



INQUIRY

Information from the frontiers of knowledge

A magazine highlighting research at the University of Oregon

Fall 1996, Volume II, Number 2

A Message About Research

● **The Gold Behind the Glitz and Glory**

Sports Marketing Center Teaches Fundamentals of Selling Sports

● **Brain Research Goes on the Road**

Psychologists to Probe the Mind in Mobile Lab

● **Oregon's Five-Million-Dollar Man**

UO Scientist to Develop New Tool to Explore the Physics of Motion

● **Plugging Oregon Teachers into the Internet**

Program Prepares Teachers for the 21st Century Classroom

● Sorry Mr. Kipling, They Have Met

Discovering Relevant Wisdom in Ancient China and Greece

● Training for Trade: Bringing Home the Realities of Asian Business

Business Program Takes a Global Perspective

[Back to Current INQUIRY](#)

[Back Issues](#)

[About INQUIRY...](#)

Return to [University of Oregon News and Calendar Page](#).

A Message About Research From



STEADMAN UPHAM

**Vice Provost for Research and Graduate Education
and
Dean of the Graduate School**

. The University of Oregon transforms lives through knowledge. This is our vision, our goal, and the reality of what we accomplish when we do our jobs well. Our students share in this reality daily, but all Oregonians are touched by this vision through the outreach activities of UO's talented faculty and staff. Outreach is not just a word in our mission statement, it is the tangible result of aggressive technology-transfer programs and energetic teaching that touch the lives of citizens in every sector of society.

. This issue of *Inquiry* illustrates the scope and influence of outreach at the University of Oregon. Sometimes our outreach entails the discovery of new information, novel relationships, or innovative technology; sometimes outreach means taking our discoveries and technology and moving them into the marketplace. In still others, it simply means teaching and learning--the transfer of ideas and information to problem-solvers in many different fields.

. The six profiles in these pages demonstrate the remarkably varied ways the University of Oregon reaches out across space and time to the very frontiers of knowledge. Whether it involves blazing a trail across the interface of athletics and capitalism, exploring the brain's secrets, or preparing Oregon's schools to meet twenty-first century challenges, UO faculty and staff members and students make positive contributions to Oregon's economy and quality of life. We value this opportunity and cherish our role in Oregon's future.

[Back to INQUIRY Cover Page](#)

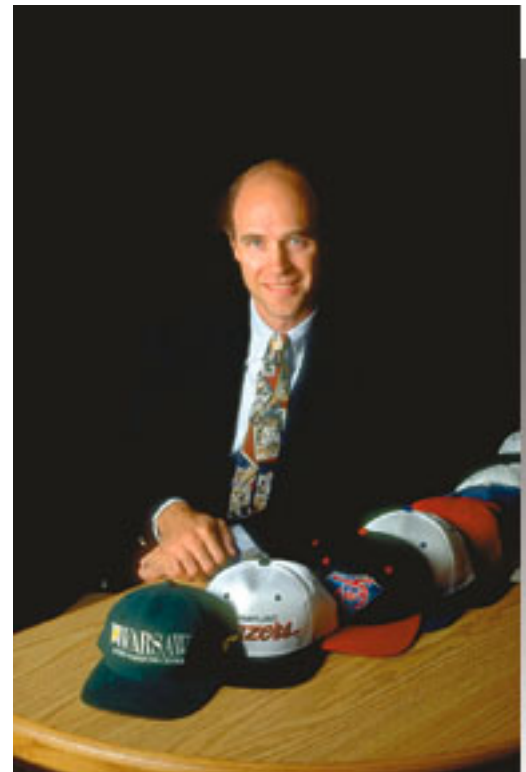
The Gold Behind the Glitz and Glory

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

Michael Jordan slams home a game-winning dunk. Steffi Graf obliterates her opponent with a devastating overhand smash. Jerry Rice dives to make an impossible end-zone catch.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

While millions of fans thrill to these flashbulb moments, few people know much about the sports-marketing industry that fuels both amateur and professional sports at a rate of *a quarter-trillion-dollars per year*. Anyone seeking such knowledge need look no further than the [University of Oregon's James H. Warsaw Sports Marketing Center](http://comm.uoregon.edu/inquiry/f96/art1.html), the first comprehensive sports-marketing program located in an American college of business.



