MICHIGAN STATE UNIVERSITY CIBER PRESENTS

INTERNATIONALIZING DOCTORAL EDUCATION IN BUSINESS: A PH.D. SEMINAR
JULY 29-31, 2004

Kellogg Hotel and Conference Center
Michigan State University
East Lansing, Michigan

In Co-Sponsorship with the CIBERs at
Columbia University
University of Connecticut
University of Illinois at Urbana-Champaign
Indiana University
University of Kansas
University of Michigan
The Ohio State University
Purdue University
Texas A&M University
University of Wisconsin

Seminar Program

Thursday, July 29, 2004

4:00-6:00 p.m. Seminar Registration
Kellogg Center Hotel Lobby

6:30-7:00 p.m. Networking Reception
Kellogg Center East Patio (backup Red Cedar A&B)

7:00-9:00 p.m. Dinner and Welcoming Remarks
Kellogg Center East Patio (backup Red Cedar A&B)
Robert Duncan, Broad Dean, Michigan State University
S. Tamer Cavusgil, Michigan State University
Tomas Hult, Michigan State University

Keynote Speaker
John Riesenberger, Shaw Science Partners
Friday, July 30, 2004

8:00-9:00 a.m.  
**Late Registration**  
Kellogg Center Room 102

7:30-8:30 a.m.  
**Breakfast Buffet**  
Kellogg Center Red Cedar A&B

8:30-10:00 a.m.  
**Plenary Session I: Infusing International, Cross-Cultural, Comparative Dimensions into Your Professional Agenda**  
Kellogg Center Lincoln Room

S. Tamer Cavusgil  
*Strategies for Internationalizing (Enriching) Your Scholarship and Professional Career*

Professor Cavusgil will make an argument for enriching your careers to international experiences. One should be proactive about internationalizing all aspects of our professional lives including scholarship and teaching. Such an effort can be personally rewarding and worthwhile in terms of professional development. This presentation will also suggest ways in which scholarship can gain international character. Suggestions for research topics will also be offered.

David Griffith, Michigan State University  
*Debunking the Myths and Exploring the Opportunities of Contributing to the International Business Literature*

This presentation will attempt to disperse the common myths and legends related to infusing an international perspective into your work. At its core, this presentation will argue against the belief that simply taking a domestic topic into an international context contributes to the literature. Rather, it will be argued that professional development of a scholar focused on international business necessitates a unique theoretical and practitioner understanding of the topic both from a domestic and international standpoint.

Three common myths and legends regarding contributing to the international business literature which developing scholars in international business often adhere to are addressed: 1) adding and subtracting international constructs to existing models, 2) changing contexts, and 3) the lure of unique data.

This presentation will argue that contributing to the international business literature has both direct and indirect benefits to scholars and the field. As such, professional development opportunities for enrichment of academic careers are addressed.
Stephen M. Hills, Ohio State University

Broadening their Scope Internationally

Professor Hills will discuss two initiatives at Ohio State that differ from the usual study abroad format or the funding of international data gathering efforts of PhD students. Each uses technology to expand the scope of an international business PhD student’s program of study. In the first instance, OSU is encouraging faculty members to use video conferencing via Internet 2 to bring lecturers from around the world into PhD seminars. A traditional lecture format with question and answer complements the syllabus prepared by the OSU faculty member.

Secondly, ISU is designing a virtual symposium for PhD students where several researchers at exchange partner universities are invited to participate with PhD students here. Multiple video conference-links will be arranged so that participants can interact with each other without having to travel to a conference. The more spontaneous format and interaction allows students to pose questions about research done in other cultural environments. Open discussion, rather than traditional lecturing, will encourage much give and take.

10:00-10:15 a.m. Networking and Refreshment Break
Kellogg Center Lincoln Room Lobby

10:15-11:00 a.m. Breakout Sessions
Kellogg Center Lincoln Room (S. Tamer Cavusgil, Facilitator)
Kellogg Center Room 107 (David Griffith, Facilitator)
Kellogg Center Room 110 (Stephen M. Hills, Facilitator)

11:00-11:45 globalEDGE Presentation
Kellogg Center Lincoln Room

G. Tomas M. Hult, Michigan State University

Created by the Center for International Business Education and Research at Michigan State University (MSU-CIBER), globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities. globalEDGE™ is your source for global business knowledge. The site offers:

- Global Resources - more than 2,000 online resources
- Country Insights - a wealth of information on all countries
- Community - an interactive forum for business professionals
- Knowledge Room - latest issues in international business
- Academy - extensive research and teaching resources
- Diagnostic Tools - decision-support tools for managers
12:00-1:00 p.m.  **Buffet Luncheon**  
Remarks: John Hudzik, Michigan State University  
Kellogg Center Big Ten C

1:00-2:30 p.m.  **Plenary II: Internationalizing Teaching**  
Kellogg Center Lincoln Room

Mason A. Carpenter, University of Wisconsin-Madison  
*Internationalizing Teaching*

In this session Professor Carpenter will discuss the different dimensions on which your teaching can be internationalized, and different strategies you can adopt to meet such objectives.

Four primary dimensions are relevant – personal experience, subject matter, country, and cross-border. Personal experience refers to knowledge and experience with different languages and cultural settings. Subject matter refers simply to the topic, such as mergers and acquisitions or perhaps a particular theory. The country dimension also encompasses culture, in addition to larger social, political, and economic differences. Finally, cross-cultural refers to the intersection of the experience, subject matter, and country dimensions.

After participating in this session you will be able to inventory your own status on each of these dimensions, and map out a strategy for internationalizing your teaching toolkit or a particular course.

