INTERNATIONAL BUSINESS SCHOLAR RAM MUDAMB\i RECEIVES A TOP HONOR: AIB FELLOW

Fox School of Business Strategic Management Professor Ram Mudambi has been elected a Fellow of the Academy of International Business (AIB), the world’s leading association of international business scholars and specialists.

The AIB’s 3,519 members—who span 78 countries—support one another’s research, share ideas and information, and collaborate with firms and government to spur change.

Being elected an AIB Fellow is one of the most prestigious recognitions an international business scholar can receive. AIB has only 82 active fellows chosen from among the world’s leading international business scholars. The fellows, who hold positions at institutions ranging from Harvard Business School to South Korea’s Seoul National University, collaborate on organizing panel sessions for the annual AIB conference and choosing both AIB’s International Executive of the Year and Educator of the Year.

“I joined AIB in the early ’90s because respected mentors invited me to do so, and I have been active in it ever since,” Mudambi said. “To be elected a fellow and to join this group of role models is an affirmation of a long journey. It’s incredibly rewarding.”

Mudambi is one of a small number of U.S.-based academic experts to advise the United Nations on its annual World Investment Report. He has also published more than 80 refereed journal articles and six books, is an associate editor of the Global Strategy Journal, serves on the editorial review boards of seven other journals, and has served as track chair at several AIB conferences.

Mudambi is the second Fox School professor elected as an AIB Fellow. The other is Masaaki “Mike” Kotabe, Washburn Chair Professor of International Business and Marketing and editor of the Journal of International Management. Kotabe has been ranked

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GLOBAL PERSPECTIVES

A newsletter published by the Fox School’s Temple Center for International Business Education and Research (CIBER) & Institute of Global Management Studies (IGMS) at the Fox School of Business
FOX EXECUTIVE MBA OFFERS INTERNATIONAL EXCHANGE OPPORTUNITIES ON THREE CONTINENTS

The Fox School has signed exchange agreements with Pontificia Universidad Javeriana in Cali, Colombia; the ENPC School of International Management (ENPC) in Paris, France; and the International Executive Education Center (IEEC) in Singapore, allowing Fox EMBA students from any of these partner programs to study at any of the other three locations.

“Colombia and the U.S. have just signed a free-trade agreement, which will greatly expand business relations between our two countries. Thus not only will our exchange agreement provide students with an enriched educational experience, it will provide powerful and long-lasting networking opportunities,” said Andrés Messa, director of graduate programs at Pontificia Universidad Javeriana.

Fox and Javeriana have coordinated their 2012-13 schedules so that three of the same classes are being taught in both schools. This allows EMBA students to spend their semester abroad without slowing their progress toward graduation.

This agreement is an extension of a long-standing collaboration among the four partners. For many years, Fox professors have been traveling to Colombia, France and Singapore to share an American business education with international students. These students received Temple diplomas alongside degrees from their own universities and participated in Temple’s graduation ceremony in Philadelphia.

“We’re using many tools to increase the level of international interaction between students,” said Howard Weiss, the academic director of Fox’s EMBA and Professional Part-time MBA programs. “Encouraging students to share a graduation ceremony is another great tool, as is sharing a classroom experience.”

Now, Fox and its partners are ensuring that EMBA students have the opportunity to interact with international professionals throughout their graduate school experience, furthering the Fox EMBA program’s reputation for global exposure. In 2011, the Financial Times ranked Fox second nationally for percentage of international board members who advise the school on strategy, in the Top 15 for percentage of international faculty and in the Top 20 for the percentage of courses delivered internationally. Overall, the Fox EMBA is ranked No. 17 in the U.S.

“American students sometimes tend to be ‘American-centric’ when thinking about how business works, because American companies are indeed leaders in so many industries,” said Rebecca Geffner, Fox’s director of international programs. “But the reality is that many other countries, with unique ways of doing business, are increasingly playing a significant role in shaping the global economy. There’s only one way future business leaders can adapt to this change—and that is by interacting, face-to-face, with an international cohort of professionals.”

