

Serving Students, Faculty and Business



**Center for International Business
Education and Research**

Warrington College of Business Administration
University of Florida

Annual Report for 2000-2001 Academic Year

CIBER Synergies

An Update on Programs of the

Center for International Business Education and Research

**Warrington College of Business Administration
University of Florida**

**Academic Year 2000-2001
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Website: <http://bear.cba.ufl.edu/centers/ciber/>

Telephone: (352) 392-3433

Fax: (352) 392-7860

From the directors

During 2000-2001, University of Florida (UF) undergraduate students in international economics won four of the seven available prizes at the first "International Business Initiatives Competition" co-sponsored by CIBER and the Tampa Bay business community. For the second consecutive year, MBA students spent six weeks in Rio de Janeiro gaining fluency in Portuguese and studying business in Brazil. A course in "Business Chinese" was offered for the first time in 2001. Across campus, students indicated broad-based enthusiasm for more global multidisciplinary offerings as new and enhanced IB courses, for the third consecutive year, filled to capacity. International business internships and fellowships were inaugurated in summer 2001 providing opportunities for students to work in Latin American operations of major firms. Academics, government policy makers and industry representatives participated in conferences on world citrus markets, on corporate control and industry structure in telecommunications and on legal and policy issues in the Americas. UF faculty and graduate students began new research on U.S. - African business linkages, U.S. trade and developing country wages, new markets for citrus products, international technology diffusion and competitiveness, international intellectual property rights and Internet adoption in former communist countries.

These are a few of the exciting CIBER-supported programs that served students, faculty and businesses last year. Emphases of 2000-2001 were enhancing multidisciplinary research, increasing interdepartmental and interdisciplinary curriculum development and expanding experiential learning opportunities both in the U.S. and abroad. Faculty from seven colleges and centers plus Santa Fe Community College continued participating in a monthly workshop series on international business (IB) research and competitive research and curriculum grant programs encouraged multidisciplinary activities. Study tours and study abroad programs were funded for undergraduates, MBAs and faculty. Graduate student travel funds supported foreign fieldwork for IB dissertations and theses.

First- and second-year (1998-2000) initiatives were revised, improved and expanded. CIBER-supported courses and degree programs have impacted 19,330 students since 1998. Curricula programs ranged from new and enhanced IB offerings in Economics to new commercial language courses to three new IB master's degree programs.

To continue on this successful journey, new initiatives are being planned and implemented. These focus on increasing experiential learning opportunities and interdisciplinary IB offerings; extension of IB learning opportunities to other institutions; expansion of interdisciplinary IB research; and expanding outreach programs that partner CIBER with businesses and other institutions of higher learning.

Welcome to the growing UF CIBER! We're proud to share with you how CIBER is serving students, faculty and businesses.

*Carol West
Director*

*Mark Jamison
Associate Director for
Business and Economic
Studies*

*Terry McCoy
Associate Director for
Languages, Area and Other
Professional Studies*

Serving students

Undergraduate programs provide a broad introduction to international business for thousands of students and specialized, intensive opportunities for students seeking more in-depth training. Graduate students receive advanced IB training through formal coursework as well as CIBER-sponsored seminars, workshops and research experiences abroad.

Undergraduate students

• ***Study abroad and tuition scholarships*** were awarded to four outstanding undergraduate students this past year. With supplemental funding provided by the United States Department of Education, the Center was able to offer two \$3,500 awards to study abroad. The selection committee rewarded recipients on the basis of financial need, grade point average, and demonstrated commitment to a career in global business. Charles Kleeman, sophomore pursuing a dual degree in Finance and Political Science and Amberly Lakemake, junior in Finance and Decision Information Sciences, received the awards. Both students participated in the Summer Tour for Undergraduates to London and Paris. On a continuing basis, UF CIBER annually awards two undergraduates with a \$1,000 general tuition scholarship. In 2001, a committee selected two students to receive this support based on grade-point average, financial need, and interest in global business. Rachel Kaiman, junior in Global Business, and Michael Ford, junior in Finance with a minor in Spanish, were the recipients. Both students have studied abroad and will pursue advanced degrees in international business.

• ***New and enhanced IB offerings in Economics*** introduced in 1998-2000 (see *CIBER Synergies* Volumes I and II) continued to receive high course evaluations indicating broad-based student enthusiasm for more global multidisciplinary offerings. From August 1998 through August 2001, approximately 10,000 undergraduates have benefited from CIBER's support of these courses including those developed for the *International Business Economics Track*, an economics major introduced in academic year 1998-1999. Through Summer 2001, 21 students completed their BSBA degree in this unique program. Participants in the track take the business core and a trio of courses to earn this degree: *International Macroeconomics*, *International Trade* and *The Firm in the Global Economy*. Enrollment in all three courses has grown each semester and all sections consistently receive evaluations of 4+ on a scale of 1 (poor) to 5 (outstanding). Many of the track's graduates have gone on to careers with international firms while others are pursuing advanced degrees.

• ***Enhanced IB offerings in Management and Finance*** also provide broader IB expertise to thousands of undergraduates. Over the past two years, curriculum enhancements to *Principles of Management* (MAN 3025) and *Business Finance* (FIN

3403) have changed each course's content to include more than 25% related to IB topics.

• *The International Business Initiatives Competition* was introduced in April 2001. The contest was the brainchild of Michael Rado, formerly of PricewaterhouseCoopers LLP, Corinne Young, University of Tampa and UF CIBER Advisory Council Member, and Mark Jamison, UF CIBER Associate Director. Their goal was to create synergy between business and academia. Rado was looking for ways for Tampa Bay business executives to tap into the creativity of college students. Young and Jamison were looking for ways to encourage their students to apply IB classroom theory to practical issues of developing IB in a real market. Business executives from Tampa judged papers submitted by undergraduate and graduate students from the Central Florida region.

UF CIBER provided funds for student awards as a way of encouraging the study of international business and promoting student research at UF and at other schools. All of the competing students from UF were undergraduates enrolled in international economics courses developed with the support of CIBER funding. It was a positive testament to the impact of CIBER funding when UF undergraduate students won four of the seven available prizes -- including the top award for the "Most Innovative Idea." This was especially significant because the UF undergraduates competed with graduate students from the University of Tampa and the University of South Florida.

Rado said that Tampa Bay regional businesses are ready and willing to implement good ideas and that he was pleased when the students responded with fresh ideas and a fresh look at the resources of the Tampa Bay community. First place winner, Chris Gatlyn, said, "It was a great experience to be able to take real-life business issues and find solutions that will work in today's market. Presenting our ideas to a group of prominent business executives in Tampa Bay was highly beneficial toward preparing us for careers in international business." A list of the winners and their research topics is provided in Appendix 1.

• *Area studies and language students* were, for the third academic year, provided specialized international business study opportunities through UF's Foreign Language Across the Curriculum (FLAC) program. Traditionally, FLAC augments a non-language course with a one-credit extra section of related material taught in a foreign language. Beginning in Fall 1999, CIBER funded a Spanish FLAC for the *Latin American Business Environment* (LAS 6295) course taught in the Center for Latin American Studies (CLAS). The course fills to capacity with each offering and another Spanish FLAC section will be added in 2002 to courses in Economics. CIBER will continue to provide funds to staff this important language component of business coursework.

Building on the *Intensive Business Spanish* summer program offered in Summer 2000, CIBER supported the development and delivery of a new, more traditional business language offering -- *Intermediate Spanish for Business* (SPN 2440). The course was initially offered in Summer 2001. It was favorably received and will be offered in the future in Europe and on campus.

Summer salary support was provided through supplemental Department of Education funds to develop a course in *Business Chinese* (CHI 4905) that was first offered to a capacity enrollment of ten students in Spring 2001. To provide the opportunity for more advanced practice of language skills, the instructor plans to revise the course structure to provide introductory concepts in the fall semester followed by more in-depth business language applications in the spring term.

Appendix 2 itemizes the business language offerings available to students on the UF campus and highlights those made available through CIBER's support.

- **Both business and non-business students** benefited from CIBER-assisted development of new IB components or IB enhancements to existing undergraduate courses in several colleges and departments across campus. The Chart in Appendix 3 shows new IB degree programs, IB courses, and IB enhancements (exclusive of those for languages) initiated since CIBER began operating at UF in Fall 1998. The Center's Competitive Curriculum Grant Program began in Fall 2000, funding the development of three new courses described in the next section on *Serving Faculty*.

- **Upcoming for undergraduate programs** is a greater emphasis on experiential learning opportunities and interdisciplinary IB offerings. Experiential learning will be supported through new rounds of competition for study abroad scholarships and through greater opportunities for IB research by undergraduates. Each year, the number of applicants for study abroad financial support programs increases significantly and that demand will become even greater as the Warrington College of Business Administration (WCBA) targets having at least 50 percent of undergraduate students participating in an overseas study program by 2003. While the Undergraduate Office has worked to develop affordable opportunities, marginal costs still exceed the budgets of a number of students and CIBER will continue to expand travel scholarships. In addition, CIBER will continue to support the highly successful *International Business Initiatives Competition* in association with the University of Tampa and the Tampa Bay business community to provide incentives for undergraduates to conduct IB research.

New and enhanced undergraduate course offerings with IB emphasis or IB components will focus on language and interdisciplinary instruction rather than new or enhanced offerings in the WCBA and other colleges. The FLAC program will be expanded to include foreign language enhancement sections to accompany courses in the *International Business Economics Track* as well as two courses in the College of Liberal Arts and Sciences -- *Business and Economics in Latin America* and *Spain and the European Union*. Commercial language offerings will be repeated with significantly enhanced content in *Business Chinese*. Finally, more cross college collaboration is in process to provide for the inclusion of social and cultural components to IB research and courses on business strategy. For example, students in *Business Chinese* (CHI 4905) and *Global Telecommunications Strategy* (ECO 3429) courses will work together in Spring 2002 on a research project for a telecommunications company to enter the Chinese Market.

Graduate students

- ***The University of Florida Summer Program in Rio de Janeiro, Study Business in Brazil***

Business in Brazil, was offered for the second consecutive year. It is a collaborative program between UF and the Catholic University of Rio (Pontifícia Universidade Católica or PUC-Rio) providing a unique study opportunity that combines business coursework with training in Brazilian Portuguese. Building upon UF's longstanding experience in providing Portuguese language training in Brazil and its solid relationship with PUC-Rio, this six-week, six-credit program integrates the language component with professional level business coursework and visits to local companies in financial, industrial, and service sectors.

The program is designed for MBA students and others with career interests in Latin American IB and is open to faculty members and to students from other universities. Details on the program of study and comments from past participants are included in Appendix 4. In 2001, CIBER provided scholarships to eight student participants -- two each from the University of Florida and San Diego State University and one student each from the University of Kansas, New York University, University of Massachusetts and University of California at Los Angeles. In the future, program support will also be provided by the CIBERs at Texas A&M University, San Diego State University and the University of Kansas.

- ***The IB 2020 Program*** is a unique, innovative approach to development of critical IB skills that simultaneously trains graduate students and improves the competitiveness of small Florida firms in global markets. Formerly known as the *IB 2000 Program*, it is open to MBA and MAIB students at the University of Florida where it begins with a Spring course that teaches a broad spectrum of export operations. The program is also available to students at the University of Tampa, Florida Atlantic University and the University of Central Florida. After initial coursework, the students identify small Florida businesses to recruit into the program and work with those companies to develop an export strategy. Eight students participated in the program in Summer 2001, going abroad in teams of two to implement these strategies for three selected firms. Upon return, company reports from different countries were integrated into a comprehensive study for each firm. UF CIBER annually supports students from all participating schools. In the future, the Center will provide additional money to enhance the interdisciplinary scope of this valuable program.

