The Fourth Annual
GLOBAL TEMPLE CONFERENCE
showcasing Temple research, programs, and creative activities from around the world

November 17, 2009
Howard Gittis Student Center
Temple University
November 2009

Dear Conference Participants:

Welcome to the Global Temple Conference of 2009. On behalf of the conference organizing committee, the conference sponsors, and the numerous supporters and well-wishers of this third effort, we thank you for participating. We also thank President Ann Weaver Hart, Provost Lisa Staiano-Coico and the Deans and their staff from many colleges for their support. Our biggest thanks go to Denise Connerty and the staff of the International Programs office. The conference would not have been possible without their commitment and hard work.

This is the fourth Global Temple Conference. The previous three enabled a large number of students and faculty to reveal their scholarship and work beyond the United States. This year nine of Temple’s colleges and schools are represented, including over 100 individuals (faculty, students, and staff) who will be presenting papers, posters, exhibits, and films, as well as panels presenting discussions on a wide range of global topics.

The Global Temple conference is conceived to illustrate the great diversity of Temple’s interests and involvements. The International Programs and International Services staffs and many of the academic departments have always been alert to make the best of opportunities for students – whether it is to study abroad or to incorporate a global perspective in the classroom. Our researchers – faculty and students – continue to cover all corners of the globe. Some work at the ground level, others in corporate boardrooms. Some talk and question, others measure, yet others film, and some bring to us the richness and diversity of distant cultures. The entire Temple community gains from these efforts, as we all learn about the world and how all of it is becoming more tightly intertwined through culture, commerce, health, politics, the arts, and humanity. It should be the goal of any institution of higher learning to develop informed and culturally competent students who will become learned citizens. The Global Temple conference is one of the ways that Temple seeks to contribute to this goal.

Thank you for participating; we hope that you enjoy the sessions, meet new friends, make new connections, open new intellectual avenues, and leave with an appreciation for Temple’s diversity and global reach through cooperation and collaboration.

Dave Baron, School of Medicine
Conference Chair
GLOBAL TEMPLE CONFERENCE PROGRAM
Tuesday, November 17, 2009

9:30-10:00  Registration and Coffee
10:00-10:45  Conference Opening, Room 200A

11:00-12:20 Concurrent Sessions

**Panel 1: Cultural Identity in Asia**

*Representational Idealism in Japanese Popular Culture: Progressive Racism or Racial Progress?*

**Kyle Cleveland, Associate Professor of Sociology, Temple University, Japan Campus**

This paper will address how the performative identities of youth style subcultures in Japan reflect the broader political context in which they are situated, and are symbiotically linked to their mass media representation. My emphasis is on Japanese Hip Hop as an illustrative case of how globalization is contained within distinctive Japanese patterns of cultural reproduction. Because these representations – both those embodied by subculture actors and those conveyed to mass audiences - trade upon racial tropes, they are often perceived to be evidence of Japanese racist sentiments. Yet in the realm of subculture, racial ideology plays out - and is played with - in ways which defy the notions of racial identity which have sustained nationalist, xenophobic and exclusionary politics. Racist, progressive, nostalgic and postmodern, Japanese youth and popular culture confound race-based national policy and mainstream discourse, and call into question delimiting narratives of racism, suggesting the emergence of a progressive politics that transcends established paradigms of racially circumscribed identity and ideology.

*The Economics of Baseball in Japan*, **Michael A. Leeds**, Professor of Economics and Sumi Sakata: Director, Law Program, Temple University Japan

Baseball might be America’s “national pastime,” but Japan has adopted the sport as its own. While the sport is ostensibly the same in both countries, there are significant differences in how it is staged, played, and even watched. These differences reflect deeper economic and cultural differences between Japan and the United States. We explore some of these differences and show how they reflect deeper differences between the two countries.

*South Korean Nationalism: Slow Changes from Historical Homogeneity to Globalization and a Separation of Nationalism and Ethnic Pride*, **Joyce YunSun Kang**

Though rise of immigration is occurring South Korea, it is unclear how it will impact Korean nationalism. Issues with the Korean language, past colonialism, and the history of North Korea-South Korea split have slowed the progression of nationalism. Furthermore, it has restricted the amount of foreign influences in Korea in fear of losing nationalism that has negatively affected Korea’s economic market. But nationalism may start to look differently with increasing immigration and raising a new “Korasi” people living. Korean nationalism growing from past history encompasses several sects, including sports, economy, and even adoption. This paper will talk about nationalism in a relatively homogenous country, citing examples from recent events in Korea’s history to a changing society.

**Panel 2: International Law Scholarship at Temple**

*Room 217B*

**Jeffrey Dunoff, Professor; Jaya Ramji-Nogales, Assistant Professor; Sophie Smyth, Associate Professor, Beasley School of Law**

Temple Law School’s distinguished international law faculty produce scholarship designed to improve the international legal response to a variety of cutting-edge global issues, ranging from human rights to climate change to global governance. This panel will present current research by three faculty members. Professor Ramji-Nogales will discuss an empirical study of asylum decisions that finds wide disparities in outcomes among the nation’s 54 immigration courts; this ground breaking study has been featured in the New York Times. Professor Smyth will discuss innovative ways to provide international financing to developing states to address global issues. Professor Dunoff will discuss current developments in global governance.

