



Institute of International Business

J. MACK ROBINSON COLLEGE OF BUSINESS
Georgia State University

A newsletter from the Institute of International Business, August 2020

Welcome Back

Whether online, hybrid, or in person we commend our students for continuing their education during these challenging times. There is not a better time to build personal and community resilience!

Nothing about this school year will be typical. Our faculty has worked hard all summer to gear up for a semester where most of our courses will be taught online. For our students be taking in-person classes, we want you to be safe and acquainted with [CDC](#) & GSU guidelines for safety precautions.

Keep up with all official Coronavirus updates from GSU, [here](#).

WELCOME BACK, STUDENTS!



Upcoming International Business Webinar Series

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Does Cultural Resilience Matter in Overcoming Major Disruptions? The Italian Experience with the Global Health Pandemic with Giovanna Magnani, Francesca Sanguineti, Seyda Deligonul, and Tamer Cavusgil - August 31, 2020

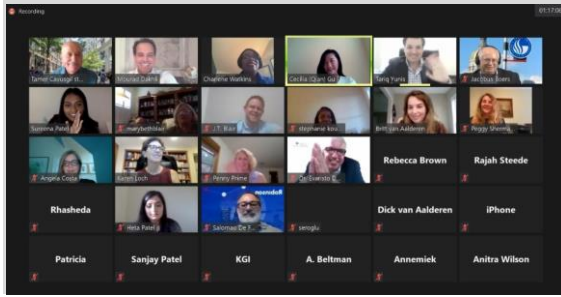
[Register Here](#)

IB Minor

The Minor extends functional knowledge for any major with internationally-oriented skills that will give a competitive edge in the highly competitive job market.

[Learn More About the IB Minor Here](#)

Master of International Business Graduation



MIB Director Mourad Dakhli and Charlene Watkins, Assistant Director, hosted graduation event celebrating the MIB class of 2020. Their year started off in person with an in-person team building activity and ended with a Zoom graduation. We commend all of them and wish them the best!

Heartfelt appreciation and congratulations to this year's MIB Top Professor Award: Dr. Qian (Cecilia) Gu, Dr. Penny Prime, and Professor Fernando Doria! Well done!

Our MIB graduates have already shown us that they are willing to support the incoming class. A group of MIB alumni shared experiences and advice with MIB 2020 cohort about networking and planning for careers in international business.

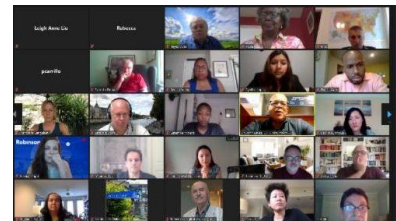
Juanita Velez (MIB '13) and Mary Lyles (MIB '13) spoke during Coffee Conversations: *International Business & BIPOC Women*, where they shared reflections and tips to the MIB students.

[You can access a recording of the program here.](#)

Learning to Tackle Difficult Conversations

It's not business as usual anymore! This semester GSU students will arrive in our physical or virtual classrooms at a watershed moment. They have been exposed to two concurrent disruptions of monumental scale:

1. The global pandemic which has caused devastating financial hardships, anxiety, and pessimistic job prospects; and
2. Heightened racial tension in our society resulting from discontent over social injustice and inequity.



Thus, IIB & CIBER looked into ways to address this with our faculty and staff. We began over the summer, starting with reading. CIBER provided every faculty member, staff member, and PhD candidate with the book *White Fragility* by Dr. Robin DiAngelo. Prior to the start of the fall semester, IIB faculty & staff met via Zoom to have an honest, thoughtful and productive conversation on how to engage with our students when they return. Joining us in this dialogue were:

- Dr. John Eaves, Former Fulton County Commission Chairman
- Dr. Regina Young, Retired Educator
- Mr. Daniel Ward, RCB MBA Student/GSU Employee
- Ms. Cynthia Lopez, RCB Undergraduate Student, CIBER Student Assistant

As a team, we discussed how we need to:

- Acknowledge the disruptions and the hardships experienced by our students;
- Empathize with our students and show compassion;
- Alleviate their anxiety as best as we can, and attempt to uplift their spirits.

Individually, and as a unit, we wish to provide positive spirits and help them view the future in a more optimistic way.

IIB Faculty Spotlight

Dr. Sevgin Eroglu

Professor Eroglu's professional activities focus primarily on international business, global retailing, and cross-cultural buyer behavior.