- ***IB Enhanced MBA content*** was offered this past year. Two new courses for the pilot of the *Latin American Business Concentration* were successfully delivered. CIBER Associate Director, Terry McCoy, received a teaching evaluation score of 4.69 on a scale of 1 (poor) to 5 (outstanding) for his inaugural delivery of the *Latin American Business Environment* (LAS 6295) to 16 MBA students in Fall 2000. In addition, CIBER funded the development of another course, *Latin American Business Economics* (ECO 6241) delivered by Dr. Elias Dinopoulos to nine students in the Spring 2001 semester. He also received excellent evaluations -- 4.33 on a scale of 1 (poor) to 5 (outstanding).

Three non-traditional MBA programs received IB upgrades. Dr. Roy Crum's taped IB module for the WCBA Internet MBA was delivered in Fall 2000. Dr. Waldo's *Open Economy Macroeconomics* was added to the Weekend MBA roster in 2000-2001. Dr. Waldo is a popular, award-winning teacher in the Executive MBA Program and his course provides a valuable IB upgrade to UF's outstanding Weekend MBA program. New IB courses were also added to the International Studies Concentration of the regular MBA program. These new courses were in international entrepreneurship, human resource management, accounting and taxation and operations and logistics. A Global Management Certificate program was also instituted.

Two new IB programs progressed through development phases in 2000-2001 -- A Masters of Science in International Finance and an International MBA (IMBA). The former, piloted in Fall 2001, is taught in three segments, one in Gainesville and the other two at partner institutions in Europe, University of Groningen (Netherlands) and Uppsala University (Sweden). The IMBA is scheduled to start in January 2002. Students in the program will first take major components of the business core at a partner institution abroad and then return to Gainesville for electives and concentrations. IMBA business school partnerships have been arranged in seven countries: Chile, China, England, France, Germany, Japan and Turkey.

- *The Joint Masters of Arts in Latin American Students (MALAS) and Masters of Science in Management (MSM)* degree program received further design enhancements in 2001 and will be presented to a college committee for review and consideration in 2002.

- *A Master of Arts in International Business (MAIB)* completed its second successful year after its introduction as a degree program in Fall 1999. Forty-six students graduated in Spring 2000 and 50 students in Spring 2001. Another 60 students have been accepted into the new MAIB class for the 2001-2002 academic year. The 30-credit hour curriculum, completed over a 10-month period, is designed to provide students with an interdisciplinary approach to the study of the functional areas of international business and to increase students' awareness of cross-cultural, societal and business differences. It includes a study tour to major business centers that gives a brief, but intensive, international immersion experience. A final project produces an extensive case study of a global industry or company. In Spring 2001, four MAIB students received scholarship awards from CIBER. They were David J. Henderson, Fabio R. Paparoni, Kerry L. Smith and Miguel Romano.

- *International business internships and fellowships* were inaugurated in Summer 2001 through The Center for Latin American Studies' (CLAS) programs with Prudential Real Estate and Motorola Corporation. MALAS student, Brandon Knox, was awarded an internship from Prudential Real Estate to work in the company's Brazilian operations. Another MALAS student, Virginia Rada, interned in communication and public affairs with Motorola's Latin American headquarters. MBA Student, Alain Payan, received the second Motorola internship award as well as a fellowship from the corporation. Payan worked in Brazil conducting research on

generating local start-ups. CIBER supported these internship programs by assisting CLAS with coordination and recruitment.

• ***Doctoral student travel funds*** allowed Ph.D. students from WCBA, the Institute for Food and Agricultural Science (IFAS) and Romance Languages and Literatures to attend special conferences organized by other institutions. Students benefited from the opportunity to present their own research, conduct research, and to learn about international dimensions of their specific disciplines.

Economics Ph.D. student, Iordanis Petsus, traveled to Thessaloniki, Greece to present his paper on international trade and to collect additional data for his dissertation research. Two other Economics Ph.D. candidates, Eric Chiang and Sourav Chatterjee, also received travel support from the Center. Chiang conducted research on international intellectual property rights issues and the associated impact on U.S. firms at the World Intellectual Property Organization (WIPO) in Geneva, Switzerland. Chatterjee attended the Third International Conference on Health Policy in Great Britain. UF CIBER continued its support of research in international agricultural trade issues by funding travel for Ewan Scott, Ph.D. candidate in Food and Resource Economics, to conduct research on U.S. trade and developing country wages in Jamaica.

A number of doctoral consortiums, workshops and seminars are available to Ph.D. students through the national CIBER network. In 2001, UF CIBER provided funding for three doctoral students to participate in two of these programs. Carmen Canete Quesada, Ph.D. candidate in Romance Languages and Literatures, attended the *Summer 2001 Workshop for Teaching Spanish for Business* sponsored by the Florida International University CIBER in Spain. WCBA Doctoral students Bonghoon Kim and Thomas Greckhamer attended the *International Doctoral Education Conference* at the University of Wisconsin. This Conference is supported annually by several schools in the CIBER network and provides valuable learning opportunities for Ph.D. students preparing to write dissertations on IB subjects.

• ***Graduate and undergraduate student training in international business*** is available through opportunities for students both in business and non-business programs to work on CIBER projects. Twenty-three students participated in the Center's third year of operation. Their activities included researching the Latin American business environment and global telecommunications, preparing and teaching international economics courses and international business foreign language sections, and supporting CIBER outreach programs through developing and organizing conference materials, working paper series and web sites.

The following students provided this valuable support to the Center during the 2000-2001 academic year: Brandon Knox, Mary Risner and Paolo Spadoni (MALAS); Eric Chiang, Sourav Chatterjee, Janice Hauge and Iordanis Petsas (Ph.D. -- Economics); David Barlowe and Tauheed Khan (MA Decision Information Sciences); Jason Mills, Sonja Parisek and George Glenn (BSBA); Kevin Stofan (Liberal Arts and Sciences); Ewan Scott (Ph.D. -- Food and Resource Economics); Brian King (MA - Anthropology); Daniela Dimitrova (Ph.D. -- Journalism and Communication); Pablo Garciga (Law Student), Tricia Bailey and Eric Bonnett (MS -

Food and Resource Economics); Sunwon Lee (Ph.D. -- Anthropology); Marcela Hurtado and Diana Serrona (Ph.D. -- Spanish); and Carmen Canete Quesada (MA/Ph.D. -- Latin American Literature).

- *Upcoming IB opportunities for graduate students* include new IB internships, scholarship programs, expanded opportunities to study overseas and new IB courses.

Two corporate-sponsored IB internship programs will again be available to graduate students in business, area studies or journalism and communications. Motorola will sponsor another internship competition in Summer 2002 awarding one student the opportunity to conduct venture capital research in a Sao Paulo, Brazil business unit and awarding another student an internship in the Communications and Public Affairs office of Motorola Latin America. The Prudential Real Estate Investment Internship Program will select one graduate student to study business and Portuguese Language at the Catholic University of Rio de Janeiro in Summer 2002 in preparation for a fall internship with Prudential Real Estate Investors joint venture with Icatu, also in Rio de Janeiro.

CIBER will continue to sponsor scholarship competitions for the MAIB and Study Business in Brazil Programs. Scholarship support is also planned for a new study abroad opportunity -- a tour of Latin American financial markets to be led by Professor Andy Naranjo of the Department of Finance. The Center will also continue its assistance to the IB 2020 program and provide travel funds for students conducting IB research abroad.

New IB classes will be available to graduate students in Dr. Naranjo's *International Financial Markets* (FIN 6930) course, which includes the previously mentioned tour of Latin American financial markets, and to students in Dr. Stephen Powell's new *International Trade Law Seminar* (LAW 6936). Both are scheduled for delivery in academic year 2001-2002. A new interdisciplinary course -- *Culture and International Business* (GEB 6930) -- will be offered in Spring 2002 for students in business and other disciplines.

Serving faculty

Through a variety of initiatives, including competitive grant programs for research and curriculum development, CIBER supports specific faculty projects and study tours that enhance IB research and teaching expertise across the campus and the region. CIBER-sponsored faculty development programs encourage UF faculty and instructors from other Florida schools to enhance international business aspects of their courses and their research agendas. A lecture series brings distinguished speakers to campus to stimulate interest in international business topics, a working paper series makes UF studies available to researchers elsewhere and a multidisciplinary workshop brings together faculty from diverse colleges to learn from the perspectives of other disciplines. In addition, faculty development programs in IB are made available to UF instructors as well as to those from other Florida colleges, including community colleges.

Research and curriculum development support

• **Competitive research grants** were offered by the Center for the second academic year. This program is open to all university faculty and graduate students and provides funding for research in international business. The competition emphasizes interdepartmental and interdisciplinary research, especially research combining language / area studies faculty with that of business faculty, and the linking of agriculture faculty with business, language, and area studies faculty. The goals and objectives of this grant program are to 1) promote the competitiveness of US businesses in international markets; 2) enhance the IB capacity of university faculty and students; and 3) encourage a broad interdisciplinary approach to IB issues.

Eleven proposals were submitted for funding during the 2000-2001 academic year and were evaluated by CIBER's Research Advisory Committee. Eight of the eleven proposals were awarded grants ranging from \$1,000 to \$9,000 each and totaling over \$35,000. These funds supported a broad range of assistance including international travel, graduate student support and purchases of research supplies. A complete list of the research projects funded is provided in Appendix 5.

• **Competitive curriculum grants** were offered by the Center for the first time in academic year 2000-2001. The program provides funding for business and non-business faculty to develop new courses and new course modules in international business (IB). The program emphasizes interdepartmental and interdisciplinary curriculum development--e.g., the incorporation of IB perspectives from non-business professional disciplines and non-economics liberal arts and sciences disciplines into business college offerings or the reverse, incorporation of IB perspectives from traditional business disciplines into the offerings of other professional colleges or liberal arts and sciences. The program funds development of both undergraduate and graduate courses and courses that are offered within the business college, outside the business college and jointly across departments/colleges.

As a result of these grant awards, two new graduate courses with interdisciplinary emphasis will be available in the next academic year. These courses are *International Trade Law Seminar* (LAW 6936) (open to Law School and MBA students) and *Culture and International Business* (GEB 6930) (open to students in business and other disciplines). Dr. Roy Crum of the Department of Finance and Dr. Anita Spring of the Department of Anthropology collaborated to create the latter of these two courses. A third grant award funded IB upgrades to graduate and undergraduate courses in human resource management.

• **Travel grants** issued to faculty outside of the competitive grants program were also the basis for new and expanded IB research and several working papers. Topics included new and evolving patterns in global telecommunications alliances and mergers, the Free Trade of the Americas (FTAA), the world market for processed orange products, technology trade-off issues in agribusiness distance education, using electronic commerce for economic development and investing in telecommunications for economic development. The Center also provided travel support to conduct research and present papers on global trade issues for the U.S. citrus industry. Dr.

Tom Spreen, Department of Food and Resource Economics, was a featured presenter at the *International Citrus Symposium 2001* held in Beijing, China.

- **Summer salary funding** was awarded outside the Competitive Research Grants Program to special projects in the WCBA, languages, and area studies. This funding allowed UF faculty in the WCBA to develop a new graduate course, *The International Financial Markets Study Tour* (FIN 6930). Faculty from the Romance Languages and Literatures Department received CIBER support to teach *Intermediate Spanish for Business* (SPN 2440) in Summer A. CIBER additionally supported CLAS faculty research on evolution of Latin American business markets and free trade in the Americas. WCBA and Public Utility Research Center (PURC) matching funds supported four faculty conducting IB research in Summer 2001.

