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**For more information, contact**

Dr. Joseph Rottman  
350 JC Penney North  
314-368-7370  
rottman@umsl.edu

# Welcome to the 2023 Spring IBI Newsletter!

Last year, we rebooted our IB activities, this year we are fortifying them. This year we have renewed our partnerships, expanded our study abroad opportunities and continue our research excellence in International Business.

This year marks the 20th Anniversary of the Consortium for Undergraduate Business Education. UMSL was one of the founding 10 members and has served as the Secretariat since its founding. CUIBE has grown to 47 members and continues to be the benchmark for world-class undergraduate IB programs.

The fortification of our programs, as shown in the pages that follow is highlighted by the renewal of our 3-way partnerships with the Universities of Applied Science in Seinajoki, Finland and Aschaffenburg, Germany. Over the last 10 years, this partnership has rotated through the three schools for 14 courses involving 300 students. This May, it will return to Finland.

Our International Business Case Competition (sponsored by Hussmann) allowed students to fortify their problem solving and presentation skills and the IB Career Conference gave our students the opportunity to strengthen their networking skills and explore the value of diversity in global careers.

We are also fortifying the career outlook of our students through our programs and study abroad opportunities. Georgeann McLemore is the paradigm case for the impact we are having on our students through the generosity of our IB Advisory Board. Georgeann is one of 30 students receiving scholarships this summer to support study abroad. We have awarded almost \$70,000 to summer 2023 study abroad students who are going to exciting international destinations including Germany, Finland, the United Kingdom and New Zealand.

Once our IB students graduate, they head to incredible careers. As you can see from Paige Risenhoover's early success at Boeing, we continue to transform lives in and out of the classroom.

This year's newsletter also shows the global impact of our IB Fellows continue to have as they lead their fields in scholarship and applied research.

As we all begin to feel (and hope!) that the pandemic is behind us, the UMSL IB Program continues to fortify our programs and partnerships, engage with industry, transform the lives of our students and lead the way in impactful research.



**Dr. Joseph Rottman**  
Director,  
International Business Institute,  
University of Missouri-St. Louis

## IBI NEWS

### International Business Advisory Board

The International Business Institute Advisory Board includes academic and business leaders who are St. Louis-based and global. Board members represent companies of various sizes. This linkage is critical to the ongoing development of the International Business degree programs at the University of Missouri-St. Louis. Business members of the advisory board provide valuable input about curriculum and internships for international MBA students, and participate in classes and other forums to share their experience and knowledge with our students.

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*The International Business Institute at the University of Missouri-St. Louis publishes IBI News for alumni, faculty, students and staff. The newsletter highlights the people and programs that make the institute great.*

International Business Institute  
College of Business Administration  
University of Missouri-St. Louis  
350 J.C. Penney Building  
1 University Blvd.  
St. Louis, Mo 63121-4400  
314-516-4503  
Ibinstitute@umsl.edu  
lb.umsl.edu

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# *International business course helping local company expand to a European market*

BY WENDY TODD

Akeem Shannon was looking out the window of his office facing Busch Stadium as he reflected on the growth of his company, Flipstik.

"It's been a good year," he said, not out of ego, but in observation of his and the team's efforts to get into retailers including Target, Best Buy and, most recently, QVC.

Hustle and help from the University of Missouri—St. Louis DEI Accelerator program have taken his company from \$400,000 in valuation to over \$5 million.

Now that he's made his mark in the United States, he's looking to expand to the international market, and he's been getting help from the International MBA Intensive course, an innovative business course in the UMSL College of Business Administration, as he tries to make a splash across the pond.

The IMBAI is a 7- to 10-day course in partnership with University of Applied Sciences in Aschaffenburg, Germany, and the Seinäjoki University of Applied Sciences in Finland. The course is worth three credits and has a goal of 30 participants – 10 from each school.

The signing of an Agreement of Cooperation between all universities to continue the collaboration took place last week. Professor Joe Rottman, director of the International Business Institute as well as the chair of the College of Business Administration Strategic Planning & Innovation Committee, led the ceremony, greeting all those in attendance and introducing faculty and staff from all three institutions.

During the course, students analyzed current trends in international consumer products, created global positioning strategy, studied prior successful product launches and developed strategies to enter the European market. Teams are formed to create an international business plan for the chosen company, which differs every year. At the end of the class, the teams present their plans to a panel of faculty members and the business owner.

The partnership, which will enter its 10th year in May, has had 14 classes and over 300 students. It offered the hands-on experience many participants were looking for.

"I chose to take the course because I had not attended a practical course before, and I wanted to take the course to learn practical knowledge and experience," said Sandy Su, a student from Taiwan in the UMSL International MBA program. Su's team suggested Flipstik approach an international expansion in steps.

"We suggested that Flipstik can enter the European market in stages," she said. "They can first work with regional retailers. After a while, they can cooperate with big retailers, such as Argos in the UK and Globus in Germany. At this time, Flipstik not only can convince them by showing them that Flipstik has worked well with regional retailers and the sales are good, but also Flipstik has the sufficient cash flow to pay for the slotting allowance."

Student presentations allowed Shannon to gain more insight regarding what to consider when entering an international market, such as cultural differences, spending habits and variances in how people in the U.S. use their phones versus those abroad.



UMSL Provost and Interim Vice Chancellor of Academic Affairs Steven Berberich (center) joins Ernst Schulten (left), a professor at University of Applied Sciences in Aschaffenburg, and Dario Liberona (right), a professor of circular economy, marketing strategy and entrepreneurship at Seinäjoki University of Applied Sciences in Finland, in signing an Agreement of Cooperation for the College of Business Administration's International MBA Intensive course.

"It was a great experience," Shannon said. "We got actionable insights. One of the things we told the students was that we don't want just a bunch of information. I want to be able to hand off these presentations to my team, and they can execute. They told us about influencers, gave us their contact information and why they would fit the brand. They told us about distributors, retailers, brokers and sales groups. Having that actionable data was key."

Dario Liberona, professor of circular economy, marketing strategy and entrepreneurship at the University of Applied Sciences Seinäjoki, Finland also believed the students were on target when emphasizing the importance of understanding cultural differences in marketing when taking a product abroad.

