

THE GLOBALIST

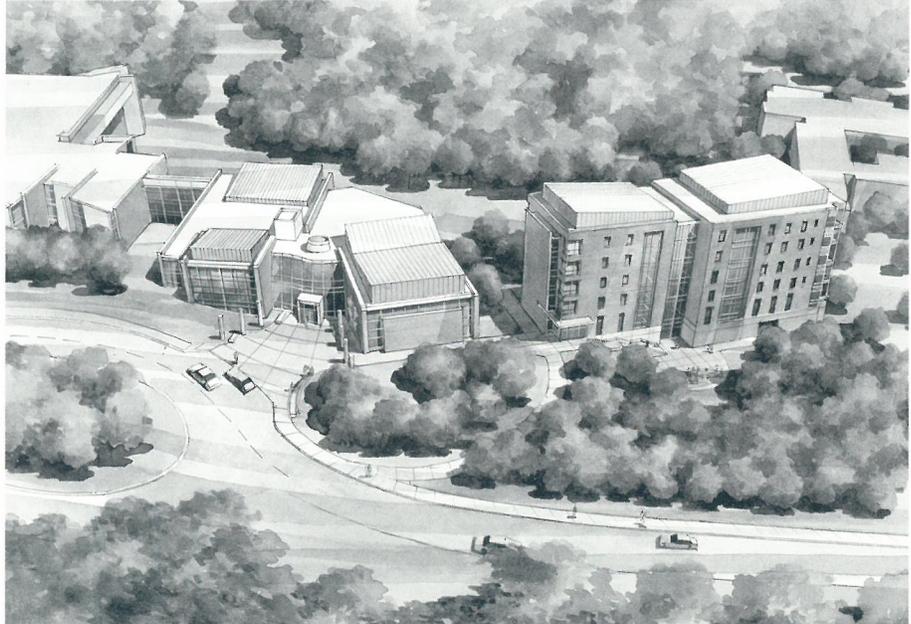
GSIEF: Creates a New Kind of "Olympic Village"

GSIEF has moved several steps closer to its goal of ranking among the world's top international business programs, with plans for a new building, a new teaching and research institute, and stepped-up marketing efforts. In its eighth year, GSIEF has enrolled more than 200 graduate students from around the world and offers courses and programs to many Brandeis undergraduates.

"Our distinctive mission has helped GSIEF grow rapidly," Dean Peter Petri pointed out recently, "but a strong academic enterprise requires constant renewal. Over the last two years we have worked intensively — internally and with help from the consulting firm McKinsey and the advertising firm Hill/Holiday — to plan the School's next phase of development. We believe the plans and improvements we're putting in place will allow us to reach our goal of doubling the School's size and achieving a ranking among the top five international business programs within the next few years."

Plans for a new classroom/office building that will roughly double the size of the School's facilities are underway. The new building will make the most of the School's dramatic wooded setting on top of a hill on the Brandeis campus and will be linked by a bridge to the existing Sachar International Center. The building will include new state-of-the-art classrooms with the latest in presentation and media equipment, spaces where students can work in teams, a wing for staff and faculty offices, and amenities such as a café.

The new **Barbara and Richard Rosenberg Institute of Global Finance**, to be officially launched next year,



ARIAL VIEW OF THE PROPOSED GSIEF LIVING AND LEARNING CENTER.

will link teaching and research at GSIEF to the world of business. The Institute will involve leading executives and policy makers in the School's activities and share the School's research findings with decision makers. A generous gift from **Barbara Cohen Rosenberg**, a 1954 graduate of Brandeis University and member of the Board of Trustees, and her husband **Richard Morris Rosenberg**, recently retired chairman and chief executive officer of Bank of America NT & SA, made possible the establishment of the Institute.

New marketing and recruitment efforts are planned. The School will update its Web site to provide stronger online services for students and alumni and permit a more active marketing program that provides visitors to the site with follow-up information based on their interests.

