The world is changing more rapidly than anytime in history. It seems every day there are reports of international business developments or crises that will have an impact on economies and governments worldwide. Given this uncertain environment, the international faculty of Bloomsburg University of Pennsylvania’s College of Business are working hard to leverage their unique experiences and create educational value for the next generation of business professionals.

John Okpara, professor of management, says he joined the College of Business, in part, “because of its internationally renowned faculty who conduct research in the broad domain of global business issues of managerial and academic importance.”

Okpara has taught international business and strategic management during his last four years at Bloomsburg, while authoring several peer-reviewed journal articles on international business. “I have conducted research, presented papers and taught several management courses on four continents and 12 countries. I have always used this experience and background to help students understand how business activities are influenced by the political, economic and cultural diversity in today’s global environment,” says Okpara.

And since the world of work is growing increasingly diverse, business professors must prepare students for a changing business environment. Okpara, among many others, use real-world examples and experiential applications and concepts to achieve this goal.

A native of Asia, Yang Xia has been an international educator for many years. “I have been a faculty member, growing increasingly diverse, business professors must prepare students for a changing business environment. Okpara, among many others, use real-world examples and experiential applications and concepts to achieve this goal.

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College Leverages Experience of International Faculty

The world is changing more rapidly than anytime in world history. Business schools that embrace international faculty and diversity will have a significant competitive advantage.

— Dr. Michael Tidwell —
— Dean, College of Business —

BAASANA Conference Comes to College of Business

Ruhul Amin, Bloomsburg University professor of management and director of the Center for Management Development, is chairing this year’s Business and Applied Sciences Academy of North America conference (BAASANA).

BAASANA is an interdisciplinary, professional association designed to offer policy imperatives to complex scientific, social and organizational problems. According to Amin, “Academic silos produce discipline-specific professional associations. To solve societal problems, an interdisciplinary approach and understanding is essential.” BAASANA serves scholars and practitioners from business, science and technology disciplines from dozens of countries.

While the conference uses papers, presentations, forums and panel discussions to further its mission, the organization is in the process of launching a peer-reviewed on-line journal to fill the market’s need for a publication of this nature and scope.

BAASANA was chartered in 2008 and has held conferences for the last two years. This year’s conference will be hosted by the Bloomsburg University College of Business.

“This provides a great opportunity for faculty and students to network with scholars from various continents including Asia, Africa and Europe,” says Michael Tidwell, dean of the College of Business. “This conference
Faculty Research Profile: Dr. Bruce Rockwood

Scholarship and intellectual contributions are central to providing students a quality education. Faculty publish and present their research in journals and at academic conferences but, most important, they incorporate their work into their class lectures and discussions. This effort ensures faculty are aware of new business and academic trends.

Q: Describe your current research.
A: I presented a paper on “The Card Act of 2009” at the National Association of Business, Economics and Technology (NABET) conference in October 2009 and I am working with my current graduate assistant in updating it for submission to a journal. We are also organizing my files on the BP oil spill and its lessons for regulatory compliance and corporate social responsibility, two of my research and teaching areas of interest. Finally, I was granted a sabbatical in May 2010 with a proposal to work on business ethics cases during the summers of 2011 and 2012. I am currently reviewing the literature on case method research and writing with a view to deciding which of several topics to focus on. The cases I am considering include off-label marketing of prescription drugs, hamburger and public health: E.coli contamination of beef and the USDA, bottled water versus public water and ethical lapses in the financial services sector that led to the current crisis.

Q: What are the practical implications for your research?
A: I take the view that corporate ethics and social responsibility contribute to the bottom line. An ounce of prevention is worth a pound of cure. I hope by examining these cases (for example, the Pfizer off-label marketing settlement of last year) I can find a way to point out the traps and incentives that lead individuals and organizations into making doubtful decisions and suggest strategies for avoiding them in the future. I think costing out what BP might have done to prevent the rig incident, versus the costs of cleaning up afterward, would be illuminating. I think middle managers and others sometimes are fearful of relatively minor costs connected to their decisions, without thinking about the much larger costs they are avoiding by taking action.

Q: How do you leverage your research in the classroom?
A: I really enjoy relating my teaching to my research and vice versa and feel the time horizon gives me a chance to think things through carefully. Students, particularly our MBA students, often suggest ideas and resources or bring to the table personal experiences in the world of work. Alumni have also provided ideas. I feel that attempting research keeps my teaching fresh. Some of these cases might be useful for the freshman courses in personal financial decisions or personal legal decisions.

International Faculty Continued...

as well as an educational administrator, at universities in different countries, including the University of International Business and Economics, Beijing; Shanghai Jiaotong University, Shanghai; and Nanyang Technological University, Singapore,” says Xia.

“A diversified faculty is extremely beneficial for our students because [we] collectively possess diversified experiences, expertise and special knowledge of business management. Our college can pull together a vast pool of wisdom and knowledge and leverage them well in the educational programs for business management. From the teaching to the research activities of the faculty who have the international background, our students can get exposure to the different social, economic and cultural contexts in which businesses operate. This is very useful for their career development in today’s highly globalized marketplace.”

With international faculty representing most of the College’s departments, the prospects look great for future international partnerships.

BAASANA Continued...

allows students and faculty to see interdisciplinary scholarship in action and provides another avenue of academic support for new initiatives geared toward building bridges and integrating general education across all functional areas of the university. And since the College of Business has a new focus on providing networking and scholarship opportunities for students, hosting this conference should add a great deal of value.”

The meeting will be held at Bloomsburg University, June 16 to 19, 2011. The deadline for submissions is Feb. 16, 2011. For more information, visit www.baasana.org.