"The way you sell to Finnish people is very kind of shy," he said. "They make these jokes that they invented social distancing. So you can be too aggressive with the marketing. And then, of course, there's language issues. We speak

***"This type of program is the kind of course all business schools should have because it's experiential learning. It's a real-world scenario to provide value to a startup organization."***



Akeem Shannon

Finnish, even though a lot of people speak English there. I think in terms of distributors too, there's different distribution channels."

Steven Berberich, UMSL's provost and interim vice chancellor for academic affairs, who participated in the signing, champions the IMBAI program, touting the importance of an international component in higher education.

"We're all about creating a global educational experience on our campus," he said. "When we're able to bring students and faculty from other institutions here, and then in subsequent years send our students to those other institutions, we're expanding the horizons of the students in the program. It's an expansion of the educational experience. It's creating a global environment and establishing networks. The exchange increases the value of the degrees that each of you are getting from your respective institutions."

Su agreed that the intensive course added exponentially to her educational experience.

"The course helped me improve my English skills and experience an American studying environment," she said. "For example, compared to Taiwan, students in the U.S. are more willing to share their thoughts in the class. I gained knowledge regarding business administration and broadened my horizon by living and studying in another country."

Shannon intends on implementing the recommendations and findings and from the students next year.

"I was really impressed with the presentations," he said. "One group even used our language and our branding within the presentation very effectively. It looked like we made it ourselves. They really went the extra mile."

"This type of program is the kind of course all business schools should have because it's experiential learning. It's a real-world scenario to provide value to a startup organization." ♦

# Information systems major Georgeann McLemore broadens horizons during time at UMSL

BY STEVE VALENTIK



Georgeann McLemore got pretty good at delivering her elevator pitch as she made her way around the event space at the Ronald Reagan Building and International Trade Center in Washington, D.C. in late February.

"Hi, my name is Georgeann," she'd say as she stopped at each table and struck up conversations with the different business representatives there.

Then she'd tell them that she is a student at the University of Missouri—St. Louis, majoring in information systems and technology in the College of Business Administration. She'd tell them a little bit more about her career goals and ask to learn more about their companies.

McLemore was one of 15 recipients of the AGA National Collegiate Leadership Scholarship, which gave her the opportunity to attend sessions and network with leaders in government financial management over two days at AGA's annual National Leadership Training.

As an information systems major focusing on cybersecurity, McLemore felt a little out of place at a conference for AGA, which was founded in 1950 as the Federal Government Accountants Association and changed its name to the Association of Government Accountants in 1975 when it expanded to include state and local government finance professionals. But she was still grateful to make her first trip to Washington and get experience networking as she closes in on graduation in May.

"It was nice to build that conversational skill, just introducing yourself," McLemore said. "I shook their hands, got their business cards, and I think hopefully I made an impression on them, as well as the impression that they made on me."

McLemore has goals, both educationally and professionally, that she wants to pursue after completing her bachelor's degree. She'd like to pursue a master's at some point, and she also would like to land a job at a technology company. She's just not completely sure about which to go after first.

"I probably want to take a year off just to work and then relax," she said. "I love school, but I'm tired. I'm just ready to be done."

McLemore has made the most of her college experience since graduating from McCluer North High School.

She said she chose UMSL because it provided her an affordable option close to home, with a tighter-knit community than other options. She figured she could save money continuing to live with her parents, and she heard about the strong reputation of the College of Business Administration.

McLemore originally intended to study marketing, but she changed her mind after being selected for the Boeing FLITE (Future Leaders in Thought and Experience) internship program after her freshman year.

"One of my mentors while I was there introduced me to this camp, CoderGirl," she said. "It's a specifically women-based, women-ran organization that helps girls learn coding languages, so I signed up for it, and I went with her and I said, 'Wow, OK, this is actually kind of cool.' I studied and got my certificate for HTML and JavaScript. And I said, 'OK, I think this is what I want to do. I like this. I actually enjoy doing this.' And then that's when I made the switch."

McLemore has continued to broaden her business knowledge throughout her time at UMSL and in the fall of 2021 served as an investor services intern with TD Ameritrade.

One of McLemore's most impactful experiences came last spring when she studied abroad at Chonnam National University in Gwangju, South Korea.

She'd long had a fascination with Korean culture, whether it was K-Dramas or Korean pop music. But she never considered she might be able to go experience it firsthand until one of her friends decided to study abroad.

McLemore reached out to the UMSL Global office to find out what it would take to join her and discovered it was much more feasible than she'd realized.

"Everybody thinks going abroad is expensive," McLemore said.

"I was one of those people. That's why I didn't do it until later into college. I'm like, 'I can't afford this, so I'm just not going to go.' But once I did it and realized how cheap it actually was, I said, 'Oh, OK, this is nice. I can do this more often.'"

"Most people see traveling as a luxury. It shouldn't be. It should be for everyone."

McLemore used the experience to begin learning Korean. She and her friends spent weekends traveling around to different cities, from the bustling cosmopolitan streets of Seoul to the beaches outside the port city of Busan, her favorite destination.

McLemore loved seeing new places and interacting with native Koreans so much that she felt inspired to do more travel, joining the study abroad trip Michael Costello led to Oxford, England, last summer.

When she returned to campus last fall, she landed a position as a global ambassador for UMSL Global, where she gets to share knowledge she learned with other students interested in studying abroad.

McLemore — who has also served as a member of the UMSL Chapter of the Associated Students of the University of Missouri and helped manage the group's social media accounts over the past few years — is looking forward to doing more travel in the future and is even considering applying to graduate school overseas.

She's grateful for the experiences she's already had that have helped open up possibilities as she contemplates her future.

"I'd say it's been a very positive experience," McLemore said.

"I really do enjoy my teachers. I like all the classes. I feel like I'm learning a lot of real-world experiences that will help me once I graduate into my career field. The opportunities that UMSL offers have been great." ♦

# Alumni Conversations speaker series kicks off with UMSL alumnus Joseph Stieven

BY WENDY TODD



Last week the University of Missouri–St. Louis Alumni Association presented the first in a six-part speaker series called Alumni Conversations, featuring distinguished alumni sharing wisdom from their career experience on a different theme.