P. Roberto Garcia, Indiana University  
*Incorporating Digitized Video Clips to Enhance International Business Courses*

A significant challenge faced by international business instructors covering large section undergraduate business classes involves engaging the students in material on which they have very little direct experience. This interactive session will expose participants to the use of video clips, launched directly from a PowerPoint lecture, to stimulate student learning of the impact of cultural differences on human interactions, as well as other traditional IB topics. Several clips will be shown to demonstrate differences in communication styles, social norms, negotiation styles, etc. across countries.

In addition to covering the basic technologies used to capture and deliver digitized videos, a number of video clips will be presented on key topics in international business teaching. This session will be of interest to international business and non-international business instructors.
Toshikata “Toshi” Amino, Executive Vice President (Retired)
Honda of America

How to make your international business class more interesting for your students (esp. undergraduates)

1. Mobilize business executives including retirees to take advantage of their experiences and knowledge in their international business carrier. (A) Need extra efforts to recruit them. (B) Don’t scare them. Trap them. (C) Be flexible in terms of their involvement. Casual conversation with them in front of students sometimes better than formal presentation.

2. Make business executives as your partners, not “One time contact” (A) Weekly letter from international business CEO to your students. (B) e-mails from various countries, which express different views toward same issues such as currency exchange rate, FTA, WTO.

3. Consider your international students as your resource.

2:30-2:45 p.m. Networking and Refreshment Break
Kellogg Center Lincoln Room Lobby

2:45-3:30 p.m. Breakout Sessions
Kellogg Center Lincoln Room (Mason A. Carpenter, Facilitator)
Kellogg Center Room 107 (P. Roberto Garcia, Facilitator)
Kellogg Center Room 110 (Toshi Amino, Facilitator)

3:30-5:00 p.m. Plenary III: Research Methodologies Applied in an International Context
Kellogg Center Lincoln Room

G. Tomas M. Hult, Michigan State University
International Business Research Methods

This panel presentation focuses on the broad topics covered in an international business research/methods course. Brief discussion will take place of each component in the course to set up the presentations by Professors Calantone and Zou.

Roger Calantone, Michigan State University
Three-Level Framework of Cross-cultural Inequivalence

This talk introduces a three-level framework of cross-cultural inequivalence, and proposes a detection procedure by integrating CFA, Optimal Scaling, and Multiple-Group LISREL into one system. This procedure can not only detect the existence of each level of inequivalence, but also allocate which specific item has scalar inequivalence.

The theory of why this works in cross-cultural studies in business and psychology will be presented. Furthermore, this analysis approach will be applied to a cross-cultural study of marketing cooperation with other functions in the new product
development process, with the data collected from U.S., Japanese, and U.K. managers. The results demonstrate that this detection procedure is an easy-to-use and powerful tool in the research of cross-cultural inequivalence.

Shaoming Zou, University of Missouri

Cross-Cultural Research Design Issues

This brief presentation will focus on some of the important issues in designing a cross-cultural research. The goal is to highlight some key problems that cross-cultural researchers are likely to encounter and to suggest some techniques that researchers can use to deal with the problems. The examples of such issues include 1) the equivalency of instrument and measures; 2) sampling issues in international markets; 3) ethical questions; 4) cultural influence on scale sensitivity; 5) cultural effect on response behavior; and other issues relevant to conducting research in international markets.

5:00-5:45 p.m. Breakout Sessions
Kellogg Center Lincoln Room (G. Tomas M. Hult, Facilitator)
Kellogg Center Room 107 (Roger Calantone, Facilitator)
Kellogg Center Room 110 (Shaoming Zou, Facilitator)

6:30 p.m. Dinner
Kellogg Center Big Ten C

Saturday, July 31, 2004

8:15-9:15 a.m. Breakfast Buffet
Kellogg Center Red Cedar A&B

9:15-10:45 a.m. Plenary IV: What it takes to publish internationally-focused research: Insights from Journal Editors
Kellogg Center Lincoln Room

S. Tamer Cavusgil
Scholarship and Publishing: Are there best Practices?

This presentation will highlight best practices in crafting manuscripts and preparing articles for scholarly outlets. It will argue that scholarly writing is an art that can be mastered. The presentation will also survey major business journals that feature international articles.

G. Tomas M. Hult, Michigan State University
Why JIBS Reviewers Recommend Rejecting Your Research and What You Can Do About It

As Department Editor of JIBS (Marketing and Supply Chain Management) and Executive Director of the Academy of
International Business, the presenter oversees the review process for a large number of JIBS submissions. This presentation will first describe several patterns that emerged across reviewers’ comments on papers that were rejected. Potential remedies for each of the critical issues will be offered. Finally, some general lessons distilled from submissions that were accepted at JIBS will be offered.

David J. Ketchen, Jr., Florida State University

Why Management Journal Reviewers Recommend Rejecting Your International Research and What You Can Do About It

As a former associate editor of Journal of Management, the presenter oversaw the review process for dozens of internationally focused submissions. This presentation will first describe several patterns that emerged across reviewers’ comments on papers that were rejected. Potential remedies for each of the critical issues will be offered. Finally, some general lessons distilled from international submissions that were accepted at the journal will be offered.

10:45-11:00 a.m.  Networking and Refreshment Break
Kellogg Center Lincoln Room Lobby

11:00-11:45 a.m.  Breakout Sessions
Kellogg Center Lincoln Room (S. Tamer Cavusgil, Facilitator)
Kellogg Center Room 107 (G. Tomas M. Hult, Facilitator)
Kellogg Center Room 110 (David J. Ketchen, Jr. Facilitator)

Participants are asked to break out by functional area to meet with faculty panelists from the previous session.

12:00-1:30 p.m.  Closing Luncheon and Presentation
Comments: Carl Liedholm, Michigan State University
Kellogg Center Big Ten C

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