

GLOBAL PERSPECTIVES

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and Institute of Global Management Studies*

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TEMPLE CIBER SPONSORS INTERNATIONAL MONETARY AND TRADE CONFERENCE ON GLOBAL SECURITY



General Charles E. Wilhelm (center), Director of Battelle's Office of Homeland Security, with M. Moshe Porat (left), Fox School Dean and Arvind V. Phatak, Temple CIBER Executive Director.

September 11, 2001 permanently altered the world's global dynamics, and ramifications for the competitiveness of U.S. business in the international marketplace remain to be seen. On October 2 and 3, Temple CIBER and the Global Interdependence Center (GIC) joined forces to assemble a powerful conference designed to bring participants up to speed on the post-9/11 economic and regulatory risk factors for businesses.

The 22nd Annual International Monetary and Trade Conference featured broad economic and policy perspectives on macroeconomic issues, with presentations given by Dr. Anthony San-

tomero, president of the Philadelphia Federal Reserve and Kathleen Cooper, U.S. undersecretary of commerce for economic affairs.

Conference presenters also offered insight about the specific challenges businesses face today in ensuring their competitiveness in light of new security requirements and trade regulations, such as the Customs & Trade Partnership Against Terrorism (C-TPAT) program. Panelists from industries such as financial services, information technology, logistics, tourism, and hospitality management shared their best practices and

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THE FOX SCHOOL RANKED TOP 15 IN NATION FOR IB PROGRAM

Consistent with its vision to be recognized as a premiere center of business and management education, The Fox School is pleased to share its latest rankings:

U.S. News & World Report:

Undergraduate

Top 15 in the Nation

International Business Programs

Graduate

Top 25 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**

INTERNATIONAL MONETARY AND TRADE CONFERENCE ON GLOBAL SECURITY

CONFERENCE SPEAKERS

Betsy Barber

Associate Dean
School of Tourism and Hospitality
Management
Temple University

Tim Bitsberger

Deputy Secretary
U. S. Treasury for Federal Treasury Policy
Speech

Dave Cass

President
Cass Associates

Bill Clark

Deputy Director
New Jersey Division of Investments

Kathleen Cooper

U.S. Undersecretary of Commerce
for Economic Affairs

Vincent DePatre

Senior Vice President
Credit/Loan Administration
Commerce Bank

Michael A. Fedorko

Vice Chair
New Jersey Casino Control Commission

Stephen Flynn

Jeane J. Kirkpatrick Senior Fellow
National Securities Studies
Council on Foreign Relations

Robert Heiss

Chief Inspector
Port of Philadelphia
Department of Homeland Security
Customs and Border Security

Charles J. Idell

Director of Aviation
Philadelphia International Airport

Larry Kantor

Global Head of Market Strategy
Barclays Capital

Edward Kiessling

President and COO
Commerce Insurance Services

David R. Kotok

CIO
Cumberland Advisors, Inc.

Mac McConnell

Senior Vice President
Commercial Real Estate
Commerce Bank

Joel Naroff

Chief Economist
Commerce Bank

Joseph Pfender

CEO
Cargo Express

Joel Pogar

National Practice Manager
Secured Network Services
Siemens Enterprise Networks

Frank Reynolds

Business Development Manager
Siemens Enterprise Networks

Wes Roehl

Professor and Director of Research Center
School of Tourism and Hospitality
Management
Temple University

Jimmy Rogers

Author
Adventure Capitalist

Karina Rollins

Senior Editor
American Enterprise Institute

Tony Santomero

President
Philadelphia Federal Reserve

Peter Shelley

Account Manager
Siemens Airports USA
Siemens One, Inc.

John Silvia

Chief Economist
Wachovia

Ira Somerson

President and CPP
Loss Management Consultants, Inc.

General Charles E. Wilhelm

Director
Office of Homeland Security
Battelle

Henry Willmore

Chief U.S. Economist
Barclays Capital

GLOBAL SECURITY CONFERENCE

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experiences in candid conversations. Highlighting the day were General Charles Wilhelm, director of Battelle's Office of Homeland Security, and Dr. Stephen Flynn, senior fellow, National Security Studies at the Council on Foreign Relations.