The series is a collaboration between the Office of University Advancement and the College of Business Administration, and it was developed to allow students to connect with and glean professional insights from UMSL alumni who've had impact in the region.

The inaugural event took place on Ethics Day and was entitled "Ethics: A Foundation for Success," UMSL alumnus Joseph Stieven, the chairman, president and CEO of Stieven Capital Advisors, L.P., in the E. Desmond and Mary Ann Lee Theater in the Blanche M. Touhill Performing Arts Center.

The series was conceived by Stieven and his wife, Mary, and inspired by Stieven's relationship with his mentor, St. Louis businessman Elliott Stein, who he regarded as a pillar of ethics. It aims to assist students in their professional and personal development.

Stieven explained how the series was created and its intention to the audience.

"We thought it would be a great way to help our young students understand the importance of ethics," Stieven said. "We want this to inspire you, letting you hear real life stories of UMSL graduates on how important ethics are to success on the road of life. And all of this, while providing you with a great chance to interact and network with these people."

More than 100 students attended the event, which also included remarks from UMSL graduates Warner Baxter, executive chairman of Ameren; Orvin Kimbrough, chairman and CEO of Midwest BankCentre; Marcela Manjarrez, former executive vice president and chief communications officer at Centene; and Sandra Van Trease, former group president at BJC HealthCare.



Dan Lauer, the founding executive director of UMSL Accelerate, introduced Baxter, Manjarrez, Van Trease and Kimbrough, who all spoke briefly before Stieven addressed the audience. Each recounted experiences from their professional careers that centered on ethics, with Manjarrez noting that it only takes one misstep with integrity to break public trust.

Stieven spoke about his career and Stein, who served as an example of not only ethics but also humility. The talk was anchored in Stieven's "top ten list of guiding principles," which included "always tell the truth" and "pressure is privilege" as from his perspective, it puts one in a position to be expected to excel.

One point Stieven repeatedly drove home for students was "excellence attracts attention," encouraging them to always put their best foot forward in life and in business.

In relaying how ethics are central to his business, Stieven discussed the tight code of ethics at his company, which demands integrity professionally and personally to remain in good standing at the firm.

After finishing his talk, Stieven took questions from the audience. One attendee asked him what he'd learned about ethics at UMSL, and he recalled that the lessons on ethics weren't taught to him directly but rather through observing the attention, support and kindness professors gave students and peers. Stieven learned by example of what ethics looks like and how it's implemented in daily life.

Students also had an opportunity to chat with the alumni at the end of the event. Many found the conversations and the general event to be impactful.

"I thought it was super interesting to hear from a lot of the CEOs of large companies and their experience at UMSL," sophomore accounting and finance major Breanna Trail said. "Then to hear their story and the advice they have for us — I thought it was super insightful and definitely helpful as I start my career. I related to a lot of things they talked about."

Another student, Devin Womack, a business major, left the event feeling inspired.

"I think one of my biggest takeaways," he said, "is the fact that if we just believe in ourselves and others around us, there's so much we can build and create within the community."

Alumni Conversations will continued to be held during both the fall and spring semesters through 2025. ♦

# International business graduate and Boeing intern lands full-time position

BY HEATHER RISKE



**Paige Risenhoover admits that she didn't know too much about Boeing when she applied to the FLITE (Future Leaders in Thought and Experience) Program during her freshman year at the University of Missouri–St. Louis. She decided to give it a shot anyway.**

The competitive 10-week summer program is offered to 12 rising sophomores from UMSL, Truman State University, Howard University and Saint Louis University who live on the UMSL campus while completing a working internship at Boeing. Four years later, with two more internships at Boeing under her belt – plus a new full-time position at the Fortune 500 company – Risenhoover is glad she took that leap.

Risenhoover, who graduated with her bachelor's degree in international business in December, decided early on to make the most out of her experience at UMSL. She applied for and was awarded several scholarships, including the Green Foundation Scholarship, Community Scholarship at Oak Hall, Honors College Scholarship and Triton Summer Scholarship; participated in the Pierre Laclede Honors College Student Association; and served as the social media coordinator for UMSL's Finance Club.

"UMSL offers a ton of opportunities, which I think is really nice," Risenhoover said. "I really wanted to take advantage of that. I was paying for a four-year degree, and I wanted to get everything out of it that I could."

Risenhoover also took advantage of the many professional opportunities offered through UMSL. In addition to the FLITE program, she was among the first 15 students to take part in a mentorship program created by the College of Business Administration in partnership with Edward Jones that launched in August 2021.

Due to the pandemic, Risenhoover's FLITE cohort at Boeing was the first to complete the program virtually, but she said she was still able to gain valuable real-world experience. For the FLITE portion of the internship, she worked with the other students in the program to create presentations on DEI topics, including ways to make Boeing more diverse and inclusive. The internship also featured a finance component, which gave her experience in estimating and pricing for Phantom Works, Boeing's advanced research, development and prototyping division.

"Boeing is rated very highly for their internships, so you get a ton of experience and career development," she said. "It's not like the stereotypical internship that you see on TV where you're getting coffee. I was doing actual estimates for the company in my first internship. I really have learned a ton about finance."

Because of her positive experience in the FLITE program, Risenhoover decided to complete two more internships at Boeing. Her second internship was in core estimating and pricing for the Boeing Commercial Airplanes unit, in which she learned to make training videos and create and maintain web pages. During this

time, she also completed a business case competition where she ran a cost analysis for converting a passenger airplane to a freighter airplane. She and her fellow interns were able to fly out to Seattle and present their work to Boeing's executives and product development team, which was a major highlight of the experience.

In Risenhoover's third and most recent internship at Boeing, she worked in finance transformation and FSNA (finance systems and analytics).

"Finance transformation is all about simplification, and then FSNA is all about implementing new systems to advance that simplification," she said.

Through these internships, she's gained wide-ranging experience across the financial sector that has allowed her to hone her interests and think about where she'd like to take her career. Eventually, she'd like to move into a project management or program management role.

