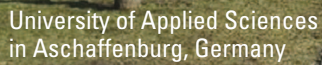


# IBI NEWS

International Business Institute at the University of Missouri–St. Louis Spring 2013

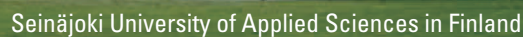


University of Applied Sciences  
in Aschaffenburg, Germany

## The Ultimate International Experience

Three Universities -  
Three Countries - Three Cultures  
**ONE PROGRAM!**

more on page 13



Seinäjoki University of Applied Sciences in Finland



University of Missouri–St. Louis

**UMSL ranked in the top 20 best undergraduate  
International Business programs for the 10th consecutive year**



# UMSL Students Abroad

[photo above, top left] Joseph Montgomery, an international business major at UMSL, is currently studying in Shanghai, China.

[photo above, top right] Jay Harris, a graduate of the international business and finance programs at UMSL, enjoyed surfing off the beaches of New Zealand during his Study Abroad program in spring 2012.

[photo above, center] Dominique Williams, a criminology major, visited the Great Pyramids of Egypt in fall 2010.

[photo above, bottom left] Chantal Rivadeneyra, who studied international business and management information systems as an undergraduate, stopped by the Coliseum in Rome when she got a little time off from her studies in France during spring 2012.

The International Business Institute at the University of Missouri–St. Louis publishes IBI News twice a year for alumni, faculty, students and staff. The newsletter highlights the people and programs that make the institute great.

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## International Business Institute Advisory Board

The International Business Institute Advisory Board includes academic and business leaders — St. Louis-based and global. Board members represent companies of various sizes. This linkage is critical to the ongoing development of the International Business Degree programs at the University of Missouri–St. Louis. Business members of the advisory board provide valuable input to the curriculum and internships for international MBA students and participate in classes and other forums to share their experience and knowledge with our students.

**Lenore K. Albee**  
General Manager, Perficient

**Deborah K. Baldini**  
Associate Dean, Continuing Education, University of Missouri–St. Louis

**Steve Burrows**  
Director, Board Development and Executive Outreach, International Business Institute, University of Missouri–St. Louis

**Ross Bushnell**  
Senior Vice President, Sales and Marketing, Silgan Plastics Corp.

**Luis F. Campedelli**  
Group Head, Human Resources, MasterCard Technologies

**Michael J. Costello**  
Assistant Teaching Professor, Finance & Legal Studies, University of Missouri–St. Louis

**Gilles Cottier**  
Executive Vice President and President, SAFC

**Lloyd “Henry” Evitts**  
Vice President, Manufacturing, H-J Enterprises Inc.

**Thomas Eyssell**  
Associate Dean and Director of Graduate Studies, College of Business Administration, University of Missouri–St. Louis

**Norihito Furuya**  
CEO, IGB Network Co. Ltd.

**Joel Glassman**  
Associate Provost, University of Missouri–St. Louis

**Michael Hackett**  
President, Hackett Security Inc.

**Sean Hanebery**  
Business Development Associate, Nies/Artcraft Company

**Tim R. Heard**  
Senior Vice President, Brown Shoe Company International, Brown Shoe Company Inc.

## A number of ‘firsts’ to kick off the next 10 years

What an exciting time for International Business at the University of Missouri–St. Louis. After celebrating 10 years in the top 20, we are strengthening our programs for another great decade. As our newsletter shows, we are creating new partnerships, enhancing our offerings for graduate students, continuing to engage the community, and our faculty continue to share their expertise through top-tier publications and practitioner-based research.

We have many “firsts” to share in this issue. Thomas Eyssell, dean of Graduate Business Programs, has created our first three-way partnership. We have joined efforts with the Universities of Applied Sciences in Aschaffenburg, Germany, and Seinäjoki, Finland, to create a unique program. Ten students from each university will visit Aschaffenburg in July 2013, St. Louis in March 2014 and Seinäjoki in July 2014. Each university will teach a course combined with cultural lessons, corporate visits and social events. According to Eyssell, “This program will enable our students to experience three universities, three countries and three cultures in a very efficient, economical and engaging way!”

UMSL will send faculty to teach in Germany in July. Betty Vining and I will insert our classes into the successful and long-standing summer program at the University of Applied Sciences in Bremen, Germany. Each year, over 300 students from around the globe attend classes. About 20 UMSL students will participate. “Our students will spend a month in Europe, experience all Germany has to offer while taking an UMSL course,” Vining said. “I can’t wait for this program to start!”

Our IB Advisory Board created the first endowed scholarship for IB students. Led by faculty member Michael Costello and board President Rudy Rivera, the board raised over \$20,000 that will be matched by the state to create an endowment to help IB students study abroad. According to Rivera, the process was remarkably easy, “As soon as the matching program was announced, the board and faculty stepped up and raised the \$20,000,” he said. “We knew this was a great way to double our money and impact IB students in a permanent way!”

Lastly, our fifth annual IB Career Conference set new records for attendance and fundraising. This year, our keynote speaker, Yvette Miley, senior VP and executive editor at MSNBC, our session leaders and our panel of experts educated, trained and entertained over 400 students from 25 different universities. This continues to be our showcase event and helps our students experience first-hand what a career in International Business will be like.

We are grateful to our students, our faculty and our Advisory Board for all they do to make our IB program so successful. Here’s to another 10 years in the top 20!



*J. W. Rottman*

**Joseph Rottman**  
Director, International Business Institute



*Steve Burrows*

**Steve Burrows**  
Director, Executive Outreach, International Business Institute

**Benjamin Hulsey**  
Partner, Thompson Coburn LLP

**Craig Ingraham**  
International Counsel, Novus International

**Robert S. Jett III**  
Vice President and Deputy Compliance Counsel, RGA Reinsurance Company

**Timothy J. Nowak**  
Executive Director, World Trade Center Saint Louis

**Kei Pang** - President  
HVAC, Nidec Motor Corporation

**Rodolfo Rivera**  
President, UMSL International Business Advisory Board, Director, Business Development, Fidelity National Global Solutions Inc.

