



The Institute for International Business

Global Impact Newsletter

Faculty Spotlight: Scott Shackelford

Associate Professor of Business Law and Ethics
Cybersecurity Program Chair, IU Bloomington

In the wake of the 2016 U.S. elections and looking ahead to 2020, a debate is brewing about how best to mitigate the full range of cyber threats that are threatening the election machinery upon which U.S. democratic society is built. This includes the need to better protect voting machines and tabulation systems, for example, but also raises bigger questions about whether and how social media firms should be held accountable for disinformation spreading through their platforms, along with how we can better deter cyber attacks on vulnerable critical infrastructure. These issues are not just hot topics in the United States. Developing nations, emerging markets, and advanced democracies around the world are grappling with the best ways to manage cyber risk and build trust in diverse voting systems.

In response to this need, we decided to focus the Spring 2019 Cybersecurity Risk Management Capstone course on election security. This course—which is a core component of IU’s multi-disciplinary M.S. in Cybersecurity Risk Management Program, which brings together Kelley, the Maurer School of Law, and the School of Informatics, Computing, and Engineering in a unique partnership to introduce students to the technical, legal, and business aspects of cybersecurity—uses service-learning to allow students to apply what they have learned through their studies. Past clients have included school corporations, local governments, Consumer Reports, and Microsoft.

For this project, the students focused on what the United States can learn from different approaches to election security being tried throughout the world, including the European Union and Oceania. The students divided into teams, and researched how dozens of nations are mitigating these challenges, distilling their findings down to core recommendations for use by practitioners and policymakers. They also investigated actual preferential voting systems being used in Canberra, Australia to identify potential vulnerabilities as well as mitigation strategies.



IN THIS ISSUE

Faculty Spotlight:
Scott Shackelford **2**

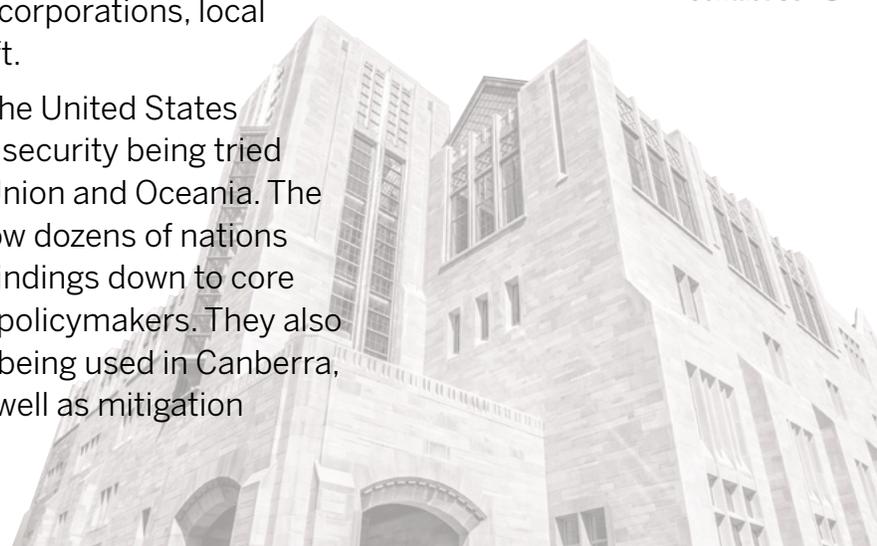
Global Dean’s Council Member:
Hideo Ito **3**

IU CIBER at IIB **4**

Wells-Ghani Faculty
Fellowship Program **5**

Celebrating Friendship with
Bucharest **6**

Contact Us **8**



Faculty Spotlight: Scott Shackelford

With generous support from IU Center for International Business Education and Research, in May 2019 a multi-disciplinary group of professors, staff, and students traveled to Canberra, Australia to present on their findings. The delegation included VP for Research Fred Cate, who signed a new MoU to help deepen the ties of cybersecurity research and teaching between IU and Australian National University. One of the first joint projects was an Election Security Index, which is now available to researchers and anyone else who is interested in these topics.

