

Michigan State University

BROAD COLLEGE OF BUSINESS International Business Center

2018-19
ANNUAL
REPORT



DIRECTOR RECEIVES MSU'S TOP FACULTY AWARD



Dr. Tomas Hult

TOMAS HULT was presented with Michigan State University's most prestigious award – the William J. Beal Outstanding Faculty Award – on February 5, 2019.

Professor Hult represents the epitome of the world grant ideals that MSU has embraced to address individual, societal, and economic challenges for sustainable global prosperity in the twenty-first century. He regularly works with organizations such as the United Nations, World Investment Forum, and European Commission on global sustainability and international trade issues; he is recognized worldwide as a leader in the fields of marketing, international business, and supply chain management.

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Dr. Hult was selected as the Academy of Marketing Science Distinguished Marketing Educator as the 2016 top marketing professor in the world for scholarly career achievements. He is one of only 97 elected Fellows of the Academy of International Business, an accolade achieved by only elite international business scholars – Dr. Hult is one of only five marketing scholars ever bestowed with this honor. Overall, Dr. Hult is one of the world's leading academic authorities in business (in terms of citations, publications), and the top-cited scholar in MSU's Broad College of Business.

His textbook on International Business (with Charles W.L. Hill) is the market-share leader worldwide, allowing Dr. Hult to permeate his passion and knowledge in international business to some 80,000 students annually around the world. This work has also resulted in the Broad College of Business implementing a “global mindset” initiative, in which all undergraduate business students will be entrenched in global business knowledge and experiences as a part of their education. Previously, he was also recognized for his global business initiatives by the Broad College of Business with the Richard L. Lewis Quality of Excellence Award.

MSU stated that for his significant accomplishments as a global thought-leader, scholar, teacher, and dedicated outreach professional as well as for the synergistic way in which he integrates all aspects of his professional life, Tomas Hult richly deserves Michigan State University's prestigious William J. Beal Outstanding Faculty Award.



U.S. DEPARTMENT OF EDUCATION CENTER

THE INTERNATIONAL BUSINESS CENTER in MSU's Broad College of Business is delighted that the Center has again been awarded a grant in 2018 by the U.S. Department of Education to continue to operate a Center for International Business Education and Research (CIBER). MSU is the only university in Michigan, one of only three in the Big Ten, and one of only 15 universities in the country given this privilege.

Through grant and matching funds, the \$3.3 million project for 2018-2022 is titled "Strategic and Sustainable Value Chains for Increased International Competitiveness." This value chain perspective - with MSU being top-ranked in supply chain management (US News 2018) - provides CIBER with a synergistic role within the Broad College and at MSU.

"With its cross-campus collaborations involving all corners of MSU's campus, CIBER fills a tremendously important role in international education and outreach at Michigan State University," said Steve Hanson, Associate Provost and Dean for International Studies and Programs.

MSU's work agenda for 2018-2022 builds on the CIBER services already provided to thousands of companies and people since its founding in 1990. Just within the last year,

these activities have ranged from 30 business outreach programs involving 4,474 business-people to 45 educational programs involving 2,336 faculty, ultimately impacting 154,980 students nationwide. And globalEDGE.msu.edu, with its 2 million active users, remains Google top-ranked for "international business resources."

"Our global calling is exactly why our team of 11 staff and 19 student assistants in the International Business Center works so diligently every day to nurture the global mindset of future generations," said Tomas Hult, Director and Byington Endowed Chair, International Business Center, and Principal Investigator of the CIBER grant. "We find great satisfaction in being an integral part of the State of Michigan's international trade team and the country's quest to maintain its worldwide leadership in global business," continued Hult.

