GT CIBER Award, BENELUX Conference, UIBS Summit, Spring Practicum, and more in the GT CIBER Newsletter Fall 2018

Fall 2018 NEWSLETTER

View Our Event Calendar

4 More Years of Grant Funding Awarded

We are excited to announce that GT CIBER was competitively awarded 4 years of funding as a national center of excellence, effective October 1st. This marks GT CIBER's eighth consecutive national award since 1993. It guarantees a continuation of international business-related education and research at Georgia Tech. The application, titled "Broadening a Technology University's Globalization Model: Leveraging an Innovation Ecosystem for U.S. Global Competitiveness," focuses on disruption caused by interconnected economies and global changes driven by digital technologies. This 4-year round of funding focuses on ensuring business education and its related disciplines remain relevant and forward-looking, both at Georgia Tech and in our region. The award is funded through the Higher Education Act's Title VI and stresses overarching themes such as: global innovation and U.S. enterprise generation, business sustainability and resilience of internationalizing firms and managers, security and globalization of U.S. economic actors, and global agility of the US workforce to respond to fast-changing challenges of the new economic environment. This round of funding yielded 15 national centers at top notch schools throughout the U.S.
EUROPE

BENELUX 60th Anniversary Round-Table @ Metro Atlanta Chamber of Commerce & Trade Ambassadors Workshop at Georgia Tech on December 12th

From left to right: Amb. Henne Schuwer (Netherlands), Amb. Sylvie Lucas (Luxembourg), Amb. Dirk Wouters (Belgium), John McIntyre (Georgia Tech)

- **December 3rd**, Executive Director, John McIntyre, moderated a panel at the Metro Atlanta Chamber of Commerce that included ambassadors from Belgium, Netherlands, and Luxembourg. Discussions centered around the current political climate.

- **December 12**, GT CIBER co-hosted the European Union Trade Ambassadors Workshop organized by the GT Center European and Transatlantic Studies at the Bill Moore Student Success center on the Georgia Tech Campus. Attendees came to learn more about how to increase exports, attract foreign investment and grow Atlanta's economy.
  - Speakers included:
Keynote address by H.E. Dr. Wolfgang A. Waldner, Ambassador of Austria to the United States. 
Panel discussion on how to grow exports and attracting foreign direct investment, featuring: 
- John Woodward, Senior Director, Foreign Investment, at the Metro Atlanta Chamber 
- Mary Waters, Deputy Commissioner for International Trade, Georgia Department of Economic Development 
- Jennifer Riccardi, Senior Trade Advisor, EU Delegation to the United States 
- Moderated by: Alasdair Young, Professor of International Affairs and Co-Director, Center for European and Transatlantic Studies, Georgia Tech

Registration (very few slots left!): [here](#)

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**North Asia**

**GT CIBER teams with Sasakawa USA- "Investing in Georgia's Workforce: A U.S.-Japan Dialogue"**

![Image of panel members](image_url)

*From left to right: (Phil Sutton, VP and Chief Administrator, Kubota Manufacturing of America Corp., Dr. Ray Perren, President, Lanier Technical College, Julie Chung, Director of the Office of Japanese Affairs, US State Department, Consul General Takashi Shinozuka, Consul-General of Japan in Atlanta, Ambassador James Zumwalt, CEO, Sasakawa Peace Foundation USA, George P. Burdell, Regents Professor, Georgia Institute of Technology, Jim Hoadley, Associate Director, GT CIBER, Mike Phillips, Senior Director for Global Talent Acquisition, InComm)*

**September 6**, Sasakawa Peace Foundation USA, the U.S. Department of State, the Consulate General of Japan in Atlanta, and Georgia Institute of Technology co-hosted a luncheon panel discussion to explore how Japanese and U.S. firms, state and local authorities, and educational institutions can work together to train and develop Georgia's workforce. The event took place at the Academy of Medicine on Georgia Tech's campus, and was supported by the Georgia Department of Economic Development, the Japan-American Society of Georgia, and the Technical College System of Georgia.
Georgia Tech Hosts Abe Fellows Global Forum

**December 1st**, Georgia Tech co-hosted this year's Abe Fellows Global Forum in collaboration with the GT School of Public Policy. It brought together experts to discuss the rapidly changing economic landscape in Asia in the context of technology advancements and rising innovation hubs within China, India, and Singapore. The forum included panelists who discussed the impact of AI, big data, and innovation policies and strategies, as well as innovation cultures of Japan, the U.S. and other Asian countries. The event was held at the Clary Theater in the Bill Moore Student Success Center at Georgia Tech.

