDSU’s International Business Program for giving me the essential tools needed to make my first step into the working world with confidence.
SDSU Team Declared “Global Champion” in International Competition

The team from San Diego State University was declared the grand prize winner in the 24th annual Global Moot Corp competition held at the University of Texas at Austin on May 5, 2007. The Omega Sensor team beat out 34 teams from top MBA programs from Australia, Brazil, Canada, China, Colombia, France, Great Britain, Norway, Thailand and the United States to take home the Global Champion prize.

Omega Sensors (now Lumedyne Technologies) is an OEM supplier of market disruptive accelerometer technology. Applications include seismic imaging, aeronautics and navigation, industrial monitoring and more. Team members included Brad Chisum and Nick Rhea. SDSU Professor Alex DeNoble was the team’s faculty adviser.

As the competition’s Global Champion, the SDSU team received a prize package worth $100,000 which included:

1) $25,000 in cash;
2) the Austin Technology Incubator Launch Package worth $25,000 which features one year strategic business consulting and mentoring services with a team of industry experts, office space, and access to discounted legal, accounting, and business services from top tier providers;
3) prosecution of the first American patent by Ropes & Gray worth $25,000;
4) consulting with entrepreneurship faculty at the McCombs School of Business worth $25,000; and
5) opening the NASDAQ Stock Market on August 10, 2007.

SDSU’s Entrepreneurial Management Center Sponsors 19th Annual Competition, March 27-29, 2008

Over the past 18 years, groups of students from universities across the United States and around the world have come to present their business ideas to judging panels consisting of entrepreneurs, investors and professional service providers involved in the new venture process. This year’s event will take place at the San Diego Marriott Mission Valley. All SDSU alumni are invited and encouraged to attend the event.

If you have questions about Venture Challenge, please contact the EMC at (619) 594.2781 or send an email to vchallenge@projects.sdsu.edu
Third Annual International Sports MBA Case Competition

The San Diego State University College of Business Administration and the San Diego Padres are pleased to host the third annual SDSU International Sports MBA Case Competition, the latest collaboration in the partnership between the Padres and the university.

On February 21-22, 2008 teams of MBA candidates from some of the world’s top business schools arrive at PETCO Park in downtown San Diego. Here they have the opportunity to debate, strategize, and propose solutions to a case study that focuses on a contemporary international sports business issue.

At this competition, SDSU Sports Management MBA students and other top American MBA candidates face off against their international counterparts in a competitive academic exercise set against the backdrop of a major league baseball ballpark. This event is designed to give sports-focused graduate business students and future sports industry executives the opportunity to network with each another. The Case Competition has become an annual event and continues to promote SDSU’s Sports Management MBA program as the unparalleled leader in international sports business education.

U.S. SCHOOLS:
- M.I.T. – Sloan
- Northwestern University – Kellogg
- San Diego State University – Graduate School of Business
- University of California-Berkeley – Haas
- University of California-Los Angeles – Anderson
- University of Michigan – Ross
- University of Southern California – Marshall
- University of Virginia – Darden

INTERNATIONAL SCHOOLS:
- Bournemouth University (UK)
- China Europe International Business School (China)
- City University of London – Cass Business School (UK)
- ITESM - EGADE (Mexico)

SDSU Students Compete in 2007 CIBER Case Challenge

The CIBER Case Challenge, an international undergraduate case competition, took place at The Ohio State University, October 24-26, 2007. Four honors students comprised the team to represent SDSU and compete against students from universities around the globe.

Under the direction of Dr. Carol Venable (Accounting) and assisted by graduate student Justin Walsh, the SDSU team included: Allan Frenette; Deborah Ehlers; Blake Anderson; and Petar Kralev.

Sixteen corporate executives served as judges. Other universities that competed in this annual event were: Audencia Ecole de Management; Universita Commerciale Luigi Bocconi; Brigham Young University; Hong Kong University of Science and Technology; University of Maryland, University of Texas at Austin; University of North Carolina - Chapel Hill; University of Southern California; and University of Wisconsin-Madison.

SDSU MBA Pays Off during International Competition

Ralph Khairallah, originally from Lebanon, earned his MBA from San Diego State University, where he crafted his idea to start a fruit bar chain in the Middle East. In early 2007, he and a team of his peers entered the MIT Arab Business Plan Competition.

