

NEWSLETTER

The 39 Country Initiative: An Update

In the Vol. 21, No. 2 (2015) issue of the *AIB Newsletter*, past president Nakiye Boyacigiller introduced the 39 Country Initiative (39CI), and called on the membership to get involved. In Vol. 22, No. 1 (2016), we provided some contextual information on the 39CI, and reported on the progress to date. In this update, we provide a reminder of the 39CI vision, introduce plans for several case teaching workshops, and offer an update on recent educational material collection and shipments.

Established in 2010, the 39CI aims to contribute toward poverty reduction by helping improve business education in the world’s lowest income countries (there were 39 countries in mid-2010 that had per capita income of less than US \$2000/year). To achieve this the 39CI seeks to address a dire shortage of educational materials by promoting a business school-to-business school model where schools in wealthy countries help those in low-income countries.

Ivey Publishing provides university students and professors in the 39 countries free access to its collection of cases, technical notes, and *Ivey Business Journal* articles. In a complementary program, and with the support of the AIB, the 39CI will be offering two case teaching workshops in December 2017. The first, hosted at the African School of Economics in Abomey-Calavi, Benin, will assist francophone faculty in West Africa. The second will be hosted by Université Caraïbe in Port au Prince, Haiti. Registration in both workshops is free for interested local faculty.

The 39CI continues to collect large quantities of educational material for container shipments to business schools in the 39 countries. Our latest 10-ton shipment departed Ivey in September and is due to arrive at the University of Dar es Salaam, Tanzania, in November. Supported in part by the AIB, it included material from Ivey, Western University, University of Windsor, Wilfrid Laurier University, and North Dakota State University. This shipment is the fifth to date, with the previous four sent to business schools in Ethiopia, Ghana, and Kenya. Additionally, a BI Norwegian Business School collection of 5 tons of books is nearly ready for shipment. The 39CI book collection network continues to grow through new partnerships and now includes collection nodes/hubs in 23 different cities, seven countries, and four continents.

Despite this progress, there is still more to be done. We are always looking for people who are interested in helping. To explore ways for you to be involved, please visit our website: <https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/> or contact organizers Christopher van den Berg (cvandenberg@ivey.ca) or Paul Beamish (pbeamish@ivey.ca).

In This Issue:

Announcements	2
AIB Chapter News	3
AIB 2018 Pre-Conference Consortia and Workshops	6

AIB 2018 Annual Conference Dates and Deadlines	7
Member Q&A	8
Just Off the Press	9
New Members	11