MIKE RITCHEY

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

"Our students are headed for careers in an exciting field, with opportunities to work with innovators like Microsoft, Pepsi, Nike, and ESPN," says Warsaw center founding director Mike Ritchey. "To prepare them to meet the challenges, we've put together a program unrivaled in the nation."

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

What is sports marketing? Ritchey explains that it includes activities designed to sell products that meet the needs of sports consumers. Its two major thrusts are the marketing of sports products and services directly to consumers and the marketing of other products through the use of sports promotions.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

"For example," says assistant professor of marketing Robert Madrigal, a member of the Warsaw center faculty, "Coca-Cola just spent \$40 million for the rights to be a sponsor of the '96 Summer Olympics and another \$300 million in promotions and advertisements telling the world about it. The company is hoping that the goodwill associated with the games will rub off on Coke, thus enhancing brand image," Madrigal says.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

A key strategy

contributing to the Warsaw center's success, according to Ritchey, is its extensive use of industry professionals and their real-world knowledge alongside more traditional academic study. The center's assistant director is Rick Burton, who previously worked for Performance Properties, a sports-marketing agency whose clients include Reebok, NFL Properties, Gillette, and the Indianapolis Motor Speedway. Burton served as the advertising manager for Miller Lite's award-winning "Tastes Great--Less Filling" advertising campaign.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

The center also lures top industry experts to campus to expose students to up-to-the-minute trends in sports marketing. Recent speakers have included representatives from Adidas, the Oakland A's, the Los Angeles Lakers, Nike, Microsoft, and the Walt Disney World Resort. In May, a group of more than 240 students, professors, and professionals gathered to hear a panel discussion titled "Preparing for the Growth of Women's Sports: Women as Participants, Marketers, and Consumers."

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

Ritchey explains that another avenue used to achieve the center's primary purpose of preparing students for real jobs is an aggressive internship program.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

"Behind the scenes at Oregon's top sports venues last summer," he says, "were more than a dozen students and graduates of our program." Warsaw center students landed internships with such organizations as the Portland Trail Blazers, Mt. Bachelor Ski and Summer Resort, the United States Basketball Academy, the National Football League, and the 1996 Summer Olympics in Atlanta. Five Warsaw center students are working for the Nike World Masters Games, helping to promote the event that is expected to draw 25,000 athletes to Oregon in summer 1998.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

Like all programs associated with the Charles H. Lundquist College of Business, the Warsaw center has the green light to pursue entrepreneurial opportunities. Last year, the center's students and faculty members created and delivered the first sponsored cybercast (live audio delivered over the Internet) of the Oregon-Illinois football game. This year, plans call for all the Duck football games as well as both men's and women's basketball games to be cybercast.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

Center students are experimenting further with the entrepreneurial use of the Internet with Duckmail, a service that replaces a subscriber's E-mail address with one ending *@GoDucks.com*.

WORLD-CLASS UO
SPORTS MARKETING
CENTER TEAMS BOOK
LEARNING WITH
BUSINESS HUSTLE

"This is a good example of the creatively aggressive thinking we try to instill in students at the Warsaw center," Ritchey says. "We don't just teach about sports marketing, we take it to new places."

[Back to INQUIRY, Fall 1996](#)

[Back to Current INQUIRY](#)

[©1996 University of Oregon](#)

Brain Research Goes on the Road



HELEN NEVILLE

CAN WE UNDERSTAND
BRAIN DEVELOPMENT
IN INFANTS? IS THERE
A BIOLOGICAL "PRIME
TIME" FOR LEARNING
LANGUAGE?

. Everyone is interested in the mysterious workings of the human brain, but few have explored our most complex organ with the zeal of University of Oregon professor of [psychology](#) Helen Neville. Using exotic and powerful new techniques such as magnetic resonance imaging (MRI) and electrophysiology, Neville has probed the brain's highest function--the formation and understanding of language. Now Neville is loading some of the most useful high-technology tools available to neuroscience into a converted recreational vehicle and taking the Mobile Brain Development Lab on the road.

. "In order to gain an understanding of what the brain does, how it does it, and how it develops, we compare the brain functions of various population--individuals who are deaf or blind, nonnative speakers of English, infants, and control groups," says Neville. "That's where we got the idea for the mobile lab--to go to our research subjects instead of making them come to us."

