

Redefining Executive Education



2015
Summer Newsletter

International School of Management











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Greetings from the Executive Director







Dear ISM Community,

Last month, the inauguration of our new location at boulevard Raspail marked a turning point in ISM's continual development and growth. Situated in the heart of Paris, in a neighborhood that has long housed France's most prominent political and artistic institutions (la Tour Eiffel, le Musee d'Orsay, l'Assemblée Nationale), our new center draws influence from its respected neighbors with its Beaux-Arts architecture and interior decoration. Inside, the professional space creates the ideal atmosphere for staff, students, faculty, and deans alike, bringing together ISM's community in Paris to work, dialogue, and learn under one roof (terrace included!). We hope the new space will foster exchange and collaboration among ISM students and faculty, advancing the intellectual and vocational objectives that unite our international community. As we continue to settle in, we look forward to the possibilities that our new center presents: more ISM sponsored events, more opportunities to network and collaborate, and above all, a more unified ISM community and a settled, centralized presence here in Paris.

Cordially,

Maurice Forget
Executive Director

The Philosophy, Politics, and Economics of Finance in the 21st Century: From Hubris to Disgrace



By Prof. Mark Esposito

I am pleased to report that I am co-editor, together with Patrick O'Sullivan and Nigel Allington, of the recently published book **"The Philosophy, Politics, and Economics of Finance in the 21st Century: From Hubris to Disgrace" (Routledge, 2015).** This book examines the aftermath of the 2008 global financial crisis, the ongoing immorality and misconduct within the financial sector, and the broken regulatory systems that have failed to prevent further financial scandals. It is part of Routledge's "Economics as Social Theory" book series.

The work, which comprises several contributions from esteemed colleagues from within and not only, the financial discipline, outlined a framework to better understand the rise of finance through its mechanics, power relationships, economic rationale, politics, and philosophy. We assert that the financial sector has yet to learn lessons of morality from the disgrace that shadowed the industry in the six years since the start of the 2008 financial crisis. A series of financial misconducts have shown continued and deep-seated disregard for rules and regulations on the part of the leaders of the world's financial systems.

We detail the four major pillars of analysis in understanding why the financial sector has evolved from hubris to disgrace: the mechanics of finance, the economics of finance, the politics of finance, and the philosophy of finance.

If you would like to find out more about our book, please go to: http://bit.ly/1dCfxkT. There will be a 20% discount with code at the checkout: FLR40

Update on the Dean and Director of Doctoral Research



Joseph Santora will be leaving his position as Dean and Director of Doctoral Research at ISM. Joe has accomplished a great deal during his tenure, most notably setting up and reinforcing the processes involved in doctoral dissertations, from proposal to final approval. Our students and alumni have benefited from the rigorous high standards he developed and maintained; the dissertations that were approved since he assumed this role have been of excellent quality and have thus added much value to the long term reputation of ISM.

Joe greatly expanded ISM's network of dissertation supervisors and has been instrumental in getting a number of our alumni published and/or has helped them present at conferences. Furthermore, his impressive record of recent publications has helped reinforce ISM's position and visibility academically.

It will not be easy to replace him but the search is underway. Until a suitable replacement is found, Elias Hadzilias will be acting as the Interim Dean and Director of Doctoral Research. Dr. Hadzilias teaches E-Commerce in the MBA and IEMBA programs at ISM. Hadzilias holds a Ph.D in Business Process Management and a Master of Science in Industrial Systems, both earned at National Technical University in Athens, Greece. Based in Athens, he works as a freelance management consultant in addition to teaching at IESEG School of Management and Université Catholique de Lille. His areas of teaching and research have been in E-Business, E-Government, Virtual Enterprises, Enterprise Modeling, Strategic Management, and Operations Management.

The Board of Directors will make the final selection decision and we are optimistic that we will be welcoming a new Dean to our academic community by the end of the year.