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STEVE HANSON
ASSOCIATE PROVOST AND DEAN FOR
INTERNATIONAL STUDIES AND PROGRAMS



THE WORLD'S "GLOBAL EFFICIENCY"

INTERNATIONAL production, strategic global investments, and the infrastructure design of the global economy are all a function of driving satisfaction among a company's customers. On October 26, 2018, IBC Director Tomas Hult gave a keynote at the *World Investment Forum* in a session titled "Explaining Today's Global Investment and International Production Trends," focusing on the topic of global efficiency.

With that backdrop, Professor Hult also wrote a series of op-ed articles in *The Hill* discussing global efficiency and bullwhip effects in global supply chains, and how these are affected by the increased trade barriers (e.g., tariffs) that the world is now facing. Ultimately, these dual threats (barriers, bullwhip effects) to the global economy will influence satisfaction around the world.

In brief, the value of world trade has grown consistently faster than the growth rate in the world economy since 1960, and it has been much higher since the turn of the century. Since 2000, trade across country borders has been at least double the total production of all countries combined. What accounts for this trade growth is the combined trade of raw materials, work-in-process (e.g., component parts) and finished products. By 2020, the value of world trade is expected to be about 167 times larger than it was in 1960, whereas the world economy will be only 65 times larger.

The troubling part is that for the first time in seven years, the world's "global efficiency ratio" is expected to go below 2.60 by the time all calculations are done for 2018, and then become lower in 2019 and 2020 (2.57 to 2.59). What does this mean? Unfortunately, the combination of escalated trade wars using tariffs as the strategy and the dramatic growth in cross-border trade since 2000 relative to total world production spells serious problems.

The world has created global efficiencies over decades that are now being challenged from the half-century of global win-win evolution to a more nationalistic country-win scenario, wherein some countries win and some countries likely lose.



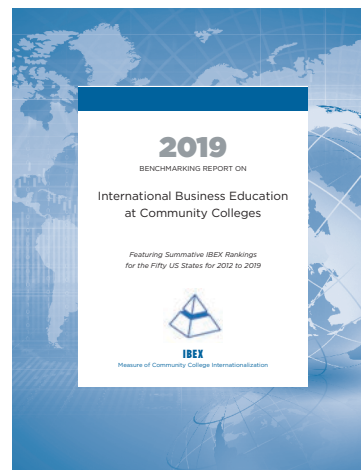
INTERNATIONALIZATION AT COMMUNITY COLLEGES

MICHIGAN STATE UNIVERSITY has been the national leader in training faculty and administrators at the nation's 1,132 community colleges on how to integrate international topics into the curriculum since 1995. MSU's International Business Center has also conducts benchmarking on how community colleges are performing in these internationalization efforts.

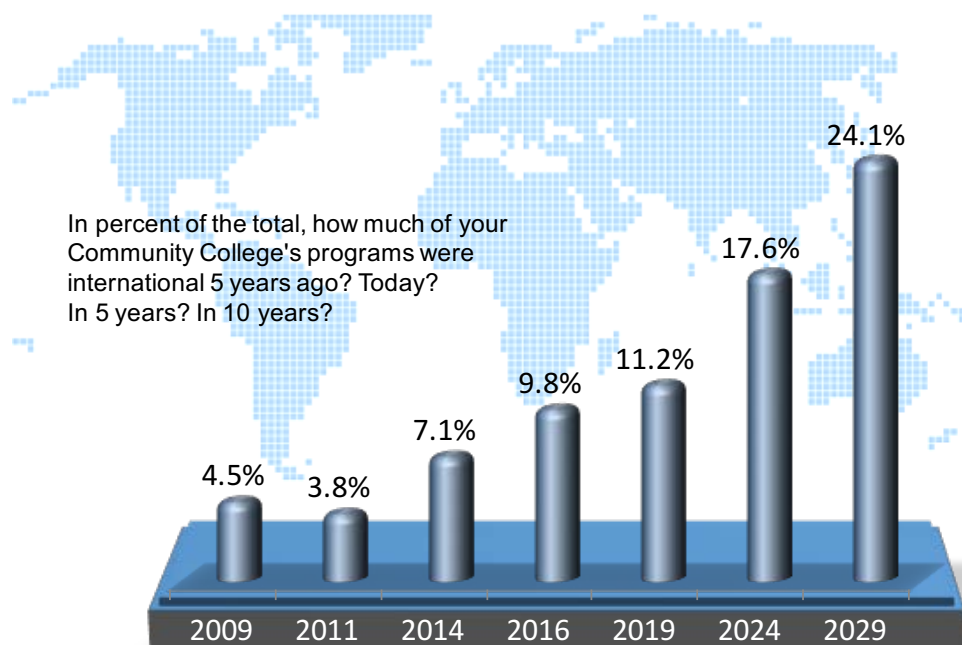
The 2019 *Benchmarking Report on International Business Education at Community Colleges* was released in January 2019. The report provides an assessment of current internationalization efforts at community colleges and efforts that need to be planned to ensure that the US stays internationally competitive in workforce development.

