

## WHERE ARE YOU GOING? YOUR GLOBALIZATION PASSPORT! PACK YOUR BAGS!



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**W**ithin the last two decades, we have seen a dramatic change to a global economy. As a result, numerous opportunities have developed, not only for Americans, but also for residents of other countries. Workers are finding new career opportunities as companies compete in a global market. Americans are buying more and more foreign goods and products. International influences are happening NOW—around the world and around the corner. Yes, business is definitely globalized—from trade and commerce to law and finance, from multicultural and comparative business to management practices.

Globalization affects how business is conducted. Globalization of the economy challenges virtually all employees to become more internationally aware and cross-cultural adept if they are to be successful. Human resources, then, becomes a major (if not the major) necessity for survival in a global market. The path to the top typically winds through one or more foreign assignments. Many challenges are presented to companies that decide to pursue global business. Organizations must view the effects of expanded economic interdependence, commercialism, expanded product innovation sources, and cultural homogeneity.

International business, once used to describe how businesses traded goods across national borders, has evolved well beyond transportation and manufacturing. Today, commerce moves in a virtual global marketplace.

There are differing business practices around the world. There is an art to giving gifts, for example. There is an art to giving gifts as some ethical and cultural issues are not always evident. Etiquette, manners, and cross cultural, or intercultural communication, have become critical elements required for all international and global business executives, managers, and employees. As international multinational, multi-domestic, and global business continue to expand and bring people closer together, the most important element of successful business outcomes may be the appreciation and respect for country and cultural differences (cultural diversity).

If you are going to be successful, you must be aware of the changing dynamics in the “world or work!” Competition is keen!

Marshall Goldsmith's research reveals five key leadership skills that students need to consider as they move into and keep up with a changing world.

1. Think globally
2. Appreciate cultural diversity
3. Demonstrate technological savvy
4. Build partnerships and alliances
5. Share leadership (BUSINESS OFFICE, December 2007, p. 34).

It is imperative that the business student of today, who is the manager or entrepreneur of tomorrow be fully aware of the truly global flavor of the modern business environment. As a result, they cannot afford to be insulated from the significant impact that the 21<sup>st</sup> Century global economy will have upon their lives and careers.

If you are going to be successful, you must take advantage of every opportunity afforded you at Historically Black Colleges and Universities—academic training, not only in business, but other disciplines such as history, political science, technology, foreign language, and cross-cultural communication. Language is an important—key—issue in globalization. Other considerations (MUSTS!) include key elements you have already learned (or will learn) in your business classes, such as: (1) punctuality; (2) eye contact; (3) flexibility; (4) trade centers; (5) whole gamut relative to international business; (6) team skills; (7) technology; (8) political influences; (9) legal influences (implications); (10), technical skills; (11) human relations skills; (12) strange laws and perspectives; (13) new cultures and societies; (14) overseas internships; and (15) business policies and practices; (16) use critical thinking, decision-making, and problem-solving techniques; (17) ethical considerations; (18) integrity of information (and self!); (19) training; (20) computer skills; (21) personal and professional growth; (22) foreign currency; to name a few. Naturally, there are countless other aspects you must consider as you prepare to work in a global market.

Each culture has its own idiosyncrasies when it comes to social business relations and successful marketing strategies—what applies in one country often does not apply in another. Strategies that thrive in Japan will most likely fail in Hong Kong. Did you know, for example, that?

In the People's Republic of China, do not write notes using red ink. This suggests that the writer will die soon. Avoid using the number four at all costs because, this, too, signifies death.

In Saudi Arabia the law prohibits the wearing of neck jewelry by men, and westerners have been arrested for neglecting to observe this rule.

In Argentina, do not be offended if your business associate arrives 30 to 40 minutes late to a meeting.

In Germany, first names are reserved for family members and close friends.

In France, after shaking hands, it is important to exchange a few pleasantries by asking questions such as "How are you?" This is usually followed by a brief conversation.