- **Graduate student funding** supports faculty international business research as well as training students in the research process and introducing them to current global business issues. Eight CIBER-supported graduate students worked with faculty on state IB economic development activities and on research projects analyzing global infrastructure markets, current business conditions in Latin America, business opportunities in Africa and international agricultural markets. The students were Eric Chiang, Pablo Garciga, Sunwon Lee, Brian King, Paolo Spadoni, Iordanis Petsas, Eric Bonnett and Tricia Bailey.

- **The CIBER Working Paper Series** disseminates UF research to faculty and graduate students at other universities. Since the series began in 1998-99, 113 manuscripts have been completed. Studies cover a broad range of topics including theoretical models of how world markets develop; empirical policy models that simulate the impact of global trade restrictions (and removing those restrictions); cross-cultural studies of business practices; in-depth case studies of particular international markets and; analysis of the financial, legal, regulatory, socio-economic and political environments that frame the context of international business. (A list of the new CIBER working papers accumulated in 2000-2001 is provided in Appendix 6.)

Faculty development

- **Study programs** for faculty combine formal lectures and opportunities to visit global firms. The UF CIBER co-sponsored two programs in Summer 2001 -- the *South American Faculty Development Program* organized by the Florida International University CIBER and the *European Union Faculty Development in International Business (FDIB)* program organized by the University of Memphis CIBER. Two UF faculty from Economics attended the former two-week business tour of Argentina, Brazil and Chile. It emphasized the impact of the global economic crises on South American markets, national economic reform and regional integration. Faculty from Accounting and Decision Information Sciences participated in the European program that focused on economic, financial and management issues

in the European Union. The University of Antwerp delivered the two-week program. In addition, matching funds supported CIBER Associate Director Mark Jamison's participation in the People-to-People Ambassador Program in China.

Utilizing supplemental funding from the Department of Education, UF CIBER expanded faculty development opportunities to instructors outside of UF. The Center funded an Associate Professor of Economics from the University of Tampa so that she could participate in the South American tour. In addition, the Center co-sponsored *The 4th Biennial Michigan State University International Business Institute for Community Colleges* and provided additional travel funding so that faculty from Santa Fe Community College and Brevard County Community College could participate in this valuable, week-long program.

- ***The CIBER Interdisciplinary Research Workshop Series*** officially kicked off in September 1999. The forum promotes a systematic exchange of ideas and research among a broad range of disciplines. As illustrated in Appendix 7, the monthly workshop attracts faculty from seven colleges and centers plus Santa Fe Community College. The series features presentations on IB research by faculty and graduate students as well as IB presentations by invited speakers. Over the past two years, topics presented by UF faculty included cross-cultural analyses of conflict management and resolution; globalization of telecommunications and media; implications of economic, social, and political developments for the Latin American business environment; potential ramifications of the FTAA for the world orange juice market, the impact of advancements in telecommunications on doing business in cities around the world, and how globalization affects income inequality. The faculty presenters came from the WCBA, Journalism and Communications, IFAS, CLAS, and Geography. Outside speakers have included international experts in trade and finance as well as international political leaders including Nana Asante Frempong, entrepreneur and Member of Parliament in Ghana, Africa, who spoke on "Economic Development in the African Private Sector."

- ***Lecture series*** bring distinguished scholars and business leaders to campus, enhancing the research environment and providing faculty links to the business community. CIBER-supported presentations cover a range of speakers representing international businesses, government agencies and academia. Featured presentations for academic year 2000-2001 included the Brazil Week Symposium and the Bradbury Lecture.

The Brazil Week Symposium offered a panel presentation on "The Florida-Brazil Business Connection: Opportunities for the New Millennium" The panelists were: René Christiaan Duvekot - *Duvekot Services*; Consultant in Research & Planning for US / Brazil business operations; Miguel Kaled - *Coldwell Banker* Consultant in Real Estate and Marketing Development; Robert M. Rich – *R.M. Rich & Associates*; Consultant in Health Sector, Technology / Alternative Energy Applications; Welson A. Tremura- *Stanadyne Automotive, Precision Engine Products Corporation* Brazil Development Consultant, Visiting Professor at UF. Another featured topic for Brazil Week was presented by Luiz Felipe Jacques da Motta,

Professor of Finance, School of Business, Catholic University of Rio de Janeiro (PUC-Rio), who addressed "The Pension Fund Industry in Brazil."

The Annual Bradbury Lecture Series on International Economics is co-sponsored by CIBER. Professor Guillermo A. Calvo, Director of the Center for International Economics and Distinguished Professor at the University of Maryland, addressed the timely Latin American economic issue "The Dollarization Debate" at this annual event in Spring 2001.

In the Economics and Finance Departments, presentations of basic research on international business topics were coordinated through specialized seminar series during the 2000-2001 academic year. In Economics these seminars included "Do Countries Specialize?" (Peter Schott, Yale University); "A New Approach to Bilateral Trade Patterns and Balances" (Don Davis, Columbia University); "The Dollarization Debate" (Guillermo Calvo, University of Maryland); and "Tariff-Seeking Interest Groups: Olson and the International Trade Literature" (Wolfgang Mayer, University of Cincinnati). IB seminars in Finance included "Why are Foreign Firms Listed in the U.S. Worth More?" (Andrew Karolyi, Ohio State University) and "Long-term Global Correlations" (Geert Rouwenhorst, Yale University).

• ***International business conferences and seminars*** for scholars provide unique opportunities for faculty initiating new curriculum and research projects. To strengthen campus links between foreign language and business, CIBER sponsored UF attendance at the *IB Workshop for Language Faculty* at Ohio State University, and at the *Summer 2001 Workshop for Teaching Spanish for Business* sponsored by the Florida International University CIBER in Spain.

To strengthen links between IFAS research and global agribusiness, CIBER sponsored several UF participants attending the February 2001 Southern Agricultural Economics Association meetings in Fort Worth and the August 2001 American Agricultural Economics Association meetings in Chicago. At the February meetings, Tom Spreen presented "The Structure of the Processed Orange Industry in Florida and Sao Paulo, Brazil." At the August event, William Messina and Tom Spreen presented research on U.S.-Cuban Agricultural Trade and organized a session on this timely international trade issue.

To expand IB expertise of faculty outside of the WCBA, CIBER provided funds enabling three non-WCBA instructors to attend the International Institute of Communications Conference in Tampa, Florida, in September 2000. Corinne Young (University of Tampa), Rhonda Phillips (UF Urban and Regional Planning) and Sylvia Chan-Olmsted (UF Telecommunications) participated in this important forum that is held in the U.S. only once each decade.

• ***International business education for Florida high school teachers*** was enhanced by an Outreach Resource Library that includes specific lesson plans for a high school Latin American business curriculum. This library was used by 131 teachers from across the nation last year, which in turn impacted approximately 2,650 K-12 students. CIBER provided funding for printing these materials. In 2001-2002 CIBER will support two teacher workshops that address incorporation of Latin American business and economics into high school curriculums.

• *Upcoming opportunities for faculty* include additional faculty participation in CIBER-developed FDIB tours and new rounds of competitive research and curriculum grants. Scholarships will be available to send faculty from other institutions in the State of Florida to FDIB programs. Foreign language faculty will have the opportunity to attend workshops and conferences on enhancing business language curriculums. Research results stemming from the 2000-2001 CIBER Competitive Research Grants Program have yielded a full and diversified agenda for working papers and for next year's Interdisciplinary IB Workshop series.

Serving business

An annual publication on *The Latin American Business Environment* is a signature UF CIBER program for state, regional and national businesses. Other business programs vary year-to-year in response to current issues and needs and include conferences, forums, workshops, publications and presentations.

Trade delegations, conferences, forums and seminars

• *A trade delegation to South Africa* included CIBER research grant recipients Barbara McDade (UF Geography) and Anita Spring (UF Anthropology). The Center provided travel funds enabling both professors to participate in the trade mission that complemented their study of "The New African Entrepreneurs and the New Methods of Entrepreneurship: Providing the Guidance for U.S. - Africa Business Linkages." Enterprise Florida and the Office of the Lieutenant Governor led the delegation in February 2001.

• *International Institute of Communications Conference - Communications by Design: Exploring the Digital Future* was a major international conference co-sponsored by CIBER and PURC and organized by the United States National Committee of the International Institute of Communications (IIC). CIBER Associate Director, Mark Jamison, presented and discussed international telecommunications research at the conference held September 25-27, 2000, in St. Petersburg, Florida. The event brought together 300 of the world's leaders in telecommunications, internetworking, broadcasting and media. IIC holds this conference each year, but the opportunity to co-sponsor and participate in the event here in the United States is only available every 10 - 12 years. (The conference agenda was provided in Appendix 10 of *CIBER Synergies* Volume II.)

• *The 7th International Economic Outlook Conference for Citrus and non-Citrus Juices* was a CIBER co-sponsored agribusiness conference held October 26-27, 2000, in Orlando, Florida. Organized by the Food and Resource Economics Department at the University of Florida, the conference brought together 208 persons

from throughout the world to explain and analyze the globalization process as it relates to the world fruit juice industry. The event provided insight into ever-changing trade regimes and the implications of those changes on comparative advantage and trade flows. Participants included decision-makers from the private and public sectors, as well as analysts and researchers who study world fruit juice markets and related industries. (The conference agenda was provided in Appendix 11 of *CIBER Synergies* Volume II.)

• ***The Second Annual Conference on Legal and Policy Issues in the Americas*** was held on the UF campus in April 2001. One hundred attendees -- international attorneys, trade law specialists, Florida business leaders and key government and private sector representatives -- gathered to examine legal and policy issues affecting Florida and Latin America, and to work on developing opportunities for collaboration among business, education and government sectors. Topics included international litigation, organized crime and money laundering in the Americas, economic integration and trade negotiations and what they mean to Florida businesses. CIBER Associate Director Terry McCoy presented research on the FTAA and making regional trade agreements work for Florida businesses. CIBER Director Carol West presented on the topic "Educating to Meet the IB Demand of Florida Business and Law Schools." CIBER will continue to co-sponsor this annual event with the Levin College of Law.

• ***Corporate Control and Industry Structure in Telecommunications*** was a conference co-sponsored by CIBER, PURC and the London Business School May 14-15, 2001, in London, England. Forty-five attendees from business, academia and government agencies examined and discussed issues on mergers, acquisitions and privatization in the global telecommunications industry. Based on the success of the conference, all three sponsors agreed to hold a second conference in 2002 at the University of Florida. It will focus on competition in the international wireless communications market.

• ***Conference collaborations*** with the University of Tampa (UT) have and will continue to allow UF CIBER to meet the needs of Florida businesses. Tampa is a centrally located, major Florida metropolitan area characterized by numerous international business operations. Previous collaborations have included the *International Utilities Infrastructure Conference* (March 2000) and seminars and workshops focused on the Free Trade of the Americas (FTAA) which were co-sponsored with the UT's Institute for World Commerce Education (2001). In 2002, CIBER will expand its collaborating partners for business seminars to the Jacksonville community by working with the Jacksonville Chamber of Commerce and Jacksonville World Trade Center.