. At the heart of Neville's two decades of research are some straightforward questions. How much of the brain's development is genetically controlled and how much is influenced by environmental factors? What goes on, she wants to know, in deaf and blind people in the areas of the brain used to process visual or auditory information? Are these areas dormant or does an individual's brain somehow rewire itself to make the most of whatever mix of sensory inputs it receives? Can we affect the brain development of infants? Is there a biological "prime time" for learning a foreign language?

. To explore these kinds of questions, members of Neville's lab group place test subjects in an

electrode-laden cap that measures activity in the brain. As researchers put the subject through a battery of tests, thirty-two electrode sensors monitor the subject's brain waves every four milliseconds. Computers then amplify this information fifty thousand times before sending it on to yet another computer which compiles and presents the information.

. In the mobile lab, most of this technical wizardry takes place in what was once the recreational vehicle's shower stall. Other modifications were also necessary to turn the RV--purchased and converted with the help of Steve Romania of Romania Chevrolet--into a rolling laboratory. Researchers installed a special uninterruptable power supply to protect the data stored on the computers, electric shielding around the computers to protect the sensitive electrodes on subjects' heads from picking up extraneous signals, and soundproof material around the testing room to keep the subjects themselves from distraction.

. Is it difficult to interest subjects in having their brain waves measured?

. "We get very high cooperation rates," Neville says. "When we tell people that their participation can help us learn about improving teaching methods for normally developing children and developing rehabilitative programs for kids and adults who have problems, they are usually quite happy to become subjects."

. Neville explains that, by virtue of their size, large metropolitan areas such as Portland, Seattle, and San Francisco have sufficient populations of suitable research subjects and will each receive visits from the rolling lab. "We'll also be headed for other cities, such as Fremont, California, and the area near Gallaudet University in Washington, D.C., which have concentrated communities of deaf individuals," she says.

. The mobile lab's maiden voyage is scheduled for this fall. Destination: Seattle.

Helen Neville's research has caught the attention of the media. The BBC, National Public Radio, and the Canadian Broadcasting Company have all featured her work. This summer Alan Alda, the host of "Scientific American's New Frontiers," brought a film crew to Neville's lab; the PBS program is scheduled to air on January 22.

[Back to INQUIRY, Fall 1996](#)

[Back to Current INQUIRY](#)

[©1996 University of Oregon](#)

The Department of Psychology

at the University of Oregon



- CALENDAR
- COURSES
- CLINIC
- FACULTY
- UNDERGRADUATES
- GRADUATE PROGRAMS
- INTELLECTUAL COMMUNITIES
- OTHER RESOURCES
- CONTACT US

PSYCH DIRECTORY

SITEMAP

UO HOME

WEB SEARCH



SUMMER SESSION 2005



HISTORICAL LECTURE SERIES

**New-- Department
Newsletter Winter 2004**



Oregon's Five-Million-Dollar Man

. Science is about to take a big step forward, a step that will bring money and prestige to Oregon. The National Science Foundation has recently awarded University of Oregon physicist Russell J. Donnelly \$5 million, the largest grant ever made to a single UO investigator. Under Donnelly's supervision, a group of scientists will use the money to build, test, and refine a prototype "cryostat," an experimental device similar to a giant Thermos bottle filled with extremely cold, gaseous helium and outfitted with an array of high-technology sensors.

. When cooled to about 450 degrees below zero, just above the point at which helium liquefies, the element behaves in unusual ways. Experiments performed in the cryostat will tell scientists new things about turbulence and convection--and could lead to safer airplanes and improved automobile gasoline mileage.

. Carefully controlled studies at this temperature can answer important questions about intense convection (circulatory motion), the turbulence (irregular currents) that develop around moving objects. This information will provide a previously unavailable window into the physics of movement and could solve problems that have bedeviled physicists for decades.

. "This device will multiply the range of turbulent intensities attainable in the laboratory by a factor of a thousand," Donnelly says.

. Using helium in devices like wind tunnels will have many applications, from basic research to product testing. For example, a cryogenic chamber could be used to test the way air flows over the wing of a proposed aircraft, Donnelly explains.