"A lot of people describe it as babysitting," she said with a laugh. "But it's just facilitating meetings, making sure that people are getting their work done for a project and connecting the right people with the right people."

Much like those internships, Risenhoover's new full-time position in Boeing's finance career foundational program will help her develop different skills across the finance sector. The two-year program features four six-month rotations in financial positions throughout the company such as accounting, financial operations and planning and analysis.

Looking back, Risenhoover is grateful for the opportunities afforded to her while at UMSL, specifically pointing to the Career Services staff and Pierre Laclede Honors College faculty, in addition to the university's connections with local businesses including Boeing and Edward Jones. She encourages other students to take advantage of the resources that are available to them on campus.

"It can be a little bit awkward sometimes going to Career Services and saying, 'Help me with my resume,' but they're really, really nice and helpful," she said. "Use your resources and your professors. UMSL is very much a helpful community, and UMSL helps a lot of students get employed in St. Louis." ♦

# 2023 UMSL CUIBE Annual International Business Case Competition

BY EBONI VALENTINE

The International Business Institute hosted its 10th annual CUIBE International Case Competition on April 20-22. Led by the Director of the International Business Institute Dr. Joseph Rottman, and Program Manager Renita Miller, this event engaged eleven university teams from Bryant University, Commonwealth University of Pennsylvania, Illinois State University (2 teams), San Diego State University, Temple University, Truman State University, the University of Missouri-St. Louis, the University of Tennessee, Washington State University, and Washington University in St. Louis. Over a 48-hour time period, students put their creativity and problem-solving skills to the test to solve a real-life business problem.



Competition winners (Washington University in St. Louis, 1st place; University of Tennessee, Knoxville, 2nd place; Bryant University, 3rd place) and members from sponsor company (Husmann).

The competing university teams create a solution to answer the question for the sponsoring company, Husmann. The case question was: As consumers across the globe embrace an omnichannel approach to acquiring groceries, how can Husmann utilize its core competencies and position of market leadership to win in the new eGrocery modalities that are gaining traction for food at home? The sponsoring company was referred by 2022 UMSL Doctor of Business Administration graduate Dr. Mike Seals, Chief Digital Office and Senior Vice President, Business Strategy at Husmann.

Upon reading the case, junior International Business and Marketing major at UMSL Anna Shuler's initial thoughts were, "Wow the grocery industry is so much more complex and interesting than I thought it was...my mind was just blown with the amount of problems and possible solutions...it was a realization that we're gonna have to detangle all those problems and applying a solution we want to go with."

At the end of the 3-day event, the top three finalists were Washington University in St. Louis, the University of Tennessee, and Bryant University. The winner of the Case Competition was Washington University in St. Louis. Drew Carone, Senior Economics and Finance major from Washington University in St. Louis said that his team's approach to the question was to first "spend some personal reading time...we really wanted to wrap our heads around what the data [provided] was pointing us towards...making sure that what we were really telling was a cohesive story."

Dr. Seals said that the solutions from the top three competing teams were "very insightful and spot on, all three teams in the final group offered very relevant solutions to Husmann things we can actually implement today or tomorrow."

This year's Case Competition was another hit across all competing universities. Students from across the nation used their classroom knowledge and applied it to a real-life business world situation that they may face one day. The weekend was enjoyable and challenging in the most positive way. The International Business Institute looks forward to hosting another Case Competition next year.

Special thanks to the Consortium of Undergraduate Business Education (CUIBE) for its continuous support and co-sponsoring this event. CUIBE is a consortium of schools and universities that have undergraduate International Business programs. The primary objectives of the consortium are to provide its members with an opportunity to benchmark their programs against other member schools and facilitate sharing of best practices in International Business education. For more information visit: [www.cuibe.net](http://www.cuibe.net) ♦



# The 14th Annual International Business Career Conference

“MAKING GLOBAL DIFFERENCES WORK FOR YOU”

BY SHYLI TAHERI

The International Business Career Conference (IBCC) celebrated another successful turnout after transitioning to a post pandemic world. In 2020 COVID-19 had caused non-essential places to temporarily close, including campuses, forcing students to attend classes virtually. This also impacted our conference, causing us to host our events via Zoom. Navigating through the changes we were facing in many aspects of the world was an experience we all shared. The ability to adjust to any challenges that life brings to you and make the situation work for you was a common theme we wanted to emphasize in our conference. This year on Friday March 17th, 2023, at 8:30 a.m. the IBCC planning committee was able to attract students, faculty, executives, and new attendees from all over the United States, even having one student travel all the way from Seattle, Washington. The attendees listened to real-life challenges and opportunities experienced guest speakers throughout their careers.

IBCC is organized by students for students, overseen by Ms. Renita Miller. Ms. Miller is the artist behind IBCC, having overseen 13 out of the 14 conferences that have been held. She is the backbone of the IBCC organization.

The program started by introducing Dr. Joseph Rottman, Professor of Information Systems, Director of IBI & the Chair of COBA Strategic Planning and Innovation. Dr. Rottman kicked off the event by giving a warm welcome and going through the conference schedule. Throughout the event he introduced attendees to the many speakers, beginning with the Keynote speaker, Valerie E Patton, the Chief Diversity, Equity, and Inclusion Officer and President of the Greater St. Louis Foundation. Dr. Patton shared her experience growing up in St. Louis as a woman of color pursuing higher education. She also related the challenges and opportunities that have come with her many years of hard work and dedication to providing equal opportunities for everyone.

After an inspirational keynote speech, we had the great honor of having Timothy Nowak, Executive Director of World Trade Center Saint Louis, act as a moderator for our Executive Panel. Our Executive Panel included three extremely knowledgeable and experienced individuals who together shared their experiences working abroad and the international differences that can make International Business challenging but also extremely rewarding. The first executive was Albert (Al) Mitchell, President of Bayer Corp Fund and Vice President of Corporate Engagement at Bayer. The second executive was John Guckes, Independent Consultant and XCorneaGen CEO Senior Advisor at John Guckes & Associates, LLP. The Third executive was Michael Kelly, Vice President of International Business and Development at Metal Exchange Corporation.



