

ROBERT H. SMITH SCHOOL OF BUSINESS

The **Robert H. Smith School of Business** at the University of Maryland is recognized as a national leader in business education. The school provides cross-functional programs that prepare graduates to lead organizations in an economy fueled by technology, globalization and constant change. Through education, research, executive development, and corporate partnership activities, the Smith School of Business is an invaluable resource for the alumni, government and business communities.

CENTER FOR GLOBAL BUSINESS

The mission of the **Center for Global Business** is to connect diverse members of the Smith School community (students, faculty, staff, alumni) to the world and the world to the Smith School, to provide these members and partners with opportunities to gain a global mindset and build international business skills, and to serve as a Maryland resource center for companies seeking to take their goods and services into the global marketplace. The Center is the driver of internationalization and global mindset education at the Smith School and a preferred partner for international commerce in the State of Maryland, specifically in regard to training and supporting students, companies, and current and future business leaders to engage successfully in global business.

*The Global Showcase is supported in part by CIBE, the **Center for International Business Education (CIBE)**, a Title VI grant from the U.S. Department of Education.*



**ROBERT H. SMITH
SCHOOL OF BUSINESS**

CENTER FOR GLOBAL BUSINESS

Robert H. Smith School of Business
2410 Van Munching Hall
University of Maryland
College Park, MD 20742

Email: global@rhsmith.umd.edu

GLOBAL SHOWCASE



**FEBRUARY 14, 2019
10 A.M. - 4 P.M.**

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#GLOBALSHOWCASE19

#SMITHGOESGLOBAL



@SMITHGLOBALBIZ

ABOUT THE JUDGES

Courtney Bigger, Associate Director, Office of Career Services
Eugene Cantor, Associate Clinical Professor, Department of Accounting & Information Assurance
Protiti Dastidar, Associate Department Chair & Clinical Professor, Management & Organization
Chris Dax, Assistant Dean, Office of Development & Alumni Relations
Kim Robertella Glinka, Director, Center for Social Value Creation
Arnie Greenland, Professor of the Practice, Decision, Operations & Information Technologies
Brian Horick, Assistant Dean, Office of Undergraduate Studies
Ramsey G. Jabaji, Associate Director, Office of Global Engineering Leadership
Jeff Miller, Lecturer, Logistics, Business & Public Policy
Kislaya Prasad, Research Professor, Decision, Operations & Information Technologies and Academic Director, Center for Global Business
Patricia Reich, Assistant Dean and Executive Director, Office of Career Services
Lauren Ruszcyk, Assistant Director, Education Abroad
Allison Schwarz, Executive Director, Alumni Relations, Office of Development and Alumni Relations
Jonathan Southgate, Instructional Designer, Office of Transformational Learning
Gerald Suarez, Professor of the Practice in Systems Thinking & Innovation, and Change and Fellow, Center for Leadership Innovation and Change
Rebecca Winner, Executive Director, Office of Marketing and Communications
Kunpeng Zhang, Assistant Professor, Decision, Operations & Information Technologies

FACULTY/STAFF RECOGNITION

CGB would like to recognize the following Smith School faculty and staff members who led programs abroad during the 2018-2019 academic year.

Pamela Armstrong, Associate Clinical Professor, Decision, Operations & Information Technologies
David Ashley, Adjunct Professor, Marketing
Claudia Donnelly, Manager, Undergraduate Programs
James McKinney, Clinical Professor, Department of Accounting & Information Assurance
Victor Mullins, Associate Dean for Undergraduate Studies
Greg Rafal, Assistant Director, Global Programs, Center for Global Business
Chris Rehkamp, Student Venture Programs Manager, Dingman Center for Entrepreneurship
Oliver Schlake, Clinical Professor, Management & Organization
Jeanette Snider, Assistant Director, Undergraduate Programs
Mark Wellman, Clinical Professor, Department of Management & Organization

CENTER FOR GLOBAL BUSINESS STAFF

Rebecca Bellinger, Executive Director
Kislaya Prasad, Academic Director
Marina Augoustidis, Assistant Director, CIBE Programs
Greg Rafal, Assistant Director, Global Programs
Kara Korab, Program Manager, Global Programs
Santiago Luna, Coordinator

STUDENT PRESENTATIONS

ENTERPRISE AND INNOVATION CONT.

- 22. Ishishini Kunye Nokutsha** Allison Criswell, Nicholas Fabbroni, Aiden Henry, Ethan Parker
- 23. Outervation** Amber Carter, Julia Kemplin, Mark Pressler, Karla Villacis
- 24. Building Education: Starting with Principals** Arsalaan Ali, Kai Jones, Jemma Lehner, Tionna Wells
- 25. Social Innovation in the South African Context** David Caceres, Brandon Lucas, Stephanie Skolka, Tiffany Su
- 26. South Africa: Enterprise & Innovation** Denis Alvarenga, Gabby Bennett, Austin Wenck, Christyana Wood
- 27. Australia and New Zealand: Where Innovation Takes Flight** Tyra Cannady, Jason Curau, Kirellos Abou Elsaad, Hannah Fields, Lillian Harrington, Matt Wingate
- 28. Adventure Tourism and Innovation in New Zealand** Aditi Balachandran, Patrick Driscoll, Olivia Gomez, William Parks, Jonah Rosen, Deanna Yi

