



November 2010

Dear Conference Participants:

Welcome to the 2010 Global Temple Conference. On behalf of the organizing committee, our sponsors, and the many supporters and well-wishers of this fifth effort, we want to thank you for joining us. We also thank President Ann Weaver Hart, Provost Richard Englert, the Deans and their staff from many colleges for their support. Our biggest thanks go to Denise Connerty and the staff of the Education Abroad office. Once again the conference would not have been possible without their commitment and hard work.

This is the fifth Global Temple Conference. As in the past, we're highlighting work by the many students and faculty whose scholarship and work extends beyond the United States. This year we're proud that nine of Temple's colleges and schools are represented. Over 120 individuals (faculty, students, and staff) 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 was conceived to illuminate the great diversity of Temple's interests and involvement. The International Affairs staffs have for many years worked closely with academic departments to provide the best of global opportunities for our students – whether to study abroad or to encounter the globe in the classroom. Our researchers – faculty and students alike – cover all corners of the globe. Some are working at ground level, others in corporate boardrooms and political institutions. Some question and listen, others carefully measure, and yet others film, paint, or otherwise record the richness and diversity of distant lands and cultures. In so doing they bring them home to us, benefitting the entire Temple community. It should be the goal of any institution of higher learning to develop informed and culturally competent students who can become learned and active citizens whatever their political views. 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, opens new intellectual avenues, and leave with an appreciation for Temple's diversity and global reach through cooperation and collaboration. And we hope you'll take part again next year!

Alistair Howard, Political Science  
Conference Chair

# GLOBAL TEMPLE CONFERENCE PROGRAM

## Tuesday, November 16, 2010

9:00-9:30 Registration and Coffee

9:40-10:50	Concurrent Sessions	Room
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**PANEL 1: WORLD RELIGIONS**

**217A**

**Maximón: A Deified Saint in Santiago Atitlán**, *Jasmine A. Byrd, Latin American Studies*

Maximón has been a resounding figure throughout Mayan history and, specifically in Santiago Atitlán, Guatemala. In this paper, I examine *Maximón*: his different faces, the complexities and meanings behind each one and the manifestation of his power from his beginnings as *Mam* to the santo we now call *Maximón*. I will begin with a brief religious overview of the country and then a more focused look at the town of Santiago Atitlán where their celebrations for *Maximón* are known throughout the world.

**The Growth of Protestantism in Guatemala**, *Lindsey de Haan, Latin American Studies*

This presentation will examine the growth of Protestantism in Guatemala and how it has affected the wealth of the country and the culture of the people: Indians, Ladinos and women. Guatemala is the most populated country in Central America and the majority is Indigenous peoples, how has the Protestant movement affected their way of life?

**Alraid's role in shaping Political Islam in Ukraine**, *Zeyneb Temnenko, Religion*

The paper focuses on religious education in Ukraine; it concentrates on the role of the Islamic organization Alraid in shaping religious education in Ukraine. There is a lack of information on Alraid's ideology and goals, therefore it is unclear to state what kind of Islamic education the organization is aiming to introduce – is it a mild Islam or something orthodox? The author attempts to answer these questions by finding connections between Alraid and other Islamic organizations and by placing Alraid in the larger network of Islamic organizations, namely European Council for Fatwa and Research, Muslim Brotherhood, and Yusuf al-Qaradawi network.

**PANEL 2: CONSUMING JAPAN**

**217B**

*Kyle Cleveland, Sociology, TUJ; Bryant Simon, American Studies; Drew McKeivitt, Philadelphia University*

Following the lead of Charles Bright and Michael Geyer, this session sees the global not as a one way street, but a series of circuits in which ideas, things, and images flow back and forth across national boundaries and local communities. In particular, the two papers will look at the consumption of Japan -- both in Japan (Kyle Cleveland's paper) and outside of Japan (Drew McKeivitt's presentation." Each will look at how Japanese cultural industries -- Anime and Manga -- shape images of the nation and discourses within and outside of Japan. And both paper will connect their cultural observations to the operation of power -- state power and cultural power. Bryant Simon will comment on the papers

**PANEL 3: IN OTHER WORDS...: THE ROLE OF THE TRANSLATOR IN THE GLOBAL ENVIRONMENT**

**217C**

*Phillip Berryman, Spanish & Portuguese, CLA, Margaret Devinney, FGIS, Hope Doyle, Spanish and Portuguese, Laura Spagnoli, FGIS*

The vast majority of global interactions are aimed at communication; and at the heart of successful global communication is translation— of both ideas and culture. This panel, which consists of four professionally engaged translators from the College of Liberal Arts, will present a variety of approaches to understanding the often invisible art of translation, and its crucial role as a tool for global understanding and interaction.

**PANEL 4: HIGHLIGHTING RESEARCH FROM THE CENTER FOR VIETNAMESE PHILOSOPHY, CULTURE, AND SOCIETY**

**217D**

*Kimberly Goyette, Sociology, Sophie Quinn Judge; Ngo Thanh Nhan*

This panel will highlight three research projects from the Center for Vietnamese Philosophy, Culture and Society at Temple. The first (Goyette) concerns research on the growing private sector in Vietnamese higher education and its effects on who has access to post-secondary education. The second (Quinn-Judge) explores the ideas and careers of Vietnamese leaders who advocated a peaceful, negotiated solution to a colonial war that grew into a civil war and one of the bitterest conflicts of the Cold War. The third (Ngo Thanh Nhan) describes a project which digitizes and preserves the very important Nom script of the Vietnamese.

**PANEL 5: FINDING A JOB VS. STARTING A BUSINESS: FACING GLOBALIZATION**

**223**

*Holly Meng, Small Business Development Center*

How Globalization will help when Starting a Business

- Microsoft, Yahoo, Facebook, how billion dollar empires started from a university dorm room?

- What it takes to be a business owner and start a business while you are still a college student?  
How Globalization is Affecting the Job Market
- How a job can lead you to become the next Steve Capus (President of NBC News), or Shirley Tilghman (President of Princeton University)?
- What it takes to be a valuable asset to climb your corporate ladder?  
Understanding yourself and making the right decision for your future!

**11:00-12:20**

**Concurrent Sessions**

**Room**

**PANEL 6: INDIGENOUS PEOPLES OF LATIN AMERICA: THE "INDIAN PROBLEM" I**

**200A**

**Contemporary Mayan Theatre, Alexandra Cruz, Theater/Latin American Studies**

This presentation will cover the use of Contemporary Mayan Theatre in the Mexican highlands as a way to preserve their culture and deal with the pressures of a "globalized" world. We will explore the different theatre groups and how their initiatives have changed the views on Mayan culture both by outsiders and Mayans themselves.

