

International Business Department Newsletter

College of Business • San Francisco State University • Spring 2008 • Vol. 2, No. 1



Professor Bruce Heiman and Carmen Armamento.

2007 GRADUATION CELEBRATION

During May 2007, the Department of International Business and the International Business Society (IBS) co-hosted the first Graduation Celebration. Deemed a great success, approximately 375 people gathered in the “Women’s Gym,” illuminated by the sun through beautiful blue stained glass windows on one entire wall. Students’ names were read aloud by faculty members and a certificate was presented to each Graduate. Professor Gerardo “Buddy” Ungson spoke on the topic of globalization, emergent economic players on the international scene, and the substantial roles and opportunities available to our students in this arena.

The International Business Department also honored several students for outstanding academic and service-related achievement. Many students who studied International Business at SF State invited their parents and friends to attend an event that “had warmth,” according to Department Chair, Joel Nicholson.

PHOTO CREDITS FOR THIS STORY AND JOEL’S SPEECH (P. 2) GO TO THE ARMAMENTO FAMILY.

MY YEAR IN JAPAN

PROFESSOR ROBLYN SIMEON

As some of you may already know, I was away from SF State from summer 2004 to summer 2005. It was a fun, challenging and rewarding year. It reinforced my strong belief that working or studying abroad can help us to grow and change in many significant ways. I spent most of that year in Japan as the Resident Director of the California State University (CSU) Study Abroad Program at Waseda University in Tokyo. I was also fortunate in that I was also invited to be a visiting scholar at the same university. I was able to interact with many of the university’s faculty and students and got excellent feedback on the two business courses I taught. CONTINUED ON PAGE 4

NEW SCHOLARSHIP ESTABLISHED

The College of Business and the International Business Department are proud to announce the establishment of the Mitsuko Saito Duerr Scholarship for students in the College of Business. The scholarship, established by a generous gift from Professor Emeritus, Dr. Edwin Duerr, in honor of Dr. Mitsuko Duerr, also a retired SF State faculty member, will provide financial assistance to business students who are pursuing course work in Japan and to international business students who are active in the Japanese community.

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2007 GRADUATION SPEECH

Joel Nicholson, Department Chair



To the International Business Graduating Class of 2007: Today, I take great pleasure in sharing with my colleagues in the Department of International Business the honor of congratulating you on your academic achievement at San Francisco State University. We all wish for each of you a very long, rich, and successful career. You have graduated from one of the very few departments of International Business in the world, and a quite unique one at that. I am as proud of our professors as I am of you. As you now leave to begin your careers, know that a big part of us goes with you—our well-wishes, the wonderful memories, and our friendship.

As you make your way across countries and cultures, remember what you have learned from us. International Business is a unique discipline, one you are never quite finished learning. As you encounter new challenges and new environments, strive to keep that learning process alive and vital. We have taught you how cultures vary and why knowing that is so very important to you, our newest international executives. The time is at hand for you to put that knowledge into action, to show the world what you can do.

Each new cross-cultural interaction will be a new opportunity for you to expand your knowledge, to enhance your effectiveness working across cultures. With each new expatriate assignment, the knowledge you gained here at State will grow, will deepen, and in the process you will become wiser. Whether you find yourself dealing with British clients from your base in Singapore, or negotiating with Chinese manufacturers from

corporate headquarters in San Francisco, you are a part the rich cultural tapestry that is International Business. It is your turn to become the movers and shakers you have been studying in your classes. It is your turn to create value for your firms and for yourselves.

It's your turn—take it now—and take with you the beginnings of the cross-cultural knowledge you have learned from us and over the years turn it into gold. At every step in your career, build upon your stock of wisdom and understanding. As more and more cultures become part of your base of knowledge, let all their beauty shine in. Look for the best in everyone and you will often find it, sometimes just waiting for you to discover it. Be awake to opportunities and aware of life's pitfalls.

Keep alive your search for truth and understanding. Let your own cultural beauty shine outward for others to enjoy.

A lyric in a song from the 1970s rock band YES, says "You are the move you make." It's true—you now have the power to make of yourself the very best person you can be. Be kind to yourself and learn from inevitable mistakes. On this journey take with you a sense of humor—a sense of joy of discovery—and most importantly, take us with you. Keep in touch with us and let us know how you are doing, what you are doing and where you are doing it. Call upon us for advice. Share with us both your successes and your learning opportunities. We will enrich our classes as we now turn to learning from you. Remember that we are with you, more than just in spirit.

The world is yours, my friends—make the most of it. I wish for each and every one of you a lifelong career of good health, success, and good fortune, and much happiness. On behalf of all my colleagues, I wish to thank you so very much for the honor of having been your teachers at San Francisco State University.



*Professor Joel D. Nicholson,
Chair, International Business*

IBUS CERTIFICATE IS RE-LAUNCHED



The department recently re-launched the International Business certificate program. The program now offers international students and non-matriculated U.S. residents the opportunity to acquire competencies in international business in two semesters. The program consists of eight specified courses that focus on conceptual, theoretical, and practical skills as well as overall

knowledge of international business. Although the program does not lead to a degree in international business, it prepares students to seek a career or advancement in international business.

The certificate indicates to a prospective employer that the university validates the certificate program in international business. The award of a certificate means the holder has completed the required courses at an acceptable level of academic accomplishment.

