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**Friday • April 19 • 2013
St. Regis Hotel, Atlanta**

Symposium on ASIA-USA Partnership Opportunities



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College of Humanities and Social Sciences



Welcome to the College of Humanities and Social Sciences (CHSS), home of the Asian Studies Program at Kennesaw State University. The College of Humanities and Social Sciences is the largest college at KSU, educating approximately 7,000 students enrolled in over 30 undergraduate and graduate programs. CHSS houses nine academic departments: Communication, English, Foreign Languages, Geography & Anthropology, History & Philosophy, Interdisciplinary Studies, Political Science & International Affairs, Psychology, and Sociology & Criminal Justice. Additionally, the College of Humanities and Social Sciences offers a Ph.D. degree in International Conflict Management, and eight graduate degrees in International Conflict Management, Integrated Global Communication, American Studies, Professional Writing, Teaching in Foreign Languages, English Education, Public Administration and Conflict Management. The interdisciplinary programs and global emphasis are part of our commitment to provide students with the best education and training experiences to meet the needs and demands of a global workplace in multicultural societies. CEOs in the Fortune 500 companies value students with degrees in the liberal arts—students who communicate well, think critically, demonstrate cultural knowledge and act ethically. The College of Humanities and Social Sciences at Kennesaw State University recognizes the complexity of today's technologically accelerated world and promotes the social value of an education in the liberal arts.

Dr. Robin Dorff, Dean, CHSS
Professor of Political Science and International Affairs

The Asian Studies Program at KSU

The Asian Studies Program at KSU is interdisciplinary. We organize the Symposium on ASIA-USA Partnership Opportunities (SAUPO); offer an Asian Studies Minor; promote Asia-related lectures, presentations, events and activities; encourage study abroad participation in Asia, and foster interdisciplinary academic research. We are in the process of proposing a BA in Asian Studies and an Asian Studies Graduate Certificate. We would like to listen to your advice and suggestions for the future growth of the Asian Studies Program at KSU! Please email us your suggestions anytime at asianstudies@kennesaw.edu. Enjoy SAUPO!

Dr. May Gao, Asian Studies Coordinator
Associate Professor of Communication & Asian Studies

Welcome!

2013 SAUPO PROGRAM

Symposium on ASIA-USA Partnership Opportunities (SAUPO)

Presented by the Asia Studies Program of Kennesaw State University (KSU)

Friday, April 19, 2013, St. Regis Hotel, Atlanta



Welcome to Atlanta for the 2013 Symposium on ASIA-USA Partnership Opportunities (SAUPO). SAUPO presents a global platform for dialogues among business leaders, scholars, diplomats, policymakers, and community leaders. Since its inauguration in 2011, SAUPO has become the largest Asia Business Conference in the southern USA, thanks to your participation! This global conference highlights partnership opportunities between the United States and ASIA. True to its primary goal, SAUPO promotes interdisciplinary exchanges in business, health, humanities, social sciences, education, science, technology, art and culture. Our speakers represent a wide range of viewpoints shaped by different professions, cultures, business practices, languages, and government policies. We are delighted that you have come to SAUPO to exchange ideas, establish networks and strengthen relationships.

We want to thank all of our sponsors, speakers, supporters, attendees and student volunteers for the success of this premier Asia business conference in Atlanta! Please enjoy your day at SAUPO, and create many opportunities for yourself and each other!

CHAIR:

Dr. May Hongmei Gao, Associate Professor of Communication & Asian Studies

VICE CHAIRS:

Dr. Leila Borders, Associate Professor of Marketing and Professional Sales

Dr. Heeman Kim, Assistant Professor of Communication

Ms. Rifka Mayani, Associate Director, Enterprise Systems and Services

Dr. Guichun Zong, Professor of Adolescent Education and Social Studies Education

SAUPO Planning Committee

SAUPO PROGRAM COMMITTEE

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Dr. Heeman Kim, Associate Professor of Communication, Asian Studies Associate Coordinator, College of Humanities and Social Sciences
Dr. Jake McNeill, Media Director, Lecturer of Communication, College of Humanities and Social Sciences
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Dr. Soohyun Yun, Assistant Professor of Piano, School of Music

STUDENT MEMBERS

Gabrielle Ballamy, Graduate Student
Nakeisha Brownlee, Graduate Student
Roberta Jackson, Graduate Student

