

INTERNATIONAL BUSINESS

WORLD

Global business leaders in the classroom, in the field, in action.



FIU

Business

FLORIDA INTERNATIONAL UNIVERSITY

SPRING 2010
VOLUME 4, ISSUE 1

CONTENTS

Feature

- 1 College serves academic community.

Global business leaders

IN THE CLASSROOM

- 3 Graduate school continues to grow overseas.
- 4 Master's projects deliver real value.
- 5 College launches undergraduate dual degree.



Global business leaders

IN THE FIELD

- 6 School partners with Walmart Puerto Rico.
- 7 EMBA class travels to Japan and Korea.
- 8 Dubai study abroad tests students' preconceptions.
- 9 Collaborative research crosses borders.
- 10 Center organizes first venture capital conference.



Global business leaders

IN ACTION

- 11 EMBA graduate advances global career.
- 12 Entrepreneur steps up venture in China.



The College of Business Administration is an accredited member of AACSB International—
The Association to Advance Collegiate Schools of Business

INTERNATIONAL BUSINESS

WORLD

International Business World is an annual publication of the College of Business Administration at Florida International University.

© Copyright 2010, Florida International University. Reproduction in whole or in part without written permission is prohibited.

Editor: Luis F. Casas

Editorial Assistant: Beverly Z. Welber

Writers: Beverly Z. Welber, Lisa Sedelnik

Design and editorial consulting:
Sabia Communications

Photographers: Alexis Puentes,
Olakunle Ekunkonye

Thanks to other contributors for providing additional photographs.



College serves academic community.

MARY ANN VON GLINOW ASSUMES PRESIDENCY OF AIB.

As an institution that highly values its contributions to academic excellence, Florida International University (FIU) is honored to have one of its faculty members elected as president of the Academy of International Business (AIB), the leading association of scholars and specialists in the field of international business. Mary Ann Von Glinow is the only person to have been elected president of both AIB and the Academy of Management (AOM), a position she held from 1994-1995. *IB World* caught up with Von Glinow to find out her plans for the organization and its June conference in Rio de Janeiro, Brazil.

IB World: As president of AIB, what are some of your goals for the organization? What direction do you hope to take the organization during your tenure?

Von Glinow: I plan to focus on the organization's governance, to create a code of conduct/ethics and to set a 21st-century vision for AIB. As a non-governmental organization, we need to have our governance structure formally evaluated. I would like greater transparency among the secretariat, the board and the membership. I also will encourage more receptiveness toward international business research methods and critical research areas. Finally, I hope to continue to improve the quality standards of the AIB annual meetings and further build upon the quality of the *Journal of International Business Studies*.

IB World: How have your roles in AIB and AOM helped you prepare for your current position within AIB?

Von Glinow: As a past vice president of AIB and the president of the AOM, I have had a lot of experience with the governance of large professional academic associations. I will draw on those previous experiences to help me in my new position within AIB.

IB World: What are some of the major events you have planned?

Von Glinow: Each year, AIB hosts an annual meeting, which is often held abroad. And there are chapters that hold their annual meetings in their respective regions. We also have a "Frontiers" research meeting, which will be renamed the "AIB Winter Conference."



"It's important to be active in one's profession for continuous learning and professional growth." Mary Ann Von Glinow

IB World: How will your role as AIB president affect the college?

Von Glinow: My role within AIB brings incredible imprimatur to the college. The college is planning a large event at the Rio de Janeiro meetings to usher in my presidency and to note the importance of the research being conducted by FIU faculty and doctoral students. It is a great honor to have a president of AIB be resident at FIU.

Continued



IB World: You have been extremely active in professional organizations. Why do you feel it is important for faculty members to take leadership roles in such groups?

Von Glinow: I think it is important to be active in one's profession for continuous learning and professional growth and development. Networking also pollinates new ideas, and in our global environment, ideas come from everywhere.

IB World: Do you feel FIU Business stands out in its contributions to professional groups?

Von Glinow: Yes, I believe our college does stand out. Our faculty members have held high-level positions in AIB and other professional organizations. Most of our faculty and doctoral students present papers and attend or participate in doctoral and/or junior faculty consortia.

IB World: Why do you think AIB chose you to lead the organization?

Von Glinow: I think the organization chose me because of the work I have done previously as AIB vice president and with the *Journal of International Business Studies*.

Past AIB president shares his thoughts on colleague's appointment.

Jose de la Torre reflects on Von Glinow's new role within AIB.

IB World: In your opinion, how important is Von Glinow's appointment to the AIB presidency for the college?

De la Torre: Her appointment is very prestigious for her and for the college; it reflects the importance we have assigned to the topic of international business. It's also a recognition of the number of serious, leading scholars in the international business field at FIU.