• ***The Annual Conference of the Business Association of Latin American Studies (BALAS)*** will be held in Tampa, Florida, on March 20-23, 2002. In keeping with UF CIBER's and UT's collaborative relationship, the Center will be a significant contributor and co-sponsor of the annual meeting of the premier international

professional association dedicated to fostering better understanding of Latin American business and economic issues. CIBER Associate Director, Terry McCoy, will serve as a presenter and will arrange for a keynote speaker. (For a list of sessions, refer to Appendix 8.)

• ***Upcoming conferences, forums and seminars*** include seminars at the Institute for World Commerce Education at UT, workshops at the Jacksonville World Trade Center, the BALAS conference and five other events being co-sponsored by the Center in academic year 2001-2002. The first is a workshop on doing business in Africa co-sponsored by UF's Center for African Studies and scheduled for October 8, 2001, in Gainesville, Florida. The second is *The First International Agricultural Trade and Policy Conference* scheduled for October 31 - November 2, 2001, in Gainesville, Florida. (For background information and a conference agenda, see Appendix 9.) The third is the *North Texas Global Telecommunications Society Conference* in Dallas in November 2001. The fourth event, *Competition in Wireless: Spectrum Service and Technology Wars*, will take place on the UF campus on February 19-20, 2002, following up the May 2001 conference, *Corporate Control and Industry Structure in Telecommunications*, co-sponsored with the London Business School. (For a list of distinguished presenters, co-sponsors and a conference agenda, see Appendix 10.) Finally, *The Third Annual Conference on Legal and Policy Issues in the Americas* is scheduled for April 22, 2002. (For background information and a conference agenda, see Appendix 11.)

Publications and presentations

• ***The Latin American Business Environment: An Assessment*** annually provides a comprehensive examination of business conditions in Latin America, a 33-country region comprising a global market of nearly 500 million inhabitants. First published in 1999, the Assessment is designed to assist in interpreting developments in the regions from a business and investment perspective. The report for the year 2001 was delayed two months from the typical June release in order to include analysis of the Argentine financial crisis and its implications for the rest of Latin America. The assessment analyzes this and other key developments over the past year and gives individual area reports for the 20 largest markets in the region. CIBER Associate Director, Dr. Terry McCoy, prepared the document that combines text and tables to track socio-economic trends and analyze recent developments that currently shape the outlook for Latin American markets. Within the context of the report, the business environment consists of government regulatory policies, global and regional external impacts on Latin America and internal Latin American economic, social and political conditions. (See Appendix 12 for the report's Executive Summary and a list of its tables.)

• ***IFAS Extension Fact Sheets*** are distributed directly to extension offices in the 67 counties of Florida and are available publicly on-line. CIBER's support of web-based information on international agribusiness and research on hemispheric

agribusiness issues has resulted in the release of valuable information on export opportunities relevant to ten Latin American countries. These *Export Guides for Business and Agribusiness* can be accessed through the CIBER web linked to <http://agbuscenter.ifas.ufl.edu/export>. The primers are available in Portable Document Format (PDF) and provide an overview of a given country's market potential through concise and easy-to-use documents.

- ***Trade publications and books*** reach a large audience around the globe.

During 2000-2001, PURC researchers, Sanford Berg and Mark Jamison, contributed to international infrastructure outreach publications. Berg's "Infrastructure Regulation: Risk, Return and Performance" was published in *Global Utilities*. Jamison wrote "Business Imperatives" a chapter for the book *The New Global Telecommunications Industry & Consumer* published by Penn State University's Institute for Information Policy and distributed to hundreds of policy makers, business analysts, academics and consumer groups. Multiple IFAS researchers contributed to *Trade Liberalization and Globalization of World Agricultural Markets* published by Kluwer in 2001.

- ***The Free Trade Area of the Americas (FTAA): Opportunities and Challenges for Florida***

Challenges for Florida was revised by CIBER Associate Director, Terry McCoy, in March 2001 and widely distributed to public officials, businesses and the media in Florida.

- ***CIBER research presentations*** transfer technical university expertise to business and policy practice.

CIBER-affiliated faculty presented research findings to local Florida business groups, to international trade groups and to industry groups nationally and worldwide. As previously noted, CIBER Associate Director, Terry McCoy, presented his research on the impact of the FTAA in Florida to business leaders at conferences in Gainesville and Tampa. CIBER-supported research on *U.S. Policy Toward Cuba and Its Implications for Cuban Trade and Commercial Relations* was presented at the Annual Meeting of the Association for the Study of the Cuban Economy in Miami, FL. In addition, Dr. Tom Spreen, IFAS, presented two research papers on international citrus markets at the *International Citrus Symposium 2001*, in Beijing, China. Finally, a number of research presentations were made to representatives of the telecommunications industry. CIBER Associate Director, Mark Jamison, spoke to U.S telecommunications industry representatives at multiple U.S. forums. These included the *Convergence Conference* in February 2001 and a National Press Club event in July 2001 announcing the release of the book *The New Global Telecommunications Industry & Consumers* published by Penn State University's Institute for Information Policy. His numerous presentations abroad included papers at the *International Telecommunications Society Asia-Pacific Conference* in Hong Kong and the *Telecommunications Regulatory Association of Southern Africa Conference* in Arusha, Tanzania. (For a complete list of CIBER research presentations for 2000-2001, see Appendix 13).

• *IB 2020 Export Strategy Reports* provided three small Florida businesses with strategic plans for expanding into markets in Argentina, Denmark, Costa Rica, Great Britain and Ireland.

• *Upcoming outreach publications and presentations* include, in addition to the conferences noted above, expanded web-based information on global agricultural trade, a 2002 edition of *The Latin American Business Environment: An Assessment*, *IFAS Extension Fact Sheets* addressing the impact of the terrorist attacks on Florida agriculture, and IB presentations and publications on current global infrastructure issues (e.g., a series of articles for *Water 21*, Magazine of the International Water Association, and Sanford Berg's book *Private Initiatives in Infrastructure: Priorities, Incentive and Performance*).

Appendices

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**Appendix 1. Tampa Bay International Business Initiatives Program 2001
Abstracts for Award Winning Research Projects**

**Most Innovative Idea
(Sponsored by Pricewaterhouse Coopers LLC)**

Gadgetspace: The Prospects and Pitfalls of the Latin American Market by Patrick Bartlett, Jennifer Frisbee, Chris Gatlyn, and Mike Katz (undergraduate students from the University of Florida)

There is a rapidly growing demand for wireless technology in Latin America. This paper provides a business plan for Gadgetspace to move into the Latin American market while the industry is still in the embryonic stage in L.A. Gadgetspace designs and sells the infrastructure software that enables wireless technology to connect into a company's intranet and network. The authors propose that Tampa be the L.A. headquarters for this market expansion, citing I-4 High-Tech Corridor, skilled labor and the lower cost of doing business in Tampa vs. other U.S. cities.

**Trade and Commerce Infrastructure Paper
(Sponsored by CIBER at the University of Florida)**

Tampa Bay-Brazil Intellectual Trade Agreement: Telecommunications and Higher Education by Jack Bless (graduate student from the University of Tampa)

This paper discusses a plan for creating a partnership between universities and corporations in Tampa and Sao Paulo to strengthen trade and business ties through education. Specifically, programs that focus on culture, language and negotiation training, under the umbrella of how to build business relationships between the US-Brazil should be developed. This type of training builds the human capital infrastructure that will help facilitate trade, and ultimately, increase trade and commerce between Tampa and Sao Paulo.

**International Trade of Goods and Services
(Sponsored by Tampa Bay Women in International Trade)**

Examining Barriers to Importing to the Greater Tampa Bay Area: The Heli-Transporter by Shannon Ratliff (graduate student from the University of Tampa)

This paper is an analysis of the viability of a UK company exporting land transporters for helicopters to the US, specifically the Tampa Bay region. The transporter is revolutionary and is now being exported to many parts of the world. Potential customers and demand are forecasted and the key threats are identified. The analysis also includes recommendations for entry strategies.

Hemispheric Integration Issues
(Sponsored by the British-American Chamber of Commerce)

The FTAA, Its Effects on E-Commerce, and the Emergence of Latin America by
David Freer and Carla Flores (undergraduate students from the University of Florida)

This paper provides a strategy for Tampa Bay to become a Latin American e-commerce hub. The Internet has no boundaries and can help to facilitate and even expedite the negotiation and implementation of the FTAA. The increasing B2B transactions and growing e-commerce throughout the hemisphere is a catalyst for moving the integration process forward. A clear strategy in this area would put Tampa Bay in a valuable position for the years to come.

Technology Issues in International Trade and Commerce
(Sponsored by Sterling Enterprise Group)

MoviePlanet.com by Rosana Gutierrez, Angelos Hajidementriou, Larry Peek, and Luis Sabal (undergraduate students from the University of Florida)

The objective of the proposed movie rental portal is to offer a convenient and affordable new way to watch any movie at any time. MoviePlanet.com would be an online video rental site that would differentiate through its ability to price effectively for each country market (achieve purchasing price parity). To avoid the intellectual property issues that have faced many companies, most notably Napster, MoviePlant.com would not permit file download. Instead, the rental would be watched on a computer monitor in real time.

Honorable Mentions
(Sponsored by PURC at the University of Florida)

U.S. Water Recycling Export Business Plan by Bryan Trippler and Emily Wolforth
(undergraduate students from the University of Florida)

This paper is a plan for a distributor of a unique closed-loop wastewater reuse system to enter the European Union through The Netherlands. The choice of Holland is strategic as it has the infrastructure and social conscience for environmentally friendly products that reduce both water and energy costs. The authors contend that the product can be successfully launched from The Netherlands throughout the EU.

Utilizing the Port of Tampa to Import Thai Tiger Shrimp by Ned Biggs and Sumalee Sriviroch (graduate students from the University of Tampa)

This paper develops the supply chain required to directly import Thai tiger shrimp. It examines the infrastructure capabilities of the region and opportunities for bypassing Miami and Jacksonville through value added to the Tampa Bay consumer.

**Appendix 2. Business Language Offerings at the University of Florida Including
Courses Made Available by CIBER's Support**

French	FRE 3440	Commercial French
	FRE 3442	Contemporary French Commerce
Spanish	SPN 2440	Intensive Intermediate Spanish for Business (<i>CIBER-supported</i>)
	SPN 3224	Foreign Languages Across the Curriculum (FLAC) <i>(CIBER-Supported)</i>
	SPN 3440	Commercial Spanish
Japanese	JPN 4905	Living & Working in Japanese- Intermediate <i>(CIBER-supported)</i>
	JPN 4905	Living & Working in Japanese- Advanced <i>(CIBER-supported)</i>
Chinese	CHI 4905	Business Chinese (<i>CIBER-supported</i>)
German	GER 3440	German in Business

Appendix 3. CIBER-Supported New IB Degree Programs, New IB Courses and IB Enhancements across Colleges since August 1998

New IB Programs	Includes the Following Degrees, Tracks Concentrations and Certificate Programs
Since August 1998, 10 new IB programs including 5 new degrees, 2 degree tracks, 2 concentrations and 1 certificate program have been introduced	<ul style="list-style-type: none"> - Masters of Art in International Business (MAIB) - International MBA (IMBA) - MS in International Finance - Masters of Agribusiness - Joint Masters of Science in Management (MSM) / Masters of Art in Latin American Studies (MALAS) - International Business Economics Track - BABA Global Business Track - Latin American Business Concentration - MBA Global Management Concentration - MBA Certificate in Global Entrepreneurship