—Carl O’Donnell

(Clockwise) Singapore; Cali, Colombia; and La Defense section of Paris, France
FOX SCHOOL HOSTS JOURNAL OF INTERNATIONAL BUSINESS STUDIES CONFERENCE TO BRIDGE DISCIPLINES

Academics from the University of San Diego in California to the University of Sydney in Australia gathered in Alter Hall in June to present research exploring the connection between international business and economic geography during a conference organized by Ram Mudambi, executive director of Temple’s Center for International Business Education and Research (CIBER) and a professor in the Fox School’s Strategic Management Department.

Scholars were invited to the June 27 conference based on their submissions to a forthcoming special issue of the Journal of International Business Studies (JIBS) titled “The Multinational in Geographic Space” and co-edited by Mudambi and Sjoerd Beugelsdijk of the University of Groningen in the Netherlands.

A distinguished panel of expert commentators and discussants gave presenters feedback during the event. These included JIBS Editor-in-Chief John Cantwell, of Rutgers University, Yves Doz, Solvay Chaired Professor of Technological Innovation at INSEAD, and Mark Lorenzen, professor at Copenhagen Business School and editor-in-chief of the journal Industry & Innovation.

“The goal of this event is constructive,” Cantwell said. “We want each author to leave with a research paper that is stronger than the one they came in with.”

Presentation topics ranged from Chinese and Singaporean academics’ exploration of why certain multinationals are headquarters in Beijing rather than Shanghai, to U.K. and U.S. academics’ exploration of knowledge creation in Formula One racing.

 Attendees of the JIBS special issue conference pose in the Fox School’s Alter Hall.

“Whether it’s connecting the disciplines of biology with information systems to create the new field of organizational genetics, or hosting this conference connecting economic geography with international business, Fox is always encouraging its students, faculty and peers to explore connections between disciplines,” Fox School of Business Dean M. Moshe Porat said.  

—Carl O’Donnell

FOX EMC PRACTICE PARTNERS WITH AUSTRALIA’S UTS TO LAUNCH CONSULTING PRACTICUM

Temple University’s Fox School of Business and the University of Technology, Sydney (UTS) are collaborating to create a program—resembling Fox’s renowned Enterprise Management Consulting (EMC) Practice—in which Australian MBA students will provide professional-grade consulting services.

For more than a decade, Fox School MBAs have participated in required and closely supervised consulting projects for paying clients. These EMC teams have completed more than 200 projects—and generated $278 million of new investment—for high-technology startups, social ventures and large corporations, including 60 foreign businesses across 10 countries.

“EMC is a proven experiential learning model with a strong international presence,” Fox School of Business Dean M. Moshe Porat said. “We are thrilled to partner with UTS, to share in the launch of their consulting program, and to further extend our global partnerships.”

Inaugural projects for UTS students will include exploring new growth opportunities for Conservation Volunteers, Australia’s leading practical conservation organization, and Renewable Energy Solutions Australia Holdings, which owns the highly advanced Eco Whisper wind turbines.

Fox School Associate Professor of Strategic Management James Hutchin, who leads EMC’s Initiative for Sustainability Strategies, cultivated the partnership with UTS Business School and spent four months there starting to advise its new program. Faculty and business executives will guide UTS MBA students during their projects.

“UTS’s status as one of Australia’s leading business schools makes them an exciting new partner,” Hutchin said. “The country’s export-oriented economy will give students many opportunities to engage in new-market analyses, and Australia’s innovative marketplace will provide a reliable flow of new projects. It’s an ideal environment to establish a consulting program.”

—Brandon Lausch
When Nikki Jacks left her 10-year career in financial services to pursue her MBA full-time, she did so because she wanted “the experience.”

Through the Fox School of Business’ International MBA—a one-year, tri-continent program—one could expect that experience to include meeting prominent business leaders, cultivating an international network, and learning from both local and global business cultures.

