





November 2008

Dear Conference Participants:

Welcome to the Global Temple Conference of 2008. On behalf of the conference organizing committee, the conference sponsors, and the numerous supporters and well-wishers of this third effort, we thank you for participating. We also thank Provost Lisa Staiano-Coico and the Deans and their staff from many colleges for their support. Our biggest thanks go to Denise Connerty and the staff of the International Programs office and the newly formed Office of International Affairs. The conference would not have been possible without their commitment and hard work.

This is the third Global Temple Conference. The previous two enabled a large number of students and faculty to reveal their scholarship and work beyond the United States. The one-day event of 2007 was designed to enable a smaller, more cohesive event that did not require an extended commitment of time by participants during the normally busy academic day. This year nine of Temple's colleges and schools are represented, including over 100 individuals (faculty, students, and staff) who will be presenting papers, posters, exhibits, and films, as well as panels to present discussions on a wide range of global topics. The "Global Temple Live!" concert will also occur with musical performances from around the world.

The Global Temple conference is conceived to illustrate the great diversity of Temple's interests and involvements. The International Programs staff and many of the academic departments have always been alert to make the best of opportunities for students – whether it is to study abroad or to incorporate the best practices in international education. Our researchers – faculty and students – continue to cover all corners of the globe. Many pay special attention to some of its most significantly transforming areas, such as China and India. Some work at the ground level, others in corporate boardrooms. Some talk and question, others measure, yet others film, and some bring to us the embodiments of distant cultures. The entire Temple community gains from these efforts, as we all learn about the world and how all of it is becoming more tightly intertwined through climate, commerce, health, politics, and humanity. It is a great responsibility to aid in the creation of informed and active global citizens. It must be noted that Temple University in the establishment of the Office of International Affairs has made a commitment to bring more focus upon these issues. The Global Temple conferences, we feel, are an important component to create a forum for exposure and discussion of the global community to which our students belong.

Thank you for participating; we hope that you enjoy the sessions, meet new friends, make new connections, opens new intellectual avenues, and leave with an appreciation for Temple's diversity and global reach.

J. Brooke Harrington, Architecture  
Fabienne Darling-Wolf, Journalism  
(Co-chairs)

# GLOBAL TEMPLE CONFERENCE PROGRAM

Tuesday, November 11, 2008

9:00-9:30            **Conference Check-in located outside of Room 200C**  
Coffee and refreshments served in Room 200 C

9:30-10:00        **Conference Opening, Room 200A**  
Special Guest: Lisa Staiano-Coico, Provost

10:00-10:10      **Coffee Break, Room 200C**

<b>10:10-11:30</b>	<b>Concurrent Sessions</b>
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## **PANEL 1: INTERNATIONAL BUSINESS PRACTICES**

**ROOM 200A**

**Marketing to the base of the pyramid, Susan Mudambi, Marketing, Fox School of Business**

People living at the base of the pyramid have been called The Next Billion Consumers. These consumers live in rapidly growing economies not currently served by mainstream commerce, with incomes that place them below the middle class but above the poorest of the poor. As a group, these consumers have considerable disposal income and a desire for better product choices. Reaching out the base of the pyramid has been promoted as a business activity that can promote social equity while enhancing company value, but has also been criticized as an example of misplaced resources with possible negative social consequences. In this presentation, I will provide an overview of past and current examples of marketing to the base of the pyramid, including sachet marketing and direct selling, and will discuss the implications for theory, business practice and society.

**India: The world's back office...a true knowledge-based economy, Jessica Reed, Human Resource Management, Fox School of Business**

Over the past decade, India has sparked innovation in R & D, economic development, infrastructure initiatives, and international business. India's "re-engineering" approach has allowed it to become radical in its advancement to sustaining economic growth and development. India seeks to claim its rightful place in the global market and has used several strategic methods to do so, most notably, outsourcing. Through qualitative data analysis and personal experiences while in India, I have examined outsourcing in its various forms based on different business relationship models where the techniques of business-processing outsourcing (BPO) and knowledge-based outsourcing (KPO) are utilized.

**Microfinance in Uganda, Rebecca Zinn, Business Administration, Fox School of Business**

Over the past 10 years, Uganda's microfinance industry has grown significantly, offering financial services to people who are unreached by the country's formal banking institutions. Given the industry's growing success and a proven ability to monetize the poor, the Ugandan government established a Ministry of Microfinance and developed regulation to guide the industry and highlight it as a tool for economic development. Research collected on a recent trip to Uganda indicates that microfinance certainly benefits the country. However, it does have limitations and must work in symphony with other business-generating activities to propel economic growth.

## **PANEL 2: CHALLENGES OF INTERNATIONAL EDUCATION**

**ROOM 217A**

**Study abroad and language programs at home: benefits and challenges, Barbara Thornbury and Kumi Omoto, Critical Languages, College of Liberal Arts**

As teachers, we encourage our students to study abroad. What are the benefits—and challenges—to our language programs at home as increasing numbers of students study language abroad? Our paper focuses on Temple's main-campus Japanese program as a case study, but raises issues relevant across the spectrum of language curriculums. Our study is in part a response to Temple's strong—and growing—institutional emphasis on study abroad. The ultimate goal of our project is to strengthen Temple's Japanese program by gaining a better understanding of the perspectives and aims of students who enroll in our classes.