For more info, go to: <http://www.cel.sfsu.edu/international-business/certificate.cfm>



GLOBAL TRADE COUNCIL PARTNERSHIP

The Department of International Business welcomes the San Francisco Global Trade Council as our partner in our quest to become a leader in global business education. The San Francisco Global Trade Council is a membership organization that promotes international trade and commerce. Its mission is to provide a valuable platform for corporations, government and the diplomatic community to build global business alliances and partnerships.

For over 15 years, the Global Trade Council, founded by Harry Orbelian, has been a leader in providing opportunities for US businesses to build strategic global alliances and partnerships. Partnered with the US Department of Commerce, the US Export-Import Bank and the Mayor's Office of International Trade and Commerce, the Council provides unique, practical business-to-business counsel to its members.

Members receive invitations to private briefings with policy makers, government officials and trade representatives from around the world, premium seating at the Council's signature luncheons and conferences, and the opportunity to meet with the many delegations and diplomats who visit the Bay Area. Many of the Council's members have taken part in international trade missions sponsored by the Council. The Council's membership includes major corporations, manufacturing and service industries, federal, state and local government representatives and members of San Francisco's elite diplomatic community.

SOURCE: INFORMATION ABOUT THE SF GLOBAL TRADE COUNCIL IS EXCERPTED FROM ITS WEBSITE, [HTTP://WWW.SFGTC.ORG/](http://www.sfgtc.org/)



SF STATE JOINS PACIBER

SF State has become a member of the Pacific Asian Consortium of International Business Education and Research (PACIBER). PACIBER was created in 1988 as a consortium of 27 leading universities dedicated to bridging the gap by establishing linkages to promote international business education, research and exchange of information among faculty and students.

Currently, members include 31 universities from 13 countries of the Asia-Pacific, the Americas, and Oceania.

The PACIBER Diploma is a program designed for qualified students to study abroad in a member school. Diploma students will further develop international skills through courses and internship experience.

SF State has already established exchange programs with several of the PACIBER universities and will continue to develop articulation with members. Students who have prepared for study abroad and would like to participate in the PACIBER Diploma program should contact Professor Yim-Yu Wong at yywong@sfsu.edu.

In addition to academic programs, PACIBER aims to strengthen corporate relations and research collaboration among members during the 2007-2008 school year.

FACULTY PROMOTION

Congratulations to Professor Roblyn Simeon for promotion to full Professor, effective Fall 2007.



Read about Roblyn's Year in Japan on page 1.

**CONTACT THE
IBUS DEPARTMENT**
see page 9

MY YEAR IN JAPAN

CONTINUED FROM PAGE 1

As the Resident Director (RD) for the CSU, my duties included being the official liaison for the CSU at Waseda University. I also supervised all of the students from the CSU system who took part in the Waseda program.

In the past, the CSU would send about 20 students on average to the Waseda program. We had a record number of 33 students participating this year from the various CSU campuses.

There has clearly been a new surge in interest in Japanese language and culture among CSU students. As the RD, I gave students advice on how to deal with culture shock; helped them plan their academic programs; organized field trips in Japan; and met with their instructors and host families to resolve various issues. It was amazing to see how much our students matured as they adapted to living in Japan and away from their families. Their language skills improved tremendously and they were able to establish many long lasting friendships with Japanese and other international students.

On the personal and academic fronts, my experiences in Japan were also very rewarding. In addition to teaching international business courses at Waseda, I made a number of presentations at conferences and other universities in Japan. The activities gave me the chance to highlight the quality of the programs and faculty at SF State and the CSU system.

I was also lucky enough to meet with a number of SF State graduates in Japan. I was very pleased to hear about the exciting jobs they were able to secure upon returning home. I was also invited to visit Thailand to meet a number of the IBUS graduates from SF State.



Professor Simeon (L) and students Noah and Miki enjoy the peaceful scenery.

It was a fantastic experience to be shown around that wonderful country and again I was thoroughly impressed by the high-level business positions the students held.

Study abroad programs are not only for language acquisition. Many universities abroad offer business courses that SF State students can receive credit while learning new economic and business perspectives. Studying abroad can be an important step in a student's preparation to become a global business leader. Domestic and international organizations clearly need global leaders now and in the foreseeable future.



The hustle and bustle of downtown Tokyo.

I would be more than willing to talk with any of our students about the benefits of spending at least one semester abroad and majoring in international business.

INTERNATIONAL BUSINESS SOCIETY

The student organization formerly known as the Organization of International Business Students (OIBS) is now the International Business Society (IBS).

The purpose behind the name change is to more clearly open the organization to anyone interested in international business, not just IBUS majors. Although IBS has been open to all SF State community members since its inception, the name change makes this explicit. Elisa Smith, current IBS President, noted that "the IBS is open to all students including those outside the College of Business.

"The goal of IBS is to promote awareness and discussion of the opportunities and problems in international business and related areas, for example international relations, economics, sociology, and psychology. We also prepare members who are seeking employment in international business."

The cost to join IBS is only \$5.00 per semester and this membership fee includes invitations to events, prominent industry guest speakers, visits to companies, recruiting presentations, and advice on how to find work in international business. SF State alumni may also join for \$10.00 per year, and are invited to all events.

Alumni and others interested in joining IBS should email elisa_smith1@hotmail.com.

