

## **Note from the editor**

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## Note from the Editor

Business education is changing. Technology is becoming increasingly central to education worldwide (e.g., the growing popularity of massive open online courses); academia is working closely with the industry to better prepare students for future careers; finally, institution-industry partnership in research endeavours is becoming critical for both parties. While all these changes are important, it is the process of rapid internationalization that is truly transforming the global business education. According to the University of Oxford's report, *International Trends in Higher Education* (2015), there are more than five million students worldwide completing all or part of their degree outside their home country. Here at Gustavson, we are proud that more than 91% of our Bachelor of Commerce (BCom) decided to participate in an international exchange program next Fall. To inspire our outgoing students and to honour the effort of those who already completed their exchange term, we present **Best Business Research Papers Volume 10**.

While on exchange, our students attend classes at a partner university and develop their professional and personal networks, but most importantly, they explore foreign cultures and foreign business practices. Those who desire to hone their research skills, get a chance to write a business case study as a part of the *International Business Research (COM70)* course. In this 10<sup>th</sup> anniversary edition, we proudly present our 10 most interesting research papers prepared by Gustavson undergraduate students. Past papers have covered issues such as money laundering, aging workforce and human resources management strategies, corporate social responsibility and craft beer manufacturing, and many more. This year our students describe linkages between CSR strategies and the corporate image, terrorism and its effect on the tourism industry, and discuss the impact of political systems and culture on doing business in Europe. Regardless of the topic, 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.

Finally, we would like to take this opportunity to congratulate Mark Speakman on receiving the **Jamie Cassel's Undergraduate Research Awards (JCURA)** this year. Mark is only the second business student to win in the history of the award and we could not be more proud of him and his achievement. Mark researched Foxconn's, the Chinese electronics giant, manufacturing plant and labour practices during his exchange term in the Czech Republic. His article is currently under review at the *Arbutus Review*.

The UVic Gustavson School of Business is proud to present these best research papers from our 2016-2017 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; Allen Sun, International Recruitment Officer and China Specialist; Sheri Love, IP Development Officer; Elsa Yan, Exchange Student Advisor; Christina Hernandez, International Student Advisor; Giordi Giacomelli, IP Assistant; as well as Audrey Audebert, BCom Advising Officer and Shannon Perdigao, Academic Projects Officer. On behalf of everyone involved, we hope you enjoy Volume 10 of the BCOM Best Business Research Papers.



### **Mike Szymanski and the Editorial Team**

COM 470 International Business Research Instructor  
Editor, *Best Business Research Papers, Volume 10*