IB World: How do you think her work as AIB program chair in 2006 helped prepare her for this role?

De la Torre: She did a phenomenal job as program chair of AIB's annual meeting in China in June 2006. That event was very successful, which obviously played a role in her being elected president this time around. 🌐

"Her appointment is very prestigious for her and for the college; it reflects the importance we have assigned to the topic of international business." Jose de la Torre



Von Glinow shares her experiences with students.

THE COLLEGE AND AIB AT A GLANCE.

Among the business school's contributions to AIB are the following:

AIB Fellows: Mary Ann Von Glinow and Jose de la Torre

AIB President: Jose de la Torre, 1999-2000

AIB International Dean of the Year: Joyce J. Elam, 2007

Track chair: Sumit Kundu, 2004, Stockholm, Sweden and 2008, Milan, Italy. In Rio de Janeiro in 2010, he is chairing the "Global Strategy, Alliances and Competitiveness" track, which has drawn 99 papers and 129 willing reviewers—from full professors to doctoral students—to the blind review process.

Winner, 2009 "Best Paper in Women's Leadership"

for increased gender awareness in international business research:

Amanda Bullough (PhD '08), now teaching at Thunderbird School of Global Management. Bullough was also one of the top three finalists for the "Emerging Scholar Award in Women's Entrepreneurship." 🌐

Graduate school continues to grow overseas.

PROFESSIONAL MBA-PANAMA STARTS, AND REMAINS, STRONG.

February 2010 marked the first graduation in the PMBA-Panama, a twenty-month, weekend MBA program designed for busy working professionals and offered through Quality Leadership University in Panama City. Twenty-eight students graduated; the second class, consisting of 30 students, is working toward a December 2010 graduation.

PROFESSIONAL MBA-DOMINICAN REPUBLIC GRADUATES LARGEST GROUP EVER.

In partnership with Universidad Iberoamericana (UNIBE), FIU saw its fourth and largest group to date—29 strong—graduate from the Professional MBA-Dominican Republic in September 2010. The next group will begin in spring 2011 with recruitment already underway.

WELL-ESTABLISHED EXECUTIVE MBA-JAMAICA CONTINUES TO THRIVE.

The business school has been offering the 20-month EMBA program in Jamaica since fall 1999. Conducted at University College of the Caribbean




As part of its periodic reaffirmation of accreditation of FIU, the Southern Association of Colleges and Schools (SACS) visited Panama and the Dominican Republic. The team included Douglas Wartzok, FIU's interim provost, and Joyce J. Elam, executive dean of the college.

facilities in Kingston and taught by FIU business faculty, the program includes a one-week residency in Miami. In April 2009, seven students of the 62 graduating in the ninth group traveled to Miami and participated in commencement. Enrollment continued to be robust with 35 students in the 11th class.

MASTER OF ACCOUNTING-MEXICO DRAWS 22 PROFESSIONALS TO FIRST CLASS IN 2008.

The MACC-Mexico pairs the college with the Instituto Tecnológico Autónomo de México (ITAM), one of Latin

America's leading business schools. Graduates of the 20-month program will have a master's degree in accounting from both ITAM and FIU.

Among its students, the MACC-Mexico has attracted audit partners, senior managers and chief financial officers. Three of the Big Four accounting firms are represented, as are accounting personnel from Fortune 500 companies. ITAM faculty members—one of whom served on the standards-setting body of Mexico, the equivalent of the U.S. Financial Accounting Standards Board—are enrolled to improve their knowledge of U.S. accounting standards. 



"I was lacking international experience, and the idea of coming to Miami and focusing my education on international business was the main factor in knowing I made the right choice."

PIERO VITALE, ITALY

Master's projects deliver real value.

COMPANIES AND COLLEGE UNDERTAKE MUTUALLY BENEFICIAL COLLABORATIONS.

A win, win, win situation.

That's how Jerry Haar, associate dean for international programs, describes the capstone project in the business school's Master of International Business (MIB) program.

Students win because they have the chance "to apply everything we have learned in the program, from finance and accounting to policy," according to Romel Francis (MIB '09, ADBA '08), who spent at least seven hours per week meeting with team members, conferring with Haar, researching the assignment and helping assemble the final report for the client. "I now have a better understanding of the business world and the experience of working as part of a team."

Also, the projects can lead to internships or to strong letters of recommendation for the students.

Clients win because they receive well-thought out, practical proposals—the result of hundreds of person hours—that address actual business challenges at no cost.

And the business school wins because the projects "offer us a way to give back to companies that have supported us through activities such as guest lectures or donations," Haar



Jerry Haar, standing, met with Cinthia Mabel Humeau and Romel Francis throughout the course of their MIB capstone project.

said. "As a college strongly committed to the local business community, we constantly look for opportunities to share our expertise in a manner that delivers real value. These projects do just that."