**Joseph Rottman**  
Director, International Business Institute, University of Missouri–St. Louis

**Jay Shekelton** - President,  
H-J International Inc.

**Torbjorn (Turbo) B. Sjogren**  
Vice President, Global Maintenance & Upgrades, Boeing Defense, Space & Security

**Jorge Toro**  
President and CEO, Los Andes Ventures

**Augustine Vinh**  
President and CEO, Stellar Management Joint Stock Company

**Gary K. Wideman**  
Executive Director and Branch Manager, UBS Financial Services Inc.

**Keith Womer**  
Dean, College of Business Administration, University of Missouri–St. Louis

**Contents**

- Director’s letter .....3
- Professional MBAs study abroad .....4
- Bremen, Germany serves as jumping off point .....6
- The ultimate international experience .....7
- H-J International provides students opportunities.....8
- IBI Upcoming events .....9
- Meet the President of the Board .....10
- Student makes most of opportunities .....10
- Faculty highlight .....11
- International Business Career Conference .....12
- UMSL begins 3-party agreement .....13
- Scholarship recipients .....14
- IBI Fellows and Research Associates .....14

\*new board member

## Personal journey: Professional MBAs study abroad

Cindy Goodwin-Sak,  
UMSL PMBA Alumna  
Summer 2012

This past summer my fellow MBA cohort members and I were provided an opportunity to travel abroad with the University of Missouri–St. Louis Professional MBA Program. This trip served as the pilot for future trips that will be incorporated into the curriculum of the PMBA program.

Organized through a partnership between Hochschule Bremen, University of Applied Sciences, and UMSL, led by Peter Falk and Thomas Eyssell, the trip included sightseeing tours, discussions with corporate executives and civil activists, and historical and cultural education. Bremen, Germany, was the launch point for our journey, our first stop on the trip being Astrium, Europe's leading space and satellite company. One of Astrium's physicists (an actual rocket scientist) gave us a tour of their clean-room facility where they were building a rocket that will eventually carry a satellite into orbit.

We also had occasion to take a walk through a replica of the space station. Company officials introduced us to the challenges, and impact, that go into acquiring raw materials used in the construction of their various technologies.

Many of these materials originate in countries whose political bodies keep a tight rein on exports. We learned a great deal about how countries in Europe are learning to overcome previous political barriers and tensions to come together and share technologies toward the common goal of science and space exploration.

Our second stop on the trip led many MBAs to think about maximizing their new degrees to influence future incomes when they saw the luxury automobiles coming off the production line at Mercedes-Benz. During a tour of the manufacturing facility we learned how they utilize technology to custom-build cars to order on the assembly line, while simultaneously keeping labor costs down and safety levels high. We also learned about the purchasing differences between cultures and how they adapt to fit the needs of their customers in many countries.

We had an opportunity to visit with executives from InBev. Oliver Bartlett, head of Corporate Communications, and Dave Stratton, marketing manager of Beck's beer, shared information on how they segment their market and develop messaging that resonates with those in that market.

The executives also discussed the challenges of developing a message and selling a single product to other cultures around the world. Stratton gave us additional insights into how they shape their own company culture and keep it moving forward while technology is changing the world around them.



Historic City Center of Bremen

### Speaker Focus

**“With technology changing our world at such a rapid pace, it is imperative that we professionals continue our educations after completing our master’s degrees.”**

—Cindy Goodwin-Sak,  
UMSL PMBA Alumna

In Berlin, we visited with David Schwake, deputy head of the National Office of the Coordinator of Transatlantic Cooperation. He spoke of many of the European Union's financial challenges and their impact on Germany and other countries around the world. Schwake also spoke about how the United States and Germany work together on political issues and the relationships they keep between nations. He gave us insights into the complexities of foreign relations that would be hard to find elsewhere.

Finally, we had the good fortune to meet with Hansjörg Elshorst, one of the founding members of Transparency International, a civil society organization with offices in more than 100 countries dedicated to “a world in which government, business, civil society and the daily lives of people are free of corruption.” The meeting gave us a look into government and corporate corruption, as well as the ways this organization brings awareness to the issue of corruption and battles it daily around the world.

In a cohort program, you cannot help but develop a great personal and professional network that can last a lifetime. One of the benefits of the trip abroad was that it served to tighten those bonds. We were provided with additional opportunities to learn from each other and understand how we could benefit each other in our personal and professional lives in the future.

The professors in the program were extremely approachable, but sometimes they seemed larger than life because of the esteem with which they are held in their areas of expertise. This trip allowed us to see them as the individuals they are and develop relationships enabling us to share information in both directions in the future.

As an example, during an evening dinner, I had the opportunity to express my concern over the next step in a professional's education. With technology changing our world at such a rapid pace, it is imperative that we professionals continue our educations after completing our master's degrees. Having the opportunity to express that directly to the individuals responsible for developing educational programs in business gives them the opportunity to develop new programs for professionals and for us to learn about additional ways to continue our education through the university.

The study abroad addition to the Professional MBA Program added some invaluable experiences to the rich content provided in the program. I found the trip to be such an educational experience that I would jump at the chance to attend a similar trip in the future.



(photo, above) Bremen  
Town Hall



PMBA students tour the  
Bremen City Center.



PMBA students also visited  
Bremerhaven, Germany, an  
industrial center.

## Bremen, Germany, serves as jumping off point for UMSL students

The wonderful reputation of the International Summer School at Hochschule (University of Applied Sciences) Bremen brings 300 students from 40 countries to study in Bremen during the summer. In 15 years of the summer program, they have educated almost 6,000 students from around the world. This year, about 20 UMSL students will accompany Betty Vining and Joseph Rottman to Bremen, in northwest Germany, to enjoy the campus, the culture and the educational opportunities offered by this unique program.