**Panel 3: Global Health: International Fieldwork in Rural Costa Rica**

*Room 200A*

**Clara S. Haignere, Ph.D. MPH, Elizabeth Buckingham, Graduate Student in Public Health and Social Work, Megan Halkins, Undergraduate Public Health, Linh Nguyen, Undergraduate in Biology, Ian Ross, Undergraduate in Neuroscience, Peter Zavitsanos, Undergraduate in Biology; minor Public Health, Safiya Yearwood, Undergraduate Public Health**

Ten undergraduates and one graduate student in Temple University’s Costa Rica summer public health program, developed nutritional education strategies for elderly diabetics and young children, exercise/stress-reduction workshops, and constructed vegetable gardens in rural Costa Rica. Results: Cleared land and planted two vegetable gardens to improve the availability of nutritious food. Developed nutritional games for adults and children, demonstrating critical nutrients needed, and provided exercise games for children. Student offered daily Karate self-defense training and aerobic/relaxation classes, and went house to house providing information to elderly homebound diabetics. With community clinicians, students offered a community health fair on diabetes and hypertension.
**Panel 4: Global SCT**

**Room 217C**

_Nancy Morris Associate Dean for Research and Graduate Studies, SCT_

This session features a survey of global research and creative work being in the School of Communications and Theater. All SCT departments are represented. The session begins with a series of brief presentations of research and creative work by faculty and graduate students, followed by an open-house during which audience members can view posters of SCT global research and creative work and interact with panel and poster presenters.

**Field Notes and Field Work on Foreign Soil: Poetic Ethnographies, Professor Kimmika Williams-Witherspoon – Theater Department**

Performance/reading of several pieces written during travels in Greece, South Africa, Mexico and Egypt from _The Road Home: Precarious_, a collection of field notes written in poetic form.

**Foreign Language Acquisition and Intercultural Communication as Reciprocal Interests, Melissa Meade, Mass Media & Communication Doctoral student.**

This study explores options of foreign language teaching for improved intercultural communication by providing examples of possible activities that integrate intercultural communication with language learning. The activities addressed three aspects of intercultural communication, discussed in the theoretical orientation: sociolinguistic transfer and the ambiguity of language, stereotypes and intercultural encounters.

**An International Perspective on Crisis Communication, Professor Cornelius B. Pratt, Department of Strategic and Organizational Communication**

This study describes four characteristics of (organizational) crisis, defines crisis communication, and presents four driving forces that account for the effectiveness of crisis communication on a global scale. The forces: sensitivity to culture, race, and ethnicity; collaborations and partnerships; acceleration in time-space compression; and universals in ethics.

**In the Office vs. Outside the Office: Supervisor-Subordinate Guanxi Maintenance Among Chinese and Western Managers in China, Professor Priscilla Murphy, Department of Strategic and Organizational Communication & Jian Wang - reporter, China National Radio, Beijing**

This study investigated differences between Chinese and Western supervisors regarding the fundamental Chinese construct of _guanxi_, or "personal connection."

**Creating a Global Dream, Building a Global Brand, Chiaoning Su, Mass Media & Communication Doctoral student**

The Lenovo Group is the leading computer producer in the People’s Republic of China and the third biggest in the world. This study examines alternative brand-building processes, analyzing Lenovo's 2008 Olympics blog to determine how Lenovo used new social media to increase global awareness and brand preference.

**Time magazine's coverage of Kenyan independence, Diane Varner, Mass Media & Communication doctoral student**

While some journalism scholars use objectivity as an ideology through which to examine news coverage, this textual analysis argues that modernization theory is a better ideology to examine Henry Luce's editorial vision for _Time_ magazine by illustrating recurring themes and patterns in _Time_'s coverage of Kenya's 1963 independence.

**Putting the Earth in Global Media Studies, Professor Patrick Murphy, Department of Broadcasting, Telecommunications and Mass Media**

Globalization is not just connected to questions of culture and capital but also defined by climate change, diseases transmission, pollution and over exploitation of natural resources. This paper presents reasons why media scholars need to focus on environmental issues within the broader debate on globalization.

**"The white dress," a 6-minute narrative film made in Colombia, Oscar Molina, Department of Film and Media Arts MFA student**

**The digital divide from the perspectives of developing countries, Professor Undrah Baasanjav, Department of Broadcasting, Telecommunications and Mass Media**

Based on a case study of Mongolia, this poster explores how the Internet is a social technology and how underdeveloped local media, language factors, local institutional settings, as well as international organizations exacerbate or alleviate the global digital divide.

**The Latin American Group of Social Philosophy Workshop on Emancipation Paradigms, Mike Fuller, Mass Media and Communication Doctoral student**

Poster and information from a September 2009 international workshop on Latin American social movements and political philosophy, theory and practice held at the University of Havana, Cuba.

**International Journal of Comic Art, Journal of Asian Cinema, Professor John Lent, Department of Broadcasting, Telecommunications and Mass Media**

A display of the academic journals _Asian Cinema_ and _International Journal of Comic_, both founded and edited by Professor John Lent.

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**Panel 5: Student Visual Anthropology Films from India**

**Room 217D**

_Statues of My Town (Dhrangadhra, India), Keith Zavala Marchiafava_

The film is a collaboration between myself and Bahadursinh a local man who has lived in Dhrangadhra for 30 years. When he was young he went with his father to listen to stories and visit the gods and know he brought me along to help make a film in which we travel around his town to a number of statues and at each one he tells the story behind the statue. These statues range from religious figures to historical ones.
This film is a culmination of cultural observations from an anthropological student during a URI Grant-sponsored research in the city of Ahmedabad, Gujarat, India. It showcases the primary focus of the student's proposed ethnography, which is a continued research into the Swaminarayan Sect of Hinduism, and also presents research and film/photographic work undetermined by the student prior to his departure to India. The additional work is a testament to the basis of anthropology, that is, experiential learning and discovery through total immersion in a certain society and culture. This film displays many prominent features of Indian religion, society, and culture indigenous to Gujarat, and therefore may prove useful to those interested in traveling there. The student's methodologies in his multi-sited ethnography, his and techniques in film, photography, and editing, display both conventional and inventive ways of approaching and presenting anthropological data. This work is the culmination of the students primary undergraduate endeavors. He hopes you enjoy and learn from it.

