

Note from the editor

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2013

Bachelor of Commerce Best Business Research Papers

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Original citation:

Galang, C.M. (2013). Note from the editor. *Bachelor of Commerce Best Business Research Papers*, 6, 4.

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Note from the Editor

At the University of Victoria, one goal of the Peter B. Gustavson School of Business is to provide our Bachelor of Commerce students with the essential skills and knowledge they will require to be a successful business leader in their future global economy. This includes making certain that our students are given opportunities to support and develop their own business research. We believe that worldwide business practice, knowledge and skills are essential for taking the lead in the interdependent and intercultural world market that we are now in.

Our international exchange program is the largest in Canada with 83 currently active partnerships at universities in over 39 countries, and we continue to develop agreements in more new areas of the world. Each year, over 70% of our BCom students participate in an academic international exchange. These students travel to and become educated about the business economy and develop an international management perspective through direct experience with issues in their host country's market and organizations. During their trip, many of our students enrol in the COM 470 International Business Research course, which is designed to widen their knowledge of the nation and augment their research and writing skills by an in-depth exploration of a business issue related to this locale. Or they can focus on a specific aspect pertaining to a particular private, public or not-for-profit organization such as climate change affecting production, risk management for controversial merchandise and strategies for future technology needs to sustain growth.

Beginning with the 2007 cohort, the top COM 470 articles were showcased in a published collection of Best Business Research Papers. The topics range widely from global tourism, entrepreneurship and the service industry to specifics on consumer behaviour and branding strategies. These best in class papers continue to demonstrate our students' capacity for significant and thoughtful research in many facets of global business.

Connor Bildfell, one of this year's contributors, conducted a study of international companies located in China who are experiencing challenges regarding language. His paper focuses on the challenges surrounding English and Chinese language policies and that a 'language strategy' can be key to the success of global organizations. Connor was awarded a Jamie Cassels Undergraduate Research Award (JCURA) that provides support for students to obtain direct familiarity and understanding of research as part of their academic experience. As well, Connor's paper is the first from our Gustavson students to be published in an undergraduate student *Journal for Global Business and Community*, an official journal of the consortium for undergraduate international business education. The journal is a multidisciplinary e-journal dedicated to serving those participating in and affected by the global economy. Connor's paper can be access at the JGBC [website](#).

On behalf of the Gustavson School of Business, I am pleased to present Volume 6 of the top group of students in COM 470 from the class of 2013. 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 Student Advisor; Jennifer Oakes, Academic Advisor, Donna Davis, Programs Clerk and to Shannon Perdigao, Academic Projects Officer, for coordinating and compiling this edition of the *Best Business Research Papers*.



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