IBUS DEPARTMENT WEB SITE

<http://www.sfsu.edu/~ib/>

INTERNATIONAL BUSINESS SOCIETY

2007-2008 ACTIVITIES

MESSAGE FROM THE PRESIDENT, MS. ELISA SMITH

During Fall 2007, the International Business Society (IBS) held many events for International Business majors and others interested international business careers. Our first membership meeting of the semester was a dinner held on November 6, 2007. We introduced our new members to the IBS and discussed the semester.

Our first IBS event took place November 27. We held a seminar with Peter Gong from Great Way Trading and Transportation, who spoke about the freight-forwarding industry and about entry-level opportunities in his company. Mr. Gong is the CEO of Great Way and he provided students with great insights into how concepts and principles taught in our courses are used at Great Way and other freight-forwarding companies. The seminar had a good turnout with many students attending.

On December 4, the IBS's first social event of the semester was held: International Movie Night. We screened *The Motorcycle Diaries* (2004), in the Rosa Parks Building. The film was about two Argentinean men who leave their privileged positions as a biochemist and a fourth year med student to follow their dream of traveling by motorcycle across South America. It was an international adventure film that I recommend as a must see!

On December 6, Jim Wong from SF State's Career Center hosted a workshop, How to Get a Job in International Business. Topics included interview skill advice as well as resume writing tips for students, and advice on how to land an expatriate position in an international firm. As always, Mr. Wong was a fantastic resource to students and to our club!

On December 11, we held our second seminar of the semester with Expeditors International. Top executives from the Seattle-based supply-chain company spoke about the logistics industry and career opportunities available for IBUS grads. This was a very interesting seminar open to all students.

For the spring 2008 semester, IBS is arranging two company tours at Google and Genentech, two seminars, and of course, the International Business Department's graduation celebration. Our first International Business graduation celebration was held last Spring, and it was a beautiful, memorable event for all attendees. We look forward to putting the graduation celebration together again this year as we are proud of how last year's event turned out.

I am grateful for the opportunities that I've had to help IBS members find exciting international business positions.

I have learned much about the world of international business by being part IBS. If you are an IBUS major or simply see yourself working in an international role in the future (abroad or domestically), I highly encourage you to join our group!

Contact Elisa Smith at elisa_smith@hotmail.com for information and to join.

BETA GAMMA SIGMA MEMBERS

Beta Gamma Sigma is a business honor society that recognizes the most outstanding students of business at institutions accredited by AACSB International—The Association to Advance Collegiate Schools of Business.

Membership is the highest recognition a business student anywhere in the world can receive in an undergraduate, master's or doctoral program at a school accredited by AACSB International.

The mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business and personal and professional excellence in the practice of business.

We congratulate these recently inducted members:

Hannah Chung
Cengiz Ergin
Ching-Guo Guan
Carly Goodwin
Kumiko Hara
Yukiko Inoue
Jaime Lalongsip, II
Laura Montenegro
Kenny Sa
Luciano Trentoni

To learn more about Beta Gamma Sigma, Mu chapter, go to <http://userwww.sfsu.edu/~bgs/>.

IBUS STUDENT RECOGNIZED FOR ACHIEVEMENT

Ms. Krystelle Carroll was selected as a Distinguished Achievement Honoree for academic year 2006-2007.

The honor was presented at the 2007 Commencement.

NEW SCHOLARSHIP ESTABLISHED

CONTINUED FROM PAGE 1

Dr. Mitsuko Duerr is an advocate of students pursuing international studies because her “experiences opened up opportunities, in both the U.S. and Japan, that would otherwise have been unimaginable. Many of my American students who have studied in Japan, and Japanese students and businesspeople who have studied here, have similarly enjoyed career and service opportunities that they never would have had without the cross-cultural exposure.”

Dr. Edwin Duerr believes that students who study in Japan will agree with him that “Japan is of importance to business people, political and social scientists, and educators worldwide. Japan has demonstrated that economic achievement, and successful social systems, can be based on a set of values and beliefs that differ in a number of ways from so-called Western values.”



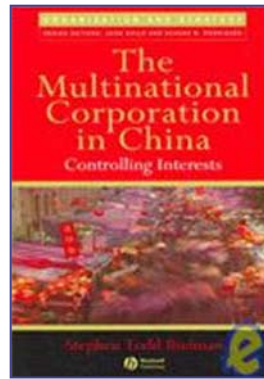
Since the 1960s, Drs. Edwin and Mitsuko Duerr have been instrumental in broadening business, economic and cultural relations between the US and Japan.

In his teaching and administrative positions, Ed developed a number of international programs for SF State students, and both academic and professional programs for students and managers from abroad. He has taught in Japan, Sweden, Denmark, The Netherlands, and Germany, and has worked as a consultant in Brazil, Spain, and the U.K.

As Director of the former US-Japan Institute at SF State, Mitsuko worked with senior executives at Japanese companies to establish training programs for mid-level and senior managers.

Mitsuko also developed and conducted programs for senior Japanese managers on Managing the American Workforce in

FACULTY PUBLICATIONS



THE MULTINATIONAL CORPORATION IN CHINA: CONTROLLING INTERESTS (ORGANIZATION AND STRATEGY)
BLACKWELL PUBLISHING LIMITED
(2006)

Professor Stephen T. Rudman

The Multinational Corporation in China: Controlling Interests addresses how multinational corporations control and coordinate their worldwide affiliates, with a fascinating inside story on contemporary China.—AMAZON.COM

Tokyo, New York, Detroit, and San Francisco as well as program for Americans on Japanese business and related topics. She is the author of several articles on Japanese personnel practices, and has given invited speeches in Hong Kong, France and the Philippines. As a SF State faculty member, Mitsuko developed the first regular course on Japanese management offered at an American university.