The MIB program staff assembles the teams. Members of the business faculty seek out projects, prepare a scope of work and mentor the students until delivery of the final report. 🌐

MIB PROJECTS

MIB students take on projects—on average about twenty a year—covering a range of industries and sectors, with an international focus. Here are some examples.

- Comprehensive survey in Latin American countries to gauge factors affecting client satisfaction and loyalty
- Opportunity analysis for green office products in the United States and United Kingdom
- Analysis of college recruitment prospects in the Asia Pacific region
- Business plan to expand a drug addiction treatment program into the Caribbean Basin
- Viability study for finance company looking at new lines of business
- Research on the market for the public relations and corporate communications needs of Chinese firms entering Latin America and vice versa



"One of the greatest strengths is that you get a well-rounded view of how business works. You also get to know perspectives from different cultures."

SANDRA HOEFURTHNER, AUSTRIA

College launches undergraduate dual degree.

PILOT PROGRAM BEGINS IN THE DOMINICAN REPUBLIC.

The popularity and success of its graduate Dual Degree Program prompted the college to extend the option to undergraduates at the Universidad Iberoamericana (UNIBE) in the Dominican Republic. Upon completion of the program—which combines video conferencing and in-classroom experiences—students will have earned two Bachelor of Business Administration (BBA) degrees: one from their home institution and one from FIU.

UNIBE students began taking classes in September 2009 in a pilot of the undergraduate Dual Degree Program.

They currently are completing the equivalent of their first three years of coursework in their country. To be eligible for their dual degrees, they must complete the last 30 credit hours in a residency on the FIU campus in Miami, Florida.

The college already has signed similar agreements with graduate Dual Degree Network partners Zagreb School of Economics and Management

in Croatia and Universidad Anáhuac in Mexico City to offer the program.

“We’ve been approached by a number of universities—the majority of which are existing partners within the graduate Dual Degree Network—that are interested in partnering with us to provide undergraduates with an academic program beyond just a semester abroad,” said Leslie Hulser, program coordinator, international programs. “We think the undergraduate Dual Degree Program will offer a rich, academic way of fulfilling that interest.” 



Undergraduates at UNIBE in the Dominican Republic.

The college currently is hosting its first three undergraduate students from ESC Clermont, one of FIU's graduate Dual Degree partners that recently expanded its relationship with the college to include undergraduate exchange programs.

“I always wanted to study abroad so when I learned of the partnership between ESC Clermont and FIU, I took advantage of the opportunity,” said Charlotte Salmon, who arrived in January 2010 with her fellow French classmates and is taking four business courses during her semester at FIU. “I’ve really enjoyed the experience so far. It’s allowed me to adapt to a new culture, to meet people from different origins and to perfect my English.” (Pictured here, from left are Charlotte Salmon, Julien Clouzard and Aurelie Galindo.)

GRADUATE DUAL DEGREE NETWORK

Partner schools in the Dual Degree Network collaborate on programs that enable students to experience two different academic and cultural environments while earning two complementary degrees: one from their home institution and one from FIU.

Argentina IAE Business School, Universidad Austral (Buenos Aires); UADE Business School (Buenos Aires); Universidad Católica de Córdoba

Brazil COPPEAD Graduate School of Business, Universidade Federal do Rio de Janeiro

Chile Universidad Adolfo Ibáñez (Santiago); Universidad de Chile (Santiago)

China Qingdao University; Shandong Economic University (Jinan)

Colombia Universidad de los Andes (Bogotá); Universidad del Norte (Barranquilla)

Costa Rica INCAE (San José)

Croatia Zagreb School of Economics and Management

France EDHEC Business School (Nice and Lille); ESC Clermont Graduate School of Management; Sup de Co Montpellier Business School

Germany Leipzig Graduate School of Management; Munich Business School

Greece ALBA Graduate Business School (Athens)

Hungary CEU Business School (Budapest)

India Atal Buhari Vajpayee University (Gwalior); Guru Gobind Indraprastha University (Delhi); Uttar Pradesh Technical University (Lucknow)

Italy ALMA Graduate School, Università di Bologna; MIP School of Management, Politecnico di Milano; Università degli Studi di Bari

Mexico EGADE, Tecnológico de Monterrey; ITAM (Mexico City); Universidad Anáhuac (Mexico City)

Panama Quality Leadership University (Panama City)

Peru Universidad ESAN (Lima)

Portugal ISCTE Business School, Instituto Universitário de Lisboa

Puerto Rico Universidad de Puerto Rico (San Juan)

Spain ESIC Business & Marketing School (Madrid)

Trinidad and Tobago Arthur Lok Jack Graduate School of Business, University of West Indies (Port of Spain)

Uruguay Universidad ORT (Montevideo)

Venezuela IESA (Caracas)



School partners with Walmart Puerto Rico.

