

Note from the editor

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Note from the Editor

At the University of Victoria, one of the goals of the Peter B. Gustavson School of Business is to provide our Bachelor of Commerce (BCom) students with the essential skills and knowledge they need to be successful business leaders in the global economy. This includes being able to formulate appropriate questions to address different problems, search and gather relevant information, critically analyze the information for insights, and to generate useful results from the analyses. In short, successful business leaders need to have a spirit of curiosity and inquiry and a matching rigour and sophistication of scholarship to make sense of the complex world we live in and to identify suitable courses of action. Doing so in the context of cross-cultural issues not only adds to the challenge but also yields rich gains in terms of learning and growth, and Com 470 is a perfect vehicle for this endeavour.

Our international exchange program is the largest in Canada with 85 active partner universities in over 40 countries, and we continue to expand steadily into new regions. Every year, more than 70% of our BCom students participate in the international exchange program and spend a semester studying at one of these partner universities. This experience allows the students to be on the ground in these different countries and engage with the local issues, society and economy, and develop their own international management perspectives and notions. During their semester abroad, many students enrol in COM 470 – the International Business Research course – which allows them to fully explore a business topic of their choosing that relates to the country they are in. This assignment not only significantly enhances their knowledge of the country, but it also augments their research and writing skills.

The top papers produced each year in the Com 470 course have been showcased (since 2008) in a published collection titled Best Business Research Papers. The topics cover a very wide range – for example, Chinese language strategies, Germany’s manufacturing advantages, global tourism and venture capitalism, consumer purchasing behaviour and international human resource strategies. These best-in-class papers demonstrate our students’ capabilities for doing significant and thoughtful research in many facets of global business.

The UVic Gustavson School of Business is proud to present these best research papers from our 2014 COM 470 students. I would also like to thank the team of people behind the scenes that make this comprehensive international exchange opportunity such a success: the International Programs team of Dr. A.R. Elangovan, Director; Brian Leacock, Associate Director; Jane Collins, Manager, International Exchange; Elsa Yan, Outgoing Exchange Student Advisor; Allen Sun, International Recruitment Officer and China Specialist; Christina Hernandez, International Student Advisor; Jennifer Oakes, Academic Advisor; Donna Davis, International Programs Clerk; and to Shannon Perdigao, Academic Projects Officer, for coordinating and compiling Volume 7 of the *BCOM Best Business Research Papers*.



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