

# International Business Newsletter

# IB NEWS



College of Business Administration University of Missouri-St. Louis

Our Undergraduate *IB Program*  
ranks **8th** in the  
*Nation!*

*U.S. News and World Report*, the leading organization ranking business school programs, has ranked the University of Missouri-St. Louis undergraduate international business program as 8th in the United States (tied with Georgetown University).

This is the fourth straight year UM-St. Louis undergraduate international business has been ranked in the top twenty. Other universities in the top ten include the University of South Carolina, NYU, the University of Pennsylvania (Wharton), the University of Michigan-Ann Arbor, the University of California-Berkeley, the University of Texas-Austin, Florida International University, Temple University, and San Diego State University. Last year our program ranked 16th, so this is a significant improvement in the rankings.

As Allan Bird, director of the IB program, pointed out, the combination of a unique collaboration with our Honors College and aggressive recruitment of well-respected faculty has helped our program gain in quality as well as recognition. We will continue to improve our program and hope for even higher recognition in the future.



**Dr. Alan Bird**  
Director, International  
Business Programs,  
University of  
Missouri-St. Louis




**IbNEWS**

University of Missouri-St. Louis

## New International Business Faculty Highlight:

# { Janet Murray }

**Janet Y. Murray is E. Desmond Lee**

**Professor for Developing Women Leaders**

**and Entrepreneurs in International**

**Business at the University of Missouri-**

**St. Louis.** Dr. Murray received her Ph.D. in marketing from the University of Missouri-Columbia in 1992.

She has previously held faculty positions in marketing and international business at Saint Louis University, Cleveland State University, and City University of Hong Kong. Dr. Murray's publications have appeared in journals such as *Journal of Marketing*, *Strategic Management Journal*, *Journal of International Business Studies*, *Journal of Business Research*, *Journal of World Business*,

*Journal of International Marketing*,

*Industrial Marketing Management*,

*Management International Review*,

and others. Dr. Murray was a

recipient of four Best Paper Awards. She has consulted with Fortune 500

and other firms in the areas of marketing and international business strategies. Dr. Murray serves on the editorial review boards for

*Journal of International Marketing* and *Journal of International Management*. In October 2005,

the Center for International Business Education and Research (CIBER) at Michigan State University identified 89

most prolific researchers (out of a total of 1,908 authors) in International Business during

1996-2005, among whom Dr. Murray was ranked #21.

The ranking also reflects that Dr. Murray placed #1 among female IB researchers.



## **UMSL Business School Hires Two New International Faculty Members**

**Young-Won Her** has joined us as a new Assistant Professor of Accounting this semester. Originally from South Korea, he holds a Ph.D. in Business Administration with an emphasis in Accounting from the University of South Carolina and a Masters degree in the same area from Pusan National University. Dr. Her has also done research at LaTrobe University in Melbourne, Australia and his areas of interests include behavioral decision research and cultural differences in managerial accounting.



**Frank Q. Fu** is a new Assistant Professor of Marketing. He received his Ph.D. in Marketing from the University of Houston and also holds an MBA in Marketing from the University of Rochester. His research interests focus on the relationship between sales force management and new product management. Dr. Fu has worked as District Sales Manager for Johnson & Johnson in China and received several awards from the AMA for his papers.





## *Japan Study Tour*

In May, 28 students and two faculty members headed out to Japan for two weeks of intensive field study. Professor Allan Bird (Business) and Elizabeth Eckelkamp (Foreign Language & Literature) led students on a fast-paced trip that was packed with government briefings, company visits, tours of cultural sites, visits with Japan-based alumni and student exchanges at our partner universities in Tokyo and Kyoto. Sony, Canon, Fujitsu, Seven & i Holdings (parent of Seven Eleven Japan), Shinsei Bank and Nishijin Textile comprised the list of company visits.

One of the lasting highlights of the study tour was an opportunity to visit with students at Rikkyo University in Tokyo. Students not only spent time learning about campus life in Japan, they also established friendships with a number of Rikkyo students who are now studying at UM-St. Louis as part of a newly established exchange program.

In 2007, faculty and students will set their sights on a study tour to China.



## **Faculty on the Move:**

### *Faculty Exchange with Finland*



This past May, Betty Vining, IBI Fellow and 2006 recipient of the Governor's Award for Excellence in Teaching, spent three weeks lecturing in Finland at Seinajoki University of Applied Sciences as part of our faculty exchange program. While Betty was in Finland teaching the art of doing business in the European Union from an American perspective, Sr. Lecturer Ville-Pekka Makelainen was at UM-St. Louis giving our students a European view of Business to Business Marketing. Many students at Seinajoki take advantage of the Erasmus program offered by the European Union. Erasmus allows EU students the opportunity to study in other countries within the Union tuition free. The class was therefore a mix of students from many European cultures and perspectives. As Betty said, "It was very interesting and enlightening to have students who actually live and work in the EU in my class. Their observations will definitely enrich my course presentations at UM-St. Louis."