PANEL 6: GLOBAL GUS

The Slums of Mumbai – Past, Present, and Future, Erin McCann

The city of Mumbai is the financial hub of India, contributing 37% of India’s taxes. This makes it a magnet for the rural poor who move to Mumbai in search of opportunities of employment and mobility. These people, who make up more than half of Mumbai’s population, end up living in slums where they sacrifice personal space and quality of life for long-term goals. In Mumbai’s slums, living conditions can be extremely harsh as overcrowding and lack of government planning and intervention lead to health concerns. Despite this neglect, businesses in Mumbai’s slums flourish as residents, determined to succeed, work hard, often for less money. Throughout Mumbai’s history, city government has created plans to redevelop its slums, all the while excluding slum residents from the planning process. This paper highlights the importance of including slum residents in redevelopment plans, as they contribute to the sustainability, vibrancy, and economy of Mumbai.

Tatar Religious and Cultural Revival in Post-Soviet Kazan, Liliya Nigmatullina

The historic capital of the Kazan Khanate, Kazan has been referred to as “the meeting point of two worlds”: European and Asian. At the same time Kazan was well developed both culturally and economically, and thus served as an important strategic city for Russians. Russians have always been interested in strengthening bonds with Volga Tatars – an ethnic group inhabiting Kazan. Since Kazan’s conquest by Ivan the Terrible in 1552, Kazan has been under Russia’s influence. Kazan was important because it was regarded as the main “caravansary” on the path of taking European ideas into Asia and bringing Asian ideas into Europe. Russians mostly used suppressive politics towards Tatars in order to weaken them as an independent nation capable to resist Russian influence. As a result, Tatars became one of the most assimilated ethnic groups in Russia. The Soviet rule was one of the most culturally painful periods for Tatars and their city Kazan. Many national landmarks such as mosques and museums were demolished, Soviet monuments were set up at every corner, streets names were changed, and Tatar language and religion were suppressed. However, after the collapse of Soviet Union, Kazan experienced “a cultural renaissance.” This development has resulted in significant changes in the character of the city. Mosques were reopened and rebuilt; Soviet monuments were eradicated, and streets were renamed to remind people of Tatar’s cultural pride. In this presentation I intend to trace the path of revitalization of Tatar culture and Islam by focusing on important changes in the landscape of Kazan. Will Kazan finally return to its historical origins?

Images and Models of the New Indian City, Sanjoy Chakravorty

Most major Indian cities—Bombay, Calcutta, Madras, Bangalore, etc.—have gone through a colonial period and a nationalist or post-colonial period. Both periods had their distinct political economic agendas and aesthetic principles, which are visibly inscribed in and on these cities. For the last two decades or so, these cities have been in what can be called a global phase, a condition that is primarily economic and political, but one that is also associated with a set of aesthetic principles. This paper will identify and discuss these new post-post-colonial conditions—from gated communities to consumer paradises, from seeking height to emulating Shanghai—and attempt a basic theoretical understanding of why these conditions (and not others) prevail.

Private Property and Public Purpose: The Special Economic Zone Debate in India, Chelsea Fish

Decentralization and globalization have led to intense state and municipal competition for private investment as India continues on the path of explicit economic liberalization that it began in 1991. One of the most contentious issues that form part of the so-called ‘second generation’ of economic reforms in India, which aim to foster market-oriented development, is the creation of Special Economic Zones (SEZs). So called ‘islands of excellence’, SEZs are duty free enclaves deemed foreign territory for the purposes of trade. Their purpose is to act as ‘engines for growth’, to improve the climate for export, and to allow private capital to build ‘world-class infrastructure in a short period of time without straining state budgets. However, India’s SEZ policy has triggered widespread violence, grass-roots protest, and political and legislative backtracking, most commonly symbolized in the popular media by the bloody confrontations at Singur and Nandigram. At the core of these violent confrontations is land acquisition and the related issue of compensation, most notably the state’s acquisition of land at below market rates for private businesses in the name of ‘public purpose’. This has led to a powerful political basis for opposition to development projects such as SEZs, which are seen as being anti-poor. In this paper, I use the case of Mumbai and Navi Mumbai SEZs in Raigad district, which span over 14,163 hectares, to examine the current land acquisition framework in India, looking to see whether, in the words of A.V. Raja, “…the creation of SEZs to attract investment from abroad was to create islands of ‘free enterprise’ in a sea that is still largely embedded in past politics.”