Bremen offers easy access to public transportation. Hochschule Bremen offers many cultural excursions and social activities. Not only will the students spend time in the classroom, but their evenings and weekends will be spent discovering Bremen and beyond. Many students in the program take the train or low-cost airlines to see Paris, London, Prague and many other European cities. Bremen becomes the students' jumping off point. UMSL has close ties with Hochschule Bremen, and we hope this collaboration will continue for many years. The partnership allows our students and faculty the opportunity to grow and learn from each other.

In addition to exploring Europe, Vining will offer students a look at "Business in the European Union." This course looks at the forces that strive to create a single market, as well as those that act against it. A market of 500 million consumers cannot be ignored, and the better we understand it, the better we will be able to compete effectively. Being in the heart of the European Union will create opportunities for research and observation for both the students and the professors.

In his course, Rottman will show business students how to use application software to make better decisions. Today, managers are barraged with data. "Big data" can often mean big mistakes. Making sense of the data requires specialized tools and techniques. His course teaches managers how to use advanced features of Excel to manage data and predict future results. UMSL students will join European students in the classroom and uncover together how to be better managers and make informed decisions.

Studying abroad is often a transformative experience for students. A month in the center of Europe is sure to be a lasting memory and broaden the horizons and experiences of our students. Sehr gut idee!



Roland Statue at the Market Square in Bremen

### Speaker Focus

"Although the international community was quite small, it was culturally diverse with students from all around the world."

—Matthew Hanebery, IMBA student



[photo, above] The Mercedes plant in Bremen



[photo, near left] Thomas Eyssell [right], professor of finance and director of advanced programs at UMSL, visits with Peter Falk, coordinator of International programs in Bremen Germany.

[photo, far left] The Bremen City Center.

## The ultimate international experience A student's perspective

Matt Hanebery,  
UMSL IMBA Student  
Fall 2011

Last fall, University of Missouri–St. Louis student Matthew Hanebery set out to Nanjing, China, for his year-long study abroad. His assignment encompassed two semesters at Nanjing University, with an internship at the end of his second term. Hanebery, who was born in France and lived in Germany for the majority of his life, chose China due to his interest in the Chinese culture and his desire to explore a culture and language that is very different from his own.

"My experience in mainland China was truly cultural and unique," Hanebery said. "The cultural differences and the language barrier were tricky to overcome at first, but, as time passed, things became less problematic. I was excited to start my academic portion at Nanjing University and to explore China as a whole."

The International MBA program gave Hanebery the opportunity to fully immerse himself in the Chinese culture, participating in intense Chinese language classes during the week while attending business classes on weekends. "The fact that classes were held on weekends allowed me to study the language with other foreign students," he said, adding, "Although the international community was quite small, it was culturally diverse with students from all around the world."

Nanjing, with a population of approximately eight million people and a long, rich history, has many prominent sights and is a favorite destination among domestic travelers. Hanebery visited several historical sites on more than one occasion, including the Purple Mountain, Xuanwu Lake, the Presidential Palace and the Confucius Temple — all located in and around Nanjing City. Two of the most densely populated locations were Xinjiekou and Hankou Lu, each with lively streets that contained both traditional and modern stores and restaurants.

The first few months, Hanebery took advantage of Nanjing's close proximity to popular neighboring cities such as Suzhou and Shanghai before heading for even greater endeavors. He took a boat upstream along the Yangtze River, traveling to the ethnic Chinese province of Yunnan and the ancient city of Lijiang.

"Traveling to Yunnan allowed me to see a different — more traditional — side of China, exploring places in the southwest and far from the bustling developed cities on the coastal east," Hanebery said.

After building on his Chinese language and cultural savvy, different and unique opportunities surfaced. He had the opportunity to teach English at Nanjing's Normal University, and provided private lessons to a middle school student, Yawei. As a result of being welcomed into Yawei's home, Hanebery was allowed an inside look into a Chinese household, which he described as very modern. Hanebery was invited to participate in family festivities, such as the Dragon Boat Festival — an annual spring festival that has been held for more than 2,000 years — and the weeklong Chinese New Year's celebrations.

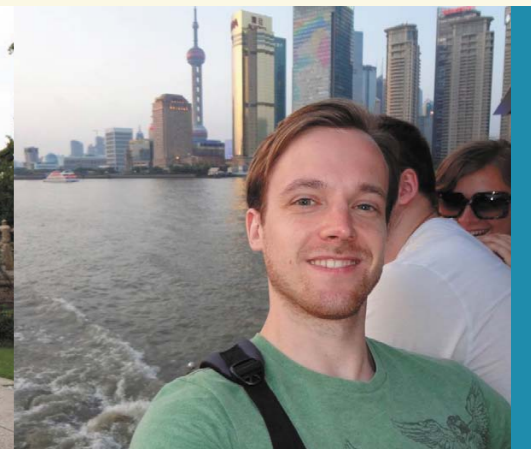
Through connecting with classmate Dou Han and other Chinese students, "I made friends for life," Hanebery said. By exploring local attractions and traditional restaurants, touring another classmate's commercial headquarters and chemical production facilities, and landing an internship with a local company, he made the most of his international experience.

Prior to leaving China, Hanebery took the time to visit Shenzhen and Hong Kong before flying to Italy. There he spent time with his girlfriend, Angela, a student at Ca' Foscari University whom he met during his first semester at Nanjing University. With time to spare, his journey continued to the Czech Republic, where he visited his brother, Sean, an UMSL alumnus currently working in Prague, before heading back to the United States to conclude his one year abroad.



[photo, near right] Matthew Hanebery [center, dark shirt] and friends take in the sights around Nanjing, China.

[photo, far right] Hanebery takes a cruise while visiting Shanghai.



## H-J International provides students with opportunities and experience

The International Business Degree Program at the University of Missouri–St. Louis recently enjoyed its 10th year on U.S. News and World Report's annual listing of the top 20 international business programs. A feature of this successful international business program is its ability to provide students with the opportunity to work as interns for corporations that compete in the global marketplace. UMSL works with several regional corporations that routinely provide internships for our students.