Entrepreneurship in Higher Education

By Matthew Andrews
Executive Academic Director of ISM Programs

I am currently conducting research on founders of higher educational establishments and I am pleased to share with you a short summary of why I find this subject interesting. Academic entrepreneurs mark the beginning of management higher education. Little is known about them despite their substantial contributions to the field, and their considerable influence on public policy in their respective countries. Educational entrepreneurs have also driven many of the key initiatives and technological innovations in management higher education. The organizations they have founded and/or the initiatives they have led or helped to lead have often compensated for the shortcomings and/or excesses of the activities of well-established schools and public sector activities of the time. Some examples in the United States include Joseph Wharton, the founder of the Wharton School; and George Bridge Leighton, who persuaded Harvard President, Charles Eliot, to establish the Harvard Business School. In Europe, one example that I have spent considerable time researching is Emile Boutmy, the founder of Sciences Po, Paris. Higher education in business is an especially interesting research context. Understanding the emergence and behavior of entrepreneurs is as important as ever in helping to reveal the state of management higher education – and things are changing fast. New schools are proliferating worldwide. Studying the behavior of educational entrepreneurs in higher business education can provide valuable insights about future developments in the sector.

Student Spotlight



Darren Allen

DBA candidate
United Kingdom

My first ISM experience was visiting China in April, 2014. The program provided a twofold spark: an interest in emerging markets coupled with a childhood dream to visit China from my roots of practicing martial arts. I embarked on this journey to endeavour to provide an academic framework to support and expand the extensive experience I have in the construction industry. Selecting ISM and being accepted has been a life achievement that I felt has seamlessly brought the world of academia and practice into one arena.

The collaboration of ISM with Fudan University far exceeded my expectations. The quality of professors, along with their teaching material and methods, provided an overview on how to do business in this environment. The ISM team members were always at hand to provide any support required to ensure that the journey was stress free, allowing me to take full advantage of the experience.

The ISM program has impacted my life in a positive way, enabling the entry I needed to meet the minimum threshold to enroll in a NVQ (National Vocational Qualification) Level 7 qualification in Senior Construction Management. This diploma is a competency based qualification that is recognised as an equivalent to a Master's degree level in the global education framework.

Achieving the diploma has impacted my career by allowing me to join a well-established institute in the UK at the Fellowship level, achieving chartered endorsement, and joining the elite within the Chartered Institute of Building. This has provided a platform for me to work at a senior level in my industry.

With the quality of the ISM program, I have access to top professors in their fields from Paris, Shanghai, New York, and Sao Paulo. This environment drives competencies to new levels and challenges me as an individual to grow and contribute.

I have been able to use my academic experiences in a practical way, taking the lessons learned into the business world and putting them to work immediately. Leading from within the organisation with a bottoms up approach has seen these plans come to fruition, driving results and business growth.

The backdrop of the ISM program has resulted in huge development in my career in just a short period of time. My current role as the Operations Director of a leading Design & Build company in Doha, Qatar has allowed me to embrace the board of directors' vision, translate this into a mission coupled with the values to drive competency and results.

Due to the new strategy of the business, the company has grown exponentially in the last year, creating value from within while keeping things simple to serve the market and demands of the client.

This has allowed me to take advantage of these experiences to sample new initiatives and ideas in order to find the right recipe that works with the mix of culture, customs, and the local environment.



Issa Barro

PhD candidate
Senegal

My PhD program at ISM has taught me not only new concepts, methodologies and tools to address business management issues, but also the confidence to innovate and to think outside the box. This is indeed invaluable, as it eliminates the fear of engaging in new ventures and helps create new avenues of opportunities that can be transformed into game changing ventures.

One of the advantages of the ISM approach of learning while working is that one can use and implement the concepts studied in real life. This makes you a true achiever compared to your peers! In addition, ISM uses a mix of experienced academic teachers and professionals who are highly respected in their respective fields. This combination gives the students a wonderful perspective. Although a PhD is primarily for teaching and research, the way it is taught at ISM provides students with real life methodologies and tools which can be immediately used to bring positive change in organizations. As a result, I could easily see how best to address is-

sues and thus have a real competitive advantage vis-à-vis my colleagues.

I am the founder of a consultancy firm based in Senegal, where I have been the Managing Director since February, 2015. Prior to that, I served as Team Leader for Inclusive Finance for the Africa Region for the United Nations Capital Development Fund, where I supported African governments and financial institutions in their objective of improving access to finance for all, including the un-served and under-served. I have also worked for various organizations such as the International Finance Corporation (IFC) as the Coordinator of the joint World Bank/IFC MSME Access to Finance Programme in Mali from 2005 to 2007; the African Development Bank (AfDB) as a Task Manager at the Governance and Economic and Financial Reforms Division; the International Development Research Centre (IDRC) as the Research Assistant to the Regional Director for West and Central Africa, in charge of coordinating the Regional Strategy for 2000-2010. My main accomplishments have been to promote poor people's access to economic opportunities and the role of the private sector in poverty reduction in Africa.