Ed and Mitsuko invite alumni and friends to join their efforts to support students in the College of Business and to increase their exposure to our global community by making a contribution to the Mitsuko Saito Duerr Scholarship Fund.

To make a tax-deductible gift to the scholarship fund or to establish your own scholarship, please contact Alex Sanchez, College and Alumni Relations Officer, by phone at 415/338-1032 or by email at alexsan@sfsu.edu



GLOBAL STRATEGIC MANAGEMENT
M.E. SHARPE (2008)
Professors Gerardo R. Ungson and Yim-Yu Wong

This comprehensive text provides an applied and integrated strategic framework for developing capabilities that lead to global success.—*M.E. SHARPE, INC.*

RECENTLY PUBLISHED ARTICLES

Lihua Wang and Edward J. Zajac. 2007. Alliance or Acquisition? A Dyadic Perspective on Interfirm Resource Combinations. *Strategic Management Journal*, 28(13): 1291-1317.

Bruce A. Heiman, Li Weining, George Chan, and Salvador D. Aceves. 2008. Strategic, Organizational, and Cultural Fit: Effects on Performance in China-US Joint Ventures. *Journal of Asia Business Studies*, 3(1). (forthcoming).

SangMyung Lee and Gerardo R. Ungson, “Towards a Theory of Synchronous Technological Assimilation: The Case of Korea’s Internet Economy,” *Journal of World Business*, 43: 3, 2008 (forthcoming).

Yim-Yu Wong, Andre M. Everett, and Joel D. Nicholson. 2008. National Culture and Innovation Capability: Some Observations Concerning Chinese-Americans. *Management Research News*. (forthcoming).

IBUS STUDENT HONORED WITH COMMUNITY SERVICE AWARD

Mr. Kernit Seaton is the recipient of the Community Service Learning Award for the College of Business for 2007. He was a member of a three-person team at the Booker T. Washington Community Service Center in San Francisco.

Upon meeting with the Senior Youth Program Director, Mr. Seaton showed his true leadership skills and took charge as the point person. He managed his position with tact and demonstrated his leadership skills in a very personable manner to the rest of his team.

Mr. Seaton's organizational skills were impressive as he zeroed in on the client's needs and developed a strategy that addressed those needs, then presented a logical timeline that included the players involved.

Through his maturity and personable character, Mr. Seaton made a strong impression on the Senior Youth Program Director during his conversations with him.

The young people who were part of this project also gravitated toward Mr. Seaton because of his positive attitude and realness. Mr. Seaton presented himself as a true professional with a caring nature, pleasant demeanor and sense of humor, who will get the job done in a major way. He has proven that he will become a successful business owner with a heart and a leader in the field of business.

The Institute for Civic and Community Engagement held their 6th Annual Community Service Learning Awards Ceremony on April 25, 2007.

REPRINTED WITH PERMISSION FROM FLORENCE STICKNEY, LECTURER, DEPARTMENT OF MARKETING.



Kernit Seaton (L.) and Dr. Gerald Eisman, Director of ICCE.

FACULTY MEMBER TRAVELS TO PEOPLE'S REPUBLIC OF CHINA

Professor Nini Yang was honored with a sabbatical leave in order to conduct a cross-cultural research project.



From January to May 2007, Dr. Yang made two visits to the People's Republic of China where she shared her research interests and expertise with people in several institutions, including students and faculty members at the University of International Business and Economics, and staff members in private and state organizations.

As part of her accomplishment, Dr. Yang has had one research paper accepted for publication by the *Journal of International Business Research*, and presented another at the International Conference of Work and Family hosted by the IESE School of Business in Barcelona, Spain.

Her research work examines effects of cultural norms on gender-based pay differentials and career paths, work-family interfaces in managing international assignments, and corporate HR family friendly policies in different societies.

During her leave, Dr. Yang offered global human resource management training to a group of mid-level managers in Beijing, China; served as an external examiner of a Ph.D. dissertation at the invitation of the Chinese University of Hong Kong; and conducted a cooperative panel presentation on global trends and emerging challenges in international enrollments at the SF State All Faculty and Staff Retreat at its downtown campus.

ALUMNI CONNECTIONS



Business Alumni Network Launched on LinkedIn

The College of Business now maintains a Business Alumni and an MBA Alumni group on LinkedIn. LinkedIn is an online network of more than 20 million experienced professionals from around the world, representing 150 industries. Through LinkedIn, business alumni can connect with each other, learn about business opportunities, post and search for jobs, find high-quality passive candidates, and get introduced to other professionals.

To join our alumni groups, please visit the College's alumni portal at http://cob.sfsu.edu/COB/portal_alumni/

CoB Alumni Spotlight Expands

The College of Business is expanding its Alumni Spotlight, a collection of alumni biographies and pictures posted its website and on bulletin boards throughout the hallways, with the launch of self-submissions.

The Alumni Spotlight has proven to be a great inspirational tool for students and a great way to keep old classmates up-to-date.

