



Institute for International Business
Center for International Business
Education and Research (CIBER)
UNIVERSITY OF COLORADO DENVER

**The Changing Landscape of Global Business:
Implications for International Business Education, Practice, and Policy**

A Special Luncheon Session and Panel

Hosted by:

*Institute for International Business, University of Colorado Denver &
Center for International Business Education and Research*

In Conjunction with:

*2022 NAFSA Annual Conference and Expo
Denver, Colorado, USA*

About the Session

The US and world economies are faced with the most serious crises since World War II: a global pandemic and heightened geopolitical tensions, which have cost the world major losses in lives and livelihoods. Despite dire projections about the demise of globalization, the latest data paint a more hopeful picture. International trade and capital flows have rebounded, people are traveling again, and companies are refocusing their strategies to meet the new opportunities and challenges of globalization. Globalization is not declining but the landscape is changing and has important implications for International Business (IB) education and practice.

This special session hosted by CU Denver's Institute for International Business, in collaboration with the US Department of Education Centers for International Business Education Research at Indiana University and BYU, will address the changing landscape of globalization, its impact on international business education and practice, and innovations in IB education amid the changing global business landscape. Invited discussants will include a senior official from the US Department of Education, international business education leaders, international business executives, and state government officials.

Speaker Bios

Jillian Avendano, Associate Director, CIBER at Florida International University

Jillian Avendano is the upcoming Associate Director of the Center for International Business Education and Research (CIBER) at Florida International University's (FIU) College of Business. She has been a Program Director since 2019 and will serve as the Associate Director in 2022, overseeing a second successfully awarded CIBER grant cycle of \$1.33M. Ms. Avendano has a BA in International Relations with a focus on Latin America and the Caribbean and a Masters in International Business and Intercultural Education. Jillian has a strong background in business development, and international education. Prior to joining FIU, she worked at Carnival Cruise Lines in business development, proceeded by Panorama Travel in corporate travel management where she managed study abroad and service learning for universities around the United States.

Ms. Avendano also served as an International Program Coordinator for Panorama Service Expeditions, a non-profit organization, where she led student groups on service learning missions to Nicaragua. These experiences have helped shape her understanding of the importance of internationalization and interconnectedness in today's world.

Tim Duvall, Senior Program Officer at U.S Department of Education

Tim Duvall recently completed his tenth year as Senior Program Officer in the International and Foreign Language Education office within the Office of Postsecondary Education at the U. S. Department of Education. He runs the Centers for International Business Education and Research (CIBER) program as well as the National Resource Center and Foreign Language and Area Studies programs with emphases on the Western Europe, Middle East, and Russia/Eastern Europe world areas. Prior to his public service career, Tim was a business owner and a professor of politics and ancient philosophy. He holds degrees from The College of William and Mary, Virginia Tech, and the University of Arizona.

Bruce Money, Executive Director at Brigham Young University

Bruce Money is Executive Director of the Global Business Center and the Fred Meyer Professor of Marketing at the Marriott School of Business at Brigham Young University, where he teaches international courses in negotiations, marketing, and management in the MBA and Executive MBA programs. Dr. Money has also served as Chair of the Marketing and Global Supply Chain Department. Prior to joining BYU in 2004, he served nine years on the International Business faculty of the University of South Carolina.

His international research interests include business-to-business marketing, services, and negotiations. Dr. Money has published over 50 articles and referred proceedings, including journals such as *Journal of Marketing Research*, *Journal of Marketing*, *Journal of International Business Studies*, and *Harvard Business Review*. He is coauthor on the Cateora et al. textbook *International marketing* (19th edition, McGraw-Hill). Dr. Money has taught in more than 75 executive education programs, where clients have included Adobe, Bayer, Bosch, CSX, Nissan, and Prysman Group/Pirelli.

Prior to his academic career, Dr. Money gained ten years of professional and non-profit experience, mostly in financial services. Proficient in Japanese, his most recent business position was

Vice President in the Los Angeles office of what is now Sumitomo Mitsui Banking Corporation. He also managed \$1 billion in Japanese debt and equity relationships for the Koll Company (now CBRE), the West Coast's largest real estate developer.

Dr. Money received his PhD in Marketing from the University of California Irvine, a bachelor's degree in English from Brigham Young University, and an MBA from the Harvard Business School.

Suzette K. Nickle, Director at U.S Commercial Service Denver

Suzette Nickle is the Director of the U.S. Commercial Service Denver's Export Assistance Center. She has been with the U.S. Commercial Service for over 20 years working with exports in various high-tech industries including aerospace, defense, security, information technology, and outdoor recreation. She is dedicated to small business development, economic growth, and works diligently to support the international expansion of Colorado and Wyoming exporters.

Before joining the U.S. Commercial Service, Suzette served in the U.S. Army in various positions providing administrative and logistical support. This included assignments in South Korea and Germany, and a tour in Saudi Arabia in support of Operation Desert Storm. Ms. Nickle has benefited from extensive international travels.

Suzette has a Bachelor of Science Degree from the University of Northern Colorado and a Master of Business Administration from Webster University. She resides in Parker, Colorado with her husband Tom and is the mother of two college students.

