2015 SAUPO Program
Friday April 17, 2015 St. Regis Hotel, 88 West Paces Ferry, Road, Atlanta, GA 30305
This version is updated on April 15, 2015.

Friday April 17, 2015, St. Regis Hotel, Atlanta, GA
Master of Ceremony:
Dr. May Gao, SAUPO Chair, Asian Studies Coordinator, Professor of Communication & Asian Studies, Kennesaw State University (KSU)

7:00-8:00am: Registration, Breakfast and Networking
8:00-8:30am: Opening Remarks
• Dr. May Gao, SAUPO Chair
• Dr. Ken Harmon, Provost and Vice President of Academic Affairs, KSU
• The Honorable Seong-jin Kim, Consul General of the Republic of Korea

8:30-9:45am: Morning Panel #1
SAUPO Panel #1. Building Strategic Partnerships in Asia-Pacific
(Astor Ballroom, Sponsored by KSU College of Humanities and Social Sciences)
Moderator: Dr. Robin Dorff, Dean, College of Humanities and Social Sciences, KSU
Speakers:
• Mr. JR Wilson, VP of Partnerships & Alliances, AT&T
• Mr. Griff Lynch, Chief Operating Officer, Georgia Ports Authority
• Mr. Adil Kabani, Private Equity Associate, Overseas Private Investment Corporation
• Mr. Klaus-Peter Beck, Chairman, Board of Trustees, ASKO-Europe Foundation

9:45-10:15am: Morning Networking Break, Sponsored by Confucius Institute at KSU
10:15-11:30am: Morning Panel #2
SAUPO Panel #2. Digital Economy & eCommerce in Asia-Pacific
(Astor Ballroom, Sponsored by KSU Coles College of Business)
Co-Moderators:
• Dr. Kat Schwaig, Dean, Coles College of Business, Dinos Eminent Scholar, Professor of Information Systems, KSU
• Dr. Penelope Prime, Professor of International Business, Georgia State University; Director of Chinese Research Center
Speakers:
• Mr. Farooq Kathwari, Chairman, President & CEO, Ethan Allen Interiors Inc.
• Mr. John Copeland, Project Leader, International eCommerce, Delta Air Lines
• Dr. June Wang, VP of Strategic Partnership, Assistant to CEO, Huawei Consumer Business Group
• Mr. Albert Shen, National Deputy Director, Minority Business Development Agency, U.S. Department of Commerce

11:30-1:30pm: Lunch Buffet with Keynotes, Sponsored by Huawei Technologies, Inc.
• Ms. Julia Nesheiwat, Deputy Assistant Secretary, U.S. Department of State
• Mr. George Mui, Senior Advisor; White House Initiative on Asian Americans and Pacific Islanders; U.S. Dept. of Commerce-MBDA

1:30-2:00pm: Afternoon Networking Break I, Sponsored by KSU Honors College

2:00-3:15pm: Afternoon Panels #3,4,5,6 (4 concurrent panels)
SAUPO Panel #3. Green Energy and Smart Grid
(Astor Ballroom, Sponsored by KSU Southern Polytechnic College of Engineering and Engineering Technology; Panel Discussions)
Co-Moderators:
• Dr. Thomas Currin, Professor and Dean, Southern Polytechnic (CEET), KSU
• Dr. Mahmoud Ghavi, Professor of Nuclear Engineering, Director of Center for Nuclear Studies, Southern Polytechnic (CEET), KSU
Speakers:
• Mr. Alan King, VP of Sales, Eastern Region, Yingli Green Energy Americas
• