

GLOBAL PERSPECTIVES

*A Newsletter Published by The Fox School's Temple CIBER
and Institute of Global Management Studies*

VOLUME 8

NUMBER 2

FALL 2004

FIFTH ANNUAL IB RESEARCH FORUM FOCUSES ON TWO SIDES OF INTERNATIONAL BUSINESS



Michael Graf, Vienna University of Economics & Business Administration; K. Scott Swan, The College of William & Mary; Keith Brothurs, Discussant, Fox School of Business & Management; Nir Kshetri, University of North Carolina - Greensboro; Brent B. Allred, The College of William & Mary; Susan M. Mudambi, Fox School of Business & Management

Dr. Masaaki "Mike" Kotabe forged new territory this year by partnering with Professor Munir Mandviwalla and the Irwin L. Gross e-Business Institute for the 5th Annual International Business Research Forum. The selected topic, "Information Technology and International Business: Theory And Strategy Development," brought together researchers from these two areas with overlapping interests, creating eye-opening presentations and discussions.

"Developing a cross-functional research topic as we did this year was rewarding in that the Forum exposed researchers to new areas, resources, and colleagues with different areas of expertise," said Forum chair Dr. Kotabe.

Renowned researchers from around the world came to Temple University's main campus on March 27th to participate in the Forum. During four sessions in the daylong program, researchers discussed information technology in

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THE FOX SCHOOL RANKED TOP 15 IN NATION FOR IB PROGRAM

U.S. News & World Report:

Undergraduate

Top 15 in the Nation

International Business Programs

Graduate

Top 17 in the Nation

International Business Programs

Financial Times:

Executive MBA

Top 14 in the Nation

Top 25 in the World

**Top 10 in Percentage of
Women Students**

TEMPLE FOX CONFERENCE GUIDES WOMEN ENTREPRENEURS ENTERING THE GLOBAL MARKETPLACE

How can women enter the global marketplace and find success? As the numbers of women poised to enter the global marketplace accelerate, this question is becoming increasingly important. According to the U.S. Small Business Association, women-owned businesses currently account for 30 percent of businesses that export more than half of their products worldwide.

On June 17, 2004, The Fox School's 2nd annual Developing Women Entrepreneurs (DWE) conference, presented by Temple University's Center for International Business Education and Research (CIBER), addressed this growing segment of women entrepreneurs, who are either currently in the global marketplace or who want to become part of that marketplace.

Melynda Benlemlih, director of Temple University's Institute of Global Management Studies and its CIBER, opened the day's events by explaining the purpose of the conference as a way to "increase the competitiveness of Philadelphia businesses in the global marketplace."

The Fox School of Business and Management's Dean M. Moshe Porat put the conference in the context of two of The Fox School's strengths: entrepreneurship and international business. Porat stressed Fox's commitment to women entrepreneurs, saying, "Fox is a great supporter of women in business. We're strong in teaching, research and outreach, providing resources and networking for Philadelphia's strong community of women entrepreneurs."

The audience composed of female and some male entrepreneurs was diverse and accomplished.

"Don't let challenges take over opportunities," cautioned the first speaker, Joanna Savvides, a global entrepreneur who is currently president of the World Trade Center of Greater Philadelphia. Savvides described the biggest challenge women face in doing business internationally is the perception that they will not be as successful as men because of cultural assumptions about women's roles in other countries, work/life balance issues, etc. She noted that if women are supported by



Dr. Monica Zimmerman Treichel, assistant professor of General and Strategic Management, and chair of The Fox School's undergraduate Entrepreneurship program, presented her groundbreaking research on the unique advantages and barriers women entrepreneurs face at Fox's DWE conference.

their companies and take the risk to get started, they will be just as successful.

Savvides shared additional advice she had gleaned from her experience over the years: Create a targeted export strategy, know your market and your product, and be proactive. "International business is built on relationships, a skill at which women excel," Savvides said.

Monica Zimmerman Treichel, assistant professor of general and strategic management and chair of Fox's undergraduate entrepreneurship program, presented her groundbreaking research on the unique advantages and barriers women entrepreneurs face.

Unlike earlier research that predominantly relied on male-dominated organizations, Treichel and her research partner, Keith Brouthers, associate professor of general and strategic management at Fox, compiled data from women entrepreneurs. For their sample, they surveyed members of

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DEVELOPING WOMEN ENTREPRENEURS CONFERENCE SUCCESS STORY

Helen Glickenstein of Bensalem, Pa., attended last year's Developing Women Entrepreneurs (DWE) conference at The Fox School with interest, but with little hope of ever expanding her contemporary art gallery globally. After a disappointing trip to India where she had hoped to establish partnerships that would help her sell her art, Glickenstein feared that she was entering a competitive market that was out of her reach.

"Fear more than anything held me back," Glickenstein said. "I was totally scared."

However, after attending last year's DWE conference, Glickenstein found new hope in "thinking globally." Taking the advice of successful entrepreneurs at DWE, she decided to ask for assistance from local international trade offices, and to be more open to expanding her business.

With the help of the Bucks County International Trade Office and the Internet, Glickenstein established partnerships in Australia. She traveled there, bringing samples of contemporary American artwork, doing all she could to develop her business.

"Before... [The DWE conference], I would've never brought samples to Australia. I would've never asked for help... [and] I wouldn't have realized the importance of the Internet," said Glickenstein.

To her surprise, she found that American artwork in Australia was a virtually untouched market. "It's not that they wouldn't buy American artwork; they just can't see it," she said.

Also, she discovered that Australians were fans of artwork by Dwayne Hickman, former star of *Dobie Gillis*. Through the help of the Webmaster for the Dobie Gillis Web site, she was able to make contacts with interested buyers.

Glickenstein summed up what she learned at DWE by saying, "Persevere and you can do it. It takes time, but stick to it. Keep an open mind and be open to opportunity. You are not alone." ■

FOX'S VENTURE FAIR HELPS GLOBAL COMPANIES ENTER THE U.S. MARKET

"The economies of the future will be based on Brazil, Russia, Israel and China," explained David Freschman, entrepreneur-in-residence at Temple University's Fox School and president of the Delaware Innovation Fund at Fox's sixth annual International Venture Fair on June 3, 2004.

Recognizing the trend toward a global economy, the Venture Fair showcased Fox International MBA (IMBA) student teams' business plans, created for global entrepreneurial companies looking to enter the U.S. marketplace.

Students generated these plans as part of the IMBA's Global Entrepreneurship in Technology (GET) Consulting Practicum, taught by assistant professor T.L. Hill. Global partners—Welingkar Institute of Management in India, Institute de Gestion Sociale in France, and the Ben Gurion University in Israel—helped spur relationships with participating companies.

According to Hill, "From a company's point of view, they gain four representatives in the U.S. with faculty supervisors."

At the fair, student teams presented to an audience that included qualified investors—angel investors and venture capitalists—and generated a great deal of interest, as evidenced by the many offline meetings following the presentations.

In his remarks, Fox School Dean M. Moshe Porat summed up the International Venture Fair, saying, "Two of the three tenets that drive The

Fox School—international business and entrepreneurship—are the essence of this fair. Even the third tenet, information technology, is represented by one of today's companies, Two-Ten Health," a company that creates enterprise and clinical information systems for dental hospitals, clinics and chains.

Other companies attending this year's fair included:

- BeCrypt, Ltd. (United Kingdom) – enterprise-level data security products designed initially for mobile computing environments.
- Engineuity, Ltd. (Israel) – hydrogen-on-board modification of the diesel engine.
- IsoMedics (USA) – leading edge molecular imaging designed to dramatically improve diagnosis and treatment of common cancers.
- Jettable, Ltd. (Israel) – nano-milled inks suitable for novel inkjet applications for industrial printing on non-porous surfaces, such as glass and ceramic.
- Orthogon, Ltd. (Israel) – enterprise and clinical information systems for dental hospitals, clinics and chains.
- Uni Deritend, Ltd. (India) – world-class air-melt investment casting services.

Peter Jaco, CEO of BeCrypt, Ltd. said that the Fox students had done "a fantastic job" with their plan for his company. He added that he will incorporate the students' work—research, con-

tacts and ideas—into his company's ultimate plan for entry into the United States.

The benefit was also clear for IMBA student Adam Shanes who worked on the BeCrypt project. "I got experience in a real-life situation that tied business classes in marketing, HR, strategic management, and more, together," said Shanes.

Keynote speaker Bill Rosoff, president of Advanta Corporation, aimed his comments at helping students and those early in their careers. He cautioned that his advice might sound like "apple pie," but added that he considered it proven to work. His first tip was to avoid "jargon and complicated language that masks clear thinking," a problem he sees as endemic in the venture capital world, as well as in other realms.

Second, he stressed the importance of maintaining an "interior ethical compass." "You can live life calculating whether you'll get away with something or live life ethically," which, he went on to say, can be done with success—as his own example shows.

This year, *Entrepreneur* magazine named Fox's Innovation & Entrepreneurship Institute as one of the top 40 entrepreneurship programs in the nation, from a pool that included nearly 1,000 programs. Also this year, *U.S. News & World Report* named Fox's graduate international business programs 17th in the nation, undergrad IB Major ranked 15th in the nation. ■

FIFTH ANNUAL IB FORUM

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the global business environment, conceptualizing information technology, cultural factors and information technology, and the interaction of information technology and business performance. Within these categories, presenters from such institutions as Auckland University of Technology and Vienna University of Economics and Business Administration spoke about international outsourcing and conceptual frameworks for online buying behavior.

Bruce Fadem, vice president and chief information officer for Wyeth Pharmaceuticals present-

ed the luncheon keynote address at the conference. Fadem discussed the globalization of the pharmaceutical industry and its effects on information technology. In line with the overlapping themes of the conference, Fadem stressed that the pharmaceutical industry will show an increasing reliance on information technology solutions to increase collaboration and controls as the industry continues to internationalize.

For more information on the conference, visit <http://www.sbm.temple.edu/ibrf2004>. ■

GP2 MOBILIZES RESOURCES TO ENHANCE GREATER PHILADELPHIA'S INTERNATIONAL ECONOMY



Executive Partners of GP2

Increasing visibility of Philadelphia on the world map is the primary objective of the Greater Philadelphia Global Partnership (GP2). Recently launched by Mayor John F. Street, GP2 is a group of thirty-four international organizations including private sector businesses, international chambers of commerce, government trade offices, universities, and various associations. The mission of GP2 is to strengthen Philadelphia's global competitiveness through regional cooperation. By bringing together stakeholders of the region's international economy, the partnership can develop new strategies to meet common goals.

"There is no question that the Greater Philadelphia region has the resources to compete on an international level. GP2 provides the vehicle we need to coordinate our efforts and establish the Region as a major player in the global economy," explains Mjenzi Traylor, first deputy director, City of Philadelphia Department of Commerce.

As an Executive Partner of GP2, Temple University CIBER is able to bring the national mission of the CIBER program—increasing the global competitiveness of U.S. businesses—to the front lines of strategic development in the City of Philadelphia.

"GP2 has provided us the opportunity to form alliances on many fronts to help our students be more savvy business leaders in the global economy and to create outreach programs that are truly responsive to industry needs in our region. We also add value to the partnership by con-

tributing faculty expertise in research and strategic planning," says Melynda Benlemlih, Temple CIBER director.

GP2 has developed an International Resource Guide comprised of 185 organizations that provide the region with an all-encompassing resource for conducting international business. The Guide, which is helpful for both domestic businesses and for those abroad looking for opportunity for growth, is available on-line at www.gptwo.com.

Other initiatives include developing a Global Plan for Philadelphia that will act as an overall strategic vision joining the international trade, economics, policy, marketing and tourism organizations in the Region in a shared strategy to achieve global interaction and outreach. The Global Conference Initiative aggressively markets Philadelphia as a destination for international conferences and meetings. By attracting international players to the region, GP2 hopes to provide first-hand experiences to foreign leaders of the benefits Philadelphia has to offer. One such activity was the United Nations Forum on Science and Technology Parks, held in Philadelphia last November. Delegates from six African nations attended this four-day forum where they participated in sessions that focused on the role of research and technology parks in advancing emerging technologies and sustainable economic development of a nation.

"Our philosophy of connectivity is taking hold

in the region and globally," said Richard A. Bendis, president and CEO of Innovation Philadelphia and Founding Partner of GP2. "Worldwide commerce presents a truly exciting challenge and we have the resources to successfully meet this challenge. More importantly, we have the people and commitment to become a global leader." ■

DR. PHATAK JOINS WHY PANEL ON GLOBALIZATION

Dr. Arvind V. Phatak, executive director of Temple University's CIBER, presented a historical framework of globalization and its impacts on the local economy during Philadelphia public TV station WHYY's "Preview Form on Globalization: Making the Local Connection," held on June 3, 2004. Fellow panelists included Richard Bendis, President and CEO of Innovation Philadelphia, Bernard Dagenais, Editor of the *Philadelphia Business Journal*, Merrian Fuller, Coordinator of the Sustainable Business Network and Co-director of the White Dog Cafe Foundation. WHYY TV12 on-air host Tracy Matisak moderated the session. View the full presentation at: http://www.imakenews.com/innovation-philadelphia/e_article000271024.cfm ■

CARAMBA! RECENT ADVENTURES IN MEXICO CITY

“Freshly squeezed fruit juices, and *Camarrones a la Diabla* (Devil’s Shrimp) were one of the best meals I have ever had in my whole life,” exclaimed Jamaila Holder, a finance major and Spanish minor, upon her recent return from a Spring 2004 semester abroad in Mexico City at the Instituto Tecnológico Autónomo de México (ITAM).

Fabulous food and drink aside, Jamaila is the first student to take advantage of an exciting academic exchange opportunity spearheaded by Temple CIBER and The Fox School of Business and Management. This program is part of an ongoing initiative to further internationalize FSBM students and faculty through curriculum development and research in the field of International Business. Founded in 1946, ITAM is one of the top ranked business schools in Mexico and Latin America, and is one of only two schools in the region accredited by AACSB International.

“When first arriving at the airport in Mexico City, I noticed immediate differences between the U.S. and Mexico. I couldn’t help but notice how close people stood together—even if they didn’t know each other, or how most men dressed in suits. The first couple days for me were culture shock as I adjusted to being noticeably different when surrounded by a group of people. Attending school at ITAM helped me to adjust to my

ITAM, Jamaila completed coursework in statistics, finance, and global strategy, adding that her Spanish language skills and vocabulary, “improved by almost 100%,” during her stay in Mexico.

Jamaila stated, “My largest hurdles while in Mexico were the courses at ITAM. I was not prepared for how fast the teachers taught my classes in Spanish, or how challenging a finance course could be in a language that I previously studied. By attending classes in Spanish, I learned business vocabulary that I otherwise might not have been exposed to and although my classes in finance and accounting were challenging, I now feel that I am better prepared. And I learned the language faster because I was exposed to it constantly.”

When asked what her objectives were in studying abroad, Jamaila remarked, “to become acquainted with the Spanish culture and to speak fluently. I hope to work in Mexico and other countries in Latin America. The curriculum at ITAM will prepare me to do business in a Spanish speaking country, as well as build my vocabulary. This skill will prepare me for a career in international business and finance as well as help to facilitate my professional travel to other Spanish speaking countries.”

Jamaila discussed the difference in academic styles between Temple and ITAM, observing that the

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—Jamaila Holder

new home since the students and teachers were so welcoming. Many of the Mexican students reached out to help me because I was an exchange student,” added Jamaila.

All lectures, assignments and exams at ITAM are conducted in Spanish, supplemented by textbooks in both Spanish and English. For this reason, during the application process, to identify qualified candidates, Spanish proficiency is determined by a language assessment exam. While at

overall environment is slightly more formal in Mexico. Students dress professionally and seem more dedicated to their studies than their counterparts in the U.S., which could be partly contributed to maturity, as the average student at ITAM is 23 or 24 years of age. Her professors were also more formal, yet still approachable, especially to foreign students. Classes typically had fewer than 30 students and were conducted in lecture style. Jamaila added that class start times were flexible, often starting 10 to fifteen minutes late. This



Temple CIBER director Melynda Benlemlih and ITAM student Jamaila Holder take time out from sight seeing in Mexico City.

flexible attitude towards time is consistent with the fluid mentality practiced in Mexican culture.

When questioned how her perceptions about Mexico and Mexicans may have changed after living there for six months, Jamaila responded, “I found the Mexicans friendly and welcoming. The first day that I moved in with my Mexican roommate, she invited me out with her friends and introduced me to her family that same day. My classmates were all extremely helpful and it was easy to make new friends.” Many Americans operate under the misconception that Mexicans are uneducated, migrant laborers, and while there is a part of the population that may fit within that socio-economic definition, the same distinction can be made in almost every country in the world.

With more than a quarter of the population residing in Mexico City, this city far outstrips anywhere else in the country in economic, cultural and political importance. It dominates the national economy, and completely controls the financial sector, as it is home to the stock exchange as well as all major banks and insurance companies. The city also plays a major role in the service economy and is the location of essentially all of the federal government offices, another major factor in

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MEXICO CITY ADVENTURE

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the economy.

In dealing with some of the 'too friendly' advances by men, Jamaila recommended avoiding eye contact and using headphones as a way of discouraging unwelcome comments when you are a woman walking alone. She further cautioned that any response to unwanted attention, even a negative one, is perceived as encouragement and should simply be ignored.

Jamaila voiced frustration at the negative stereotypes associated with Mexico that are perpetuated in the U.S. Mexico City is full of green spaces and palm trees, historic ruins and high-rises, hundreds of museums and art galleries, as well as a thriving nightlife. The city is on a plateau surrounded by beautiful snow-capped mountains and is reputed to be the most populous city in the world, with chaotic traffic patterns of its 2.6 million registered vehicles to show for it. The city also contains the 2,100-acre Chapultepec Park, one of the largest urban parks in the world in one of the oldest parts of the city, once inhabited by the Aztec tribe as early as the 13th century. In addition, some of the world's most beautiful beaches and archeological sites are easily accessible from Mexico City, and are popular weekend destinations for students at ITAM. On weekend trips, Jamaila traveled to places such as Acapulco, Ixtapa, and Zihuatanejo, the pyramids of Teotihuacan, Taxco and Vera Cruz.

When she first announced her intention to study in Mexico City, Jamaila's father had grave concerns about her safety. However, on the first day of his visit with his daughter, he announced that with some basic Spanish language skills, he would be happy to retire in Mexico. While safety and pollution are a concern in any urban area, Mexico City seems to get a bad rap. As long as one practices common sense, and avoids unregistered taxis, Jamaila felt that safety was of no more concern in Mexico City than in Philadelphia or New York City.

As a result of her experience at ITAM, Jamaila reported that she is now more adventurous and possesses a greater confidence in her ability to survive on her own. A self-proclaimed Hispanophile, she is even more committed to working in Mexico or Latin America following graduation and she plans to vacation exclusively in other Spanish speaking areas of the world in the near future. She will enroll in Spanish for Business Professionals in

TEMPLE CIBER EXPANDS STUDY ABROAD OPPORTUNITIES

Expanding existing relationships and strengths of Temple University has led to new opportunities for Fox School students to study abroad. Beginning in the Fall 2004 semester, undergraduate students will be able to complete a full curriculum of business courses at either the American Business School (ABS) in Paris or CEFAM (Centre D'Etudes Franco Americain de Management) in Lyon, France. Both schools are part of the Institut de Gestion Sociale Group. The IGS Group, founded in 1975, is based on the concept of an International Professional University providing practical business education. Its associated schools are among the top-ranked private educational institutions in France.

CEFAM is an undergraduate level, private business school accredited by AACSB. Founded in 1986 in France's second largest city, Lyon, CEFAM has built its reputation on high academic standards as well as on the European and American perspective it offers to students. CEFAM is comprehensive in nature, permitting students to take classes in a variety of business as well as non-business topics. Classes are taught in English by CEFAM professors with advanced degrees and wide experience in their areas of expertise. As a fundamentally American institution, CEFAM students benefit from the quality of an American business education in an international setting. CEFAM has more than 25 nationalities on campus, and 500 alumni on five different continents.

Established by the Romans over 2000 years ago as the capital of Gaul, modern Lyon is France's second largest city and also one of its safest. Much of the city's rich history is still visible in the form of Roman amphitheatres, and aqueducts. In the late nineties, UNESCO recognized Lyon's historic quarter as a World Heritage Site.

Visit the CEFAM website for additional information: <http://www.cefam.fr>

The American Business School was established in 1985 and joined the IGS Group in 1995. It

the Fall to complement her semester abroad experience, and cannot wait for the first opportunity she has to travel back to Mexico City.



Program Directors from Temple, Fox School of Business and IGMS Group in Paris, France. L to R Melynda Benlemlih, Christophe de Cassan, Kim Cahill, Euan Bescoad, Jarlath Dellon.

is one of the first English-speaking business schools in France modeled on American undergraduate business education. Since its inception, ABS has attracted students from around the world and has evolved from a uniquely Franco-American vision to a completely global approach to business education. Today, ABS has over 700 alumni working in over 22 countries in marketing, finance, import/export and sales positions. ABS offers the opportunity to learn French language and culture and take business courses in English with local European students. Located in the heart of Paris's 10th district, ABS is within walking distance of many restaurants, shops, museums and historic monuments.

Visit the ABS website for additional information at www.absparis.org

Visit the IGMS/CIBER website for additional information at www.fox.temple.edu/igms/programs/abroad ■

For further information on the exchange program at ITAM, please contact Kim Cahill at 215.204.3778 or kcahill@temple.edu ■

CONSUMER BEHAVIOR VIA THE INTERNET ON A GLOBAL SCALE

DR. MICHAEL F. SMITH

Dr. Michael F. Smith, associate professor of marketing at The Fox School, has recently completed a study with Hope Schau, assistant professor of marketing at Fox, on Internet communities. The study highlights how people communicate with one another, seek influence, and direct others in the search for and purchase of products and services on the Internet.

Dr. Smith focused on the ways people share and seek influence on a global scale and what kinds of roles they played in “virtual communities.” Results showed that people vary considerably in the extent to which they participate in online interaction and are influential or shape the purchase decisions of others.

“Consumer interaction through technology platforms such as the Internet is an important area of research for both academics and practitioners alike,” said Dr. Smith. “Unlike earlier conven-

tional modes of interaction such as face-to-face and telephone, the Internet provides consumers with access to thousands or millions of others, on a global scale, who may share their interests, experiences and problems.”

From a business standpoint, those who took an active role in these virtual communities showed the potential to be great assets to firms because they were more willing to test products and to work with companies to provide feedback on building greater value for consumers. Within this group of active online participants, non-cit-

izens living in the United States were more likely to be influential and involved in virtual communities. This finding may be attributed to their using new technologies, such as the Internet, to maintain contact with friends and family all over the world.

Dr. Smith is also currently participating in the development of a study on global security and its impact on supply chain management. In this study, he will focus on to what extent security issues and measures impact the global competitiveness of U.S. firms. ■

MEDIA RESOURCE GUIDE ON INTERNATIONAL BUSINESS

The Institute of Global Management Studies (IGMS) recently created an on-line resource for journalists covering topics on international business and globalization. IGMS faculty have conducted research, consulting, and executive training for multinational companies in a variety of areas.

To view a listing of Fox School faculty and researchers who are available to speak to the media on a wide array of international business topics, visit <http://www.fox.temple.edu/igms/media.html>. ■

WOMEN ENTREPRENEURS

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Women Impacting Public Policy (WIPP), one of the conference’s co-sponsors.

Treichel and Brouters’ study identified significant predictors of international diversification in women-owned businesses such as age, entrepreneurial orientation, network ties, firm age, firm size and the makeup of the top management team, including how many women are on the team.

Surprisingly, they found factors not significant in predicting international diversification were functional background, education, international experience, network ties to international experience, industry and satisfaction with current performance.

Other speakers and panels included:

Donna Francher, global product director for Astra Zeneca, the conference’s keynote speaker, emphasized that to be successful in international markets one should treat all business as local.

She encouraged women to be themselves, listen, have a sense of humor and be willing to share a bit about themselves with overseas counterparts.

A panel, “Stories of Successes and Challenges in the Global Marketplace,” was hosted by Renee Jones, president of Stratus Communications and national founder of Women Impacting Public Policy. Other participants on the panel included Gigi Neff, vice president of Women’s Initiatives at Advanta, and Homa Tavangar, president of Global Business Development.

Not just a conference, this event is one piece of a larger project on Developing Women Entrepreneurs (DWE). A DWE Web portal — www.fox.temple.edu/dwe2004/ — provides ongoing support for women entrepreneurs in the global marketplace, including up-to-date trade resources, links to pertinent research and listings of organizations for women in business and for entrepreneurs.

The DWE project is sponsored by Temple University’s CIBER. This year’s conference was co-sponsored by Advanta, the University of Illinois at Urbana-Champaign CIBER, Women Impacting Public Policy, Women’s Regional Business Council, Temple University’s Small Business Development Center and The World Trade Center of Greater Philadelphia. ■

IMBA REUNION CELEBRATES PROGRAM SUCCESSES



IMBA Alumni from the past seven years celebrated friendships and professional successes at the program's alumni reunion brunch on April 17th.

In recognition of the program's 10th anniversary, former students from 1997 through 2003 classes attended The Fox School's International MBA Alumni reunion brunch held at Brasserie Perrier in Center City Philadelphia on Saturday, April 17.

In addition to alumni and their guests, about twenty current students also attended the event. A special "World of Difference" appreciation award was given to Dr. Charles Hall, founder of the IMBA, for his dedication and service to the program and alumni.

"Our 10th year IMBA celebration provided a tremendous opportunity for alumni from various graduating years to meet each other, share stories about their study-travel experiences, and to hear updates about other classmates and fellow alumni who are now living and working worldwide," said Will McDonald, director of the IMBA program.

The reunion was just one of the events that took place during the First Annual MBA Alumni Leadership Conference, held April 15-18 in Philadelphia. The focus of the conference was "The Leadership Challenge," a series of informational sessions presented to The Fox School's MBA alumni that featured speakers from Rohm & Haas, Citizens Bank, and Shapiro Negotiations Institute, among others.

Throughout the conference, alumni were given the opportunity to network with other former students, professors and program directors. The conference also included a presentation of alumni awards and the MBA Student Association Gala, which was open to all conference participants.

For more information on the IMBA program, visit <http://www.fox.temple.edu/imba>

For more information on the alumni conference, visit <http://www.fox.temple.edu/mbams/conference/index>. ■

TEMPLE CIBER ADVISORY BOARD WELCOMES NEW MEMBERS

The Temple CIBER Advisory Board has provided much leadership and innovative ideas over this past year. From speaking to student groups and at conferences to providing strategic advice, the Temple CIBER Advisory Board is a critical aspect of the success of our programs. We would like to welcome three new members:

Dr. Galen Godbey is associate to the president for Globalization at DeSales University in Center Valley, Pennsylvania. His portfolio includes targeted fundraising and legislative activities, but is focused primarily upon institutional re-orientation toward the preparation of global-ready graduates. Dr. Godbey's career as a leader in higher education spans more than two decades of creating educational alliances and leading post-secondary consortia. In the 1970s, he served Pennsylvania as a research analyst for the Senate Education Committee, as special assistant to the secretary of Education, and as a consultant on school management to the Citizens Commission on Basic Education. A member of Phi Beta Kappa, Godbey earned bachelor's and master's degrees at Penn State and a Ph.D. from University of Pennsylvania.

Mr. Simon Herriott has over 17 years of experience in the global chemical industry, having spent most of his career in international sales, marketing and supply chain roles and more recently, general business management. In 1996, he became regional commercial director for Zeneca's (now Astra Zeneca) Biocides business in Europe, the Middle East and Asia Pacific and traveled extensively in those regions. A native of the U.K., Mr. Herriott moved to the U.S. in 1998 to become global marketing director of Zeneca's Pool & Spa Products business, before becoming general manager in 2000. He will join the DuPont Company this spring to lead their International Recreational Water Treatment business. A graduate from McGill's Master's in International Management Program, Mr. Herriott experienced hands-on leadership training in five locations: McGill, Canada; University of Lancaster, U.K.; I.I.M. Bangalore, India; Hitotsubashi, Japan/Korea; and INSEAD, France.

Ms. Homa Tavengar is the president of Global Export Development, a consultancy that specializes in working with private businesses and public institutions. She has leadership roles in various aspects of international business development with the City of Philadelphia and surrounding counties. For the past twelve years, she has worked with numerous economic development agencies, port authorities, industrial development authorities and business and technology incubators as a specialist in international trade expansion and the development and implementation of trade promotion programs. A graduate of Princeton's Woodrow Wilson School in the area of International Trade and Economic Development, Ms. Tavengar has extensive overseas experience working for the World Bank, developing USAID projects in Kenya and studying economic development in Peru. She is fluent in Spanish and Persian, and has some knowledge of Portuguese, French and Swahili. ■

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Campbell Soup Company

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JOURNAL OF INTERNATIONAL MANAGEMENT

Since Dr. Masaaki “Mike” Kotabe assumed the editorial responsibility for The Journal of International Management (JIM) two years ago, JIM’s visibility and reputation has improved in a very crowded, competitive IB journal market. The quality of papers accepted and published in the journal has also improved significantly in this period. With the addition of Kim Cahill as managing editor in 2003, the submission and review process has been further streamlined resulting in one of the fastest turn-around times in the industry.

Elsevier, JIM’s publisher, satisfied with its increased circulation both domestically and internationally, increased the page budget significantly. Starting in 2003, the number of articles to be published in each issue doubled. A considerable increase in downloads over the past two years, a reasonable indicator of reading usage from the journal publisher database, illustrates JIM’s growth exceeding 200% in that period of time.

The reputation of the journal ultimately depends upon the quality of research papers published, which in turn is strongly influenced by the quality of the review process. The newly appointed editorial board will help further enhance the reputation of JIM by bringing their expertise from different research areas to the review process. The Board represents more than 50 institutions, spanning 20 countries worldwide. As the incumbent editor of JIM, Dr. Kotabe has maintained the editorial policy that each paper is reviewed by at least two reviewers, one of whom will be an editorial board member.

Always at the forefront of emerging issues in International Management, JIM currently has a call for papers on the themes of “Megatrends in World Cultures and Globalization” and on “Micro-politics and Conflicts in Multinational Corporations.” The former acknowledges the significant challenge confronting global corporations in fully understanding the emerging issues in an increasingly interconnected and culturally complex world. Prominent historians observed that while the world might converge in terms of consumption values, there are persistent differences in cultural values reflected in some of the megatrends that are emerging.

The objective of the latter theme is to give voice to studies providing an integrated view of the multifaceted perspective that evolves from the different rationalities of actors in global operations. This perspective will focus on micro-politics, power and conflicts. Research should determine key actors, identifying their interests and micro-political strategies to resist, negotiate and influence key decision-making in MNCs.

JIM also regularly publishes special issues with an emphasis on a timely topic, as well as a result of the annual International Business Research Forum. Recent topics have included, “From Markets to Partnerships and Hierarchies to Coalitions, Information Technology and International Business Theory and Strategy Development,” and “Corporate Governance and Accountability in Multinational Enterprises.”

For further information, please contact Kim Cahill at 215.204.3778, kcahill@temple.edu or visit the JIM website at <http://www.fox.temple.edu/jim/> ■



JOURNAL OF INTERNATIONAL MANAGEMENT CALL FOR PAPERS

THEME: *Global Security Risks and International Competitiveness*
Sixth Annual International Business Research Forum

Editor: Dr. Masaaki “Mike” Kotabe, Fox School of Business & Management,
Temple University

Deadline: December 17, 2004

THEME: *Megatrends in World Cultures and Globalization*

Guest Editor: Dr. Rabi S. Bhagat, Fogelman College of Business and Economics,
University of Memphis

Deadline: December 31, 2004

THEME: *Micro-politics and Conflicts in Multinational Corporations*

Guest Editors: Christoph Dörrenbächer, Social Science Research Center Berlin
Mike Geppert, Center for Business Management, Queen Mary University of
London

Deadline: January 31, 2005

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Frontiers in International Business Conference:
Advancing IB Theories, Constructs, and Methods

September 16–19, 2004
Michigan State University
Lansing, MI
aib.msu.edu/events/frontiers

NAFSA Region VIII Conference
International Education: What Would Ben
Franklin Think?

November 17–20, 2004
Philadelphia, PA
www.region8.nafsa.org/conference_2004

Pennsylvania State Overseas International Trade
Representatives Luncheon

September 20, 2004
Philadelphia, PA
www.wtcphila.org

National Forum on Trade Policy
International Trade: Politics and Jobs

December 9–10, 2004
Durham, NC
faculty.fuqua.duke.edu/ciber/nftp/04

Global Educators Forum: Internationalizing Your
Campus and Curriculum

October 28 & 29, 2004
Raritan Valley Community College
North Branch, NJ
www.fox.temple.edu/ciber

Global Perspectives Published by The Fox School of Business and Management's IGMS, Temple CIBER, and Office of Public Relations.

Managing Editor: Cynthia Smith, Office of Public Relations **Editor:** Laura Weis, Office of Public Relations.

Designed and produced by the Temple University Office of Publications (385-04cm).