The Georgia Tech Center for International Business Education and Research (Georgia Tech CIBER) is a national center of excellence funded by a competitive grant from the U.S. Department of Education and administratively housed at the Scheller College of Business at the Georgia Institute of Technology in Atlanta, Georgia, USA. It is tasked-based on Georgia Tech’s unique pedagogical model, with helping to promote America’s long term economic competitiveness by ensuring that graduates of US higher education have a grasp of the best global business practices and global economy, that international business research at U.S. institutions remains on the leading edge, and that American small and medium-sized enterprises and start-ups are equipped with the skills and resources they need to compete globally.

26th Annual Georgia Tech Global Business Forum was held virtually on October 26 and 27, 2021. Titled “Global Advanced Industries: Accelerating Local Opportunities,” the two-day event focused on reshoring and nearshoring the global supply chains post-covid; the Southeast as a global manufacturing region, the impacts of Covid-19 on digital transformation, Cyber security and IT infrastructure, among other areas. GT CIBER teamed up with the 11th USA India Business Summit for various parts of the program. Attended by some one hundred and eighty participants with 18 speakers. Key presentations are available in our video archive (detailed below)

CIBER Partners with Japan America Society of Georgia to provide timely educational webinars during COVID period

During the COVID-19 Pandemic, in-person events were curtailed. Georgia Tech CIBER co-hosted more than two dozen webinars on topics as diverse as the COVID crisis geopolitical strategy, economic predictions for post-covid future well as impact on foreign direct investment. Each event served from 65 to 130 participants, including contributions from Georgia Tech Scheller College faculty such as Dr. David Ku. Organizing partners included the Japanese Embassy, the Japanese Consulate in Atlanta, the National Association of Japan America societies, and a host of Japanese businesses doing business in the state of Georgia. All events were recorded and archived on a publicly available play list on YouTube. An expanded list of JASG event recordings can be found here: https://bit.ly/2WEyJKq
Georgia Tech CIBER continued its support of international business research, even in the face of COVID restrictions. On June 2nd and 3rd, 2020, the Emerging Markets Conference Board Conference was held virtually. Organized by esteemed emeritus Scheller faculty, Dr. Naresh Malhotra, the co-hosts and organizers of the event included the American Marketing Association, the Academy of International Business, and the Sheth Foundation. Approximately 130 international academics participated in this cutting-edge research conference entitled “Growing Business in Emerging Markets: Challenge and Drivers for Success.” Georgia Tech CIBER, in June 2021, contributed to a unique research opportunity, co-hosting RIPCO’s (Revue Internationale de Psychosociologie et de Gestion des Comportements Organisationnels) 2021 Day of Research, in collaboration with partner university, ICN University of Lorraine. The event attended by approximately 90 researchers spread across 10 different time zones. Refereed presentations were conducted both in English and in French.

**CIBER Promotes Doctoral Student Development**

Georgia Tech CIBER continues its ongoing support of doctoral students and the development of the next generation of international business-related scholars through direct funding of doctoral workshops. In November of 2020 and April of 2021, Scheller faculty member Prof. Dong Liu conducted workshops designed to support later year PhD students in fields related to international business, marketing, and organizational behavior. In Dr. Liu’s Georgia Tech workshops, PhD students were instructed in skills such as developing a research stream, publishing in top outlets, and growing the essential network for a rewarding career. GT CIBER provided funding, promotion, and support for these worthy events. GT CIBER continued sponsoring and co-directed the latest Academy of International Business-Southeast Division’s annual doctoral workshop 2020 and will again do so in October 2021.

Additionally, for the 2020 China Goes Global conference, GT CIBER again organized and directed a workshop for PhD students focusing on the internationalization of Chinese enterprises. The China Goes Global conference is an annual event, hosted in partnership with universities in North America, Europe, and China. This unique doctoral workshop also served to introduce budding scholars who might not otherwise meet, due to geography or fields of study.

**GT CIBER Enables New Ti:GER Start-up Recovery Practicum**

Summer of 2020, we were pleased to work with the Ti:GER (Technology Innovation Generating Economic Results) team (Prof. J. Giordano) to establish a unique graduate practicum responsive to start-up creation in conditions of COVID-recovery, titled “Global Tech Innovation Practicum.” This practicum pulled students from management and engineering disciplines and represents a unique blending of approaches in global enterprise creation.