"What a superb chance to learn about the nexus between business and homeland security," commented participant Stan Ridgley, an MBA student at The Fox School. "The speakers, especially those from Siemens, Cargo Express, and Battelle, gave lively and informative presentations that cut right to the heart of the issue. I sensed that they were presenting tomorrow's news today."

International business faculty from other CIBER universities also attended to gain per-

spective on how long-term research can help frame the future of doing business with new risk components. CIBERs from the following universities also co-sponsored the conference: University of Wisconsin-Madison, University of Pennsylvania, University of Memphis, University of Connecticut and Duke University.

"The U.S. Congress has called upon the 30 CIBERs to identify ways to take our mandate of *increasing competitiveness of U.S. business in the global marketplace* to a new level. We are now charged with responding to our nation's need to remain competitive in light of a myriad of new national security concerns," explained Professor Arvind V. Phatak, executive director of Temple CIBER. "This conference is the first step in a series of outreach and research activities the CIBERs are conducting to meet this call." ■

INTERNATIONAL BUSINESS MAJORS HEAD SOUTH OF THE BORDER TO MEXICO

With the signing of NAFTA in 1994, Canada, Mexico and the United States have become linked by growing economic ties. Leaders in North America recognize that regional prosperity and the prosperity of our individual communities depends largely on the global competencies of our future professionals — today's students. The Fox School of Business and Management recognizes the need to offer students opportunities to gain international expertise in foreign language and regional business practices.

The Fox School has thus entered into a comprehensive relationship with the Instituto Tecnológico Autónomo de México (ITAM). "ITAM is a comprehensive private institution and a complementary partner for The Fox School. We feel

there are excellent opportunities for collaboration at the undergraduate and graduate levels as well as in internationally relevant research," said Melynda Benlemlih, director of Temple CIBER.

Fox School students now have the opportunity to study business classes in Spanish for a semester at ITAM and in exchange, ITAM students will spend a semester at The Fox School. "Through this new exchange program, students have the unique opportunity to study international trade, marketing and business practices from a global and cross-cultural perspective," said M. Moshe Porat, dean of The Fox School. "To align ourselves with such an internationally regarded institution as ITAM helps us meet student demand and augment our existing opportunities for study in Japan, Italy, India and

France."

Founded in 1946 and located near Mexico City, ITAM was established to offer students the opportunity to attend a private university dedicated to quality teaching and research in business-related disciplines. ITAM is one of the top-ranked schools in Mexico and Latin America, and is one of only two schools in Mexico accredited by AACSB International, the Association to Advance Collegiate Schools of Business.

For more information on the ITAM exchange program, contact Melynda Benlemlih, Director, IGMS/CIBER at 215-204-8132, melynda.benlemlih@temple.edu, or visit www.sbm.temple.edu/ciber/programs.htm. ■

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IMBA STUDENTS TOUR SIEMENS, INDIA

The Fox School's International MBA (IMBA) students, in partnership with the Welingkar Institute of Management, spent a week in October at Siemens' Corporate Development Training Center in Mumbai, India, meeting with division managers from research and development, strategic purchasing, quality and logistics, international procurement, and marketing and sales.

Students learned about cultural and regional factors that affect the operation of multinational corporations. Students also had an opportunity to work on the shop floor and meet with managers from Siemens' Workers Union to discuss how occupational safety, health and environment are addressed within the company.

"Working on the shop floor is an experience I'll never forget," recalled IMBA student Michael Cunningham. "I assembled electrical relay switches along side shop workers...putting in screws by hand and winding wire and snapping together plastic parts. Most of the people on the assembly line had at least 15 years of experience repeatedly performing the same task."

The Fox School's IMBA is a tri-continent experience where students study in a sequence of locations over one year, either Mumbai (Bom-

bay)-Philadelphia-Tokyo in partnership with the Welingkar Institute of Management or Paris-Philadelphia-Tokyo in partnership with Institute de Gestion Sociale (IGS) University.

"Our partnership with the Welingkar Institute is not only a powerful alliance of schools recognized for excellence in global education," explains Temple CIBER executive director Arvind V. Phatak, who spearheaded the collaboration. "It gives us a position in this emerging economic giant to expand programs at the executive and undergraduate levels."

