November 30, 2009

Dr. Mary Finn
Associate Provost for Institutional Effectiveness

Dr. Fenwick Huss
Dean, Robinson College of Business

Re: Director’s Statement of the Institute of International Business APR Self-Study Report

Attached is the Self-Study Report conducted by the Institute of International Business as part of the Academic Program Review process (please find the CD which includes the complete report with the tables, appendices, and other information as specified in the APR template). The Institute’s APR Committee, chaired by Professor Bijan Fazlollahi and also including Professors Karen Loch and Jim Senn, has worked diligently over the past year to evaluate the Institute and assess future opportunities. The strategic goals and objectives set forth in the document are the culmination of deliberations by the Institute’s faculty and internal and external stakeholders.

I have carefully reviewed the Committee’s findings and agree with their conclusions and recommendations. I would like to add my own observations while accentuating their major recommendations.

The Institute of International Business makes a critical contribution to the RCB, University, and the external business community. Our faculty study and teach a phenomenon critically important to our society: globalization of economies, internationalization of firms, and implications for managers and firms. The Institute of International Business is critically important to the vision articulated by President Mark P. Becker. Our teaching, research, and outreach support the globally connected university that he envisions. As an eclectic discipline, the Institute also builds meaningful bridges with other disciplines and units represented at Georgia State. Many collaborative programs are already in place.

The Institute of International Business has excelled in teaching, curricular innovations, and business community outreach, and a modest contribution to scholarly research. The Institute faculty continues to make their mark on the development of students and internationalization of U.S. business. Our impact can be felt on campus as well as the regional business community.

Though we have had an impactful past, the Institute faculty is looking forward to even a brighter future. The Institute of International Business is at a critical turning point. In order to take the next step to become a top international business program in the country, we need to add to the Institute’s research-productive faculty and implement (reactivate) the doctoral program in international business.
We look forward to continuing the academic program review process and trust that Georgia State University administration will endorse the ambitious goals outlined in this self study and provide commensurate resources.

Thank you for your careful consideration.

Sincerely,

S. Tamer Cavusgil
Fuller E. Callaway Professorial Chair
Director, Institute of International Business
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