. In simplified terms, physicists use a number, called the Reynolds number, to represent turbulence. Technical limitations have kept scientists from creating wind-tunnel conditions--where scale models of new designs are tested for safety and efficiency--with Reynolds numbers much higher than 10 million. This is a problem, since the wind flowing over the wing of a jet in flight has a Reynolds number of about 70 million.

. "Obviously jets still fly," Donnelly says, "because engineers are quite clever and have good intuition, but they do not know experimentally how a full-sized version of one of their designs will fly until it is actually built."



RUSSELL DONNELLY

. Donnelly's cryostat will achieve Reynolds numbers of 100 million.

. The research project will be the heart of the Oregon Cryogenic Turbulence Center to be housed on the University of Oregon campus, where Donnelly has conducted research for thirty years.

**HUGE AWARD WILL
TAKE PHYSICS TO A
NEW AND VERY
COLD PLACE**

. This three-year grant will allow Donnelly and his colleagues to develop the instrumentation they need to observe turbulent flows at very low temperatures and to perform new experiments that will make possible conditions never before attained in the laboratory.

. Once Donnelly's team refines the one meter (3.3 feet) tall prototype tank, a scaled-up 10-meter version is envisioned for construction--using additional funding--at a National Turbulence Center to be built at the Brookhaven National Laboratory on Long Island, New York. The full-sized tank will achieve Reynolds numbers of 10 billion--comparable to the turbulence that takes place on the surface of the sun.

. The location at Brookhaven takes advantage of the existence there of the world's largest helium liquefier. Plans call for the facility at Brookhaven to house a wind tunnel that uses liquid helium instead of air and a long, horizontal tank partly filled with liquid helium for testing the drag forces that affect surface ships.

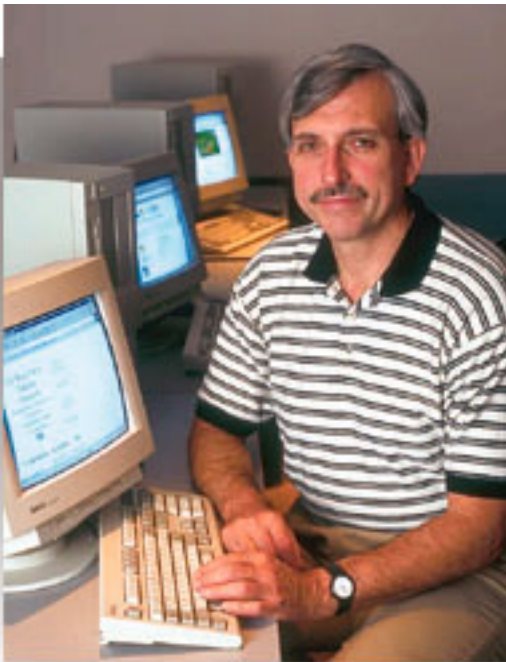
. "These and other related research tools would multiply the practical applications of this basic research project enormously," Donnelly notes. "Building the prototype here at the University of Oregon is a vital first step."

[Back to INQUIRY, Fall 1996](#)

[Back to Current INQUIRY](#)

[©1996 University of Oregon](#)

Plugging Oregon Teachers into the Internet



SAM MILLER

. In some ways, the Internet is like an enormous library that anyone with a computer and modem can walk into and look around. But since there isn't much order to the Internet's millions of "books," it takes special training to use this enormous resource for a specific purpose. Now, with help from the University of Oregon, three hundred elementary and secondary schoolteachers from across Oregon are receiving training that will help them understand the Internet and apply its voluminous resources in the classroom.

. The Oregon US West/NEA Teacher Network is cosponsored by the University of Oregon and the Oregon Education Association, with US West donating \$975,000 during the two-year project.

. "Computer technology has made possible a whole new world of opportunities for classroom teachers," says program director Sam Miller, a research associate in the UO College of

Education. "And this program helps open the door to that technology."

. Last summer about 150 teachers attended intensive two-day training sessions at the university where they learned the basics of the Internet, the World Wide Web (WWW), and E-mail technologies. These sessions will be followed-up by additional course work to be conducted via the Internet. Another 150 teachers will undergo this training next summer.

. With their new skills, Miller says, teachers will have access to the Internet, including "a vast virtual library of education resources."

. Teachers who want to find this information should go to the Oregon Teacher Network (OTN) home page (<http://otn.uoregon.edu>), where these resources have been compiled. The home page features a Professional Center through which teachers have point-and-click access to thousands of home pages in such categories as national and state education resources, higher education in Oregon, education associations, an ever-growing reference library, and a compendium of Oregon resources.

