



Program at a Glance:

INTRODUCTION TO INTERNATIONAL BUSINESS	IB
INTERNATIONAL FINANCIAL MANAGEMENT	IFM
GLOBAL SUPPLY CHAIN MANAGEMENT	GSCM
INTERNATIONAL MARKETING	IMKTG
INTERNATIONAL MANAGEMENT	IMGT

Thursday, June 4, 2015

2:00 pm - 8:00 pm	Conference Check-In 5th Floor Lounge
4:00 pm - 6:00 pm	Pre-Conference Workshop: TOOLS FOR ACHIEVING CULTURAL LEARNING IN STUDY ABROAD Deirdre B. Mendez, The University of Texas at Austin Room: 501
6:30 pm - 8:00 pm	Welcome Reception & Introductions Remarks by: S. Tamer Cavusgil, Fuller E. Callaway Professorial Chair, Georgia State University Richard Phillips, Dean, J. Mack Robinson College of Business 5th Floor Lounge

Friday, June 5, 2015

8:00 am - 4:00 pm	Conference Check-In 12th Floor Lounge			
8:30 am - 10:30 am	IB Room: 1212	IFM Room: 1215	GSCM/IMKTG Room: 1203	IMGT Room: 1216
10:30 am - 10:50 am	Refreshment Break 12th Floor Lounge			
10:50 am - 12:30 pm	IB Room: 1212	IFM Room: 1215	GSCM/IMKTG Room: 1203	IMGT Room: 1216
12:30 pm - 1:45 pm	Lunch & Keynote Remarks Ed Baker, Publisher, Atlanta Business Chronicle Group Photo Room: 1203, 12th Floor Lounge			
1:45 pm - 3:15 pm	IB Room: 1212	IFM Room: 1215	GSCM/IMKTG Room: 1203	IMGT Room: 1216
3:15 pm - 3:45 pm	Refreshment Break 12th Floor Lounge			
3:45 pm - 5:15 pm	IB Room: 1212	IFM Room: 1215	GSCM/IMKTG Room: 1203	IMGT Room: 1216



Program at a Glance:

Saturday, June 06, 2015

8:00 am - 4:00 pm	Conference Information Desk 12th Floor Lounge					
8:30 am - 10:30 am	Parallel Sessions	IB Room: 1212	IFM Room: 1215	GSCM Room: 501	IMKTG Room: 1203	IMGT Room: 1216
10:30 am - 10:50 am		Refreshment Break 12th Floor Lounge				
10:50 am - 12:30 pm		IB Room: 1212	IFM Room: 1215	GSCM Room: 501	IMKTG Room: 1203	IMGT Room: 1216
12:30 pm - 1:45 pm		Lunch & Keynote Remarks Dr. Timothy Duvall, Senior Program Officer International and Foreign Language Education Facility Tour Room: 1203, 12th Floor Lounge				
1:45 pm - 3:15 pm		IB Room: 1212	IFM Room: 1215	GSCM Room: 501	IMKTG Room: 1203	IMGT Room: 1216
3:15 pm - 3:45 pm		Refreshment Break 12th Floor Lounge				
3:45 pm - 5:15 pm		IB Room: 1212	IFM Room: 1215	GSCM Room: 501	IMKTG Room: 1203	IMGT Room: 1216

Sunday, June 07, 2015

8:00 am - 11:00 am	Conference Information Desk 12th Floor Lounge			
8:30 am - 9:50 am	Parallel Sessions	Workshop 1: Research Room: 1212 S. Tamer Cavusgil & Seyda Deligonul	Workshop 2: Pedagogy Room: 1215 Mourad Dakhli & Roberto Garcia	Workshop 3: Case Writing and Teaching Room: 1216 Attila Yaprak
9:50 am - 10:10 am		Refreshment Break 12th Floor Lounge		
10:10 am - 11:30 am		Workshop 1: Research Room: 1212 S. Tamer Cavusgil & Seyda Deligonul	Workshop 2: Pedagogy Room: 1215 Mourad Dakhli & Roberto Garcia	Workshop 3: Case Writing and Teaching Room: 1216 Attila Yaprak
11:30 am - 12:30		Boxed Lunch Awarding of Certificates of Achievement <i>Workshops Adjourn</i> 12th Floor Lounge		



