

Note from the editor

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Note from the Editor

It is a goal of the UVic Peter B. Gustavson School of Business to deliver a Bachelor of Commerce (BCom) program that provides our students with critical skills and essential knowledge to be successful business leaders with a global mindset. Our graduates receive a quality education that enhances their ability to be 'brilliant by nature, international at heart, have a different point of view, enjoy a vibrant learning culture, and who consider their footprint.' COM 470 is one tool for which students achieve a HIGH LEVEL of international awareness, UNDERSTANDING OF cross cultural issues, and a sophistication of SCHOLARSHIP to make sense of today's complex business world.

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% each BCom cohort partake in an international exchange and spend a semester studying in another country. Students attend classes at a partner university, engage in the local society, and develop their own international business perspectives through the experience of living there. While abroad, those students enrolled in COM 470 – the International Business Research course – are able to fully explore a business topic or issue of their choosing that is specific to their host country. This assignment significantly strengthens research and writing skills, but is also an opportunity to apply some fundamental business tools for analysis to learn more about a piece of the country's diverse economy.

The top COM 470 papers continue to be showcased (since 2008) in a published collection titled Best Business Research Papers. The topics cover a very wide range – in this issue, you will find topics from candy marketing, and chocolate and automobile manufacturing, to Chinese credit cards and Czech telecommunications. Past papers have discussed subjects such as Chinese language strategies, Germany's manufacturing advantages, global tourism, venture capitalism, and consumer purchasing behaviour. 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.

The UVic Gustavson School of Business is proud to present these best research papers from our 2014 COM 470 students. Thank you to the team of people behind the scenes that make this international exchange and research 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 & Radhika Nair, Outgoing Exchange Student Advisors; Allen Sun, International Recruitment Officer and China Specialist; Christina Hernandez, International Student Advisor; Fiona Sehmi, International Programs Clerk; Audrey Audebert, BCom Advising Officer; and to Shannon Perdigao, Academic Projects Officer, for coordinating and compiling Volume 8 of the BCOM Best Business Research Papers.



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