. Rita Dougherty, who teaches at Renne Middle School in Newberg, participated in the OTN training. "The use of the Internet in the classroom has endless possibilities," she says. "Students become excited and motivated when they interact with computers."

. English teacher Dustin Arzino, from ninety-student Dufur High School in Wasco County, believes Internet resources are particularly valuable to rural teachers because of the limited resources available in those districts. The OTN training, he says, "allows teachers and students at my school to locate and obtain resources and information that have previously been inaccessible."

. Imagine yourself lobbing a stone into the middle of a still, glassy pond. A ring-shaped wave quickly forms and moves outward, growing larger and larger, eventually reaching the pond's furthest shore. This is the kind of ripple the OTN program will send through schools across Oregon. First, the teachers gather at the university to receive their training. Then, like the expanding rings in the pond, they disperse to their districts across the state. Back home, each teacher will train an additional ten teachers in his or her district, bringing the number of trained teachers to 3,000. The effect this group of teachers trained in advanced telecommunication techniques will have on Oregon students is incalculable.

. "Preparing teachers to have the capacity to use technology to transform teaching and learning requires partnerships such as this with our schools, professional associations, and the university," says Marty Kaufmann, dean of the UO College of Education and a chief sponsor of the OTN program. "Together we are providing both education and ongoing support for classroom teachers."



NEW TECHNOLOGIES
AND NEW
PARTINERSHIPS
CREATE NEW
OPPORTUNITIES
FOR K-12
CLASSROOMS

[Back to INQUIRY, Fall 1996](#)

[Back to Current INQUIRY](#)

[©1996 University of Oregon](#)

Sorry Mr. Kipling, They Have Met

. Rudyard Kipling (1865-1936) penned his famous line, "East is East and West is West, and never the twain shall meet," at a time when Asia stood in relative isolation. But political and technological advances of the late twentieth century, coupled with the new global economy, have changed things. Now Tokyo, Hong Kong, and Seoul are close neighbors and partners with Kipling's dear London, New York, and even the commercial centers of Oregon.

. But as "the twain" grow more entwined, new and culturally ambiguous situations arise. Consider the dizzying prospect of a group of Chinese businessmen in western suits chatting about the latest Hollywood movie during a sushi business lunch with American computer manufacturers who use Japanese management techniques to run a Korean assembly plant.

. "To understand the fundamental differences and similarities of the East and West you have to look back, back to the earliest days of these civilizations--in the east to China and in the west to Greece," says Steve Shankman, English professor and director of the university's [Oregon Humanities Center](#).

. And that is exactly what Shankman, along with the director of the university's [Center for Asian and Pacific Studies](#), Steve Durrant, are doing. The two are collaborating on a book titled *The Siren and the Sage: Knowledge and Wisdom in Ancient Greece and China*.



DURRANT AND SHANKMAN

What will you cover in the book?

SD: We use examples of the poetry, history, and philosophy from ancient Greece and China as windows through which to view the similarities and differences of these two great cultures.

SS: Specifically, we compare the poetry of Homer's *Odyssey* with the *Book of Songs (Shi jing)*; the historical accounts of Thucydides' *Peloponesian War* with Sima Quian's *Records of the Historian (Shi ji)*; and some philosophical works of Plato, Confucius, and Laozi.

ANCIENT KNOWLEDGE
AND WISDOM CAN
HELP US UNDERSTAND
TODAY'S WORLD

Why is it important to learn from ancient sources?

SD: People struggling with issues today often think they are the first to face these things. In fact, the issues often go back to the beginnings of civilization.

SS: The modern world did not simply appear. People need to understand where we've come from in a variety of areas--our belief structures, ideas, concepts, ways of looking at the world. One thing this project seeks to explore is what is human, universally human.

Isn't such a project quite unusual?

SS: Yes. Our project runs counter to the current of specialization running through the halls of many universities. We are bringing a variety of historical materials together to make some broad statements and raise some interesting questions about the human condition.

Could you give an example of how your study connects the present and the past?

SS: Well, in several different civilizations between about 600 and 300 B.C., the ancient mythic world-view gave way to a more rational, modern way of understanding. In the mythic world-view there was no separation between humanity and the encompassing universe.