Of the 1,652 registrants, Khairallah and his team made it into the final round and were invited to present their business plan to a panel of business leaders in Beirut.

Although Khairallah and his team did not win the competition, the experience proved to him just how valuable his SDSU MBA degree had been. It taught him to write a business plan, work in teams, as well as successfully interact with potential investors and business professionals from around the globe.
SDSU #2 in the Nation for Sending Students Abroad

San Diego State University students are becoming much more adventurous when it comes to their education. In the Open Doors 2007 report released by the Institute for International Education, SDSU ranks No. 2 in the nation and No. 1 in California for students studying abroad among all public universities with high research activity.

SDSU also ranked No. 23 in the nation among all U.S. universities. This is the first time the university has ranked in the top 40 universities nationwide, above such schools as University of Southern California, Syracuse University and Cornell University.

The number of students studying abroad has increased significantly over the past ten years. During the 2005-06 school year, on which the ranking is based, 1,440 SDSU students studied abroad, a 14 percent increase from the previous year when 1,257 students studied abroad.

The number of students studying abroad grew to 1,600 in the 2006-07 school year. During the 1997-98 school year, just 167 SDSU students studied abroad.

The most popular destination for students during the 2005-06 school year was Mexico, with 259 students traveling there during that time. Other destinations include: the United Kingdom, Spain, Italy, Australia and China.

SDSU student Cassie Conboy traveled to Cyprus in the summer of 2006 to study conflict resolution. She then studied literature in Oxford during the summer in 2007. She said her experiences abroad were life-changing and taught her more about herself than she ever expected.

“It ended up being more than my finding a way to study abroad,” Conboy said. “Instead, it was studying abroad that helped me to find my way.”

Her trips have inspired her to pursue a career teaching English abroad when she graduates in 2009.

Twelve SDSU programs require study abroad as a condition for graduation, including the University Honors Program, of which Conboy is a student.

In addition to students studying abroad, there were also 1,406 international students studying at SDSU during the 2005-06 school year, putting the university among the top 100 of all universities nationwide. In 2006-07, 1,696 international students studied at SDSU.

Currently, SDSU offers more than 190 study abroad programs in 44 different countries including programs for foreign language instruction and area studies. Students may choose from short-term study tours, to summer abroad programs, to semester-long and year-long exchanges.

SDSU is a leader in innovative international education opportunities. The university is home to the first-ever MBA program in global entrepreneurship, where students study at SDSU and universities in India, United Arab Emirates and China.

SDSU also has the only two transnational triple degree programs in the country for international business. Undergraduate students earn degrees from SDSU, as well as universities in Canada and Mexico in the CaMexUs program or degrees from SDSU, Mexico and Chile in the PanAmerica program.

The first transnational dual degree program with Universidad Autonoma de Baja California in Mexico was created in 1994 through the Mexus/international business program. SDSU’s international business program also runs transnational dual degree programs with Brazil, Canada, Chile and Mexico.
Faculty International Research Highlights

Global Supply Chain Research

Professor Y. Helio Yang’s research related to logistics management has taken a prominent position at several conferences throughout the past year.

In May 2007 Dr. Yang’s research on recent logistical developments was highlighted during her presentation titled Future Prospective on Technology at the 3rd Annual Global Logistics Symposium hosted by the San Diego World Trade Center.

Dr. Yang also presented two other research papers which examined logistical developments in China. These papers focused on the automotive component industry and the express mail/small package industry. One research paper analyzed the successful strategies used by automotive component manufacturers to overcome many business challenges in China. The other paper compared the strategies used by four leading global express mail/small package providers which brought efficiency to this time critical supply chain and helped develop new business channels in China. These papers were presented at the Annual Conference of the Western Decision Science Institute in Denver, April 2007, and the International Conference of National Decision Science Institute in Phoenix, September 2007.

International Accounting

In July 2007, accounting professors Victoria Krivogorsky and Gary Grudnitski welcomed scholars from Spain, France and Switzerland to SDSU as part of the International Business Economics Accounting Collaborative Network (iBEACON) program. iBEACON provides research and applied insights into international aspects of businesses, economic institutions, and accounting practices. Specifically, iBEACON research focuses on financial statement properties, corporate governance, financial analysis, institutions and standards convergence.

iBEACON is directed by Dr. Krivogorsky and was created to offer business knowledge to both academics and professionals through innovative theoretical and applied research. Scholars from France, Germany, Portugal, Spain, Switzerland and the United States participate in this collaborative international research project.