The Welingkar Institute is ranked among the Top 10 Business Schools in South Asia by *Asia Inc.* and The Fox School's graduate international business program is ranked among the Top 25 in the Nation by *U.S. News & World Report*. ■



Fox School International MBA students working on the shop floor at Siemens, India.

TEMPLE CIBER PARTNERS WITH COMMUNITY COLLEGES TO ENHANCE IB PROGRAMS

In collaboration with Raritan Valley Community College and Montgomery County Community College, Temple's CIBER sponsored "Strategies for Internationalizing Business Curricula," a faculty development program at Temple University's Center City campus on October 17 and 18.

The goal of this two-day program was to assist community college faculty interested in developing or improving international business (IB) programs at their colleges. The program provided participants with the knowledge and resources needed to internationalize general business courses, develop or improve courses that support international business programs, and create specialized IB courses at the two-year college level.

"I can truly say that this was the most productive seminar I have ever attended, and I cannot fully express how much I learned from this invaluable program," said Babish Soni, marketing director for International Student Network, Inc. "I was delighted with the diversity of the program. It touched on every aspect of international business."

Raritan Valley Community College, located in North Branch, New Jersey, recently received a Business and International Education grant (BIE) funded through the U.S. Department of Education. This grant was the impetus for the educational development partnership with Raritan Valley Community College, Temple CIBER and Montgomery County Community College.

"When we were approached with news of the BIE grant to internationalize Raritan Valley's campus, the synergies were obvious," said Melynda Benlemlih, director of Temple CIBER. "We both want to provide professional development opportunities for community college faculty that will support the internationalizing of their campuses."

In October 2002, Temple University's Fox School of Business and Management received a \$1.2 million CIBER grant from the U.S. Department of Education. The Fox School is one of only 30 schools/universities in the nation to be awarded this grant.



Arvind V. Phatak, Executive Director of Temple CIBER and IGMS, delivers an IB strategy lecture.

Temple CIBER's mission is to promote greater involvement in international business activities by academic institutions, business firms, and small-

and medium-sized enterprises in Eastern Pennsylvania, South Jersey and Delaware. ■

TEMPLE CIBER AND IGMS EVENTS:

5th Annual IB Research Forum:
Information Technology and International Business Theory and Strategy Development
March 27, 2004
Temple University
Philadelphia, PA

Call for papers details, visit:
www.fox.temple.edu/ibrf2004

2nd Annual Conference on Developing Women Entrepreneurs for the Global Marketplace
June 17, 2004
Temple University
Philadelphia, PA

For more information about Temple CIBER and IGMS, contact Melynda Benlemlih at 215-204-8132 or melynda.benlemlih@temple.edu

MEET TEMPLE CIBER AND IGMS AT:

U.S. Association for Small Business and Entrepreneurship
January 15–18, 2004
Dallas, TX

National Association of Small Business International Trade Educators (NASBITE)
March 31–April 1, 2004
Las Vegas, NV

National Association of Foreign Student Advisors (NAFSA)
May 23–28, 2004
Baltimore, MD

Academy of International Business (AIB)
July 10–13, 2004
Istanbul, Turkey

NEW FACULTY ENHANCE INTERNATIONAL BUSINESS FOCUS

As a regional resource with a global presence, The Fox School of Business and Management at Temple University is bolstering its top-ranked international business faculty with the addition of respected international business professors Arvind Parkhe and Keith Brouthers to its general and strategic management department and David Reeb to its finance department starting in fall 2003.

“Our international business faculty already include some of the world’s top researchers in international business, finance, marketing, and management,” said M. Moshe Porat, dean of The Fox School.

“We are extremely pleased Drs. Parkhe, Brouthers, and Reeb are joining Masaaki “Mike” Kotabe, Jay Choi, Arvind Phatak, and Ram Mudambi and enhancing our international business roster,” he continued. “With their academic, industry and professional experience and their exceptional teaching skills, the three new faculty members will fortify our international business focus as researchers, teachers and contributors to our Institute of Global Management Studies, *Journal of International Management* and Temple Center for International Business Education and Research (CIBER).”

ARVIND PARKHE



Arvind Parkhe has been appointed as a professor of international business with tenure in the general and strategic management department of The Fox School. He brings to the school and university a wealth of experience in both teaching and research in international business.