**The German historical school, Austrian economics, and the American university: a brief genealogy from the *Methodenstreit*, Justin Murphy, Political Science, College of Liberal Arts**

The *Methodenstreit*, which translates roughly as the "conflict over methods," was a theoretical-economic debate that took place at the end of the nineteenth century between two schools of thought we now know as the Austrian School of Economics and the German Historical School. This paper seeks to sketch at least one element of the intellectual-historical impact of this debate, which has disappeared completely from the explicit level of the contemporary university classroom agenda but which, I will suggest, plays a very significant role there nonetheless. I wish to trace here the more or less hidden theoretical basis of the Historical School and the ways, which seem to me manifold and significant, in which this basis grounds—and, I shall suggest, *harms*—current modes of economic thought. At any rate, I hope to come closer to understanding the impact of this battle of power and intellect we now know as the *Methodenstreit*.

**Developing international programs without a budget**, *Ronald E. Hollm, Mary Heck, Tara Witherow, Christina Olencheck and Jeff Gonzales, School of Social Administration*

We will explore creative strategies and resources that can be utilized to develop global student experiences and programs with limited or nonexistent fiscal resources. The Temple University School of Social Administration's program in St Lucia will be used as a framework for fostering idea development and discussion. Developed to integrate classroom experience with international travel, students designed antipoverty programs in the classroom, and then implemented them in local St. Lucian communities. Students who worked to develop this program and who travelled to St Lucia will share their insights and experiences

**PANEL 3: REDESIGNING EDUCATION IN THE INFORMAL SETTLEMENTS OF MUMBAI** **ROOM 217B**

*Scott Shall, Beth Emig and Ray McLane, Architecture, Tyler School of Art; Felipe Martinez, Architecture, L.A. Community College*

In the summer of 2008, a team of art, architecture, and design traveled to India where they worked side-by-side with a people who spoke a different language, had different customs, and carried different values, to redesign all of the centers run by Mumbai Mobile Crèches - an Indian non-profit that provides educational programs for thousands of children living on construction sites. In order to develop a useful response to such a vast program during our brief time abroad, we had to move our efforts away from the custom, singularity often presumed by objects of design and toward the production of new languages, expertise, and markets. Our work, in terms of our understanding, the various physical proposals and the methodology that served to clarify both, had to function as heuristic devices – clearly articulated constructions that would instigate the evolutions required to accommodate not only the diverse situations currently faced, but also address future sites, clients and programs.

**PANEL 4: COMPARATIVE REFORM POLICIES**

**ROOM 217C**

**Engendering grassroots participation in Venezuela: revolution and autonomy in Chavez's communal councils**, *Paul Kuhne, Political Science, College of Liberal Arts*

In April 2006, President Hugo Chavez approved a unique reform known as the Communal Council Law, encouraging communities to resolve their own problems through grassroots participation and involvement. This study seeks to evaluate the efficacy of Hugo Chavez's communal council reform by analyzing the councils' political autonomy and overall success of their community projects. In the wake of my research, I have determined that the councils have made large strides in promoting community development, but still face bureaucratic and operational challenges for the future.

**Hope and dignity for the "Talibes": The social-cultural, educational and public health implications of the street children crisis in Senegal**, *Shannon Marquez, Oluwatoyin Erinle and Alicia Barnes, Public Health, College of Health Professions*

Street children in Senegal-- called 'talibes.'---are children between the ages of 3 and 18 who are sent by their families and entrusted to the care of the 'marabout,' spiritual leaders, in order to gain knowledge of the Koran, learn practical initiations into the community life, acquire a sense of humility and gain endurance to all kind of trials. In return, the talibe is expected to obey and work for the marabout. Oftentimes, the talibes live in inferior conditions, where hunger, thirst and infections are rampant. As such, the talibes are forced to go out into the streets to beg in order to survive. Originally, communities readily presented alms to these children to support their religious education, however, this practice has lost its intrinsic value and as a result, these children spend most of their time on the streets begging, leaving little to no time for their education. The talibes are estimated at more than 120,000 in Senegal, and the state of the talibe children is one that demands the attention of the international community. This presentation will provide an overview of the crisis, and include a discussion of the social-cultural, educational, and public health implications

**But things are better over there! Comparative problem definition in American policy argument**, *Alistair Howard, Political Science, College of Liberal Arts*

What role does cross-national comparison play in shaping policy agendas? Can Americans respond to evidence that conditions on health, education, or economy are better in other industrialized countries? This paper offers a typology of international comparative argument and presents empirical findings on its use in the US. Policy scholars have analyzed techniques of representation used to justify or legitimize change (for example: narrative, metaphor, founding myth). To these I add cross-border comparisons and explore the ways comparisons are used in the problem definition stage of policymaking. I apply the framework empirically in a content-analysis of material from the 2008 Presidential election.