CUSTOMIZED PROGRAM BOOSTS COMPETENCIES THROUGHOUT ORGANIZATION.

A growing partnership between Walmart Puerto Rico and FIU's College of Business Administration ensured that 2010 got off to a strong start for 24 women from Puerto Rico's Walmart Stores, Sam's Club and Amigo Supermarkets, who participated in "Fundamentals of Leadership," the first module of the four-part "Women Leaders Program," created by the Center for Leadership in collaboration with Executive and Professional Education (EPE).

Not only was the program taught in Puerto Rico in Spanish but also its designers—Mayra Beers (MA '95), administrative director, and Garth Headley (MS '07), director of programs, Center for Leadership; and Robert Garcia (EMBA '97), EPE director—packed the agenda with sessions that enhanced Walmart's leadership competencies.

Welcomed via video by Joyce J. Elam, executive dean of the business school, a member of the Center for Leadership's Academic Advisory Board and a strong voice for cultivating women leaders, the attendees then discussed leadership topics and immersed themselves in activities crafted to sharpen their skills in the targeted areas.

The designers, aided by the developers/facilitators Ruby Ortiz and Gino Coca-Mir, more than delivered the hoped-for results.


"These two days have been very special and mark a turning point in my professional and personal life. Through this workshop

I have become a change agent for my organization," one program graduate said. Another noted, "I take with me many tools that will help me and also strengthen my team, in order to become more successful and obtain even better results." A third explained, "I have learned to be strong and creative, which adds to my passion for my job. I gained insights into my most valuable assets—communication and vision."

According to Garcia, the college's popular "Women on the Move: Advancing Authentic Leaders" program can serve as a follow-on for those who complete "Fundamentals of Leadership."

"Delivering the customized program in country and in the native language has great value, while the "Women on the Move" program provides the opportunity for women to come to

South Florida and to discover additional techniques for improving their leadership skills in order to contribute more significantly to their company," he said.

"We look forward to working with Walmart and other companies throughout Latin America," Beers said. 



Top: Attendees undertake "Managing Work," an experiential learning exercise that covers planning, designing a strategy and assigning roles. **Above:** During the introductory activity, "Are you a manager or a leader?" the women compare characteristics of each role. **Left:** Participants with diplomas and facilitators Ruby Ortiz, front row, standing left; Robert Garcia, standing right; Mayra Beers and Gino Coca-Mir, seated

EMBA class travels to Japan and Korea.

STUDENTS ENCOUNTER TWO DISTINCT ECONOMIES AND CULTURES.

Novartis. Caterpillar Japan. UPS. Kia Motors. Seoul National University. These were among the stops that a group of 30 Executive MBA (EMBA) classmates made during their 10-day Global Business Trip to Japan and Korea in October 2009.

As students near the end of their coursework, they travel internationally to see firsthand how companies conduct business in other parts of the world.

“The trip—our first to Japan and Korea—provided an excellent opportunity for participants to experience a good mix of industries and to compare the economies of two very different countries,” said Sarah Perez, EMBA program director, who was part of the group.

“We were fortunate to interact with a large number of high-level representatives at various companies in Tokyo and Seoul and learn from their vast experiences,” said William Newbury who taught *International Business* in the EMBA program prior to the trip. “The companies we visited treated us well, and we all received a huge benefit from this.”

In addition to tours and meetings with business leaders, the most recent contingent contributed solutions at one of the sites—Swiss pharmaceutical company Novartis. Before their arrival at Novartis, the students received information about an actual business challenge the company faced. At their meeting, they made rec-

ommendations to top management to help solve specific distribution issues.

“This case gave us the perfect opportunity to put our acquired business knowledge to work,” said EMBA student Santiago Grossi, senior program manager, Alcatel-Lucent.

The group also visited the American Chamber of Commerce-Japan where they attended two panel discussions made up of Americans working in Japan, including representatives from the U.S. Fulbright Program, Fusion Systems Japan and IBM, among others. In addition, they toured Caterpillar Japan’s Sagami Plant at which they got a glimpse of its manufacturing processes.

In Korea, students visited UPS, the Korean Trade Organization, KIA Motors, Hyosung Heavy Industrial Company and Mirae Asset Corp., a manufacturer of semiconductor equipment.

Both Newbury and Grossi considered a networking dinner with EMBA students from Seoul National University a “tremendous intercultural experience” and a high point of the trip.

“It gave us a unique chance to get more acquainted with Korean culture and gain a better appreciation for this truly global economic powerhouse,” Grossi said. 



EMBA group takes in the sights on the recent Global Business Trip.

“Thank you, FIU, for getting us closer to other cultures in this vast world. This multicultural learning will definitely be key in our professional development.”