When greeting someone in China, it is considered impolite to look the person straight in the eye. You should lower your eyes slightly as a sign of deference and respect. So, now you know what you need to do to be prepared for the challenges ahead! An appreciation for travel and a compassionate world view are assets as you work abroad! **PACK YOUR BAGS! NOW YOU ARE READY! BON VOYAGE!!!!**

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*“Lifetime Achievement Award” Recipient*  
*Dr. Lorene B. Holmes*

*Dr. Lorene B. Holmes was born in Mineloa, Texas. She received her elementary school education at Big Sandy and Hawkins Elementary Schools. She received her High School Diploma from Hawkins Colored High School in 1955 (valedictorian). She was awarded the Bachelor of Science Degree (Magna Cum Laude) from Jarvis Christian College in 1959. She received the Master of Business Education Degree in 1966 and Doctor of Education Degree (1970) from North Texas State University (now the University of North Texas). All of her professional career has been spent at her Alma Mater where she began as Cashier-Stenographer. She has served in various positions at the College, including Director of Financial Aid; Assistant Professor of Business; Chair, “Dynamic” Division of Business Administration and Professor of Business for 25 years; Director of the Eight College Curriculum Program and Interdisciplinary Studies; Executive Assistant to the President for External Relations; Director of Alumni Reclamation; and Director of Student Support Services and Upward Bound Program. She is currently Director of Career Management Services.*

*Dr. Holmes is affiliated with numerous organizations. Noteworthy among these are the Hawkins/Jarvis Chapter of the Jarvis Christian College/Southern Christian Institute National Alumni Association (Treasurer); Life Member of the Jarvis Christian College Southern Christian Institute National Alumni Association; Mountain-Plains Business Education Association; National Business Education Association; Rose City Chapter of Top Ladies of Distinction, Inc.; Delta Sigma Theta Sorority, Inc. (Golden Life Member); Delta Pi Epsilon (Life Member); Sigma Beta Delta International Honor Society for Business, Administration, and Management (Charter Member); National Association for the Advancement of Colored People; Delta Mu Delta National Honor Society in Business; Charter Member of Citizens for Community Improvement; Hawkins Area Chamber of Commerce (Charter Member); and Heroines of Jericho. She is a member of and actively involved in Bethlehem United Methodist Church where she taught the High School Sunday School Class for 27 years. She is presently Chairman of the Church Council; Treasurer of the Building Fund; Member of Bethlehem United Methodist Women; Member of the Choir; and Announcement Clerk.*

*Her honors and awards are numerous. She was the first faculty representative to the Jarvis Christian College Board of Trustees (1975-1983) where she served as Secretary (1975-1983); First, female elected to the Hawkins Independent School district Board of Trustees, -Assistant Secretary and Secretary, (1979-1985); “Outstanding Alumni Award” from Jarvis Christian College; Recipient of the T.A. Abbot Award for Faculty Excellence (first female, first Black, first alumni, first faculty member from Jarvis Christian College, and first non-member of the Christian Church (Disciples of Christ); Board Member, Phi Beta Sigma Educational Foundation, Inc., 1989-1992; Special Recognition Award from the National Urban League for Dynamic Leadership, Outstanding Support and contributions to the Black Executive Exchange Program; One of eight persons from East Texas selected by KLTU-Channel 7 for “Portraits of East Texas-Proud of East Texas” shown from February-December 1991; Recipient of the “General Educator of the Year” and “Southwest General Educator of the Year” by Delta Sigma Theta Sorority, Inc. at Regional Convention, New Orleans, Louisiana, 1991 (first time award given); One of 11 members inducted into the Jarvis Christian College Pioneer*