Marks on Moscow and Beyond: The Blight of Zurab Tsereteli on Russia’s Capital City and Other Great Cities Too, Roman Cybriwsky

This past summer, I traveled for the first time to Moscow and encountered without preparation the most enormous and hideous statue I had ever seen: a soaring bronze of Russian Czar Peter the Great complete with ship, navigation instruments, and busy fountains in the Moscow River. My Lonely Planet guide explained that it was twice the height...
of the Statue of Liberty and that sculptor Zurab Tsereteli had convinced his friend Moscow Mayor Yury Luzhkov to install the work on a prime site. What caught my attention was that the statue was originally one of Christopher Columbus, but that Tsereteli had failed to sell it to likely Columbus buyers such as Columbus, Ohio, so he changed the head to that of Peter and foisted it on Russia’s capital, a city that, ironically, Peter had hated. You can’t make this up, can you? I was intrigued and made a point of learning more about this statue and other works by Tsereteli the Tasteless (my own term), including one that is located uncomfortably close to us (in beautiful Bayonne, New Jersey), and about Tsereteli himself. I even visited his mansion in Moscow. I did not get in but saw enough to wreck the eye. This presentation is an account of this particular geographical expedition of mine. Its main lessons are not about Moscow or Russia, about which I know only so much, nor are they about art, which is truly not my field, or about art politics, although I do touch on all these topics. Instead, the heart of the presentation is some simple but important advice to students about how to travel: take the time to ponder what you see, read, ask questions, and even bring homework from your trips. Travel does not stop when the return flight lands. Wherever you go, select something that you find particularly interesting and take the time, both there and back home, to know it.

### 12:20-12:50  Lunch on your own

### 12:50-1:50  Concurrent Sessions

**Panel 7: Global Lives Project, Lebanon Chapter**  
**Room 200B**  
Lindee Hoshikawa, Simone Goldsmith and Irene Herrera, Temple University Japan  
The Global Lives Project is a collaborative project to build a video library of human life experience and share it through immersive video installations and an online portal. Temple University students and faculty in both the US and Japan have been involved in production and post-production on the project since 2007, along with hundreds of other students, educators and filmmakers. The Global Lives Project (globallives.org) will launch its initiative stage with 10 documentaries of 24 hours in the lives of different people around the world. Six of the shoots have already taken place in Brazil, Malawi, San Francisco, Japan, Indonesia and China. This past year we have had two students, Lindee Hoshikawa and Simone Goldsmith, exercise lead roles in the development of the Lebanon and Kazakhstan chapter of these 24-hour documentaries. The project focused on the recording of 24 hours in the life of a Palestinian girl residing in the Shatila refugee camp in Lebanon, giving insight into the world of the less fortunate and a voice to those individuals who struggles are often lost among more mainstream news.

**Panel 8: Youth and Ethnic Violence**  
**Room 217C**  
Hindu-Muslim Violence: A Case Study, Aashka Merchant  
Based on the Ghodra train incident, and subsequent riots, I will examine the sources of tension between two religious groups in Gujarat through its political, social, geographical, and economic background. I will discuss the history of the state in order to better understand where the tensions arose from and study the incident itself to further understand how it escalated to riots. Finally, I will theorize solutions to the ongoing strain between these two groups.

A World in One Country: Affects of Youth and Violence in South Africa and Beyond, Vanja Pejic  
South Africa has been noted as one of the most eclectric countries in the world, full of both anguish and triumph; a world in one country. Within this world, exposure to violence among adolescents has perpetuated negative psychological affects: symptoms of PTSD, depression and anxiety. Demographic factors suggesting these symptoms are highlighted in the country’s soaring poverty and inequality rates. While South Africa may resemble a distant land, struggles affecting South Africa’s youth are preset within the United States. A look into the youth at risk in South Africa will illustrate the parallels between our own neighborhoods and this seemingly exotic country.

**Panel 9: What Creates the Spanish Sound?**  
**Room 200A**  
Maria del Pico Taylor, Vania Taylor, vocalist, Raymond Taylor, Violin  
An interactive presentation which will explore the multiculturalism inherent in Spanish music. We will discuss typical rhythms, gestures, dance elements and sonorities that define the sound within a historical perspective. The session will be educational and fun. Audience participation will be encouraged.

**Panel 10: The Marco Polo Collaborative**  
**Room 217D**  
Scott Shall, Architecture and Alix Howard, Political Science  
This session discusses the work of Temple’s Marco Polo Collaborative, which originated in a 2008-2009 faculty teaching circle. In particular, it represents the process of developing global learning goals, as well as building a website of globalization teaching tools. The Collaborative is a cross-disciplinary group of six faculty members developing resources to support instruction in all aspects of globalization. Supported by Temple’s Teaching and Learning Center and the General Education Program, and in keeping with the Academic Strategic Compass, the circle met for the past year to address the teaching of a core value: global awareness.
**Panel 11: Vietnam Film Screening and Discussion**  
Room 217D  
Dr. Lauren Meeker, Lauren Semmel, Dr Philip Alperson, Dr Sophie Quinn Judge, Dr Jayasinhji Jhala  
The Vietnamese Film Rejuvenating the Land: Uniting the People will be screened in parts at this session. Dr Meeker, Lauren Semmel and Dr Jhala will discuss the making of the film that is concerned with a Vietnamese festival on the Red River Delta. The film explores the architecture of the temple complex and the various ritual and secular activities that make up the 3 day event.

**Panel 12: International Cooperation in the 21st Century**  
Room 200A  
Mark A. Pollack, Associate Professor, Robert L. Brown, Assistant Professor, Lauren A. Albright, Ph.D. Candidate  
The study of international cooperation through regional and global regimes is well established, but new challenges have arise in the 21st century, and the papers in this panel explore those new challenges. Robert L. Brown examines “The Enforcement Power of International Agents” such as the International Atomic Energy Agency in the nuclear nonproliferation regime; Mark A. Pollack examines the proliferation of both “hard-law” and “soft-law” international agreements, arguing that these two types of law may undermine each other in practice; and Lauren A. Albright examines “Reactionary Regimes,” such as the Association of Southeast Asian Nations and the Shanghai Cooperation Organization, that may help authoritarian states resist pressures for democratization from above and below.