Most recently, he was an associate professor of strategy and international business in The Kelley School of Business at Indiana University from 1989 to 2003. He is ranked #1 in the field of international strategic management research as reported by the *Journal of International Management* (2003) and he was awarded the most influential paper of the decade award by the

Journal of International Business (2001).

His research interests include strategic alliances, international joint ventures and global networks, effective management of inter-firm diversity in international alliances and soft aspects of alliances such as trust. He is an editorial board member of several academic journals. He was also a guest editor of a special issue of the *Academy of Management Journal* and has published in all top-tier journals including the *Academy of Management Review*, *Business Horizons*, *Journal of International Business Studies*, *Journal of International Management*, *Organization Science* and *Strategic Management Journal*.

In addition to being an accomplished researcher, Parkhe has also received numerous accolades for his teaching while at Indiana University. He was the recipient of the Indiana University Teaching Excellence Recognition Award in 2000, the University’s FACET award, given to the most exemplary teachers across all eight campuses of Indiana University, and teaching awards at the undergraduate, graduate, and doctoral levels. His doctoral students are currently at many prestigious universities, such as the University of Texas at Austin, Boston University, and the University of Washington, Seattle. He is a member of the Academy of Management, Strategic Management Society, and Academy of International Business.

KEITH BROUTHERS



A well-published researcher in the areas of international business management and entrepreneurship, Keith Brouthers joins The Fox School as associate professor of global entrepreneurial management in the general and strategic management department.

Prior to coming to Temple, he served as a professor of strategic and international management in London. He is a prolific researcher and has published more than 30 articles in top-tier journals including *Strategic Management Jour-*

nal, *Journal of International Business Studies*, *Journal of Management*, *Journal of Management Studies*, *Journal of Business Research*, and *Management International Review*.

Brouthers has received consecutive citations for excellence in teaching since 1995 and is a member of the Academy of Management, Strategic Management Society, and Academy of International Business.

Prior to his academic work, Brouthers, who has his CPA and CMA, worked for Ernst & Ernst, and served in senior management positions for entrepreneurial firms.

DAVID REEB



David Reeb is a well-known researcher in the area of international finance who joins The Fox School as an associate professor in the finance department.

Most recently, he was an assistant professor of

finance and a board of visitors research fellow at Culverhouse College of Commerce at the University of Alabama. Prior to that, he was an assistant professor and Kogod faculty research fellow at American University.

His research specialty areas include corporate finance, international finance, ownership structure, corporate diversification and executive compensation. He has published in several highly selective journals, including *Journal of Finance*, *Journal of Financial Economics*, *Journal of Law and Economics*, *Accounting Review*, *Journal of Accounting, Auditing and Finance*, *Journal of International Business Studies*, and *Journal of Financial and Quantitative Analysis*.

He has received numerous awards for excellence in research including the Kogod School of Business’s Outstanding Research Award and was nominated for American University Professor of the Year. Reeb is a member of the American Finance Association, Academy of International Business, and Financial Management Association. ■

STUDENTS GAIN ITALIAN BUSINESS PERSPECTIVE IN STUDY ABROAD PROGRAM

More than 20 Fox School undergraduate international business and MBA students took part in the six-week study abroad program in Rome in summer 2003. Participants not only immersed themselves in the rich cultural and religious aspects typically associated with Rome, but they also gained insight into the Italian economy and the challenges of operating a business.

“In studying abroad, students get experience that is invaluable to them both from learning and from cultural perspectives,” said Anthony Di Benedetto, director of The Fox School’s international business summer program in Rome and professor of marketing.

Students participated in field trips and heard guest lecturers from around the region. Students met with representatives of the European Union (EU) Italian headquarters to discuss issues such as the effects of the EU on business in Europe and the expansion of the EU into other countries. The visit also included a discussion of monetary policy, exchange rates, and the effect of a single currency throughout the EU.

In addition, students spoke with an American who operates McDonald’s franchises in and around Rome. This businessman spoke about the differences and challenges of establishing businesses outside of the United States.

Students were also encouraged to take assignments and coursework beyond the classroom and to apply it to their experiences with Italian culture. Students in Professor Di Benedetto’s international marketing class, for example, talked about differences between American and Italian media advertisements, and the similarities and differences in the retail shopping environments.

