



IMPACT REPORT

The University of San Francisco's Center for Business Studies and Innovation in Asia-Pacific's (CBSI) mission is to facilitate collaboration between students, faculty, and business, and serve as a bridge connecting the United States and Asia. This is a center of knowledge and innovation, and an educational incubator for future leaders. With its focus on innovation and entrepreneurship, CBSI is a premier San Francisco and Silicon Valley-based thought-leader, learning hub, and bridge builder for US and Asia-Pacific business communities.

CBSI is a university research center rooted in the Jesuit values of social justice and making the world a better place by helping individuals reach their full potential. As the only research center at the University of San Francisco focusing on international business, it leverages the Jesuit's historical connections to Asia and an over 500-year tradition of linking global education with commerce. It develops future leaders, recruits prospective students, positions graduates in meaningful careers, delivers resources for and investments in students and faculty, facilitates collaboration and innovation, and builds partnerships.

In its nearly ten years of operation, CBSI has evolved into a prestigious, impactful and visible platform connecting scholars, practitioners, policy makers, students, and alumni. It supports the research of faculty and students alike; regularly hosts impactful public events, talks, workshops, and international conferences; and links the University with business communities in the US and Asia-Pacific region.

2022-2023 Academic Year

The 2022-23 academic year was very busy for CBSI. The China Business Studies Initiative, which was founded in February 2014, was newly-inaugurated in September 2022 as the Center for Business Studies and Innovation in Asia-Pacific. With the "CBSI" acronym



remaining the same, CBSI evolved from a China-focused “initiative” to a much broader Asia-Pacific-focused research center.

Among the events that followed in fall 2022 were a Unicorn Strategies in Southeast Asia forum; an international trade career path forum for students; and an annual China Town Hall in partnership with National Committee on U.S.-China Relations (NCUSCR) with keynote speaker Ambassador Jon Huntsman, the former Governor of Utah and US Ambassador to Russia, China and Singapore.

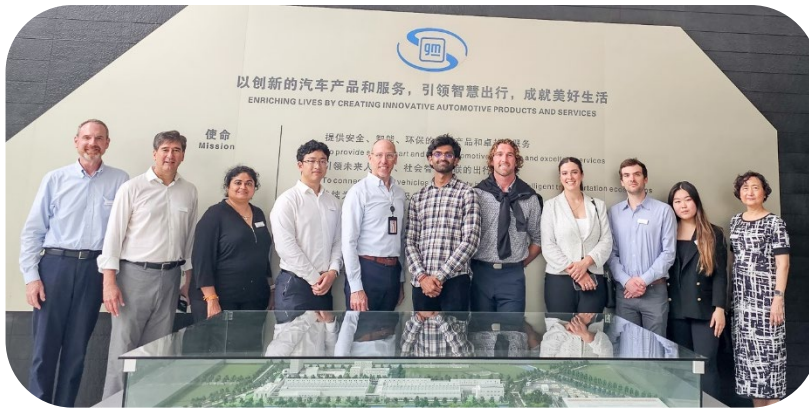
Since April 2023, four new advisory board members also joined the CBSI team: Larry Greenwood, a former US ambassador to the Asia Pacific Economic Cooperation forum (APEC); Ker Gibbs, current CBSI Executive-in-Residence and past president of the American Chamber of Commerce in Shanghai; and Jenny Liu, a partner at the Pillsbury law firm and co-leader of their China division, Dr. Marsha Vande Berg, former CEO of Pacific Pension Institute and an expert on Asia financial markets.

Throughout the spring, CBSI continued to engage students, host events and support research that aligned with its mission of facilitating collaboration and serving as a bridge. Among CBSI’s events was a talk by Dr. Weijian Shan, a prominent venture capitalist and USF alum who spoke of his compelling personal story and American private equity firm’s groundbreaking rescue of Shenzhen Development Bank. In buildup to the APEC Economic Leaders’ Forum coming to San Francisco in November 2023—a hugely important gathering expected to draw approximately 21 heads of state, among them President Biden and Chinese President Xi Jinping—CBSI hosted a lively APEC-related panel discussion moderated by Ambassador Greenwood with the consuls general of Malaysia, Singapore, Vietnam and the Philippines.



One of CBSI’s hallmark programs is its Global Student Ambassador Program (GSAP) for academically-exceptional, actively-engaged students with an interest in the Asia-Pacific region. Among the GSAP alumni several successful young entrepreneurs who have remained involved with CBSI and contributed back to the University.