Other Events

**Discussion on Artificial Intelligence with Professor Kobi Gal, Ben Gurion University**

*From left to right: Guy Tessler, president, Conexx; Ya’akov “Kobi” Gal, BGU; Oded Shorer, director of economic and trade affairs, Consulate General of Israel to the Southeast; John McIntyre, executive director, Georgia Tech Center for International Business Education and Research; James Hoadley, associate director, Georgia Tech CIBER; Reva Feldman, Greater Florida regional director, AABGU.*

**August 1st**, Georgia Tech hosted Professor Kobi Gal from Ben Gurion University in Israel to discuss the role of Artificial Intelligence in today’s economy. Professor Gal spoke to students and business leaders about the impacts of Artificial Intelligence and if it should be treated as a friend or foe. The event was hosted with the support of American Associates of Ben Gurion University of the Negev and Conexx, and The American Israel Business Connector.
USA India Business Summit & 24th Annual Georgia Tech Global Business Forum

August 28-29, This year's Business Forum hosted companies and thought leaders from US, Israel, and India, and focused on disruptive technologies including Internet of things, Robotics, and Smart Cities technologies. The theme of this year's event was titled "Engage, Leverage, and Accelerate ~ Business 2 Business Connections and Innovations" held at the Historic Academy of Medicine. The event was a two-day business conference interspersed with B2B meetings and networking receptions. The event hosted 30 distinguished speakers and delegates. Strategic partners included the Georgia Department of Economic Development, The Metro Atlanta Chamber, Conexx: America Israel Business Connector, and Next Generation Manufacturing. Sponsoring partners included USIBRC, Taj Group, GDEcD, MAC, and MAAI.

Other News

GT CIBER Annual Research Awards

May through September 2018 The awards are given regularly to ensure American research in business and business-related disciplines remain on the cutting edge of the global economy. The awards are selected through a competitive process and the research results are either published in peer-reviewed journals or presented at prestigious academic conferences. This year's awards were given to:

Anjali Bohlken - Assistant Professor, Sam Nunn School of International Affairs, Project Title: "Consumer Behavior, Efficiency and Sustainability in India's Power Sector"

Marco Ceccagnoli - Associate Professor, Strategy & Innovation, Scheller College of Business, Project Title, "Scientific capabilities, R&D decentralization, and the profitability of markets for technology"
Eva Lee - Professor & Director, Center for Operations Research in Medicine and HealthCare, H. Milton Stewart School of Industrial and Systems Engineering, Project Titled, "International Visits and Immigration Management: A Global Economic and Risk Analysis"

Matthew Higgins - Associate Professor of Strategy & Innovation; Scheller College of Business & Research Associate, National Bureau of Economic Research (NBER), Project Title: "Starving (or Fattening) the Golden Goose: Generic Entry and the Incentives for Early-Stage Pharmaceutical Innovation"

Narayanan Jayaraman - Thomas R. Williams-Wells Fargo Professor of Finance; Scheller College of Business, Project Titled, "Mergers and the Market for Busy Directors: An International Analysis"

John Walsh - Professor - School of Public Policy; Project Titled, "Complementarity between public support and the acquisition of external knowledge for SME innovation: Evidence from the Korean Innovation Survey micro-data"

Dong Liu - Associate Professor, Scheller College of Business, Project Titled, "Reassessing and Redirecting Research on Foreign Direct Investment Termination"

Marius Florin Niculescu - Associate Professor, Scheller College of Business, project titled, "Economics of Ransomware Worm Attacks"

Peter Swire - Elizabeth and Thomas Holder Chair, Professor, Scheller College of Business, Project Titled; "Competitiveness Effects of Changes in Chinese Data Protection, Cybersecurity, and Privacy Laws"

Fei-Ling Wang - Professor - Sam Nunn School of International Affairs, Project Titled; "Trade War or Tech War?"

Alisdair Young - Professor and Co-Director for the Center for European and Transatlantic Studies, Sam Nunn School of International Affairs, Project Titled; , "Contested Compliance: Explaining Whether, Why and How the European Union Complies with Its Multilateral Trade Obligations"

Han Zhang, Professor, Scheller College of Business, Project Titled; "Emojis or Not? How Emotional Vividness Influences Brand Attitude in Social Media"

Scheller 2019 MBA International Practica Set

Spring 2019 This year's MBA practicum courses will take students to four different locations including China, South Africa, Israel, and Hungary. The elective is designed to give students the opportunity to experience the business environment of foreign countries through working directly with companies. The format includes real-world business projects where students partner with companies and present their finding over the Spring Break vacation. This year's trips will be led by Joyelle Harris to South Africa, Bing Zeng to China, John Parkerson to Hungary, and Avi Leibovitch to Israel.
New HBCU Network Relationship with University of the District of Columbia

