France Honors Professor Mickel

At the reception following the award ceremony, Gérard Dumont (center) poses with members of the French & Italian department who have been honored with this prestigious medal (left to right): professor emeritus of French Edward Najam, Emanuel Mickel, Albert Valdman, and Italian professor Edoardo Lebano (awarded the equivalent medal from Italy).

Business School Wired Worldwide Via Interactive Video Links

On April 18, the IU School of Business launched its new global initiative, the Multinational Business TeleDialogue Series, linking Bloomington up with two U.S. and three European locations via interactive video.

"This innovative program is a definite step forward into the 21st century," said William Sartoris, chair of International Activities in the School's Global Programs Office. Participants meet "face to face" to engage in dialogue, with access to all the resources of their own offices without ever leaving them. Each dialogue features one or two significant international management topics that lend themselves to comprehensive discussions from a variety of perspectives, and could range from recent findings from faculty research to the newest management fads worldwide.

The initial dialogue connected IU alumni and friends who are executives at ADS/Adam Opel AG in Frankfurt, Germany; Ford Motor Company in London, England; French Telecom in Paris, France; LaSalle National Bank in Chicago; and Young & Rubicon in New York. The dialogue was opened by Raymond R. Burke, E.W. Kelley Professor of Marketing and a leading expert on simulated shopping behavior, who spoke on "Virtual Shopping—A New Tool for Market Research.

The second presenter was Timothy T. Baldwin, Mary Jane Geyer Cain Faculty Fellow, who has extensive experience in developing and delivering executive education programs worldwide. He spoke on "Management Development and Assessment—A New Business Reality." With constant change, he said, learning and knowledge management at all organizational levels have become requirements for staying competitive.

After each presentation, a lively dialogue between the various sites ensued. With 20 or more people at each site, the TeleDialogue was able to reach some 120 people.