**Panel 13: International Programs Travel Writing Contest Winners**  
Room 217A  
Belinda Christensen, International Programs  
International Programs holds an undergraduate travel writing contest each year for students who have studied or traveled abroad. This panel will include introductions of the contest winners, followed by a discussion of the international experiences that inspired their work and readings of their winning submissions.

**Panel 14: Stimulating Multidisciplinary, Collaborative Localized Research Opportunities in Developing Environments**  
Room 217B  
Ronald E. Hollm, MS, MSW, LSW, Lecturer, Temple University School of Social Work, College of Health Professions and Social Work, Harrisburg, PA campus, Megan A. Flinchbaugh, David A Zanis PhD  
This presentation will suggest a model for creating global research opportunities that engage indigenous community leaders in a collaborative relationship with universities, service organizations, and students to develop locally based programs that improve the quality of life for residents. This will explore the initial stages of developing collaborative efforts that identify social/public health needs, train local residents to conduct community assessments, involve international service organizations, and produces social/public health translational research. Experiences with successes, strategies, obstacles, and opportunities will be shared. Specific ideas on how to develop such an opportunity will be discussed with attention given to the initial steps.

**Panel 15: Indigenous Peoples of Latin America**  
Room 217C  
Ronald Webb, Director of Latin American Studies, Eileen Clancy -- Racial Self-Identity in the Dominican Republic & Puerto Rico  
Ashley Somers -- Extreme Makeover: La Malinche Edition  
Margaret La Ferla Jenni -- Transitions in Healing: A History of Traditional Medicine in Mexico  
Lauren Cooper -- Making Sacrifices for the Truth: Identifying Aztec Human Sacrifice & Cannibalism  
Tara Swartz -- Religious Syncretism among the Maya  
When the Europeans first invaded the Americas, they encountered large populations of indigenous peoples. In some areas, the Indigenous peoples died out because of disease, in others they mixed with descendents of European and African ancestries. However, despite widespread death and miscegenation, native peoples of the Americas have not disappeared and in many cases have thrived. Today in the nations of Guatemala and Bolivia they even constitute the majority of the rural population. Moreover, in many regions, rural migrants to the rapidly growing cities are rediscovering their ethnic identities and are becoming active in indigenous movements. This session, with presentations by students enrolled in a senior seminar, addresses topics ranging from Aztec sacrifice to issues of self-identity in the Caribbean.

**Panel 16: Cross-National Business Transactions**  
Room 200B  
The Impact of Formal Processes for Market Information Acquisition and Utilization on the Performance of Chinese New Ventures, Anthony Di Benedetto, Department of Marketing and Supply Chain Management, Michael Song, University of Missouri-Kansas City, Mark E. Parry, University of Missouri-Kansas City  
We examine the impact on new venture success of formal processes for market information acquisition and use. We tested our model with a sample of 222 Chinese new ventures. We find that new venture success is positively related to the use of formal processes for market information acquisition and use. The relative importance of formal processes depends on whether the new venture serves an emerging or established market. The impact of formal processes for information acquisition is higher for emerging markets, while the impact of formal processes for information use is higher for established markets.
Marketing-Industrial Design Interaction in New Product Development in China, Dan Zhang, PhD
Candidate of Marketing, Peng Hu, MS student in Actuarial Science, Masaaki Kotabe, the Washburn Chair
Professor of International Business and Marketing
This research examines the marketing and industrial design interaction in NPD in China. Specifically, we investigate
the perceived ideal interaction between marketing and industrial design on measures including involvement degree,
information sharing, information exchange method, and the influence of each role in conflict solving decisions. We
compare these ideals to the actual realization. An analysis of data from 113 companies reveals that marketing and
industrial design interaction happens the most in the early phases of NPD and decreases with the progress of NPD.
Comparison between the perceived real and ideal degree of marketing-industrial design interaction suggests ways of
improving the interaction.

A cross cultural study of the innovativeness propensity differences and their influences on consumer
purchase decisions in China, South Korea and the United States, W. Kim, Department of Marketing &
Supply Chain Management, R. Lancioni, Chair, Department of Marketing & Supply Chain Management
E. Eisenstein, Department of Marketing & Supply Chain Management

The research study focuses on help firms can boost sales, increase market share, and better understand how fast
and easily consumers accept new products. The research study looks at how efficiently firms in the respective
countries (China, South Korea, and the United States) have been in diffusing their products to specific innovator
group. Consumer innovativeness refers to the degree of early acceptance of innovations by consumers in a society.
The important of this research is critical to understanding how be adoption of new products and their respective
adoption speeds are manifested international markets. The research study utilizes two paradigms: consumer
innovativeness and country differences in the three countries.

3:30-4:50 Concurrent Sessions

Panel 17: Explorations of Roman Neighborhoods – Exemplary
Room 200A
Student Work
Rickie Sanders, Alexandra Conners, Kathleen Kaufman, Mark Quien, Jonathan Brelsford
This session shares research done by students in EXPLORATIONS OF ROMAN NEIGHBORHOODS – a theory and
production course offered during summer 2009. The course introduced students to the concept of situated
storytelling and was based entirely on experience of place through field trips to various neighborhoods. Students
explored the relationship between place and self, the reciprocal action between what they carry and how they find
their way through the city. It explored the potential of mapping, walking, wayfinding, and getting lost as methods
of constructing a narrative and telling stories of place. Four student projects will be featured in the session.