**Open Your Eyes: From Genocide to Femicide in Guatemala, Marisa Felsher, Spanish/Latin American Studies**

Since 2000 around 4,000 women and girls have been murdered in Guatemala. I will address some factors that contribute to this violence, show what is being done to reduce the abuse, and analyze what is not being done to help these women.

**Rich Culture, Poor Education: Why Indigenous Populations in Peru Lack Quality Schooling and How this can Change, Benjamín Gerardo Lagos, Latin American Studies**

The Peruvian education system is a very outdated, colonial system. Indigenous communities in the Andes, the Amazon, and city migrants are all discriminated against and receive below average schooling. I visited schools in the Amazon, Andes, and Lima in order to get a better perspective on the situation. I also examined what efforts are being made to better the education system and which ones are actually making a difference. My eagerness to do this research stems from my need to expose the testimonies of the indigenous community, which does not have a powerful voice at this time. In the US we live so secluded and distanced from our neighbors in Latin America. The everyday hardships of indigenous peoples deserve more attention and consideration than what they currently receive.

**The Indigenous movement into modern day politics in Bolivia, Ryan McLaughlin, Latin American Studies/Spanish**

My presentation will take a look at how the indigenous populations of Bolivia, over time, were able to unite and gain access into the political world. While the largest population within Bolivia is indigenous, for years they have been kept out through force and policy from the political realm. I will show how the indigenous were able to gain access and even be able to elect an indigenous president.

**Indigenous Peoples and Human Rights in Brazil, Mónica Noválo, Spanish**

During the latter portion of the 20<sup>th</sup> century, and now into the 21<sup>st</sup> century, Indigenous groups in Brazil have had their lands invaded by miners, their homes displaced by large petroleum company interests, their fields flooded by hydro-electric dams, and generally treated by their national government as 3<sup>rd</sup> class citizens without the rights protecting others in the nation. In their efforts to hold off these byproducts of "globalization" some groups have been relatively successful whereas others have continued to suffer violation after violation of their human rights. This research looks at the Indigenous human rights situation in Brazil especially as it affects groups like the Kayapo, Guarani, and Yanomamö.

**PANEL 7: APPROACHING BUSINESS INTERNATIONALLY: KEY ISSUES AND QUESTIONS 217A**

**Does the International Diversification Discount Vary by Industry and/or Firm Characteristics?, Steven Casper, Finance; Masaaki Kotabe, International Business; Arun Upadhyay, Finance, University of Alaska**

Numerous studies have been undertaken on international diversification (ID). While early research indicates the existence of a diversification discount, later research reports mixed results (premiums and discounts). By looking at all firms and industries in aggregate, past diversification studies have been undertaken at too high a level to understand how firm and industry specific issues affect ID. We hypothesize and find that the success of ID is dependent upon the industry and firm specific advantages of tacit knowledge and marketing capability. Industries/firms that possess a competitive advantage in these areas will likely have an ID premium, while those that do not will likely have an ID discount.

**Exchange Rate Exposure on National Competitiveness at the Firm and Industry, Omer F. Genc, General and Strategic Management**

In an increasingly global competition, countries are trying to increase their competitiveness at global arena. Foreign exchange rate has been viewed a critical factor that affects the competitiveness both at the national, industry and firm level. Different from previous studies that analyze the exchange rate exposure on stock returns or cash flow, we use a competitiveness index at the firm and industry level for US, Japan and Euro area. We examine the exchange rate exposure on national, industry, and the firm competitiveness, using firm level data for the period 1998 - 2008 and also analyze how it varies across them.

**Product Fit Uncertainty in Online Marketplaces: A Cross-Country Study, Yili Hong, Management Information Systems; Paul Pavlou, Management Information Systems**

This paper examines how IT can enhance online marketplaces across the globe by mitigating product fit uncertainty. First, product fit uncertainty is identified as the major problem for online marketplaces. Second, we propose IT-enabled mechanisms to address it. The hypotheses are tested with analysis of transaction and survey data from 274 Taobao buyers in China and 218 eBay buyers in the US. Results demonstrate the negative effect of product fit uncertainty on marketplace performance and the role of IT-enabled mechanisms in reducing uncertainty, and highlight differences in the use of IT-enabled mechanisms (particularly communication tools) across China and the US.

**Business Group Membership and Performance, Moo Sung Kim, Finance**

Business group is a form of business organization. These groups typically consist of legally independent firms, operating in multiple industries, which are bound together by persistent formal and informal ties, and act like single business entities (Khanna and Rivkin, 2001). However, business groups around the world vary considerably in their strategies and structures. Among the research issues on business group, the relationship between business group membership and performance has been popular but inconclusive - different conclusions for different countries and time. Thus, I review the existing literature, analyze the reasons for the different conclusions, and propose future research issues.

**PANEL 8: GLOBAL CITIZENSHIP? A ROUNDTABLE**

**217B**

*Alistair Howard, Political Science; Elliot Ratzman, Religion; Kimberee Pedersen, Fox School of Business; Michael Maynard, Mass Media & Communications, Leonard Swidler, Religion*

In this roundtable discussion we explore what grounds exist for cross-national solidarities—and for the idea of global citizenship generally—from our very different disciplinary perspectives.

**PANEL 9: LIVING AND STUDYING IN GERMANY: TESTAMENTS TO SUCCESSFUL LEARNING**

**217C**

*Anthony Waskie, FGIS; Thomas Golanoski, German/Education; Drew Chimento, German/Business; Daniel Weick, German/Business; Eugenia Forteza, Language/Music*

The student participants will relate their experiences abroad in Germany while engaged in living, adapting and studying. They will describe the process of learning to communicate in German with others, and how this benefited their acquisition of skills. They will speak about the helpful teachers and staff and how they encouraged students to learn more about their language, and facilitated its use. They will also speak about life abroad, and the arrangements that were provided and how easy it became to adapt and get around after orientation. Also, they will talk about the varied adventures they encountered and the places they visited. All of this advanced their personal experiences and promoted learning and understanding.

**PANEL 10: NEW RUSSIA AND RUSSIANS IN THE GLOBALIZED WORLD**

**200B**

*Olia Prokopenko, FGIS/Russian; Eric Oskey, Architecture;*

From authoritarianism to an attempt at egalitarianism to a shock therapy treatment of modern capitalism, Russian society has seen many monumental changes. It has entered a new millennium as an ambitious democracy eager to make up for the lost decades and ready to face challenges of a globalized world. Yet, in the new Russia, people sometimes feel nostalgic about the country's Soviet past. From the reuse of Soviet industrial facilities to the resurrected Young Pioneers' organization, once a successful mechanism of ideological upbringing; to the change in family values and the role of women in the new Russia; to the fundamental moral problems of media in Russia and a globalized world; to the controversial take on the interaction between the native language and learning abilities, this panel investigates various aspects of new Russia's integration in a globalized world.