After the Executive Panel, attendees were able to choose 2 out of the 5 different workshops offered. These workshops allowed students to have more intimate conversations with the executives and participate in group discussions. The workshops included:

- **Entrepreneurial Workshop** - "Celebration of Success"
- **Mentorship / Marking Workshop** - "Creating a Network that Works for You"
- **Expatriates Workshop** - "Working and Excelling Abroad"
- **Women's Panel** - "The Opportunity for Change"
- **Alumni Panel** - "A Whole New World"

At the end of the educational workshop sessions, students had the opportunity to participate in a delightful luncheon with all the executives and companies attending. There was a huge spread of complimentary international foods for everyone who had attended or participated in the event. The Conference was a huge success and received many rave reviews from attendees.

We are beginning plans for the 2024 UMSL International Business Career Conference. Mark your calendars for Friday, March 1st, 2024... and SAVE THE DATE! ♦



Company Networking Session



Expatriate Workshop - "Working and Excelling Abroad"



Conference attendees in Executive Panel Session



Keynote Speaker, Dr. Valerie E. Patton, BBA, MA, MSW, D.H.L. (h.c.)

# UMSL Global celebrates internationally engaged faculty members during Touhill reception

BY STEVE VALENTIK

Internationally connected faculty members at the University of Missouri–St. Louis gathered last Wednesday in the Terrace Lobby at the Blanche M. Touhill Performing Arts Center for a reception organized by UMSL Global.

It was a chance to celebrate the many ways UMSL engages with the international community and also honor the faculty members who are the leading edge of that global outreach.

“St. Louis launched the Mosaic Project a decade ago, which is the community’s joint effort to systematically attract and retain global talent,” said Liane Constantine, the executive director of UMSL Global and the university’s chief international officer, during her welcoming remarks. “It ties in with the state’s mission to increase foreign direct investment into the region. The need for globally experienced or, at a minimum, globally minded people is huge in our region. So UMSL, as No. 1 workforce provider to our to our region, has a commitment to produce and to generate that talent that is needed in businesses of tomorrow – and actually already of today.

“What fills my team – the UMSL Global team and myself – with a lot of pride and joy is when we talk to our international alumni because the No. 1 reason to like and endorse UMSL is you, our faculty community.”

UMSL Global is committed to supporting faculty members as they work with and make an impact on the wider world. Over the past 20 years, it has awarded more than 430 global fellowships to support international summer travel for conferences, research and creative endeavors through one-time investments of up to \$5,000. It has presented 42 such awards in the past three years, all as part of a design to strengthen UMSL’s internationalization efforts.

Attendees of Wednesday’s reception heard testimonials from past global fellows, including Stephen Bagwell and Todd Swanstrom from the Department of Political Science; Susan Brownell from the Department of History; Haitao Li and Trilce

Encarnacion from the Department of Supply Chain and Analytics; Shea Kerkhoff and Alina Slapac from the College of Education; Anne Fish from the College of Nursing; and Tareq Nabhan from the College of Optometry.

More than 50 faculty members attended the reception in the Terrace Lobby at the Blanche M. Touhill Performing Arts Center.

Brownell, a leading expert on Chinese sport at the Olympic Games, believes strongly in global education – and the way UMSL Global supports it.

“In my experience, students in the Heartland tend to have less international experience than students on both coasts,” she said. “I think this is a disadvantage in the job market. It’s important for them to understand the region’s place in the larger global system, so that they can really, first of all, become well-informed citizens and then, second of all, get good jobs and develop successful careers. Since no sector of the economy today is untouched by globalization – and in that I include immigration – and there are ever more jobs requiring international and intercultural expertise. UMSL Global really contributes to the internationalization of education at UMSL.”

She pointed to study abroad programs, which now take students to more than 60 destinations around the world.

Brownell also credited UMSL Global with playing an important part in her own career during her 29 years at the university, providing her with a series of small travel grants that helped her visit China during the summers so she could maintain her connections there and keep in tune to the rapid changes occurring in that country.

“That fed back into my teaching as I taught my students also about what was happening in China,” she said.

UMSL faculty members have also used support from UMSL Global to conduct research and outreach with impact on the ground around the globe, whether it’s Kerkhoff helping deliver professional development to K-12 teachers in Kenya, Li working to develop climate-smart farm planning solutions in South Africa, or Fish focusing on cardiovascular nursing and diabetes education in China.



Nursing Professor Anne Fish holds up a life-size portrait of herself made in cross stitch and given to her by people she worked with in China.

"One thing people often ask me is, 'Do I speak Chinese?'" Fish said during her brief remarks. "'Oh, no. Of course, I couldn't possibly.' And when I'm in China, whether I'm in Hunan Province, Henan Province or Hainan Province, I probably do not know. But I certainly think that the research team is making a significant difference in China, and the overall impact of the research team has been to get more diabetes education and support to those who do need it in China."

Last week's event also was a chance to highlight the university's five UMSL Global-affiliated endowed professors – Michael Cosmopoulos, the Hellenic Government-Karakas Family Foundation Professor in Greek Studies; Hung-Gay Fung, the Dr. Y.S. Tsiang Professor in Chinese Studies; Miriam Jorge, the Allen B. and Helen S. Shopmaker Endowed Professor of Education and International Studies; Laura Miller, the Ei'ichi Shibusawa-Seigo Ari Professor in Japanese Studies; and Eamonn Wall, the Smurfit-Stone Endowed Professor in Irish Studies.

UMSL Global also presented awards for faculty-led study abroad programs to Cosmopoulos, for leading an archaeological dig at Iklaina in Greece; Christoph Schiessl for leading a German study tour; Spanish faculty members for leading a trip to Costa Rica; Michael Costello for leading a business study tour to Oxford International Business, Honors and Pre-Law; Joseph Rottman for leading the Bremen Summer Business trip; and Japanese faculty members for leading a Japan study tour. ♦

## UMSL and St. Louis... My Home Away from Home

BY ANJAN DAHAL

At UMSL, I have found a second home away from home. Adapting in a foreign country is never easy, especially within a short amount of time. However, with the support of nurturing teachers, caring friends, and a college environment that fosters growth, the transition has become enjoyable.