Fred Schlegel, Senior Lecturer at Indiana University

Fred Schlegel is a Senior Lecturer teaching at Indiana University's Kelley School of Business since 2010. Fred is a results-oriented senior leader experienced in managing business model innovation and organizational change from an internal and external perspective. Fred's teaching areas include Entrepreneurship, Strategy, International Management, and Strategic Management of Technology. As managing partner with JSMI Consulting prior to joining Kelley, he provided consulting services focused on strategic management, product development, innovation, and marketing for clients ranging from startups to Fortune 500 companies in a diverse set of areas including biotech, healthcare, utility, entertainment, import, retail, and not-for-profit/NGO.

Fred also has significant corporate product development and marketing experience with Hallmark Cards, Inc., including the development and launch of a comprehensive national specialty channel program that created unique retailer specific products, promotions, and marketing programs. He has an M.B.A. from the Kelley School of Business and a B.S. in Journalism from the Medill School at Northwestern University. Since joining the Kelley faculty, Fred has worked on many international projects that include conducting Train-the-Trainer workshops for entrepreneurship development in Egypt and leading the coaching program for the Global Business Institute. He has served as one of the lead faculty members for Kelley Direct's Capstone Consulting projects.

LaVonn Schlegel, Executive Director, Institute for International Business at Indiana University

Ms. LaVonn Schlegel is Executive Director of the Institute for International Business (IIB) at Indiana University's Kelley School of Business. The IIB, the Kelley School's international development

outreach arm, focuses on helping entrepreneurs and small/medium enterprises in the developing world and seeks to expand opportunities to faculty, students, and the business community to engage in business education and economic development activities in developing and emerging markets. Ms. Schlegel oversees IIB's Center for International and Business Education Research (CIBER), which has been funded since 1992 by the US Department of Education to provide connections to global market resources, support professional development programs on international business issues, strengthen students' understanding of business in a global context, and promote the study of foreign languages.

She also manages a portfolio of projects worldwide, including partnerships with USAID, US Department of State, US Department of Education, Institute of International Education, American University of Beirut, Asia-Pacific Economic Cooperation, Saints Cyril and Methodius University (North Macedonia), Yangon University of Economics, Bethlehem University, World Federation of Direct Selling Associations, Hewlett-Packard, Gap Inc., Coca-Cola Corporation, and the Abu Dhabi Investment Authority.

Ms. Schlegel joined the Kelley School of Business in 2007, bringing to Kelley organizational leadership experience ranging from entrepreneurial start-up to multinational corporate environments, and a significant set of organizational management, business partnership, personnel development, research evaluation, and program innovation skills. Before joining Kelley, she served in a number of corporate strategy and new business development leadership positions, including president/CEO of an independent strategic management and marketing consulting group that provided services for international and national clients in the utility, entertainment, high tech, services, import/export, hardware, and health care industries. She received her MBA from Indiana University's Kelley School of Business in 1985.

Manuel G. Serapio, Faculty Director, Institute for International Business and CIBER; Director, MS in International Business Program; Associate Professor of International Business and Entrepreneurship, Business School, University of Colorado Denver

Manuel Serapio is Faculty Director of the Institute for International Business and CU Denver CIBER and Associate Professor of IB at CU Denver's Business School. An internationally recognized educator in the field of international business and international entrepreneurship (IE), he has conducted faculty development workshops in IE for 340+ faculty from 38 US states and 34 countries (with Dr. Patricia McDougall-Covin and Dr. Nicole Coviello). Manuel is co-author (with Dr. A. Zucchella and Dr. B. Hagen) of *International Entrepreneurship in the Age of Digital Globalization* (Elgar, 2nd edition, forthcoming in 2023).

Professor Serapio was guest editor of a Special Issue in IE for *Entrepreneurship Theory and Practice* (with Patricia McDougall-Covin and Marian Jones). His other articles have appeared in *Research Policy*, *International Business Review*, *Management International Review*, *Organizational Dynamics*, *IEEE Spectrum*, and *Research Technology Management*. He has served as Track Chair and Session Chair for various Academy of International Business Annual Meetings.

Manuel has extensive experience in grant administration having served as PI for CU grants from the Japan-US Friendship Commission, the US Department of Commerce, the Office of Naval Research, Asia Pacific Economic Cooperation, and others. He was the author co-author of successful multiple CIBER grant applications since 1993. He has served as consultant to 30+ leading multinational

companies, including IBM, First Data/Western Union, Starbucks Coffee International, as well as government organizations in the US and abroad.

He received his PhD in International Business from the University of Illinois at Urbana-Champaign and an MBA (Asian Business) from the University of Hawaii.

Henry T. Tsuei, *Managing Director – Asia, UATP*

Tsuei currently serves as UATP's Managing Director – Asia. In this capacity, he leads UATP's Asia based team of professionals based in growing UATP's charge volume by expanding its network of merchants, acquiring new issuers and forming strategic partnerships.

Prior to joining UATP, Tsuei served in various leadership positions for FinTech leaders including First Data Corporation, The Western Union Company and MoneyGram International etc.

Tsuei holds 7 US patents in areas including payment processing, e-business application and statistical process control. Tsuei earned a bachelor's degree in electrical engineering from the University of Arizona and an MBA from the University of North Carolina at Greensboro.