Detailed Program:

Thursday, June 4

2:00pm - 8:00pm Conference Check-In 12th Floor Lounge

4:00pm - 6:00pm	Pre-Conference Workshop TOOLS FOR ACHIEVING CULTURAL LEARNING IN STUDY ABROAD	Room: 501
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Presenter: Dr. Deirdre B. Mendez, The University of Texas at Austin

This workshop offers a versatile methodology students in study abroad can use to enhance their understanding of their destination. As a participant, you will learn to use the Cultural Analysis Toolkit for Study Abroad and explore ways your students can use this open-access cultural handbook with little preparation or supervision. The workshop includes interactive exercises, sample projects and assignments for students, and examples of student work. You may also schedule follow-on mentoring workshops with Dr. Mendez to adapt the materials to the needs of your institution.

6:30pm - 8:00pm Welcome Reception and Introductions 5TH FLOOR LOUNGE
Remarks By:
S. Tamer Cavusgil, Fuller E. Callaway Professorial Chair, Georgia State University
Richard Phillips, Dean, J. Mack Robinson College Of Business

Friday, June 5

8:00am - 4:00pm Conference Check-In- Continuous 12th Floor Lounge

8:30am - 10:30am	Parallel Workshops	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM/IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

Parallel Workshop IB: Introduction to International Business Room: 1212

Presenters:

Dr. Michael Pustay, Texas A&M University

Dr. Attila Yaprak, Wayne State University

Parallel Workshop IFM: International Financial Management Room: 1215

Presenter:

Dr. Hakan Saraoglu, Bryant University

Parallel Workshop IMKTG: International Marketing/GSCM: Global Supply Chain Management
Room: 1203

Presenters:

Dr. Erin Cavusgil, University of Michigan-Flint

Dr. Seyda Deligonul, St. John Fisher College

Parallel Workshop IMGT: International Management Room: 1216

Presenters:

Dr. Ben Kedia, University of Memphis

Dr. Leigh Anne Liu, Georgia State University



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10:30am - 10:50am	Refreshment Break	12 th Floor Lounge
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10:50am - 12:30pm	Parallel Workshops Continue	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM/IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

12:30pm - 1:45pm	Lunch & Keynote Remarks Ed Baker, Publisher, Atlanta Business Chronicle Group Photo	12 th Floor Lounge
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1:45pm - 3:15pm	Parallel Workshops Continue	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM/IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

3:15pm - 3:45pm	Refreshment Break	12 th Floor Lounge
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3:45pm - 5:15pm	Parallel Workshops Continue	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM/IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

Dinner on your own		
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Saturday, June 6

8:00am - 4:00pm Conference Check-In- Continuous 12th Floor Lounge

8:30am - 10:30am	Parallel Workshops	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM	Room: 501
	Workshop IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

Parallel Workshop IB: Introduction to International Business Room: 1212

Presenters:

Dr. Michael Pustay, Texas A&M University

Dr. Attila Yaprak, Wayne State University

Parallel Workshop IFM: International Financial Management Room: 1215

Presenter:

Dr. Hakan Saraoglu, Bryant University

Parallel Workshop GSCM: Global Supply Chain Management Room: 501

Presenters:

Dr. Tomas Hult, Michigan State University

Dr. Ernest Nichols, University of Memphis

Parallel Workshop IMKTG: International Marketing Room: 1203

Presenters:

Dr. Erin Cavusgil, University of Michigan-Flint

Dr. Seyda Deligonul, St. John Fisher College

Parallel Workshop IMGT: International Management Room: 1216

Presenters:

Dr. Ben Kedia, University of Memphis

Dr. Leigh Anne Liu, Georgia State University

10:30am - 10:50am Refreshment Break 12th Floor Lounge

10:50am - 12:30pm	Parallel Workshops Continue	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM	Room: 501
	Workshop IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

12:30pm - 1:45pm Lunch & Keynote Remarks 12th Floor Lounge

Dr. Timothy Duvall, Senior Program Officer,
International and Foreign Language Education
Facility Tour