*Hall of Fame in 1994 - Class received the award for most money raised and greatest percentage of participants in 2005; Honorable Mention, 1989 Research Achievement Award by the National Association for Equal Opportunity in Higher Education (NAFEO), 1989 Listed in numerous publications by Marquis; Banquet Speaker for Houston Area Alumni Association, 2001; Charter Member, Hawkins Helping Hands, 1987; Board Member, Alien Memorial Public Library, Hawkins, Texas (assisted in raising funds to build Library); PSI Foundation Board of Directors, 1992-1996; Heritage Award Recipient, Dallas Alumni Chapter, 2001; National Association for Equal Opportunity in Higher Education Presidential Citation, 2004; Certificate of Appreciation, United States Department of Education, 1999; Certification of Appreciation, United States Department of Labor, 2003; National Top Lady of the Year; Hawkins Area Chamber of Commerce "Woman of the Year" (first black female); District VIII "Business Teacher of the Year", 1996-97; 1981-1982; 1988-1989; 1995-1996; and Texas State "Business Collegiate Teacher of the Year", 1996. Dr. Holmes has served as a Visiting Scholar at Seton Hill College, Greensburg, Pennsylvania, 1992 and University of Maryland, Eastern Shore. She has served as an "Executive on Campus" for the School of Business at North Texas State University, 1989 and 1991; Distinguished Alumni Award from Jarvis Christian College; inducted into the Consortium of Doctors; Most Supportive for Jarvis Christian College Faculty and Staff Award, 2006. She served as a proposal reader for Talent Search and Strengthening Institutional Programs for the United States Department of Education from 1980-2001. Dr. Holmes has served on numerous Visiting Teams for the Southern Association of Colleges and Schools since 1991. She is in demand as a guest speaker and workshop presenter/conductor. Some of these include The University of Texas at Tyler; American Management Association "Operation Enterprise", Hamilton, New York; Wiley College, Marshall, Texas, Texas Business Education Association, Longview, Texas; National Convocation of Christian Churches (Disciples of Christ) Jarvis Luncheon, Birmingham, Alabama, 1996; Jarvis Christian College Founders'/Homecoming Banquet, 1996; Third Annual Minority Recognition Banquet, Shawnee State University, Portsmouth, Ohio, 1988; Findley Street United Methodist Church, Portsmouth, Ohio, 1988; Church, Portsmouth, New Hampshire, Panelist, North Texas Chapter of the National Forum of Black Public Administrators Conference, Dallas, Texas, 1998; and African-American Women's Network, Fort Worth, Texas, 1994. She regularly speaks at churches, schools, colleges, clubs and organizations. She has attended and served as a program participant for the National Urban League's Black Executive Exchange Program.*

*Several programs were begun at Jarvis Christian College under Dr. Holmes' leadership. These include, but are not limited to the Black Executive Exchange Program; Atlantic Richfield Speakers Bureau; and Students in Free Enterprise; Prentice Hall Program.*

*Dr. Holmes is a volunteer for the American Cancer Society and participates regularly in the Hawkins Chamber of Commerce activities and the Hawkins/Jarvis Chapter and JCC/SCI National Alumni Association activities.*

*Dr. Holmes is actively involved in research and publications. She has published four chapters in Texas Business Education Association Yearbooks; contributed three case studies to Robert Baron's UNDERSTANDING HUMAN RELATIONS: A PRACTICAL GUIDE TO PEOPLE AT WORK, Allyn and Bacon, 1985; David Pilgrim's ON BEING BLACK: AN IN-GROUP ANALYSIS, Wyndham Hall Press, 1986; editorial reviewer for Morris Wolfs EFFECTIVE COMMUNICATION IN BUSINESS, Ninth Edition, South-Western Publishing Company, 1989; and Editorial Reviewer for Norma Car-Ruffmo's MULTICULTURAL PEOPLE SKILLS, National Seminars, 1995. She has also published 17 articles in professional publications; and has been funded for three researches and one survey for a major bank.*

*Dr. Holmes was married to the late Charles M. Holmes, Sr., a 1960 Jarvis Christian College alumnus, for thirty-five years. They have two sons, Charles (Sandra) Holmes and James (Regina) Holmes, and one daughter, Jessyca Holmes (Glenn) Caldwell; two grandsons, Cory Caldwell and Randall Holmes; and four granddaughters, Ashley Holmes, Lauren Caldwell, Amanda Holmes, and Allison Holmes. She has one stepson, Reginald Payton.*