MARISELA GONZALEZ, VENEZUELA



Dubai study abroad tests students' preconceptions.

STUDENTS EXPERIENCE UNEXPECTED DIVERSITY ON RECENT TRIP.

"Dubai is as diverse as Miami," said Luis Camacho, a senior International Business Honors and economics major, surprised and impressed that 80 percent of the residents come from elsewhere.


He was one of 28 students, all but four of them undergraduate business majors at FIU, surrounded by unexpected diversity during a 10-day study-abroad program to Dubai in December 2009.

In addition to skiing in a shopping mall and dining in the desert, they met with the senior vice chairman of Aujan Industries, the Gulf's largest privately owned beverage company; heard presentations at the Dubai International Financial Center (DIFC) and lectures at the American University in Dubai; and attended classes for the one or two courses in which they were registered.

"At DIFC, we were told that the media is trying to portray a bad image of Dubai but that the country will refinance its debts, make its payments and

be fine," Camacho said. "We saw a lot of cranes, but not much construction and many unoccupied buildings."

Doreen Gooden, faculty leader of this study abroad program, organized by the FIU Center for International Busi-

ness Education and Research (CIBER), describes study-abroad experiences as "transformative for students, forcing them to look at themselves and gain a new balance in their lives through their exposure to different cultures." 


"...study-abroad experiences are transformative for students, forcing them to look at themselves and gain a new balance in their lives through their exposure to different cultures." Doreen Gooden

COLLEGE-ORGANIZED TRIP SHOWCASES INDIA'S ECONOMIC STRENGTHS.

After the success of its first Professional Development in International Business (PBID) program to Mumbai and Bangaluru in December 2008, the FIU Center for International Business Education and Research (CIBER) offered a second PDIB to India in late 2009, taking business school faculty members to Mumbai and Chennai, a center for manufacturing and knowledge-intensive industries.

"These trips help the professors see the importance of emerging markets, and will aid them when they take students abroad," said Sumit Kundu, who led the PDIB and has taken several groups of graduate students to his homeland.

The participants visited four leading companies and conglomerates in each city, from business process leader Mphasis in Mumbai to Chennai's Tata Consultancy Services, India's largest consulting company.

"I was impressed with the industrial growth in India, in particular in the IT sector," said Irma Becerra-Fernandez (PhD '94). "The country is supporting this growth through the building of the required infrastructure—in terms of roads, Internet penetration and the human capital that will enable them to have the necessary intellectual assets to remain competitive in the years ahead." 

The PDIB to India included FIU's Sumit Kundu, fourth from the left, who led the trip, and Irma Becerra-Fernandez, fifth from left.



COLLABORATIVE RESEARCH CROSSES BORDERS.

Faculty members collaborate across the college and with colleagues worldwide on cutting-edge research. A sampling of their projects follows.

Deanne Butchey (PhD '05): is conducting research and data collection from faculty at Quality Leadership University, Panama City and University of the West Indies, Port of Spain as well as the business community in Panama and Trinidad and Tobago on the topic "Financial Contagion in Real Estate—Have the U.S. Problems Spread to Latin America?"

Monica Chiarini Tremblay: worked with colleagues from De Montfort University, United Kingdom and Saint Louis University, Missouri, on the subject "Focus Groups and Critical Social IS Research: How the Choice of Method Can Promote Emancipation of Respondents and Researchers."

Krishnan Dandapani: is working with a colleague from the PSG Institute of Management, Coimbatore, India, on several micro-finance projects in India.

G. Ronald Gilbert: is collaborating with Steve Zanakis and two colleagues from the University of Glasgow on a cross-national study of customer satisfaction, developing a method to index results from one nation to another. The data come from the United States, Jamaica, Scotland and Greece. Gilbert also is working with Meredith Burnett, Jerry Haar and a colleague from Curtin University in Australia, researching the topic of gender differences and similarities with respect to work preferences across nationalities. The study includes samples from the United States, Jamaica and Australia.

Jerry Haar: received a grant from the Tinker Foundation for a study entitled "SMEs (Small and Medium-size Enterprises) and Cluster Competitiveness: Governmental Institutions and Public Policy." The study, done in collaboration with a colleague at the Fundação Getúlio Vargas business school in Brazil, focuses on the IT sector in the State of São Paulo.

Sumit Kundu: has undertaken a research project titled "Internationalization of Biotechnol-

ogy SMEs in The Netherlands" along with a colleague from Rotterdam University and one from Utrecht University. The team is interviewing a small number of companies in anticipation of a qualitative study. Next, they will send the questionnaire to the entire population of 150 biotechnology companies in The Netherlands, from which a quantitative study/empirical analysis will be done.