But she “never in a million years imagined” that Dharavi—one of the world’s largest slums—would also be a part of her MBA experience. A two-hour guided tour of Dharavi, India, where students closely observed its residents, their living conditions and enterprises, was one of her cohort’s first stops on a two-week India Immersion, from June 16 to July 1, which took them on various cultural excursions and 16 corporate visits spanning Mumbai, Bangalore and Delhi.

The 18 students—led by Professor MB Sarkar and Associate Director for International Programs Nicole Pumphrey—shared their experiences through social media channels, which were streamed and collected at fox.temple.edu/imbaindia.

Sarkar, a strategic management professor, designed and led the initiative and its learning objectives, and he leveraged his personal and business connections in India to make the tour possible.

“It is also the reflection of my own research agenda on how innovations in and for emerging markets are transforming organizations, and my belief in market-based solutions to society’s intractable problems,” Sarkar said.

The study tour aims for students to network with and learn from entrepreneurs and corporate leaders of more than 10 industries and sectors; to hear about the challenges and opportunities of innovating in, and for, emerging markets; and to gain exposure to “bottom of the pyramid” and other inclusive-growth business models.

“For now, the extremely wealthy and impoverished are neighbors and the difference is staggering,” IMBA student Andrew McKeown wrote in a blog post. “People with strong moral fiber and determination working together to create unique solutions for unique problems will continue to be the driving force of change and development in this country.”

The Fox School’s International MBA, which takes students to France, Japan, China, India and the U.S., “has done an exceptional job in designing this India Immersion trip in a way that I have learned so much about business and more importantly myself that I could have never learned from a case study or in a classroom lecture,” Jacks wrote on her Tumblr blog. “I hope I am a better person for this experience and I know that my classmates and I, who I already consider family, are that much closer as a result.”

—Brandon Lausch
MIDDLE SCHOOLERS TACKLE GLOBAL CHALLENGES AT JUNIOR MODEL U.N. HOSTED BY FOX

The United Nations delegates convened in Temple University’s Howard Gittis Student Center in May to tackle some of world’s most pressing issues, including un-sanitary water, inaccessible healthcare, and Somalia’s civil war. The next day, thoughtful resolutions had been passed implementing visionary solutions.

The U.N. delegates received awards for their innovative leadership—then filed into yellow school buses waiting to whisk them back to their local middle schools.

It was the Junior Model United Nations, organized by the World Affairs Council of Philadelphia and hosted by the Temple Center for International Business Education and Research (CIBER) at the Fox School of Business. At the daylong summits—each attended by approximately 320 middle school students—participants developed leadership and critical thinking skills while immersed in scenarios mirroring real-world challenges.

High school senior Brittany Won, the model U.N.’s secretary general, delivered a speech urging fellow students to “keep in mind the gravity of these issues as you conduct your group discussions, and [to] try to place yourself in the shoes of those around the world who are suffering.” The students then broke into groups, each representing a country, and crafted final resolutions that were then voted upon by the committee delegation.

The event ended with an award ceremony to recognize students for exceptional leadership and insight. Drew Wheeler, a sixth-grader from Radnor Middle School, who received an honorable mention delegate award for his work on the water scarcity issue, said, “it was a great experience for a lot of students to work with people they didn’t know before,” and thanked the World Affairs Council and the Fox School for recognizing his efforts.

But on an even deeper level, as Dana Devon, vice president of education at the World Affairs Council, described it, the Junior Model U.N. Summit exposed hundreds of young people to the values of “intellectual curiosity for events shaping the world around us, a knowledge of the world’s many different cultures, an empathy for those who believe differently than we do, and—the cornerstone—the ability to listen quietly, with an open and reflective mind, as others share their own perspectives and values with us.”

—Carl O’Donnell and Christine Fisher
Through a unique, international partnership, Executive MBA students from the University of Ghana heard from world-class Fox faculty and renowned guest speakers who spoke on topics ranging from understanding cultural differences to international supply chain management and the global financial crisis. Speakers included the founder and president of the U.S.-Kenya Chamber of Commerce, the chairman of the Mayor’s Commission on African and Caribbean Immigrant Affairs, a senior analyst of energy acquisition at PECO Energy, and more.