As I settled into my classes, I quickly realized that the academic expectations at UMSL were different from what I was used to in Nepal. The coursework was more challenging, requiring greater independent study and critical thinking. Additionally, the interactive and discussion-based teaching style contrasted with the more lecture-based approach in Nepal. Collaborating with peers from diverse backgrounds and learning from top-notch faculty has broadened my perspectives.

The most significant highlight of my journey thus far has been my Graduate Assistant position at the International Business Institute (IBI). In addition to gaining valuable professional experience, I have also achieved personal growth. I am grateful for the exceptional care, mentorship, and support provided by Ms. Renita Miller and Dr. Joseph Rottman, which have helped me excel in my position. Attending my first baseball game at the Cardinal's stadium and connecting with people from all around the world have created life-long memories.

St. Louis is a melting pot of cultures, providing me with the opportunity to explore new foods, music, and traditions. I have developed a newfound love for kolaches and barbeque, among other things. Attending UMSL has given me the confidence that I am well-prepared for what's to come after graduation. Every opportunity here has contributed to my overall development, and I'm glad I chose UMSL. ♦



Anjan and friends attending local events.



# FACULTY ACCOMPLISHMENTS

## BINDU ARYA

*Professor of Global Leadership and Management*

### Significant Publications

- Sahasranamam, S., B. Arya, and M. Sud (2020). "Ownership Structure and Corporate Social Responsibility in an Emerging Market", *Asia Pacific Journal of Management*, 37: 1165-1192.
- Horak, S. and B. Arya (2020). "Cultural Context and Cross-country Behavioral Differences in Group Decision-making", *International Studies of Management & Organization*, 50(2): 153-173.
- Ouakouak, M.L., M.G. Zaitouni, and B. Arya (2020). "Ethical Leadership, Emotional Leadership, and Quitting Intentions in Public Organizations: Does Employee Motivation Play a Role?" *Leadership & Organization Development Journal*, 41(2): 257-279.

## JAMES F. CAMPBELL

*Professor of Supply Chain & Analytics*

### Significant Publications

- Enayati, S., Li, H., Campbell, J.F., Pan, D. (2023), "Multi-Modal Vaccine Distribution Network Design with Drones for Less Developed Countries," *Transportation Science*, in press.
- Ozel, A., Ozbaygin Tinc, G., Karasan, O., Kara, B. and Campbell, J.F. (2023), "Exact Solution Approaches for the Minimum Cost Traveling Salesman Problem with Multiple Drones," *Transportation Research Part B* 168, 81-123.
- Campbell, J.F. (2022), "Will drones revolutionize home delivery? Let's get real..." , *Patterns* 3(8), 100564.
- Campbell, J.F., Corberan, A., Plana, I., Sanchis, J.M., Segura, P. (2022), "Polyhedral analysis and a new algorithm for the length constrained K-drones rural postman problem", *Computational Optimization and Applications* 83, 67-109.
- Yang, L., Millstein, M., Campbell, J.F. (2022), "Unlocking Cost Saving Opportunities Hidden in Hospital Tier Contracts", *Omega: The International Journal of Management Science* 113, 102713.
- Campbell, J.F., Li, H. (2022), "Final Report: Optimizing Drone Use in Vaccine Supply Chains for Less Developed Countries," Final report for ASCM (Association of Supply Chain Management) grant, 92 pages.

## MICHAEL J. COSTELLO

*Teaching Professor of Finance and Legal Studies*

### IB Activities

- UMSL Global Liaison for international partnerships; faculty lead study abroad trip in comparative law to Christ Church College, Oxford University in Oxford, England.
- Accompanying MBA Study Abroad course in Peru to renew industry contacts post Covid.

## FRANK Q. FU

*Associate Professor of Marketing*

### Significant Publications

- Alsaleh, DA, MT Elliott, FQ Fu, R Thakur (2019). "Cross-cultural Differences in the Adoption of Social Media", *Journal of Research in Interactive Marketing*, 13(1), 119-140.
- J.J. Phillips, P.P. Phillips and H.Yi. (2020), "ROI in Marketing: The Design Thinking Approach to Measure, Prove, and Improve the Value of Marketing", New York, NY: McGraw-Hill.

## HUNG-GAY FUNG

*Dr. Y.S. Tsiang Professor of Chinese Studies and Curators' Professor of Finance*

### Significant Publications

- Li-Hsun Wang and Hung-Gay Fung (2022), "The effect of female CEO and CFO on tail risk and firm value," *Finance Research Letters*, 47, 102693.
- Hongmin Jin, Lu Wang, Zuoping Xiao and Hung-Gay Fung (2022), "What firm risk factors drive bank loan pricing and other terms? Evidence from China," *Accounting & Finance*, September:1-26.

Penghua Qiao, Anna Fung, Hung-Gay Fung, Xinnian Ma (2022), "Resilient leadership and outward foreign direct investment: A conceptual and empirical analysis," *Journal of Business Research*, 144, 729-739.

Xue Tan, Lin Yu and Hung-Gay Fung (2022), "Firms with short-termism: Evidence from expatriate controlling shareholders," *Pacific Basin Finance Journal*, 73 (3), 101770.

Penghua Qiao, Yang Long, Hung-Gay Fung and Erin Hui-Chuan Kao (2022), "Narcissistic Leaders and Corporate Cash Holdings: Evidence in China," *North American Journal of Economics and Finance*, 59.

## GERALD YONG GAO

*Associate Dean of Research and Faculty Affairs, Professor of Marketing*

### Significant Publications

- Ju, M and GY Gao (2022). "Performance Implication of Exploration and Exploitation in Foreign Markets: The Role of Marketing Capability and Operation Flexibility", *International Marketing Review*, 39(4), 785-810.
- Ju, M, JY Murray, GY Gao, and M Kotabe (2019). "Concurrent Sourcing Strategy of Multinational Firms in China: Drivers and Performance Implications", *Journal of World Business*, 54(6), 101015.
- Japanese Investment in China", *Journal of International Business Studies*, 49(8), 1060-1080.