Specifically, in the teaching realm, Professor Eroglu continues to be the faculty responsible for the International Business curriculum in the Executive MBA Program, a responsibility she has held for over two decades. In addition, she has taught international courses in the undergraduate, MBA, MS, and Global Partners MBA (GPMBA). Professor Eroglu has played an active role in the development of the international curriculum for both the GPMBA and MS Marketing programs. Currently, she teaches the course, Doing Business in Emerging Markets, in the Master of International Business program. She regularly participates in GSU-CIBER's international education training activities, including serving as a panelist in the "Master Teachers in International Business" series. She also has been a leader in developing new study abroad programs, including the 'Study Abroad with Peers in Turkey and Hungary,' and the 'Italy Residency in International Retailing.'



In research and mentoring, Professor Eroglu has chaired or served as a committee member on the dissertation research guidance committees for over twenty international doctoral students, including those in the Institute of International Business. Her service to the EMBA program included developing and leading numerous student cohorts on study tours to Asia, Africa, and Europe. Beginning this fall, Professor Eroglu will serve as a Research Advisor in the Robinson DBA Program, incorporating advising and mentoring students on cross-cultural research topics. In addition, Professor Eroglu sponsored and hosted numerous international visiting scholars including Fulbright recipients over the years.

In the service realm, Professor Eroglu's contributions to the international dimension of our activities have been most significant. She works closely with the Office of International Initiatives; and served on the OII Strategic Initiatives Sub-Committee and the Turkey Task Force Member. She is an active contributor to GSU- CIBER's initiatives and RCB efforts to internationalize the curriculum and our students. These activities included: global exchange and program development; meeting with visiting faculty and administrators from partner schools; and mentoring foreign exchange faculty and students on course development, research and teaching methods, and provision of instructional materials. Professor Eroglu also served as an investigator on externally funded international education programs involving partner institutions in Brazil, China, Ghana, Egypt and elsewhere.

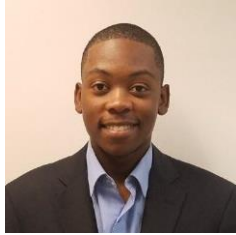


Dr. Edward Wang

Dr. Edward Wang is a researcher in International Business and holds a Ph.D. from the Centre for International Business at the University of Leeds, U.K. His research focuses on international joint ventures, knowledge transfer, and global innovation. His Ph.D. thesis explored issues of international joint venture performance measurements and parent company learning through international joint ventures in the context of the Chinese automotive industry through structural social anthropology lens. Prior to joining GSU, he served as a researcher and teaching member at the Leeds University Business School in the UK.

His prior work experience includes analyzing global technology innovations at multinational consultancy firms. He has served multinational clients include Ford Motor and Tata Group. He specializes in autonomous driving technologies. He is a competitive fencer and a longtime supporter of the Manchester United Football Club.

Welcome New IIB PhD Students



Cazembe Monds recently graduated from Morehouse College with honors and won the prestigious and very competitive Bonner Scholarship at Morehouse.



Francesca Sanguineti has been in the joint PhD program at University of Bergamo & University of Pavia in Italy. Francesca joined us as a CIBER Visiting Scholar in the Fall of 2018.

NTR Research Grant - Elena Poliakova

Elena Poliakova, Ph.D. Candidate, received a prestigious research grant of \$5,526 from the Negotiation and Team Resources Institute (NTR)! NTR grants support research on negotiation and conflict management and are open to scholars at any career stage.

[Click here to read more about NTR!](#)



IIB Faculty Publications

Recent publications by the IIB faculty and doctoral candidates include:

Ying Zhu, D. Sardana, and S. Tamer Cavusgil, **Weathering the Storm in China and India: Institutional Disruptions and Demands on Business**, Taylor & Francis, 2020.

Francesca Sanguineti, Seyda Deligonul, and S. Tamer Cavusgil, "Cultural Resilience and the Italian Response to the Global Health Pandemic," **California Management Review Insights**, 2020.

Steven Liu, Elizabeth Napier, Andrea Runfola, and S. Tamer Cavusgil, "MNE-NGO Partnerships for Sustainability and Social Responsibility in the Global Fast-Fashion Industry: A Loose-Coupling Perspective," **International Business Review**, 2020.

Sarah Ku, S. Tamer Cavusgil, Kubilay Ozkan, Celso Pinho, Maria Luiza Pinho, Elena Poliakova, Francesca Sanguineti, Suraj Sharma, "The Great Lockdown Recession and International Business," **Rutgers Business Review**, Vol. 5, No. 1, pp. 113-135 (2020).

Mithat Uner, Burak Cetin, and S. Tamer Cavusgil, "On the Internationalization of Turkish Hospital Chains: A Dynamic Capabilities Perspective," **International Business Review**, 2020.