New and Enhanced IB Courses Outside the WCBA	Includes the Following Majors or Disciplines
<i>New and Enhanced IB Courses in Journalism and Communications</i>	
Since their introduction, 222 students have enrolled in these 2 courses in Journalism and Communications	<ul style="list-style-type: none"> - International Advertising (ADV 4400) - Special Topics in International Advertising (MMC 6936)
<i>New and Enhanced IB Courses in Languages and Area Studies</i>	
Since their introduction, 288 students have enrolled in these 9 courses in Languages and Area Studies	<ul style="list-style-type: none"> - Latin American Business Economics (LAS 6938) - Special Issues in Latin American Management (LAS 6295) - Latin American Business Environment (LAS 4935/) - Business in Brazil - Japanese FLAC for Business (JPN 4905) - Business Chinese (CHI 4905) - Intermediate Spanish for Business (SPN 2440) - Brazilian Portuguese for Business (Catholic University of Rio) - FLAC for Latin American Business Environment (SPN 3224)
<i>New and Enhanced IB Courses in Political Science</i>	
Since their introduction, 2,571 students have enrolled in these 5 courses in Political Science	<ul style="list-style-type: none"> - Culture and World Politics (INR 3084) - International Relations (INR 2001) - Politics of the World Economy (INR 3034) - Rich and Poor Countries in the World System (INR 4035) - International Environmental Relations (POS 6933) (INR4350)

New IB Courses Across Disciplines and Colleges	New Interdisciplinary IB Courses
Enrollments for these 2 courses will be available in Spring 2002	<ul style="list-style-type: none"> - Culture and International Business (new 2002) - Seminar in International Trade Law (new 2002)

CIBER-Supported New IB Degree Programs, New IB Courses and IB Enhancements across Colleges since August 1998 (continued)

New and Enhanced IB Courses Within the WCBA	<i>New and Enhanced IB Courses in WCBA</i>
<i>New and Enhanced IB Courses in Economics:</i>	
Since their introduction, 10,666 students have enrolled in these 6 courses in Economics	<ul style="list-style-type: none"> - Principles of Macroeconomics (ECO 2013) - The Firm in the Global Economy (ECO 4730) - Economic Development of Latin America (ECS 3403) - Global Telecommunication Strategy (ECO 4934) - Managing International Trade and Investment (MBA course) (ECO 6705) - Managing in Deregulated Industries (ECP 6429)
<i>New and Enhanced IB Courses in Management:</i>	
Since their introduction, 3,536 students have enrolled in these 2 courses in Management	<ul style="list-style-type: none"> - Principles of Management (MAN 3025) - International Aspects of Human Resource Management (new 2001)
<i>New and Enhanced IB Courses in Finance:</i>	
Since the enhancement was introduced, 1,905 students have enrolled in this course	<ul style="list-style-type: none"> - Business Finance (FIN 3403)
<i>New and Enhanced Courses for MAIB Program of Study:</i>	
Since Fall 1999, 142 students have participated in the MAIB Program of Study	<p>The 10-month program, designed and run by the University of Florida Department of Management, is organized into a modular system. All courses, the Study Tour and the Special Project are two credit hours:</p> <ul style="list-style-type: none"> Term One (Summer B) <ul style="list-style-type: none"> - International Business - Global Strategic Management (new) - Professional Communications Term Two (Fall - Module 1) <ul style="list-style-type: none"> - Managing International Trade and Investment - International Finance - International Marketing Fall Break* <ul style="list-style-type: none"> - Study Tour Term Three (Fall - Module 2) <ul style="list-style-type: none"> - International Business Law - Financial Management of the Multinational Corporation - Special Project Term Four (Spring - Module 1) <ul style="list-style-type: none"> - International Human Resource Management (new) - International Operations Logistics (new) - International Taxation (new) Term Five (Spring - Module 2) <ul style="list-style-type: none"> - Global Entrepreneurship (new) - Special Project <p>*The Study Tour takes participants to major international business centers abroad where students attend briefings and site visits to governmental, financial and business institutions of the nation.</p>

19,330 enrollees have benefited from these new and enhanced IB offerings since Fall 1998.

Appendix 4. Highlights for the Program *Study Business in Brazil*

In summer 2000, the University of Florida launched a program in Brazil for MBA students and others with career interests in Latin American business. Drawing on the resources of CIBER, WCBA and the Center for Latin American Studies (CLAS), UF created a unique study opportunity combining business coursework with intensive training in Brazilian Portuguese. It is open to both UF students and students from other universities.

Program of Study

- Business in Brazil Course (3 semester credits)
 - Organized by the IAG-Escola de Negocios at the Catholic University of Rio (PUC-Rio), this part of the course takes place three afternoons a week on the PUC campus and includes site visits to local firms and organizations.
 - Classes are taught in English by PUC faculty. Topics covered the past two years included ethics in business, marketing, pension funds, capital markets, economic environment and inflation, Brazilian cultural trends and web-based education.
 - Group visits are made to local companies and projects. These have included CEG-State Gas company, Projac (production company for TV Globo), Michelin, H. Johnson wax, Sadia (meat and food processing), Stern (jewelers), Knoll (agribusiness) and the Roberto Marinho Foundation.
- Brazilian Portuguese Courses (3 semester credits)
 - Five mornings a week, students study Portuguese with other students in the UF summer language program at IBEU in Copacabana.
 - Portuguese training is offered at the beginning, intermediate and advanced levels in small intensive classes taught by native-speaking, professionally trained IBEU instructors.

Participant testimonials

- “The program gave me a deep understanding of the complex issues that collectively constitute the Brazilian business environment. The excellent faculty at the Catholic University and the many visits we made to local companies allowed us to learn first-hand the issues surrounding business in Brazil.”
 - Brandon Knox, 2000 program participant
- “For me the best part of the PUC program was the direct contact with business professionals through company and organizational visits where we could talk to them and ask questions about areas of interest.”
 - Mary Risner, 2000 program participant

- “The program gave excellent insight into the workings of the Brazilian economy, and should be very interesting for those who have never seen an emerging market before.”
- Jacob Eisdorfer, 2000 program participant

- “The companies we visited were very organized and well prepared with great presentations ... and people willing to answer our questions. I was extremely impressed. The lectures from PUC-Rio also added value to the experience.”
- Kristin Hoyne, 2001 program participant

Appendix 5. Summary of Activities from CIBER Competitive Research Grants for Academic Year 2000-2001

- Eric Chiang, Ph.D. candidate in Economics, received support for research travel and data purchases for the project "Investigations of Alleged Intellectual Property Rights Infringement by U.S. Firms: Causes and Implications." Among the most critical concerns that U.S. businesses face in today's technology-abundant world is the protection of Intellectual Property Rights (IPRs), including that of Patents, Copyrights, Trademarks, and Trade Secrets. The World Trade Organization is increasingly developing new reforms in international meetings to not only strengthen IPRs, but to have countries harmonize the foundation and enforcement of IPRs to a universal standard. This involves the identification of determinants that will lead to a more effective approach toward harmonizing IPRs. Two dissertation chapters and future publications are the products of this project.
- Dr. Elias Dinopoulos of the Department of Economics received summer salary support to research "International Technology Diffusion and Competitiveness." The project provides a better understanding of international business strategies as it examines the international product cycle framework used by many businesses to penetrate foreign markets. Research is nearly completed and the results are being incorporated into classes taught by Dr. Dinopoulos and are leading to collaborative research with faculty in Food and Resource Economics and to other faculty in the Department of Economics.
- Dr. Jon Hamilton of the Department of Economics was awarded funding for travel and data for the project "Tax Competition and Spatial Competition: The Effect of Falling Transport Costs and Electronic Commerce." Many issues relating to the taxation of cross-border electronic commerce will require new treaties among countries in order to prevent severe revenue erosion. The research will identify which international tax policies will prevent U.S. businesses from facing competitive disadvantages. The research is in collaboration with faculty from the Université Catholique de Louvain, Belgium. Papers are in process and will be presented at future meetings of the European and North American Econometric Society.
- Professors Barbara McDade (Department of Geography) and Anita Spring (Department of Anthropology) received support for a graduate assistant and for travel to Africa for the project "The New African Entrepreneurs and the New Methods of Entrepreneurship: Providing the Guidance for US-Africa Business Linkages." Dr. McDade and Dr. Spring have traveled to Kenya and Uganda to complete the preliminary assessment of the business environment in those countries. The researchers will present their preliminary findings at seminars and workshops and are using the data collected to prepare a proposal for funding to submit to an external funding source so that the research can be expanded to include six countries and to expand the depth of the study.

- Four faculty from the Department of Food and Resource Economics in the College of Agriculture received travel funding to research "New Markets for US Citrus: Changes in Bilateral US-Argentine Trade." Dr. Suzanne Thornsby, Dr. Tom Spreen, Dr. Gary Fairchild and Dr. Ronald Muraro will travel to Argentina in Fall 2001 to conduct their research.
- Daniela Dimitrova, Ph.D. candidate in Telecommunications, received support for conference travel and data purchases for the project "Internet Adoption in Former Communist Countries: Causes and Opportunities." Data was purchased in June 2001 and preliminary research has begun on this project which examines how growing Internet demand in the former Soviet Block can be used by American businesses to gain competitive advantage.
- Dr. Robert Emerson and Ph.D. candidate, Ewan Scott, of the Department of Food and Resource Economics received support for conference travel, purchase of data sets, and graduate assistance for the project "U.S. Trade and Developing Country Wages: The Case of Jamaica." Data was purchased in June 2001 and preliminary research has begun.
- Professor Terry McCoy of the Center for Latin American Studies and William Messina of Food and Resource Economics were awarded funding for a graduate student assistant and for conference travel for the research project "U.S. Policy Toward Cuba and Its Implications for Cuban Trade and Commercial Relations." Research began in August 2001 and will result in publications for outreach to U.S. businesses.

Appendix 6. New 2000-2001 CIBER Working Papers in International Business

The CIBER Working Papers in International Business make available to scholars and practitioners around the world recent research findings of CIBER-affiliated UF faculty. Manuscripts published during academic year 2000-2001 (and listed below) include basic and applied research and are linked by a common theme of improving competitiveness of American businesses in global markets. CIBER recognizes the broad range of research that contributes to this theme--e.g., theoretical models of how world markets develop; empirical policy simulation models investigating the impact of global trade restrictions (and removing those restrictions); in-depth case studies of particular international markets; analysis of the financial, legal, regulatory, socio-economic and political environments that frame the context of international business and pedagogical research focused on enhancing international business training.

