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MESD Recap, China Goes Global Conference, UIBS event, GSVC awards, and more in GT CIBER Newsletter Spring 2018

SPRING 2018 NEWSLETTER

View Our Event Calendar

Georgia Tech Hosts The 5th Annual Multinational Enterprise and Sustainable Development Conference
From left to right, Professors John McIntyre, Scheller College of Business; Vera Ivanaj, National School of Chemical Industries (ENSIC), University of Lorraine; Silvester Ivanaj, ICN Graduate School of Business, Nancy France; Raymond Saner, Basle University, Sciences Po (Paris), and University of Applied Sciences and Arts Northwestern Switzerland (FHNW)

From December 7-9 Georgia Tech was pleased to host the 5th Multinational Enterprise and Sustainable Development Conference (MESD) to discuss innovative ways and best practices through which private sector actors can address environmental sustainability issues, assuming a more salient role, particularly with border-crossing firms which can quickly diffuse practices across different regions. Despite a rare snow storm in Atlanta, the conference was a success that brought together industry leaders from all over the world including Denmark, India, France, Switzerland, and many more. The event was extremely well attended and pertinent, with the global climate summit occurring in Paris shortly after the conference. A total of thirty five papers were presented over the three days, along with several roundtables to discuss and debate the topics. Highlights from the event included speakers from The Coca-Cola Company, Novelis, Solvay, and Toto, who discussed how their companies are addressing pressing sustainability issues within the framework of the United Nations Sustainable Development Goals.

Perhaps the greatest takeaway from the event was the enthusiasm and initiative displayed by companies which recognize the need to make sustainability a part of their domestic and global corporate strategy and respond to the pressing environmental challenges of our era. This year's conference confirmed the importance of private enterprise in the effort towards achieving the UN Sustainability Goals, and we were thrilled to be the platform where so many great ideas were shared. GT CIBER will work to keep pushing private enterprise to follow through on these important sustainability efforts, and we were excited that the event was covered by the Science and Technology Office of the French Embassy and Ministry in Paris. For more information on presentations and papers, please reach out the GT CIBER. Sponsoring the 5th annual
MESD were the Ray C. Anderson Center for Sustainable Business, Aalborg University, the University of Delhi, the University of Lorraine/ICN, and ENSIC.

GT CIBER Collaboration with Aalborg University

GT CIBER teamed up with partners from Aalborg University Business School in Denmark to examine successful Danish firms located in the Southeastern United States. Professors Marin Marinov, Olav Sørensen, and Jimmi Kristiansen visited Georgia Tech while attending the MESD conference, and met with various Danish firms located in Georgia while here. Our colleagues studied Danish investment in the region, and GT CIBER is looking forward to continuing to work with Aalborg faculty in putting forth a research proposal of Danish private investment abroad, and specifically in the Southeastern United States. Furthermore, we look towards next year with the possibility of having the 6th annual MESD in 2019 in Denmark.

11th annual China Goes Global at Agder University

The annual China Goes Global Research Conference which was created in 2005, is the premier conference on the internationalization on the Chinese enterprise and Chinese investment outside APAC. The 2017 11th event was co-organized by GT CIBER and took place in Kristiansand, Norway, with approximately 180 participants attending the event. A
special issue from the conference will be published by the International Journal of Emerging Markets, an Emerald journal that is indexed and ranked by Scopus, ESCI, and ABS. Key Note speakers included:

- Helge Aasen - CEO of Elkem AS
- Dr. David Zweig - Chair Professor, Division of Social Science, and Director, Center on China's Transnational Relations, HKUST
- Jingzhou Tao - Managing Partner at Dechert LLP

GT CIBER is currently helping organize the 12th China Goes Global Conference which will be held in Shanghai on June 18-20, 2018.

