

Institute for International Business

Global Impact

Summer 2021



From the Desk of the Executive Director: The Path Forward

Wow. What a wild ride this last 18 months has been!

My “March 2020 self” was not at all prepared for the pandemic—mentally, physically, personally, or professionally. And I am guessing, neither were you. As with most inflection points, we weren’t ready when the world changed course almost overnight requiring so many different approaches necessary to make this transition successfully. Here at Kelley, like organizations around the world, we had to figure it out as we went.

And figure it out, we did. While dealing with the unknown each of us had to pull from our own reserves to determine how best to move forward. For us, the hardest and most important tasks were the same—how do we keep our relationships active and continue to deliver on our promise of making a difference?

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Day to day, we accomplished more than any of us expected when we were packing up our offices to start remote work. Our relationships with students, with faculty, with colleagues, and with partners around the world depended on new ways to communicate, to build trust, to do what we needed to do. And we succeeded.

Now I hear many discuss “returning to normal”—getting back to the way things were. While I am certainly looking forward to a less restricted, less stressful approach to life, I don’t want to sell short the experience and wisdom we have all gained during this time. With the luxury of hindsight, I see how the last 18 months has moved me to a new starting point. We have the chance to reemerge with new skills, new perspectives, new passions—with a renewed energy and purpose.



LaVonn Schlegel
Executive Director of Kelley's Institute
for International Business

So, where I stand now is different and thus, my path forward will be different by virtue of this unique (and yes scary) COVID experience and a renewed sense of being. I wish you all well as the world begins to reemerge and I look forward to seeing many of you in the next year as we continue the journey!

Business Is Global: A Virtual Excursion

After taking the summer of 2020 off due to the pandemic, Business is Global (BIG) was hosted virtually this summer. BIG is a unique, two-week summer program for rising high school sophomores, juniors, and seniors and offers immersion opportunities in international business, less commonly taught languages, and cultures from around the world—no passport is necessary.

Fifty-four participants from fifteen states, Germany, and Mexico experienced a unique blend of culture, language, and international business learning that introduced them to the myriad of opportunities available in today’s global marketplace. Throughout the two-week program participants were introduced to:

- A diversity of cultures and business practices around the world
- Business fundamentals from the top-ranked Kelley School of Business faculty, including finance, operations, marketing, strategy, and entrepreneurship
- Less commonly taught languages from dynamic and emerging economies, including Arabic, Brazilian Portuguese, Greek, Hungarian, Mandarin Chinese, Norwegian, Russian, and Turkish
- Opportunities to engage with peers from the U.S. and around the world

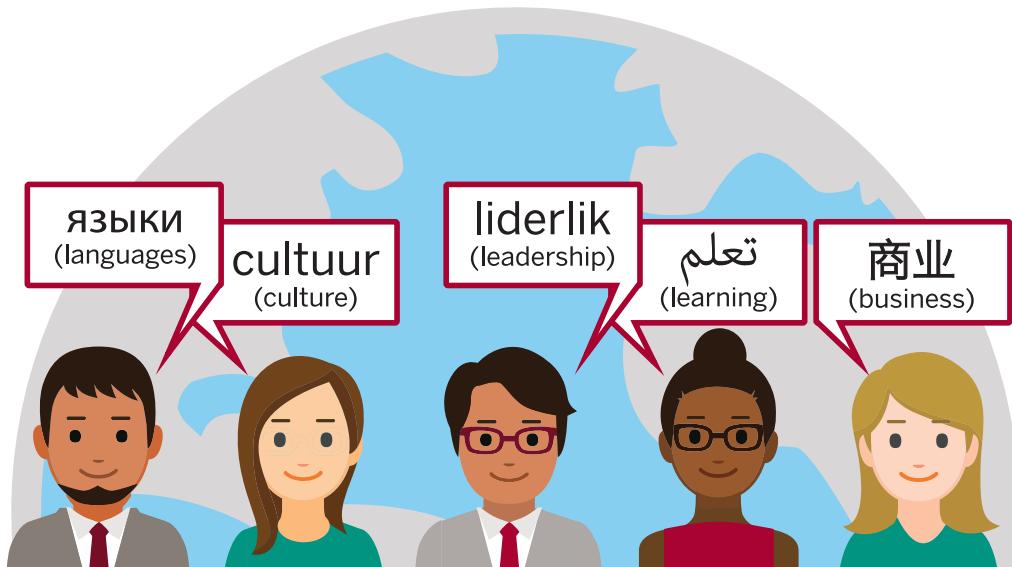
This year’s program occurred from June 27 to July 10 and was jam-packed with accompanying cultural opportunities to supplement the eight languages.

The shift to virtual learning has enabled us to greatly reduce the program fee. Additionally, virtual programming provided access to students and instructors who might not have otherwise been able to participate due to geographical concerns.



Business Is Global in 2019. We look forward to an eventual return to in-person experiences.

The jury is still out on the delivery of BIG 2022. Will the program occur in-person, virtually, or hybrid? While this summer’s virtual programming was a success, stay tuned for an update on what is sure to be another phenomenal excursion for Business is Global Summer 2022!



U.S. Future Leaders Topical Seminar on Cybersecurity

On January 28 and 29, IIB partnered with the Hamilton Lugar School of Global and International Studies Cybersecurity and Global Policy Program to host a virtual U.S. Future Leaders Topical Seminar on Cybersecurity for approximately 30 alumni of the U.S. Department of State's Benjamin A. Gilman International Scholarship Program. Originally intended to bring participants to the Bloomington campus, the seminar was transitioned online due to the ongoing pandemic.

