



Rollins College Hosts First-Ever International Conference on the Globalization of Chinese Enterprises

Rollins College is hosting an international conference on the globalization of Chinese enterprises. The conference, "The Globalization of Chinese Enterprises: The Advent of New Age Multinational Enterprise," involves more than 100 people from seven countries, representing 39 colleges and universities.

"Over the next decade, Chinese enterprises are expected to strategically invest millions of dollars in companies worldwide," said Rollins College Jennifer J. Petters Chair of International Business Ilan Alon. "We're thrilled to be spearheading this conference because it's the first time experts from all over the world have gathered to discuss this growing economic trend." The two-day event is examining emerging Chinese dominance in cultural, economic and political spheres, and features prominent researchers and experts on China and Chinese government.

Some of the papers presented at the conference will be published in a book. For additional information, visit <http://www.rollins.edu/chinacenter>.

The conference is being hosted by the Rollins College China Center. The goal of the center is to promote Rollins College's mission of global citizenship and responsible leadership through education exchanges between

China and the United States. This is being done by providing opportunities for students and faculty to study in China, expanding cultural and intellectual relations with Chinese scholars and advancing research on China.

The conference was organized by Rollins College Jennifer J. Petters Chair of International Business and Director of Rollins China Center Ilan Alon, and Georgia Tech Professor of Strategic Management and Director of Center for International Business Education and Research (CIBER) John McIntyre.

Speakers and topics of interest include:

- ▶ "The Chinese Firms at the Crossroad" presented by Keynote Address Speaker Shao-min Li, Old Dominion University
- ▶ "Economic Development Strategies for Northeast China: A Study of the Electronic Components Industry" presented by Jun Kurihara, Harvard University
- ▶ "Internationalization of Wuliangye Distillery: China's Leading Manufacturer and Seller of Spirits and Wine" presented by James Gilbert, Rollins College
- ▶ "An Institutional and Organizational Learning Perspective on the Content of Strategic Formation Choices of International Joint Ventures in China" presented

by Monica Yang, Adelphi University

- ▶ "Chinese Firm's Manufacturing Internationalization Process" presented by Kai-mei Wang, Cambridge University
- ▶ Panel on "Is the 21st Century the Chinese Century?" 