**The Young Pioneers and their legacy in New Russia, Maria Toews, Political Science**

**The Evolving Role of Russian Women, Sean W. McKelvey, Russian/French**

**Sexual Slavery: Russia's Hidden Crisis, Nicole Beck, Film and Media Arts**

**The Cognitive Effect of Russian Language Studies, Sean Taras, Linguistics/Russian**

**From Monumental Propaganda to Putin's Russia: What Changed, Eduard Zolotarev, Finance & Accounting**

**Lost Space, The Adaptive Reuse of Socialist Industrial Complexes in Moscow, Eric Oskey, Architecture**

After the fall of the Soviet Union much of the state owned property was privatized by the emerging economic elite, including many of the industrial complexes in Moscow. This overlay of **capitalism** on a **socialist** infrastructure created an ironic schism; where property once owned, worked in and inhabited by the people is now inaccessible. This presentation will show documentation, primarily of the Red October Factory in the Center of Moscow. It will reveal the history of the plant, the original exclusionary planning approaches and the current reactionary dialog of development.

**PANEL 11: CONNECTING CAMPUS WITH THE WORLD**

**217D**

**Pairing and Sharing: Conversations, Classrooms and Cultures, Maureen McNerney, Alyssa Swanson, IELP/ISSS**

Since the World Wide Web, international students arrive with vicarious knowledge of Temple University, Philadelphia and American culture. However, this information evolves into experience through special partnering programs, cultural education classes and outside activities - TemPALs connect Temple alumni and international students, Peer

Mentors: international students with those accustomed to U.S. higher education, and Conversation Partners: ESL students with native speakers. IELP classes expose internationals to Philadelphia and the U.S.: English through Volunteering, Movies of Steven Spielberg, RAP 101, US TV, American Icons. Activities include the Constitution Center, Washington, D.C., and ice skating at Penn's Landing. The lives of all are culturally and personally enriched.

**Advising Study Abroad Students for Global Citizenship**, Mark Rohland, *CLA Academic Advising Center*; Erin Spiotta, *CLA Academic Advising Center*; Michael Barnes, *Psychology/Women Studies major*; Heather Wehr, *Spanish/Latin American Studies*

Successful study abroad is marked by the academic development that can make students into global citizens. Working with advisors can enhance that development before and after students' overseas programs. In this panel, Temple academic advisors and undergraduate study abroad "alumni" will discuss the relation of advising to successful study abroad. Topics will include choosing enriching courses for timely graduation and relating study abroad to long-term goals. The panelists will share experiences from the student and advisor perspectives. This panel will interest undergraduates who are planning study abroad and faculty and staff who advise those students.

**Creating an Intergenerational Global Culture in Philadelphia**. Lilian Wu, *IGC*; Louis Mangione, *Critical Languages*; Helen Hui, *IGC volunteer*; David Morton, *Liberal Studies*

The panelist, a collection of volunteers, students and professors, will speak about their intergenerational global experiences with Project SHINE. Project SHINE is an intergenerational service learning program which provides students and immigrant elders with valuable integration experiences through cross cultural learning. Project SHINE will discuss how international cultural exchange happens in the most unexpected of places, even in a senior center in Philadelphia. SHINE will showcase their initiative through a presentation of their "Civic Engagement for All" research study and an informative panel of participants. SHINE will also highlight the current programs at Temple University.

**12:20-1:15**

**Posters and Exhibits**

**Room 200 C**

**Poster 1: Social Work & International Service Learning in Belize**, Micalagh Beckwith, *Social Administration*

In May 2010, I took a trip to Belize, which was part of an Independent Study in which I explored social work and international service learning. The goal was to connect with others doing social work in Belize, and to gather resources in order to take future MSW students on a trip to Belize. One goal of my poster presentation is to help participants to consider issues in international social work, as well as spread awareness of cross-cultural opportunities for students in various walks of life. Pictures, information about the trip, and other resources will be presented as well.

**Poster 2: Global Tobacco Use and Exposure Intervention Research**, Bradley N. Collins, Uma S. Nair, *Public Health*

Globally, tobacco consumption remains a major public health concern, with over 100 million deaths caused by tobacco use in the 20<sup>th</sup> century (WHO). Smoking rates continue to rise in Eastern European and developing countries. We established collaborations with Dr. Karekla through the Cyprus Research Foundation to examine mechanisms of smoking behavior change and develop smoking interventions reducing children's exposure to secondhand smoke (SHS). Our interventions with underserved Philadelphia populations have also gained attention in India. Work is underway to develop partnerships that will implement pediatric provider and parent interventions to protect Indian children from SHS and initiation of tobacco use.

**Poster 3: Destination Ghana 2010 – Reflections on a Soulful Journey**, Mary Conran, *Marketing and Supply Chain Management*

Ghana has a rich culture as evidenced in the everyday lives and activities of the Ghanaian people; from the phrases posted on autos and truck rear windshields ("still no food for lazy man") to the signs for stores (Try Jesus Digital Photos and Video Centre) Ghanaians are joyful, soulful people. My photo collage seeks to capture the variety of visual beauties seen during a Trip to Ghana in January 2010 with twenty undergraduate students from Temple University (Destination Ghana – a CIBER Program). Images range from vignettes of the somber slaving castles to delightful moments of Ghanaians in their everyday lives.

**Poster 4: Temple Funding Opens Doors to a Global Future**, Jenna L. Fox, *Biology*

My Temple-funded global experiences have been the most enriching portions of my undergraduate career. My involvement as a member of the 2009 Vira I. Heinz Program for Women in Global Leadership cohort, a study abroad student in Costa Rica, and a Diamond Research Scholar were intricately related and stemmed from my interest in both medicine and the Latino population. My recent clinic project involved a health literacy initiative for patients at Maria de los Santos and focused on health topics relevant to them, including diabetes and childhood obesity. I hope this work will lead to a global future in medicine.

**Poster 5: Rupture in the tradition, daily fissures: rural women making difference in the Brazilian semi-arid**, Loreley Gomes Garcia, *Fulbright Scholar, Geography and Urban Studies*

We investigate the formation of new gender attitudes in the rural area. This research evaluates to which extent women-focused projects of development are able to promote changes in the gender relations in the rural area, contributing to a larger social change. This research has been developed in the region of Cariris da Paraíba, in the agrarian reform settlements and agro-villas. Here, the Project Dom Helder Camara (PDHC) of the Brazilian Minister of Agrarian Development has been developed under the responsibility of feminist NGOs with the purpose of promoting autonomy among women and guaranteeing income-generating alternatives in the rural area.

**Poster 6: Significance and Manifestations of the Organic Movement in France**, Emily Kinsel, *French, Environmental Studies*; Nadia Brouk-Redonnet, *French*; Robert Mason, *Environmental Studies*

This summer, with the aid of the Diamond Scholars Research Program, I traveled to France to study the nation's agricultural system. For two months I volunteered on four organic farms in different regions of France. Through

daily farm work and observations of French supermarkets, village markets, and Community Supported Agriculture markets, I learned not only organic farming techniques but also the history of France's agricultural system and the rising presence of the organic movement in France. In this poster session I will present my findings on the significance of the global and local organic movements in French culture.