During the two days, participants engaged in a series of interactive and informative sessions facilitated by several IU faculty experts.

Topics covered included:

- AI and Future of Work
- AI and Cybersecurity
- Cybersecurity Governance from a National Security Perspective
- Diplomacy, Security, and Governance
- Economics of Cybersecurity
- Governing AI
- Legislating Cyberspace: Data Protection, Cybersecurity, and Internet Governance
- Managing Technology Amongst Constant Change
- Personal Leadership—Self-Awareness, Personality, and Values
- Tech, Privacy, and COVID
- Toward Cyberpeace

Representatives from Lyft Level 5 Autonomous Vehicle Lab spent an hour with the group discussing their work and sharing advice. Participants were split into small groups for a Cyber Statecraft Challenge to gain a deeper understanding of the policy and strategy challenges associated with management tradeoffs during a cyber crisis. Finally, no seminar would be complete without a networking event. The group mingled virtually for an hour with each other, participating faculty and staff, State Department Bureau of Educational and Cultural Affairs representatives, and representatives from a number of IU and Kelley graduate programs.

Participating faculty included:



Rachel Dockery
Research Fellow in Cybersecurity Law,
Maurer School of Law



Lee Feinstein
Dean, Hamilton Lugar School
of Global and International Studies



Esfan Haghverdi
Executive Associate Dean for
Undergraduate Education and Director
of Cybersecurity and Global Policy,
Luddy School of Informatics,
Computing, and Engineering



Asaf Lubin
Associate Professor of Law,
Maurer School of Law



Ray Luther
Senior Lecturer of Management
and Entrepreneurship, Kelley School
of Business



Isak Nti Asare
Associate Director of the Cybersecurity
and Global Policy Program,
Hamilton Lugar School of Global
and International Studies



Angie Raymond
Associate Professor of Business Law
and Ethics, Kelley School of Business



Scott Shackelford
Associate Professor of Business Law
and Ethics, Kelley School of Business



Brad Wheeler
Professor of Information Systems,
Kelley School of Business



Kelley Faculty Research Discussion Series



Professor Jeff Prince

On May 25, 2021, Professor Jeff Prince, the Harold A. Poling Chair in Strategic Management and chair and professor of business economics and public policy, kicked off the Kelley Faculty Research Discussion Series by giving an interactive virtual presentation centered on his recent research study, "How Much Is Privacy Worth Around the World and Across Platforms." The event, hosted by IIB and the IU Mexico Gateway, was the first in a new series of research discussions from faculty at the top-ranked Kelley School of Business at Indiana University. The series will feature research studies from Kelley faculty that have a global impact.

The study measures individuals' valuation of online privacy across a wide range of countries (United States, Mexico, Brazil, Colombia, Argentina, and Germany) and data types, including personal information on finances, biometrics, location, networks,

communications, and web browsing. A moderated discussion and Q&A session followed the presentation with the collaboration of Dra. Nayeli Gervacio Mateo, UNAM faculty member in the Humanities Coordination. The National Autonomous University of Mexico (UNAM) is the largest university in Latin America.

"I've given talks across a wide range of audiences, many of them outside of academia, and I always find additional value when I can break out of just the academic circles," Prince said. "Audiences consisting of practitioners and policymakers can bring a whole new set of insights. Those groups are great at making sure that my work actually applies and has practical value."

Prince, who is codirector of the Institute for Business Analytics at Kelley and recently served as chief economist at the U.S. Federal Communications



"These events enable us to regularly bring together broad, regionally focused audiences for meaningful discussions on Kelley School research that will be applicable to them as they confront immediate challenges."

Idalene "Idie" Kesner
Dean, Kelley School of Business
Frank P. Popoff Chair of Strategic Management

Discussion Series

Commission, said the benefits of the research discussion series include the potential for reaching a broader audience, including alumni, students at other universities, policymakers, and business leaders in the region.

The Kelley Faculty Research Discussion Series builds on Worldwide Roundtable events held virtually in October and March, organized by Kelley's Institute for International Business. More than 1,500 people registered for those live panel discussions and breakout sessions that originated from IU Global Gateway offices, as business leaders joined conversations about the importance of global connectedness and economic recovery post-pandemic.

The IU Mexico Gateway hosted the first event in the series. It is one of five gateway offices around the world that help IU faculty, staff, students, alumni, and partners advance their academic

and professional interests in the country or region they serve. Featuring research that has a global impact, the quarterly series will continue at one of the IU Global Gateway offices in Beijing, Berlin, New Delhi, and Bangkok. Registration for all events is free and open to the public.

"We are pleased to partner with the IU Global Gateway Network to provide a new international platform for Kelley faculty to demonstrate their thought leadership in the school's many research areas," said Idalene "Idie" Kesner, dean of the Kelley School of Business and the Frank P. Popoff Chair of Strategic Management. "These events enable us to regularly bring together broad, regionally focused audiences for meaningful discussions on Kelley School research that will be applicable to them as they confront immediate challenges."



Dean Idie Kesner moderated the final virtual roundtable discussion during the inaugural Kelley Worldwide Roundtable Discussion Event in October 2020. Dean Kesner was joined by Kelley Alumni Derek Hicks, Thomas Reichert, and Carolyn Valentine for the final of four global roundtable discussions focusing on the importance of our global connectedness during disruption and beyond.

About Us

Founded in 2010, Institute for International Business (IIB) is Kelley's focal point for international outreach. Our mission is to transform lives, organizations, and institutions through the development of programs and partnerships, big and small, which build business and entrepreneurial knowledge for action in emerging and developing markets globally.

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.



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