H-J International is one of the companies that enjoys a strong relationship with UMSL's international business program. Founded in 1993, H-J International was created as a means to differentiate between the domestic sales of parent company H-J Enterprises and the company's growing international sales division. Located in High Ridge, Mo., H-J International is a leading manufacturer and supplier of transformer components, switchgear apparatus, porcelain and epoxy bushings and insulators, distribution and power transformers, and electrical connectors for the world market.

Each year, H-J International offers internships for UMSL students. During the last three years, the company has provided five internships to students from partner university Nanjing University in Nanjing, China. Students Yiran Chen, Wei Dai and Shan Jiang received internships in 2010. Yunwei Min and Yang Zong followed the first group over the last two years, and they are currently choosing from a select group of potential interns to work for them in the summer of 2013.

H-J International's involvement with UMSL goes farther than sponsoring internships. Jay Shekelton, president of H-J International, and Lloyd "Henry" Evitts, the company's vice president of manufacturing, both serve on the International Business Institute Advisory Board. As board members, Shekelton and Evitts use their expertise and experience to help IBI as it strives to arm students with the knowledge and skills necessary to succeed in their careers.



(photo, above) After donning safety glasses, IB students (from left) Jie Zhang, Jih-Jie Lin, Min Zhang and Matthew Hanebery, along with IBI Director Joseph Rottman (second from right), were shown around the plant by H-J Vice President Lloyd "Henry" Evitts (right).

Jay Shekelton [third from left], president of H-J International, escorts current IMBA students as they tour the company. The students are (from left): MingMing Ding, Ruyue Li, Qian Sun, Dou Han, Tao Xu and Tianzhou Zhang.



## IBI Upcoming Events

### Upcoming events for IB students:

#### APRIL

##### April 9 – 2013 International Business Case Study Competition

This will be the first ever Case Competition sponsored by the University of Missouri–St. Louis, and will draw students from many local and regional colleges. Case competitions are highly regarded events in the business community and consist of two parts: analysis and presentation preparation of a case study, and the presentation itself, after which students are engaged in a Q&A session with the judges. World Wide Technology is one of the corporate sponsors, and a cash prize will be awarded to the winning team.

##### April 19 – International Business Club hosts Chicago Excursion

The International Business Club will spend April 19-20 visiting the Chicago Board of Trade, Museum of Science and Industry and John Hancock Tower.

#### MAY

##### May 5 – China Study Tour

The China Study Tour will commence on May 5 this year and run through June 8. Hung-Gay Fung will oversee this unique visit for students as they explore and appreciate the business and cultural environment of China, while gaining a deeper understanding of how people do business in China. They will meet with Chinese leaders of government, business and education. In addition, they will visit historic cultural locations such as the Great Wall, Summer Palace and the Forbidden City. Interested students should check the information page at: [umsl.edu/services/abroad/summer/china.html](http://umsl.edu/services/abroad/summer/china.html).

#### JULY

##### July 7 – International Business Institute leads Study Abroad in Bremen, Germany

Joseph Rottman and Betty Vining will lead a contingent of University of Missouri–St. Louis students to Bremen, Germany. They will attend the International Summer School at the Hochschule Bremen from July 7 until Aug. 1. Students who are interested should check the information page at: [umsl.edu/services/abroad/summer/bremen.html](http://umsl.edu/services/abroad/summer/bremen.html).



## Rodolfo Rivera: Meet the President of the Board

Born in Puerto Rico, Rodolfo Rivera came to the United States at the age of 3, with his mother and sister. They settled in Lorain, Ohio, where his grandfather worked in the steel mills.

Rivera attended Ohio Northern University in Ada, Ohio. When asked why he chose to seek his undergraduate education at a relatively small university (2012 enrollment: 3,577), Rivera said he “looked forward to learning in an educational environment that strived for a lower student-teacher ratio.” He graduated in 1977 with bachelor’s degrees in political science and Spanish.

The next stage of his education came at Saint Louis University School of Law, where he obtained his law degree in 1980. While there, he served as the assistant managing editor of the Saint Louis University Public Law Review, and was the founder and president of the International Law Society. Additionally, he spent the summer of 1979 at the prestigious The Hague University in The Netherlands, where he studied international law.

Rivera began his work in the private sector, where he placed an emphasis on transactional work in Latin America, where his interest in International Law and his fluency in English and Spanish were beneficial to his practice. In fact, when asked what was the most critical skill an applicant for a position with a company working internationally would be, he said, “Fluency in a foreign language is a must, not just for the language skill, but for the cultural knowledge that you gain while studying the language.” He further encourages students who want to work in the global market to take advantage of opportunities to study abroad.

Rivera’s success in the field led to his current position as director of Latin American Operations for Fidelity National Title Group, the largest title company in the United States. His primary responsibility is the expansion of Fidelity’s presence in Latin America and the Caribbean.

In addition to his work for Fidelity, Rivera currently serves as the president of the International Business Advisory Board. This position requires a significant donation of his time. In the space of two weeks, he attended several UMSL events: he was a guest speaker in an IB course, chaired a panel at the International Business Career Conference and attended the signing ceremony of the partnership between the University of Missouri–St. Louis, Seinäjoki University of Applied Sciences in Finland, and Hochschule Aschaffenburg in Germany. UMSL is grateful for his dedication to IB and our students.

## Student makes most of opportunities

One of the highlights of our spring semester is the annual International Business Career Conference (See “International Business Career Conference marks 5th year in grand style,” page 12.) This year’s project manager for that event was business student Harsh Patel, who deserves special recognition. Patel, 22, is a dynamic and driven student who has made the most of the opportunities provided to him. Rounding out his academic accomplishments has been his involvement in the International Business Honor Society.