**CIBER Deepens Research Focus on Digitalization and Globalization**

On July 28, 2020, Georgia Tech CIBER partnered with USA India Business Summit to host the online workshop, “Accelerated Digital Transformation of Manufacturing in a Post-Pandemic World.” The workshop, attended by 76 members of the general public, featured speakers from Kia motors, Novelis, Michelin North America, and Peugeot PSA NA, in addition to representation from Georgia
Tech entities, the Center for the Development and Application of the Internet of Things Technologies, Georgia Tech Manufacturing Institute and the Renewable Bioproducts Institute. It can be viewed here: https://youtu.be/MIPK0wp0lqA

On May 6, 2021, Georgia Tech CIBER co-organized a new C-Series Workshop entitled “Global Trends in Digital Infrastructure.” With 85 attendees, the event was designed to provide corporate executives with an intensive introduction to the issues surrounding Global IT infrastructure such as ransomware, cyberattacks, among others. Ten speakers from the corporate world had an opportunity to present their best practices. Additionally, GT CIBER collaborated with the new Georgia Tech School of Cybersecurity and Privacy, featuring a keynote by its founding director, Dr. Richard DeMillo. The SCP was launched in the fall of 2020. Its mission is to share Georgia Tech’s considerable expertise with the world, keeping the Institute on the forefront of this critical topic. The program can be viewed at: https://youtu.be/BHRcmJtdzc4

**Trio of Georgia Tech CIBER events on the theme of India**

Given the geostrategic and economic importance of India for the US, on August 8, 2020, GT CIBER participated in the 73rd anniversary of the creation of the Republic of India. CIBER was honored to host a virtual lecture by esteemed academic Emory University’s Dr. Jagdish Sheth. His presentation, “India at 73: Its Role in the Emerging New World Order,” was well attended both live and heavily viewed in archival form. Dr. Sheth explored the position of India and its growing economic influence on the global stage. The presentation can be viewed here: https://youtu.be/42HTUXf4p4o

GT CIBER also collaborated with the Atlanta Council for International Relations in co-organizing two events, one held November 19, 2020, and a follow-up on March 18, 2021, both focusing on the increasingly contentious relationship between India and China and their shared borders in the Himalaya mountains. This confrontation has deep geostrategic and economic implications not only for the two nations involved, but for the global community at large. These events allowed expert speakers from a wide range of think tanks and universities to offer insights into this critical confrontation. The March 18, 2021 symposium can be viewed here: https://youtu.be/-XjpeJjOHJE

**CIBER Co-organizes Research Conference on Innovation and Global Sustainability**

On May 20 and May 21, 2021, we were pleased to partner with our sister CIBERs at Indiana University and George Washington University to host the inaugural conference on innovations to tackle global sustainability challenges. Each day consisted of two panels with one or two keynotes. The first day the first panel addressed organizational sustainability initiatives undertaken by multinationals versus entrepreneurs. Day two dealt with best corporate sustainable practices in developed versus emerging market multinational proposing ideas for future research on this theme. A noteworthy keynote, “Policy Implications for Corporate Social Sustainability Practices,” was given by Dr Sarianna Lundan of the University of Bremen, Germany, and Aalto University in Denmark. A practitioner pan included case studies by Mondelez International and Novo Nordisk, discussing how their respective companies implement innovative sustainable practices. A diversity of presenters and participants joined literally from around the world, and sharing research and insights.

**CIBER Deepens knowledge of modern-day China with three themed events**

In addition to the annual China Goes Global conference, Georgia Tech CIBER had the opportunity to collaborate on three time-bound China themed events. On September 18th of 2020 Georgia Tech CIBER partnered with the China Research Center, based at Georgia Tech to host a presentation by Dexter Roberts, author and China Bureau chief for BusinessWeek Bloomberg. Roberts’s book, *The Myth of Chinese Capitalism: China’s Troubled Transition from Factory of the World to Superpower*, is a signification addition to grasping the internal challenges faced by China in the twenty first century. Attended by 90 people, it can be viewed here: https://youtu.be/jRy17TMgHqA

On February 18, 2021, GT CIBER co-sponsored the World Trade Center Atlanta’s Chinese New Year Forum with a keynote presentation by Frank Neville, Senior Vice President for Strategic Initiatives at Georgia Tech on “US-China Relations: New Challenges, New Opportunities.”

On March 24th 2021, Georgia Tech CIBER joined the Hong Kong Canada Business Association and...
our colleagues at MacEwan University for presentations by leading experts on the regional comprehensive economic partnership and its trade and economic impacts on the European Union and Canada. The RCEP is the world’s largest free trade agreement, and includes approximately one third of the global population and economy. Also of concern in the event, the China-EU Comprehensive Agreement on Investment which seeks EU enhanced market access in China. The ensuing debate and information was also readily applicable to American firms.