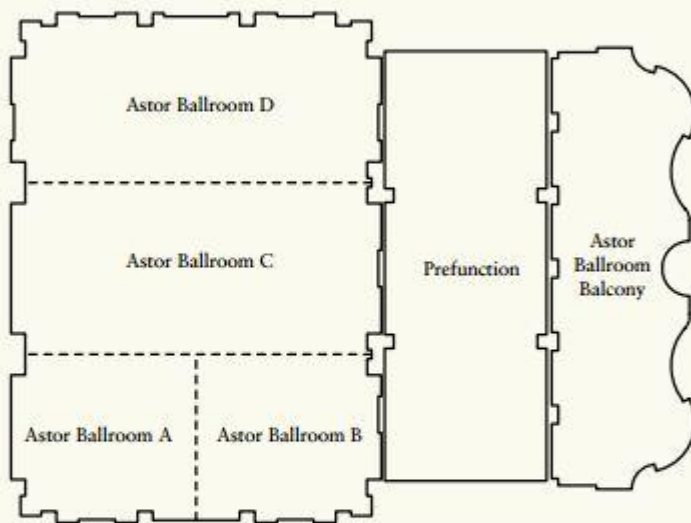
Program at a Glance

2013 SAUPO CONFERENCE		
Time	Location	Panels and Activities
7:30—8:00 AM	Pre-function	Registration, Coffee/Tea Networking
8:00 AM—8:30 AM	Astor Ballroom	Welcome and Opening Remarks <ul style="list-style-type: none"> ♦ Dr. May Gao, SAUPO Chair, Asian Studies Coordinator, Associate Professor of Communication and Asian Studies, KSU ♦ Dr. Robin Dorff, Dean, College of Humanities & Social Sciences, KSU ♦ Dr. Kat Schwaig, Dean, Coles College of Business, KSU ♦ Honorable Ajit Kumar, Consul-General of India in Atlanta
8:30 AM—9:45 AM	Astor Ballroom	Opening Panel: The Landscape of Global Health: Opportunities and Challenges
9:45—10:00 AM	Pre-function	Company Booth Visits; Coffee/Tea Networking
10:00 AM—11:15 AM	Astor Ballroom	Managing a Global Workforce: Perspectives Across Multiple Sectors
11:15 AM—1:00 PM	Astor Ballroom	Networking Buffet Lunch and Keynote Speeches <ul style="list-style-type: none"> ♦ Dr. Ken Harmon, Provost and Vice President of Academic Affairs, Professor of Accounting, KSU ♦ Honorable Donald Nay, U.S. Department of Commerce ♦ Honorable Farooq Kathwari, Chairman and CEO, Ethan Allen Global; Commissioner of the White House AAPI Initiatives
1:00 PM—2:15 PM Three Concurrent Sessions	5th Floor Rooms	Panel IA (Carnegie): Bilateral Banking and Finance Opportunities Panel IB (Vanderbilt): Global Collaboration in Environment and Infrastructure Panel IC (Rockefeller): Challenges for Investment in Asia (Rockefeller)
2:15—2:30 PM	Pre-function	Company Booth Visits; Coffee/Tea Networking
2:30 PM—3:45 PM Four Concurrent Sessions	Astor Ballroom & 5th Floor Rooms	Panel IIA (Astor): The Trans-Pacific Partnership Panel IIB (Carnegie): Global Entertainment Industry Panel IIC (Vanderbilt): Asian Ethics, Business and Education Panel IID (Rockefeller): From FDI to ODI: China and the World
3:45—4:00 PM	Pre-function	Company Booth Visits; Coffee/Tea Networking
4:00 PM—5:15 PM	Astor Ballroom	Trends of Global Technology and Innovation
5:15 PM—5:30 PM	Astor Ballroom	Closing Remarks: Engaging Customers in Today's Globally Connected World Mr. Brad Taylor, Vice President for Customer Marketing, The Coca-Cola Company
5:30-6:30 PM	Terrace	SAUPO Cocktail Hour: Business Networking Opportunities

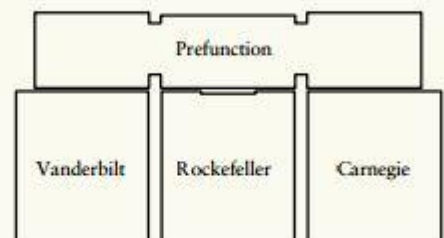
Conference Map

FLOOR PLANS AND CAPACITIES

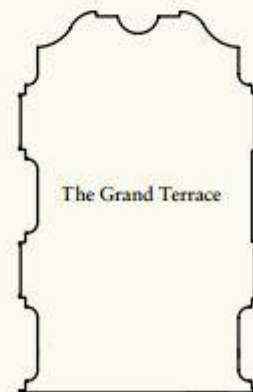
Level 4



Level 5



Level 7



Program Details

2013 SAUPO CONFERENCE—MORNING SESSION

7:30 AM—8:00 AM

Registration and Tea/Coffee (Pre-function Area)