Sarah Chevaillier
IEMBA student
France/USA

From my experience, when professors put us into groups of four, I became aware of our differences in cultural perspectives. There is some degree of cultural conflict to work through at times, which is great for us to experience. I like that because I discovered that you can be really culturally adept, but still hit a wall and consequently learn something new.

Also, the flexibility of the program was not just a convenience; it was the difference between my getting the degree or not. I especially appreciated the seminars I attended, for the in-class dynamic with people from all over the world and from such a variety of professions, is the stuff of learning. We really constructed knowledge together—how valuable it is to interact with such differing cultures around a common topic of interest! I loved that about ISM.

I am now working as an entrepreneur in an academic setting. Through my employment with a small liberal arts university, I have developed a college readiness program which I am bringing to international secondary schools throughout the world. I help international schools build cultures that empower kids in their choice of college, which contributes to their persistence and success. I am still helping kids be powerful; ISM helped me scale up. ISM's Executive MBA program was a great choice for me because no matter what continent or country I was living and working in, I could make progress toward my degree during the school year, and during school vacations I could attend seminars in New York, Shanghai, New Delhi, and even Paris.

As an international educator, I help kids to be powerful. With a Masters in Education and Curriculum, I was working as a teacher and then principal at international schools in Germany, China and India. Taking ever-increasing roles of leadership in private international schools throughout the world, I decided that developing a business perspective would add value to my work in education.



Jennifer Morrison
MBA student
Canada

I began my full-time MBA with ISM in April, 2013. I am a digital marketer with specific expertise in technology and multi-brand management, most recently working at a marketing agency in Silicon Valley that specialized in technology. Moving to Paris was a big adjustment at first, but I wouldn't change it for the world. My objective in completing the MBA at ISM was to gain diversified international experience and to accelerate my career growth. In addition to further enhancing my skill-set, I wanted to create a unique profile for myself that set me apart from colleagues, increasing my global marketability. Having the ability to study in multiple countries with students from all over the world was a huge draw for me. ISM's unique educational model allowed me to learn from professors in small class environments with significant space for students to share their insight ranging from extremely varied professional backgrounds and cultures. I already possessed project management expertise with strategic insight in marketing and communications; however I was able to gain knowledge and expertise in a multitude of different subject areas including sustainable development,

negotiation and conflict resolution, and strategic market entrance strategy. Writing my thesis has allowed me to dive deeper into the world of corporate social responsibility and sustainability, where I intend to create lasting impact through the application of academic principles of profitability in correlation with sustainability in applied business practices.

Studying in Paris and New York has given me exposure to international best practices with access to professors who were interested in making courses pertinent to each individual's career goals. I will complete my thesis and graduate next month, so I'm looking forward to applying the concepts that I've learned here at ISM in a professional capacity. My previous professional experience includes working with clients such as EMC, PayPal, SAP, Sage and Adobe in Canada and the USA. After completing my MBA, I will transition to working in Europe, taking on more high-level strategic roles.

My most memorable experience was the New York portion of the program. It was very intensive but incredibly valuable and a great opportunity to really get to know other students in my program. We were able to work on real case studies and multiple company projects, offering the immediate opportunity to apply academic learning.

I have found that my MBA as well as my time here in Paris have both been stimulating and a worthwhile investment in terms of both personal and professional development. It has given me a deeper understanding of new disciplines of business management and prepared me to add value to any new ventures or business organizations that I work with in the future.

Alumni Spotlight



Miguel Adao

DBA Alumnus, 2006
Portugal

I loved my time at ISM, and made friends for life there. I created strong bonds with my fellow students during my time with ISM, not just in my own DBA program, but in other programs as well. The faculty were a diverse group of working professionals. They not only provided me with exceptional academic experience, but also helped me stay current with today's best business practices by using real life application. I enjoyed taking seminars in central Paris and always found the faculty and staff extremely accommodating and helpful.

It is my aspiration to someday return to ISM, not as a student, but as a faculty member for marketing seminars.

My doctoral dissertation "The Digital Home of the Future: Where Applications, Information, Mobility and Entertainment Converge," really helped me to open doors, both at the hardware company Hewlett Packard, where I spent the last 12 years, and at the software company VMware, which I recently joined.

I thoroughly enjoyed working on my dissertation with my advisor. It was a fascinating project that not only helped me gain the momentum needed to achieve my professional goals, but it was also one of the highlights during my studies at ISM.