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1:45pm - 3:15pm	Parallel Workshops Continue	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM	Room: 501
	Workshop IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

3:15pm - 3:45pm	Refreshment Break	12th Floor Lounge
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3:45pm - 5:15pm	Parallel Workshops Continue	
	Workshop IB	Room: 1212
	Workshop IFM	Room: 1215
	Workshop GSCM	Room: 501
	Workshop IMKTG	Room: 1203
	Workshop IMGT	Room: 1216

Dinner on your own		
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Sunday, June 7

8:00am - 11:00am Conference Check-In- Continuous 12th Floor Lounge

8:30am - 10:30am	Parallel Bonus Workshops	
	Workshop 1: Research	Room: 1212
	Workshop 2: Pedagogy	Room: 1215
	Workshop 3: Case Writing & Teaching	Room: 1216

Parallel Bonus Workshop 1: Research Room: 1212

Presenters:

Dr. S. Tamer Cavusgil, Georgia State University

Dr. Seyda Deligonul, St. John Fisher College

Faculty interested in learning more about international research can hear skilled researchers discuss the 'ins and outs' of the research-publication game and how to make it work for them. Open to everyone -- new faculty, in particular, will want to take advantage of this workshop.

Parallel Bonus Workshop 2: Pedagogy Room: 1215

Presenters:

Dr. Roberto Garcia, Indiana University

Dr. Mourad Dakhli, Georgia State University

The best classroom teaching is a combination of 'learned skills' and 'art-form.' This combination can make the abstract come alive. Hear and learn from the masters of pedagogy how to motivate and create exciting and substance-filled lectures. This session will cover several practical teaching tools to enhance the relevance and interest level of international business content in a variety of business courses.

Parallel Bonus Workshop 3: Case Writing & Teaching Room: 1216

Presenters:

Dr. Attila Yaprak, Wayne State University

Some faculty find that case teaching is an effective way to impart knowledge. Learn from seasoned faculty as to how to incorporate case teaching into your courses. Also learn about writing and publishing original case studies.

10:00am - 10:20am Refreshment Break 12th Floor Lounge

10:20am - 11:30m	Parallel Bonus Workshops Continue	
	Workshop 1: Research	Room: 1212
	Workshop 2: Pedagogy	Room: 1215
	Workshop 3: Case Writing & Teaching	Room: 1216

11:30am - 12:30pm Boxed Lunch 12th Floor Lounge

CONFERENCE ADJOURNS

Map of Conference



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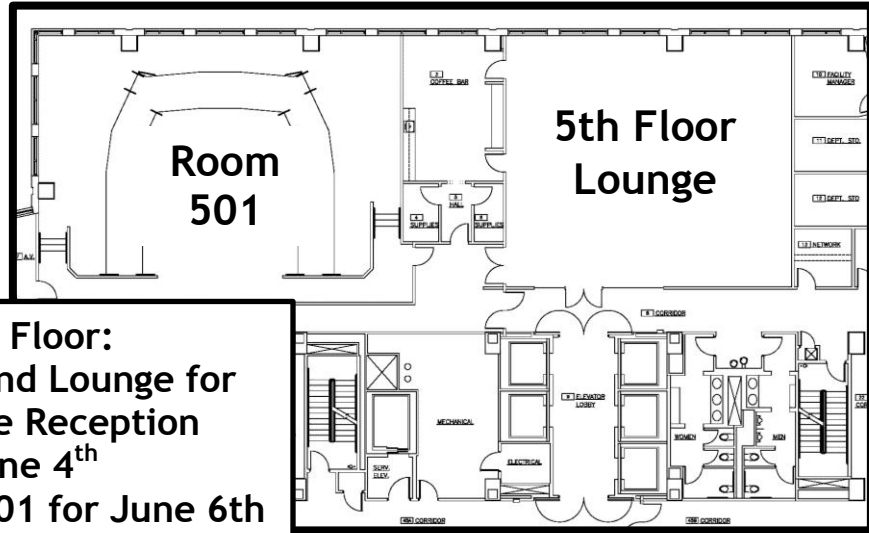
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Center Location and Floor Plan

