

Note from the Editor

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2008

Bachelor of Commerce Best Business Research Papers

UVic Libraries ePublishing Services

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Original citation:

Goerzen, A. (2008). Note from the editor. *Bachelor of Commerce Best Business Research Papers, 1*.

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Note from the Editor

In business today, “globalization” is a key concept with the firms across nations intertwined as never before. With overseas customers, suppliers, operations, and competitors, today’s managers need an international outlook. Therefore, 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 effective and successful managers in the global economy.

At UVic Business, we ensure that our students develop an international perspective through direct experience with issues in management and organization. In fact, UVic Business has one of the largest international exchange programs in Canada with 55 active partnerships in 27 countries. The strength of these partnerships is represented in the total number of outbound students; Annually, approximately 80% of BCom students participate in international exchanges and study tours. In 2007-2008, we sent a total number 137 students on exchange to 35 universities in 19 countries.

Many of these students were enrolled in COM 470 Business Research, the purpose of which is to give students who go on international exchange an opportunity to develop their research and writing skills by analyzing a business issue that relates to the place visited while on exchange. They explore in depth a topic of their choosing, reporting on a phenomenon that affects the entire country or region; Or, they can focus on a specific issue that pertains to a particular private, public, or not-for-profit organization.

Beginning with our 2007-2008 cohort of students, we have decided to showcase the best COM 470 Business Research papers in this inaugural volume. The topics range widely from an analysis of the impact of regulatory issues to the nature of corporate social responsibility. Yet what these papers have in common is that the authors have dedicated themselves to producing interesting and thoughtful research—the best in their class!

While a small group of students is being honoured in this volume, there are many people behind the scenes that allow this rather complex international exchange operation to function, including Dr. A.R. Elangovan, Director of International Programs; Brian Leacock, Associate Director, International Programs; Jane Collins, International Exchange Programs Coordinator; Cynthia Cameron, Exchange Student Advisor; Ann Peng, International Student Advisor; Donna Davis, Clerk for International Programs; and Wendy Mah, Academic Advisor. Thanks also go to Lisa Russell, Research & Special Projects Officer, for coordinating and compiling this volume.

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