At the start of the summer, CBSI board members traveled with eight current GSAP students to an annual Academy of International Business conference which CBSI has been co-hosting since 2016. This year’s conference was in Ningbo, China and marked the post-Covid return to an in-person format. The focus of this conference was sustainable development and

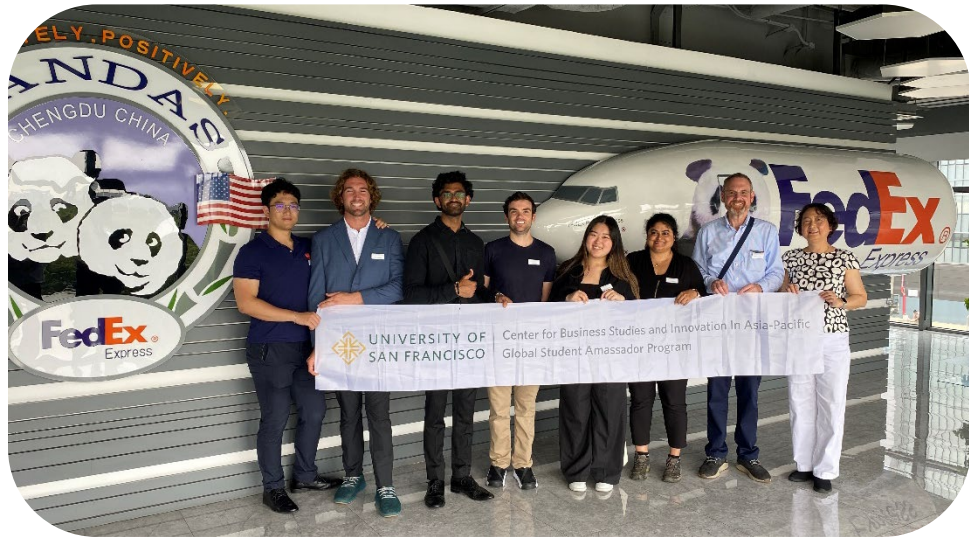


competitive international business in the post COVID-19 era. Four of the eight USF students were undergraduates (majoring in International Business, Business Administration, Finance, Marketing, and Computer Science), three were in master's programs (MBA, Asian Pacific Studies and Applied Economics), and one was a doctoral student (Education). They were accompanied by CBSI Executive Director Dr. Xiaohua Yang, Associate Director William Ktsanes, and Executive-in-Residence Ker Gibbs.

USF students joined academic and industry leaders in discussions and presentations covering a wide array of topics related to sustainable development. For most of the students, it was their first time attending an academic conference or visiting China. A highlight was a presentation from USF Applied Economics graduate student and CBSI GSAP president John Chetwynd on the findings of cross-cultural research that he and fellow Applied Economics graduate student and GSAP member Nikita Tkachenko did. Examining the behavioral impact of rising temperatures and global warming, they found that people are generally more aggressive and less productive as temperatures rise. Unexpectedly, though, they identified significant gender and geographic differences, for example their research showed that thermal stress suppresses competitiveness much more among women than among men in India.

After the conference, USF students headed by bullet train from Ningbo to Shanghai, where CBSI arranged numerous company tours and meetings with top-level business leaders. Among the company facilities visited were a joint-venture General Motors-SAIC Cadillac assembly plant; the FedEx shipping facility at Pudong Airport; the Shanghai office of accounting firm PricewaterhouseCoopers ("PwC"); the bustling open-floor offices of Orbit Startups, a venture capital firm focused on innovative and entrepreneurial high tech; and the Shanghai office of the San Francisco-rooted architectural firm Gensler, who gave students a VIP tour to the top of their famous 128-story Shanghai Tower. A highlight of CBSI's time in Shanghai was an evening at the Roosevelt Club, an exclusive members-only business club on the top floor of the historic House of Roosevelt building along the Bund. With breathtaking views of Pudong and the Huangpu River as their backdrop, USF students met an array of senior business leaders, asked pointed questions, and heard fascinating first-hand accounts of China's rapidly evolving business climate.

Jack, an undergraduate student double majoring in International Business and Finance, said this about the conference: "I am extremely grateful to CBSI and GSAP for providing me the opportunity to attend the conference in Ningbo and corporate visits in Shanghai. I got more from the one-week in China than I did from many of my full semester courses, which is a measure of how great it was. The access to top-level management and the unparalleled candid discussions were exceedingly valuable, and gave me deep insight into the challenges and opportunities that international firms face in a rapidly changing global economy."



During the 2022-23 academic year, CBSI supported the Silicon Valley Asian Business Talk Interviews research project. Started in July 2022 by Dr. Roger Chen, USF Professor of Entrepreneurship, Innovation and Strategy, CBSI Associate Director, and Chair of the CBSI Asian Business Leaders Research Group, the project captures conversations with Asian business leaders and entrepreneurs. These conversations highlight the success and shares wisdom of high-achieving Asian Immigrant business leaders, and inspires future leaders, promotes the contributions of Asian immigrants, combats anti-Asian crime, and fosters a more just and inclusive society.