To join our Alumni Spotlight, please visit the College's alumni portal at http://cob.sfsu.edu/COB/portal_alumni/

Alumni Association Keeps Busy

The SF State Alumni Association is experiencing a rapid growth in its activities. By the end of this academic year, the association will have organized over 30 events and established 10 alumni chapters around the world. The cities welcoming new chapters this year include Bangkok, Hong Kong, Las Vegas, Los Angeles, New York, San Diego, Seoul, Taipei, and Washington (DC). Below is a photo taken at the December 2007 SF Alumni Association Hong Kong Chapter Dinner. For more alumni news and events in your area, please visit the SF State Alumni page at <http://www.sfsu.edu/alumni.htm>



Bob, Rachel, Liz, Sanda, Yim-Yu, Sammi, and S.Y. at the Hong Kong Alumni Chapter Dinner



InCircle Widens

More than 6,000 SF State alumni have made the wise move to InCircle. The networking web site offers an easy way for Gators to reconnect with former classmates and find others who work in their industry, share their interests, ideals or maybe just the same zip code. InCircle lists job postings from the likes of Google, Merrill Lynch, Lucasfilm, Boeing and other companies looking to hire SF State alumni. Members may peruse the latest listings as well as post their own.

In addition to job leads, InCircle offers a growing number of discussion groups designed for and by Gators such as Green Alumni, Alumni in Los Angeles' Entertainment Industry, Alumni in the U.K., and College of Business Alumni. Meanwhile, through links to dozens of alumni blogs, there's plenty of interesting commentary on politics, publishing, pets, pet peeves and more.

To join inCircle, please visit <https://incircle.sfsu.edu/>

ALUMNI SPOTLIGHT



Ms. Heather Andersen, MSBA in International Business, Principle, Executive Coach and Facilitator at Globalinsightcoaching. http://www.globalinsightcoaching.com/about_us.php

Ms. Heather Andersen is an executive coach and facilitator specializing in leadership development and cross-cultural communication. She brings extensive international business experience to her work with individuals and teams. Heather's coaching specialty focuses on working with clients who are managing global teams and projects, particularly with India.

Heather helps leaders leverage their strengths, address their need for change, set goals and supports them to develop competencies and build skills. She assists clients to increase their awareness and communication effectiveness, enabling them to bridge gaps that would otherwise lead to misunderstanding and conflict.

She also works with clients to strengthen their leadership presence as well as develop more collaborative, cross border relationships. Clients benefit from her broad perspective and learn to develop their own ability to see situations in a new light, allowing them to better solve problems and challenges.

Heather worked as a senior client strategy consultant and executive coach at Aperian Global and the Institute for Women's Leadership.

During her career Heather has worked with a wide range of Fortune 500 client including Bank of America, Cisco Systems, Carlsberg, Dell, Gap Inc., Eaton Corporation, Estee Lauder, John Deere, KLA Tencor, Microsoft, Pricewaterhouse Coopers, Texas Instruments, and UnitedHealth Group.

STUDY ABROAD

My name is Shirley Ho, a senior in international business, management, and marketing at SF State. Meeting new friends, learning new cultures and visiting different countries are passions of my life. Therefore, I studied abroad at the Arnhem Business School (ABS) in the Netherlands for one year in 2005.

The first few months in Holland were the best. I made many great friends, traveled to different cities, and got to know a little bit of the Dutch culture. Many European students, particularly those from France and Germany, choose to study in ABS because it provides classes in English and is located near their home countries. Many became my life-long friends, and we still stay in touch several years after we have left school.

Traveling is one of the best things to do while studying abroad. I had the opportunity to live in a youth hotel and to visit my dream destination: the Roman Coliseum.

In the Netherlands, shops tend to close around 5 p.m. because people want to go home in time for dinner with their families. Pubs and clubs are extremely busy on Saturday night. Parties usually start around 11 p.m. and go to 3 o'clock in the morning.

Everything has two sides. There were also challenges during my study abroad. I was homesick in the Netherlands. I missed my family, friends, the streets, restaurants, and school. The saddest incident was when my grandmother passed away at the time I was preparing for my final exams in The Netherlands. I did not have enough money or time to return to San Francisco. I found it difficult to concentrate on studying. Thanks to my new friends I got through the difficulties.

One year flies by very quickly. Just when I got used to the independent life and grew close to my new friends, it was time to say goodbye. It was sad to know that we would not be together very often in the future, but we know that our friendship will last.

I appreciate SF State's bilateral programs and the professors who encouraged me to study abroad. 2005 is the most memorable year of my life. I will never forget the joy I felt and the lessons I learned during my year abroad. If I ever get the chance, I will do it again.



Shirly Ho in front of the Pantheon in Rome. Next stop: the Coliseum!

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Yim-Yu Wong, Ph.D.,
Professor

Nini Yang, Ph.D.,
Associate Professor

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MESSAGE FROM THE CHAIR OF THE BOARD

I was pleased to be asked to serve as the
Chair of the Department of International
Business Advisory Council, and look
forward to working with you again.

The Department is already well known
with our:

- (1) large number of well qualified,
multicultural students from around the
world
- (2) faculty combining business
experience with excellent academic
qualifications
- (3) graduates already in positions
worldwide
- (4) location in one of the nation's most
desirable urban-business-educational-
cultural centers

I believe that the Board can help us to
improve opportunities for our students,
and to provide us with advice and
suggestions regarding our programs. They
may also be able to help in identifying
possible additional resources.