- | | |
|-------|---|
| 01-01 | T. Spreen. <i>The Free Trade Area of the Americas and the Market for Processed Orange Products.</i> |
| 01-02 | B. Xu. <i>Endogenous Technology Bias, International Trade, and Relative Wages.</i> |
| 01-03 | B. Xu. <i>The Relationship Between Outsourcing and Wage Inequality Under Sector-Specific FDI Barriers</i> |
| 01-04 | M.A. Jamison. <i>E-Business in Latin America and Developing Regions.</i> |
| 01-05 | M.A. Jamison. <i>Executive Summary: Emerging Patterns in Global Telecommunications Alliances and Mergers.</i> |
| 01-06 | M.A. Jamison. <i>Issues and Strategies in Latin American Telecommunications: The Global E-economy.</i> |
| 01-07 | M.A. Jamison. <i>Globalization, Consolidation, and Restructuring: Business and Regulatory Impacts.</i> |
| 01-08 | J. Hamilton. <i>Main Lines & Mobile Substitutes or Compliments? Evidence from Africa.</i> |
| 01-09 | R. Phillips. <i>Crossing the Digital Divide, Caribbean Style: Investing in Telecommunications for Economic Development.</i> |
| 01-10 | R. Phillips. <i>The Internet Advantage: Using Electronic Commerce for Economic Development.</i> |
| 01-11 | S. Berg. <i>Developments in Best Practice Regulation: Principles, Processes and Performance.</i> |

- 01-12 E. Chiang. *Technology Diffusion with Costly Knowledge Spillovers: A Cross-Country Analysis.*
- 01-13 E. Chiang. *Intellectual Property and Firm Actions towards Cross-Border Enforcement.*
- 01-14 S. Chatterjee. *Optimal Payment Scheme for General Practitioners.*
- 01-15 I. Petsus. *Greece and the Euro.*
- 01-16 K. Davis, S. Thornsby and T. Minton. *A Golden Opportunity: IT Support for Data Utilization in Agriculture.*

Appendix 7. Multidisciplinary Research Workshops: Description and List of Participants

Description: *The CIBER Multi-disciplinary Research Workshop Series* officially began in September 1999. The forum promotes a systematic exchange of ideas and research among a broad campus working group. Faculty from seven colleges and centers plus Santa Fe Community College participated in the monthly series featuring presentations on IB research by faculty and graduate students as well as IB presentations by invited speakers. Over the past two years, topics presented by UF faculty included cross-cultural analyses of conflict management and resolution; globalization of telecommunications and media; implications of economic, social, and political developments for the Latin American business environment; potential impacts of the FTAA on the world orange juice market, the impact of advancements in telecommunications on doing business in cities around the world, and the impact of globalization on income distribution. The faculty presenters represented the WCBA, Journalism and Communications, IFAS, CLAS, and Geography. Outside speakers have included international experts in trade, finance, and politics as well as Mary Ann Von Glinow, Director of the CIBER at Florida International University, who spoke on cross-cultural reactions to a leader's transgressions.

Participants by Center or College by Department:

Center for African Studies

- Michael Chege
- Agnes Leslie

Center for Latin American Studies

- Terry McCoy
- Charles Wood

College of Architecture and Design

- Rhonda Phillips, Urban and Regional Planning
- Jay Stein, Interim Dean

College of Liberal Arts & Sciences

- Carol Murphy, Associate Dean
- **African and Asian Languages**
 - Elinore Fresh
 - Ann Wehmeyer
- **Anthropology**
 - Anita Spring
- **Geography**
 - Barbara McDade
- **Political Science**
 - Samuel Barkin
 - Myra Leann Brown
- **Romance Languages and Literature**
 - Libby Ginway
 - Greg Moreland

College of Business

- **Accounting**
 - Jack Kramer
 - Gary McGill
- **Decision and Information Sciences**
 - Indranil Bose
 - Selcuk Erenguc
- **Economics**
 - Walter Beckert
 - Sanford Berg
 - Eric Chiang, Ph.D. Candidate
 - David Denslow
 - Elias Dinopolous
 - Jon Hamilton
 - Mark Jamison
 - Carol West
 - Bin Xu
- **Finance**
 - Roy Crum
 - Mark Flannery
 - Andy Naranjo
 - Jay Ritter
- **Management**
 - Larry DiMatteo
 - Heather Elms
 - Robert Emerson
 - Virginia Maurer
 - Robert Thomas
 - Henry Tosi
- **Marketing**
 - Xinhong Xie

College of Health and Human Performance

- **Department of Exercise and Sports Science**
 - Gregg Bennett
 - James Zhang

College of Journalism and Communications

- Marilyn Roberts, Associate Dean
- Lynda Kaid, Associate Dean for Graduate Studies
- **Telecommunications**
 - Sylvia Chan-Olmsted
 - Daniela Dimitrova, Ph.D. Candidate
 - Michael Leslie
 - Mindy McAdams

College of Law

- Clifford Jones
- Stephen Powell

Florida Museum of Natural History

- Perran Ross

IFAS (College of Agriculture)

- **Fisheries and Aquatic Sciences**

- Charles Jacoby

- **Food and Resource Economics**

- Gary Fairchild

- John Gordon

- Bill Messina

- James Seale

- Thomas Spreen

- **Indian River Research and Education Center**

- Suzanne Thornsbury

International Center

- Dennis Jett, Dean

- Sandra Russo, Program Development Director

Santa Fe Community College

- Clark Wheeler, International Business Instructor

Appendix 8. Background, Agenda and Speakers for the Conference
*2002 Business Association of Latin American Studies (BALAS) Annual Conference;
Transformations in Latin America: Leadership, Technology and Entrepreneurship*

Date: March 20–23, 2002

Location: The University of Tampa
Tampa, Florida, U.S.A.

Organizers

Organized by the Business Association of Latin American Studies (BALAS)
The University of Tampa

Conference Co-Sponsors

The University of Tampa
John H. Sykes, College of Business, University of Tampa
Institute for World Commerce Education
University of Florida, Center for International Business Education and Research
(CIBER)

Background

The annual BALAS conference takes place in a major, western hemispheric city. The event draws scholars from all parts of the Western Hemisphere and provides them with the opportunity to address critical business, economic and development issues.

Purpose of the Conference

The intent of the BALAS Executive Committee and the 2002 Conference Committee, is to make the annual meeting a learning experience that provides a forum for the exchange of ideas affecting business practices in Latin America and impacting the daily lives of its citizens.

Agenda and Sessions

Wednesday, March 20, 2002

12:00PM Doctoral Consortium and Luncheon

2:00PM Faculty Development Seminar
4:00PM Business Community Program: Outlook for the Free Trade of the Americas: A Brazilian Perspective
5:45PM Welcome, Cocktail Reception

Thursday, March 21, 2002

7:00AM Continental Breakfast
8:00AM Opening Plenary Session
9:00AM Concurrent Sessions
Cost Estimation and Asset Valuation Issues
Fine-Tuning the Consumer Decision-Making Process
Leadership and Global Entry Strategies
Organizational Culture
Capital Budgeting and Corporate Strategy
Exchange Rates and the Macro Economy
Management Education in Latin America
Options, Futures and Derivatives
Challenges in Human Capital Management
Micro and Macro Strategic Alliances
Relationship Marketing
Using Information Systems
12:30PM Luncheon
2:15PM Concurrent Sessions
Issues in Strategic Management

	Privatization and Administrative Styles
	Financial Performance Measurement Factors
	The Significance of Organizational Culture
	Impact of Regionalism on Firm Competitiveness
	Case Studies in Organizations in Brazil
3:45PM	Afternoon Break
4:00PM	Concurrent Sessions
	Corporate Social Responsibilities
	Banking and Financial Markets
	Macroeconomic Variables and Stock Market Returns
	International Applications of Marketing Techniques
	Supply Chain Management: Brazil
	Competitiveness and Innovation Management
7:00PM	Institutional Representatives Dinner

Friday, March 22, 2002

7:00AM	Continental Breakfast
8:00AM	Concurrent Sessions
	Industrial Networks and Competitive Intelligence
	Leading Innovation
	Issues in Financial Management: Brazilian Pension Funds; Stock Portfolio Diversification
	Entrepreneurship and Innovation
	Management Structure and Taxation Issues

	New Perspectives in Service Quality
	Corporate Philosophies and Values
	Customer Relationship Management
	The Value of Education and Learning in a Corporate Environment
	Dividends and Valuation Issues
	Global Operations and Technology Management
	External Factors and Stakeholder Management
11:15AM	Break
11:30AM	Concurrent Sessions
	Strategic Adaptations
	Enterprise Control and Performance Evaluation Issues
	Ethical Challenges
	Strategies in Economic Development
	Portfolio Diversification and Risk
	Marketing Issues in the 21 st Century
1:00PM	Lunch on your own
2:15PM	Concurrent Sessions
	The Role of Credit in Emerging Markets
	Theoretical Models in Strategic Management
	The Use of IT in Enhancing Corporate Competitiveness and Responsibilities
	Innovative Uses of Technology
	Global Competitiveness in Merger & Acquisitions and Export Performance

Strategies and Tactics in Services Management

Saturday, March 23, 2002

8:00AM Continental Breakfast

9:00AM Concurrent Sessions

The Internationalization of Emerging Market Firms

Student Input of Instructional Methods

Consumer Perceptions: On-Line and Off-Line

Cultural Impact in the Business Environment

Empirical Studies and Market Efficiency

Innovation and Strategic Visions

Use of the Internet for the Business Sector

Enterprise Contributions to Society and Employment Opportunities

Organizational Change

Issues in Public Economics

The Organizational Dynamics for Employee Success

Managing Technology, Information and Innovation

Appendix 9. Background, Agenda and Speakers for the Conference
1st International Agricultural Trade & Policy Conference

Date: October 31 – November 2, 2001

Location: Sheraton Gainesville Hotel
Gainesville, Florida, U.S.A.

Organizer

Organized by the Food and Resource Economics Department
Institute of Food and Agricultural Sciences
University of Florida
Gainesville, Florida U.S.A.

Conference Co-Sponsors

Dixie Lime Products Company
Farm Foundation
University of Florida, Center for International Business Education and Research
(CIBER)

Background

The agricultural industry in the southern U.S. will benefit from this conference by providing a forum for dialogue on issues that will impact the competitiveness of southern agriculture. This conference will provide a forum where the agricultural industry will have an opportunity to influence agricultural and trade policy, helping to shape it so that southern producers become more competitive in our global economy. Agriculture in the southeast is at a crossroads with new farm legislation that must be enacted by 2002, and with new trade agreements that could have both positive and negative benefits to producers throughout the southeast. It is critical that these producers form their opinions on policy by being informed about their potential influences on competitiveness. This conference will allow them to learn more about these policies and to voice their opinions directly to policy makers who will influence the outcome of these policies.

Purpose of the Conference

The purpose of this conference is to develop a dialogue between producers and policy makers that will allow producers to voice their concerns about trade and agricultural policy. The expected results include a more informed set of producers and industry leaders who will have a better understanding of the issues and process for developing agricultural and trade policy. Policy makers will benefit from the dialogue with industry leaders and will know more about the needs of their constituents.

Agenda and Speakers

Wednesday, October 31, 2001

Moderator: Michael Martin, Vice President for Agriculture and Natural Resources, University of Florida, IFAS, Gainesville, Florida

10:00AM Registration

1:00PM Opening and Keynote Address

Charles Young, President, University of Florida, Gainesville, Florida
Ann Veneman, U.S. Secretary of Agriculture

1:30PM Farm Bill – Past, Present and Future

Moderator: Martha Roberts, Deputy Commissioner, Florida Department of Agriculture & Consumer Services, Tallahassee, Florida

John VanSickle, Professor, Food & Resources Economics Dept., and Director, International Agricultural Trade and Development Center, University of Florida, IFAS, Gainesville, Florida

Andy Morton, Legislative Aid to the U.S. Senate Agriculture Committee, Washington, D.C.

2:30PM Refreshment Break

3:00PM Priorities for Farm Policy for Southern Producers

Convener: Richard Jones, Dean for Research, University of Florida, IFAS, Gainesville, Florida

F. Allen Boyd, Jr., U.S. Congressman from Florida's 2nd Congressional District

3:30PM Perspectives from Stakeholders in the Current Farm Legislation

Moderator: Carl Loop, President, Florida Farm Bureau Federation, Gainesville, Florida

Mark Lange, U.S. Cotton Council, Memphis, Tennessee

Thomas R. Cotton, Manager, Peanut Growers Cooperative Marketing Association, Franklin, Virginia

Joe Wright, Florida Dairyman Inc., Jacksonville, Florida

Dalton Yancey, Florida Sugarcane League, Washington, D.C.

6:00PM Poolside Reception

7:00PM Banquet

Banquet Address – Bob Graham, U.S. Senator, Washington, D.C.