## Our Man in Vienna: *Dr. David Ricks*

In May, Dr. David Ricks, Curators Professor and Distinguished Professor of International Business, stepped down as director of the International Business program to take on a special assignment in Vienna, Austria. Prior to transitioning into retirement, Dr. Ricks relocated to Vienna where he is overseeing the College's various European initiatives. In particular, he is focused on strengthening our IMBA partner relationships with Vienna University and with Robert Schumann University in Strasbourg, France. He will also facilitate development and ongoing support of our Study Tour programs in Europe.

Part of David's mission in Vienna is to facilitate faculty exchange. As a result, Brigitte Bojkowszky joined the College of Business Administration this semester as a Visiting Assistant Professor teaching International Management. Dr. Bojkowszky says, "I enjoy sharing my world travel experience with my students which helps them to better understand differences in diverse cultures and, eventually, helps them to apply that in an international business context. Having taught in different countries such as the United Kingdom (Aston University), Ukraine (Kiev University of Economics) and Vienna (University of Economics and Business Administration) has helped me identify with students from different nations."



**Brigitte Bojkowszky**  
Visiting Assistant Professor



**Dr. Thomas Eysell** and students  
from Nanching University

## *IMBA Update*

Building on its top ten ranking in International Business at the undergraduate level, the UM-St. Louis College of Business Administration launched its new International MBA program one year ago, with consortium partners in Austria, China, France and Japan. As UM-St. Louis' first full-time IMBA program, it consists of a two-year course of study in which participants spend their first year studying outside of their home countries, then come to UM-St. Louis to finish their second year.

Two features distinguish this international business program from virtually every other IB program in the St. Louis metropolitan area. First, all participants are required to complete a foreign internship arranged by UM-St. Louis, and second, participants have the ability to complete the requirements for two Masters' degrees during their two years of study - the Master of Business Administration at UM-St. Louis, and the analogous degree at the foreign partner institution.

For further information, please contact the IMBA Program Director, Dr. Allan Bird ([abird@umsl.edu](mailto:abird@umsl.edu); 314.516.6286) or Dr. Thomas Eysell, Associate Dean and Director of Graduate Studies ([eyssellt@msx.umsl.edu](mailto:eyssellt@msx.umsl.edu); 314.516.5885).

## Faculty in Publication Highlights

Bird, A. & Osland, J.S., 2006, Global leaders as experts, *Advances in Global Leadership*, 4: 125-145.

Bird, A. & Osland, J.S., 2005, Making sense of intercultural collaboration, *International Studies of Management and Organizations*, 35 (4): 115-132.

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Gao, Gerald Yong, Yigang Pan, David K. Tse, and Chi Kin (Bennett) Yim, 2006, "Market Share Performance of Foreign and Domestic Brands in China," *Journal of International Marketing*, 14 (2), 35-51.

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Lin, Z., Yang, H., Arya, B., Huang, Z., and Li, Dan, 2005, Structural versus individual perspectives on the dynamics of group performance: Theoretical exploration and empirical investigation, *Journal of Management*, 31 (3): 354-381.

Meznar, Martin, Julius H. Johnson, Jr. and Phillip J. Mizzi. 2006, No News is Good News: Press Coverage and Corporate Public Affairs, *Journal of Public Affairs: An International Journal*, 6 (1): 58-69.

Meznar, Martin and Julius H. Johnson, Jr., 2005, Business-Government Relations Within A Contingency Theory Framework: Strategy, Structure, Fit and Performance, *Business and Society*, 44: (2): 119-144.

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Janet Y. Murray and Mike C. H. Chao, 2005, "A Cross-Team Framework of International Knowledge Acquisition on New Product Development Capabilities and New Product Market Performance," *Journal of International Marketing*, 13 (3), pp. 54-78.

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Rottman, J., and Lacity, M., "Proven Practices for Effectively Offshoring IT Work," *Sloan Management Review*, Vol. 47, 3, Spring, 2006, pp. 56-63.

Smith L.D., C. Bilir, V.W. Huang, K. Hung, M. Kaplan, "Citibank Models Credit Risk on Hybrid Mortgage Loans in Taiwan," *Interfaces*, 35 (3), May-June, 2005, 215-229.

Sweeney, D., Campbell, J.F. and Mundy, R., "Teaching with Commercial Logistics an Supply Chain Software," Proceedings of the *Thirty-Fourth Annual Supply Chain Management Educators Conference*, San Diego, California, October 23, 2005.

Willcocks, L., and Lacity, M., *Global Sourcing of Business and IT Services*, Palgrave, United Kingdom, 2006.

Zhou, Kevin Zheng, Gerald Yong Gao, Zhilin Yang, and Nan Zhou, 2005, "Developing Strategic Orientation in China: Antecedents and Consequences of Market and Innovation Orientations," *Journal of Business Research*, 58 (8), 1049-1058.