**Poster 7: An examination of the moderating role of internationalization on the effect of economic conditions for the degree of financial distress: U.S. hotel industry case, Seoki Lee, STHM**

Cost implications from financial health play a significant role in a firm's operation and profitability, and this study examines potential effects of a firm's internationalization on its degree of financial health, due to the significant importance of internationalization in a currently globalized environment. More specifically, the study examines the effects of internationalization on a firm's degree of financial health contingent on economic conditions for publicly traded U.S. lodging firms for the period 1990 to 2008. Findings suggest that, when economic conditions are good, the U.S. hotels with international operations are likely to improve the degree of financial health more than the hotels without international operations.

**Poster 8: Long-term contact of Santiagueño Quechua (SQ) in northern Argentina with the Spanish-speaking, Augusto Lorenzino, Spanish and Portuguese**

Long-term contact of Santiagueño Quechua (SQ) in northern Argentina with the Spanish-speaking population led to language mixing on every linguistic level, competence loss in Quechua and shift to Spanish. Though SQ has not undergone the degree of mixing of other prototypical mixed languages like Mexicano, Media Lengua (Ecuador) or Michif Cree (North Dakota), its speakers use a more hispanicized Quechua variety called habla overito, Spanish for "motley or multicolored speech". This research identifies the distributional patterns of language mixing in SQ from the word-level to discourse-level and shows its structural resemblance to cases of long-term language contact in the Americas.

**Poster 9: Temple CIBER Around the World, Kenyalyn Makone-Anunda, Arvind Phatak, Kim Cahill, IGMS/CIBER**

This poster highlights some of the study abroad destinations for business students organized by the Center for International Business Education and Research (CIBER) at the Fox School of Business. Temple CIBER has specialized study abroad activities within the Fox School that allow it to serve as a national resource for the teaching of improved business techniques, strategies, and methodologies that emphasize the international context in which business is transacted worldwide. CIBER's study abroad programs are designed to infuse international business learning as a critical component for undergraduate education that prepares Fox students to become engaged and informed citizens in an increasingly interconnected and globalized world.

**Poster 10: The Marco Polo Collaborative, Pamela Barnett, Teaching & Learning Center; Stephanie Laggini Fiore, Teaching & Learning Center; Scott Shall, Architecture; Nancy Morris, SCT; Lindsay Weightman, Music; Fabienne Darling-Wolf, Journalism**

We present our searchable website of peer-reviewed instructional materials which will provide a robust international resource to support best practices in teaching globalization.

**Poster 11: Hope for Rescue: The Globalization of Human Trafficking, Lena A. Plunk, Social Work**

Human Trafficking has become a world-wide issue. Many do not realize the issue that it is and what it is becoming. Many girls are born into brothels around the world and have no hope of rescue. Many also are kidnapped or coerced into behaviors that are beyond their choosing or control. However, there is hope for these in bondage to be rescued from the bondage that overtakes them. There are opportunities for members of society to be involved and be the voice for those whose voice goes unheard. As a part of an Independent learning experience, I was able to see first-hand ways in which girls are being rescued and the hope is being offered to them. The poster presentation will engage participants in learning more about what I have learned and how they can be involved.

**Poster 12: Anthropology Speaks: an introduction to the work and artifacts of the department at Temple University, Nicole E. Welk, Art History and Anthropology**

"Anthropology Speaks" is an exhibition that will be showcased through May 2011 in the corner lobby of Gladfelter Hall. The exhibition aims to educate the public about Anthropology and the work faculty members within the discipline have been completing around the world. Using artifacts from collections acquired from other museums as well as past faculty of the university, "Anthropology Speaks" will use material culture to illustrate to spectators how Anthropology is important in the understanding of humanity on a global scale through the four tiers of the discipline: Linguistic, Cultural, Biological, and Archaeological study. Works from the South American Cashinahua tribe, the Solomon Islands and artifacts acquired from the Philadelphia Commercial Museum will be highlighted in the exhibition, with details presented within this poster.

**Poster 13: Infectious Disease Prevention and Treatment: Accra, Ghana, Diana Wright, Public Health, Natasha Hinton, Shannon Marquez,**

Malaria accounts for approximately 40 percent of outpatient visits and is responsible for over 25% of the under five mortality in Ghana. As of 2007, Ghana ranked 33 in the world with HIV/AIDS prevalence of 1.9%, which is exacerbated by the high of tuberculosis. During my six weeks in Accra, Ghana I observed several institutions, including the fevers unit at Korle-bu Teaching Hospital. The information gathered during my observations enabled me to evaluate the current malarial and HIV/tuberculosis treatment strategies as compared to current literature and make recommendations to areas in need of improvement, taking into account relevant cultural practices.

**Poster 14: The Land "Down Under"-My Mr. Right, Huiling Zhao, Strategic Communications**

The poster will be in the shape of the Sydney Opera House. Meaningful pictures taken from the trip will be posted with captions to chronologically demonstrate the "falling in love" process I described in the previous proposal. The whole process consists of three themes- love at first sight; courtship; and life-time commitment. Pictures and drawings will be used to reflect my relational interactions with my surrounding during each theme. The presentation will require two posters. The first poster will convey the overall concept which is Australia as my Mr. Right. The second poster will then depicts the different relationship stages involved.

**Poster 15: Finding the Money!!!! Navigating Scholarships & Grants!**, *Gloria Angel, IGMS/CIBER; Mara Blake-Ward*

An overview of scholarships; different types, where to find them, as well as fellowship opportunities for international education. Identifying different types of grants, how to apply, what to pay attention to, deadlines, etc

**Poster 16: Study Abroad India**, *Jacqueline Schaffer, Cultural Anthropology, University of Pittsburgh*

During the summer of 2010, I participated in his "India: Religion, Art, and Culture" program. During the course of this program, I filmed, and later edited, a video ethnography, "*Not Plain Jain: A Second-Generation Indian's Homecoming to India*". The film chronicles the tribulations of a second-generation Indian reconnecting with her Gujarati roots, conducting her own research on the healthcare system in India, and ultimately discovering her place as a young woman among her extended family. Based on this film, I am currently writing my Bachelors of Philosophy in International and Area Studies (BPhil- IAS) on Second-Generation Indian Identity in the United States (working title: "A Pentagon of Personal Stories: Second-Generation Indian Identity Negotiation in the United States").

