

International Business Department News

COLLEGE OF BUSINESS • SAN FRANCISCO STATE UNIVERSITY

International
Business



SF STATE

COLLEGE OF BUSINESS

SPRING 2012 • VOL. 6, NO. 1

2012 IBUS Graduation Celebration

DURING THIS YEAR'S (ninth) International Business Graduation Celebration in the Gymnasium on the main campus, attendees enjoyed a relaxed and festive environment.

Seventy students received congratulatory certificates, offered brief personal messages of thanks ("shout outs") to the crowd of 600, and listened as an experienced international business-person, author and political scientist spoke on strategies for engaging in a life of "testing."

Professor Bruce Heiman was master of ceremonies, and he welcomed the crowd of families and friends warmly. Associate Dean Joanne Duke spoke, congratulating the students (new alumni) and reminding them of the substantial magnitude of their accomplishment in receiving a university degree. Dr. Yim-Yu Wong, chair of the department, also spoke, discussing new challenges facing graduates, as well as new opportunities.

The highlight was featured speaker Dr. Jack Godwin, a member of the International Business Department Advisory Council and alumnus of the IBUS Program. Dr. Godwin spoke of the "life untested," and the perils associated therewith. The timely, biographical speech was well-received by faculty, graduates, and family members.

After the event, a reception was held in the Atrium of the Gym. Both spaces were festively decorated by the International Business Society (IBS), which handled key planning and preparation for the event. The IBUS faculty is grateful to the IBS for their continuing sponsorship, cooperation, and coordination of this event, particularly to Carolina Ery Watanabe Nakaya, president of the IBS.

~ Professor Bruce Heiman

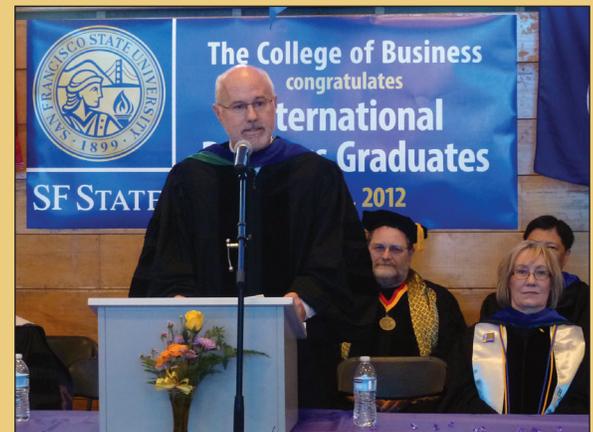
IN THIS ISSUE

2012 IBUS Graduation Celebration
Message from the Chair
Recent Retirement
Alumni Highlight: Brian Mattantipon

Mitsuko Saito Duerr Scholarships
Department Honoree: Clarissa Santos
Faculty Research and Recent Publications
International Business Society



A moment of transition—from student to alum.



Jack Godwin, featured speaker and IBUS alum, is a member of the International Business Department Advisory Council.



Congratulations Class of 2012!

Chair's Message

THE ACADEMIC YEAR 2011-2012 continued to be as challenging as the past several years with unresolved budget issues and leadership transitions. Nevertheless, with careful planning and streamlining of graduation requirements, most students have been able to graduate on time. Among such graduates this year, I would like to highlight the achievements of three particular students. While the department takes deep pride in all of its students, these three are noteworthy in terms of their diligence, persistence, and dedication to enhancing their interests in international business.

Mr. Joseph Woldu came to SF State as an engineering student. After a life-threatening car accident in 2001, Joseph's career goal changed, and he decided to switch majors to International Business. Even so, it was not an easy transition for him. After overcoming multiple challenges and immense hardship, Joseph finished his study in May 2012. Several professors went the extra mile to assist Joseph in this transition. We look forward to hearing about Joseph as he takes the next step in fulfilling his dreams and aspirations.

Ms. Clarissa Santoso, the IBUS honoree, was also selected as recipient of the Delta Sigma Pi Scholarship Key based on her outstanding academic achievements. She earned a 4.00 GPA throughout her college studies. In her classes, Clarissa was persistent in exploring venues in which business might better serve the broader interests of society. Her passion is to build a world of equal opportunities and harmony between human and the nature.