**PANEL 5: THREE PROPOSITIONS FOR THE PROPAGATIONS OF**

**ROOM 217D**

**Alternative Energy in Jamaica**, *Kasey Sallurday, Public Health, College of Health Professions; Ariel Goldring and Jennifer Williams, College of Liberal Arts*

We wrote this paper after four weeks of working with the Rural Agricultural Development Association (RADA) – an organization under the Ministry of Agriculture & Lands-- in St. Thomas, Jamaica. During our service, RADA asked us to research the possibilities for alternative energy in the St. Thomas Parish. Our research for RADA discussed the role that solar, wind, biogas, and biofuel resources had in diversifying the region's energy use. This paper will give an overview of the information gathered concerning the costs, types and feasibility of each type of energy. We will then discuss three key issues in the consideration of alternative energy in Jamaica: relationship of alternative energy and public health, alternative energy as a tool for sustainable development and the link between alternative energy and dependency.

**PANEL 6: GLOBAL CITYSCAPES****ROOM 200A****Phnom Penh in transition**, *Roman Cybriwsky, Geography and Urban Studies and Asian Studies, College of Liberal Arts*

Phnom Penh, the capital of the Kingdom of Cambodia, is entering a new chapter in its evolution as a major city now that Cambodia has finally achieved relative political stability and the economy begins to improve. This could be an opportunity for the city to reclaim some of the considerable luster and prestige that it enjoyed before the Khmer Rouge era, or it could be the start of a turn toward the same kind of unrestrained growth and greedy development that has overwhelmed so many other large cities in Southeast Asia. The presentation reviews the recent history of Phnom Penh, explaining how and why the city is now different from other cities in the region, and looks toward some of the choices that it has as it faces the future. Will Phnom Penh be able to retain its charms and distinctive character as it modernizes and prospers? Or will it take the path of so many other cities on this planet and become high-rised, gentrified, supersized-McDonaldsized, overpriced-Starbucksized, socially-GAPified, and governed like a Banana Republic?

**Preservation approaches for Jerusalem's Old City**, *J. Brooke Harrington, Architecture, Tyler School of Art*

The Old City of Jerusalem is in desperate need of protection of the destruction of the historically important buildings of the city because of the political disagreements that exist that have created exceptional overcrowding of the city. This paper seeks to explain the various issues that exist as well as a number of initiatives that are being proposed by various parties in the city as well as interested parties that wish to save the city for the citizens and the pilgrims that come year round to visit the Jewish, Christian and Islamic sites.

**Rinse and repeat: exploring Europe to unlock repetitious building systems**, *Robert Trempe, Architecture, Tyler School of Art*

While nothing compares to seeing a building in person, most of the time we are only afforded the opportunity to see the work in small monograph images with detailed images being no larger than a 2" x 2" image amongst a field of other images. Displaying detailed photos in a larger scale presents this information in ways typically unseen. It is hoped that the works presented here will inspire, intrigue, and inform, showing students and architects alike the means by which conceptual designs can be articulated. Perhaps this will also instigate students to travel more as this is the only true way to understand architecture.

**PANEL 7: INTERNATIONAL MARKETS AND MULTINATIONALS****ROOM 217A****Emerging market MNCs: analyzing the process of catch-up**, *Ram Mudambi, General and Strategic Management, Fox School of Business*

The world largest multinational corporations (MNCs) have traditionally been based in the advanced market economies of North America, Western Europe and Japan. However, with the dramatic growth of many emerging market economies, we are witnessing the emergence of a new class of MNCs based in countries like India and China. How do these firms survive and compete with established MNCs in the world economy? I posit that emerging market MNCs typically adopt a sequential approach to growth. In the first stage, they cooperate with advanced economy MNCs through partnerships or alliances aimed at leveraging their domestic market knowledge in exchange for routine technological knowledge. In the second stage, they begin to support their partners' operations in advanced economies, acquiring foreign market knowledge. Finally, in the third stage, they set up their own operations in advanced market economies to acquire cutting edge technological knowledge.

**Impact of brand recognition, brand reputation and internationalization on firms**, *Yoon Koh and Seoki Lee, Tourism and Hospitality Management, Fox School of Business*

Given the importance of a firm's performance which is of significant interest to many groups of people including management, shareholders and governments, this study aims to examine the impact of brand recognition and brand reputation on firm performance within the U.S. multinational restaurant company context. The study suggests that brand reputation, in general, has a positive influence on a firm's value performance, but no significant relationship with accounting performance. Brand recognition shows no significant relationship with both value and accounting performance measures controlling for the degree of internationalization of a multinational restaurant company.

**Synergies in regional economic cooperation: How Japan, China and India can find value in collaboration**, *Jim Portwood, Human Resource Management, Fox School of Business; William Swinton, Temple University Japan*

The current study reviews possible synergies that could be developed through greater cooperation among three key Asian economies – Japan, China, and India. Each country has obvious competitive challenges (For example, Porter notes that China is actually slipping in its competitive ranking due to strains brought on by its rapid industrialization). Each country is facing limitations, but has assets that could help its prospective partners meet their challenges. Japan is a country of limited size with a shrinking population, but it has a wealth of technology, management know-how, and investment capital desperately needed by its two neighbors. At the same time, China has a growing industrial base and large (though aging) workforce, but it suffers from a polluting energy inefficient infrastructure that could benefit significantly from Japanese technology and expertise. India, for its part, needs investment capital and infrastructure development to take full advantage of its young growing work force and large western trained scientific and technological cadres.

