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### **Perspectives**

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# Illinois Business PERSPECTIVES

College of Business at the University of Illinois at Urbana-Champaign

Volume 2, Number 1



**GLOBAL RESEARCH, GLOBAL IMPACT**  
*Business Measurement Practices Worldwide*  
*Immersive Classes Mean Business*  
*Warsaw University and College Collaborate on Executive MBA*



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# dean's message



The College of Business has been thinking globally for decades. Long before the phrase "global marketplace" was coined, the College's Center for International Education and Research in Accounting (CIERA), established in 1962, was providing leadership in international accountancy education.

Today, the College continues to have a global reach and a global impact. This issue of *Perspectives* gives you a sample of the exciting research in international business being performed by our faculty. Their projects take them to distant continents—literally and figuratively—to examine such diverse subjects as the buying behavior of illiterate consumers, the digital economy, and a new institution that handles large-value foreign exchange payments.

Our students are taking advantage of opportunities to travel internationally. They go overseas for a few weeks, a semester, or a year to experience a different culture and education in a new setting. Read in these pages about the educational options the College offers to undergraduate and graduate students.

Also in this issue are articles about the latest initiatives of CIERA and the College's Center for International Business Education and Research (CIBER), one of thirty federally funded centers established to advance the study and teaching of international business.

Today's business leaders must manage in an environment characterized by rapidly emerging technologies and dynamic new business models. And they must do so in a highly global marketplace. The previous issue of *Perspectives* provided a glimpse of how the College is building the bridge between business and technology. In this issue, you will learn how the College's global reach does, indeed, have global impact.

Sincerely,

Avijit Ghosh  
Dean, College of Business

# no recess.



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