Outside of his academic schedule, Patel also is active in the community. He works with several nonprofit organizations, including the St. Louis Area Food Bank, the YWCA and the St. Louis Make-A-Wish chapter. Patel will graduate in May 2013 and has accepted a financial advisor position with Edward Jones.

We at the International Business Institute and the College of Business Administration thank him for his dedication and wish him the best of luck as he leaves UMSL.



Rodolfo "Rudy" Rivera



Harsh Patel

## Janet Murray

Janet Y. Murray has served as the E. Desmond Lee Professor for Developing Women Leaders and Entrepreneurs in International Business and professor of marketing at the University of Missouri–St. Louis since 2006. Prior to her arrival at UMSL, she received her PhD in marketing from the University of Missouri–Columbia in 1992. She has taught courses in marketing and international business at all collegiate levels while holding faculty positions in marketing and international business at Saint Louis University, Cleveland State University, and City University of Hong Kong.

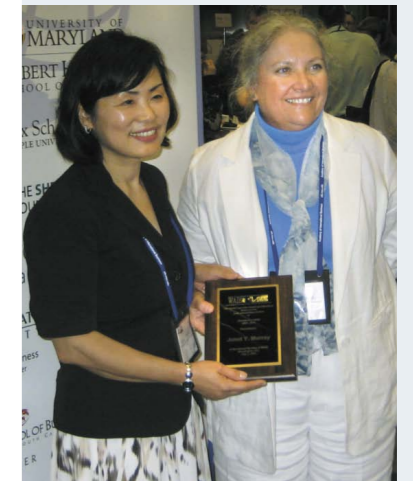
Murray is an active leader when it comes to promoting the roles of women in the international business community. From July 2009 until June 2011, she served as the president of Women in the Academy of International Business. During her tenure, WAIB membership increased by 35 percent to 1,600 members worldwide. At the 2012 Academy of International Business conference, she received a service award honoring her work as president of WAIB. During the conference, she also found time to co-chair a panel discussion, “Diversity, East and West: A Profit and Non-Profit Perspective of Women in International Business,” with panel members from both industry and academia.

Murray was at the forefront in two prominent events at UMSL. As part of the Distinguished Speaker Series, she helped bring Rhonda Hamm-Niebruegge, director of Lambert St. Louis International Airport, to campus. In addition, Murray spoke to women, representing 17 countries, as she conducted the presentation, “Women Entrepreneurship in the United States” during the International Visitor Leadership Program at the Sue Shear Institute. The IVLP program is funded by the U.S. Department of State’s Office of International Exchange Visitors in the Bureau of Educational and Cultural Affairs.

Based on the field rating in Microsoft Academic Search in March 2013, Murray ranks No. 33 among 16,454 authors in International Economics in the last ten years. She has a solid reputation as a leading researcher in her field, and her recent publication history speaks volumes:

- In 2012, she co-authored with Masaaki Kotabe, Michael J. Mol and Ronaldo Parente “Outsourcing and its Implications for Market Success: Negative Curvilinearity, Firm Resources, and Competition,” which appeared in *Journal of the Academy of Marketing Science*.
- In 2011, she co-authored with Crystal X. Jiang, Roy Y. J. Chua, and Masaaki Kotabe “Effects of Cultural Ethnicity, Firm Size, and Firm Age on Senior Executives’ Trust in Their Overseas Business Partners: Evidence from China,” which appeared in *Journal of International Business Studies*.
- In 2012, she co-authored with Min Ju and Gerald Yong Gao “Foreign Market Entry Timing Revisited: Trade-off between Market Share Performance and Firm Survival,” which appeared in *Journal of International Marketing*.
- In 2013, she co-authored with Crystal X. Jiang, Roy Y. J. Chua, and Masaaki Kotabe “Cultural Ethnicity Effects on Senior Executives: Trust in Overseas Business Partners,” which appeared in *Chinese Management Insights* and was published in English and Chinese.
- In 2013, she co-authored with Masaaki Kotabe, Michael J. Mol, and Ronaldo Parente “The Limit to Outsourcing: Beware of the Consequences for Market Success!” which appeared in *The World Financial Review*.

Murray continues to build on her established record of excellence today. Students within the UMSL College of Business Administration have a rare opportunity to study under a leading professional in her chosen field.



Janet Y. Murray (left), immediate past president of Women in the Academy of International Business, receives the WAIB Service Award from Joan Mileski, president of WAIB.

# International Business Career Conference

## International Business Career Conference marks 5th year in grand style

On March 1, 2013, the University of Missouri–St. Louis hosted the International Business Career Conference. This annual event witnessed the arrival of hundreds of students from the region in response to the opportunity to interact with executives and professionals from the business community. This year marked the fifth anniversary of the IBCC, and the student groups who organized the event worked tirelessly to ensure that this year's conference continued the tradition of excellence. The conference was the culmination of months of effort from students in the International Business Honor Society, Epsilon Eta Pi, and the International Business Club, with support from the College of Business Administration and the International Business Institute.

This year's keynote speaker was Yvette Miley, senior vice president and executive editor at cable television network MSNBC. Miley is a 20-year veteran of television journalism, and attendees were eager to hear her remarks regarding the operation of business on the global stage.

The workshops covered a myriad of topics. Returning speaker Joseph Papes, of the Federal Bureau of Investigation, kicked off the day with his eye-opening presentation, "Being Safe when Traveling Internationally." Other speakers included Terry Joggerst, of Winchester Ammunition, and his insights into "Developing International Business Relationships," and Luis F. Campedelli, of MasterCard Technologies, who spoke on the intricacies of "Landing a Job in International Business." The morning workshops concluded with Ana Romero-Lizana, of World Trade Center, as she enlightened the audience regarding "5 Trends in International Business," and Arijana B. Hoormann, of Scarbrough International, who discussed the unique situation of "How to Work in IB While Staying in the U.S."