Thursday, November 1, 2001

8:00AM International Trade and Trade Agreements

Moderator: Mike Stuart, President, Florida Fruit and Vegetable Association, Orlando Florida

Andrew Schmitz, Ben Hill Griffin Eminent Scholar and Professor, University of Florida, Gainesville, Florida

Bruce Gardner, Professor, Dept. of Agricultural & Resource Economics, University of Maryland, College Park, Maryland

Timothy Josling, Professor, Food Research Institute, Stanford University, Stanford, California

9:00AM Refreshment Break

9:30AM FTAA and Prospects for Southern Agriculture

Convener: John VanSickle, Professor, Food & Resource Economics Dept. and Director, International Agricultural Trade and Development Center, University of Florida, IFAS, Gainesville, Florida

Allen Frederick Johnson, Chief Agricultural Negotiator, Office of the U.S. Trade Representative, Washington, D.C.

10:00AM Commodity Perspectives on International Trade

Moderator: Tim Hewitt, Professor, North Florida REC, University of Florida, IFAS, Marianna, Florida

Andy LaVigne, President, Florida Citrus Mutual, Lakeland, Florida

Dennis McDonald, Rancher, Open Spear Ranch, and Vice President, R-CALF, Billings, Montana

Don Koehler, Georgia Peanut Commission, Tifton, Georgia

Reggie Brown, General Manager, Florida Tomato Exchange, Orlando, Florida

11:45AM Luncheon

Convener: Jimmy Creek, Dean for Academic Programs, University of Florida, IFAS, Gainesville, Florida

Adam Putnam, U.S. Congressman from Florida's 12th Congressional District, Washington, D.C.

1:30PM Critical Issues Facing Trade Negotiations

Moderator: Carlton Davis, Distinguished Service Professor, Food & Resource Economics Dept., University of Florida, IFAS, Gainesville, Florida

Steve Powell, Director of International Trade Programs, Levin College of Law, University of Florida, Gainesville, Florida

Michael Reed, Professor, Dept. of Agricultural Economics, University of Kentucky, Lexington, Kentucky

Charles Moss, Professor, Food & Resource Economics Dept, University of Florida, IFAS, Gainesville, Florida

2:30PM Refreshment Break

3:00PM Role of a World Class University of Florida in International Trade

Convener: Christine Waddill, Dean for Extension, University of Florida, IFAS, Gainesville, Florida

Karen Thurman, U.S. Congresswoman from Florida's 5th Congressional District, Washington, D.C.

3:30PM International Trade and the Evolution of Multinational Firms

Moderator: William Messina, Coordinator of Economics Analysis, Food & Resource Economics Dept., University of Florida, IFAS, Gainesville, Florida

John Connor, Professor, Dept. of Agricultural Economics, Purdue University, West Lafayette, Indiana

Tom Spreen, Professor, Food & Resource Economics Dept., University of Florida, IFAS, Gainesville, Florida

Nick Emanuel, Vice President and Chief Operating Officer, Citrosuco N.A., Lake Wales, Florida

Charles Lucas, Vice President, Southern Gardens Citrus, Clewiston, Florida

5:00PM Setting an Agenda for Research and Extension in Land Grant Universities

Moderator: John Gordon, Professor and Chair, Food & Resource Economics Dept. University of Florida, IFAS, Gainesville, Florida

Walt Armbruster, General Manager, Farm Foundation, Oakbrook, Illinois

Michael Martin, Vice President for Agriculture and Natural Resources, University of Florida, IFAS, Gainesville, Florida

6:00PM Reception at the Web Livestock Pavilion

7:00PM BBQ Dinner at the Web Livestock Pavilion

Friday, November 2, 2001

8:00AM Situation and Outlook for Southeast Agriculture I

Moderator: Fritz Roka, Associate Professor, Southwest Florida REC, Immokalee, Florida

P.J. van Blokland, Professor and Richard Weldon, Associate Professor, Food & Resource Economics Dept., University of Florida, IFAS, Gainesville, Florida

Ron Muraro, Professor, Citrus REC, University of Florida, Lakeland, Florida and Tom Spreen, Professor, Food & Resource Economics, University of Florida, IFAS, Gainesville, Florida

Al Wysocki, Assistant Professor and John VanSickle, Professor, Food & Resource Economics Dept., University of Florida, IFAS, Gainesville, Florida

9:00AM Refreshment Break

9:30AM Situation and Outlook for Southeast Agriculture II

Moderator: Mark Wade, Assistant Professor, Indian River REC, University of Florida, IFAS, Ft. Pierce, Florida

J. Walter Prevatt, Professor, Dept. of Agricultural Economics, Auburn University, Auburn, Alabama, and Tom Anton, Assistant Professor, Range Cattle REC, University of Florida, IFAS, Ona, Florida

Edward Evans, Assistant Instructor, Alex Heyman, Economic Analyst, and Sikavis Na Lampang, Graduate Research Assistant, Food & Resource Economics Dept., University of Florida, IFAS, Gainesville, Florida

Tim Hewitt, Professor, North Florida REC, University of Florida, IFAS, Marianna, Florida, and Stanley Fletcher, Professor, Dept. of Agricultural & Applied Economics, University of Georgia, Georgia Experiment Station, Griffin, Georgia

David Zimet, Associate Professor, North Florida REC, University of Florida, IFAS, Chipley, Florida, and Charles E. Curtis, Professor, Dept. of Agricultural & Applied Economics, Clemson University, Clemson, South Carolina

Richard Kilmer, Food & Resource Economics Dept., University of Florida, IFAS, Gainesville, Florida., and Bill Thomas, Dept. of Agricultural & Applied Economics, University of Georgia, Athens, Georgia

11:15AM Conference Wrap-Up

Pat Cockrell, Director of Agricultural Policy, Florida Farm Bureau, Gainesville, Florida

11:30AM Conference Concludes

Appendix 10. Background, Agenda and Speakers for the Conference *Competition in Wireless: Spectrum Service and Technology Wars*

Date: February 19-20, 2002

Location: University Hotel and Conference Center
Gainesville, Florida, U.S.A.

Organizer

Public Utility Research Center of the Warrington College of Business Administration
at the University of Florida

Conference Sponsors

University of Florida, Public Utility Research Center (PURC)
University of Florida, Center for International Business Education and Research (CIBER)
University of Florida, Center for Public Policy Research (PPRC)
The London Business School

Background

In May 2001, the conference, *Corporate Control and Industry Structure in Telecommunications*, was held in London and co-sponsored by PURC, CIBER and the London Business School. Based on the success of that event, the co-sponsors agreed to conduct a follow-up conference, in Florida, bringing together the world's leading experts on competition in wireless communications to examine current research, discuss the impacts of those studies and identify research agendas for the future.

Purpose of the Conference

The focus of the conference will be the phenomenon of wireless telecommunications rivaling traditional wire-based communications as the dominant mode of telecommunications in many parts of the world. Emerging issues in globalization, market demand, technology, and regulation present new challenges for practitioners and researchers.

Conference Agenda

Tuesday, February 19, 2002

8:00AM Breakfast

8:30AM Morning Session: Experiences in Wireless Competition and Regulation

Session Chair: Dr. Leonard Waverman, Professor of Economics, London Business School, UK

Opening Remarks: Dr. Mark Jamison, Director of Telecommunication Studies at PURC, University of Florida, USA, and Dr. Leonard Waverman, Professor of Economics, London Business School, UK

A Regulator's Strategy for Promoting Competition in Telecommunications: The Moroccan Case, Dr. Mostafa Terrab, Director, ANRT, Morocco

Discussant

Joe Gattuso, Deputy Associate Administrator, National Telecommunications and Information Administration, USA (discussing Dr. Terrab's paper)

Brazilian Strategy on Mobile Spectrum, Dr. Jose Leite Pereira Filho, Conselheiro da ANATEL, Brazil

Discussant

Dr. Mark Jamison, Director of Telecommunication Studies at PURC, University of Florida, USA (discussing Dr. Leite's paper)

Should We Regulate any Aspects of Wireless? Dr. Annegret Groebel, Coordinator of International Bodies, RegTP, Germany

Discussant

Dr. Sanford Berg, Director of PURC, University of Florida, USA (discussing Dr. Groebel's paper)

11:30AM Lunch

1:00PM Afternoon Session: Licensing and Spectrum Management I

Session Chair: Dr. Pinar Dogan, Visiting Scholar, University of Florida, USA

The U.S. Digital TV Transition: Time to Toss the Negroponte Switch
Dr. Tom Hazlett, Senior Fellow, Manhattan Institute, USA

Discussant

Dr. William Lehr, Associate Director, MIT Research Program on Internet and Telecoms Convergence, USA (discussing Dr. Hazlett's paper)

The Simultaneous, Ascending Auction: Dynamics of Price Adjustment in Experiments and the U.K. 3G Spectrum Auction

Dr. Timothy C. Salmon, Associate Professor, Florida State University, USA

Discussant

Dr. Leonard Waverman, Professor of Economics, London Business School, UK (discussing Dr. Salmon's paper)

Impact of Entry Costs on the Subsequent Evolution of the Market (for GSM/PCS and 3G)

Dr. Johannes Bauer, Associate Director of J.H. & M.B. Quello Center for Telecommunications, Michigan State University, USA

Discussant

Dr. Michael Ward, Associate Professor, University of Illinois, USA (discussing Dr. Bauer's paper)

Wednesday, February 20, 2002

8:00AM Breakfast

8:30AM Morning Session: Standards and Technology Choices

Session Chair: Dr. Michael Ward, Associate Professor, University of Illinois, USA

Opening Remarks

Coverage versus Compatibility in Wireless Telephone Networks, Dr. Leonard Waverman, London Business School, UK; Dr. Neil Gandal, Tel Aviv University; and David Salant, NERA, USA

Discussant

Dr. Tomasso Valletti, Imperial College Management School, UK (discussing Dr. Waverman's paper)

Wireless Internet Access: 3G vs. Wi-Fi, Dr. William Lehr, Associate Director, MIT Research Program on Internet and Telecoms Convergence, USA

Discussant

Dr. Mark Jamison, Director of Telecommunication Studies at PURC, University of Florida, USA (discussing Dr. Lehr's paper)

Unbundling the Local Loop, Dr. Pinar Dogan, Visiting Scholar, University of Florida, USA

Discussant

Dr. Johannes Bauer, Associate Director of J.H. & M.B. Quello Center for Telecommunications, Michigan State University, USA (discussing Dr. Dogan's paper)

11:30AM Lunch

1:00PM Afternoon Session: Competing in the Market and for the Market

Session Chair: Dr. Mark Jamison, Director of Telecommunication Studies at PURC, University of Florida, USA

Indian Experience in Mobile Licensing, Dr. Steve McDowell, Associate Professor, Florida State University, USA; Jenghoon Lee, Doctoral Student, Florida State University, USA

Discussant

Dr. Tom Hazlett, Senior Fellow, Manhattan Institute, USA (discussing Dr. McDowell's paper)

On the Design and Implementation of the GSM Auction in Nigeria – the World's First Ascending Clock Spectrum Auction, Dr. Chris Doyle, Vice President, Charles River Associates, UK

Discussant

Dr. Dean Foreman, Director of Economics, Verizon Communications, USA (discussing Dr. Doyle's paper)

Investments and Network Competition, Dr. Tommaso Valletti, Imperial College Management School, UK

Discussant

Dr. Elias Dinopoulos, Professor of Economics, University of Florida (discussing Dr. Valletti's paper)

Do Wireless and Wireline Services Compete? Dr. Michael Ward, Associate Professor, University of Illinois, USA

Discussant

Dr. Chris Doyle, Vice President, Charles River Associates, UK
(discussing Dr. Ward's paper)

4:30PM

Closing Remarks: Dr. Mark Jamison, Director of Telecommunication Studies at PURC, University of Florida, USA, and Dr. Leonard Waverman, Professor of Economics, London Business School, UK

**Appendix 11. Background, Agenda and Speakers for the Conference
*Legal and Policy Issues in the Americas, 2002***

Date: April 22, 2002

Location: Sheraton Gainesville Hotel
Gainesville, Florida, U.S.A.