During summer 2011, Ms. Bianca Juca became employed by DKT Brazil as an intern in its Vietnam subsidiary, primarily handling market research. During that time, she built her professional network, and later joined the World Health Organization as an intern in January 2012. Bianca successfully completed both internships overseas and found both complemented her studies in the classroom. Her experience provided her with the confidence to pursue her dream to bridge opportunities and problems in poverty-stricken sectors of the world.

The Department of International Business is very pleased with the progress our students have made this year and will continue to explore opportunities that are valuable to our students.

Last but not the least, the department would like to give our best wishes to Professor George Lee as he retires from SF State after 25 years of service in the College of Business. A short biography of Professor Lee can be found in the News section.

Best regards,

Yim-Yu Wong, Chair

News

Alumna Mitsuko Saito Duerr Honored

Emerita Professor of International Business Mitsuko Saito Duerr was presented with an award by the Counsel General of Japan recognizing her more than 40 years of activities promoting improved American-Japanese relations and understanding. At SF State, Duerr led the U.S. Japan Institute, developed Japanese management courses and programs to educate and facilitate businesses and cross-national business ventures, and helped students secure study and internships in Japan. Consul General Hiroshi Inomata presented Dr. Mitsuko Duerr with a certificate of commendation, which states "The Consul General of Japan in San Francisco extends his deepest respect in honoring Dr Mitsuko Saito Duerr for her distinguished service in contributing to the deepening of mutual understanding and friendship between Japan and California." --Campus Memo.

Recent Retirement

Professor George Lee joined SF State in 1987. Prior to joining SF State, Professor Lee served as a US commercial attaché and an acting US commercial counselor at the American Embassy in China; an economic officer at the US Consulate General in Hong Kong; a chief economist of the U.S. State Department in Taiwan; and as an international economist at the US State Department in Washington, D.C.

Professor Lee graduated from the University of Hawaii with a Ph.D. in International Economics. He has published many journal articles and made numerous presentations at academic and business conferences. His research interests include US-China economic and political relations, post-communist economic reforms, economic development of Greater China, applied macro and microeconomics, and theoretical macro and microeconomics. Professor Lee has taught Economics for Managers, Doing Business in China, and Doing Business in Asia Pacific Countries.

Alumni stay connected

Please take a moment to update your contact information for our university files.

<http://www.sfsu.edu/~develop/update.htm>

Mitsuko Saito Duerr Scholarships

The Department is pleased to award four Mitsuko Saito Duerr scholarships to students studying in Japan from 2011–2012. The scholarship was established to help business students who are studying in Japan through the SF State's Study Abroad program.

Congratulations to these four students!

- Anna Liang, Accounting, Aoyama Gakuin University, Fall 2012
- Sidny Miller, International Business with Japanese Minor, Akita International University, Fall 2012–Spring 2013
- Michael O'Brien, International Business with Japanese Minor, Waseda University, Fall 2012–Spring 2013
- Bret Vasil, Information Systems, Aoyama Gakuin University, Fall 2012–Spring 2013



Alumni Highlight

Brian K. Mattantipon

I graduated from SF state a year ago with a degree in business administration with a concentration in International Business.

Since then, I have been working with an entrepreneur in the Bay Area with the primary role of managing existing businesses and establishing new ones. Through the past 12 months, I have helped successfully launched two brand new businesses, and continuously developing strategies to manage current businesses.

The journey has not only been challenging but fulfilling. The knowledge and tools I learned during my time in classes taught me to be culturally savvy, and learn to understand and be adaptive to different business environments.

Department Honors for Academic Excellence

Clarissa Santoso is the recipient of the 2012 Outstanding Academic Performance in International Business Award.

Clarissa is also honored as the 2012 Delta Sigma Pi scholarship key recipient for San Francisco State, given annually to the graduating student with the highest cumulative GPA toward a business degree in administration. Clarissa earned a GPA of 4.0 with a concentration in International Business.