The day also saw two panel discussions. While both panels addressed the issues of finding work in the field, this issue was more firmly addressed by the morning workshop panel. This group involved a panel of UMSL alumni who addressed the issue in light of their recent experiences seeking employment after graduation, and they provided valuable advice for future graduates. Among the panelists were: Chelsea Miller (2011), of Cass Information Systems; Hima Patel (2010), of Metal Exchange Corporation; and Matt Kelly (2010) of Boeing. The conference ended with the second panel discussion. Again, the topic of finding work was briefly discussed, but the afternoon panel found themselves also addressing the challenge of working for companies with global involvement. Conference attendees heard Rodolfo Rivera, director of business development at Fidelity National Financial, as he was joined by: Jennifer Schwesig, an international attorney with Armstrong Teasdale; Krister Ungerboeck, president of Ungerboeck Systems International; and Bill Odell, senior vice president and director of science and technology at HOK.

Harsh Patel, a senior and triple-major (international business, finance, management) served as this year's conference project manager. In discussing the challenges of planning and staging the event, he said, "This conference required a lot of hard effort to organize, and I was fortunate enough to work with a dedicated group of people who were ready for the challenge. They made the entire process an outstanding experience. As you can see, their hard work paid off, and this conference has been a great success."

The conference successfully served to bring together a wide array of business professionals, executives, educators, and students in an environment conducive to networking and the sharing of ideas about the issues facing the global marketplace. Students were able to get first-hand knowledge from working professionals regarding emerging issues within the international market and preparing them for the challenge of entering today's international workforce. For more information on the 2013 International Business Career Conference please visit our website: [umsl.edu/ibcc](http://umsl.edu/ibcc).



The keynote speaker for the conference was Yvette Miley (center), senior vice president and executive editor with MSNBC, here with Dean Keith Womer (left) and Joseph Rottman, director of the International Business Institute.



Students attending the International Business Career Conference were able to network with executives from international firms.



Members of the Executive Panel included Krister Ungerboeck, Ungerboeck Systems International; Rodolfo "Rudy" Rivera, Fidelity National Financial; Jennifer Schwesig, Armstrong Teasdale; Robert Jett, RGA Reinsurance Co.; and Bill Odell, HOK – Global Design. (Photos by Jack Crosby)

# UMSL partners in Germany and Finland

## UMSL begins 3-party agreement to enhance students' global MBA experience

by Jennifer Hatton

Part of a great business program is the opportunity to have an international experience and see business through a global lens. Students pursuing a master's of business administration degree at the University of Missouri–St. Louis now have another option to make that experience a reality.

UMSL Chancellor Tom George signed a three-party agreement last week with officials from the University of Applied Sciences in Aschaffenburg, Germany, and the Seinäjoki University of Applied Sciences in Finland. The agreement will allow MBA students to take two-week courses in Germany, Finland or both, and apply it to their UMSL degree.

"Many graduate students at UMSL want the international experience, but because of work and family responsibilities, are unable to study at a partnering university for a year," said Thomas Eysell, associate dean and director of advanced studies in the College of Business Administration at UMSL. "The new agreement will give those students the advantage to travel to an international university, learn from other professors and visit global companies."

The University of Applied Sciences in Aschaffenburg, Germany, was founded in 1995 and offers courses focused on business, law and engineering sciences. It offers nine bachelor's degrees and two master's degree programs. The university is accredited and ranked by the Centre for Higher Education Development in Germany.

University President Wilfried Diwischek said the opportunity to partner with UMSL is a great one for his young university.

"We're excited to give our students the chance to come to UMSL and learn how to live outside of Germany," Diwischek said. "Having an understanding of language and culture outside of your own is very important and essential in business today."

The Seinäjoki University of Applied Sciences in Finland has had a partnership with UMSL as a study-abroad destination for many years, but this new agreement is a more-focused, enhanced opportunity for students. Seinäjoki has more than 5,000 students focusing on business, agriculture and forestry, culture and design, health care and social work and technology.

"This agreement is a win for the students and a win for the universities," said Tapio Varmola, president of Seinäjoki University of Applied Sciences. "Students from all three universities will have the opportunity to travel outside of their comfort zone and learn about other countries and the universities will have the opportunities to enhance their partnerships."

In addition to the course offerings, students will participate in corporate visits, networking opportunities and cultural activities.

The new agreement will build upon UMSL's strong existing international partnerships, including those in the International Master's of Business Administration. UMSL's IMBA partnering schools include the Vienna University of Economics and Business Administration in Austria, Nanjing University in China, Ecole de Management Strasbourg Business School in Strasbourg, France, Kyoto-Sangyo University in Japan, Instituto Tecnológico y de Estudios Superiores de Monterrey in Mexico, Park Global School of Business Excellence in India and the National Taiwan University of Science and Technology.



UMSL Chancellor Tom George [center] signs an agreement March 4 with Tapio Varmola [left], president of Seinäjoki University of Applied Sciences in Finland, and Wilfried Diwischek, president of University of Applied Sciences in Aschaffenburg, Germany. The agreement will enable UMSL students who are pursuing master's degrees in business administration to take two-week courses in Germany, Finland or both, and apply the course credit toward their degrees. (Photo by August Jennewein)



Visiting dignitaries on hand for the signing ceremony were (from left): Ville Pekka Makelainen, Anne Maria Aho, Alexandra Angress, Wilfried Diwischek, Tapio Varmola and Kari Ristimäke. (Photo by August Jennewein)

## IBI FELLOWS

## 2012-2013 IBI scholarship recipients

Student Name	Scholarship Name	Amount
Audrey Jeanis	Maria Maddalena Chi Chun Chan	\$ 1,000
Nicholas Book	Maria Maddalena Chi Chun Chan	\$ 1,000
Mathew Rich	David P. Gustafson	\$ 1,500
Jason Dolver	Int'l Business Scholarship	\$ 2,000
Seth Hoskins	Int'l Business Advisory Board	\$ 2,000
Paloma Bernhardt	Int'l Business Advisory Board	\$ 2,000
Chyna Gilmore	Int'l Business Advisory Board	\$ 2,000
Travis Brinker	Int'l Business Fellows	\$ 500
Khoa Do	Robert B. Vining	\$ 2,500
Christopher Schaeffer	Robert B. Vining	\$ 3,500
Harsh Patel	Robert B. Vining	\$ 2,500
Syed Jawad	Robert B. Vining	\$ 2,500