8:00 AM—8:30 AM

Astor Ballroom

Welcome and Opening Remarks

- ◆ **Dr. May Gao**, SAUPO Chair
- ◆ **Dr. Robin Dorff**, Dean of the College of Humanities and Social Sciences, Professor of Political Science and International Affairs, Kennesaw State University
- ◆ **Dr. Kat Schwaig**, Dean, Coles College of Business, Dinos Eminent Scholar, Professor of Information Systems, Kennesaw State University
- ◆ **Honorable Ajit Kumar**, Consul-General of India in Atlanta

8:30 AM—9:45 AM

Astor Ballroom



Opening Panel (Roundtable Discussion)

The Landscape of Global Health: Opportunities and Challenges

Moderator: Dr. Richard Sowell, Dean, WellStar College of Health & Human Services

- ◆ **Mr. Reynold Jennings**, President and CEO, WellStar Health System
- ◆ **Ms. Alison Kelly**, Chief, CDC Center for Global Health Workforce Management Office, Formerly Deputy Country Director, CDC China Office
- ◆ **Ms. Robin Davis**, Executive Director, Global Health Action
- ◆ **Dr. Ganapathy Krishnan**, President, Apollo Telemedicine Network Foundation (India)
- ◆ **Mr. Amit Shukla**, Head of Health Practice in the U.S., Wipro

This panel is sponsored by the KSU WellStar College of Health and Human Services.

9:45 AM—10:00 AM

Company Booth Visit; Coffee/Tea Networking (Pre-function Area)

10:00 AM—11:15 AM

Astor Ballroom



Managing a Global Workforce: Perspectives Across Multiple Sectors (Roundtable Discussion)

Moderator: Dr. John McIntyre, Director, Georgia Institute of Technology CIBER

- ◆ **Mr. Ambrish Baisiwala**, CEO, Portman Holdings
- ◆ **Ms. LaTanya Harris**, Head of HR, Carrier USA BG, Huawei Technologies USA, Inc.
- ◆ **Ms. Madhu Deshmukh**, Senior Global Advisor, CARE
- ◆ **Ms. Lucy Lu**, Immigration Lawyer, Lucy Lu & Associates, LLC
- ◆ **Ms. Lucie Neely**, Division Vice President-HR, ADP

This panel is sponsored by ADP.

11:15 AM—1:00 PM

Astor Ballroom

Networking Buffett Lunch and Keynote Speeches

- ◆ **Dr. Ken Harmon**, Provost and Vice President of Academic Affairs, Professor of Accounting, Kennesaw State University
- ◆ **Honorable Donald Nay**, U.S. Department of Commerce
- ◆ **Honorable Farooq Kathwari**, Chairman and CEO, Ethan Allen Global; Commissioner of the White House AAPI Initiatives

Detailed Agenda

2013 SAUPO CONFERENCE—AFTERNOON SESSION

1:00 PM—2:15 PM Three Concurrent Sessions

Panel IA (Carnegie): Bilateral Banking and Finance Opportunities

Panel IB (Vanderbilt): Global Collaboration in Environment and Infrastructure

Panel IC (Rockefeller): Challenges and Obstacles for Investment in Asia

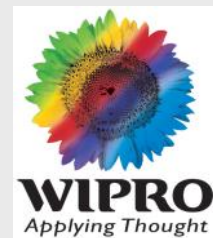
Panel IA: Bilateral Banking and Finance Opportunities

Carnegie

Moderator: Dr. Wesley Johnston, CBIM Roundtable Professor of Marketing, Georgia State University

- ♦ **Mr. Henry Yu**, Managing Director, Fifth Third Bank
- ♦ **Ms. Jenni Adams**, International Relationship Manager, HSBC Bank
- ♦ **Mr. Kok-Chi Tsim**, Managing Director, International Banking, J.P. Morgan
- ♦ **Mr. Satya Natesan**, Banking and Financial Services, Wipro

This Panel is sponsored by WIPRO.