CIBER Continues its Commitment to Pedagogical Excellence at Institutions which Support to partner HBCUs and minority institutions
On April 28, 2021, CIBER organized and hosted a multi-time zone web-based workshop entitled “Innovative and Virtual Pedagogical Approaches to Teach International Business-Related Fields.” Attended by 135 academics, with special promotion to Minority Serving Institutions and Community Colleges, CIBER organized expert speakers from Tokyo to Utah, to present their best pedagogical practices and experiences to serve as guidance for faculty from other institutions pursuing similar academic courses and programs. All six presentations can be viewed here: https://youtu.be/Yp52WnOwWYc https://youtu.be/b8FO1c0WL0E https://youtu.be/p5YcJuv3pGE

Georgia Tech CIBER deepened its robust support of Minority Serving Institutions and Community Colleges through the CIBER Consortium for Minority Institutions and Community Colleges (CMCC), of which Georgia Tech CIBER is a founding member. CMCC is a consortium of nine CIBER centers which collectively award over $100,000 in funding to Minority-Serving Institutions and Community Colleges (as defined the US Department of Education) to develop new programs and pedagogical materials related to International Business. Georgia Tech CIBER also maintains a working partnership with the Nine University and College International Studies Consortium of Georgia, a collective of smaller institutions in the state of Georgia which serve local communities and minority students primarily.

On December 3, 2020 GT CIBER jointed the University of the District of Columbia’s School of Business and Public Administration, Washington, DC in its third annual (virtual) Business Research Conference, titled “Global Business Environment—Risk and Resilience During the Covid-19 Pandemic.” Ninety two students competed in teams based on twenty four undergraduate and 15 graduate research projects and presentations to a jury of experts. Projects emphasized Logistics and International Trade Analytics and were sponsored by Pro. Amit Arora and Prof. Anshu Arora with colleagues at our partner university. Prof. John McIntyre gave the keynote presentation on “Resilience in the Covid World Economy: Implications for International Trade and Global Entrepreneurship.”

CIBER Kicks Off New C-Series with CEO of Georgia-Pacific
On February 24, 2021, Georgia Tech CIBER inaugurated a new “C-Series,” held in conjunction with the USA India Business Summit, by hosting a talk by Mr. Christian Fischer, President and CEO of Georgia-Pacific. “Pre/Post Pandemic—Accelerated Corporate Transformation & Implications to Manufacturing, Consumer Trends and Global Markets.” Fischer’s discussion explained how Georgia-Pacific, a global company heavily impacted by COVID, has adjusted to extreme demand spikes, supply chain issues, and the rising importance of sustainable business practices. Fischer noted that Georgia-Pacific was able to adjust quickly to peak demands, considering the challenges of COVID as an opportunity to enhance efficiency and resiliency. Georgia-Pacific, he said, has a goal of increasing transparency and efficiency while providing not just the products that customers want, but with strong consideration for global environmental and social impact. Fischer’s presentation can be viewed here: https://youtu.be/knOBEihkqcE

Annual CIBER Faculty Research Awards Competition
For academic year 2021, CIBER held its annual faculty research award competition of faculty-led projects which track the objectives of the CIBER program.

New CIBER Publications: Research work conducted at CIBER led to the following recent publications: a book was published with Springer Nature, Switzerland titled *The New Chinese Dream: Industrial Transition in the Post-Pandemic Era*, co-authored and edited by Profs. John McIntyre and Francesca Spigarelli, of partner Macerata University in Italy. This volume, released in June 2021, is designed to assess critically various Chinese industry sectors and defining comparative global macroeconomic performance. Taking a critical look at these industry specific industrial innovatory sectors: digitalization, life science, commercial aircraft manufacturing, semiconductor, among other sectors. See: [The New Chinese Dream | SpringerLink](https://link.springer.com/book/10.1007/978-3-030-73499-9) A book webinar was held to discuss some of the findings contained in the volume. A webinar video is available on request. In March, our research led to a second special issue of the Journal of Cleaner Production (factor ranking 7.5) on the topic of the United Nations Sustainable Development Goals and the unique role of multinational corporations in implementation of these goals. See: [What can multinational enterprises do to implement sustainable development goals? - ScienceDirect](https://www.sciencedirect.com/journal/journal-of-cleaner-production) A fifth volume in our global sustainable development and multinational enterprise book series is in preparation with E Elgar publishing house on the same time, reflecting the in-depth work conducted at Georgia Tech in various units.


See and Hear CIBER Content

**Video Archive**

A wide selection of CIBER events are recorded and made available through our video archive, which can be accessed free of charge here: [CIBER VIDEO ARCHIVE](#)

**Mondo Merkato Podcast**

Would you like to learn more about international business? Did you know that Pepsi was once the world’s 6th largest navy? Would you like to learn more about how blockchain and the gig economy work in the global economy? Did you know that choco-pies once functioned as money in North Korea? Did you ever wonder how certain products become associated with certain countries, even though they’re not from there? Did you about the invented
language that was created to promote world peace? If you'd like to know more, check out our entertaining and educational podcast, Mondo Merkato. It's available through the links below, and most podcast apps.