*Ed Duerr, Professor Emeritus,
International Business; Chair, Advisory
Board of International Business*

MEMBER BIOGRAPHIES

Mr. Sean Ansett is the managing partner of
At Stake Advisors based in Madrid, Spain,
which offers consulting services in five areas:
stakeholder engagement strategy development,
ethical sourcing, social responsibility assessment,
partnership brokering, and capacity building.
With over 11 years of experience in corporate
social responsibility, he was formerly director
of global partnerships at Gap Inc. Early in his
career, he also managed Gap Inc.'s compliance
program in Mexico and the Caribbean. He is
a former Social Accountability International
Advisory Board member, a former member of
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He currently serves on the expert committee of
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Professor Torben Andersen, Ph.D., is director
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During his Ph.D. Studies, he enrolled in The
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2000 when the dot.com bubble burst, and the
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Mr. Willie Chan is currently CEO of Temasek
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as MD-Human Capital, Temasek Holdings
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Between 1973 and 1988, Willie worked in
two leading food companies in Canada and
Asia where he held operational and general
management positions. Willie went to China
in the early 1980s, leaning toward becoming
GM of a JV food company in Guangzhou,
Southern China. Willie was Regional VP-HR
with American Express International between
1988 and 1999 where he led the HR functions
across Japan, Asia and ANZ, and managed key
M&A transactions and reengineering efforts.
From 2002 to 2004, Willie worked with the
Airport Authority of Hong Kong as executive
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an organizational effort to redefine AAHK's
management structure and work processes.
Willie holds an M.Sc. degree from the
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Mr. Stephan Crawford, director of the United
States Commercial Service in San Francisco,
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international trade facilitation programs.
Prior to this position, Mr. Crawford served
on temporary assignment as the economic
and political officer at the U.S. Consulate in
Dusseldorf, Germany. In addition,

he served previously as staff to the Secretary of Commerce's liaison in California working on economic development issues. Mr. Crawford began his career in Silicon Valley, advising firms on national security and foreign policy-based export controls. Over his 14-year career, he has counseled hundreds of U.S. companies on diverse aspects of doing business abroad. Mr. Crawford earned his B.A., magna cum laude, from the University of Southern California, and was an Adenauer Scholar at the Johannes Gutenberg University in Mainz, Germany, where he undertook research on renewable energy technology transfer. He holds a Masters in International Affairs from the Fletcher School of Law and Diplomacy in Boston, Massachusetts. While at Fletcher, he devoted a significant portion of his coursework to natural resource policy and completed a graduate seminar on environmental policy at MIT. A native of San Francisco, Mr. Crawford has traveled extensively and speaks German, Spanish, and has a strong working knowledge of French.

Dr. Edwin C. Duerr is Professor Emeritus, San Francisco State University. In addition to teaching, he served in a number of administrative positions at SF State and, for the California State University System, served two years as resident director of the CSU program in Sweden. In his teaching and administrative positions, he developed a number of international programs for SF State students, and academic and professional programs for students and managers from abroad. Drawing on his education and experience in engineering and business administration, Dr. Duerr directed or had responsibility for major portions of large consulting projects in Brazil, Spain, Japan, and the U.S. He also directed smaller consulting projects in several Asian and European countries. He has been a Visiting Professor in Japan, Sweden, Denmark, Germany, and The Netherlands. The author of numerous articles on cross-cultural management, operations management, personnel, and international marketing, Dr. Duerr is co-author of the textbook *International Marketing and Export Management* (Prentice Hall), now in its 6th edition. It has been published in German and Chinese language editions, and in a separate edition for India and Pakistan.

Dr. Mitsuko Saito Duerr is on the Executive Committee of the Board of Directors of The Japan Society of Northern California and is president of Satsuki-kai, Inc. She holds degrees from Japanese and American universities, and has worked in both countries in business, education, and consulting. As director of the U.S.-Japan Institute at San Francisco State, she worked with senior executives at Japanese companies in establishing short courses, semester-long, and year-long training programs for mid-level and senior managers. She has developed and conducted programs for senior Japanese managers on Managing the American Workforce programs in Tokyo, New York, Detroit, and San Francisco. In

addition, she has developed and conducted programs for Americans located in the U.S. on Japanese business and related topics. On the faculty at SF State, she developed the first regular course on Japanese management offered at any American university. Dr. Duerr has taught in Japan, Denmark, and Germany; done consulting work in Japan and the U.S.; and has worked on a three-year study of women in the workforce in the Philippines, Japan, and the U.S. She is the author of numerous articles on comparative management, and has given many invited speeches in Hong Kong, France, Spain, Denmark, and Germany.

Ms. Kit Lin Fung is the executive director of Johnson & Johnson Family Health Initiatives in China. She is a strong advocate for corporate community services in China. She currently supervises 15 community health related initiatives. Partners include the Red Cross in China, China's Ministry of Health, the Chinese Medical Association, the All China Women's Federation, and the China Nursing Association. Ms. Fung has 10 years of experience in managing international joint ventures and over 20 years of solid managing and marketing experience in Asia and North America. Previously, she was a vice president of J&J's joint venture with pharmaceutical operations in China and of Coty-Lancaster, China. During her days at Colgate-Palmolive, she was business development director and marketing director in Hong Kong and Canada and product manager at Procter & Gamble Co. in Taiwan, China, Hong Kong, and Canada. Ms. Fung has been honored with a J&J Standard of Leadership Award and a J&J Bellringer Award for Best Worldwide Advertising. She is also an executive trainer and guest lecturer in international management and marketing at the prestigious Peking University, Beijing, China.