## STEVE MOEHRLE

*Professor of Accounting*

### Significant Publications

- D. Wood et al. (forthcoming) "The Chat GPT Artificial Intelligence Chatbot: How Well Does It Answer Accounting Assessment Questions?" *Issues in Accounting Education*.
- Moehrle, S, M Meckfessel, J Reynolds-Moehrle, P Stuerke, and J Wen (2018). "Developments in Accounting Regulation: A Synthesis and Annotated Bibliography of Evidence and Commentary in the 2017 Academic Literature", *Research in Accounting Regulation*, 30(2), 138-147.

### Awards

- American Institute of Certified Public Accountants (AICPA) Distinguished Achievement in Accounting Education Award (2019).

## JANET Y. MURRAY

*E. Desmond Lee Professor for Developing Women Leaders and Entrepreneurs in International Business*

### Significant Publications

- Masaaki Kotabe, Dan Ayebele, and Janet Y. Murray (forthcoming), "Relationship Multiplexity, Multiple Resource Acquisition and Export Performance of Emerging-Market Firms," *Journal of International Management*.
- Parente, Ronaldo, Janet Y. Murray, Yue Zhao, Masaaki Kotabe, and Ricardo dos Santos (2020), "Relational Resources, Tacit Knowledge Integration Capability, and Business Performance," *Journal of Knowledge Management*.

Ju, Min, Janet Y. Murray, Gerald Y. Gao, and Masaaki Kotabe (2019). "Concurrent Sourcing Strategy of Multinational Firms in China: Drivers and Performance Implications," *Journal of World Business*, 54(6), 101015.

### Awards

- Consulting Editor, *Journal of International Business Studies* (JIBS), 2022 – 2025.
- Co-chair, International Marketing Track, AIB-SE Annual Conference, Panama City Beach, FL, October 27-29, 2022.

## SEEMANTINI PATHAK

*Associate Professor of Global Leadership and Management*

### Significant Publications

- Uzuegbunam, I., Pathak, S., Taylor-Bianco, A., & Ofem, B. 2021. "How Cultural Tightness Interacts with Gender in Founding Teams: Insights from the Commercialization of Social Ventures," *Journal of Business Venturing*, 36(4).

Crossan, M.M., Vera, D., & Pathak, S. 2021. "Organizational learning." Invited chapter accepted for publication in *Strategic Management: State of the Field and its Future*. Duhaime, I., Hitt, M.A., & Lyles, M. (Eds.). Oxford University Press.

Chiu, S., Pathak, S., & Sabz, A. (2022). "The Impact of Advisor Status on Corporate Divestitures and Market Reactions", (Accepted at *Journal of Business Research*).

Evans, K., Salaiz, A., Pathak, S., & Vera, D. (2022). "Boards and corporate social performance: The role of community influencers and interlocks", *Business & Society*, 61(1): 225-263..

Salaiz, A.H., Evans, K., Jones, C.D., & Pathak, S. (2021). "CEO-COB Prestige Distance and Change in Diversification: Exploring a Curvilinear Relationship." *Leadership Quarterly*,

## EKIN PELLEGRINI

*Associate Dean, College of Business Administration, Associate Professor of Global Leadership and Management*

### Significant Publications

- Hu, C., Pellegrini, E.K., & Cheung, G.W. (2023). Measurement equivalence/invariance across groups, time, and test formats. In L.R. Ford & T.A. Scandura (Eds.), *The SAGE Handbook of Survey Development and Application*.
- Yao, L., Xu, M., & Pellegrini, E. K. (2021). "The boss's long arm: The differential impact of authoritarian and benevolent leadership on spousal family satisfaction", *Frontiers in Psychology*, 12, Article 780030.
- Hu, C., Zhang, S., Pellegrini, E. K., & Huang, J.C. (2020). "To mentor or not to mentor: A job demands-resources perspective", *Journal of Management and Business Research*, 37(4), 349-366. Best Paper of the Year Award for Practical Value.
- Boswell, S., Pellegrini, E. K., & Eysseil, T. (2021). "CEO narcissism and firm performance: Exploring moderated and curvilinear relationships", *Proceedings of the Southern Management Association Annual Conference*, New Orleans, LA. Organizational Behavior Division Best Paper Award.
- Jordan, J. E., Jr. & Pellegrini, E. K. (2021). "Talent retention: An empirical examination of a 21st century United States Department of Agriculture", *Proceedings of the Academy of Management Annual Meeting*

## JOSEPH W. ROTTMAN

*Director, IB Institute and Chair of the COBA Strategic Planning Committee, Professor of Information Systems*

### IB Activities

- "Digital Transformation of the Global Grocery Industry - A Strategic Response to a Disruptive Threat" 2023 IB Case Competition Case.
- "Bayer: The Right to Win: Strategies and Models for Success for the Bayer Carbon Initiative" 2022 IB Case Competition Case.
- Chancellor's Award for Excellence in Teaching to a Tenured or Tenure Track Faculty Member, 2021
- Vice Provost's Award for Student Engagement and Development of UMSL students and the campus community, 2019

## L. DOUGLAS SMITH

*Founders Professor of Supply Chain & Analytics*

### Significant Publications

- Smith, L. Douglas, Anthony Vatterott, and Wesley Boyce (2021), "Assessing Performance and Risk in Complex Supply Chains and Tying Performance Measures to Strategic Concepts," *Supply Chain Forum: An International Journal*, Taylor & Francis 1-19.

Smith, L. Douglas and Canser Bilir (2022). "A Study of the Potential Effects of Gate-Hold Strategies on Arrival and Departure Operations at Charlotte Douglas International Airport" *Transportation Research Record*, in press.

Kulkarni, P.S. and L.D. Smith (2022), "Strategic Procurement of High-Cost Medical Devices," *International Journal of Strategic Decision Sciences*, 13, No. 1 1-20.

Smith, L. Douglas, Anthony Vatterott and Wesley Boyce (2021), "Assessing Performance and Risk in Complex Supply Chains and Tying Performance Measures to Strategic Concepts," *Supply Chain Forum: An International Journal*, Taylor & Francis 1-19.

Smith, L. Douglas and Canser Bilir (2022), "A Study of the Potential Effects of Gate-Hold Strategies on Arrival and Departure Operations at Charlotte Douglas International Airport," *Transportation Research Record*.