**PANEL 8: REDISCOVERING THE ANCIENT WORLD****ROOM 217B****Dazed and confused in ancient Anderitum: Tale of a novice excavator**, *Kristen Strehle, Art History, Tyler School of Art and Psychology, College of Liberal Arts*

Having no previous hands-on experience in archaeology, I joined Dr. Jane Evans, five American students and upwards of forty Frenchmen and women to excavate at the ancient site of Anderitum in Javols, France. We toiled for one month at the site of a mansion built during the High Imperial Period, uncovering frescoed walls, coins and countless pieces of history. As an art history student, I have learned that archaeology and art history do not work in isolation, and in Anderitum this could not have been clearer. In this presentation, I will share my experience as a novice excavator through a photographic tour of Anderitum and modern Javols, and discuss the problems and victories that occurred on site.

**Ancient cultures, modern context: understanding cultural heritage**, *Rori Smith, Anthropology; Lizzie Szylejko, Classics and Art History; Libby Torresson, Classics and Education*

The presenters will discuss the loss of Cypriot identity due to the Greek-Turkish political struggle and how this affects Cypriot archaeology; the similarities in geographic and social composition of ancient and modern Rome and the influence of Islam on Byzantine architecture in Turkey, and the role of archaeology in tourism of southern France.

**PANEL 9: THE GLOBAL FINANCIAL CRISIS: A VIEW FROM TWO CONTINENTS****ROOM 217C***Jonathan Scott, Finance, Fox School of Business; Donald Wargo and Charles Swanson, Economics, College of Liberal Arts; Michael Leeds, Economics, Temple University Japan; Eva Marikova Leeds, Economics, Temple University Japan, Robert Dujarric, Institute of Contemporary Japanese Studies, Temple University Japan*

The bursting of the housing bubble and the resulting sub-prime mortgage meltdown has caused chaos on financial markets around the world and threatens a global recession. A panel of experts from Main Campus and Temple University Japan will explain the origins of the financial crisis and its implications for the world economy with particular attention to the economies of Japan and the United States.

**FILM 1: SELECTIONS FROM "FIRINNE: TRAVELS IN IRELAND"****ROOM 217D***Dustin Morrow, Broadcasting, Television and Mass Media, Communications and Theater*

Shot over the course of four years, *Firinne: Travels in Ireland*, is filmmaker Dustin Morrow's feature-length collection of short films exploring the contemporary identity of Ireland and its people. In this presentation, Morrow will screen and comment on a selection of films from the collection. "Firinne" means truth in the Irish language. This collection of films searches for a new truth in modern Ireland, a nation in transition, where all that has assumed to be unchanging is no more.

**FILM 2: TRADITIONAL STORIES AND INTERNATIONAL EXPERIENCES FROM GUJARAT, INDIA, ROOM 217D***Travis Doyle, Anthropology, College of Liberal Arts*

The video is about cross-cultural interaction between Temple students and a theatrical troupe performing traditional stories in Western India. By learning how to dance and act in the local Gujarati performance style, the Temple students became participant observers in an unfamiliar culture. The students' participation led them to be invited to a number of villages, interacting across cultural and linguistic boundaries. The performances covered stories of the Lord Krishna's birth and early years. This encompassing story is known all across India. All of the students succeeded in learning how these stories are shared and how local tradition has perpetuated through time. The performances also served to revive memories of ancient acts of sacrifice and bravery that villagers recount to shape their identity.

**2:40-4:00****Concurrent Sessions****PANEL 10: THE EMERGING WORLD ECONOMIES: CHINA, INDIA AND RUSSIA, AND HOW THEY ARE AFFECTING THE U.S. ECONOMY****ROOM 200A***Donald T. Wargo and Lynn Holmes, Economics, College of Liberal Arts*

China, India and Russia all have effects on the U.S. Economy. As an example, China and India are major competitors for the outsourcing of U.S. jobs. Further, the dynamic growth of these two countries was one of the major causes of the run up in energy and commodity prices. Russia, on the other hand is using its oil and gas resources in a political way in an attempt to resurrect itself as a world economic and political superpower. The panel will explore all these and more issues.

**PANEL 11: STATES AND NGOs IN TRANSNATIONAL CONTEXT: ANTHROPOLOGICAL INSIGHTS FROM TRINIDAD, SUDAN AND CHINA****ROOM 217A****Trinidad's motherless children: changing perceptions of state responsibility in the neoliberal era**, *Brett Alvare, Anthropology, College of Liberal Arts*

This paper focuses on how Trinidadians' changing perceptions of the State have altered their strategies for political participation. During the 1960's and 70's the Trinidadian state positioned itself as a guarantor of social welfare for the people, but the 1980's and 90's saw the penetration of "neoliberal commonsense" into Trinidadian politics. My research on two important Trinidadian social movements reveals that the state's transition to neoliberal governance has led people to revise their ideas about the role of the national government in social welfare provision, and that their altered perceptions of the state, in turn, influenced their decision to enact change in their community by forming

an NGO, as opposed to more radical political strategies like guerrilla operations or the frequent street protests and blockades preferred by other citizens in Trinidad's impoverished South region. I investigate how the perceptions of those in social movements, and their interactions with the state, work to determine the trajectory of their political activities in the 1970's and today.