From left to right: Amit Arora - UDC, Margaret O’Connor - Bloomsburg University, Anshu Arora - UDC, John McIntyre - Georgia Tech, Mohammad Sepehri - UDC Dean of School of Business and Public Administration

November 29 GT CIBER took part in the 2018 inaugural business Firebirds Research Conference hosted by the University of the District of Columbia, School of Business and Public Administration. The event’s theme focused on the Global Business Environment and was led by the SBPA Firebird Research Conference Chair, Dr. Anshu Arora. GT CIBER Executive Director, John McIntyre, was a conference event judge. The forum celebrated the research of SBPA faculty and students and showcased the work of UDC students. GT CIBER looks forward to further collaborating with the historic University of the District of Columbia.

12th Annual China Goes Global in Shanghai
June 20th This year's China Goes Global Research Conference held in Shanghai, brought together a diverse group of experts to discuss the growth and globalization of China. The event focused on China's Belt and Road Initiative which seeks to expand maritime routes and land infrastructure networks connecting China with Asia, Africa and Europe. The initiative is to increase trade and economic growth throughout the regions. The conference attendees discussed and analyzed the related impact from cultural, political, and economic perspectives. GT CIBER's Executive Director John McIntyre serves on the board of the Chinese Globalization Association and Conference Organizing Committee, and we look forward to next year's event!

GT CIBER Welcomes New Research Fellows

GT CIBER offers this distinction for people who have worked closely with GT CIBER and whose research and teaching objectives are related to, and in the context of GT CIBER's mission. The following research fellows include:

- Dr. Stewart Miller, Professor of Management in the Department of Management at The University of Texas at San Antonio.
- Dr. Anshu Arora, Associate Professor of Marketing at The University of the District of Columbia.
- Dr. Silvester Ivanaj, Associate Professor of Information Systems at ICN Business School

2018 AIBSE Doctoral Consortium
GT CIBER participated and sponsored the 2018 Academy of International Business Southeast Doctoral Consortium. Executive Director, John McIntyre, was one of the consortium co-chairs. The theme of the conference was "Intellectual Property and the Creative Economy." This year's event took place in Nashville, TN in cooperation with Belmont University. The conference included the opportunity for professional development, publishing opportunities, conference awards, and featured Dr. Marjorie Lyles, who is the Chancellor's Professor and holds the OneAmerica Chaired Professor of Business Administration at Indiana University's Kelley School of Business as the Key-Note speaker.

**International Industry Leaders Graduate Speaker Series/Class**

As part of the graduate Global Business Seminar: Managing Differences, Prof. McIntyre welcomed a series of industry leaders to address current pressing issues regarding globalization in today's business world. The course was open to Scheller MBA students and speakers included:

- Mr. Guillaume Baillard, CEO, ControlRad
- Mr. Dan Usher, GM of Japan and Director of Strategy, Marketing and Business Development for Asia Pacific at JM Huber
- Jung Mar, Senior wealth manager with experience in Canada, the US and Taiwan, and Senior Advisor to the National Association of Chinese Americans in the US
- Mr. François Bresson, Chief Finance Officer, Americas, Orange Business Services
- Mr. Dominique Petitgenet, Chief Operating Officer and Chief Financial Officer, IMMUCOR
- Dr Robin Moriarty, former CMO, Latin America, now COO International and Transformational Leader
- Mr. Patricio Gutierrez, Senior Director, R&D Operations, The Coca-Cola Company
- Mr. Scott Ellyson, CEO, East-West Manufacturing

**Georgia Tech and Georgia State Co-establish Atlanta Global Studies Center**

GT CIBER is excited about the new competitively funded National Resource Center, led by the School of Modern Languages, Dr. Anna W. Stenport, which will feature a Foreign Language and Area Studies Fellowship program funded by a $2.25 million grant from the U.S. Department of Education. The center will focus on student populations that are underrepresented in international and advanced language studies. It will work with college
students across the Atlanta region to better prepare them for careers in business, education, public and government services, and more. For more information click [here](#).

The 18th Annual Roundtable for Engineering Entrepreneurship Research (REER) Conference

**November 2-4** GT CIBER was happy to sponsor this year's REER Conference held at the Georgia Tech Global Learning Center. The conference seeks to bring together leading scholars from a variety of disciplines to discuss and exchange research and findings surrounding technology and innovation. This year's event discussions focused on topics such as Machine Learning, Risk and Learning, Division of Labor, and more. The Keynote Speaker was Avi Goldfarb (Toronto) who discussed Prediction Machines.

Georgia Tech CIBER at Scheller College of Business | Email | Web

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