Fortune Small Business Recognizes Sanford Ehrlich

In September, 2007, Fortune Small Business magazine named Sanford Ehrlich as one of the top entrepreneurship professors in the United States. Dr. Ehrlich is the Qualcomm Executive Director of Entrepreneurship for SDSU’s Entrepreneurial Management Center.

Dr. Ehrlich began his career at San Diego State University as an assistant professor of management in the mid-1980s. He became director of the Entrepreneurial Management Center in 1997. Since then, the program has flourished, having been named as one of the top entrepreneurial programs in the country by Entrepreneur, Fortune and the Princeton Review in 2007.

Over the last two years, Dr. Ehrlich has been involved in global entrepreneurship projects. He has worked at SDSU’s Hansen Institute for World Peace and the Peres Center in Israel to promote cross-country economic development through cooperative agricultural projects and the development of innovative food products. He has also traveled throughout the Middle East to train entrepreneurs as part of the Middle East Partnership Initiative sponsored by the U.S. Department of State.

A 2007 Princeton Review survey ranked SDSU College of Business Administration’s graduate and undergraduate entrepreneurship program among the top 25 in the nation.
Murray Jennex of SDSU's Information and Decision Systems department (IDS), has travelled the globe this past year taking his knowledge management research to a variety of audiences worldwide.

In August, Dr. Jennex was in Harbin, China to give a keynote speech at the 2nd China ISCRAM (Information Systems for Crisis Response and Management) workshop. The conference focused on ways to improve response to natural and man-made crises. Additional keynotes were provided by officials from China, the European Union, and the World Health Organization. Also, Eric Rasmussen, M.D., an adjunct professor in San Diego State's Homeland Security Master's Program, spoke at this conference.

Dr. Jennex made a quick trip to Montpellier, France in October to present to the graduate students of the Montpellier International Business School. This presentation focused on current issues in knowledge management.

In November, Dr. Jennex spent a week in Thailand presenting the keynote speech at the First International Conference on Educational Reform at Khon Kaen. While there, he also spoke to the graduate students of Mahasarakham University about current issues in knowledge management. The highlight of his trip was a visit to a small, remote village which is completely self reliant through the use of low tech knowledge management. This technology is designed to help small farming villages remain competitive and vibrant even when their young people leave to work in major cities.

This year, Dr. Jennex has already attended the Hawaii International Conference on System Sciences (HICSS) where he is the Founding Co-Chair of the Knowledge Management Systems Track. This track is the longest running knowledge management forum and is attended by knowledge researchers from all over the world. This year’s conference had presentations from Germany, France, Taiwan, Finland, Switzerland, Italy, Australia, and Singapore, as well as from the United States.

Dr. Jennex is the current and founding editor-in-chief of the International Journal of Knowledge Management (in its fourth year of publication). He has published over 100 journal articles, as well as books, book chapters, and conference proceedings, most of which focus on knowledge management, but also include topics such as crisis response and management, security, outsourcing, and end user computing.

Other publications include the International Journal of Information Systems for Crisis Response and Management (first issue due January 2009) with co-editor-in-chief, Bartle Van de Walle of Tilburg University.

Dr. Jennex is also working on his fifth and sixth knowledge management books. The first, Strategies for Knowledge Management Success: Exploring Organizational Efficacy, is being developed with his co-editor-in-chief, Stefan Smolnik of the European Business School. The second, Knowledge Management, Organizational Memory and Transfer Behavior: Global Approaches and Advancements, is a sole effort.

David Ely Named Director of Graduate Programs

The College of Business Administration (CBA) named Finance Professor David Ely as its director of graduate programs.

Ely has been actively involved at CBA for over 20 years and has been a finance professor since 1986. He has taught a wide range of courses at various levels, has served as advisor on numerous master’s degree theses, and has served on numerous committees within the college and university.

Ely received his Ph.D in Economics from The Ohio State University. Ely has a productive and consistent research record and has published over 20 articles in revered publications, including Review of Financial Economics, Journal of Financial Services Research and International Review of Financial Analysis. He has a continuing record of scholarship and new research projects along with presentations for organizations such as the Western Economics Association and the Financial Management Association.
Sharon Lightner named Educator of the Year

Sharon Lightner, Director of the School of Accountancy, has been named the 2007 Educator of the Year by the American Women’s Society of Certified Public Accountants (AWSCPA). The award was presented to Lightner at the AWSCPA’s national meeting held in Orlando, in October 2007.