**New countryside and new family: state policy and cultural politics of reproduction and knowledge in post-Mao China**, *Qingyan Ma, Anthropology, College of Liberal Arts*

This paper examines how Lisu women, part of an ethnic minority in the southwestern Chinese borderland negotiate state and NGO rural health care programs in their own reproductive lives. I argue that their current practice is the result of constant negotiation between the state discourse, represented by the state agency and state supported NGOs, regarding the risk and knowledge of child birth on one hand, and the local discourse of ethnic Lisu of the same issue on the other. In this paper, I look at the implementation and effects of one particular policy—the Large Shangri-la Project carried out since 2006, which aims at lowering the risk of giving birth and infant mortality by increasing hospitalized parturition for ethnic Lisu women who live in Weixi County, Yunnan Province. As part of a post-Mao Chinese state plan to create a “new countryside” and “new family” by modernizing rural health care, the Large Shangri-la Project reveals a changing strategy of state control over women's reproductive body. Such a policy is a reflection of a post-Mao state ideology which focuses on the public health of ethnic minorities. This ideology plays out in the local political, economic and cultural context and it is in this context that the current reproduction practice is formed. This paper sheds light on state strategies of knowledge production and social control, as well as local responses to China's ongoing modernizing project.

**Working to return: international development and building southern Sudanese diaspora**, *Brendan Tuttle and Mandela A. P. Mel, Anthropology, College of Liberal Arts*

This paper focuses on young South Sudanese migrants in circuits of travel between the U.S. and Southern Sudan. Anthropological studies of migration and diaspora explore the ways in which a sense of nostalgia and imagined place (“home”), the circulation of stories, and exchange of objects and money become powerful ways of orienting and coordinating collective projects. The social spaces created through such ties are also frequently arenas for debating how to organize political, economic, social and cultural relations with natal communities, sending and receiving states, and international organizations. By contrasting attitudes toward the role of “the Southern Sudanese Diaspora” expressed by members of the Government of South Sudan's (GOSS) Diaspora Coordination Forum, development organizations, and young returnees, we examine the opportunities of return afforded transmigrants by international organizations. Exploring transnational relations through returnees' efforts to seek out, create and strengthen ties to “home,” and the ways state and international institutions shape these efforts, reveals differences between migrants' sense and experience of home-diaspora connection and the forms of transborder citizenship and national belonging through rural development recently articulated by the GOSS. While scholars have noted a shift toward more “primordialist” conceptions of ethnicity and belonging in Southern Sudan, many migrants talk much more concretely and specifically about ethical and “performative” matters of manners, marriage, conduct and speech when describing the attainment of ethnic and national membership and belonging.

**PANEL 12: COMMUNICATION AND CULTURE**

**ROOM 217B**

**Revisiting globalization: contemporary Nigerian art in geopolitical context**, *Antawan Byrd, Art History, Tyler School of Art*

This paper critically analyzes the work of three contemporary Nigerian artists by exploring the ways in which their work functions within today's geopolitical configuration. I argue that their art, rooted in post-colonial discourse, challenges the modernist structure underlying globalization. The artists to be considered are Ndidi Dike, Yinka Shonibare and Fatimah Tuggar.

**Harmonious society and cultural change in China: the issue of speech rights**, *Tom Jacobson, School of Communications and Theater*

Chinese interest in Jurgen Habermas's work is reflected in studies of the concept of the political public sphere. This paper inquires into the relevance of the category of the public sphere for analyzing cultural change. First the public sphere is treated as a space not only for discussion of political matters but also for discussion of cultural norms and preferences. Second, the colonization thesis holds that market forces can have a corrosive effect on culture if markets are not adequately managed, leading to alienation, anomie, and cultural impoverishment. The paper suggests that the threat of lifeworld colonization should perhaps be monitored and analyzed in China too.

**Identity as an everyday message in Spanish radio**, *Nancy Morris, Broadcasting, Television and Mass Media, School of Communications and Theater*

Despite commonly-held notions of globalization's unifying potential, international conflicts abound. Collective identity is a prominent trigger of these conflicts. Consequently, it is worth considering how individuals come to think of themselves as members of larger groups. This research examined radio broadcasting in Barcelona, Spain for identity messages, and found that listeners hear little reinforcement of themselves as Europeans, continuous reminders that they are part of Spain, frequent allusions to the Catalonia region, and varied references to their town or neighborhood. The study indicates that radio, as a background medium, is suited to conveying the everyday messages that underpin collective identity.

### **PANEL 13: CRAFTING IDENTITIES**

**ROOM 217C**

**So you think you can *Preisplatteln*: an American translation of authentic Bavarian dance, Anthony Hostetter, Theater, School of Communications and Theater**

This presentation compares Bavarian and North American notions of “authentic” *Preisplattlern*. It explores the codification of (re)presenting historic European festival culture within a highly competitive American context, where mechanical skill, authenticity and bragging rights as “America’s Best Schuplattler Dancers” are celebrated. This presentation examines the meaning of “authentic” Bavarian performance from different perspectives. What does authentic mean to a typical person at an American Oktoberfest? What does it mean to an American performing the role of a Bavarian? Can an American be an authentic Bavarian *Schuplattler*? While German-Americans have to perform Bavarian behavior to show their ethnic identity, what role does performance play to creating authenticity in Barvaria?