S. Tamer Cavusgil, Pervez Ghauri & Leigh Anne Liu, **Doing Business in Emerging Markets**, 3rd Ed., Sage Publications, 2021.

Kubilay Ozkan, "International Market Exit by Firms: Misalignment of Strategy with the Foreign Market Risk Environment," **International Business Review**, 2021.

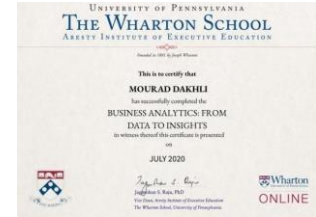
Fu, P., Kimakowitz, E.V., Lemanski, M., & Liu, L.A. Humanistic leadership in different cultures: Defining the field by pushing boundaries. Forthcoming in **Cross Cultural & Strategic Management**.

Liu, L.A., Zhang, Z-X., & Chiu, C.Y. Dynamic transformation of communal and exchange schemata in multicultural relationships. Forthcoming in **Cross Cultural & Strategic Management**.

Yao, J., Zhang, Z-X., & Liu, L.A. When there is no ZOPA: Mental fatigue, integrative complexity, and creative agreement in negotiations. Forthcoming in **Negotiation and Conflict Management Research**.

Wharton Business Analytics Certification

Dr. Mourad Dakhli completed the Wharton Business Analytics Certification this summer. Wharton's three-month online certificate program — Business Analytics: From Data to Insights — provides managers and leaders an understanding of how analytics can help improve their decision-making process. This program helps examine data and identify insights, improve one's ability to make predictions for the long term, and prescribe future actions that help make better business decisions



Mourad remarked: "It was demanding! Every week we had about 20 videos, quizzes, knowledge checks, cases, postings, office hours and webinars! It was great, grueling, and glad it's over."

Congratulations Mourad!

CIBER

Center for International Business Education & Research

International Business Webinar Series hosted by GSU-CIBER Upcoming Webinars

Does Cultural Resilience Matter in Overcoming Major Disruptions? The Italian Experience with the Global Health Pandemic

with Dr. Seyda Deligonul, Dr. Giovanna Magnani, Francesca Sanguineti, and Dr. S.Tamer Cavusgil
August 31, 2020 -- [Register Here](#)

Research Topics in International Marketing

with Dr. S. Tamer Cavusgil and Dr. Kelly Hewett
September 10, 2020 -- [Register Here](#)

Using GlobeSmart to Enhance International Business Teaching

with Dr. P. Roberto Garcia
September 16, 2020 -- [Register Here](#)

Leadership Needed in Global Organizations in the Post-Pandemic Era

with Ahmet Bozer
October 15, 2020 -- [Register Here](#)

Student-Centered Syllabus Design

with John Riesenberger, Dr. Elizabeth Napier, and Sarah Ku
October 29, 2020 -- [Register Here](#)

Methods for Meta-Analysis

with Dr. Terri Pigott
November 19, 2020 -- [Register Here](#)

International Business Video Game

The world of education has begun to embrace digital forms of learning more than ever before. Additionally, there is a greater need to align pedagogy with how the newest generation of students learns. To address this, PhD student Suraj Sharma is fusing his MBA and start up experience along with video game designer Matt Braverman to provide an avenue for learning to suit these needs, -- an educational video game.



In this game, players will simulate assuming the role of the CEO of a shoe company and tasked with making critical decisions to experience the nuances of international business. These decisions span across business domains such as marketing, supply chain management, human resource management and accounting. Players will choose a brand name, determine how to fund their operation, decide what products to make, explore the varying demands of different countries, hire personnel and operate all of this in real time through a game format that feels familiar to Gen Z students.

Throughout the game, educational nuggets and real resources will be provided to players to facilitate research and data collection for decision-making purposes, along with a diary log for students to record and justify their business decisions, hiding tangible classroom learning objectives and assignments right in plain sight.

As a sponsored a project of [GSU-CIBER](#), nearly anything imaginable is changeable and addable in the pilot version of the game. Workforce strikes, procurement crises, company-country culture misfits and so much more can be coded into the game to tailor the experience for unique learning objectives.

Current Concepts in IB is a monthly newsletter intended to provide IB educators with cutting-edge, pedagogical tools for contemporary and evolving international business theories. Each issue contains a brief summary of an important IB topic and includes supplemental teaching resources such as PowerPoint presentations, classroom exercises, links to useful videos and discussion items related to current events. Contact gsuciber@gsu.edu to be added to the distribution list for future issues. Content and resources from past issues are available for download [here](#).

**CIBER
Monthly
Newsletter**

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