The 2019 benchmark shows an increase in internationalization optimism on community college campuses and in programming. The expectation is that community colleges will internationalize 24 percent of their programs and activities by 2029. Importantly, at 11 percent today, community colleges have made significant strategic strides to internationalize their programming in the last decade.

The 16-page 2019 report can be downloaded free at global.broad.msu.edu/ibc/research, and a presentation of the results and implications can be found at [YouTube.com/TomasHult](https://www.youtube.com/watch?v=...).



Tomas Hult, Director, MSU International Business Center; Sheri Jones, Local News Anchor; William Motz, Lansing Community College Professor.





INTERNATIONAL BUSINESS CENTER

WHO WE ARE

The **International Business Center (IBC)** in the Broad College of Business at Michigan State University was designated in 1990 as a National Resource Center by the U.S. Department of Education (i.e., a Center for International Business Education and Research). Our mission is to provide superior education, research, and assistance to businesses, public policy makers, academics, and students on international business and trade.

OUR GOAL

The IBC positions the Broad College as the **top knowledge generator in international business research**, guiding MSU's path to thinking globally in more than 170 countries.

Beyond facilitating a global mindset for all Broad College students, IBC serves the State of Michigan as a resource in companies going international, last year facilitating more than \$100 million in additional exports by Michigan companies.

- Serves the State of Michigan as a **Regional Export Network (REN)** and administers the successful Michigan Export Growth Program that has maximized global trade for more than 2,000 Michigan-based companies.
- Headquarters of the prestigious Academy of International Business, the leading association of scholars and business professionals in international business, with membership in over 90 countries.
- **Hub for integrating services** of the U.S. Department of Commerce, Michigan's District Export Councils, and the international trade services of the Michigan Economic Development Corporation (MEDC).
- **National leader** in faculty development in international business education for community colleges; having trained faculty in 44 states, IBC has benchmarked and impacted most of the nation's 1,200 community colleges.

OUR MISSION IS TO PROVIDE SUPERIOR EDUCATION, RESEARCH, AND ASSISTANCE ON INTERNATIONAL BUSINESS AND TRADE.

OUR FOCUS

INTERNATIONAL BUSINESS AND STRATEGY

GLOBAL SUPPLY CHAIN MANAGEMENT

INTERNATIONAL MARKETING

CROSS-CULTURAL KNOWLEDGE

INTERNATIONAL PUBLIC POLICY

INTERNATIONAL ECONOMICS



To learn more, visit:

global.broad.msu.edu/ibc



Broad College of Business
MICHIGAN STATE UNIVERSITY

INTERNATIONAL BUSINESS CENTER

WHAT MAKES US DIFFERENT

- 1 In 1990, the U.S. Department of Education designated the Broad College's IBC as a Center for International Business Education and Research - one of only 15 CIBERs in the United States and the only one in Michigan.
- 2 IBC's globalEDGE online knowledge resource (globalEDGE.msu.edu) has been the Google top-ranked site for "international business resources" for more than a decade.