A full listing of publications by our IB Fellows and Research Associates can be found at <http://ib.umsu.edu/>.

## >> Profile of an International Business Major: *Leah Schmidt*

Leah Schmidt is a second year student in UMSL's new IMBA program. Leah first became interested in international business and relations on her first trip to France at 15. She spent three weeks in the country, including a family stay of a week near Geneva, Switzerland. Learning about the culture was a new experience for Leah, and she decided at the end of the trip that any time spent on travel and getting to know other cultures was well spent.

Upon graduation from high school in a St. Louis suburb, Leah went on to further her education at Purdue University, where she majored in Communication with an emphasis in Advertising. Unfortunately, a study abroad plan was not in the cards. After graduating in 2002, she returned to St. Louis and was employed first in the sales department of a local branch of a Fortune 500 company, and then at a local advertising and marketing agency. One of Leah's goals was to get her MBA eventually, but it was not until she learned of UMSL's IMBA program that she found something that fit her needs.

Leah spent the 2005-2006 school year in Strasbourg, France. Her experience included classes, writing a thesis, completing an internship and visiting 11 new countries before heading back to the U.S. to complete the last year of the program. She plans to graduate in May 2007 and would like to work in marketing strategy for a global operation.

Leah Schmidt



## Advisory Board Member Spotlight:

### Linda Boyce

Linda Boyce manages a global initiative in IBM's Strategic Outsourcing organization, and is dedicated to supporting IBM's existing client base. She has nearly twenty-nine years with IBM and has spent her entire career in the Services arena. Her current position is the result of her breadth of sales and marketing experience coupled with over fifteen years of executive management in IBM's Global Services (IGS) business.

Ms. Boyce works with very large clients who have outsourced their information technology environment to IBM. A substantial part of her time is dedicated to working with client executives in understanding their outsourcing needs and identifying the strategic and financial value of the partnership with IBM. Collaboratively, we look for ways IBM can bring its broad expertise to client's global initiatives and business challenges. These engagements include all aspects of IT strategy: outsourcing application and infrastructure, human resource services, financial and administrative solutions and business functions.

Ms. Boyce joined IBM in 1978 as a Customer Engineer (technician) in Seattle. She progressed through a series of staff and management positions in Seattle, San Francisco and IBM's Service

Headquarters in New Jersey before moving to middle management in Oklahoma City in 1989. Ms. Boyce then accepted a series of new responsibilities as a project executive in the burgeoning services arena, executing contracts with Wal-Mart and Nation's Bank, before being selected as Vice President for Product Support Services in 1993.

Following that assignment, she spent two years on an international assignment (1998-99) managing an internal IBM project to deploy a suite of applications into 60 countries. The effort included application development, architecture design and deployment and consolidated a variety of disparate applications into a single suite of integrated solutions.

In 2000, Ms. Boyce then accepted a position supporting IBM's clientele in the middle market outsourcing arena. She and her geographic partners developed over \$500 million dollars in contracted business during her tenure in this fast-paced market segment and accepted her current position in 2004.

Ms. Boyce received her BA from Washington State University, majoring in English Education and Psychology. She has been active in community service, participating as a board member for the YWCA, the Dallas Symphony, working with a "no-kill" animal shelter and her church leadership team. She enjoys horseback riding and owns a Tennessee Walking Horse and an Arabian and is an avid golfer. When she can, Ms. Boyce relaxes with her sweetheart, her two dogs, two cats and a good book!

May Badra  
New Staff Member





## International Business Institute (IBI) Activities

The Institute is currently in the midst of undergoing a significant restructuring and expansion. Due to outstanding growth in the undergraduate IB program and ongoing expansion of the IMBA program, the dean has asked the Institute to take the central role in coordinating and supervising the many IB initiatives within the College.

The Institute is now working closely with the Pierre Laclede Honors College, the College of Liberal Arts, the Center for International Studies and the Alumni Association to promote new initiatives around enrollment increases and student support.

To help the Institute move forward with its larger workload, the Institute has added additional personnel. Dr. Janet Murray (Des Lee Professor of Developing Women Leaders in International Business and Entrepreneurship), has replaced Dr. David Ricks. Also, the Institute welcomes three new staff members who bring an added international flavor — May Badra (Palestine), Mehak Kapur (India), and Lucy Zhang (China/Canada).

Mehak Kapur comes to us from India. She was born and raised in Bombay and is currently completing a Masters in Computer Science at University Missouri-St. Louis.

May Badra is a Palestinian American who was born in Dallas, TX and raised in Bethlehem, Palestine. She lived in Bethlehem for 17 years and has been living in St. Louis for the past four years. May received her undergraduate degree from UMSL and is now studying for her MBA.

Xilu Zhang was born in Changchun, China and has also lived in Montreal, Canada before moving to St. Louis eight years ago. She completed her bachelor's degree in International Business from UMSL and is currently studying in the IMBA program.



Mehak Kapur  
Lucy Zhang  
New Staff Members

## IB Advisory Board Members

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