Eighty-one students and faculty from the University of Ghana heard from world-class Fox faculty and renowned guest speakers who spoke on topics ranging from understanding cultural differences to international supply chain management and the global financial crisis. Speakers included the founder and president of the U.S.-Kenya Chamber of Commerce, the chairman of the Mayor’s Commission on African and Caribbean Immigrant Affairs, a senior analyst of energy acquisition at PECO Energy, and more.

Organizers hoped that the theoretical mixed with the practical would provide attendees with useful tools they can implement when they return to Ghana, said Nicole Pumphrey, the Fox School’s associate director of International programs.

The University of Ghana EMBA students “see themselves as really on the precipice of developing beyond what they have now, and they really see their current situation as an opportunity to maybe take lessons from India or China and apply that to their own economies,” Pumphrey said.

She said what the students do with their international business certificates will be as varied as the wide range of industries, experiences and career tracks they represent—from private-sector positions to public service, finance, media and more.

“Coming from where we come from, we are only in one country, but you get here and you get information from all different parts of the world,” said Mary Anane, an EMBA student from Ghana. “We are learning about the United States, Kenya, Japan. And you can apply all that you learn to business you are doing in your own country.”

Bilson Jahlab Atagba, a revenue collector with the Ghana Revenue Authority customs division, said he was happy to be exposed to new ideas.

“We are now seeing what the world is thinking,” said Fred Abeku Arkorisul, another Ghana Revenue Authority collector.

This is the third year Fox has hosted University of Ghana EMBA students for the international business certificate program—a venture made possible by the Fox School’s Center for International Business Education and Research (CIBER) and MBA International Programs division.

—Christine Fisher
The Global Business Project (GBP) offers MBA and MS students the opportunity to develop and apply cross cultural, foreign language and critical thinking skills to produce strategic advice for sponsoring companies.

Temple’s Center for International Business Education and Research (CIBER) is part of a consortium of 14 business schools that sponsor and promote the GBP.

This past year, the destination countries for the program were Brazil, China, India and Thailand. Students work from mid-March through May before traveling to their assigned country for two weeks to complete research and make a final presentation to clients.

Applicants went through a competitive process to gain a seat in the project. Six Fox School of Business students were accepted and placed on projects in India, Brazil and China. The students that represented Temple were Marissa Sapega (FMBA ’13), Michael Wachs (FMBA ’13), Neil DeLoggio (PMBA), Priya Iyer (PMBA), Zlatko Sator (PMBA) and Venkata Satyam (MS, MIS ’12).

DeLoggio, a Professional Part-time MBA student at Fox, found out about the GBP at an orientation dinner, where a previous student discussed the program. He thought it sounded interesting and decided to apply in Fall 2011. Once accepted, DeLoggio was excited to begin this once-in-a-lifetime experience. He soon found himself at the kick-off weekend in mid-March, where he met his assigned group as well as their client, a business in India with a branch in Houston. The team worked together for several weeks and used Skype and Google hangouts to discuss ideas and work on their assignment. DeLoggio found that technology made it easier to communicate and helped tremendously with their project.

Late in the semester, DeLoggio’s group traveled to India for two weeks to complete research and attend company meetings before presenting their research results. DeLoggio found himself immersed in a new culture, and he said the experience traveling abroad impacted his life tremendously. He truly experienced Indian culture and felt that he was able to learn more about business in India once there.

Furthermore, DeLoggio said his trip verified his interest in business and validated his pursuit of an MBA. The experience of taking such a unique course like the GBP is one that he found to be extremely rewarding and has impacted his studies and career.

Recently DeLoggio had a job interview with the same company he worked for during the course. The GBP not only expands students' knowledge on emerging markets and trends across the globe, but it also helps them network and gain experience in fields of interest.