Smith, L. Douglas and Canser Bilir (2022). "Modelling Airline Operations at Major Commercial Airports for Strategic Decision Support", to appear in *Advanced Systems Modeling and Simulation Techniques* (Elsevier).

### Awards

- HSBC outstanding research paper award. 2019, for work sponsored by the U.S. Federal Trade Commission and published in *Financial Services Review* (L.D. Smith, M. Staten. T. Eysseil, M. Karig, J. Feinstein, C. Johnston)

## GAIYAN ZHANG

*Finance Board Scholar and Professor of Finance*

### Significant Publications

- Itefkar Hasan, Liuling Liu, Anthony Sauders and Gaiyan Zhang (2022). "Effects of Deposit Insurance on Bank Lending: Evidence from Global Banks during the 2008 Financial Crisis". *Journal of Financial Intermediation*, forthcoming.
- Gaiyan Zhang, Yuman Tse and Yanying Zhang (2022). "Return Predictability between Industries and the Stock Market in China", *Pacific Economic Review*, forthcoming.
- Gaiyan Zhang, Wenlong Zhang and Jean Helwege (2022). "Cross Country Linkages and Transmission of Sovereign Risk: Evidence from Global Credit Default Swaps Markets", *Journal of Financial Stability*, Volume 58, 100838

## GEORGE A. ZSIDISIN

*John W. Barriger III Professor of Supply Chain Risk and Resilience*

### Significant Publications

- Pellegrino, Roberta, Barbara Gaudenzi and George A. Zsidisin (2023), "Mitigating Foreign Exchange Risk in the Supply Chain: A Real Options Approach," *Journal of Business Logistics*.
- Khan, Omera, Michael Huth, George A. Zsidisin, and Michael Henke (2022), "Supply Chain Resilience: Re-conceptualizing Supply Chain Risk Management in a Post-Pandemic World," *Springer Series in Supply Chain Management*, Vol 21. Springer, New York, NY, ISBN 978-3031164880.

Gaudenzi, Barbara, George A. Zsidisin and Roberta Pellegrino (2021). "Estimating the Financial Effects of Mitigating Commodity Price Volatility," *Supply Chain Management: An International Journal*, Vol. 26, No. 1, pp. 17-31, <https://doi.org/10.1108/SCM-02-2020-0047>

Zsidisin, George A., Amanda Bresler, Benjamin Hazen, Keith Snider and Taylor Wilkerson (2022). "Research in Defense Logistics: Where Are We and Where Are We going?" *Journal of Defense Analytics and Logistics*, Vol. 4, No. 1, pp. 3-17, <https://doi.org/10.1108/JDAL-07-2019-0012>.

# SCHOLARSHIPS

Name of Scholarship	Requirements	Value*
<b>Robert B. Vining Jr. Memorial Scholarship</b>	<ul style="list-style-type: none"> <li>• Must have a minimum GPA of 2.5</li> <li>• Must be an IB Major or Minor</li> <li>• Must use scholarship for an International Experience</li> <li>• Must be an active member of the IB Club or IB Honor Society</li> </ul>	Up to \$3,500 Renewable Multiple scholarships available each year
<b>David P. Gustafson Memorial Scholarship for Overseas Studies</b>	<ul style="list-style-type: none"> <li>• Must be enrolled in the CoBA</li> <li>• Must use scholarship for study abroad to meet International Experience requirement</li> </ul>	\$500 Non-Renewable
<b>Messrs. Pang Yulam &amp; Pang Kiyan Memorial Scholarship</b>	<ul style="list-style-type: none"> <li>• Must be enrolled as an undergraduate in the CoBA and majoring in IB</li> <li>• Must be junior or senior</li> <li>• Must have a minimum GPA of 3.1</li> </ul>	\$1,500
<b>International Business Scholarship</b>	<ul style="list-style-type: none"> <li>• Must be a full-time student</li> <li>• Must be an IB Major</li> <li>• Must demonstrate need as determined by the FAFSA</li> </ul>	\$2,000 Renewable
<b>International Business Advisory Board Scholarship</b>	<ul style="list-style-type: none"> <li>• Must have a minimum GPA of 3.0</li> <li>• Must be an IB Major or International MBA student</li> <li>• Must use scholarship for study abroad to meet International Experience requirement</li> </ul>	\$2,000 Non-Renewable Multiple scholarships available each year
<b>International Business Fellows Scholarship</b>	<ul style="list-style-type: none"> <li>• Must have a minimum GPA of 3.2</li> <li>• Must be an IB Major</li> <li>• Must use scholarship for study abroad to meet International Experience requirement</li> </ul>	\$500 Non-Renewable
<b>International Business Studies Matching Scholarship</b>	<ul style="list-style-type: none"> <li>• Must be a Missouri resident</li> <li>• Must demonstrate need as determined by FAFSA</li> <li>• Must be a full-time student</li> <li>• Must be pursuing a bachelor's degree in the CoBA with emphasis in International Business</li> </ul>	\$1,500
<b>Smith Family Study Abroad Business Scholarship</b>	<ul style="list-style-type: none"> <li>• Must be a student in the CoBA</li> <li>• Must use for an International Education Experience approved by UMSL</li> <li>• Must demonstrate need as determined by FAFSA</li> </ul>	\$1,500

To view a full list of scholarships and awards available through the College of Business Administration, please visit [umsl.edu/services/finaid/scholarships](http://umsl.edu/services/finaid/scholarships). Students must apply online and have the application submitted to Dr. Joseph Rottman at [rottman@umsl.edu](mailto:rottman@umsl.edu).

\*Actual awards vary by semester.



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- **UMSL is one of only 2% of business schools in the world with dual AACSB accreditations in business and accounting.**
- MBA China and Manager Magazine recognized UMSL's International MBA program with Nanjing University on its list of the **Best Chinese-Foreign Cooperative MBA Programs, ranking it 11th among 200 programs.**
- UMSL's international undergraduate business program has been **ranked in the top 25 nationally by U.S. News and World Report for 19 of the last 20 years.**
- International Business faculty have a demonstrated commitment to international business in their scholarly research, having generated more than **36,000 citations and published over 300 peer-reviewed articles.**