Panel IB: Global Collaboration in Environment and Infrastructure

Vanderbilt

Moderator: Dr. Govind Hariharan, Executive Director of the ICA Institute, Professor of Economics, KSU

- ♦ *Opportunities for American Companies Regarding Infrastructure of Asian Countries*, **Mr. Randy Knott**, Senior Vice President, AMEC
- ♦ *Environmental Issues in China and the Rise of Nuclear Power*, **Mr. Kyle Milliken**, PMP, Enercon Services, Inc.
- ♦ *Our Experience of Engineering in Asia*, **Mr. Nicholas Albergo**, President & CEO of HSA Engineers & Scientists
- ♦ *The Inside Story: A Look at FDI in India's Hotel Industry*, **Nitin Shah**, Chairman & CEO, Embassy National Bank

Institute for Global Initiatives



The Institute for Global Initiatives at Kennesaw State University is proud to be a co-sponsor of the SAUPO Conference. The Institute promotes and collaboratively leads global learning and regional studies among KSU's faculty, students, staff and the community through academic services and programs, research and scholarship, and partnerships. With more than 60 education abroad programs on six continents in 35 countries and representing diverse fields of study from within each of its academic colleges, KSU has one of the most extensive and dynamic global learning offerings of any university in the southeastern United States. Education abroad programs have played a crucial role in the internationalization of our campus. We have expanded access and enhanced the intercultural learning of our programs through incentives such as our Global Learning Scholarship program, supported by student fees, as well as through our Global Engagement Certification program. It is our mission and goal to improve the global learning experience of our students so that they are more knowledgeable about the world in which they live, have the intercultural sensitivity and communication skills needed to work in a multicultural global society, and become more responsible and engaged global citizens.

Detailed Agenda

2013 SAUPO CONFERENCE—AFTERNOON SESSION

1:00 PM—2:15 PM Concurrent Sessions

Panel IC: Challenges and Obstacles for Investment in Asia

Rockefeller

Moderator: Dr. Penny Prime, Professor of International Business, Georgia State University

- ♦ *Indian Economy and it's Contribution to the World, Challenges of Doing Business in Asia*, **Mr. Scott Ellyson**, President and CEO, East West Manufacturing
- ♦ *Hurdles in Vietnam For Your Business, The Cases of tvsdesign*, **Mr. Roger Neuenschwander**, President tvsdesign
- ♦ *Culture Determines Business Models: Analyzing Home Depot's Failure in China for International Retailers from a Communication Perspective*, **Dr. May Gao**, Associate Professor of Communication and Asian Studies, KSU
- ♦ *East Meets West: Rethinking Marketing Education in the Era of Globalization*, **Dr. Leila Borders**, Associate Professor of Marketing and Professional Sales, Kennesaw State University; **Mr. M. Nadhir Muntaka**, Pennsylvania State University; **Dr. Guichun Zong**, Professor of Education, Kennesaw State University; **Dr. Wesley Johnston**, Director of CBIM Roundtable and Professor of Marketing, Georgia State University.

2:15 PM—2:30 PM Company Booth Visit; Coffee/Tea Networking

India China America Institute



The India China America Institute is a Nonprofit organization established to foster economic growth through Innovation, Entrepreneurship and Inclusiveness within India, China and America (ICA) and Trade and Investment between these three economies. Through establishing a Knowledge Partnership between Academia, Industry and Governments, through Knowledge Creation at the forefront of thought leadership, through Knowledge Sharing through its webinars, publications and learning events and as a one stop Knowledge Repository, the ICA Institute aims to be the premier thought leadership destination on this new triad of economic powers. The ICA Institute is a collaborative organization of the Coles College of Business at Kennesaw State University. For more information and to set up an appointment, visit www.ica institute.org.



Detailed Agenda

2013 SAUPO CONFERENCE—AFTERNOON SESSIONS

2:30 PM—3:45 PM Concurrent Sessions

- Panel IIA (Astor): Global Entertainment Industry
- Panel IIB (Carnegie): The Trans-Pacific Partnership
- Panel IIC (Vanderbilt): Asian Ethics, Business and Education
- Panel IID (Rockefeller): From FDI to ODI: China and the World

Panel IIA: Global Entertainment Industry

Astor

Moderator: Dr. Jake McNeill, Department of Communication, Kennesaw State University