—Hannah Binder

International Business Program Again Ranks in Top 10


The Fox School’s Risk Management and Insurance program ranks No. 6 while Fox’s International Business program is No. 9, positions each program also held last year. The Fox School’s Management Information Systems (MIS) program climbed one spot to No. 17 in the country.

Overall, the Fox School’s undergraduate business program is ranked 56th in the nation.

“We are not just committed to achieving excellence but also to continuously improving the business education we provide,” Dean M. Moshe Porat said. “This year, our international reputation for quality attracted the largest and freshman class in our history—representing 24 states and 13 countries—and the most academically talented Fox Honors cohort. Excellent students are indeed attracted to a culture of excellence.”

The business school rankings in the 2013 edition of Best Colleges, released online Sept. 12, are based on a peer assessment of deans and senior faculty at each AACSB-accredited undergraduate business program in the U.S.

Fox’s International Business program is supported by a robust study abroad program through the school and Temple University, as well as from the Institute of Global Management Studies and the Temple Center for International Business Education and Research (CIBER), one of only 33 such centers in the country. Temple CIBER is based at the Fox School. Fox’s undergraduate International Business program is ranked in the Top 10 year after year.

In all, Fox offers 13 undergraduate majors, more than 20 Student Professional Organizations, the Fox Honors program, cutting-edge technology and stellar student services, including a Business Communications Center and Center for Student Professional Development (CSPD), which has a 92 percent job-placement rate for undergraduates who use its services. In addition, CSPD has experienced a 30 percent increase in employers recruiting undergraduate Fox students on campus in 2011–12.

The school has also implemented a new advising structure at the Center for Undergraduate Advising, where advisors are now assigned to either underclassmen or juniors and seniors, who are advised by major, to better address students’ needs.

—Brandon Lausch
PARISIAN TECHNOLOGY STARTUPS
CONSULT FOX INTERNATIONAL MBAS
THROUGH LE CAMPING PROGRAM

Peter Strugala described the space as “one of those dotcom offices people see in the movies.”

A student in the Fox School’s International MBA program, Strugala recently spent a day in a studio at the Palais Brongniart in central Paris, working with an online startup called Skimm!, which markets itself as “the pocket revolution.”

Along with two teammates, his mission was to figure out a way to bridge the divide among the Parisian university student population and successfully market the company’s smartphone app. Launched in November by a University of Pennsylvania graduate, Skimm! is a mobile payment system that allows users to redeem promotional coupons in participating stores.

Strugala and his classmates were among the first to spend a day working alongside these innovative companies, providing international insight through an intense brainstorming session. One of the Fox School’s international partners, ENPC School of International Management, provided the opportunity. Fox IMBAs begin their one-year, tri-continent program by spending their first semester at ENPC.

The day began with a mentor session about pitching startup ventures to potential investors. The students then broke into small groups and were told what issue their assigned company needed help approaching. All companies participating in Le Camping at the time took on the student consultants to tackle issues such as market and launch strategies.

The day concluded with students presenting their solutions.

“It was inspiring,” Strugala said. “Just the way the studio was laid out provided for so much interaction. And the fact that they were so willing to engage us with where they were and were also interested in our feedback— it was exceptional.”

—Michele Aweeky

RAM MUDAMBI
ADVISES
U.N. WORLD
INVESTMENT
REPORT FOR
SECOND
CONSECUTIVE YEAR

For the second year in a row, Fox School of Business Professor Ram Mudambi has been selected to the Council of Experts for the United Nations Conference on Trade and Development’s (UNCTAD) World Investment Report.

He is one of 10 international business researchers, representing universities from Italy, to France, to Chile, to Japan, who will develop the theme section of the annual report.

While the permanent staff of UNCTAD focus on the general component of the report, which outlines the year’s international business trends, the 10 academics will focus on this year’s unique theme: global value chains. Mudambi was selected to this year’s council because of his research contributions to this topic, including a 2008 paper titled “Location, control and innovation in knowledge-intensive industries” that was published in The Journal of Economic Geography.