The Educator of the Year award recognizes excellence in teaching in the accounting field by a faculty member of a two- or four-year college. Dr. Lightner, who joined SDSU in 1977, was nominated by a graduate student in SDSU’s Master of Science in Accountancy program.

This award will join Dr. Lightner’s other national education awards, including one from the Beta Alpha Psi organization and a collaborative award co-sponsored by the American Accounting Association and the American Institute of Certified Public Accountants.

New Faculty

Xudong An

Xudong An is an expert in real estate finance and economics. His research mainly focuses on mortgage default risk, structured finance and housing market dynamics. His research topics include theoretical and empirical models for commercial mortgage default risk, subordination and credit risk in commercial mortgage-backed securities (CMBS), real estate capitalization rate, and housing indicators. Dr. An’s research on mortgage prepayment and default risks, and Fannie Mae’s and Freddie Mac’s roles in U.S. mortgage and housing markets, has been published in academic journals such as Real Estate Economics, Journal of Real Estate Finance and Economics and Brookings-Wharton Papers on Urban Affairs.

Dr. An received research grants and fellowships from various sources including the Real Estate Research Institute, Pension Real Estate Association, Urban Land Institute and the Haynes Foundation. He has also taught graduate courses at the University of Southern California.

Dr. An received his M.S. and B.S. from Nanjing University in China and a Ph.D. from USC in planning, with a concentration on real estate finance in 2007.

Steven Gill

Steven Gill is an assistant professor in SDSU’s School of Accountancy. He received his B.S. in accounting from the University of Florida; an M.S. in taxation from Northeastern University and earned his Ph.D. in accounting from the University of Massachusetts.

Prior to entering academia, Dr. Gill spent twelve years in the field of accounting, including roles in public accounting, internal audit, and corporate accounting.

His research interests include a concentration in taxation including mutual funds and college savings plans. Other areas of specialization include corporate internal control structure and weaknesses, management over-confidence and earnings quality. Dr. Gill teaches at both the undergraduate and graduate levels.

Paula Peter

Paula Peter is an assistant professor of marketing at San Diego State University where she teaches consumer behavior. She previously taught at Virginia Tech.

Dr. Peter’s research interests are related to social marketing and the application of psychological constructs and marketing techniques to issues related to consumer welfare. She has explored determinants related to the intent to sign an organ donation card, HIV testing, and exercise and diet. She has also worked on cross-cultural interactions and targeted health messages.

She plans to explore and broaden the applications of emotional intelligence on consumer decision making and performance with the goal to develop strategies in order to “help consumers help themselves.”

Dr. Peter received her B.S. in communications sciences from Swiss Italian University. She earned both her M.S. in business administration and her Ph.D. in marketing from Virginia Tech where she was also selected as the recipient of the 2007 Pamplin College Outstanding Graduate Student Award.
Faculty International Business Achievements

Theophilus B. A. Addo (Information and Decision Systems) Presented “Assessing IT Strategy with the STEP Model” at the 18th International Conference of the Information Resources Management Association (IRMA) on May 19-23, 2007 in Vancouver, B.C.

Swaminathan Badrinath (Finance) With V. Anshuman, a paper titled “A framework for a securities market database in India” has been accepted for publication in the December 2007 issue of Economic and Political Weekly.


Carmen Bianchi (Entrepreneurial Management Center) Named president of the Family Firm Institute.


Beth Chung-Herrera and Lynn Shore (Management) Named Co-Directors for the Institute on Inclusiveness and Diversity in Organizations (IIDO), at San Diego State University.

Karen H. Ehrhart (Management) With S. Roesch, M. Ehrhart, and student Britta Kilian, article accepted to Journal of Personality Assessment, titled “A test of the factor structure equivalence of the 50-item IPIP Five-Factor Model Measure across gender and ethnic groups”


Don Jung (Management) and Chee W. Chow (Accounting) With J. Sosik and G. Chen presented “Examining the effects of CEO transformational leadership on firm performance in China” at the 2007 Academy of Management conference, August 2007 in Philadelphia, and it is currently under review with the Leadership Quarterly.