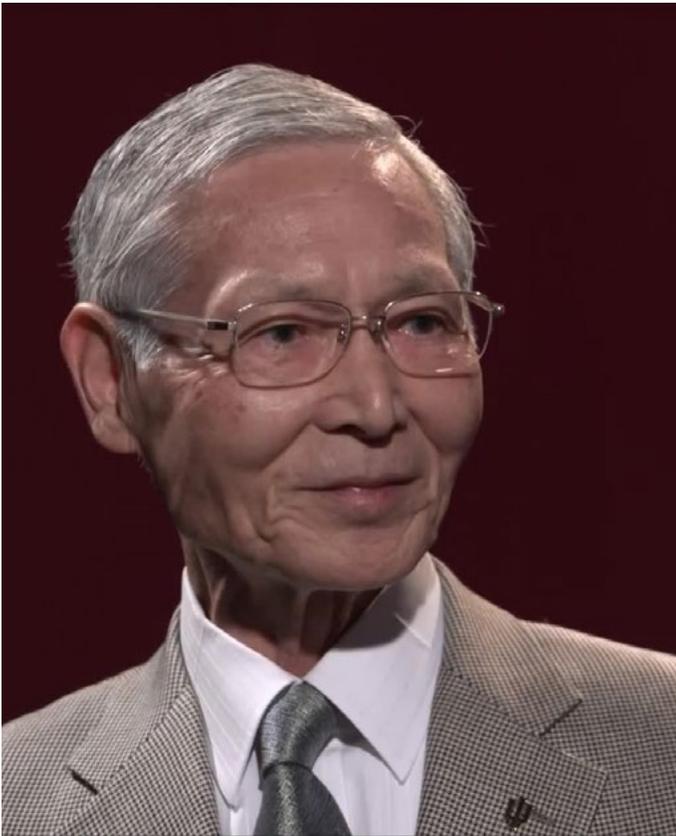
Aside from their presentations, the students and faculty also met with a range of Australian policymakers, visited the Australian Parliament, toured and met with leaders from businesses like Symantec, and made cultural stops such as a walking tour through Old Sydney. We left energized, with many new friends and fond memories of our time down under. Thanks again to IU CIBER, along with the IU Office of International Partnerships and the IU Office of the Vice President for Research, for making this trip a possibility, and for helping to make democracy harder to hack.



Professor Scott Shackelford



Kelley Global Dean's Council Member: Hideo Ito



Hideo Ito, MBA '77

Distinguished Japanese business leader Hideo Ito is a founding member of the Kelley Global Dean's Council. Mr. Ito has more than 36 years of experience working for the Toshiba Corporation. Following various senior level executive positions, including Chairman and CEO of Toshiba America Electronic Components, Inc. from 1997–2000, Mr. Ito was appointed Toshiba's Corporate Representative for the Americas and Chairman and CEO of Toshiba America, Inc. in June 2002. In 2005, he founded the consulting firm, H.I. International Consulting, LLC.

Fellow Kelley Global Dean's Council member, Monika Kroener (M.B.A. '71; D.B.A. '82), describes Hideo as, "One who has given so much to Indiana University and he is an amazing bridge between cultures."

In 1999, Mr. Ito served as the Richard Farmer International Executive in Residence at the Kelley School of Business, and in 2000 he was inducted into the Kelley School of Business Academy of Alumni Fellows.

During the 2007 IU delegation to Japan, Hideo was presented with the Thomas Hart Benton Mural Medallion by IU President Michael McRobbie for his international achievements and service to Indiana University. Mr. Ito earned his M.B.A. from the Kelley School of Business in 1977.

The Kelley Global Dean's Council

The Indiana University Kelley School of Business Global Dean's Council was created in 2015 out of a shared aspiration to enhance the school's international efforts with IU alumni and business leaders, and to funnel expertise and opportunities to Kelley students from a diverse group of leaders and cultural backgrounds. The Kelley Global Dean's Council is composed of 32 CEOs, vice presidents and business leaders, who represent all ranges of industry throughout the world. It advises on institutional goals, school strategies, and curricula with an international lens. The council is also actively involved with long-term goal planning for the school.

"The Global Dean's Council not only provides inputs used in the Kelley School's programming and international curriculum but also helps to build international exposure for the school and university," said Idalene 'Idie' Kesner, dean of the Kelley School of Business and the Frank P. Popoff Chair of Strategic Management. "That exposure helps with recruiting and creating a pipeline of students from around the world while also offering employment opportunities for our students in the countries represented."

IU CIBER

The IU CIBER Internship Reimbursement Program helps companies to internationalize their operations while providing vital internship experience to students

Should our company be exporting?

Is our business ready to export?

Which international markets make the most sense for our products?

How do we market most effectively abroad?