In light of increasing interest by policymakers and the media in trade statistics—such as the common trope in U.S. politics about America’s rising trade deficit—Mudambi hopes that this year’s theme of global value chains will improve upon existing measures of trade, namely import and export statistics, which haven’t been modified in nearly a century.

The global value chain approach, Mudambi said, can serve as a bridge between import-export statistics and the important measure of international economic activity, foreign direct investment (FDI). In terms of FDI, the U.S. remains the leading destination for FDI from other countries and remains one of the leading sources of worldwide FDI.
**EXECUTIVE MBA STUDENT PROFILE: YOUNES SEKKOURI, MOROCCAN GOVERNMENT OFFICIAL**

Younes Sekkouri, an Executive MBA student studying in Paris, was recently elected as an official representative for the first district of Morocco. He balances both his studies for the EMBA program and his career in the Moroccan parliament with hard work and dedication.

Sekkouri first started a career in the government of Morocco as an adviser to the prime minister on self-employment programs. After this, he worked for the minister of interior on developing strategies for local governments. In 2010—at age 29—the largest political party in Morocco approached him to help manage the party as general secretary for the capital of Morocco.

Sekkouri is now an elected official and says that while his job is constant work, he enjoys being able to help in policy-making decisions that impact both people and corporations. He is currently helping draft a national budget for next year.

Sekkouri’s studies through the EMBA program have already helped him in his profession. He explained that the EMBA program teaches students time management skills and that this has become extremely important as a politician, given his hectic schedule.

At first, Sekkouri was apprehensive about how much networking was possible within the EMBA program. However, after spending time with tri-continental International MBA students on their visit this past year, Sekkouri felt he was able to network with fellow students from across the world, calling it “quite an amazing experience.” Sekkouri said he still uses his connections from their visit.

Sekkouri attributes EMBA lectures and courses in helping him prepare for politics by always being ready to answer any questions. He has also applied managerial and technological skills acquired in the program to adapt strategies in politics, particularly in public-sector policy and in public and private partnerships. EMBA coursework has provided him with an understanding of international benchmarks for corporations and their successful strategies. Sekkouri formulates and adapts new policies and strategies to best fit Morocco based upon his exposure to innovation throughout the world.

While Sekkouri has faced many new challenges in his elected position in Morocco, he continues to work hard in both the EMBA program and his career. His newly acquired skills and knowledge have helped him develop and utilize better policies for the capital, and he feels his EMBA degree is critical for future success.

—Hannah Binder

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**Mudambi Advises continued from previous page**

“Import-export data is kind of crude,” said Mudambi, a strategic management professor and Perelman senior research fellow. “But if we marry it with FDI data, we’ll get a much richer picture and understand economic relations between countries much better.”

“The U.N. has greater influence on national governments than universities, which is one of the reasons I’m keen on this,” Mudambi said. “So I would hope that this report might encourage national governments to collect more data using the value chain approach, rather than the import-export approach, which is not sufficiently nuanced. Frankly, despite all the fears stirred up by U.S. trade deficits, no one really understands what they mean well enough to know whether we should be worried.”

Mudambi’s participation in the U.N. report began in 2010, when his research publications including “A story of breakthrough versus incremental innovation: corporate entrepreneurship in the global pharmaceutical industry,” published in the Strategic Entrepreneurship Journal and co-authored with then-PhD student Denise Dunlap-Hinkler and Fox professor Masaaki Kotabe, sparked UNCTAD’s interest in exploring the theme of non-equity investments and development in its 2011 report.

—Carl O’Donnell

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**Mudambi: AIB Fellow continued from page 1**

as one of the world’s most prolific international business scholars.

“We are delighted that Ram has received this much-deserved recognition for his thought leadership and for his many contributions to AIB,” Dean M. Moshe Porat said. “This accomplishment reflects the strength of our international business programs and faculty.”