Robert W. McGee: has recently completed 54 projects, many of them focused on ethics, collaborating with professors in 29 countries. Among the professors were colleagues at University of Sarajevo, Bosnia; Tallinn University of Technology; Estonia; St. Paul's College Kenya; Kuwait University; University of Macau; School of Management, Warsaw University, Poland; Technical University of Kosice, Republic of Slovakia; KIMEP, Kazakhstan; University of Johannesburg, South Africa; and Odessa National University, Ukraine to name just a few.

John Tsalikis: is working with a colleague at the University of Science and Technology Beijing to gather data for a "Business Ethics Index" for students in China; the researchers will compare their findings to data from non-students in the country.

Mary Ann Von Glinow and Weidong Xia: are working with a colleague from Beijing Union University and one from Beijing Software Export Center on "The Strategic Positioning and Transformation of Chinese IT Offshoring Service Companies."

Steve Zanakis: has begun discussions with ORT University in Montevideo, Uruguay to create a center to develop customer satisfaction survey benchmarks for a couple of industries; he would serve as the technical advisor. By contributing to the project through the appropriate government ministry in the country, businesses will get a significant tax write-off. 

FACULTY PREMIER JOURNAL PUBLICATIONS AND BOOKS

Cecilia M. Alvarez, *The Acculturation Process of Middle Income U.S. Hispanics: A Marketing Perspective*, Edition No. 1, (Saarbruecken, Saarland: VDM Verlag Dr. Mueller, 2008).

Kuldeep Kumar, P. van Fenema and Mary Ann Von Glinow "Offshoring and Global Distribution of Work: Implications for Task Interdependence Theory and Practice," *Journal of International Business Studies*, 40.4 (Spring 2009) 642-667.

Robert W. McGee, *Ethics in International Trade*, Edition No. 1, (Hyderabad, Hyderabad: ICAFI University Press, 2009).

William Newbury, L. Belkin and P. Ansari, "Perceived Career Opportunities from Globalization: Influences of Globalization Capabilities and Attitudes towards Women in Iran and the U.S.," *Journal of International Business Studies*, 39.5 (July/August 2008) 814-832.

Juan I. Sanchez, Carolina B. Gomez and G. Wated, "A Value-based Framework for Understanding Managerial Tolerance of Bribery in Latin America," *Journal of Business Ethics*, 83.2 (December 2008) 341-352.

John Tsalikis, Bruce Seaton and Tiger Li, "The International Business Ethics Index: The Asian Emerging Economies," *Journal of Business Ethics*, 80.4 (July 2008) 643-651.

CENTER FOR INTERNATIONAL BUSINESS EDUCATION AND RESEARCH AWARDS GRANTS.

FIU-CIBER awards research grants to faculty members for projects with an international focus.

Cecilia Alvarez and Paul W. Miniard, "Language Effects in Advertising to Hispanic Bilinguals"

Cecilia Alvarez and Kimberly Taylor, "Language Effects in Negotiations"

Aya Chacar, "Business Groups and Performance"

Aya Chacar and William Newbury, "Political Risk Performance Persistence"

Krishnan Dandapani, "Protecting Financial Architecture: Mitigating Against Cyber Terrorism"

Walfried M. Lassar, "An Examination of Gray Markets: The Impact of the Internet on International Gray Market Activity"

Ronald Lee, "Modeling Cultural Affordances Using Virtual Worlds: Virtual Cuba Project"

Tiger (Xiaohu) Li, "From Sourcing Investor to Market Investor: The Impact of Emerging Customer Strategy on Competitiveness of American Firms in China"

William Newbury, "Foreignness and Corporate Citizenship Perceptions in Latin America and Spain"

John Zdanowicz, "Detecting Terrorist Financing and Money Laundering: Open Source Intelligence and Data Mining the U.S. Trade Data Base"

Center organizes first venture capital conference.

INAUGURAL EVENT REFLECTS NEW VISION.

Finding an adequate supply of investors to fuel the growth of innovative companies in South Florida and Latin America can be challenging. Luckily, an unprecedented conference for the college's Eugenio Pino and Family Global Entrepreneurship Center will help facilitate that. And it's just one aspect of a new direction for the Pino Center, which is focusing on international entrepreneurship and fostering the connections that can help these cross-country efforts succeed.

The "Americas Venture Capital Conference" marks the first university-sponsored event of its kind to take place in South Florida. It also will be the first time a venture capital conference in Miami reaches out to both the South Florida and Latin American communities, according to Irma Becerra-Fernandez (PhD '94), Pino Center director.

"This will be the center's marquee event, certainly one that will establish us as the premier center for entrepreneurship in the region," she said. "It also will highlight the Pino Center's unique

strengths, which are based on four I's—International, Innovation, Inflection Point and Involvement."