[chinagoesglobal.org](http://chinagoesglobal.org)

**GT CIBER Hosts 23rd annual GT Global Business Fourm and 8th USA India Business Summit**

GT CIBER hosted the 8th USA India Business Summit (UIBS) alongside the 24th Annual Global Georgia Tech Business Forum at the Academy of Medicine this past fall. UIBS has a distinguished history of being the largest conference in the Southeastern United States that promotes business relations between USA and India. The goal is to bring investment, partnerships and businesses between the United States and India on a common platform and accelerate growth in key areas such as science technology, education, healthcare, innovation and research. Since 2010, UIBS has been organized by USA India Initiatives and GT CIBER, with support from Consulate General of India, U.S. Commercial Service, GDEcD, Confederation of Indian Industry and a host of sponsoring organizations. This year 250+ people participated in the event and distinguished speakers included:

- Ms. Mary Waters, Deputy Commissioner, International Trade, the Georgia Department of Economic Development
- Mr. Devinder Ahuja, SVP, Chief Financial Officer, Novelis Inc. - Keynote
- Dr. Vijay Khole, Vice-Chancellor, Amity University, Mumbai & Ex Vice-Chancellor, University of Mumbai, India - Keynote

GT CIBER center would like to thank all the speakers who participated and a special thanks to our sponsors including, GDEcD, Novelis Inc., Qatar Airways, Taj Group, University of South Carolina Beaufort, Fragomen Worldwide, Metro Atlanta Chamber, The Coca-Cola Company, Manhattan Associates, Hartsfield-Jackson Atlanta International Airport, NIIT Technologies,
Recent Events

Scheller 2018 MBA International Practicum

The Brazil group visits Sugar Loaf Mountain in Rio de Janeiro.

Some 70 members of Georgia Tech's MBA class embarked on its annual international practicum trips over Spring Break. The practicum course offers students the chance to learn and gain hands on experience working internationally with global firms. This year's projects included working with Boeing, Accenture, and Baker Hughes in Brazil; Rakuten, Hill Top Yamamoto, and Masumi Sake in Japan; and Manipal Health Enterprises, Kenscio Digital Marketing, and Accord Consultants in India, just to name a few. GT CIBER Associate Director and expert on business trends in Japan, James Hoadley, led students to Tokyo, Kyoto and Nagano, Dr. Joy Harris led the trip to Sao Paulo and Rio de Janeiro, while Professor Alka Citrin led the trip to India.

GT CIBER Supports Global Social Venture Competition

Georgia Tech CIBER was excited to support this year’s Global Social Venture Competition Regional Finals which was hosted at the Scheller College of Business on March 9th and led the Institute for Leadership and Entrepreneurship. Scheller is one of nine partners for the Global Social Venture Competition, which brings together teams of students from different universities to present impactful ideas that support innovative, entrepreneurial approaches to solving worldwide social and environmental problems. GT CIBER was happy to support the competition for the second time and we look forward to seeing these great ideas implemented.

**UIBS CIBER Seminar: Disruptive Technologies**
From left to right; Ani Agnihotri, Chair, UIBS; Hon. J. Plimogre-Bedford, HM Consul General, United Kingdom; Alain Louchez, Managing Director, GT Center for the Development and Applications of Internet of Things Technologies; Dr. John McIntyre, Scheller College of Business; Dr. Suman Das, Morris M Bryant Jr Chair in Mechnical Engineering for Advanced Manufacturing Systems, Georgia Tech; CB Velayuthan, Sr VP, Global Sales, IP & Optical Networks, Nokia Networks, California

On April 4th, GT CIBER hosted the UIBS CIBER Seminar where we discussed the topic of Disruptive Technologies: Implications for the Global Workforce. The all-day event, with an audience of 80 participants, was free for Scheller and partner school students, and speakers included:

- Dr. Alain Louchez; Managing Director, Georgia Tech Center for the Development and Application of Internet of Thing Technologies (CDAIT)
- Supreet Singh Manchanga; Managing Director, Quantum Ventures
- CB Velayuthan; Sr. Vice President - Global Sales, IP & Optical Networks, Nokia Networks

Topics covered included Mobile Technologies and Cloud Computing, Robotics and Automation, Artificial Intelligence and Machine Learning, and Internet of Things.