"We've reached a very successful and comfortable level of operation," Petri commented, "but now we have to look to the future and stretch toward new goals. We will need to do significant fund raising to put the next building blocks in place — more top-level faculty in our core fields of international finance, economics, and business; scholarships to be able to compete vigorously for top students; and residential spaces to house them. Looking at how far we've come, we have confidence we'll make it."

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Sun Continues to Rise on US/Japan Relations

Do the US and Japan have a common vision for the future of their relationship? Can the two countries agree on whether China is an enemy or a friend? What will happen to the 45,000 service members stationed in Japan? Will Japan take responsibility for its own defense? What necessary measures will Japan take to return to economic health?

These are just a few of the questions posed during a conference on September 6 at the Graduate School of International Economics and Finance (GSIEF) celebrating the 50th anniversary of the signing of the San Francisco Peace Treaty. The Treaty sealed an alliance that effectively committed Japan to military, diplomatic, and economic dependence on the United States, but has benefited both countries and has proved remarkably resilient.

The Conference, hosted by GSIEF in collaboration with the Center on Japanese Economy and Business at Columbia University, and with the support of the Japanese Consulate-General in Boston and the Japan Society of Boston, featured a live interactive broadcast from the 20/20 Vision Conference in Tokyo and San Francisco followed by a panel discussion at Brandeis. Fifteen universities in the United States participated in the link with the 20/20 Vision Conference.



RICHARD AND BARBARA ROSENBERG WILL PROVIDE A GENEROUS GIFT FOR THE INSTITUTE OF GLOBAL FINANCE.



SPOTLIGHT ON US/JAPAN: LEFT TO RIGHT, MR. TADAMICHI YAMAMOTO, CONSULATE GENERAL OF JAPAN IN BOSTON; SENATOR WAKAKO HIRONAKA, MEMBER OF HOUSE OF COUNCILLORS OF JAPAN, AND PETER PETRI, DEAN OF GSIEF. LEFT: MR. TADAMICHI'S OPENING REMARKS TO THE NEARLY 150 PEOPLE IN ATTENDANCE FOR THE US/JAPAN CELEBRATION.

Panelists in both San Francisco and Tokyo included academics, government officials, and business executives. Participants at Brandeis included moderator **Peter Petri**, GSIEF dean; **Wakako Hironaka**, a member of the House of Councillors of Japan and vice president of the Democratic Party there, Brandeis Alumna and Wien International Scholar from 1958-1960; **Hugh Patrick** and **Merit Janow** of Columbia University; and **Edward J. Lincoln** of the Brookings Institution.

GSIEF Builds Faculty, Senior Staff

The Graduate School of International Economics and Finance (GSIEF) welcomed two new professors this fall. **Laarni Tobia Bulan**, professor of finance, taught most recently at Columbia University, Graduate School of Business. **Andrew L. Molinsky**, assistant professor

of organizational behavior, has been teaching at the University of Southern California, Marshall School of Business.

Bulan's interests are in corporate finance, firm investment, capital structure, real options, risk, and volatility modeling. She graduated from the University of the Philippines with a degree in mathematics and earned her Ph.D. in finance and economics from Columbia's Graduate School of Business. She is fluent in Tagalog.

Molinsky earned his Ph.D. in organizational behavior from Harvard University and the Harvard Business School with a dissertation on cross-cultural code switching. Prior to that he focused on international relations at Brown University and Columbia University's School of International and Public Affairs. His teaching interests include international management, organizational

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Alumni will soon be given an opportunity to affirm the values of GSIEF when they receive the annual alumni fund appeal. Participation in the GSIEF International Fund supports academic excellence by educating men and women who care about global cooperation and economic progress.

Kicks in Many Different Ways

Bolivian, Mexican, and Portuguese restaurants.

The International Business Women's group is up and running, helping women students develop leadership skills through hands-on experience. According to **Sanja Bojanic**, a second-year MBA student from Montenegro, this year's plans include workshops, guest speakers, and establishing closer contacts with similar organizations.