I am the Senior Director, Northern EMEA Marketing at VMware, based in the Frimley, UK office.
I was previously Marketing Director for HP's Enterprise Group, as well as the OneHP Marketing Lead for HP UK & Ireland. I worked at HP for 12 years in a variety of Marketing and Business Development roles, across the Enterprise business, the PC Division and the Printing Group. Prior to HP, I worked at Procter & Gamble in Brazil and Argentina, Pepsi-Cola in Brazil, and Cigna Healthcare in France.

I obtained an Engineering Degree in Florida, an MBA in Ohio, and a Doctorate in Business in Paris and New York.

I am originally from Portugal, have lived in 8 countries, and I speak 5 languages.



Asuka Miyazaki-Fortier

MBA Alumnus, 2013
Japan

Being a mother of a small child, it was such a challenging experience. I thought I would never be able to finish the program at the beginning; however, thanks to the amazing international exposure with incredibly experienced professors and students from different nations and background, I was able to maintain my motivation. I definitely enjoyed all the seminars that I attended. The experience at ISM is an asset in my life.

I work in Human Resources at a Japanese investment bank in the city of London. I am in charge of expatriate payroll, tax returns, immigration, and all other issues related to the expat population. I work quite independently as a liaison to external providers, such as tax advisors, consultants and immigration lawyers. I could not have enjoyed the role if I had not completed my MBA since it requires intensive communication with highly educated and skilled professionals, such as lawyers and tax specialists. I feel more confident in my professional skills, having completed such challenging program.



Alexander Smith

PhD Alumnus, 2013
USA

Overall it was extremely useful to have such a diverse mix of students and professors from many different industries and cultural backgrounds. Studying in Asia, Europe, and the U.S. was valuable and, I believe, critical for many executive positions today. Notably, I was able to tie the academic research to my own business endeavors, which relates to corporate governance of small to mid-sized equity-backed firms. The teaching requirement was beneficial on several levels, including the need to engage in discourse regarding current business issues that are important to millennials, as well as discussion on innovative and contemporary business practices.

After many years in business, it was beneficial to spend quality time re-calibrating and learning contemporary practices on the state of the art in international business. This allowed me to apply the latest techniques in governance to various areas within my current business interests. In addition, I made many new contacts with international academic and business experts which has been most helpful for various aspects of my business.

I am a serial entrepreneur with extensive experience in building and running international businesses. I have held the positions of Chairman, CEO, and Managing Director for technology enterprises and have served on various boards of directors for companies. I have a reputation for strategic management, innovation, creativity, and strong skills in sales, marketing, client relations, and problem solving. I hold business and technical degrees, over 50 U.S. and European Patents, and am a Fellow of the Royal Institute of Navigation, the Institute of Directors, the Royal Aeronautical Society and the Institute of Engineering and Technology.



Maria Kuts

IEMBA Alumnus, 2013
Russia

Studying at ISM was an outstanding undertaking both from an entrepreneurial and academic perspective. You are receiving not only theoretical knowledge but also gaining business experience, which is crucial in the constantly changing professional environment. What to expect when starting your courses at ISM: constant hard work, close attention of the professors, and a high degree of communication between the students. Another important feature and characteristic of the ISM and the IEMBA program in particular is flexibility. You are the manager of your own time, and time is money.

Prior to starting the IEMBA program at ISM, I was already an executive in one of the largest holdings in northwest Russia. Since the early steps of my career, I have worked exclusively in roles and projects within an international context; hence my strengths include cross-cultural and multinational communications and negotiations. Yet at that time I was feeling a lack of economic and pure business knowledge. I had to learn most of these business applications through the work process itself, which sometimes resulted in misunderstandings and delays in communication and in the executive decision making process. In order to shape my business experience with a more academic and entrepreneurial focus, I completed the IEMBA program at the International School of Management. The program included sharing and acquiring knowledge in business with a truly global faculty and student body, and inspired me to initiate several successful entrepreneurial ventures. I am currently pursuing an international career – another challenge I am equipped for thanks to the experience and knowledge acquired at ISM.