Panel 18: International Law in Action
Room 217D
Tony Holness, Temple Law Student, Lala Stone, Temple Law Student, Smruti Govan, Temple Law Student,
Allison Wells, Temple Law Student
Temple Law School’s international law program is consistently ranked as one of the best in the nation. The
international law program is not limited to the classroom; each year, a number of Temple students take what they’ve
learned in the classroom to different parts of the globe and engage in various types of international law practice.
This panel includes several of those students, who will describe their experiences putting international law in action
last summer at an international criminal law research center in Cambodia, at a UN agency in Italy, and at an
international NGO in the Netherlands.

Panel 19: Temple in Brazil 2009
Room 217B
Ken Dossar, Director, Temple in Brazil Program, Jessica Featherson, Janee Easley, Alyssa Finlay, Shadina John,
Stephanie Padilla, Kathryn Sullivan
Salvador, Bahia sits on Brazil’s northeastern coast and is the site of the Temple in Brazil Program. The city, a major
repository of African traditions, is at the center for major developments in Afro-Brazilian affairs. The 2009 Temple in
Brazil program participants present the variety of their educational experiences including language acquisition. The
panel will describe their discoveries in the areas of cultural history, the continuance of sacred and secular traditions,
dance including capoeira and samba, contemporary social issues in Salvador. Panelists will use power point
programs, music and movement to tell of their activities and how these experiences changed them.

Panel 20: Grassroots and International Organizations
Room 217C
Learning the Rules of the NGO Game: The Transformative Process of Establishing a Grassroots NGO,
Bretton T. Alvaré, Department of Anthropology
As untrained social agents endeavor to create new, grassroots NGOs, they quickly discover that in order for their
nascent organizations to become registered, viable entities, they must learn to play ‘the NGO game’- a distinct field
of cultural practice involving, legitimate fundraising activities and public relations, alliance-building and self-
promotion, and compliance with state regulations. Although it may be regarded as such, the NGO game is more
than just a means to an end. It has the power to produce new subjectivities that organize and constrain the social
experience of NGO activism. This article uses ethnographic examples to illustrate how the iterative experiences
surrounding the establishment and maintenance of an NGO produce a habitus that structures the way social activists
understand and respond to social problems.
**Unite For Sight in Honduras: Perspectives on Medical Tourism versus Sustainability**, James H. Baraldi, Jr., B.A.

Poor people in poor countries need sustained efforts to improve and maintain their health. Volunteers from resource-rich nations on trips to poor nations can serve as a tremendous force for good, but they also can do more harm than good. “Medical tourism” is a pejorative term identifying instances in which international volunteers benefit more from their experience abroad than the recipients of their care. “Sustainability” identifies efforts including educational initiatives, eliminated barriers to care, local partnerships, and accountability of the healthcare providers. My paper and presentation explore the reconciliation of these philosophies both in the literature and in light of my own international medical volunteering experience.

**Panel 21: Mediators of Firm Success in International Settings**

**Dealing with Information Asymmetry in Cross-Border Acquisitions, Protiti Dastidar and Sri Zaheer, Elmer L. Andersen Chair in Global Corporate Social Responsibility, University of Minnesota**

It is well known that cross-border acquisitions are challenging as acquiring firms lack knowledge both of the target and of the host environment. We examine the strategic choices acquirers can make prior to the acquisition to mitigate the information asymmetry they face as a result of differences in institutional environments between the acquirer and target and the level of deal complexity. Acquiring firms’ can choose to use knowledge acquisition mechanisms, such as equity toeholds and alliances with the target or hire investment banks, as well as use contractual mechanisms such as contingent earnouts. We test our hypotheses on a sample of 1,435 US cross-border acquisitions completed during 1985-2004. Our results suggest that managers are smart in that they take into account the complexities involved in cross-border acquisitions as they make selective strategic choices to alleviate the problem of information asymmetry. More knowledge is not always better -- not every cross-border acquisitions needs ex ante investments in learning about the environment or the target.

**Banking Crisis of Confidence in a Transitional Economy: Integrated Marketing Communications to the Rescue?, Cornelius B. Pratt, Temple University Main Campus, Ronald Carr, Temple University Japan**

Integrated marketing communications (IMCs) are crucial in an era of global macroeconomic crisis and are even more important whenever such a crisis affects an industry whose credibility has waned in the past year because inappropriate banking practices undermined consumer trust and confidence in that industry. This paper argues that the credibility crisis of the banking and financial industry in Nigeria’s transitional economy calls for using integrated marketing communications to reinforce three variables that predict significantly customers’ favorable impressions of business: satisfaction, trust, relationship commitment. Its prescriptions: (a) personalize stakeholder experience, (b) integrate ethics into the workplace and into corporate communications, (c) participate in training sessions in applied ethics, (d) elevate strategic action to communicative action, (e) use brandstanding expansively, and (f) conduct rigorous outcomes assessment and disseminate results to stakeholders.

**10:10-5:00 Poster Sessions, Room 200C**

All posters will be on display in Room 200C. Poster sessions will be available for viewing throughout the day, however the presenters have been instructed to be available where possible to answer questions from 11:00-1:00.

**Poster 1: Developing a Personal “Coat of Arms:” Using Projective Techniques to Reveal Cultural Differences, Jim Portwood**

This poster session will display results of a projective “Personal Coat of Arms” exercise in which individuals from a variety of different cultures have been asked to create a representative image of themselves. The Coats of Arms come from three regions of the world (Europe, North America, and Asia), and have been chosen to highlight specific in-culture patterns and cross-cultural differences in their structure and content. Visitors to the posters session will be encouraged to reflect on what identified patterns in the Coats of Arms might say about the priorities, preferences, and possible behaviors of different cultures represented in the sample.