While an international business major, Clarissa enhanced her studies with classes in human rights, ethics, and environmental ethics from the Department of Philosophy. She sees herself as a facilitator between business and social activism.

Her overriding vision is the harmonious relationship between mankind and nature. She believes that business is an important institution that exists to benefit society. Clarissa represents the best of a new generation of business professionals who have vision and commitment to build a sustainable world that embraces the values of equity, respect, and harmony.



Faculty Research and Recent Publications

Heiman, B., Hurmelinna-Laukkanen, P., Dutton, X., & Thompson, S.

Empirical evidence for the problem finding/problem solving perspective: US and Chinese firms. Published in the proceedings at the 11th International Business and Economy Conference (IBEC) Hawaii, USA, (2012).

Hurmelinna-Laukkanen, P. & Heiman, B. ***Efficient innovation management: Empirical evidence for the Problem Finding/ Problem Solving Perspective.*** Presented at the International Society for Professional Innovation Management (ISPIM), XXII ISPIM Conference, Hamburg, Germany, 12-15 June 2011.

Hurmelinna-Laukkanen, P. and Heiman B. A. (2012). ***Finding the right problems to solve: Value creation unpacked.*** Baltic Journal of Management, 5(1) (Emerald).

Liang, X., Lu, X., & Wang, L. (2012). ***Outward internationalization of private enterprises in China: The effect of competitive advantages and disadvantages compared to home market rivals.*** Journal of World Business, 47(1),134-144.

Liang, X., Lu, X., & Wang, L. ***The Effect of Founding Conditions on Resources, Capabilities, and Performance: Evidence from Chinese Private Firms.*** Presented at the International Association of Chinese Management Research Conference, Hong Kong, China, June 20-24, 2012.

Simeon, R. (2012). ***Working in the Global Economy: How to Develop and Manage Your Career Across Borders.*** Routledge Publishing.

Yang, N., Colvin, C., & Wong, Y. ***Corporate Social Responsibilities and Global Competitiveness: The Case of High-Tech Industry in China.*** Presented at the 18th Annual International Business Ethics Conference and published in the conference proceedings, St. John's University, New York, New York, USA, October 26-28, 2011

Yang, N., Colvin, C., & Wong, Y. ***Corporate Social Responsibility and Competitive Advantage: A Brief Review.*** Presented and published in the Proceedings at the Hawaiian International Conference on Business, Honolulu, Hawaii, May 24-27, 2012.

Yang, N. (2012). ***Small business and international entrepreneurship in the economic hard time: A global strategic perspective,*** International Journal of Entrepreneurship, 16 (1): 119-138.

Yang, N., Colvin, C., & Wong, Y. (2012). ***Navigating corporate social responsibility components and strategic options: The IHR perspective,*** Academy of Strategic Management Journal. Accepted.

Leadership in International Programs

Professor Nini Yang of the International Business Department was named Resident Director for the California State University International Programs in China for the academic year 2012-2103.



International Business Society

The International Business Society is the student-run organization of devotees of International Business at SF State. It is not necessary to be an International Business student to join, though many of the members are IBUS majors. The club is seeking to enhance its contacts and activities involving alumni. If you know someone interested in giving a presentation on careers in international business, send IBS a note at ibs.sfsu@gmail.com. Throughout the year, IBS sponsors events and activities, with the IBUS/IBS Graduation Celebration being the largest.

International Business Department

FACULTY

Yim-Yu Wong, Ph.D., Chair & Professor
 Gerardo Ungson, Ph.D., Y.F. Chang Endowed Chair, Professor
 Joel Nicholson, Ph.D., Professor
 George Lee, Ph.D., Professor
 Roblyn Simeon, Ph.D., Professor
 Nini Yang, Ph.D., Professor
 Yikuan Lee, Ph.D., Associate Professor
 Bruce Heiman, Ph.D., Associate Professor
 Lihua Wang, Ph.D., Assistant Professor
 Patricia Bartscher, J.D., Professor
 Tae Furuse, M.B.A., Lecturer

CONTACT

International Business Department
 San Francisco State University
 Science Bldg., Room 300
 Email: ib@sfsu.edu
<http://cob.sfsu.edu/international-business/>