**Poster 17: Teaching About Gender and Globalization**, *Rachael Kamel, Religion; Gwendolyn Mitchell, Adult & Organizational Development, College of Education*

Although feminist scholars and activists played a pioneering role in placing the issue of globalization on the map, discussion of gender has decreased dramatically in the national conversation about the many impacts of globalization. Drawing on the unique experiences of Temple's highly diverse student body, our pedagogical approach brings the students' life experiences into dynamic interaction with course materials and supplementary readings drawn from the news. With the increasingly diverse demographics of the U.S. population, an institution like Temple can permit first- and second-generation U.S. residents to speak to the realities of global policies, transnational identities, and cultural change.

**Poster 18: Bolivia 2010**, *Sam Kelly, Photography*

The *Bolivia 2010* poster will be based on the six-week trip taken by students from the joint Temple University and International Design Clinic program this past summer. The group of architects, designers and students were led under the direction of IDC founder Scott Shall. The poster will visually show the trips development, from the very first day to the last. Highlighted on the poster will be projects that were investigated during the stay, most of which will be continued upon a return trip in 2011. The poster will be accompanied by Sam Kelly, who will be available for questions/discussion.

**Exhibit 1: Cows, Goddesses, and Women: Exploring Connections in Contemporary Indian Society**

*Maggie Hegney, Anthropology*

In contemporary Indian society, the cow occupies a unique role. It is both a sacred and a practical animal, providing necessities like milk, ghee, and dung while simultaneously embodying Hinduism's 330 million gods and goddesses. For these reasons, Indian society honors the cow as a symbol of the Divine Mother that sustains all human beings. It is this connection between cows, goddesses, and women that I explore in my project. Through ethnographic photographs and expressionistic paintings, I examine the position of women in contemporary Indian society in relation to the cow and the goddess. My work is intended to suggest that women's roles are much more complex than we realize. Despite the limits placed on women by the Indian social order, women's connections with cows and goddesses strongly reflect and legitimate their importance.

**Exhibit 2: Steel Stories**, *Jayashinji Jhala, Anthropology*

These abstract steel miniature sculptures illustrates the stories they represent from the field gathered via video documentation from bards, poets, storytellers and ordinary citizens. Employing simple ritual utensils and hardware components of everyday use such as spindles, sowing needles, nuts, bolts, nails, steel plates, sink traps and fishing tackle, suggesting the presence of the industrial complex in rural India. Displayed as architectural elements the same elements are used to tell indigenous tales in stop motion animation. The choice of steel is made as the stories are tales of valor and chivalry, treachery and honor and speak to local martial traditions.

**Exhibit 3: Shanghai Painting Project**, *Meg Pursell, Painting; Adrian Sierkowski, Film*

The goal behind this project was to work with Chinese graffiti artists with the intent on returning with documentation that the American public may observe and examine. This project has been in the making for the past four years; having been created twice in Philadelphia (2007 and 2009) and another in Rome (2008). With amazing photographs taken by my Director of Photography Adrian Sierkowski, and the creative skills of my fellow collaborators, the project was completed in the Moganshan District of Shanghai, China

**Exhibit 4: Chinese Culinary Healing**, *Ananthi Rajamoorthi, Biochemistry*

In just a few hours of my arrival at the Kunming airport in Yunnan, China, a field of wild mushroom and eggplant invited my senses, specifically those tiny receptors studded across my tongue, demanding to be fed. Traditional Chinese Medicine (TCM) is not only a universal branch of holistic medicine, but one of the only schools of healing that gives upmost importance to eating habits. The sweet and spicy aromas of eggplant (a delicacy of authentic Yunnan cuisine), is not only a means of quenching those taste buds, but also a means of healing both the mental and physical states of being. Chinese society truly recognizes that we are, ultimately, what we eat.

**Exhibit 5: Saga of Rayasinhji**, *Keith Marchiafava, Visual Anthropology; Dr. Jhala, Visual Anthropology*

On display is a set from my stop motion animation *The Saga of Rayasinhji*. The story is based off of a traditional story that I filmed in Dhrangadhra India in 2009 with Dr. Jhala. The sets are all build of materials that can be found in a local hardware store. Accompany the set will be a short scene from the animation that is running on a loop.

**Film 1: The Immigrant**, *Dustin Morrow; BTMM*

*The Immigrant* explores the hope, fear, adventure, and remorse that have accompanied centuries of Irish immigration through its story of a woman who fled the violence and lack of opportunity of Northern Ireland in the Sixties, and now contemplates returning to her homeland after decades away. She finds social opportunity and a

sense of belonging in Ireland, but is attached to the family she has created in the U.S. "I'm torn between the two worlds," she states, reflecting on the inner conflict faced by a generation of Irish immigrants who've built lives abroad but long to return to their homeland.

**Film 2: Study Abroad India**, *Jacqueline Schaffer, Anthropology/ Cultural Anthropology, University of Pittsburgh*

During the summer of 2010, I participated in his "India: Religion, Art, and Culture" program. During the course of this program, I filmed, and later edited, a video ethnography, "*Not Plain Jain: A Second-Generation Indian's Homecoming to India*". The film chronicles the tribulations of a second-generation Indian reconnecting with her Gujarati roots, conducting her own research on the healthcare system in India, and ultimately discovering her place as a young woman among her extended family. Based on this film, I am currently writing my Bachelors of Philosophy in International and Area Studies (BPhil- IAS) on Second-Generation Indian Identity in the United States (working title: "A Pentagon of Personal Stories: Second-Generation Indian Identity

<b>1:15-1:50</b>	<b>Keynote Speaker: Ms. Fumiko Ishioka</b>	<b>Room 200A</b>
<b>Through Time and Across Borders: The Story of <i>Hana's Suitcase</i></b>		

<b>2:00-3:20</b>	<b>Concurrent Sessions</b>	<b>Room</b>
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**PANEL 12: INDIGENOUS PEOPLES OF LATIN AMERICA: THE "INDIAN PROBLEM" II** **200B**  
**Indigenous Identity in Human Rights and Environmental Struggles**, *Lindsey O'Hora, Spanish/Latin American Studies*

The Garifuna Afroindigenous community of Honduras is currently engaged in a quest for territorial control of the Cayos Cochinos, a Marine Protected Area (MPA). In 2005, the Honduran Coral Reef Fund, in accordance with the World Wildlife Foundation (WWF), created a resource management plan which regulates the extraction of marine resources from the waters of the Cayos Cochinos area, preventing subsistence fishing. As the struggle for territorial control continues, anthropological dilemmas are emerging and the indigenous authenticity of those who identify as Garifuna comes into question. The reciprocal relationship between environmental human rights and indigenous rights can be evaluated using the history of the Garifuna, testimonies from members of the community, and criteria for ethnic and/or racial identification. I will explore the impact indigenous identities has in human rights and environmental issues.