Doing Business in Brazil: Reflections on the 2-week program in Sao Paulo

By Maria Groves
Current IEMBA Student

I had a wonderful time in Brazil for the two weeks of ISM seminars! Each course was relevant and interesting in its own right. My particular favorites were: Leadership, Organizations, & Networks as well as Strategy Implementation & Innovation Management. The leadership course included two days at a forum put together by HSM. The program was excellent! I enjoyed learning from great business minds like Tom Peters (Speaker & Author) and Roselinde Torres (Boston Consulting Group). On break at the forum, I had the opportunity to speak with several Brazilian business owners. Participating in this type of seminar was a vital way to learn about Brazilian business culture and leadership styles. The innovation course also allowed "hands-on" learning. We toured Natura, Brazil's number one cosmetics manufacturer and the country's leader in the direct sales sector.

In addition to the interesting courses, forum, and company tours, we had time to have fun! Rafael was a phenomenal host -- he coordinated many evenings for us to enjoy Brazilian culture and cuisine. We went to several Brazilian steakhouses, a pizza place, samba club, and the list goes on!

Between the classroom and outings, I was able to forge several friendships with other students in these two weeks. I can't wait to see everyone in South Africa! The only thing that will be missing is a delicious caipirinha (authentic Brazilian adult beverage). If you are considering going to Brazil for courses in the future, think no further -- this one is a must!

From the ISM Library: Literature Search Tips

Our Ebsco Business Source Complete database offers many useful yet underutilized features that can help refine and limit your literature search for better results. If you are having trouble finding relevant literature when searching Ebsco or want to apply additional Ebsco features, try using the following techniques:

Ebsco's "Advanced Search" includes many useful limitations that can help refine your literature search results. For example, you can limit your search results by choosing the following in advanced search mode:

- Scholarly (Peer-Reviewed) Journals
- Publication type (examples: case study, country report, industry profile, market research report, SWOT Analysis, etc.)
- Document type (examples: article, company report, working paper, etc.)
- Published Year (insert a desired range)
- Full-Text (note: many, but not all references are available full-text through Ebsco; therefore you are restricting your results by choosing full-text only. For assistance in obtaining full-text, please contact Judy Knight (library@ism.edu).
- Language

Use specific subject terms to build a more precise search

- Use the "Thesaurus" link at the top of the Ebsco page
- Find subject terms that are assigned based on article content to create a targeted search
- Combine subjects by selecting a term and using AND or OR, then click "Add"

Search only a specific journal or find journals in a specific subject area

- Use the "Publications" link at the top of the Ebsco page
- Search by journal title
- Search for journals by subject/description
- After locating and linking to a particular journal, you may search within the journal or browse the list of issues

Create a personal account to sign into Ebsco and use the following features:

- Save search results to collect and store references in personal folders
- Save and re-run searches by going to your search history and then choosing "save searches/alerts"

You will also find Ebsco tutorials and help sheets on the "Literature Search/Ebsco" page of ISM's electronic library, or email Judy Knight with questions or requests (library@ism.edu).









Paris Welcome Reception

By James Cody Fox
Current MBA Student

ISM held their Welcome Reception on May 21st, inviting students and other members of the ISM community to gather with ISM staff and guests to unveil their new space. The reception was an event intended to introduce the new facilities with a celebration, giving everyone a chance to get acquainted with the new location and experience the growth of the institution first hand.

When ISM announced that it had found its new space, I did what any full-time MBA student would do—I looked up the new address online. Immediately, I was delighted to find that it remained in the same arrondissement and was located about 10 minutes east of the original campus location near Rue du Bac. The announcement included an invitation to the ISM Welcome Reception to announce the move and display their latest advancement.

Arriving at the location for the first time, I was very pleased with the site. As I said, it is still situated in the same district of Paris, although it is much closer to other schools in the area. Even though it was newly renovated, the space retained the Haussmann style architecture. Complemented by the white walls and tall ceilings, the space appears majestic and royal, yet modern, giving an overall aesthetically pleasing setting.

ISM's Executive Director, Maurice Forget, unveiled the space with a welcoming speech and thanked all of the guests who attended. We were welcomed with beverages and hors-d'oeuvres upon which we were invited to explore the new facility. I discovered many rooms, including a beautiful seminar room and a large student lounge overlooking Rue de Grenelle and Boulevard Raspail. The event was a great opportunity for the students, both at the masters and doctoral level, to meet one another and interact with faculty and staff. It was the perfect occasion to network and expand professional contacts, but it was also an ideal time to bond with other members of my ISM program and enjoy the new site.

Overall, the Welcome Reception was a success and an enjoyable experience for everyone. If you'd like to see more from the event, **click here** to look at the moments captured by the photographer during the evening.