SD: But then there was a shift. Humans began to see our species as somehow different from the rest of nature. We became alienated from the world, and perhaps grew more willing to sacrifice it for our own short-term gains. This schism is at the very root of our current ecological crisis.

. *The Siren and the Sage is due to be completed next summer and published soon thereafter.*

[Back to INQUIRY, Fall 1996](#)

[Back to Current INQUIRY](#)

[©1996 University of Oregon](#)



Oregon Humanities Center

at the University of Oregon

[Home](#) [Fellowships](#) [Lectureships](#) [Make a Gift](#)
[Staff](#) [Newsletter](#) [UO Today](#) [Calendar](#)

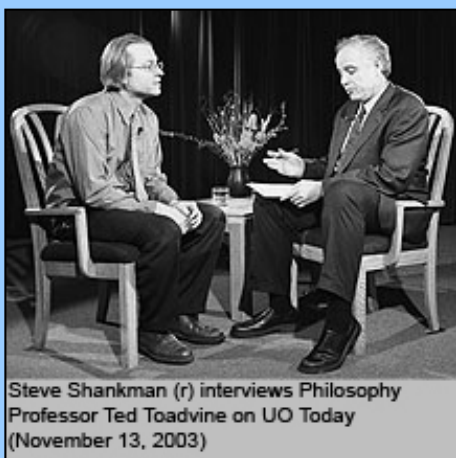
CANCELLED Thursday, February 24, 2005



Due to a death in the family, **Patricia Limerick** has cancelled her visit to the University of Oregon. We send our heart-felt sympathies to her.

Tuesday, March 8, 2005

Popular feminist writer, art and cultural critic, political activist, and theorist **Lucy Lippard** will deliver the **2004-05 Colin Ruagh Thomas O'Fallon Lecture in Art and American Culture**, tentatively entitled "**Red Roadsides**." The slide lecture will take place on **Tuesday, March 8, 2005 at 8 p.m. in 177 Lawrence Hall**. For more information, click [here](#).



Steve Shankman (r) interviews Philosophy Professor Ted Toadvine on UO Today (November 13, 2003)

"UOToday" can be viewed [online](#).

Program airing the week of February 21, 2005

A Panel Discussion of Moral Values with Professors **Garrett Epps** (law), **Julie Novkov** (political science), **Tom Bivins** (journalism) and **Reverend Daniel Bryant**, First Christian Church. The panel discusses what Americans might have meant when they cited "moral values" as an important issue in choosing the country's President.

For more information, click [here](#).

The Oregon Humanities Center Mission

The Oregon Humanities Center, founded in 1983 and greatly expanded in 1987 with the support of grants from the National Endowment for the Humanities, is an interdisciplinary research center dedicated to the promotion of the humanities through supporting humanities research; encouraging the development of innovative interdisciplinary humanities courses; and presenting free public programs in the humanities on campus, in the local community, and throughout Oregon. [More...](#)

[Home](#) | [Fellowships](#) | [Lectureships](#) | [Make a Gift](#) | [Staff](#) | [Newsletter](#) | [UO Today](#) | [Calendar](#)

Page Updated: 11-30-2004

[Waylon Spoden](#), Web Master

Humanities Center Logo
Copyright © 1997 Funk and Associates

To learn more about the Oregon Humanities Center and its programs,
please contact:

Julia J. Heydon, Associate Director, Oregon Humanities Center

5211 [University of Oregon](#)

Eugene, Oregon 97403

(541) 346-1001

E-mail: jheydon@uoregon.edu

This site is viewed best in Internet Explorer with a minimum 800 x 600 screen resolution (1024 x 768 optimal).



[Programs](#) [Events](#) [Affiliated Faculty](#) [Funding Opportunities](#) [About CAPS](#) [CAPS Home](#)

Center for Asian and Pacific Studies

The Center for Asian and Pacific Studies brings together the University of Oregon's diverse programs and expertise related to the study of Asia and the Pacific. The center's affiliated faculty members are engaged in teaching and research on the peoples, histories, languages, cultural traditions, and economies of East, South Southeast Asia and the Pacific Islands.