Through the generosity of the International Business Institute Advisory Board, UMSL faculty, and friends of the university, we are able to offer nearly \$10,000 in scholarships this year to students who met the appropriate qualifications. Such financial support assures that capable and motivated students will have an opportunity to earn international business degrees by subsidizing the cost associated with overseas travel and study, which are requirements of the degree programs. Below is a summary of scholarships available through the International Business Institute:

**Robert B. Vining Jr. Memorial Scholarship**  
IB major with minimum GPA of 2.5.

Must use scholarship for an international experience. Must be an active member of the International Business Club or International Business Honor Society. \$3,500, renewable. Multiple scholarships available each year.

**David P. Gustafson Memorial Scholarship for Overseas Studies**  
Student business major, studying abroad. \$1,000+, non-renewable.

**Maria Maddalena Chi Chun Chan Memorial Scholarship**  
Junior or senior IB major with minimum GPA of 3.5. \$1,000, renewable. 2 scholarships available each year.

**International Business Scholarship**  
Full-time student, IB major. Must demonstrate need as determined by the FAFSA. \$2,000, renewable.

**International Business Advisory Board Scholarship**  
IB major or IMBA student. Must have a minimum GPA of 3.0. Must use scholarship for study abroad to meet international experience requirement. \$2,000, non-renewable. Multiple scholarships available each year.

**International Business Fellows Scholarship**  
IB major with a minimum GPA of 3.2. Must use scholarship for study abroad to meet international experience requirement. \$500, non-renewable.

+Minimum amount of scholarship is \$500, but unused funds from previous year could compound the amount available.

To view a full list of scholarships and awards available through the College of Business Administration, please visit [business.umsl.edu/awards/awards.htm](http://business.umsl.edu/awards/awards.htm).

Students must apply online and have the application submitted to Jane Farrell at [Jane\\_Farrell@umsl.edu](mailto:Jane_Farrell@umsl.edu).



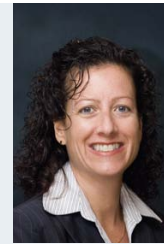
**Michael J. Costello**  
Assistant Teaching Professor of Legal Studies  
Received a fellowship for the study of comparative legal systems in the Arab Gulf countries. Presented the Golden Plate Award for his efforts with the Old Newsboys Campaign.



**Hung-Gay Fung**  
Dr. Y.S. Tsiang Professor in Chinese Studies  
"How Does the Use of Credit Default Swaps Affect Firm Risk and Value? Evidence from U.S. Life and Property/Casualty Insurance Companies," with Min-Ming Wen and Gaiyan Zhang, *Financial Management*, 2012. "Time Dependent Behavior of the Asian and the U.S. REITs around the Subprime Crisis," with Chien-yun Chang and Jian-Hsin Chou, *Journal of Property Investment & Finance*, 2012.



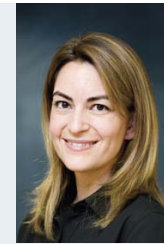
**Gerald Gao**  
Associate Professor of Marketing  
"The Pace of MNEs' Sequential Entry Activities: Cumulative Experience and the Dynamic Processes," with Yigang Pan, *Journal of International Business Studies*, forthcoming. "Foreign Market Entry Timing Revisited: Trade-off between Market Share Performance and Firm Survival," with Janet Y. Murray and Min Ju, *Journal of International Marketing*, 20(3), 50-64, 2012. "Technological Capability Growth and Performance Outcome: Foreign versus Local Firms in China," with Min Ju, Kevin Zhou and Jiangyong Lu, *Journal of International Marketing*, forthcoming.



**Mary Lacity**  
Curators' Professor of Information Systems  
"Beyond Cost Savings: Outsourcing Business Processes for Innovation," with L. Willcocks, *Sloan Management Review*, Spring issue (2013). Keynote speaker, "Strange Bed Fellows No More: Dynamic Innovation in BPO Relationships," presented at the Outsourcing Work Summit, 2013, Phoenix, Ariz., to 800 attendees. Presented "Advanced Outsourcing Practice," at CIO Symposium, 33rd International Conference of Information Systems, Orlando, Fla., Dec. 18, 2012.



**Janet Murray**  
E. Desmond Lee Professor for Developing Women Leaders and Entrepreneurs in International Business  
"Measurement invariance in mentoring research: A cross-cultural examination across Taiwan and the U.S. *Journal of Vocational Behavior*," with C. Hu and T.A. Scandura, 78 (2), 274-282, 2011. "Cross-cultural generalizability of paternalistic leadership: An expansion of leader-member exchange theory (LMX)," with T.A. Scandura and V. Jayaraman, *Group and Organization Management*, 35 (4), 391-420, 2010.



**Ekin Pellegrini**  
Associate Professor of Management  
"Measurement invariance in mentoring research: A cross-cultural examination across Taiwan and the U.S. *Journal of Vocational Behavior*," with C. Hu and T.A. Scandura, 78 (2), 274-282, 2011. "Cross-cultural generalizability of paternalistic leadership: An expansion of leader-member exchange theory (LMX)," with T.A. Scandura and V. Jayaraman, *Group and Organization Management*, 35 (4), 391-420, 2010.



**David Ronen**  
Professor of Logistics and Operations Management  
"Ship Routing and Scheduling in the New Millennium," *European Journal of Operational Research* (forthcoming) (2013). "Bulk Ships Routing and Scheduling: Solving Practical Problems May Provide Better Results," *Maritime Policy & Management*, 40(1), 48-64 (2013). "The Effect of Oil Price on Containership Speed & Fleet Size," *Journal of the Operational Research Society*, 62 (1), 211-216, 2011.