—Carl O’Donnell

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**Mudambi: AIB Fellow continued from page 1**

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—Carl O’Donnell
GRANDFATHER OF TEMPLE INTERNATIONAL BUSINESS RECEIVES CUIBE SERVICE AWARD

Dr. Arvind Phatak

Dr. Arvind Phatak, widely regarded as the Fox School’s “grandfather of International Business,” was honored recently with a Distinguished Service Award from CUIBE, the Consortium for Undergraduate International Business Education.

CUIBE President Mark Ballam recognized Phatak for his both longstanding and outstanding contributions, and fellow CUIBE members spoke of Phatak’s championship of international business education.

CUIBE is an international consortium of schools and universities with undergraduate international business programs. The organization provides its members with opportunities to benchmark their programs against other member schools and share best practices in international business education.

“I’m so happy to have received this award, especially from CUIBE, an organization that is so close to my heart,” Phatak said.

Phatak moved to the United States from India in 1960 to earn his MBA at Temple University. After earning his PhD at UCLA, Phatak returned to Temple, where he built the Fox School’s international business program into one of the university’s most prized assets. He retires this year after 45 years of service.

During his career, Phatak obtained a highly competitive grant from the U.S. Department of Education to establish one of only 33 Centers for International Business Education and Research (CIBER), bringing more than $4 million to the Fox School.

Phatak was instrumental in getting the international business program ranked nationally. U.S. News & World Report ranks Fox’s undergraduate international business program in the Top 10 year after year.

He helped launch Fox’s AACSB-accredited Executive MBA (EMBA) program in Colombia, earned a Fulbright Senior Research Fellowship—one of just two awards given to India-based research that year—established an endowed undergraduate student travel fund and authored six books. He plans to continue his seventh after he retires.

Phatak has received numerous honors including recognition as the Laura H. Carnell Professor of Management and International Business, a Distinguished Faculty Award, an MBA Professor of the Year Award, a Musser Award for Excellence in Service and more. He was a pioneer recipient of the Great Teacher Award, the highest honor a professor can receive from Temple, and he regards this as one of his proudest achievements.

Phatak has held multiple critical leadership roles at Temple. He directed the international business program for nearly 20 years, served as executive director of Temple CIBER and Fox’s Institute of Global Management Studies, and chaired Fox’s Strategic Management Department from 1978–1981 and from 1987–1990.

“My interest has always been making the Fox School of Business a global enterprise,” Phatak said. (©)

—Christine Fisher

CALENDAR OF EVENTS

2012–2013 Temple CIBER/IGMS supported events
www.fox.temple.edu/ciber/events.htm

FALL 2012
International Educators Academy Temple University Philadelphia, PA September–December 2012

BisNet Annual Conference University of Virginia Charlottesville, VA October 8–9, 2012

2012 AIB North East Chapter Annual Conference Sacred Heart University Fairfield, CT October 11–13, 2012


CIBER Advisory Board Meeting Temple University Philadelphia, PA October 24, 2012

CUIBE Case Competition Northeastern University Boston, MA November 1–3, 2012


Continued on next page
INTERNATIONAL MBAS IMMERSE THEMSELVES IN CHINESE BUSINESS AND CULTURE

As part of the International MBA (IMBA) Asia summer sequences, IMBA students, along with a small group of Professional Part-time MBA students, traveled to Beijing, Shanghai and Suzhou, China, for an immersion experience.

Students attended a course with Professor Omario Kanji II on the subject of Chinese business and law and had the opportunity to visit several local, multinational and government-run enterprises.

—Rebecca Geffner

IMBAs and PMBAs learn about Caterpillar’s operations at its Suzhou campus.

IMBAs and PMBAs tour one of the factories at Baosteel, a state-owned iron and steel company, in Shanghai.
SHORT-TERM STUDY ABROAD OFFERS
CONCENTRATED GLOBAL EXPERIENCE

Iris Kapo’s introduction to study abroad came during her freshman year, when she participated in the short-term program, Destination India, through the Fox School of Business.