Organizer

Center for Governmental Responsibility, Levin College of Law

Conference Sponsors

Center for Governmental Responsibility, Levin College of Law
University of Florida, Center for International Business Education and Research (CIBER)

Background

The event is held annually to examine legal and policy issues affecting Florida and Latin America and to work on developing opportunities for collaboration among business, education and government sectors.

Purpose of the Conference

The focus of the third in this annual series of events will be to address issues on Cuba and to examine economic development in Argentina.

Conference Agenda

7 AM Registration

8 AM Welcome

 Dean Jon Mills, University of Florida Levin College of Law

 Organized Crime, Terrorism, and Money Laundering in the Americas

 Fletcher N. Baldwin, Jr., Chesterfield Smith Professor of Law &
 Director, Center for International Financial Crimes Studies, University

Florida Levin College of Law

Alan Lambert, expert in financial crimes in the Caribbean; Partner & Consultant, Askalan consultant firm, United Kingdom

George Henry Millard, Chief of Police, São Paulo, Brazil; and Director of the Metropolitan Institute of Criminology (UniFMU), São Paulo

Peter M. German, Superintendent, Royal Canadian Mounted Police, "E" Division

10 AM Coffee Break

10:15AM Environmental Damages and Crimes

José Rubens Morato Leite, Professor of Law, Universidade Federal de Santa Catarina, Florianópolis, Brazil

Fernando Walcacer, Professor of Law, Pontifical Catholic University of Rio De Janeiro (PUC-RIO), Brazil

Rafael González Ballar, Professor of Law and Dean of the College of Law, University of Costa Rica, San José, Costa Rica

Jeff Wade, Director, Environmental Division, Center for Governmental Responsibility, University of Florida Levin College of Law

12:00PM Luncheon and Keynote

Argentina's Efforts at Financial Recovery and Impacts of the Crisis on MERCOSUR and FTAA Talks

Adrián Jorge Makuc, Director of Foreign Trade Policy, Secretariat of Industry and the Ministry of Economy, Argentina

1:30PM The Export of Medical Supplies and Agricultural Products to Cuba

Convener: Stephen J. Powell, Director, International Trade Programs, Center for Governmental Responsibility, University of Florida Levin College of Law

Terry L. McCoy, Professor of Latin American Studies and Political Science, and Director of the Center for Latin American Studies' Latin American Business Environment Program (LABEP) and Associate Director, Center for International Business Education and Research (CIBER), College of Business Administration, University of Florida

Andrew J. Markus, Carlton Fields, Head of Miami Corporate Practice and Head of International Practice Group, Miami, Florida; Chair, Comparative Law Division, American Bar Association Section of International Law and Practice; and Past Chair, International Section of The Florida Bar

William A. Messina, Jr., Coordinator, Economic Analysis, Food and Resource Economics, Institute of Food and Agricultural Sciences (IFAS), University of Florida

3:15PM Coffee Break

3:30PM The Potential for Future Economic Relations with Cuba

Michael W. Gordon, Chesterfield Smith Professor of Law, University of Florida Levin College of Law

Antonio R. Zamora, Hughes Hubbard & Reed LLP, Miami, Florida; past Director and Legal Counsel, Cuban-American National Foundation

Armando Castenedo Abay, Vice Rector, Professor of Law, and former Dean of the law school, University of Havana, Havana, Cuba

Berta Hernández-Truyol, Levin, Mabie & Levin Professor of Law, University of Florida Levin College of Law

Teo Babun, Jr., President, CubaData.com, Inc., Miami, Florida; and National Executive Director, ECHO-Cuba

Ángel Fernández-Rubio Legrá, Adjunct Professor of Environmental Law, Faculty of Law, University of Havana, and Vice President of the Cuban Society of Constitutional and Administrative Law

5:00PM Legal Education in the Americas

Jon Mills, Dean, Levin College of Law, and Director, Center for Governmental Responsibility, University of Florida Levin College of Law

Alejandro Ogarrio, Professor of Law, Escuela Libre de Derecho, Mexico City, Mexico; and immediate past president, Barra Mexicana

Robert R. Hendry, Hendry, Stoner, Sawicki & Brown, P.A., Orlando, Florida

Rafael González Ballar, Professor of Law and Dean of the College of Law, University of Costa Rica, San José, Costa Rica

George Henry Millard, Chief of Police, São Paulo, Brazil; and Director of the

Metropolitan Institute of Criminology (UniFMU), São Paulo

Jessica Parker, President, International Law Society, University of Florida
Levin College of Law

6:00PM Adjourn

**Appendix 12. Executive Summary and List of Tables for:
*The 2001 Latin American Business Environment - An Assessment -***

Executive Summary

The Latin American business environment is unsettled. In June 2000, the region was well into recovery from the economic downturn associated with the Brazilian devaluation of early 1999. With the exception of the Andean countries of South America, it appeared as though this recovery would persist into 2001 and beyond. A year later a sharp economic slowdown in the U.S. and a deepening crisis in Argentina combined to reduce the rate of economic expansion throughout the region and cloud the outlook for the next 18 months. The other significant findings regarding the state of the business environment in Latin America are:

- The **external environment** has deteriorated. Lower U.S. interest rates are good for the region, but the weak growth in the U.S. economy means declining demand for Latin American exports. The Argentine crisis has both depressed export demand and constricted capital flows to the region. The situation will worsen if Argentina defaults on its external debt.
- Even with foreign direct investment down, **macroeconomic performance** was good in 2000, but by the middle of 2001 growth was slowing down throughout the region. Forecasts now call for the regional GDP to grow at only half last year's rate.
- **Social welfare** continues to stagnate. Although per capita income grew in 2000, unemployment and poverty did not decline, nor are they likely to in 2001. Criminal violence continues to be a serious problem, demanding attention throughout the region.
- There were two major advances in the realm of **politics and government**. Mexico peacefully ended the monopoly of the PRI with the election of Vicente Fox, and, following a year of political unrest, Peruvians elected Alejandro Toledo. On the other hand, events in Venezuela, Colombia, and Paraguay raised questions about the consolidation of democratic governance and the resurgence of populism in Latin America.
- There were neither major setbacks nor breakthroughs in **economic reform**. The commitment to macroeconomic stability, especially control of inflation, remains strong throughout the region. The continued pursuit of first generation economic liberalization in most countries is promising, but the promotion of second generation reform and institution-building has stalled.
- In assessing **sub-regional and country performances**, it is clear that the Andean republics of South America continue to have the most problematic environments.

However, the near collapse of Argentina has negatively affected neighboring countries and made the Mercosur environment less attractive. Mexico has been most directly impacted by the weakening U.S. economy, but its environment is less risky than those in South America (with the exception of Chile).

In assessing the regional outlook for the remainder of 2001 and 2002, the report makes the following points:

- Latin America will not recover until **global economic growth** picks up and the major players – domestic and foreign – agree on a **credible approach to the Argentine crisis**.
- **Presidential elections** will affect the business environment in eight countries. Those in Nicaragua and Brazil could provoke a shift in the regional environment if the leftist candidates win and then pursue agendas challenging “neo-liberalism.”
- **Recovery and macroeconomic stability** will dominate policy agendas, although the IMF may use the enhanced influence derived from recent rescue packages to push for a new round of economic reforms.

The report concludes by classifying 20 countries according to the overall character of their business environments entering the last quarter of 2001 and assessing prospects for improvement or deterioration (likely trend lines indicated by arrows) through 2002:

- **Attractive Environments:** Mexico ↑, Chile ↑, Dominican Republic ↓, Trinidad & Tobago ↑
- **Problematic Environments:** Argentina ↓↑, Colombia ↓, Ecuador ↑, Venezuela ↑, Paraguay ↓, Jamaica ↓
- **Electoral Environments:** Peru ↑, Honduras ↑, Nicaragua ↓
- **The Others:** Brazil ↓, Uruguay ↑, Bolivia ↓, Costa Rica ↓↑, El Salvador ↑, Guatemala ↓, Panama ↑

An electronic version of the 2001 Assessment is available at
<http://www.latam.ufl.edu/publications/publisting.html>

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The 2001 Latin American Business Environment - An Assessment -

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Appendix 13. UF CIBER Research Presentations for 2000-2001

UF CIBER researchers presented their studies in a wide variety of forums in academic year 2000-2001. Audiences ranged from local business groups within Florida to national and international gatherings of academicians, industry practitioners and government policy makers. Presentation locations spanned the globe. The forums are listed below with (m) indicating multiple presentations.

1. American Agricultural Economics Association Meetings, Chicago, Illinois (m)
2. American Economic Association Meetings, New Orleans, Louisiana (m)
3. Annual Florida Chamber International Business Forum, Jacksonville, Florida
4. Annual Meeting of the Association for the Study of the Cuban Economy, Miami, Florida
5. Anthropology Colloquium and Baraza, University of Florida, Gainesville, Florida
6. Center for European Economics Research, Mannheim, Germany
7. Convergence Conference 2001, Amelia Island, Florida
8. Corporate Control & Industry Structure, London Business School, London England
9. Ente Regulador de los Servicios Publicos, Panama City, Panama
10. European Meeting of the Econometric Society, Lausanne, Switzerland
11. European Trade Study Group, Brussels, Belgium
12. Far Eastern Meeting of the Econometric Society, Kobe, Japan
13. Florida Legislative Committee on Information Technology, Tallahassee, Florida
14. Hong Kong Office of the Telecommunications Authority (OFTA), Hong Kong, China (m)
15. Institute for World Commerce Education, University of Tampa, Tampa, Florida
16. International Breakfast Club Meeting for the Office of the Secretary of State, Tallahassee, Florida
17. International Business Student Paper Competition and Presentations, Tampa, Florida
18. International Challenges Series of the Sarasota Institute of Lifetime Learning, Sarasota, Florida
19. International Citrus Symposium 2001, Beijing, China
20. International Institute of Communications Conference, Tampa, Florida
21. International Schumpeter Society, Manchester, United Kingdom
22. International Telecommunications Society Asia-Pacific Conference, Hong Kong, China
23. International Telecommunications Society Conference, Dublin, Ireland
24. Legal and Policy Issues in the Americas, University of Florida, Gainesville, Florida (m)
25. National Press Club, Washington, D.C.
26. National Regulatory Agency for Telecommunications and Informatics, Moldova
27. Northeast Florida International Summit 2001: New Avenues to the Americas, Jacksonville, Florida
28. PURC/World Bank International Training Program on Utility Regulation and Strategy (m)
29. Southern Economics Association Meetings, Washington, D.C. (m)

30. Telecommunications Regulatory Association of Southern Africa, Arusha, Tanzania
31. The 7th International Economic Outlook Conference for Citrus and Non-Citrus Juices, Orlando, Florida (m)
32. University of Chile, Santiago, Chile
33. University of Mannheim, Mannheim, Germany
34. Western Economic Association International Meetings, San Francisco, California (m)



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