**Poster 2: Comparison of Financial Performance of U.S. Restaurant Companies by Restaurant Type and Internationalization, Seok Lee and Yoon Koh, School of Tourism and Hospitality Management**

During economic downturns of 2008 and 2009 in U.S., many companies have been struggling. However, interestingly, some companies certainly outperformed others and even made good profits during the downturns. An example of such successful companies is McDonald’s and a perception of the success somewhat stems from possible changes in customers’ restaurant visit behavior because of more constrained economic condition. Based on this notion, we propose that types of restaurant have impacts on restaurants’ performance during economic downturns. In addition, this study examines impacts of internationalization of restaurant companies during economic downturns.

**Poster 3: Measuring Global Competence: Finding the Right Metrics, Kim Cahill, Temple CIBER, Fox School of Business, Julie Fesenmaier, Cochran Research Center, Fox School of Business**

A key focus of Temple CIBER evaluation efforts is on the ability of the programming to affect global competence in students, teachers, faculty, staff and business leaders. Because there is little consensus in defining this characteristic, the evaluation team approached their stakeholders in developing a working definition. The presentation reports on how the Temple CIBER elicited important information from their key stakeholders to define global competence, and more importantly, define the key benchmark measures.
Poster 4: Global Buddies: Global Citizenship Around the World, Erin Rotheram-Fuller, Ph.D., Assistant Professor, Temple University, Stuart Rhoden, M.Ed.

Global Buddies is a global connection project for families and students that is run collaboratively by UCLA, Utu Ventures, and Temple University faculty. The Global Buddies program promotes global citizenship training for youth by bringing families and students from the US to join with youth and families from host countries through educational tourism and community service. Participants leave the program with new knowledge, experience, and perspective, as well as life-long friends from around the world.

Poster 5: Beyond our Borders: Students Leading Students to Think and Act Globally, Christina Reardon, Megan Flinchbaugh, Melissa Trainer

This presentation promotes a student-led project from Temple’s School of Social Work as a model students in other disciplines can use to rally their peers to become change agents globally. Several MSW students launched a program that provides fellow students opportunities to prepare to serve international populations. The group surveyed students to assess their desire for academic activities related to international social work. Group members then used the data to develop a field practicum to implement students’ recommendations. Goals for the practicum include creating connections between Temple and international organizations and educating students about how international events affect social work.

Poster 6: The Mosaic of Viet Nam 2009, Mary Conran

Viet Nam’s culture is a study of contrasts perhaps best visualized as a mosaic; cacophonous parts- but when taken together, as a whole, Viet Nam can be beautiful and fascinating. I visited Viet Nam in January 2009 on a CIBER sponsored FDIB initiative; the primary purpose of my visit was to witness the resurgence of the economic base of the country but the experience also allowed me to meet Vietnamese people and glimpse the traditional and emerging culture of modern Viet Nam. My poster session conveys the mosaic of Viet Nam through my camera lens.

Poster 7: A Dialectal Characterization of Encinasola Spanish, Dr. G. Augusto Lorenzino

The Spanish dialect of Encinasola - a town located in Andalusia in western Spain near the Portuguese border - is claimed to share a number of phonetic and lexical features with varieties of Spanish spoken in Extremadura, a region north of Andalusia and which is classified as part of a different dialect area. This characterization of Encinasola Spanish is founded mostly on isolated language points collected in the 1930s and 40s for the monumental Atlas Lingüístico de la Península Ibérica (ALPI), a linguistic survey of all the major regions of the Iberian Peninsula, including Andalusia and Extremadura. Based on data collected this summer in Encinasola thanks to a CLA Research Award, I will show on stronger empirical grounds the identity of Encinasola Spanish by applying a combination of research tools such as language maps, language recordings, ethnographic surveys and archival data.

Poster 8: Bi-National Collaboration on Disability: Learning from First and Third World Countries

Diane Nelson Bryen, Professor Emerita

For the past 30 years, I have been involved in bi-national work with Israel, India, Guam, the US Virgin Islands, South Africa, and Australia. I have taught students, sponsored faculty and professional exchanges, conducted bi-national research, established programs, done individual and systems advocacy, spoke before ministries and parliaments, participated in media interviews, and supported sustained collaboration over time. This poster presentation will share lessons learned and benefits of bi-national collaboration. Photos will also be used to show some of the collaborators. Finally, opportunities and benefits for Temple faculty and students will be highlighted.

Poster 9: The Palace Kitchen in Dhrangadhra, Flora Cheung

During my time on the Study Abroad Program in Dhrangadhra, India, I performed fieldwork on Indian cuisine and food through the palace kitchen. I spent my time observing the workers and cooks as they prepared meals and snacks for the students on this trip. Through my observations, I learned about the type of ingredients they used in their food, how meals are prepared, and the value of food to these particular group of people. I also witness interactions and different behaviors between workers and the employees, all of which, complete the picture of this palace kitchen.

Poster 10: The Marco Polo Collaborative, Scott Shall, Architecture

This poster documents the work of Temple’s Marco Polo Collaborative, which originated in a 2008-2009 faculty teaching circle. In particular, it represents the process of developing global learning goals, as well as building a website of globalization teaching tools. The Collaborative is a cross-disciplinary group of six faculty members developing resources to support instruction in all aspects of globalization. Supported by Temple’s Teaching and Learning Center and the General Education Program, and in keeping with the Academic Strategic Compass, the circle met for the past year to address the teaching of a core value: global awareness.