“With these assignments, students were active and looking at their environments,” said Professor Di Benedetto. “This was meant to spark serious discussion in the classroom and to take analysis beyond superficial comparisons to ask ‘why?’”

The Rome campus of Temple University has been in operation for more than 30 years. In 1991, The Fox School inaugurated its program there, first as a summer course, and eventually expanded programs into the fall and spring semesters. ■



Fox School undergraduate and graduate students studying at Temple Rome.

JOURNAL OF INTERNATIONAL MANAGEMENT CALL FOR PAPERS

SPECIAL ISSUE: CORPORATE GOVERNANCE AND ACCOUNTABILITY IN MULTINATIONAL ENTERPRISES

DEADLINE FOR SUBMISSIONS: MARCH 31, 2004

GUEST EDITOR: YADONG LUO, UNIVERSITY OF MIAMI

The importance of corporate governance and accountability in multinational enterprises (MNEs) has never been more evident than today, following the debacles of some large MNEs, corporate accounting scandals, and drastic deflation of market values in the U.S. and elsewhere in the world. Current attempts at legislative and organizational reforms to achieve better governance in many MNEs seem to be a precursor to companies worldwide looking beyond the “earning game.” MNEs now have to deal with more demanding global shareholders and stakeholder groups who seek greater disclosure and more transparent explanation for major decisions, escalating pressure to run global businesses in the best interests of these highly demanding international stakeholders.

Our aim is to publish a number of creative and innovative theoretical and empirical articles that will promote our understanding of corporate governance and accountability in MNEs. We especially encourage contributions that provoke new theoretical or analytical frameworks or provide novel applications

of existing theories. Manuscripts that bridge or integrate different perspectives or disciplines are strongly encouraged.

The deadline for submission is March 31, 2004.

Authors should prepare manuscripts in accordance with *JIM*’s Style Guide for Authors (www.fox.temple.edu/jim). Authors should electronically submit papers to the guest editor. For those who cannot electronically submit, please send the guest editor one hard copy and one diskette copy in Microsoft Word.

Please direct any questions to the guest editor:

Yadong Luo
Department of Management
School of Business Administration
University of Miami
Gables, FL 33124

Tel: 305-284-4003
Fax: 305-284-3655
yadong@miami.edu

INSTITUTE OF GLOBAL MANAGEMENT STUDIES

—fostering innovation and developing alliances to advance international business research, education and outreach

The Institute of Global Management Studies is an interdisciplinary initiative that supports the business, professional, governmental and academic community in the Greater Philadelphia region and throughout the world by:

- Helping businesses and organizations find practical solutions to business problems.
- Supporting, producing and publishing quality research of value to regional and international businesses.
- Promoting degree and non-degree programs in international business.
- Infusing Temple University faculty development and educational programs with an international perspective so that our business graduates are fully prepared to operate in an increasingly global marketplace.

TEMPLE CIBER

—increasing U.S. global competitiveness through education and research

The Temple CIBER is dedicated to furthering academic and business success by:

- Supporting international business development in the region through partnerships with government and non-government organizations.
- Incorporating international business curricula into The Fox School's global business programs.
- Providing overseas educational experiences and foreign language and culture study for students.
- Developing collaborative programs within Temple and across other regional academic institutions, organizations and executives.
- Expanding the depth and reach of The Fox School's international business programs and research.
- Organizing and hosting conferences, seminars and workshops on global business and economic issues.

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Director, IGMS and Temple CIBER

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Assistant Director, IGMS and Temple CIBER
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Assistant Professor of Marketing
Washburn Research Fellow

Michael Valenza, PhD

Assistant Professor of Legal Studies

INSTITUTE OF GLOBAL MANAGEMENT STUDIES AND TEMPLE CIBER

349 Speakman Hall (006-00)
1810 North 13th Street
Philadelphia, PA 19122-6083

Tel: 215.204.8132

Fax: 215.204.8029

melynda.benlemlih@temple.edu
www.fox.temple.edu/igms
www.fox.temple.edu/ciber

**INSTITUTE OF GLOBAL MANAGEMENT
STUDIES AND TEMPLE CIBER**
349 SPEAKMAN HALL (006-00)
1810 NORTH 13TH STREET
PHILADELPHIA, PA 19122-6083

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