Economics, finance, business strategy, and marketing are not the only things on students' plates. At GSIEF, papers and cramming sessions are balanced with a variety of activities. According to **Julianne Ohotnicky**, assistant dean for student services, this fall's calendar includes apple picking and a barbecue at Dean Peter Petri's New Hampshire home, parties, a discount shopping excursion, and a Boston theater outing.



September 11, 2001 A GSIEF Perspective

On September 6, GSIEF held a major symposium to mark the 50th anniversary of the signing of the Peace Treaty that ended the war between the U.S. and Japan. After half a century, we were able to discuss the fruits of peace, putting the bitter memory of Pearl Harbor behind us.

Just one week later, a new threat of similar intensity injected itself into our lives.

Since September 11, Dean Petri has been — and will continue — reaching out to offer support, express our ongoing concern, and provide a conduit of information to all members of the GSIEF family. A number of our alumni and friends worked in the WTC towers and nearby, but fortunately all those we have heard from or about are safe.

There were some close calls. Eric Chee '98 escaped from the 82nd floor of Tower 2, while Mauricio Gojman '01 and Sarah Marchand '01, suffered only minor injuries. Adjunct Professor Bill Sherden, however, lost many of his colleagues at Marsh McLennan.

All of us, regardless of the level of direct contact, are scarred. From within our pain we summon our personal thoughts and prayers for the victims and their families. And we realize from within our sorrow that a new kind of community has emerged.

The terrorists chose the capital of global finance for their primary target. Men and women from 50 countries worked in the World Trade Center. The international community is united as never before in its grief. But we are also united in affirming the values that are dear to GSIEF — peace, democracy, cooperation, and economic progress. Each of us must find a way to make sure that these towering principles are never toppled by terrorism.

While there is no clear answer to the “why” of September 11, there are many positive responses that we can make — as individuals, as families, as companies, and as members of a caring Brandeis community.

A decade from now, will we look back and know that we made the necessary changes to insure a better life for our children, our colleagues, and the nations that we represent?

Today is the right time to begin acting on the creation of a safer society for all. As Camus once said, “Real generosity toward the future lies in giving all to the present.”

— *Michael Appell*
Director of Development and External Affairs

IN THE NEWS

Professor John Ballantine recently presented a paper at the Rockefeller Foundation about the labor demand for non-college educated workers. Co-authored with Ronald Ferguson of **Harvard's Kennedy School**, "Competitive Pressures and Workforce Upgrading" was the result of a five-year research project funded by the Rockefeller and Russell Sage Foundations.

Professor Chad Bown won Brandeis University's top teaching prize, the Michael Walzer '56 Award for excellence in teaching.

Professor Jane Hughes' new textbook, *International Banking: Text and Cases*, was published by Addison Wesley in June.

Professor Blake Le Baron was recently interviewed on CNN/N concerning the question: "Is there a global recession?"

Dean Peter Petri was appointed to the Board of Directors of the US Pacific Economic Cooperation Council, a council of academic, business and government leaders that charts US policy in the Pacific.

GSIEF Alum to Lead Bulgarian Economy

Nikolay Vassilev, MA '97 was named deputy prime minister of Bulgaria this summer by the newly-elected prime minister, **King Simeon II**, who had been living in exile for more than five decades. Vassilev is a key member

of Simeon's "non-political" cabinet of professionals. The 31-year old Vassilev was most recently an investment banker with **Lazard Capital Markets** in London. Prior to that, he advised large institutional investors on equity opportunities in emerging markets for **Warburg Dillon Read (WDR)** in London, a division of Switzerland's largest bank, UBS. Vassilev, who first worked for UBS in Tokyo during his required study abroad while at GSIEF, had created and published a Bulgarian stock index. He became well known in his native country during the last two years through a program in which Bulgarians working abroad commented on government reforms.

THE GLOBALIST Fall 2001
THE GLOBALIST is the newsletter of the
Graduate School of International Economics
and Finance of Brandeis University. Comments
and suggestions are welcome.
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