



## **NEWS RELEASE**

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## Xavier University's Williams College of Business Awards Students for Applying Skills to Study Abroad



CINCINNATI, 6 Sept. -- Last academic year, 66 Xavier University MBA students completed a semester-long *Doing Business in the Global Economy* course, which required a 10- to 12-day international study trip. Students traveled to China, Hong Kong, Brazil, Argentina, London and Germany, where they completed a global market opportunity analysis, examining the viability of introducing a new product or service to an international market.

Twelve students were nominated to participate in the 2012 Best Paper Competition on August 24. They presented their work to three judges from the Board of Executive Advisors of the Center for International Business at Xavier's Williams College of Business: Dr. Christopher Panczyk, program manager at General Electric, Dr. Vivek Narendran of Cincinnati Children's Hospital Medical Center, and Mr. Phil Foster, vice president and chief risk officer of Catholic Health Initiatives.

Best Paper Award went to (pictured left to right): Lead professor Mee-Shew Cheung, team members **Danielle Hamlyn (45208), Lauren Kaminsky (45208), Sharika Anderson (45227), and Casey Hamlyn (45208).** Their 30-minute presentation addressed the global market opportunity analysis of introducing Kraft Barbecue Sauce to China. The lead professor was Dr. Mee-Shew Cheung.

Runners-up were: Lauren Kinker (45236), Allison Pozega (45044), Stephanie Salak (45246) and Scott Tungseth (45220), and lead professor Dr. Mee-Shew Cheung; and William Cloppert (45241), Kirk Edwards (45249), Mark Hanlon (45213) and Jason Riveiro (45202), whose lead professor was Dr. Thomas Hayes.

"This competition allows our students to gain real world experience and insight into the challenges of conducting a global market opportunity analysis," explained Mee-Shew Cheung, PhD, director of Xavier's Center for International Business. "Doing this exercise better prepares them to help their employers explore overseas expansion opportunities. They learn to determine how to increase your business when the home market is not growing."

The Best Paper Competition is sponsored by the Board of Executive Advisors of Xavier's Center for International Business. A total of \$2,600 in awards is given to three finalist teams. The competition encourages students to seek applicable value from their participation in study abroad. They interact with global business executives and consumers to understand the nuances and challenges in conducting business in a cross-cultural setting. The coursework includes pre-trip lectures, country research and a post-trip team project, enhancing students' awareness of the forces of globalization and strengthening their managerial skills.

Xavier University is a private university located in Cincinnati, Ohio, providing a liberal arts education in the Catholic, Jesuit tradition. Founded in 1831, the university is the sixth-oldest Catholic university in the nation. U.S. News & World Report ranks it No. 4 among master's-level universities in the Midwest, and The Princeton Review names it as one of the "Best 377 Colleges in America."