CURRENT MEMBERS

Tomas Hult

Director, International Business Center
 Hult has been IBC's director since 2001. He is Byington Endowed Chair and professor of marketing, and among the most cited scholars in international business in the world. In 2016, he was named the #1 marketing professor worldwide by Academy of Marketing Science.

30+ Team Members

Includes 11 dedicated staff members with PhD, master's, and/or bachelor's/associate degrees and some 30 master's and bachelor's student interns and assistants.

Corporate Partnerships

The IBC partners with numerous Fortune 500 companies and small- and medium-sized enterprises (SMEs), as well as academic organizations, foundations, and federal and regional governments. Examples include:

Chrysler Foundation • East and West Michigan District Export Councils • Ford Foundation • Foster Swift • GM University • Lansing Community College • Lansing Economic Area Partnership • Michigan Business Network • Michigan Department of Agriculture & Rural Development • Michigan Economic Development Corporation • U.S. Department of Commerce • U.S. Department of State • U.S. Department of Education

OUR REACH

- **GLOBALLY**, globalEDGE has more than 2 million active users (and 10 million total users) covering the world and its 196 accessible countries and more than 60 territories.
- **REGIONALLY**, IBC's strategic partnership with the Michigan Business Network ensures the reach of IBC activities, globalEDGE Business Beat, and resources to Michigan's 83 counties.
- **LOCALLY**, IBC's Global Business Club of Mid-Michigan provides monthly executive luncheons with C-suite speakers, and IBC's partnerships with the Lansing Regional Chamber of Commerce, MEDC, and MBN offers a collection of more than 30 education and networking opportunities annually.



Broad College of Business
 MICHIGAN STATE UNIVERSITY

To learn more, visit:

global.broad.msu.edu/ibc

SERVING MICHIGAN AND THE NATION

THE REGIONAL IMPACT of IBC in the last year has been tremendous. Under the auspices of IBC's Michigan Export Growth Program (global.broad.msu.edu/MEGP), the center participated in 30 business outreach programs involving 4,474 businesspeople. IBC also engaged in 45 educational programs involving 2,336 higher education participants (four-year institutions and community colleges), ultimately impacting 154,980 students nationwide.

Additionally, 168 companies received IBC market research reports through the Michigan Export Growth Program and attended events and trainings organized by Global Business Club of

The student component of our business outreach work is key. Each year, 10-15 graduate and undergraduate students engage with entrepreneurs and leaders from around the state to learn about their opportunities and obstacles, and provide insights to help them move forward through our customized consulting and market research.

Ultimately, these fantastic statistics and successes are a function of our strategic and virtual team. This team includes our partnership with the Michigan Economic Development Corporation, the Michigan Department of Agriculture & Rural Development, the US Commercial Service, Lansing Regional Chamber of Commerce,

Michigan Business Network, Foster Swift Collins and Smith PC, Capital Regional International Airport, and the US District Export Councils in Michigan, along with many units and centers across the MSU campus. Key to our success are the fantastic people and institutions that work hand-in-hand with us to move our businesses forward globally; thank you to our partners!



Claes Fornell, chairman of CFI Group and leading expert in customer satisfaction management, addressed hundreds of business leaders at the Michigan Business Network International Business Breakfast in June.

Mid-Michigan. In 2018, these companies collectively generated \$105.5 million in new export sales by achieving 939 new international market entries to 112 countries. It is estimated that one job is created for every \$210,000 in export sales. So, these companies created an estimated 502 additional jobs in the state of Michigan during the 2018 fiscal year.