These are common questions our staff hear as we travel around the state speaking to Hoosier businesses. There are amazing resources in our state to help companies answer these questions, and the IU Center for International Business Education and Research (CIBER) is happy to provide another tool to companies as they prepare to enter the international marketplace or expand their operations abroad.

For the past five years, IU CIBER has offered an internship reimbursement program to small and medium-sized enterprises (SMEs) looking to internationalize their operations. Companies receive a 50% reimbursement of their interns' wages up to \$3,000 per intern. Eligible companies could potentially recover the remaining 50% through participation in the Employment Aid Readiness Network (EARN Indiana) program, a partnership between the Indiana INTERNnet and the Indiana Commission for Higher Education, which also provides internship reimbursement opportunities to eligible Indiana business and students.



"Our CIBER intern was instrumental in helping us win an expansion for an existing client in Europe which is set to increase revenue for that account by more than 400%. This will be a significant increase for Periodic as a whole as well." –Periodic Inc.

In the 2018-2019 academic year, IU CIBER was excited to collaborate with eight Indiana companies to help fund international and export-focused internships for students from across the state. Participating companies included Arcamed, Inc. (Indianapolis), DoubleMap (Indianapolis), Family Choice Surrogacy (Fishers), Jeco Plastics, LLC (Plainfield), Luna Language Services (Indianapolis), Periodic Inc. (Bloomington), Mark Shultz Logging (Huntington), and US Enzyme (Avon).

These companies welcomed a total of 12 students from colleges and universities around the state to work on specific projects or research with an international or exporting focus, providing invaluable practical and real world business and work experience to students, while at the same time making strides towards their own companies' internationalization goals. We have been very impressed with the performance of the students and the investment these companies have made in the internationalization of their businesses and to the support of international education for our next generation of business leaders.

If you would like to learn more about this program, please visit our website <https://kelley.iu.edu/iib>. Here you will find information on IU CIBER programs, activities, events, and resources. You can also contact us at CIBER@indiana.edu. For more information on EARN Indiana opportunities, please visit www.indianaintern.net/earn_info.

Herman B. Wells - M. O. Ghani Faculty Fellowship Program

The H. B Wells - M.O. Ghani Fellowship honors the pivotal role played by IU School of Business (now the Kelley School of Business) toward the establishment of the Institute of Business Administration at Dhaka University in 1966. It also celebrates the contributions and personal friendship of then Chancellor Herman B Wells and Dr. M. Osman Ghani, which have impacted business education in Bangladesh. This biennial fellowship enables one professor from the Institute of Business Administration at Dhaka to spend three weeks during the fall semester in-residence at the Kelley School of Business in Bloomington, Indiana. Upon return to the Institute of Business Administration, the fellow will provide a faculty seminar open to senior faculty members from business schools in Bangladesh. This seminar will be organized and sponsored by the Institute of Business Administration and is intended to highlight applicable lessons from the Kelley School of Business and focus on modern business school pedagogy. It is the intention of the H. B. Wells - M. O. Ghani Fellowship that this partnership, over time, will form a community of innovators within the discipline of business education that impacts Bangladesh and both institutions. The Herman B. Wells - M. O. Ghani Faculty Fellowship is made possible by generous gifts to IU from Mrs. Veronique Yousuf and M. Osman Yousuf, the youngest son of Shamsun Nahar and M. Osman Ghani.



M. Osman Yousuf, M.B.A.'76, First Lady Laurie and President Michael McRobbie welcome Professor Tasneema Afrin, the 2019 H. B. Wells - M. O. Ghani Fellowship Faculty Award recipient, to the Bloomington Campus.

From a Conference to Collaboration

Kelley's Fast Friendship with Bucharest



Professor Patrick E. Hopkins

The summer of 2015 seemed like a typical summer of research presentations for Professors of Accounting Patrick Hopkins and Leslie Hodder. As they are married and specialize in the same niche of accounting research, Pat and Leslie occasionally work on projects together and are often invited to give keynote talks at the same research conferences. During that summer, one of their destinations was the Emerging Scholars Development Workshop in Bucharest, Romania. Pat and Leslie had never been to Bucharest before, but had professional acquaintances (who, in the spirit of full disclosure, are now close friends) on faculty at Academia de Studii Economice din Bucuresti (ASE University in Bucharest), Professors Catalin and Nadia Albu. (Yes, they are also married accounting academics.) Seeing the city, its culture, its hospitality and its infrastructure first hand, Pat (who also serves as Chair of Graduate Accounting Programs) and Leslie were convinced Bucharest could serve as a 3/2 M.B.A. Field Study location site. After a brief discussion (literally) on the sidewalk on the way to a conference dinner, Catalin and Nadia were quickly on board with aiding in developing

ASE contacts, securing university housing and locating company sponsors for Field Study project teams.

