

Note from the editor

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Note from the Editor

International experience, cross-cultural awareness, and critical thinking skills are essential for professional success in today's globalized and complex business world. The UVic Peter B. Gustavson School of Business is *international at heart*, hence it comes as no surprise that every year more than 70% of our Bachelor of Commerce (BCom) students participate in an **international exchange program**. While overseas students attend classes at a partner university and develop their professional and personal networks, but most importantly, they explore. They not only experience new cultures and engage in the local society, but also learn how business works abroad. The *International Business Research (COM470)* course is a great way to engage in a **deep analysis of foreign business** practices.

This year we asked our students to focus on specific challenges business organizations face on their local markets or while expanding overseas. The papers cover not only a very wide range of issues – corporate social responsibility, human resource management strategies, money laundering, aging workforce, and many more, - but also span over three continents: Asia, Europe, and North America. The top COM 470 papers continue to be showcased (since 2008) in a published collection titled **Best Business Research Papers**. Past papers have discussed subjects such as candy marketing, and chocolate and automobile manufacturing, to Chinese credit cards and Czech telecommunications. Regardless of the focus, these **best-in-class** papers highlight the experience our students gain through significant and thoughtful research with a focus on business around the world. We also hope that these excellent papers inspire more students to participate in the exchange program and to engage in international business research.

The UVic Gustavson School of Business is proud to present these best research papers from our 2015-2016 COM 470 students. As always, this would not be possible without the hard work of a group of dedicated individuals. Thank you to the International Programs team of Dr. A.R. Elangovan, Director; Brian Leacock, Associate Director; Jane Collins, Manager, International Exchange; Elsa Yan & Radhika Nair, Outgoing Exchange Student Advisors; Allen Sun, International Recruitment Officer and China Specialist; Christina Hernandez, International Student Advisor; Giordi Giacomelli, International Programs Clerk; Audrey Audebert, BCom Advising Officer; and to Shannon Perdigao, Academic Projects Officer, for coordinating and compiling Volume 9 of the BCOM Best Business Research Papers.



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