To date, more than 150 video clips have been produced. These valuable resources enhance learning and build awareness, but also foster relationships that create opportunities for students. With the Silicon Valley Asian Business Talk Interviews project connecting entrepreneurial business leaders to the University, industry leaders have visited campus as guests for courses, CBSI events, and student-organized entrepreneurship fairs. Relationships stemming from this CBSI project have opened the doors of entrepreneurial and venture capital companies to students, supported student research, resulted in interviews and internship opportunities for students, and led to partnerships with the School of Management's Malloy group. The project has also enhanced the University's visibility by publicizing interview excerpts on social media channels like YouTube, LinkedIn, WeChat, CBSI's Silicon Valley Asian Business Talk Interviews website page, and CBSI's The Bridge newsletter.

2023-2024 Academic Year

2023-24 promises to be an equally exciting academic year with programs leading up to and coinciding with the City of San Francisco hosting the APEC Leaders' Summit in November and CBSI's 10th anniversary celebration in the spring.

APEC Summit

CBSI was an active player producing APEC-related events during the Epic 2023 APEC San Francisco Week. We co-hosted the CBSI-Global Women Asia (GWA) "Sustainability Fellows Workshops and Reception" on December 13 and the USF-The Carter Center "Jimmy Carter Conversation on US-China Relations" on December 18. It was thrilling for the CBSI team and students to be part of the history in making. The expertise of the Asia-Pacific business among CBSI board members and CBSI faculty was highly sought after. Below is the CBSI's media coverage of pre and during APEC summit:

[Xiaohua Yang speaks with Shanghai Eye](#)

[Ker Gibbs speaks with NBC Bay Area](#)

[Marco Tavanti speaks with Voice of America](#)

[Peter Lorentzen speaks with Associated Press](#)

A few of CBSI's Global Student Ambassador Program (GSAP) students were invited to participate in an intimate GWA leadership and conflict resolution workshop on November 13th in Malloy Hall. They had the opportunity to meet and network with up-and-coming female leaders from around the Asia-Pacific region. Many students - undergrad and grad - were able to attend the GWA panel discussion and reception Monday evening at 101 Howard. GSAP students also volunteered to help greet guests, take photos, and provide technical support.



Many students took part in the "Jimmy Carter Conversation on US-China Relations" panel discussion in Lone Mountain's Del Santo Reading Room and reception afterwards in the Gleeson Library Monihan Atrium. A few students were star-struck to meet and hear from former US Senator and Ambassador to China, Max Baucus, former California Governor Pete Wilson, assorted high-level government officials, and various celebrity reporters. GSAP students listened attentively to The Carter Center panel discussion, joined the reception afterwards, and volunteered with everything from escorting guests from their cars and signing-in guests at the Del Santo Room, to troubleshooting tech problems and printing speaking notes for Governor Wilson. Several students joined the VIP guests for dinner and closed-door, private discussions.

In addition to these events, CBSI was able to facilitate other direct participation for USF students in APEC activities. A group of students served as delegates to the APEC Multistakeholder Forum (AMF) organized jointly by the APEC Secretariat, World Affairs Council, and Commonwealth Club. AMF brought together over 150 leaders from regional civil society organizations; the private sector; and indigenous, youth, labor, and women's groups for three-and-a-half-days of discussion and workshops at the start of the APEC Economic Leaders Week. Our students were part of a larger delegation of students from across the Asia-Pacific region who did vital work exploring how the impact of a global shift to Net Zero carbon emissions would impact stakeholders who have not typically been well represented by APEC. Lastly, we connected USF students to APEC volunteer opportunities through the City of San Francisco Mayor's Office. They did a wide variety of tasks such as directing visitors to the Moscone Center, greeting them upon arrival, staffing information stations, and assisting with onsite registration.



Many students are not particularly engaged in campus offerings aside from classes and occasional activities and sports events. CBSI takes prides in the number of students who are involved in its activities. Participating in events like those during the APEC week, where students step out of the classroom and engage directly with world leaders, provides valuable, once-in-lifetime opportunities to learn, grow and be inspired.

Looking Forward

CBSI is firmly committed to continuing in its mission of facilitating collaboration and serving as a bridge, a center of knowledge and innovation, and an educational incubator. CBSI will continue to add value by enhancing learning, supporting research, and hosting highly-relevant, timely events featuring impactful leaders in business, academia, and government. USF students will continue to gain transferable leadership skills, valuable professional networks and career opportunities through their active involvement in planning and participating in CBSI-supported projects and events.

CBSI has a visible presence at the University of San Francisco and the extended Asia-Pacific business community through its local and international projects, events, and social media tools such as the usfcbi.org website; [The Bridge](#) quarterly newsletter; and regular LinkedIn, YouTube, and Facebook postings.

CBSI remains poised to continue to evolve into the premier San Francisco/Silicon Valley-based thought-leader, learning hub, and bridge builder for US and Asia-Pacific business communities. The Center will continue to build relationships, develop partnerships, and garner support from both within the University and within various business, policy, advocacy, and government circles. To this end, CBSI will continue to leverage the connections and networks brought to us by our advisory and executive boards, friends, and supporters. CBSI is an impactful research center that, as it continues to grow and evolve, has much to offer the University and its stakeholders.