**Joseph Rottman**  
Associate Professor of Information Systems  
"Emerging ITO and BPO Markets: Rural Sourcing and Impact Sourcing," with M. Lacity and E. Carmel, *IEEE ReadyNotes, IEEE Computer Society* (2012). "Delivering Innovation in Outsourcing: Findings from the 2012 Outsourcing World Summit," with M. Lacity, *Globalization Today*, March, pp. 26, 2012. "The Global IT Sourcing Landscape and Lessons for the Korean Market," keynote address, Seventh Busan International Finance Conference, Busan, South Korea, Oct. 31, 2011.



**L. Douglas Smith**  
Professor of Management Science  
L. Douglas Smith spoke on scheduling in complex logistical systems at the 5th International Workshop on Transportation and Logistics in Mykonos, Greece, in May 2012. He leads the multi-institutional research team for the FTC's \$1.3 million study on the accuracy of credit-bureau data. Major findings have been reported in the FTC's 2012 report to the U.S. Congress.



**Elizabeth W. Vining**  
Assistant Teaching Professor of Marketing  
Received a \$3,000 grant to participate in the Faculty Development International Business program in Brussels, Belgium. This prestigious program coordinates the efforts of faculty in international business programs worldwide to improve international business instruction.

## IBI RESEARCH ASSOCIATES



**Bindu Arya**  
Assistant Professor of Management  
"Global integration strategies of Taiwanese SMEs: An empirical examination," with J. Johnson and D. Mirchandani, *Journal of World Business*, 48 (1), 2013. "Institutional Reforms and Investor Reactions to CSR Announcements: Evidence From an Emerging Economy," with Gaiyan Zhang, *Journal of Management Studies*, 46 (7), 1089-1253, 2009.



**James Campbell**  
Professor of Management Science and Information Systems  
"Twenty-Five Years of Hub Location Research," with M.E. O'Kelly, *Transportation Science* 46, 153-169, 2012. Grant: "Optimizing School Bus Routing in Missouri," research project funded by the University of Missouri Research Board, with doctoral students William Ellegood and Jeremy North. Grant: "Green Supply Chain Management: Coordinating Vendor-Buyer Replenishment of Deteriorating Items," with C.K. Chan and A. Langevin, research project funded by Research Grants Council of the Hong Kong Special Administrative Region.



**Frank Q. Fu**  
Associate Professor of Marketing  
"Training to Improve New Product Sales Performance: The Case of Samsung in China," with Hong Yi and Nanji Zhai, *Performance Improvement*, May, forthcoming (2013). "The Behavioral Consequences of Service Quality: An Empirical Study in the Chinese Retail Pharmacy Industry," with Yuwen Chen, *Health Marketing Quarterly*, forthcoming (2013).



**Natalia Mintchik**  
Associate Professor of Accounting  
"Mandatory Disclosure of the Engagement Partner Identity: Potential Benefits and Unintended Consequences," with S. Davis and R. King, *Accounting Horizons*, 26 (3): 533-561 (2012). "Obtaining Assurance for Financial Statement Audits and Control Audits when Aspects of the Financial Reporting Process are Outsourced," with J. Bierstalker, L. Chen, M.H. Christ and M. Ege, *Auditing: Journal of Practice and Theory*, forthcoming (2013). Douglas E. Durand Award for Research Excellence of COBA faculty in fall 2012.



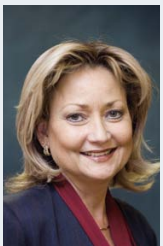
**Ray Mundy**  
Barriger Endowed Professor of Transportation and Logistics  
"Teaching Supply Chain and Logistics Management Through Commercial Software," with D.C. Sweeney II and J.F. Campbell, *International Journal of Logistics Management*, 21, 293-308, 2010.



**Kenny Oh**  
Assistant Professor of Management  
"Why do firms bribe? Insights from residual control theory into firms' vulnerability and exposure to corruption," with S. Lee and L. Eden, *Management International Review*, 2009. "Institutional transitions and firms' political behaviors," Best Papers Proceedings, Annual Meetings of the Academy of Management, Chicago, 2009. "Institutions and the product scope of the firm," with S. Lee, *Academy of Management Annual Meeting*, Chicago, Aug. 7-11, 2009.



**Chikako Usui**  
Associate Professor of Sociology  
"Japan's Demographic Changes, Social Implications, and Business Opportunities," *Comparative Entrepreneurship Initiatives: Studies of China, Japan and the USA* (ed.), Palgrave, London, 2011. *Peking University Business Review*, 70 (May), 94-97. "Japan's Population Aging and Silver Industries," with F. Kohlbacher and C. Hersatt (editors), *The Silver Market Phenomenon: Marketing and Innovation in the Aging Society* (2nd edition). Springer, 325-336.



**D. A. Weise**  
Associate Professor of Finance  
Financial Forensics: *The Science of Derivatives*, McGraw-Hill (2011). "How Much is Too Much? The Case of the Anheuser-Busch/InBev Takeover," *The International Review of Accounting, Banking and Finance*, 2 (1), 22-30, Spring 2010.



**Gaiyan Zhang**  
Associate Professor of Finance  
"How Does the Use of Credit Default Swaps Affect Firm Risk and Value? Evidence from U.S. Life and Property-Casualty Insurance Companies," with Hung-gay Fung and Min-Ming Wen, *Financial Management*, 2012. "Credit Contagion Channels: Market Microstructure Evidence from Lehman Brother's Bankruptcy," with Bidisha Chakrabarty, *Financial Management*, 2012. "Information Efficiency of Credit Default Swaps Market: Evidence from Earnings Surprises," with Sanjian Zhang, *Journal of Financial Stability*, 2013.





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