Poster 11: Inter-religious/Intercultural Encounters, Julia Sheetz-Willard, PhD, Director, Dialogue Institute, Angela Ilíc, Graduate Intern, Dialogue Institute, Per Faaland, Graduate Intern, Dialogue Institute, Rebecca Mays, Graduate Intern, Dialogue Institute

A visual presentation of two recent initiatives of the Dialogue Institute:
1. Women’s Intercultural Leadership Seminar (July, 2009): In this program, the Dialogue Institute led eight Israeli women (Arab/Muslim and Jewish) in a process of leadership training and interaction with Philadelphia-area civic,
cultural and educational leaders, empowering them for ongoing work as agents of cross-cultural/interreligious understanding within Israeli society.

2. Saudi and American Dialogue Seminar (Sept-Oct., 2009): The Dialogue Institute provided training in interreligious dialogue to fourteen professors from Imam University in Riyadh, Saudi Arabia who are responding to the recent call of Saudi King Abdullah for dialogue among the Abrahamic religions.

**Poster 12: Study Abroad Blog Journals** J. Brooke Harrington, and student entries from Rome and Tokyo

In an effort to aid the students in formulating thoughts about and sharing their study abroad experiences, the Architecture Department has created a course that requires students to record a number of their experiences in significant places and events during their time abroad. The posters display several of the entries from the Rome and Tokyo experiences. The course ‘Engaging Places’ is delivered online through Blackboard.

**Poster 13: The Preservation of the Tibetan Architecture of Ladakh, India, Dennis Playdon**

The work shown here is being carried out in Wanla, Ladakh, on the Jammu Kashmir plateau in India. Situated at 3,500 m altitude, the village is one of hundreds of medieval earthen villages in the region that are built on high slopes dominated by Buddhist monasteries. The program that is being undertaken in Ladakh is the result of a partnership of the Drikung Kagu Institute in Dehra Dun, India, and the Achi Institute based in Zurich, Switzerland. Both institutions are committed to the preservation of the Ladakhi culture and its heritage. The program’s main objectives are to reinvigorate the traditions of the communities, raising awareness of the fragility and imminent loss of their architectural heritage. Specifically, the work includes youth training in the renewal of traditional building practices. The first phase of the training program shown here has been to document the village of Wanla. I joined the work as a Fulbright Specialist.

**Poster 14: The digital divide from the perspectives of developing countries, Professor Undrah Baasanjav, Department of Broadcasting, Telecommunications and Mass Media**

Based on a case study of Mongolia, this poster explores how the Internet is a social technology and how underdeveloped local media, language factors, local institutional settings, as well as international organizations exacerbate or alleviate the global digital divide.

**Poster 15: The Latin American Group of Social Philosophy Workshop on Emancipation Paradigms, Mike Fuller, Mass Media and Communication Doctoral student**

Poster and information from a September 2009 international workshop on Latin American social movements and political philosophy, theory and practice held at the University of Havana, Cuba.

**Poster 16: International Journal of Comic Art, Journal of Asian Cinema, Professor John Lent, Department of Broadcasting, Telecommunications and Mass Media**

A display of the academic journals Asian Cinema and International Journal of Comic, both founded and edited by Professor John Lent.

**Poster 17: Coulomb Sum Rule. Huan Yao**

In order to test the Coulomb sum rule in nuclei, a precision measurement of inclusive electron scattering cross sections in the quasi-elastic region was performed at Jefferson Lab. The Rosenbluth method is used to extract the transverse and longitudinal response functions. Sum of longitudinal response function will shed a light on the question if the property of nucleons in nuclei is same as the one of free nucleons.

5:00-6:00 Conference Reception, Room 200C

Please join us for the closing reception and enjoy refreshments and international music with other conference participants.

**ACKNOWLEDGEMENTS**

We wish to acknowledge with thanks the work of the Conference Planning Committee and the generous support of our Conference Sponsors.

**Conference Planning Committee**

David Baron, Medicine (Chair)
Michelle Brito, International Programs
Kimberly Cahill, Institute for Global Management Studies/Temple CIBER
Denise Connerty, International Programs
J. Brooke Harrington, Co-Chair, Architecture
Rita Krueger, History
Martyn Miller, International Services
Emily Moerer, International Programs
Pauline Pao, International Programs
STUDENT PRIZES

Prizes will be awarded to the best student posters and papers at the Global Temple Conference.

Poster Awards
A jury selected by the conference committee will evaluate student posters for originality, significance, and clarity of presentation. Students do not have to do anything at this point other than bring the poster(s) and be available to answer questions during the designated period. The committee will announce the award winners on the conference website and contact the winners by January 30, 2009.

Paper Awards
Students interested in applying for the Best Paper awards have to submit a complete paper to global@temple.edu by December 15, 2009. There is no fixed paper format; any one of several standard styles will be accepted. The papers must be complete, with a bibliography and additional material (such as tables and graphics) included. It will be difficult to evaluate very lengthy material, so applicants are advised to keep the text limited to 6,000 words. A jury selected by the conference committee will evaluate these papers for originality, significance, and clarity of exposition. The committee will announce the award winners on the conference website and contact the winners by January 30, 2010.

INTERNATIONAL EDUCATION WEEK

The Global Temple Conference is one of many events being organized across the United States, and indeed around the world, to celebrate International Education Week, November 16-20. This joint initiative of the U.S. Department of State and the U.S. Department of Education is part of their efforts to promote programs that prepare Americans for a global environment, and attract future leaders from abroad to study, learn and exchange experiences in the United States. Other events being planned at Temple include the annual international photo and writing contests. Please take a moment to view the winning entries, which are on display in Room 200C.