Highlights and Achievements

If you have news that you'd like to share with the ISM community, please send an email to news@ism.edu.

- Congratulations to ISM's Dean and Director of Doctoral Research, Joseph Santora, EdD, for recently serving as an external peer reviewer for two academic journals: the Journal for Management & Entrepreneurship and Development and Learning in Organizations.

- Joseph Santora, EdD, Dean of ISM and Director of Doctoral Research, recently served as a team member to select the best articles for 2014 in the journal Development and Learning in Organizations. One of the published articles will receive an award for best paper and two others will receive awards for commendable paper based on the recommendation of this team. For more information about the Development and Learning in Organizations with Emerald Insight, please click on the following link: http://bit.ly/1Nh4utl

- ISM's Dean of ISM and Director of Doctoral Research, Joseph Santora, EdD, has recently been accepted to present his article "Leadership Under Fire: To Be or Not to Be" at the June, 2015 conference of the World Association for Case Method Research & Application (WACRA) in Denmark. For more information about the conference, please click on the following link: http://bit.ly/1e20tgh

- ISM PhD candidate, Madeleine Nicole Maillette's paper "Financial Indicators of the Mafia in the Montreal Municipality Infrastructure" was recently accepted for publication and presentation at the Conference in Risk Analysis and Crisis Response (RACR-2015). Mailette's paper shows that management of earnings can be discovered when Return on Asset (ROA) vs Asset Turnover (ATO) ratios are used in a historical histogram.For more information on the conference, please click on the following link: http://bit.ly/1Ru4SoZ

- ISM would like to congratulate DBA alumnus, Jennifer Fox, on being appointed to the Board of Directors at Inspirato, the world's largest destination club. Fox has been President of Fairmont Hotels & Resorts, a luxury brand known for operating some of the world's most storied hotel properties, since 2011. She also holds the role of President, International Division, for FRHI Hotels & Resorts (FRHI), the parent company of Fairmont and its sister brands Raffles Hotels & Resorts and Swissôtel Hotels & Resorts. For more information on Fox's new position, please click on the following link: http://bit.ly/1LscPwp

- ISM PhD candidate, Michael James, and ISM Dean and Director of Doctoral Research, Joe Santora's paper "Succession Issues in a Religious Association," has been accepted for presentation and publication at the 2015 International Business Conference. This conference will be held at the Kensington Close Hotel in London, United Kingdom from June 7-11, 2015. For more information about the conference, please click on the following link: http://bit.ly/1J2SKcD

- ISM PhD alumnus, Jan Posthumous' paper "Application of Segmentation and Targeting in the Recruitment of High Potentials in the Pharmaceutical" was accepted for presentation at the Euro Med Academy of Business (EMAB) hosted by EDC Business School. The conference was held May 21-22, 2015, in Paris, France.For more information about the conference, please click on the following link: http://emrbi.org/

- ISM is pleased to announce that current Ph.D candidate, Merit Al-Sayed, and ISM faculty members, Mark Esposito and Terence Tse's op-ed "Recolonizing Africa: A modern Chinese story?" was published on CNBC. The op-ed piece focuses on the role of China in "recolonizing" Africa. Al-Sayed, Esposito, and Tse argue that there may be a new phase of dependency for some African states. To view the article, please click on the following link: http://cnb.cx/1vEY4KE

- ISM faculty member, Andrew Thomas' book, "The Customer Trap: How to Avoid the Biggest Mistake in Business," was recently published on The Distribution Trap.This new book is Thomas and Wilkinson's sequel to "The Distribution Trap: Keeping Your Innovations from Becoming Commodities," which won the Berry-American Marketing Association Prize for the best marketing book of 2010. To learn more about The Customer Trap, please click on the following link: http://www.thecustomertrap.com

- ISM PhD candidate, Kimberly Reeves, and ISM faculty member, Matthew Wong's paper, "Non-profit Mergers: The Fundamental Factors for Success," was recently published and presented at the International Academy of Business Disciplines(IABD) conference in Orlando, Florida.For more information about the IABD conference, please click on the following link: http://www.iabd.org

- ISM PhD candidate, Olivia Choi's paper, "In Depth Analysis of the Dually Listed Companies in Hong Kong and China Stock Markets Prior and Posterior to the Global Financial Turmoil," was published in the International Journal of Economics and Finance. To view the abstract, please click here: http://bit.ly/1Jh2T8t

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