**National Association of Chinese Americans New Year's Banquet**
From left to right; Prof. Han Zhang, Director, Technology and Management Program, Scheller College of Business; Dr. Chang Zhu, Exec. Dir., International programs, Coulter Department of Biomedical Engineering and GT Peking Campus; Ms Marta Garcia, Associate VP, International Development; Dr Y. Berthelot, Vice Provost, International Initiatives; Ms. Lani Wong, Chair, National Association of Chinese Americans (NACA); Prof. John McIntyre, Scheller College of Business, all of Georgia Tech; February 10, 2018.

GT CIBER was represented at the Chinese New Year (Year of the Dog) celebration at the National Association of Chinese Americans (NACA). NACA’s Board of Directors awarded $30,000 to support the Georgia Tech’s Shenzhen, China campus operations, and GT CIBER received $1,500 of support.

John McIntyre Receives Fellowship Designation

The Academy of International Business southeastern division at its October 2017 meeting in Washington D.C. made GT CIBER Executive Director, Professor John McIntyre a fellow of the Academy of International Business (Southeast Chapter). Professor McIntyre was recognized for his long-standing work with the AIB SE in supporting doctoral workshops, hosting annual conferences, and research work through the GT CIBER center.

GT CIBER Collaborates With Regional Colleges

GT CIBER participated in the Global Research Day at Savannah University Business School. Students participated in 17 business projects and GT CIBER was invited to judge the presentations, select winners, and award annual prizes for the students. In addition, on April 20th, Professor McIntyre spoke at Savannah University Business School on topics including:
The rise of China and its Impact on the global supply chain, the case of the U.S. Eastern Seaboard and the Port of Savannah.

On September 15th, GT CIBER along with USC CIBER presented a one day program at Clayton State University on emerging Africa; implications for teaching.

On May 26th, GT CIBER hosted the presentation "Putting Theory into Practice; Designing Cultural Reflection into Study Abroad" by Dr. Deirdre Mendez of the McCombs School of Business at UT Austin. It was targeted to members of our community college consortium and was attended by 50 people.

Upcoming Events

12th annual China Goes Global to be hosted in Shanghai from June 18-20

This year's China Goes Global conference will focus on the development of the Chinese MNC and its role in globalization, which is changing the geopolitical landscape. The China Goes Global research initiative investigates some emerging questions related to China's globalization: Why do Chinese firms internationalize, how do they do so, and what is the impact of Chinese firms and institutions internationalization on other nations?

This year's Key Note speakers include:
• Peter Ping Li; Li Dak Sum Chair Professor of International Business at the University of Nottingham at Ningbo China
• Junjie Hong, Distinguished Professor of Economics, Dean of School of International Trade and Economics at University of International Business and Economics, Beijing
• Peter Gammeltoft, Professor of International Business at the Department of International Economics and Management, Copenhagen Business School

GT CIBER is proud to support the annual China Goes Global conference and be a contributor to the ongoing discussion.

2018 USA India Israel Business Connections Conference August 28-29

GT CIBER & UIBS with strategic partners Georgia Department of Economic Development, Metro Atlanta Chamber, Conexx and Next Generation Manufacturing are presenting a two-day event from August 28-29 titled "USA India Israel Business Connections." This one of a kind event will focus on Advanced Manufacturing, Internet of Things (IoT), Robotics and Smart Cities. UIIBC will be a two-day business conference & B2B meetings event. Participating companies and delegates will have ample opportunity to network and explore areas of mutual business interest. Over the two-day period, we expect 400+ delegates to participate including Reception and Banquet.

CSR and Climate Change Implications for Multinational Enterprises
GT CIBER is pleased to announce the fourth forthcoming book in the GT CIBER Series on Multinational Enterprises and Sustainable Development with E Elgar, London, UK in June 2018.