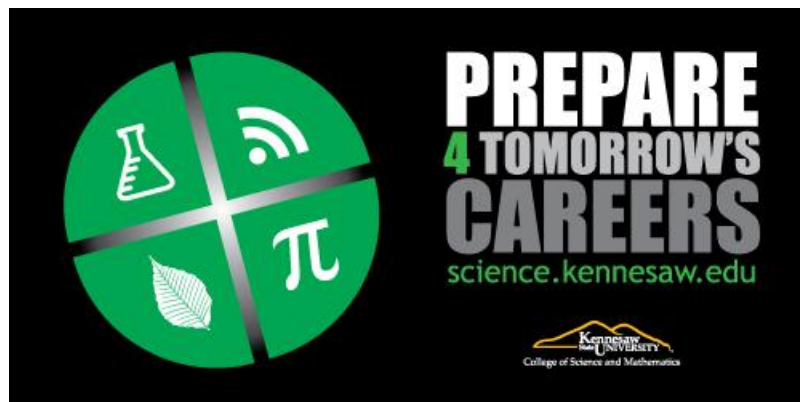
- ♦ *Movie Making as a Business Model of Investment*, **Mr. John Cellach**, Hollywood Writer/Producer/Actor, CEO/COO, RETRIBUTION PICTURES
- ♦ *Trend of Video Games in Popular Culture*, **Mr. Rowan Gibbs**, Cartoon Network Game Studio, Turner Broadcasting
- ♦ *The Heritage of Chinese Dance and Culture*, **Prof. Sandra Parks**, Assistant Professor of Dance, Kennesaw State University, **Prof. Ming Chen**, Professor and Resident Theatrical Designer, Department of Theatre and Performance Studies, Kennesaw State University

Panel IIB: The Trans-Pacific Partnership

Carnegie

Moderator: Mr. Donald Nay, U.S. Department of Commerce

- ♦ *The Trans-Pacific Partnership and Washington's "Asia Pivot": Prospects and Challenges for Deepening Regional Economic Integration, Cooperation, and Competition*, **Dr. Tony Frye**, Piedmont College, and **Dr. Francis Schortgen**, University of Mount Union
- ♦ *Employing Best Practices in Trade Companies for Asia-USA Business*, **Dr. Gary Bertsch**, University of Georgia, **Mr. Ken Parris**, and **Mr. Kendall Connell**, TradeSecure, LLC
- ♦ *How USTDA Can be a Resource for U.S. Companies Wishing to do Business with Asia*, **Mr. Geoffrey Jackson**, Director of East Asia and Eurasia, U.S. Trade and Development Agency
- ♦ *"LOL Korea" — Portal Service for Foreigners Traveling to South Korea*, **Sangwook Ham**, **Jae Euk Yoo**, (Faculty Advisors: **Dr. Yanghee Kim** and **Dr. Kristine Hwang**), Korean Student Association, Kennesaw State University



Detailed Agenda

2013 SAUPO CONFERENCE—AFTERNOON SESSION

2:30 PM—3:45 PM Concurrent Sessions

Panel IIC: Asian Ethics, Business and Education

Vanderbilt

Moderator: Prof. Tom Pynn, Peace Studies Coordinator, Interdisciplinary Studies Dept., Kennesaw State University

- ♦ *The Dark Side of Business with Chinese Characteristics*, Dr. Andrew Wedeman, Georgia State University
- ♦ *Chinese Ethical Resources for Countering the Dark Side of Business Practices*, Prof. Tom Pynn, Peace Studies Coordinator, Interdisciplinary Studies Department, Kennesaw State University
- ♦ *Hinduism and Business Ethics*, Dr. Amy Donahue, Dept. of History and Philosophy, Kennesaw State University
- ♦ *Integrating Indian Arts in North American Middle School Education*, Dr. Sandra Bird, School of Art and Design, Kennesaw State University

Panel IID: From FDI to ODI: China and the World

Rockefeller

Moderator: Dr. Guichun Zong, Professor of Education, Kennesaw State University

- ♦ *Organizational Cross-Cultural Adaption Through Social Network: A Multiple Case Study of Chinese Firms Operating in the United States*, Ms. Betty Feng, Georgia State University
- ♦ *The Perception of “Made in China” Products in Nigeria: Country of Origin Effect*, Ms. Olubukola Oshadare, Graduate Research Assistant, Communication Department, Kennesaw State University
- ♦ *Problems and Solutions: On China’s Current Labor Market*, Mr. Qi Li, Eastern Tennessee State University
- ♦ *The End or Beginning of an Era in China: The 18th Party Congress*, Dr. Weixing Chen, Eastern Tennessee State University