**The Zapatistas: A Communications War**, *Wilfredo Ortiz, Latin American Studies*

Based out of the Chiapas state of México, the Zapatistas' (Army of National Liberation) most revolutionary action is their use of new media to spread their message. Considering themselves an indigenous and autonomous movement, communication with the rest of the country and the entire world has proven to be their most effective tactic in proliferating their agenda of social and democratic equality. Cell phones, video, and the Internet are their weapons. This presentation will discuss the indigenous and autonomous use of media by the Zapatistas since their declaration in 1994, and how it affects the way they are perceived today.

**In the Life and Times of Guatemalan Women: Femicide in Guatemala**, *Lia Scalzo, Spanish*

The first case of Latin American Femicide was in Ciudad Juarez in 1993, a city in Mexico, on the Mexican-United States Border, yet femicide has currently taken over 2,200 Guatemalan Women's Lives since 2001. This presentation will discuss femicide in Guatemala from a holistic approach, taking into account historic factors and current day factors, which have lead to this vicious cycle of killings.

**From Tortillas to Tourism: the Creation of Public Voice and Power for Kaqchikel Maya Women**, *Heather Wehr, Spanish and Latin American Studies*

By acting as agents of change, throughout history, Kaqchikel women have sought power in the public sphere of their societies, despite the dominating patriarchal authority. This paper explores the role of women during the labor migrations to coastal plantations of the 19th and early 20th centuries, then moves on to the midwife in Kaqchikel society and finally culminates with a look at the modern roles Kaqchikel women are assuming in larger cities and the tourism industry. The changes that occur along with these activities are often seen as modernizing and challenge the traditional role of the woman in Maya cultural maintenance.

**PANEL 13: GLOBAL PERSPECTIVES ON DIFFERENT INDUSTRIES** **217A/B**

**Twenty Years after Communism: Challenges and Progress in Recreating the Human Resource Management Profession in Hungary**, *James D. Portwood, Human Resource Management; Janos Feher, St. Istvan University Budapest*

The presentation will present preliminary results of research tracking the rebuilding of the Human Resource Management profession in Hungary after the fall of Communism. This rebuilding was necessary since the HR function in Communist times was a key part of the Communist control system, and was thus completely discredited at the time of the transition. Now twenty years later this key organizational function has recovered much of the trust and respect necessary to again be a strategic partner to corporate executive teams in Hungarian organizations. Implications for HR professional development in other countries still struggling to complete the transition to stable free market economies will be discussed.

**Chinese Investment: Small Business in a Big Way**, *Darryn Lee, International Business/Finance; Stanley Ridgley, International Business*

My research focused on studying small/medium sized businesses that are looking to gain exposure to the Chinese marketplace (large cap firms have extensive scale and are already multinational, generally speaking). Through the utilization of a PEST analysis, I was able to analyze the country and benefits of tech firms in the region with external capital sources, going through foreign direct investment as opposed to the more popular licensing or joint-venturing. My power point will detail my findings, discussions with local resources and how such corporate investments will contribute to the bottom line.

**Wave Globalization and New Global Inequalities in India's Silicon Valley, Amandeep Sandhu, Sociology**

Recent years have witnessed the rise of transnational services—call centers, software development, payroll, etc.—delivered across national state boundaries. A new global labor force has come into being that delivers these services across nation-state boundaries. What is the experience of those working in these jobs in India's Silicon Valley? This presentation explains the impact of the globalization of services—offshoring of service sector jobs—on workers in India's Silicon Valley. Treating it as part of increasing flexibilization of capitalism, I argue that the globalization of services increases global inequalities by redefining work itself as cultural shift; a process that deepens global inequalities beyond those formed during the first wave of globalization, the globalization of manufacturing.

**PANEL 14: POLITICAL SCIENCE AND INTERNATIONAL LAW**

**223**

*Gorana Draguljic, Political Science; Michael Cesal, Political Science.; Danielle Scherer, Political Science, Mark Pollack, Political Science*

For decades following World War II, political scientists largely ignored international law, which they argued was simply a reflection of underlying power balances, and not an important force in international politics. In recent years, however, political scientists have once again turned to the subject of international law, asking how international law is made, how it is interpreted by international courts and tribunals, and whether and how it is enforced and complied with. The four papers in this panel present cutting-edge research on these important questions.

**PANEL 15: BEYOND TRADITIONAL STUDY ABROAD: COLLABORATING ON INNOVATIVE MODELS FOR EDUCATION ABROAD 200A**

**Journalism Education in a Time of Rapid International Change: what we can learn from South Africa**

*Shenid Bhayroo, Journalism; Karen M. Turner, Journalism; Linn Washington, Journalism*

Media freedom and media independence in many African countries are being threatened. Criminal insult and defamation laws, media appeals tribunals, private and state ownership of media, and biased Western media coverage of the continent undermine democracy and civil society in many African countries. African and international journalists working in African countries face many challenges in their daily work. Journalism educators play an important role in the struggle to maintain a free and independent African media. This summer, Journalism professors Shenid Bhayroo, Karen M. Turner and Linn Washington attended the World Journalism Education Congress (WJEC) in South Africa. Interacting with journalism educators and journalists from across the globe has affirmed their resolve to create a journalism-focused study abroad program in southern Africa. The panelists will share what they learned about the issues affecting media in Africa and how Temple can create a robust international experience in southern Africa.

**Cross-Cultural Virtual Collaboration Projects: Combining Education, Technology and Business, Kim**

*Cahill, Institute of Global Management/CIBER; Darin Kapanjie, Statistics*

Temple CIBER, at the Fox School of Business, offers two international business courses that combine education, technology, culture and business. The first, a partnership with Dubai Women's College (DWC) in the UAE, creates teams made up of students from both Temple and DWC to develop foreign market strategies for a US product to enter the UAE market as part of a Global Strategic Management class at both universities. The second, the Global Business Project, features international consulting projects for graduate students in five different countries and requires a foreign language co-requisite. A demonstration of Web-ex and its capabilities, the free software used to facilitate these projects, will be included in the presentation.

**International Social Work Student Forum on Global Challenges, Link Martin, Michele Gudknecht, Social**

*Work; Kevin Wanner, Social Work*

Temple's School of Social Work students participated in the first International Social Work forum at the University of Applied Sciences Erfurt, Germany in June 2010. Joining with undergraduate social work students from Germany, Ukraine, India and South Africa, the Temple students engaged in a week long discussion of Poverty. The Forum has developed from the relationship between the social work programs at Temple and the University of Applied Sciences. The goal was to create an opportunity for social work students from varied backgrounds to interact and discuss important social problem issues facing the world's population.

**PANEL 16: THE CREATIVE MIND AND THE STUDY ABROAD EXPERIENCE**

**220**

**XL Days in Rome: The creative mind and the study abroad experience, Paul Sheriff, GAID; Nicholas Dunlap, GAID**

As an educator, trying to harness the creative mind, which, with the international experience is very preoccupied with the basic fundamentals of existence, can in of itself be a herculean task. Finding the right mix of stimulation and motivation was my personal goal when working with 8 incredibly talented Temple students this summer in Rome.