**Intercultural education in post 1960’s Ireland, Christina Thatcher, Education**

This paper discusses the establishment of intercultural curricula and teacher education programs in primary, secondary, and university level educational institutions across Ireland in the decades following the 1960s economic revival. It examines how and why intercultural educational policies developed in response to Ireland’s rapidly changing social, cultural, and religious landscape following the country’s economic boom. It defines intercultural education in an Irish context, compares its implementation in Northern Ireland and the Republic, and discusses the opposing views surrounding its success.

**A reading: prophylactics for sex magic, Jose Diaz, Anthropology, College of Liberal Arts**

I will introduce the reading with some words on my travels through India—my first time there, my participation in Temple’s summer program, and my experiences in Bhopal and Delhi, as they figure prominently in the manuscript. I may try to explain the overarching aim of the manuscript. I will then read selections from the manuscript.

### **FILM 3: SPACE TIMES SQUARE**

**ROOM 217D**

**Barry Vacker, Broadcasting, Television and Mass Media, School of Communications and Theater**

Space Times Square is an experimental documentary that offers a meditative journey through the media galaxy of Times Square, a microcosm of the globalized media systems that span the planet. Drawing from Jean-Paul Sartre and Marshall McLuhan, the film theorizes Times Square as a electronic galaxy in an expanding media universe — a realm of voids and nothingnesses, image and information, entertainment and inquisition, iPod people and hive-minds, flash mobs and flat-screens, celebrity and surveillance, cold war and terror war, black holes and vanishing points, cyberspace and outer space. Written and directed by professor Barry Vacker, *Space Times Square* also illustrates the globalization of independent media, having been screened in 2008 at international film and art festivals in Paris, Beijing, and Philadelphia, while being viewed 3000 times in Google, YouTube, etc. The film was produced by Temple alum Olivia Antsis, director of the Philadelphia Jewish Film Festival.

### **FILM 4: SHORT FILMS BY TUJ VIDEOGRAPHY STUDENTS**

**ROOM 217D**

**Karl Neubert, JR Lipartito, Naoaki Iwabuchi, Communications and Theater, Temple University Japan**

Videography is a hands-on course in which the ambitious student filmmaker will be taken through the entire process of producing his/her own narrative short film in Japan. The best movies will be included in TUJ’s film festival, the “TUJ Student Film Collection”. Two highly entertaining student films were chosen as representative works of this course: JR Lipartito’s fast-paced action comedy “MRA – The Monster Removal Agency” (which won the Grand Prix of this year’s Yubari International Student Film Festival) and Naoaki Iwabuchi’s hilarious beatboxing drama “Beat Fanatic”.

**10:10-5:00**

**Poster Sessions and Exhibit**

**Room 200C**

All posters will be on display in Room 200C. Poster sessions will be available for viewing throughout the day, however the presenters have been instructed to be available where possible to answer questions from 11:00-1:00.

**Poster 1: African Architecture: A critical examination of the conceptual ideas and structure of the African city, Kwamina Akwa, Architecture, Tyler School of Art**

The history of Africa has been shrouded in misconceptions, and this has affected an objective appreciation of African cities. The notion that modernity is largely absent in African cities demands careful and intellectual investigations to ascertain what modernity represents within an African context. This ongoing research project will seek to rewrite modernity back into African cities by presenting them as diverse and dynamic modern places. The project will expand upon a conventionally accepted and limited idea of modernity by discussing what modernity means within an African society and how it is translated into the built environment.

**Poster 2: India 2008: Peoples, places and things, Mary Conran, Marketing, Fox School of Business**

India’s social and economic structures are undergoing rapid evolution, but not all systems are changing at the same pace; there continues to be a dichotomy between the traditional and the contemporary. As the faculty advisor to the Fox School’s CIBER, Destination India 2008 program, I had a chance to view varied aspects of the cultures which make India such a fascinating place. My photos seek to highlight some of the more memorable people, places, and things I encountered on this visit. Images included in the exhibit range from the iconic (Taj Mahal) to the ironic.

**Poster 3: Frames of Meaning**, Sarah Golomb, Anthropology, College of Liberal Arts

When people are learning about a different culture, they typically generalize new concepts they learn and apply them to a whole population. The goal of this display is to help people realize that cultures are composed of individuals. A mannequin in a style of Gujarati dress will be on display with information acquired from various sources about the meaning of why she is adorned a particular way.

**Poster 4: Local embeddedness, HQ knowledge transfer and subsidiary knowledge creation: Managing the double-edged social network**, Tess Han, Tolu Bewaji and Tanvi Kothari, General and Strategic Management, Fox School of Business

In this study we argue that managerial social network is important for subsidiary's survival and performance in emerging markets. However, managerial social network simultaneously promotes manager turnover, which, in turn, negatively impacts performance. In order to effectively manage dynamic effects of managerial ties, strong organizational social capital is recommended. Various benefits could be derived from strong organizational social capital, including enhancing members' commitment to the organization and reducing manager turnover, facilitating information exchange and knowledge integration, which alleviate turnover's negative effects. This study addresses the complex social capital effects across different analytical units – individual and organizational – and between internal and external networks.