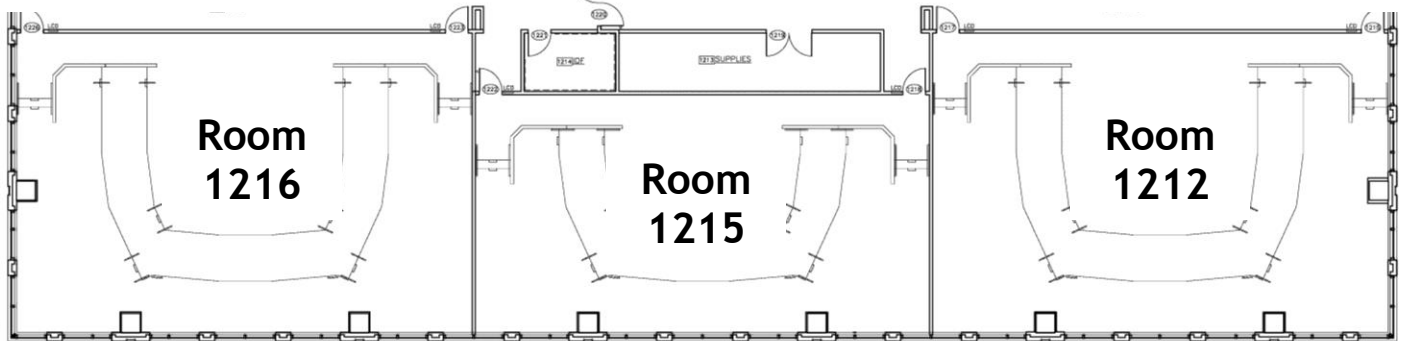
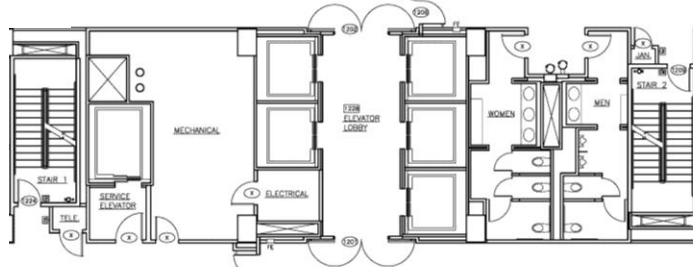
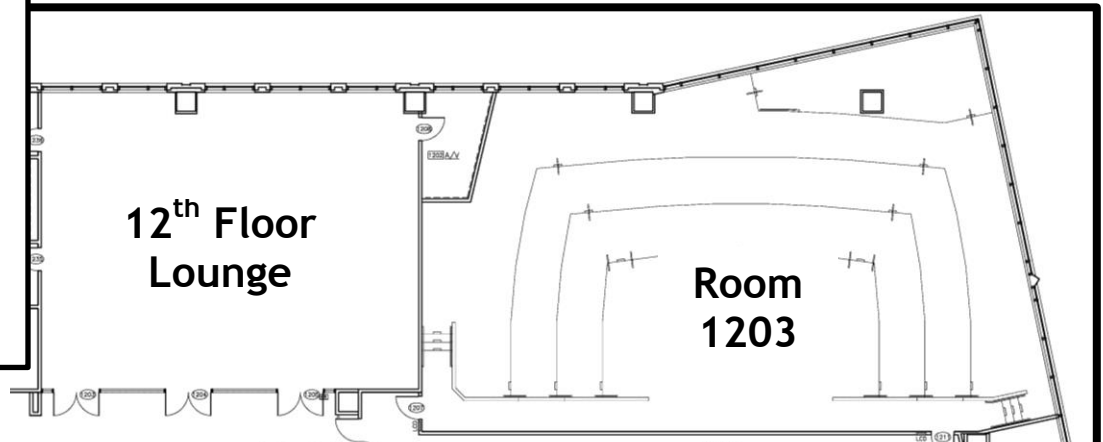


GSU Buckhead Center
Tower Place 200
3348 Peachtree Rd. NE
Atlanta, GA 30326

**5th Floor:
Elevator and Lounge for
Welcome Reception
June 4th
and Room 501 for June 6th**



**12th Floor:
Elevator, Lounge
and Session rooms
for June 5th -7th**



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