This presentation explores that process and their exciting resolve.

**International Travel Writing Contest Winners, Belinda Christensen, Education Abroad; Lindsay Michel, Neuroscience; Seemal Awan, Biology, Jeremiah Scalia**

Winners of Education Abroad's International Travel Writing Contest read their stories and discuss the international experiences that inspired them.

**PANEL 17: GLOBAL PUBLIC HEALTH FIELDWORK IN COSTA RICA**

**217C/D**

*Clara Haignere, Public Health; Dana Baltus, Public Health; Ella Ofori, Public Health; Erin Morales-Williams; Urban Studies; Evan McLennan, Public Health; Lauren Puzen, Public Health and Social Work; Meghan Duffy, Public Health; Rondell Leadon, Biology, Samantha Dahlberg, Public Health; Sara Paris, Public Health; Shaina Mitchell, Anthropology; Sophia Raab, Social Work; Vivian Kumbi, Public Health*

Ten undergraduates and five graduates in Temple University's summer public health program in Costa Rica developed educational strategies for elderly diabetics, HIV/AIDS workshops, domestic violence workshops and conducted a Youth Risk Behavior Survey with a convenience sample adolescents. All activities were conducted in Spanish. Objectives: 1) survey adolescents 13-15 about their risk behaviors, 2) offer elderly in-home diabetes education, 3) provide adolescent HIV/AIDS workshops; 4) educate males and women about gender roles to prevent domestic violence. Results: HIV/AIDS workshops with 45 adolescents; 15 diabetes home visits and 33 adolescents surveyed risk; Community health fair for >40 participants.

**3:30-4:50**

**Concurrent Sessions**

**Room**

**PANEL 18: AROUND THE WORLD IN 80 MINUTES: SCT STUDENTS' GLOBAL**

**217C/D**

**PROJECTS**

*Doron Taussig, Broadcasting, Telecommunications and Mass Media; Persheng Vaziri, Mass Media & Communication; Juoak Jade Kim, Mass Media & Communication; Satarupa Dasgupta, Mass Media & Communication; Emil Steiner, Journalism; Dan Suraci, Strategic Communication/Geography and Urban Studies; Melissa Meade, Mass Media & Communication; Mike Fuller, Mass Media & Communication.*

This panel surveys the broad range of global research and creative work being done by students in the School of Communications and Theater. It features brief presentations by 6 graduate students and one undergraduate student. Their diverse research and creative projects span the world. The topics examined include Koreans in Hollywood, community mobilization in India, tweeting in Iran, agriculture in Italy, news in Spain, theory in Cuba, and Iranians in the U.S., and are presented traveling from East to West from the U.S. through Asia and Europe and back to the Americas.

**PANEL 19: LOCATION, KNOWLEDGE AND GLOBAL CORPORATIONS**

**217A/B**

**The Location Choice of Cross-Border Merger and Acquisitions: The Case of Chinese Firms, Guohua Jiang, Strategic Management/International Business; Feng Zhang, Management, St. Mary's University**

This paper examines the location decision on cross-border mergers and acquisitions (M&As) of developing-country multinational corporations (MNCs). By looking at motivations that may influence Chinese firms to merge/acquire a developing-country firm or a developed-country firm, we find, from 166 cross-border M&As deals by Chinese firms, that strategic asset-seeking, in particular technology-seeking, is the major reason for Chinese firms to expand internationally to merge or acquire firms from developed countries. While, Chinese firms aim to access to natural resources through their M&As of other developing country firms. This study also has some important implications on the catch-up of developing-country firms, and bridges the literatures of M&As and those of foreign direct investment (FDI).

**Controlling Knowledge Transfer by the MNC: The Dual Story of Transfer and Protection, Randi Lunnan/Sara McGaughey, Strategy**

Creating and exploiting knowledge is one of the main competitive advantages of the MNC. The knowledge sharing process is however not straight forward as knowledge often cannot be copied in one location then pasted in another. At the same time opening up knowledge transfers between two units within the MNC may also lead to unwanted leakage to competitors. The control aspect of knowledge transfer therefore involves making sure that the receiver understands the intended use of the knowledge while avoiding unlawful or undesirable imitation. This panel includes two presentations; one on intra-MNC transfer, the other on conventional and unconventional knowledge protection. The two issues are seen together as a joint control challenge for the MNC, and the nexus between the two perspectives explored.

**Blowin' in the wind: Suzlon as an emerging economy multinational enterprise, Snehal Awate, Strategic and General Management; Ram Mudambi, Strategic and General Management**

Suzlon is an Indian multinational company specializing in providing turnkey solutions for wind power generation. An Indian entrepreneur, Tulsi Tanti, founded the company in 1995 in an attempt to make wind power accessible to the Indian market. The company grew very rapidly, and, in a short time span of seven years, became a global enterprise. The story of Suzlon provides a brilliant example of how an emerging market firm pursued strategies for technology acquisition, market entry, and global expansion to become an International brand.

**PANEL 20: GLOBALIZATION AND IDENTITY IN SPAIN'S MINORITY CULTURES: THE CASE OF CATALONIA**

**223**

*Montserrat Piera, Spanish and Portuguese*

This panel will explore the challenges but, also, the advantages of "globalization" for minority cultures, in the Iberian Peninsula, in particular the case of Catalonia and other Catalan-speaking areas. Will a Global World destroy Catalan

culture or will it contribute to its preservation? The papers in this panel will attempt to answer this question while defining the place of Catalonia within and without Spain and Europe. The four presenters' interpretations of Catalan media, popular culture, sports, the role of women and the cultural and ecological traditions of food and wine will illustrate the multilayered and multidirectional traits of Catalan culture and its embrace of globalization as a necessary strategy for cultural and linguistic survival.

**Catalan Contribution to Feminism, Tessa Corcoran-Sayers; Women Studies**

Feminism is a global movement and philosophy. Women in all parts of the world including Catalan cultures have engaged with the feminist movement, in their home, in academia, and in the community. What contributions have Catalan speaking women such as Pilar Rahola and Catalan events such as *Les Jornades Catalanes de la Dona* (Catalan Women's Conference) made to global feminism? How is the Catalan notion of feminism different from what we are accustomed to in the United States?

**Global Flavors of Catalonia, Colleen Richards, International Business and Marketing**

In my presentation, I will describe 3-5 typical dishes of the Catalonian region of Spain. In discussing them, I will give a brief overview of their histories/origins. I will also cover when people usually eat these dishes, and for what purpose these foods serve. Finally, I can also talk about any variations of the dish that developed in nearby regions where people also speak Catalan.