In parallel to planning the conference, the Pino Center will launch the Global Innovative Ventures Knowledge Base (GIVE Knowledge Base), a multidimensional database that will continue the efforts of the annual conference by providing a clearinghouse for potential co-venturing agreements between emerging companies and established




"This will be the center's marquee event, certainly one that will establish us as the premier center for entrepreneurship in the region." Irma Becerra-Fernandez

firms seeking to expand their product portfolio. Potential conference participants will need to register in GIVE by the July 30, 2010 entry deadline.

After the registration deadline, the conference committee—including representatives from FIU Business's Dual Degree Network partners—will select the top 15 innovative companies to be featured at the conference. As part of her strategy to involve the area's business professionals with the Pino Center, Becerra-Fernandez also has reached out to local, national and Latin-American

venture capital and private equity firms as well as strategic investors like Intel Capital interested in investing in emerging markets to solicit their collaboration with the event's program committee.

"Even those who are not selected should attend the conference," she said. "This will be a learning opportunity for companies and investors alike."

For more information on the conference, visit www.americasvcconference.com, or to apply for a chance to be a presenting company, visit <http://give.fiu.edu>. 

save the date

AMERICAS VENTURE CAPITAL CONFERENCE

NOVEMBER 17-18, 2010

MIAMI, FLORIDA

WWW.AMERICASVCCONFERENCE.COM

Entrepreneur steps up venture in China.

COMPANY HELPS STUDENTS LEARN CHINESE AND ADAPT TO NEW CULTURE.

Long-time Miami resident Derek Capo (BBA '03) figures if you're fluent in English, Spanish and Mandarin, you ought to be able to conquer the world.

Already fluent in English and Spanish, Capo studied with Chinese professors while attending FIU on a dual-enrollment program during high school. That sparked his interest in China, an enthusiasm confirmed during a stint as a stock and bond analyst at Miami-based Everest Capital.

"China's becoming this big presence," he said. "I wanted to go there."

While planning his move, he realized he needed help enrolling in a lan-

guage program, finding an apartment in a safe neighborhood and even buying groceries with labels written in an unfamiliar alphabet.

Though he located a company that provided assistance, he wasn't impressed.

"The price was low," he said, "but the service was horrible."

Once he identified a language program he liked, he spent 10 months, four hours a day, doing university language instruction, followed by two hours daily with a tutor. After he became fluent in Mandarin, he began looking for business opportunities. The solution: offer the services he had needed—and found

inadequate—as a new transplant.

Next Step China, launched by Capo in October 2008 with a Filipina-Chinese business partner who had worked for the United Nations and the Mexican embassy, eliminates the problems he encountered on his arrival. The company picks you up at the airport, drives you to a furnished, luxury high-rise apart-

ment they've leased for you, introduces you to the fellow exchange students with whom you'll room, gives you a local mobile phone pre-programmed with the partners' phone numbers and emergency numbers and sets you up with a Chinese tutor dozens of hours per week.


"You only need to cook and study," Capo said.

Next Step China is expanding into similar programs aimed at executives who want to acquire Chinese language skills and has launched an array of services to help students find internships with international corporations in Beijing and Shanghai. Capo also is exploring the possibility of taking his business to Latin America, marketing his services in Spanish.

He credits FIU with positioning students for success in international business.

"The teaching was great as was working on team projects with people from cultures all over the world," he said.

But knowing other languages opens the most promising opportunities.

"If students add Chinese, they can communicate with 1.1 billion more people," he said. 



Derek Capo

"Business operates in an international context so being in a class with people from different backgrounds and perspectives really enhances the learning experience."

JASMINE KANNIKAL, USA



EMBA graduate advances global career.

AUDIT DIRECTOR MOVES INTO GM INTERNATIONAL OPERATIONS.

Early in her professional development, Olga Gonzalez (EMBA '10) seemed destined for a career in international business.

"My first job out of college was working as an internal auditor for a global, Spanish-based bank," said Cuban-born Gonzalez, who majored in finance and accounting as an undergraduate.

More challenging jobs would follow, laying the foundation for future success in international accounting.

In 1996, she accepted a position as a traveling auditor with General Motors. Then in 2001, after GM acquired Daewoo Motors, Gonzalez was one of 29 people selected to travel to Korea in 2002 to help with Daewoo's transition to become GM Daewoo. She spent nearly two years there, establishing the internal control department for the newly acquired subsidiary. Her main responsibilities included setting up the process risk management self-assessment tool for GM Daewoo in Korea. The stint in Korea also showed her a whole new world.

"The way business is conducted in Korea was a real eye-opener for me and the Korean culture was so different," she said. "It was something I had never experienced before."

As audit director for GM,

overseeing the Latin America, Africa and Middle East region for the U.S. auto-maker, Gonzalez assessed the control, risk and governance practices for the company's automotive businesses.