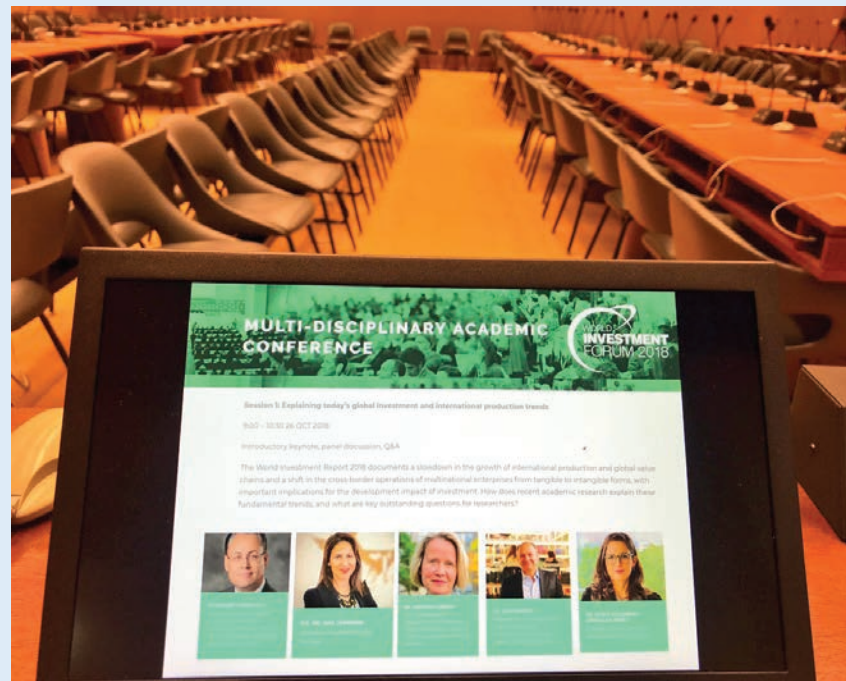
ACADEMY OF INTERNATIONAL BUSINESS

SINCE 2004, the Academy of International Business (aib.msu.edu) has been housed in our center in the Broad College of Business at Michigan State University. The AIB's most recent annual meeting took place in Minneapolis in June 2018, and the next meeting will be in Copenhagen, Denmark, in 2019, followed by Hong Kong in 2020.



In the last year, AIB engaged in the World Investment Forum (organized by the United Nations) in an arrangement where the AIB Executive Board and AIB Executive Secretariat collaborated with UNCTAD to organize the multi-disciplinary academic conference. This event took place in October 2018 as a part of the World Investment Forum and is planned as a biennial collaboration (next in 2020).

This biennial collaboration of the UNCTAD Academic Network on Investment convenes scholars of international business, economics, law and other relevant fields for a day-long multi-disciplinary academic conference. The event is co-organized in partnership with AIB and the Society of International Economic Law. Discussions center on emerging trends for future research and practice in investment and the multinational enterprise.



Leading scholars from the Academy of International Business were invited to share their expert perspectives at the 2018 World Investment Forum. These featured presentations were part of a Multi-Disciplinary Academic Conference, jointly organized by AIB and UNCTAD.

Opening plenary of the AIB 2018 Minneapolis Annual Meeting featuring International Executive of the Year Chris Policinski (former CEO of Land O'Lakes, Inc.) and host university representative Srilata Zaheer (Dean, Carlson School of Management, University of Minnesota).



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<p>Industry</p> <p style="font-size: x-small; margin: 5px 0;">Industry Insights provide news, events, and statistical data for any of 20 distinct industry sectors.</p> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;"> <input type="text" value="Select an Industry"/> </div> <p style="text-align: center; background-color: #eee; padding: 2px; margin: 0;">VISIT INDUSTRY</p>	<p>State</p> <p style="font-size: x-small; margin: 5px 0;">This section provides international business and trade information for each of the 50 states. You'll find demographic, historical and economics statistics within.</p> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;"> <input type="text" value="Select a State"/> </div> <p style="text-align: center; background-color: #eee; padding: 2px; margin: 0;">VISIT STATE</p>	

globalEDGE Newsletter

Published once a month, the newsletter is an ideal way to stay abreast of the latest international business topics, as well as new resources on the globalEDGE website.