Upcoming Events Presented or Cosponsored by CAPS

Monday, February 21, 2005

Jeremiah Public Lecture

"Early Taoist Meditation"

Harold Roth, Professor of Chinese Religions, Brown University

Lillis Hall, Room 182

7:30 pm

Wednesday, February 23, 2005

Jeremiah Public Lecture

"History, Identity and Security: Commemorating National Humiliation Day in China"

William A Callahan, Senior Lecturer in International Politics; Director, Centre for Contemporary China Studies, University of Durham, England

Clark Honors College Library (Chapman Hall, Room 301)

4:00 pm

For a complete listing our of events, please visit our [Events](#) page.

[Programs](#) | [Events](#) | [Affiliated Faculty](#) | [Funding Opportunities](#) | [About CAPS](#) | [CAPS Home](#)

**To learn more about the Center for Asian and Pacific Studies, please contact
Center for Asian and Pacific Studies**

110 Gerlinger Hall

1246 [University of Oregon](#)

Eugene, Oregon 97403-1246

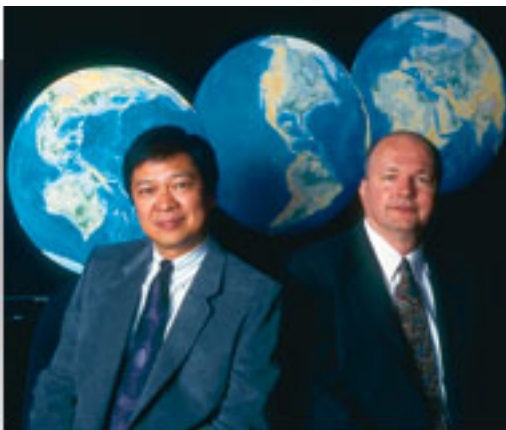
Telephone: (541) 346-5068

Facsimile: (541) 346-0802

Page Updated: 07-05-2002

Viewed best in Internet Explorer, 800 x 600 or higher resolution

Training for Trade: Bringing Home the Realities of Asian Business



UNGSON AND STEERS

. You can't talk about Oregon's economy without considering trade with Asia and the Pacific Rim. Consider these facts: Oregon's international export trade--\$9.4 billion in 1995--has grown at more than twice the national average for four consecutive years. Trade with Asia and the Pacific Rim accounts for two-thirds of these exports. Trade with Southeast Asia increased 74 percent in 1995 alone and has grown a whopping 242 percent in the past five years.

. "What we're seeing are unprecedented opportunities for Oregonians doing business with this huge and rapidly developing part of the world," says Richard Steers, University of Oregon

professor of management and vice provost for international affairs. "The value of preparing for future trade relations with the East cannot be overstated."

. The UO plays a key role by educating the next generation of business leaders in the realities of Asian trade.

. "The world economy is rapidly globalizing; the pace of internationalization is staggering," says Gerardo "Buddy" Ungson, director of the International Business Program at the university's [Charles H. Lundquist College of Business](#). "In response, the UO and other top business schools are expanding their offerings in the area of international business."

Real World Experience

. Last spring, the UO business school initiated an innovative program to infuse a practical, experience-based awareness of Asian cultures and business practices into the business curriculum. Fifteen junior faculty members participated in a three-phase program funded by a grant from the U.S. Department of Education and by private support. The scholars attended classes in Asian cultures and customs taught by faculty members from the university's own [Center for Asian and Pacific Studies](#). In addition, they attended a class funded by the Philip Knight Foundation that featured high-ranking visiting business executives and government officials from Asia.

. Last summer, they embarked on a three-week study tour of four eastern economic powerhouses: South Korea, Japan, Hong Kong, and China. The tour included visits to factories and cultural sites and meetings with leaders from business, government, and education.

. In the program's third phase, participants will weave the information gained during the course of study and travel into classroom activities for the benefit of students.

. "Our goal was not to send Asia scholars and international business experts to Asia," says Steers. "Rather, we sent experts in accounting, finance, marketing, and other business disciplines so they could learn more about the international context in which business transpires. This will help them bring an international perspective to classes throughout the business school and will help us better understand our Asian students here at the UO."

. Lundquist College of Business Dean Tim McGuire adds, "This initiative will move us to a new level in terms of globalizing our curriculum, research, and outreach activities."