Jaemin Kim (Finance) Paper titled “Inter-temporal examination of the trading activities of foreign investors in the Korean stock market” at the Academy of International Business conference in June 2007 in Indianapolis.

Kathy Krentler (Marketing) Spoke at the Retailing in India conference in January 2008 at the University of Hyderabad in Hyderabad, India.

Jim Lackritz (Information Decision Systems) With Dr. J. Ghorpade and Dr. K. Hattrup, paper titled “Work Group Collectivism and the Centrality of Work: A Multinational Investigation” has been accepted for publication by the Journal of Cross Cultural Research.

Martina Musteen (Management) With D. K. Datta and P. Herrmann, paper titled “Ownership structure and CEO compensation: Implications for the choice of foreign market entry mode” has been accepted for publication in Journal of International Business Studies.

With D. Di Gregorio and D.E. Thomas, paper titled: “International New Ventures: The cross-border nexus of individuals and opportunities” has been accepted for publication in Journal of World Business.
Nathan Oestreich and James E. Williamson (Accountancy) Paper titled “Statutory Changes to the Calculation of the Tax on Workers Benefiting from the Foreign Earned Income Exclusion Require Careful Planning” was presented at the Decision Sciences Institute annual meeting on November 17, 2007 in Phoenix.

Christine Probett (Information Decision Systems, and Management) Was elected to Associate Fellow with the American Institute of Aeronautics and Astronautics.

Kuntara Pukthuathanthong-Le (Finance) With F. Elayan and L. Rose, paper titled “Equity and Debt Market Responses to Sovereign Credit Ratings Announcements” has been published in Global Finance Journal.


With T. Walker, “Do IPOs in countries where firms have high family control benefit from more prestigious underwriters?” forthcoming Multinational Business Review.


Amy Randel (Management) Designed a study about issue selling in organizations in Taiwan, as well as developed a survey instrument for a study about relational identity and collective identity in Taiwan.

Bruce Reinig (Information Decision Systems) With J. F. Nunamaker, Jr. and R. O. Briggs had their paper, “Principles for Effective Virtual Teamwork” accepted for publication in Communications of the ACM.

With R. O. Briggs, and G. J. De Vreede, paper “A cross-cultural investigation of the goal attainment-likelihood construct and its effect on satisfaction with technology supported collaboration” at the 41st Annual Hawaii International Conference on System Sciences, January 7-10, 2008 and was published in the conference proceedings.

Lori Verstegen Ryan (Management) Presented “Ethical challenges and opportunities in global corporate governance” at the Banta Center for Business, Ethics, and Society, School of Business Research Series at the University of Redlands, November 2007.

Accepted for presentation “Brazil’s corporate governance innovation: The Novo Mercado” at the annual meeting of the International Association for Business and Society, Tampere, Finland, June 2008.

Don Sciglimpaglia and Massoud Saghafi (Marketing) With Matti Aistrich, a paper titled “Ivory Tower or Real World: Do Educators and Practitioners See the Same World?” was published in the Marketing Education Review.

Don Sciglimpaglia (Marketing), Gene Whittenberg and Howard Toole (Accountancy) Paper titled “AACSBI International Accreditation: An Australian Perspective” was published in the Journal of Learning in Higher Education.
FACULTY NEWS

Gangaram Singh (Management)
Is currently assembling a group of researchers at San Diego State University to focus on international entrepreneurship.

Has also begun to build an International Business Measurement Repository. This initiative will eventually operate as an open source for the assembly and dissemination of international business measurement (instrument and psychometric quality).


Gangaram Singh (Management) and Serge Rey (Geography)
Begun work on the Industry Cluster Research Initiative. The purpose of this study is to access the degree to which the San Diego economy is integrated with the rest of the world’s economy. The information gathered will be used mostly by industry analysts for public policy.

Chamu Sundaramurthy and Michelle Dean (Management)
Paper titled “Family Business Openness to External Influence and International Sales: An Empirical Examination” was accepted for publication by Multinational Business Review.

Nikhil P. Varaiya and Swaminathan Badrinath (Finance)
Participated in the International Conference on Emerging Financial Markets December 2007 in Coimbatore, India hosted by PSG Institute of Management; was co-chair for the Session on Financial Instruments and Markets. Also made a presentation at the GRG School of Management Studies, Coimbatore, India.