3:45 PM—4:00 PM Company Booth Visit; Coffee/Tea Networking (Pre-function Area)



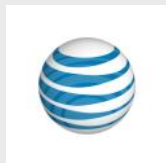
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Detailed Agenda

2013 SAUPO CONFERENCE—AFTERNOON SESSION

4:00 PM—5:15 PM

Astor Ballroom



Trends of Global Technology and Innovation (Roundtable Discussion)

Moderator: *Ms. Shelly Riera, AT&T Director of Advertising*

- ◆ **Mr. Sandeep Dadlani**, Vice President, Infosys Americas
- ◆ **Mr. David Kirk**, President and CEO, Murata, Inc.
- ◆ **Mr. Bin Chung**, Vice President of Technology, MAXXIS International
- ◆ **Dr. Mausumi Bhattacharyya**, Associate Professor, Centre for Journalism & Mass Communication, Visva-Bharati University

This panel is sponsored by AT&T.

5:15 PM—5:30 PM

Astor Ballroom

Closing Remarks:

Engaging Consumers in Today's Globally Connected World

Mr. Brad Taylor, Vice President, The Coca-Cola Company

5:30 PM—6:30 PM

Terrace

SAUPO Cocktail Hour: Business Networking Opportunities

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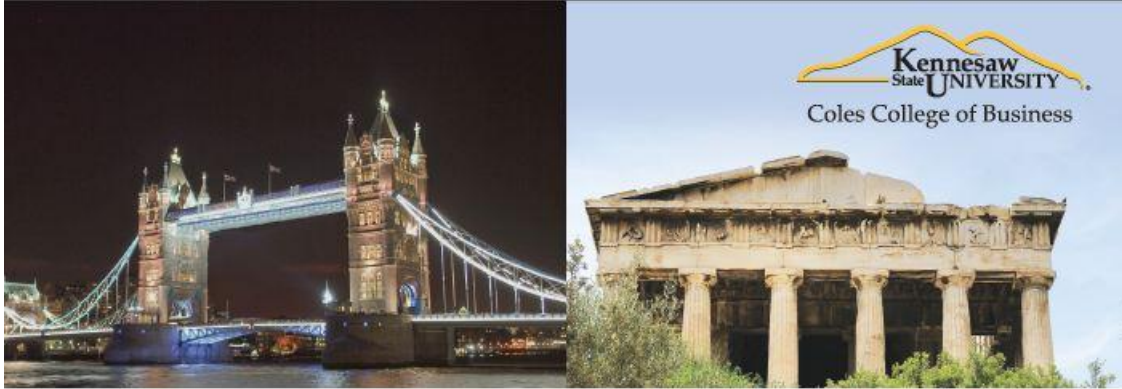
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- ◆ Dr. Sung Choon Park, Assistant Professor of Ethics Education, Seoul National University
- ◆ Dr. Julian B. Ruiz Rivera, Chair and Professor of the History of the Americas, University of Sevilla
- ◆ Dr. Jagdish Sheth, Charles H. Kellstadt Professor of Marketing, Emory University; Founder of ICA Institute
- ◆ Dr. Hua Xin, Associate Professor of International Economy & Law, Shanghai International Studies University
- ◆ Dr. Atsushi Yoshikawa, Professor, Tokyo Institute of Technology

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LS Cable & System of America
Lucy Lu & Associates, LLC
M2Z2 Company, Inc.
MACOC
MAXXIS Internaional
Metro Atlanta Chamber of Commerce
Miller & Marin PLLC
MS Global Partners-Governmental
Advisory
Murata Electronics North America
Newsnpst
NRI Pulse
NTT America
P & G

Piedmont College
Portman Holdings
Radio Korea
Retribuion Pictures
Rollins College
Seoul Naional University
Shanghai Academy of Social Sciences
Starwood Hotels & Resorts
Taipei Economic and Cultural Office
The Coca-Cola Company
The Consulate General of the
Republic of Korea in Atlanta
The Japan-America Society of Georgia
The Korea Daily
The White House AAPI Iniiaives
The University of Georgia
Touchmark Naional Bank
TradeSecure, LLC.
Turner Broadcasing
tvdsdesign
U.S. Department of Commerce
U.S. Trade and Development Agency
University of Mount Union
UPS
VectorSpan Inc.
Wells Fargo
WellStar Health System
Wipro
Witt O'Brien's
Womble Carlyle Sandridge & Rice
World Journal
YKK Corporation of America



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