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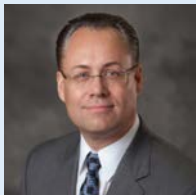
SUPERB IBC TEAM



Ronda Bunnell is IBC's Educational Programs Coordinator. Ronda assists with programs and materials for conferences, symposia, and outreach events. Ronda has an Associate Degree from Lansing Community College and is an entrepreneur who co-owns three Biggby Coffee franchises.



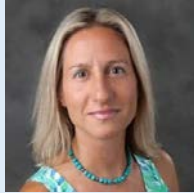
Anne Hoekman is IBC's Editorial Manager. She is also Managing Editor for the top IB journal, the *Journal of International Business Studies*, as well as the *Journal of International Business Policy* and the *Journal of the Academy of Marketing Science*. Anne has a Bachelor's in English from Calvin College.



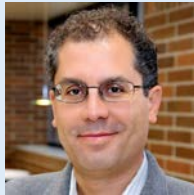
Tomas Hult, PhD, is IBC's Director, and Professor and Byington Endowed Chair in MSU's Broad College of Business. He also serves as AIB Executive Director. Dr. Hult was selected by the Academy of Marketing Science as the world's top marketing professor in 2016.



Kathy Kiessling is AIB's Program Services Coordinator. Kathy is responsible for functions relating to AIB and the center's collaboration with AIB. She also provides administrative support for CIBER. Kathy has a Bachelor's in Finance from Western Michigan University.



Irem Kiyak, PhD, is IBC's Associate Director and AIB Treasurer, roles she has held since 2001 and 2004, respectively. Dr. Kiyak has degrees from two of MSU's nationally top-ranked programs (MBA in Supply Chain Management; PhD in Packaging).



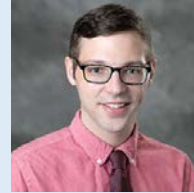
Tunga Kiyak, PhD, is AIB Managing Director and IBC Outreach Coordinator, roles he has held since 2004 and 2003, respectively. Dr. Kiyak also serves on the US District Export Council for East Michigan and was the original curator of the Google top-ranked globalEDGE.msu.edu site.



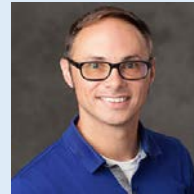
Erkan Kocas is an IBC International Trade Specialist, where he liaises with firms and development units, and leads the Michigan Export Growth Program. Erkan a NASBITE Certified Global Business Professional and has an MBA in Supply Chain Management from MSU.



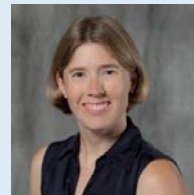
Jade Sims is an IBC International Trade Specialist, where she works with firms, NGOs, and development units to create training programs, including the Global Business Club of Mid-Michigan. Jade has an MBA from Thunderbird and is a NASBITE Certified Global Business Professional and Trainer.



Dan Rosplock is AIB's Communications Coordinator. As our newest team member, Dan joined IBC in 2018 after having been a digital content specialist at Virginia Tech University. Dan has a Bachelor's and Masters of Arts in English (University of Miami) and Communication/Culture (Indiana University).



Jamie Rytlewski, a long-time IBC Systems Analyst, has taken on a consulting role as the IBC technology provider. He has an MS in Computer Science from MSU, developed the infrastructure for the current version of globalEDGE, and served in the U.S. Air Force.



Sarah Singer, PhD, is IBC's Assistant Director, a role she has held since 2007. She is also Director of Education Abroad for MSU's Broad College of Business. Sarah is a NASBITE Certified Global Business Professional and serves on NASBITE's Board of Governors.

WHO WILL
MAKE
BUSINESS
HAPPEN?
**SPARTANS
WILL.**

MICHIGAN STATE
UNIVERSITY

International Business Center

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