Based on the tireless efforts of Catalin and Nadia, the pieces came together and Bucharest has been a 3/2 M.B.A. Field Study location for approximately 20 3/2 M.B.A.s each year since April 2016. Based on the successful partnership between Kelley and ASE in the 3/2 M.B.A. Field Study, Kelley was also able to develop, and seamlessly launch, the undergraduate-level BUS-A272 Global Business Immersion course in Bucharest. A272 provides students with an understanding of the major dimensions of global accounting, the factors affecting the preparers and users of global accounting information and the relative impact of various dimensions on countries, companies and stakeholders.

During the first year of the Bucharest-based Global Business Immersion course, almost every company students visited in Romania was directly involved as a host company in the 3/2 M.B.A. Field Study. These company introductions and relationships were made with the help of ASE Professor Catalin Albu and Kelley Professors Terry Campbell and Chris Cook. Professor Albu's local knowledge has been essential in contributing meaningful experiences to the Field Study and Global Immersion Course programs. For example, when program leadership decided experiential company visits were more pedagogically meaningful than classroom lectures, Professor Albu arranged site visits and debriefing sessions with the managers of those locations. Because of the relationships Professor Albu is able to bring to the table, the Bucharest-based Global Business Immersion course now has tours of a manufacturing facility, eco-friendly construction sites, a wildlife rescue center, and a hospital.

Making a Place in a Bigger World

Student Successes in the Field

"I strongly recommend field study as an opportunity to experience working in another country, for personal growth, and to help your resume stand out among your peers. It was a major highlight my first year and an experience I will cherish for the rest of my life."

—Chris Horner, Bucharest Field Study Program

In addition, in the almost-four years since Pat and Leslie ventured to Bucharest for an academic conference, the interrelationships between Kelley and Bucharest have become richer and have made their way back to Bloomington. In January 2017, Professors Catalin and Nadia Albu visited Bloomington to become immersed in the research culture at Kelley. There still remain vast differences in research culture between the United States and Europe, and these types of exchanges are highly valuable to both Kelley faculty and our visiting faculty. With the help of LaVonn Schlegel in Kelley's Institute for International Business, we submitted a very strong Erasmus+ application to help fund a return visit by Professors Catalin and Nadia Albu in winter 2020.

Further, during January 2019, three representatives from KPMG in Bucharest visited Kelley–Bloomington to learn more about culture and programs available in a large, successful U.S.–based research university. KPMG in Bucharest has been—by far—the single biggest supporter in Bucharest for our 3/2 M.B.A. Field Study and our Global Business Immersion students. KPMG's Bucharest representatives have been so impressed by the quality (and attitudes) of our students that wanted to come to Bloomington to learn more about our programs and culture.

Our Bucharest connections have reached across the Atlantic to Bloomington through two additional, ongoing collaborations. First, a team of students served as long-distance consultants for ARC Bucharest through our A569 Field Consulting Projects course. A569 is a semester-long course in which students work

with real-world clients to deliver real-world (and valuable) consulting solutions to operational business problems. In addition, our graduate students in the 3/2 M.B.A. Field Consulting course are helping to develop cases for blended teams from both Kelley's Global Business Immersion course and the ASE Business School. We envision that these combined teams will work the case—albeit at a distance—to solve the case. Afterwards, an executive from one of the firms will come in and discuss the case in greater detail with the students and give them feedback on their work.





Kelley School of Business Dean Idalene "Idie" Kesner surprises the BUS-X272 Global Business Immersion course participants while all were waiting for flights in the Atlanta airport.

Founded in 2010, Institute for International Business (IIB) is Kelley's focal point for international outreach. Our mission is to transform lives, organizations, and communities by creating and nurturing partnerships that build business and entrepreneurial knowledge in emerging and developing markets.

We work to expand the way people think about themselves in the world and how they interact with others from around the world. Through our field work and programs, we bring people and organizations together to create economic opportunities for individuals and communities.

Institute for International Business
316 N. Jordan Avenue
Bloomington, IN 47405
(812) 855-5944
kelley.iu.edu/iib
IIB@indiana.edu



@KelleyIIB



Kelley Institute for International Business



Kelley Institute for International Business



[kelleyiib](https://www.instagram.com/kelleyiib)