"I really enjoyed that it wasn't a traditional desk job," said Gonzalez, who traveled about 50 percent of the time. "I also liked the interactions with all the clients in the different countries."

Most challenging for her was staying abreast of the ever-changing economic, political and regulatory environments in the areas of the world in which she worked.

"Because of the volatility of the region there is a higher risk exposure in many of the countries we operate in," she said. "Changes in economic policies and regulations made my job much harder."

The global economic crisis also has significantly shaped how GM operates, including its North American bankruptcy process.

"Our Latin American operations are

very profitable," she explains. "We had to ensure the public understood that our operations in Latin America were separate from the processes going on in North America."

In April 2010, Gonzalez began a new assignment as controller of GM Venezolana in Valencia, Venezuela, where GM has its second largest manufacturing operation in the region.

"The fact that I am prepared to take on such a position testifies to the strengths of the Executive MBA program at FIU," she said. 🌐



Olga Gonzalez



"By attending FIU, students with an international interest have access to a multi-cultural environment with high-quality courses."

JAVIER CLIMENT, SPAIN



STUDENTS TRAVEL TO BANGKOK FOR INTERNATIONAL SERVICE PROJECT.

The fifth Global Leadership and Service Project (GLSP) to Thailand included 14 FIU students, and through a travel grant from the College of Business Administration, a student from University of Oklahoma whose participation will help spread the concept to another campus. Two groups returned to the Foundation for Slum Child Care and another to Baan Rachawadee, a government-run center for people with disabilities. The GLSP has partnered with Rajabhat Chandrakasem University in Bangkok. In addition to their gratifying service work, the students spent three days sight-seeing.

FACULTY MEMBERS FEATURED IN THIS ISSUE

Cecilia M. Alvarez, visiting assistant professor, Department of Marketing

Irma Becerra-Fernandez, professor, Department of Decision Sciences and Information Systems; director and fellow, Eugenio Pino and Family Global Entrepreneurship Center

Meredith Burnett, assistant professor, Department of Management and International Business

Deanne Butchey, instructor, Department of Finance and Real Estate; assistant dean, Assurance of Learning and Accreditation

Aya Chacar, assistant professor, Department of Management and International Business

Monica Chiarini Tremblay, assistant professor, Department of Decision Sciences and Information Systems

Krishnan Dandapani, professor, Department of Finance and Real Estate

Jose de la Torre, clinical professor, J.K. Batten Eminent Scholar Chair in Strategy, Department of Management and International Business

G. Ronald Gilbert, clinical professor, Department of Management and International Business

Doreen Gooden, visiting instructor, Department of Management and International Business

Carolina B. Gomez, associate professor, Department of Management and International Business

Jerry Haar, associate dean for international programs; professor and research fellow, Department of Management and International Business

Kuldeep Kumar, professor, Department of Decision Sciences and Information Systems

Sumit Kundu, Knight Ridder Center Research Professor, Department of Management and International Business

Walfried M. Lassar, chair, Department of Marketing; director, Ryder Center for Supply Chain Management, Ryder Professor

Ronald Lee, professor, Department of Decision Sciences and Information Systems

Tiger (Xiaohu) Li, associate professor, Department of Marketing

Robert W. McGee, director, Center for Accounting, Auditing and Tax Studies, School of Accounting

Paul W. Miniard, professor, Knight Ridder Eminent Scholar Chair in Global Marketing, Department of Marketing

William Newbury, associate professor, Knight Ridder Center Research Professor, Department of Management and International Business

Juan I. Sanchez, professor, Knight Ridder Byron Harless Eminent Scholar Chair in Management, Department of Management and International Business

Francis (Bruce) Seaton, associate professor, Knight Ridder Center Research Professor, Department of Marketing

Kimberly Taylor, associate professor, Macy's Retailing Professor, Department of Marketing

John Tsalikis, BMI Associate Professor of Marketing, Department of Marketing

Mary Ann Von Glinow, professor and Knight Ridder Eminent Scholar Chair in International Management, Department of Management and International Business

Weidong Xia, assistant professor, Department of Decision Sciences and Information Systems

Steve Zanakis, professor, Department of Decision Sciences and Information Systems

John Zdanowicz, director, Jerome Bain Real Estate Institute; professor, Florida International Bankers Association Chair, Department of Finance and Real Estate



Business
FLORIDA INTERNATIONAL UNIVERSITY

NONPROFIT ORGANIZATION
U.S. POSTAGE PAID
SO FLA FL
PERMIT # 375

International Business World
College of Business Administration
Florida International University
11200 S.W. 8th Street-CBC 121
Miami, Florida 33199-0001

<http://business.fiu.edu>

Leading the way in international business education.



A publication of the COLLEGE OF BUSINESS ADMINISTRATION at Florida International University

