

Foreword

The tragic events of September 11th have dramatically heightened our nation's concern for homeland security. While this will remain an important national focus in the future, we must not lose sight of the fact that our nation's place in the twenty-first century will also be determined by the extent to which our business firms can compete internationally. As trade barriers continue to fall, customers' needs and preferences converge across markets, and pressure on American firms to generate greater economies of scale and scope intensifies, business must explore and exploit growing international markets.

In order to supply US firms with business leaders capable of looking beyond national borders and leading the global activities of their firms, US universities must enhance the international orientation and expertise of their faculty and students. The Centers for International Business Education and Research (CIBER) program of the US Department of Education was launched over a decade ago to help achieve this goal. A Reagan administration initiative, the program was authorized under the Omnibus Trade and Competitiveness Act of 1988 and is now administered in the US Department of Education under Title VI, part B of the Higher Education Act as amended.

The CIBER program awards grants to leading business schools throughout the country to establish and operate Centers for International Business Education and Research. These CIBERs serve as national resources for teaching and outreach in business, foreign languages, and cultures and for conducting cutting-edge research on key international business topics of managerial relevance and significance.

This book, *Handbook of Research in International Marketing*, represents one CIBER-sponsored research activity in the field of international marketing. Recognizing the potential benefit of assembling the world's top international marketing scholars in a single venue, the University of Connecticut CIBER organized a conference: 'State-of-the-Art Research in International Marketing'. The fact that four other CIBERs (Michigan State University and the universities of Memphis, Wisconsin and California, Los Angeles) co-sponsored the program is an example of the cooperative relationships among CIBERs encouraged by the US Department of Education – relationships that significantly enhance the

scope of the CIBER program and maximize its impact on issues affecting the competitiveness of US managers.

The interaction of 24 top international marketing scholars from colleges and universities around the world during this conference represented a major opportunity for examining the state-of-the-art research in this important field. Scholars presented and debated their views on a broad spectrum of current and emerging international marketing issues and took advantage of this unique opportunity to seek feedback from respected colleagues around the world on the direction of their own research. The papers included in this book encompass virtually all areas of international marketing and should be of great value in shaping the future research of emerging international marketing scholars. I believe these research efforts will directly and indirectly guide US managers and enhance their ability to compete in world markets. As such, I consider the completion of this book to be a success in fulfilling CIBER statutory program objectives.

Given the high quality of the chapters in this book and the overwhelmingly positive response of participating scholars, I know all CIBERs will share my opinion that this was a highly successful endeavor. This cooperative effort is but one of many examples of resource sharing among CIBER universities. As the CIBERs begin a new 4-year funding cycle in fall 2002, we can expect increased linkages and outreach to US institutions of higher education beyond the funded CIBER group.

I thank Dr Subhash Jain, the editor of this book for asking me to write this foreword and wish the contributing authors success in their future research endeavors.

Susanna Easton
Program Specialist
International Education and Graduate
Programs Service
US Department of Education
Washington, DC, USA