Tom Warschauer (Finance)
Represented the United States on the Education Advisory Panel of the International Financial Planning Standards Board in September 2007. The purpose of the Panel is to determine the feasibility of an international examination for CFP licensees worldwide.

SDSU’s Dean Naughton Elected to the Board of AACSB International

College of Business Administration Dean Gail Naughton has been elected to serve on the board of directors for the Association to Advance Collegiate Schools of Business (AACSB) International.

Founded in 1916, AACSB International is the longest serving and largest global accrediting body for business schools that offer undergraduate, master’s, and doctoral degrees in business and accounting. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. SDSU’s College of Business Administration has been AACSB International accredited since 1959 and its School of Accountancy since 1982.

“We congratulate Dean Naughton on this outstanding achievement, particularly in light of all the remarkably competent nominees selected by the nominating committee,” said John J. Fernandes, president and chief executive officer of AACSB. “The membership has demonstrated their confidence in Dean Naughton as a trusted and worthy representative of their interests.”

“It is an honor to have been selected as a member of the board to the most respected business school accreditation association in the world,” said Naughton. “I am excited to be able to contribute to the board and to be able to bring the strengths and enormous capabilities of the SDSU College of Business Administration to the forefront of this organization.”

Naughton’s three-year term on the board will begin on July 1, 2008 and extend through June 30, 2011.
In July 2007, twenty seven Executive MBA students traveled to Tijuana, Mexico for a two-day trip exploring maquiladoras from various business areas. The trip coincided with Professor Don Jung’s Business in Global Environment class.

In two days, students, faculty and staff visited six very different businesses ranging from start-ups to successful business ventures. Included was a visit to Hospital Angeles, a specialized hospital seeking leading edge medical breakthroughs. While at the hospital, students participated in a panel discussion on the cross-border economy and its future. There was a facility tour of Centro de Distribution Calimax led by John Grimaldi, a current EMBA student.

In addition to various business tours, students also participated in a casual networking luncheon featuring various Tijuana professionals who discussed their different business experiences.

James R. Beatty, of SDSU’s Information and Decision Systems department has been appointed to the 2007 Board of Examiners for the Malcolm Baldrige National Quality Award. The program, created in 1987, is the highest level of national recognition for performance excellence that a U.S. organization can receive.

Awards are given to highly qualified applicants annually in each of six categories: Manufacturing, Service, Small Business, Education, Health Care, and Non-profit. Out of approximately 1,000 applications, only 69 organizations have received this award.

As an examiner, Dr. Beatty is responsible for reviewing and evaluating applications submitted for the award. Those selected to serve as board examiners meet the highest standards of qualification and peer recognition. The board is comprised of leading experts selected from industry, health care, education, not-for-profit organizations, and governmental agencies.

On March 22, 2008, Martina Musteen was honored with the 2008 Olympus Emerging Faculty Innovator award during the National Collegiate Inventors’ and Innovators’ Alliance annual conference in Dallas, Texas.

Nominated for the award by one of her students, Musteen was recognized for her work in the area of international entrepreneurship.

Musteen grew up in the Czech Republic, and has lived in Germany, Italy and the United States. She believes that entrepreneurship can help resolve world poverty and other social ills.

Musteen joined the faculty at SDSU’s management department in 2006.
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.

February 2008
Language and Culture for International Business: Workshops for Foreign Language Educators in Spanish, French, German and Japanese. Feb. 21, 2008. Hosted by University of Memphis CIBER

CIBER Western Regional CIBER Faculty Development Conference. Feb. 27, 2008. Hosted by University of Colorado at Denver CIBER

March 2008


April 2008


Annual CIBER Directors Meeting. St. Petersburg, Florida, April 10-12, 2008. Hosted by University of Florida CIBER

Developing Short Term Study Abroad Programs for Business Students, April 23-25, 2008. Hosted by University of Texas – Austin CIBER

May 2008


June 2008

Faculty Development in International Business Globalization Seminars. June 5, 2008. Hosted by University of Memphis CIBER


October 2008

San Diego World Trade Center’s 31st Annual Award’s Gala “Celebrating Excellence in Trade.” October 2008

For more information on these and other upcoming events, please visit our website: www.sdsu.edu/ciber

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