Ms. Tae Furuse is an entrepreneur and an educator. She is the CEO of Yamamoto Kanpou U.S.A. and the managing partner of Aquapal U.S.A. Ms. Furuse has more than 20 years of experience in doing business in Japan and the United States particularly in trading and marketing. After serving as administrative manager for one of the largest seasonal ornament manufacturing companies in Japan, she became the managing partner of a U.S.-based trading company, focusing on marketing and merchandising for both U.S. and Japanese clients. Ms. Furuse's current endeavors are in natural health food and the Shigaraki Zen ceramic functional art products. Some of her luxury ceramic items have been featured on HDTV. Ms. Furuse has also been heavily involved in international education. When she was the associate director of the U.S.-Japan Institute, Ms. Furuse coordinated executive training programs for Japanese managers. Ms. Furuse has been a lecturer at the College of Business and associate director of the I.S.I. program at San Francisco State. Ms. Furuse has also published a paper on the Japanese rice market.

Mr. Patrick S. Lee is the managing director of Crown Motors Ltd. in Hong Kong. He specializes in international marketing and sales in both consumer products and automobiles. He served as a member of the Board of Directors and as group general manager of five Kerry Coca-Cola Bottling Companies in China from 1998 to 2006. Mr. Lee is the inventor of the innovative marketing strategy, A3D (Arousing Consumer Desire, Trade Desire, and Sales Force Desire.) He has earned many honors in international sales. Under his leadership, his China bottling groups achieved the fastest growth in 2004-2005. When serving as a General Manager for Agfa-Gevaert (Hong Kong) Ltd., in 1993-1998, his company achieved the highest sales position in the China photo paper market. When he was at Procter and Gamble in Asia, he made several products the number one choice of consumers. In addition to consumer goods, Mr. Lee is also an expert in automobile marketing. He was honored with the Top Salesman Award and Grand Sales Master title from Honda Canada, Inc. in 1990 and 1991.

Ms. Paloma López is brand manager at The Kellogg Company based in Madrid, Spain. She has 14 years of international work and study experience, seven of which are in Consumer Goods Marketing and Innovation in North America, Latin America and Europe. Previous to her current work as brand manager for Kellogg's Extra and Optivita brands in Spain, Ms. Lopez worked as innovation brand manager for The Kellogg Company where she was a key member of their Pan European Marketing Innovation team and the project leader of multiple European and Global Innovation projects on key brands like Special K and All Bran, managing cross-functional and international teams. Earlier in her career, Ms. Lopez was online marketing and consumer promotions manager at the Clorox Company in the USA, and held other brand and new business development positions at Kellogg Company in Mexico. Ms. Lopez has also been active in not-for-profit and development work. She once worked with the European Voluntary Service as program coordinator in Ghana, Africa. Ms. Lopez is also very interested in sports management and while she was a graduate student she engaged an academic research publication on the subject. A native of Spain, Ms. Lopez earned both her Bachelor's and Master's degrees in the United States.

Colonel Thomas E. Maher is a retired U.S. Air Force officer with 26 years of active duty. He is also a Professor Emeritus of Management at California State University Fullerton and former chair of that department. A lawyer, Colonel Maher is a former JAG officer and is admitted to the bars of California, Michigan, the U.S. Supreme Court, the U.S. Claims Court, the Ninth U.S. Circuit Court of Appeals, and various Federal District Courts in California, Oklahoma and Michigan. He has worked at some of the highest levels in the U.S. government, having been a member of the General Counsel's

office of the Secretary of the Air Force (The Pentagon) and a member of the Armed Services Procurement Regulation Committee (The Pentagon), serving directly under the Assistant Secretary of Defense for Logistics and Installations, with world-wide responsibility for devising policies and procedures for the procurement of all supplies and services for the Armed Forces. Among his many assignments, he served as deputy commander of the Air Procurement Region, Far East, with headquarters in Japan and jurisdiction over subordinate organizations throughout the Far East. He also served with the European Office of Aerospace Research and traveled extensively throughout all Western European countries and the Middle East. He is the author or co-author of many published articles and papers on management issues, particularly those involving business in Japan and China. He is also a current speaker on cultural topics pertaining to Japan and China.

Professor Alejandro Ardila Manzanera has been a teacher in the Tec de Monterrey System for the last 20 years where he has taught undergraduate and graduate courses in the area of economics such as the Economic Environment of Mexico and the World, International Economics, International Political Economics, and Macroeconomic Analysis. He has been a visiting professor at Illinois State University, the Business Institute of the University of Nancy in France, the University of Washington at South Puget Sound, and the University of Edmonton in Alberta, Canada. His academic interests fall within the sphere of economic development, and presently he is working as an analyst in technological innovation and its relation to the economic development of Mexico. He has published articles on these topics in the *International Trade Journal*, *BALAS*, the *Journal of Business Technical Communications*, the *Multinational Business Review*, and the *Pergamon Press*. He has been a member of the Study Planning Committee of the Tec de Monterrey System. He won the Golden Ram in 1995, a recognition awarded to the best teacher in the school, and has been recognized as their generation's best teacher by 12 generations of graduating seniors or master's candidates. He has also worked as a consultant to national and international companies, and to the state government.