STUDENT PRESENTATIONS

EFFECTS OF CULTURE ON BUSINESS

- | | |
|---|---|
| 11. @to.kyo.to | Seth Kujawa, Alexander Leipold,
Lexi Paidas, Namrita Perincherry,
Harrison Tzou |
| 12. The Japanese Startup: A Divergence from Established Business Culture | Madeline Caracappa, Aska Gaines,
Lydia Hu, Shanaya Mullan, Kyle Su |
| 13. Culture Influences Business: France and Morocco | Antoinette Brimmer, Andrea
Valladares, Cameron Widdoss |
| 14. Hospitality and History: Where Moroccan Culture Meets Business | Lily Ding, Jill Hao, Omar Joyce,
Kostas Nakas, Hannah Shraim |
| 15. How Culture Influences Business | Teddy Joseph, Marc Rodriguez, Rob
Viglione |
| 16. Effects of Culture on Business | Lauren Kantelis, Adam Lor, Matt
Schaefer, William Washburn, Laura
Zheng |

ENTERPRISE AND INNOVATION

- | | |
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| 17. Land of the Rising Start Up | Ben Conway, Rocky Hsueh, Arianna
Minas, Kelli Webber |
| 18. Tackling the Resistance Towards Innovation in Morocco | Emily Miller, Monica Panepento,
Nikita Salker, Sydney Sharp |
| 19. Innovating a Brighter Future | Marcellus Blount, Sarah Fagan, Edom
Mesfein, Dan Rothenberg |
| 20. The King v. The Republic: Comparing Innovation Between France & Morocco | Arjun Agarwal, Henry Blanco,
Makaela Jackson, Jayla Partlow |
| 21. Breaking into the Italian Market: Understanding the Cultural Differences and Barriers to the Italian Market | Chris Schooley |

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TIMELINE OF EVENTS

10 a.m.	Opening of 4th Annual Global Showcase Fan Favorite voting begins
12 - 2:00 p.m.	Students present their posters to the judges and guests.
2 - 4:00 p.m.	Fan Favorite voting continues
February 15, 2019	Awards announced via email

POSTER CATEGORIES AND AWARDS

The 4th Annual Global Showcase features five main poster categories. Judges will select one winner per category, and the winning teams will receive a \$500 award. Judges will focus on the presenters' overall knowledge, professionalism, and communication skills.

Comparative Business Analysis

This category analyzes the business practices in one country as they compare to business practices in the U.S. or in another country. Comparisons may focus on economic, political, cultural, and/or social differences or similarities as they relate to conducting business.

Effects of Culture on Business

This category examines how a country's cultural dimension scores inform how business is conducted both within the country and between other nations. The presentation draws upon at least three of Geert Hofstede's cultural dimensions and address opportunities and challenges.

Digital trade and AI

This category examines how commerce in different countries is being transformed by digital technologies and AI. The presentation can examine how overseas companies are making use of the Internet, mobile platforms, or AI, and how these uses have adapted to local conditions. It can also examine how U.S. companies are making use of these technologies in overseas markets.

Enterprise and Innovation

This category focuses on a country's ability to encourage entre-preneurial thinking as a way to create products, processes, and/or services, with an emphasis on identifying innovative ways of addressing needs (either economic, social, and/or political).

Opportunities & Challenges for U.S. Businesses

This category explores opportunities and challenges for U.S. companies that conduct business (or hope to conduct business) in a country, including the influence of current economic, political and social situations. The presentation may focus on one country or compare two countries.

Fan Favorite Award

Guests will select a winning poster for a "Fan Favorite" award and the winners of the Fan Favorite will win a Rocketbook Smart notebook.

STUDENT PRESENTATIONS

COMPARATIVE BUSINESS ANALYSIS

1. **Accounting in a Global Perspective** Halle Lerner, Amanda Schweitzer, Jennifer Zheng
2. **US vs. UK: A Deeper Look Into Political, Social, and Economic Effects on Business** KeiAsia Coates, Jahi Jones, Jason Recht
3. **Accounting Across Cultures** Alexis Bartley, Kylie McCabe, Jessica Ridgewell
4. **USA to AUS: Comparing Best Business Practices** Matthew Griffith, Chase Lampert, Molly Walsch, Varsha Ramachandran, Kerri Simmons, Jeffrey Yin
5. **Comparative Analysis: Australia & New Zealand** Matthew Anthony, Eunisa Lu, Carlos Richardson, Jennifer Shorb, Sam Tirone
6. **Japanese vs. US Businesses** David Polefrone, Dan Selzer, Cameron Chahmirzadi, John Strauss

OPPORTUNITIES AND CHALLENGES FOR US BUSINESSES

7. **From Eagle Nests to Kiwi Burrows: Invest in New Zealand Hospitality** Molly Carroll, Elizabeth Childs, Jeffrey Klepper, Elizabeth Malloy, Yo Sasatomi, Peter Sorensen, Mahlet Tadesse
8. **An America Guide to Australian Adventures** Sarah Feng, John Franz, Klaudia Labuda, Jack Mellin, Nikhil Singh, Alexandra Wood

DIGITAL TRADE AND AI

9. **Interconnected: How Businesses Conduct Audits in the Modern World** Fernando Cavallo, Nick Grau, Jack Iler
10. **Case Study on Soul Machines: Will AI be the New Face of NZ?** Hunter Berry, Natalie LaRosa, William Lu, Nick Montanari, Caroline Ward, Helen Zhang