**Barcelona Soccer Team's "More than a Club" Slogan: Internationalizing Politics through Sport, Alexander Stevens, Biology**

The city of Barcelona has become very well known all over the world thanks to the success of its soccer team; *Barça's* slogan "More than a Club" has been instrumental in universalizing and publicizing Catalan culture and language outside of Spain. This paper will explore the strategies this soccer team has used to vocalize in the international arena the political concerns of Catalan citizens.

**Exporting Languages: Media and the Internationalization of the Catalan Language, Greg Sykes, Spanish**

After the death of Franco, Catalonia starts to gradually recreate itself, and the nation becomes even more distinctive than before. Catalonia becomes better known and more unique, not only within the Iberian Peninsula but also globally. With time, Catalonia becomes the place we know it today, one which holds onto its rich cultural and linguistic roots, while prospering and moving into the future. My presentation will synthesize that last several decades of the Catalan language within and outside of Catalonia whether it is through the creation of language centers, educating its own citizens in the language, newspapers, or television.

**PANEL 21: HEALTH AND WELLBEING IN THE DEVELOPING WORLD**

**200B**

**Setting National Health Agendas: Using Barbados and Trinidad & Tobago, Michael A. E. McIntosh, Nursing**

The World Health Organization and the World Bank put forth 2 health care reform initiatives (HCRI) utilizing vastly different approaches, between 1978 and 2000. Systematically examined how Barbados and Trinidad & Tobago governments incorporated these HCRI (the comprehensive primary health care (CPHC) and the selective primary health care (SPHC) initiatives) into their national health agendas (NHAs), and what aspects of these HCRI were incorporated into their NHAs. The study found that politicians in Barbados and Trinidad & Tobago set their NHAs, so as to provide adequate health care to its citizenry, while working with limited financial resources.

**Food Accessibility and Food Choice: A Comparative Analysis of Food Choice in Developed and Developing Population, Korin R. Tangtrakul, Geography & Urban Studies, Environmental Studies; Robert Mason, Geography & Urban Studies**

The literature surrounding nutrition and development in Sub-Saharan Africa often depicts the population as underfed and unable to acquire the proper nutrients to satisfy daily caloric requirements, often suffering from deficiency diseases. Meanwhile, most Americans meet caloric intake standards (and often surpass them) yet many suffer from diabetes and obesity, particularly in areas with little access to nutritional, affordable food. This study parallels the instance of malnutrition in two dramatically different contexts. It compares the current trends of food choice in rural Malawi and inner-city Philadelphia, both of which can be categorized as having "moderate" access to food.

**The Brazilian Soybean and its Effect at the Amazon Forest, Marcos Colón, Latin American Studies**

Today, Brazil consists of the ninth largest economy in the world, second in the Americas to the U.S. Brazil is utilizing its own environment to increase its wealth. The soybean industry in particular, is responsible for a recent growth in the Brazilian economy. However, which are the implications of this fast growth to the Amazon Rainforest? The soybean industry in Brazil, while responsible for the recent economic prosperity, is a main contributor to corruption in politics, a lack of environmental accountability, and the deforestation of the Amazon Rainforest.

**PANEL 22: LATIN AMERICA: CULTURE, COMMERCE, COMMUNITY**

**200A**

**Machu Picchu: Seeking a Sustainable Relationship Between Tourist and Local, Sierra Gladfelter, Anthropology**

Machu Picchu has become an internationally renowned tourist destination and with up to 3,000 visitors daily generates over \$40 million each year for Peru's economy. As a result, Peru is under pressure to develop a sustainable system that can accommodate growth without sacrificing the integrity of the very culture tourists come to experience. By developing a conversation around the economic benefits and potential disadvantages of tourism, I attempt to reveal Cusco's adaptations to these pressures as they pursue sustainability in their outdoor travel industry. Through a deeper understanding of the tension surrounding tourism, we can find ways to employ and improve these practices in other at-risk tourist destinations.

**The Socioeconomic Effects of the Tourism Industry on the Cusco Region, Gregory McCormick, Finance**

Throughout the past few decades, the tourism sectors of the Cusco Region and Peru have experienced a great deal of economic growth as our world continues to globalize. This research project analyzes the evolution of the tourism cluster in the Cusco Region from 1911, when the Machu Picchu Historical Sanctuary was discovered, to the present day. This paper examines the opinions of natives from the Cusco Region who work in the tourism sector, concerning such facets as government regulation, sustainability practices, and competition within the sector. Finally, the challenges and opportunities for the growth and diversification of tourism activities will be discussed.

**An Ethnographic Study of a musician's journey through the Cuban Music Education System, Jeff Torchon, *Jazz Music Education***

Although Cuban Folk music has been popular in the United States since the beginning of the twentieth century, many opportunities for the research surrounding this unique body of literature remain. Also, very little is known about the pedagogical principles and practices that guide Cuban music education. This ethnographic study examines the musical education of Jorge Gomez, a Cuban musician, who is a product of both formal classical conservatory training and the aural tradition of his culture. In addition, the author will provide transcriptions and analyses of Jorge's performing style to show how the combination of both formal and informal training in a Cuban culture has influenced his interpretation of American standard songs.

**2010 Elections In Venezuela, Lori Zett, *Latin American Studies***

My paper will describe the results of the 2010 election in Venezuela, its election law and its mechanics—before and since 2000. Ten years after Chavez's election, his party continues to hold the majority in parliament. Why? How accurate is the reporting on Chavez and the election in our media?

**PANEL 23: DANCE PLURALISM IN AMERICA: CHINESE DANCE, HIP-HOP AND TAP WORKSHOP**

**220**

*Ellen Gerdes, Cara Lavalee, Danielle Aleman, Dance*

This presentation teaches attendees both brief socio-cultural context and fundamental movement techniques of American dance forms of diversity in connection with the Intergenerational Center's Immigration Awareness Initiative. Chinese dance, hip-hop, and Tap can all be classified as positive outcomes of immigration; for example, Tap is a mix of African and Irish dance. Three enthusiastic instructors of Temple's Gened dance course, Embodying Pluralism, will share their research and lead attendees in this workshop for beginners -- no dance experience necessary! (Note: This is a dance workshop, not a dance performance.)

## 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

Michelle Brito Barton, Education Abroad  
Kimberly Cahill, Institute for Global Management Studies/Temple CIBER  
Denise Connerty, International Affairs  
Alix Howard, Political Science, Co-Chair  
Alicia Imperiale, Architecture, Co-Chair  
Rita Krueger, History  
Martyn Miller, International Services  
Emily Moerer, Undergraduate Studies  
Jaime Molyneux, Education Abroad  
Pauline Pao, Education Abroad  
Ronald Webb, Latin American Studies

## 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 December 15, 2010.

### Paper Awards

Students interested in applying for the Best Paper awards have to submit a complete paper to [global@temple.edu](mailto:global@temple.edu) by December 15, 2010. 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 15-19. 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.