**Poster 5: Los que se fueron y los que se quedaron: Migration and Santiagueño Spanish Phrenology**, Augusto Lorenzino, Spanish and Portuguese, College of Liberal Arts

This study will show that migration can explain the variable quality of Spanish /s/ among migrant Santiagueños living in Buenos Aires, Argentina. This sound attested mainly in central Santiagueño Spanish dialects can be described as a fully articulated sibilant in all phonological environments. While linguistic isolation and long-term Spanish-Quechua contact were two major dialect-forming processes in this language area, migrant Santiagueños are found to adopt more frequently the weakened Buenos Aires allophone, [h] or [ø]. The phonological analysis of migrant Santiagueño Spanish /s/ is based on data collected in Santiago del Estero and Buenos Aires and part of a larger project on language change and identity among Santiagueños.

**Poster 6: Using multidisciplinary partnerships to improve oral health among children in St. Lucia**, Christina Olenchek, Social Work, School of Social Administration

This poster highlights a graduate student's efforts to improve oral health among children in St. Lucia, West Indies. The MSW student contacted two dental insurers and secured donations of roughly 2,000 toothbrushes from the companies. Children participating in a Catholic parish's religious-education program collected another 200 toothbrushes. The graduate student delivered the toothbrushes personally to hundreds of schoolchildren in St. Lucia during a May 2008 service-learning trip led by an instructor from Temple University Harrisburg. The poster also outlines plans for a return trip to St. Lucia to deliver oral-care kits containing toothbrushes, floss, toothpaste and information about dental hygiene.

**Poster 7: NGOs and international development: Temple University Japan goes to India!**, Harish Pathak and Steve Frable, Economics, College of Liberal Arts

Last spring semester 2008 a group of 15 students at Temple University Japan took a course called NGOs and International Development taught by Professor Geeta Mehta, Professor Mayuri Odedra-Straub, and Professor Martine Van de Velde. At the end of the semester we took a two-week long trip to India, viewing and researching NGOs, and seeing on a first hand basis what we learned in class. From micro credit to empowering women rights we saw how NGOs can transform the lives of many.

**Poster 8: Sustaining Tamba "continually bringing hope in a glass of water,"** Chris Serik, Environmental Studies, College of Liberal Arts

Themba: A siSwati word meaning hope was given to the water project that I started in Manzini, a major city in Swaziland. By exploring the land over the years and researching green innovations, I have built multiple filtration systems across the northeastern territory of the country, using only indigenous materials. However, the physical construction of the water systems pales in comparison to the social elements of such a project. My presentation will demonstrate the exploration and experiences of harmonizing racial, scientific, religious, and cultural aspects in the midst of aiding a population that has been decimated by poverty, drought, and the AIDS epidemic.

**Poster 9: Redesigning education in the informal settlements of Mumbai**, Beth Emig and Ray McLane, Architecture, Tyler School of Art; Felipe Martinez, Architecture, L.A. Community College

In the summer of 2008 16 US students traveled to India, where they joined students and professionals from around the US and India to redesign the schools run by Mumbai Mobile Crèches – an Indian non-profit that provides schooling and health programs for children living on the construction sites of Mumbai. To help this team come to terms with their project, we started this work with an intense period of active observation, followed by a call to uncover a point of great influence within the project and propose a single act of radical reconstruction at this moment. The resulting proposals varied widely, from small-scale furniture prototypes or curricular strategies to large-scale urban interventions and autonomous mobile schools. Over the next few weeks, we asked our team to test their proposals and allow these moments of clarity to gradually evolve. Through this process, the team began to judge the value of their work not as a static product, but as an open, evolving movement. A Darwinian approach emerged, one that would eventually prompt the team to coalesce around several key ideas.

**Poster 10: Guatemala**, Cristina Tasca, Latin American Studies, College of Liberal Arts

Guatemala has been called a failed state by the United Nations and has a culture of extreme violence, made worse by its 98% impunity rate. Human rights violations and atrocities committed against indigenous populations and citizens working for a better Guatemala go unchecked. This is a short expose on the current situation and what people are doing to speak out against the violence, with a particular focus on graffiti and an indigenous rights group's exhumations of clandestine graves from the civil war.

**Poster 11: Peace Corps – Burkina Faso, Melissa Trainor, Social Work, School of Social Administration**

I was a Peace Corps Volunteer in Burkina Faso, West Africa from 2001-2003. I was an English teacher in the village of Safané. My neighbors were mostly farmers, but there were also professionals, such as nurses, teachers, and police officers. My village was rich in religious diversity with animism being practiced by many villagers in addition to Christianity or Islam. While in Safané, I learned a great deal about my students, their families, the villagers, Burkinabé culture and myself. The photos and objects included in this exhibit offer a brief glance of life in my Burkinabé village and Burkina Faso

**Poster 12: Investigations in the Old City of Jerusalem, Naomi Canter, Lauren Jones and Justin Matulewicz, Architecture, Tyler School of Art**

The Old City of Jerusalem is in desperate need of protection of the destruction of the historically important buildings of the city because of the political disagreements that exist that have created exceptional overcrowding of the city. These boards represent different aspects of Jerusalem, through photographic evidence. Through information gathered students were able to create documentation of Hezekiah's Pool. Using this collected information, a fourth-year architecture studio was dedicated to designing a scheme to rehabilitate the pool site.