Although Kapo is no stranger to international travel—she was born in Albania and lived in Greece for eight years—the short-term study abroad program opened doors. It changed the way she interacted with people. It made her more open-minded, understanding and curious.

“If you can’t afford, either because of time or finances, to study abroad for a whole semester, at least you say I’ll go for two weeks, and even though it was a short span of time, I took advantage of every minute and I learned everything I possibly could in that time period,” said Kapo, a double major in international business and management information systems. “Once you get out there, you want more.”

For the university’s Center for International Business Education and Research (CIBER), the first provider of short-term study abroad at Temple, “getting more” is the point. Temple CIBER, based at the Fox School, offers short-term study abroad to attract students who are typically underserved in study abroad: males, minority students, athletes and certain majors that have lockstep curriculum that makes it difficult to spend a summer or semester abroad.

Short-term study abroad consists of two weeks of intensive in-country study—academic lectures, corporate site visits and cultural excursions—in January. Students prepare for the trip in three pre-departure meetings that include reading assignments, quizzes and guest speakers. At the last session before departure, student teams make presentations on locations or companies they will be visiting and develop questions to ask once they arrive.

The program, a three-credit special topics course in international business, is open to all Temple students and fulfills a general education World Society credit. Reflective journaling is a big part of the experience, and students return in the spring semester to complete an independent research project with a faculty advisor.

The program has visited India three times and Ghana twice. The next trip will be to Vietnam in January 2013. The program focuses on less-common destinations in emerging markets because of the growth and expansion opportunities in those countries.

Mary Conran, a marketing professor who has led short-term programs in India and Ghana and is championing the trip to Vietnam, said study abroad transforms students’ personal goals and career aspirations. And recruiters love discussing study abroad experiences in interviews.

“The more unique the situation these experiences provide,” she said, “the more unique the conversation with potential employers.”

—Brandon Lausch
CHINESE CPAS TRAVEL TO FOX FOR TWO-WEEK SENIOR MANAGEMENT CERTIFICATE PROGRAM

During two weeks in July, 35 Certified Public Accountants (CPAs) from Jiangsu, China, visited the Fox School of Business to participate in a Senior Management Certificate Program where they learned about American accounting practices from Fox professors and regional and national industry leaders.

The CPAs participated in two educational sessions each day taught by leaders of Big Four accounting firms such as PricewaterhouseCoopers, Ernst & Young and Deloitte, as well as the Pennsylvania Institute of Certified Public Accountants (PICPA) CEO Michael Colgan, Fox Master of Accountancy (MAcc) Director Sheri Risler, and many other Fox professors and industry professionals.

The Chinese CPAs also enjoyed a trip to the Horsham, Pa., office of WeiserMazars, where they heard from the firm’s managing partner, as well as took self-directed visits to local attractions such as the Liberty Bell and Atlantic City. Risler, who is also a professor of accounting practice, drew on her industry connections to attract the nine external professionals who presented during the event and to organize the curriculum. Because of their strong recruiting relationship with the Fox School and the Department of Accounting, the speakers volunteered to participate in the program and to donate their stipends to a scholarship fund for MAcc students.

“Not only did these industry professionals give their time to Fox,” Risler said. “But they also went above and beyond and provided financial support for our MAcc students.”

The 35 Chinese CPAs were connected to Fox through the school’s rich network in Asia.

The Fox School recently launched an Executive MBA program in Singapore, as well as a Master of Science in Human Resource Management. A Master of Accountancy program is soon scheduled to launch in Beijing.

Fox’s ongoing relationship with the International Executive Education Center in Singapore put the school in contact with the Beijing National Accounting Institute, which referred the Jiangsu CPAs to Fox. The attendees participated in a graduation ceremony and received a certificate of completion.

—Carl O’Donnell

Mr. Huang Zhing Mao, Vice President and Secretary General of the Jiangsu Institute of CPAs, addresses the group.
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(From left) Breanne McCord, Rebecca B. Geffner, Christine M. Kiely and Nicole A. Pumphrey
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