

Note from the editors

M. Carmen Galang & A. Salman

2011

Bachelor of Commerce Best Business Research Papers

UVic Libraries ePublishing Services

© 2011 Galang et al.

Original citation:

Galang, M. C. & Salman, A. (2011). Note from the editors. *Bachelor of Commerce Best Business Research Papers*, 4, 5.

Downloaded from UVicSpace Research & Learning Repository

dspace.library.uvic.ca



**University
of Victoria**

Libraries

Note from the Editors

The mission of the University of Victoria's Bachelor of Commerce program is to give students the essential knowledge and skills they need to be a business leader in the global economy and ensure that our students are given opportunities to support and develop research. At the Peter B. Gustavson School of Business, we also believe that international experience is a necessity in taking the lead in today's interdependent and intercultural world market.

Our international exchange program is the largest in Canada with 75 active partnerships at universities in 36 countries. In the 2010-11 academic year, 158 BCom students (85%) participated in an international exchange. During their time away from UVic, students develop an international management perspective through direct experience with issues in their host country's economy and organizations. Some of these students then enrol in International Business Research (COM 470), a course designed to broaden their knowledge and enhance their research and writing skills by analyzing a business issue relating to their exchange destination. Or, they can focus on a specific aspect that pertains to a particular private, public or not-for-profit organization.

Beginning with the 2007 cohort, we started choosing the top articles to showcase in a published compilation of Best Business Research Papers. The topics range widely from an analysis on diversification of marketing to a focus on identifying ways in which a globally prominent city is leading in environmental sustainability. What the papers have in common, however, is the capacity for interesting and thoughtful research from the best in their class.

While Volume 4 honours a small group of students, there are many people behind the scenes that allow this rather complex international exchange operation to function, including the International Programs team of Dr. A.R. Elangovan, Director; Brian Leacock, Associate Director; Jane Collins, Exchange Programs Coordinator; Ann Peng, Student Advisor; Shawna Hooton, Outgoing Student Advisor; Jennifer Oakes, Academic Advisor and Donna Davis, Programs Clerk. Thanks also go to Shannon Perdigao, Academic Projects Officer, for coordinating and compiling this volume for publication.



M. Carmen Galang, PhD
Associate Professor, International Business
Co-Editor, *BCOM Best Business Research Papers, Vol. 4*
Instructor, COM 470 International Business Research



A. Salman, PhD Candidate
Co- Editor
BCOM Best Business Research Papers, Vol. 4