AS IN A PRE-DAWN SKY,
THE BRIGHTEST SPOT
IN OREGON'S ECONOMIC
FUTURE APPEARS TO BE IN
THE EAST

Building Bridges

. One part of that research is about to bear fruit. Steers and Ungson have collaborated on studies of the Korean economy for over a decade. Their first book (coauthored with Yoo-Keun Shin), was titled *The Chaebol: Korea's New Industrial Might*. This highly regarded exploration of Korean economic vitality will soon be joined by *Korean Enterprise: The Quest for Globalization*, coauthored with Seung-Ho Park and due out in March from Harvard Business School Press.

. Scholarship builds bridges of understanding between distant cultures, and so does face-to-face communication. For a decade, the university has maintained a student exchange program with Yonsei University, one of Korea's top academic institutions. Currently, more than 150 Korean students attend the UO. For students planning on studying or doing business in Korea, a good first step is to sign up for a course in the Korean language, added to the university's extensive foreign-language offerings in 1994.

. "We want to give our students every opportunity to develop an interest in and an understanding of international business and culture," says Ungson. "That can take place in the classroom, while reading a textbook, in the [art museum](#), or while studying abroad."

[Back to INQUIRY, Fall 1996](#)

[Back to Current INQUIRY](#)

[©1996 University of Oregon](#)



The UO Museum of Art will host a traveling exhibit of Korean art treasures. "The Fragrance of Ink: Korean Literati Paintings of the Choson Dynasty (1392-1910)." The exhibit, which includes sixty-two ink paintings, many of which have never appeared outside Korea, will be open between January 10 and March 9, 1997. The UO showing is supported in part by a grant from the Hyundai Corporation.



search

[about us](#) [students](#) [programs](#) [faculty](#) [research](#) [alumni](#) [career](#)



Philosophy Gets Down to Business

The University of Oregon's Charles H. Lundquist College of Business holds liberal arts and critical thinking as pillars of its curriculum. So when Dean James Bean wanted to partner with other liberal arts disciplines within the university, the philosophy department jumped at the opportunity. [Read More...](#)

::More News



[New Research Argues that Mutual Funds Are Priced Incorrectly](#)



[Accounting Department Hosts Extreme Competition](#)



[Scholarships Recruit Outstanding Women M.B.A. Students](#)



[UOIG Places Third in Investment Portfolio Competition](#)

[:: News archive](#)



::Events Calendar

- 03/03 [Beta Alpha Psi Professional Meeting: Dean Bean](#)
- 03/17 [Negotiations Seminar](#)
- 04/06 [New Major Celebration](#)
- 04/07 [New Venture Championship](#)

[:: More events](#)

::Program News

[A few spaces are still available in BA 453](#)

Posted on February 25, 2005 at 04:28:28 PM

[Accounting Scholarships](#)

Posted on February 24, 2005 at 04:21:30 PM

[BA 410: Career Mentoring in Business - Spring Term Class](#)

Posted on February 21, 2005 at 08:13:32 AM

[Jobs and internships received the week of 2/14 - 2/18](#)

Posted on February 18, 2005 at 04:57:08 PM

[:: More program news](#)

::Quick Links

About the College

- :: [Message from the Dean](#)
- :: [Mission Statement](#)
- :: [College Facts](#)
- :: [College Statistics](#)
- :: [Business Advisory Council](#)
- :: [Code of Professional Conduct](#)

Who are you?

- :: [Alumni](#)
- :: [Prospective Student](#)
- :: [Undergraduate Student](#)
- :: [M.B.A. Student](#)
- :: [MAcc Student](#)
- :: [Ph.D. Student](#)
- :: [Employer](#)

Academic Resources

- :: [Current Classes](#)
- :: [Mailing Lists](#)
- :: [Faculty Directory](#)
- :: [Request a Room](#)
- :: [Undergraduate Office](#)
- :: [Leadership Center](#)
- :: [Tutoring](#)
- :: [Computer Labs](#)
- :: [CourseShare](#)
- :: [UO Blackboard](#)

Related Sites

- :: [University of Oregon](#)
- :: [UO Directory](#)
- :: [Oregon M.B.A.](#)
- :: [Executive M.B.A.](#)
- :: [Master of Accounting](#)
- :: [Lundquist Center for Entrepreneurship](#)
- :: [Warsaw Sports Marketing Center](#)
- :: [CourseShare](#)