**Poster 13: Tokyo Stories: An inquiry into contemporary urban Japan, Ron Carr and Irene Herrera, Communications and Theater, Temple Univ. Japan; Chris Cagle, Film and Media Arts, Communications and Theater**

Tokyo Stories is a course taught at TUJ that explores various aspects of Japanese urban culture through visual anthropology, oral history and new media designs. Students' projects are based upon research, interviews and recordings. Hyper-journals serve to chronicle the week-to-week research and gathering of cultural artifacts that will be used in the final project. All projects are exhibited at a Tokyo gallery.

**Poster 14: This is Global Health: Temple in Senegal 2008, Shannon Marquez, Oluwatoyin Erinle and Alicia Barnes, Public Health, College of Health Professions**

Global health refers to the practice of protecting and improving the health of communities and addressing health and development problems that transcend national borders—problems such as infectious and insect-borne diseases that can spread from one country to another, and health problems that are of such magnitude that they have a global political and economic impact. International education and service-immersion programs provide a tremendous opportunity to learn about global health issues, intercultural exploration and understanding through participation in community-driven initiatives. The Temple Global Health and Development in West Africa Study Abroad Program provides students the opportunity to work side-by-side with local people on locally designed and driven global health projects - which foster grass-roots collaboration, program planning and implementation in global health- while learning about the local culture through lectures, excursions, and daily interaction with fieldwork preceptors. During the program, students have the opportunity to make a real impact as well as gain invaluable field experience and cross-cultural understanding while working on global health issues. This presentation will provide an overview of student experiences working collaboratively with three organizations –And Taxawu Talibe (ATT), Bango Health Center, and AfriCorps--engaged in vital global health, environmental, community development, and education initiatives to address the numerous challenges facing developing Senegal, during the Summer 2008 study abroad program.

**Exhibit**

**Markets and Movement: A study of aesthetics influenced by Rome, Italy, Angela Washko, Tyler School of Art**

In fall 2007, I studied in Rome, Italy. Setting out to learn as much as I could about the distinctive traits of Roman culture, I attempted to enter Rome with openness and respect. Immediately I was drawn to the open air markets where one can find a myriad of produce and people. Visiting there allowed me to pick up on unique customs and practice the language. Every morning I would pass through the Trionfale Open Air market and pick up a variety of produce to be consumed throughout the day. My paintings in Rome developed through this routine – as I began each day painting the produce I purchased in the morning. The next day I would paint my new purchases in a layer over the previous day's produce, leaving some of the image from the previous day. Thus my paintings in Rome became histories of my daily visitations to the market.

**4:00-5:00 Conference Reception, Room 200C**

**5:00-6:00 Global Temple Live! Concert, Room 200B**

- *Al-Bustan Percussion Ensemble*. Leader, Joseph Tayoun, A middle eastern youth percussion group
- *Jeffrey Werbock*- plays Mugham on Azerbaijani string instruments.
- *Negin Moshtagh*-Iranian Daf drum solo.

## ACKNOWLEDGEMENTS

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### Conference Planning Committee

Michelle Brito, International Programs  
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### Conference Sponsors

Fox School of Business and Management  
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Department of Geography and Urban Studies  
Department of Intellectual Heritage  
Office of International Affairs  
Beasley School of Law  
College of Liberal Arts  
Boyer College of Music and Dance

## STUDENT PRIZES

Prizes will be awarded to the best student posters and papers at the Global Temple Conference.

### Poster Awards

A jury selected by the conference committee will evaluate student posters for originality, significance, and clarity of presentation. Students do not have to do anything at this point other than bring the poster(s) and be available to answer questions during the designated period. The committee will announce the award winners on the conference website and contact the winners by January 30, 2009.

### Paper Awards

Students interested in applying for the Best Paper awards have to submit a complete paper to [global@temple.edu](mailto:global@temple.edu) by November 30, 2008. There is no fixed paper format; any one of several standard styles will be accepted. The papers must be complete, with a bibliography and additional material (such as tables and graphics) included. It will be difficult to evaluate very lengthy material, so applicants are advised to keep the text limited to 6,000 words. A jury selected by the conference committee will evaluate these papers for originality, significance, and clarity of exposition. The committee will announce the award winners on the conference website and contact the winners by January 30, 2009.

## INTERNATIONAL EDUCATION WEEK

The Global Temple Conference is one of many events being organized across the United States, and indeed around the world, to celebrate International Education Week, November 17-21. This joint initiative of the U.S. Department of State and the U.S. Department of Education is part of their efforts to promote programs that prepare Americans for a global environment, and attract future leaders from abroad to study, learn and exchange experiences in the United States. Other events being planned at Temple include the Carnival of Cultures on Wednesday, November 12 in the lobby of the Student Center, and the annual international photo and writing contests. Please take a moment to view the winning entries, which are on display in Room 200C.



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