Mr. George Orbelian is a principal in Orbelian Properties, a San Francisco-based firm with a commercial and multi-family real estate portfolio. He serves as a member of the Board of Directors of the San Francisco Global Trade Council, the prestigious membership organization founded in 1992 by his late father, Harry Orbelian. A noted author, George wrote the standard reference book on surfboard design, *Essential Surfing* and served as editor of the Design Forum column for internationally distributed *Surfer Magazine*. He is currently at work on a book on the legendary surfboard designer, Dick Brewer. A fluent Russian speaker,

George assisted in the translation from Russian of Nicolai Levashov's *The Final Appeal To Mankind*. He is co-founder of Ojingo Labs, LLC, a web 2.0 technology company headquartered in Silicon Valley. George was appointed to the San Francisco Mayor's Ocean Beach Task Force, and serves as a member of the Board of the Farallones Marine Sanctuary Association. A surfer for over 35 years, George is passionate about the ocean and the environment. He holds a B.A. in Art from San Francisco State. He and his wife Marcia have twin boys who are both students at UCLA.

The Honorable Barbara Pivnicka is president and chief executive officer of the San Francisco Global Trade Council. Ms. Pivnicka served as senior vice president and chief marketing officer, global, for Tier Technologies. Ms. Pivnicka was director of marketing for Deloitte and Touche and was appointed Honorary Consul of the Slovak Republic by the Foreign Minister of the Slovak Republic. She was elected secretary-treasurer of the San Francisco Consular Corps, the third-largest consular community in the U.S. Ms. Pivnicka is a frequent lecturer at San Francisco Women in Finance, the San Francisco Chamber of Commerce's Executive Women's Forum, Association of Accounting Marketing, University of San Francisco's (USF) Graduate School of Business, Golden Gate University, and the Prague Society for International Cooperation's Global Symposium. She is the recipient the Bronze Eagle, and a Certificate of Honor from Leadership San Francisco. In 1997, she was named San Francisco's Volunteer of the Year by the Bay Area Management Center. Currently, Ms. Pivnicka is a governor of the Commonwealth Club and serves on the Executive Advisory Board of USF's Center for the Pacific Rim. Ms. Pivnicka holds a B.A. with Honors from USF, and was chosen as a scholar in the prestigious Honors Humanities Program. She is certified by the National Investor Relations Institute.

Mr. Kim Man Wong is the financial controller of China Beverage Unit, PepsiCo International, China. He has over 20 years of experience working for U.S.-based multinational corporations in international financial management and accounting. He has worked extensively in Asia and North America. Previously, Mr. Wong was the vice president of finance and administration for Kellogg's Asia Pacific Ltd., finance director of Polaroid Asia, service and finance director at Mars Inc., and finance at Procter & Gamble Co. Mr. Wong was one of the pioneers who launched the first production of Head & Shoulders for P&G in China in 1988. Even though most of his career has been in the fast moving consumer products area, Mr. Wong has six years' experience in the service and logistics industry where he was the financial controller at the Airport Authority Hong Kong in Hong Kong, China. Mr. Wong now serves as the chair of the Advisory Board on Accountancy of Lingnan University in Hong Kong. He has been guest lecturer and financial trainer in both Hong Kong and China.

Mr. Kunihiko Yamashita is the chairman and CEO of the Shikoku Chemicals Corp. in Japan. Mr. Yamashita graduated from the prestigious Waseda University, School of Law and worked for Nippon Ham & Meat Packer, Inc., soon after his completion of the law degree. After that, Mr. Yamashita completed a degree in management and marketing at San Francisco State. Most of Mr. Yamashita's career has been with the Shikoku Chemicals Corp. in Japan, one of the largest international companies in the industry. He has served as overseas business operation director, executive director of chemical business, executive director of building materials business, and senior executive director. In 1999, Mr. Yamashita became the president of Shikoku Chemicals. In 2005, he was elected as its chairman and CEO. Under his leadership, Shikoku Chemicals continues to develop a wide range of innovative technologies that enjoy an excellent reputation throughout the world. Following the company's business philosophy, Mr. Yamashita faithfully believes that free and fair competition is vital to any successful business community.

Ms. Heather H. Zhou is a project manager in the Emerging Markets Sourcing division for Ford Motor Co. in Detroit, Michigan. Most of Ms. Zhou's career has been in the engineering of automobile manufacturing both in China and the U.S.A. Ms. Zhou has presented her research in powder metal at an automobile professional conference in Europe. She has earned an award for her method of using powder metallurgy in Ford Explorers. Her steering torsion bar project is estimated to save Ford Motor Company \$5 million per year. Ms. Zhou was also heavily involved in designing oil consumption reduction for V6 engines. In recent years, Ms. Zhou has been in charge of vehicle procurement operations of the Emerging Marketing Sourcing division at Ford. Operating at the international level, Ms. Zhou has launched multiple innovative projects and programs to facilitate procurement from China for Ford. She is the chairwoman of the Southwest Chinese Association of America and a committee member of the Society of Automotive Engineering. She is an economic development consultant to Mr. Robert Ficano, executive of Wayne County, Michigan, and provides advice and support to the county. She is also the pioneer and founder of the economic and cultural ties between Wayne County and Chongqing, China, two prominent international locales.

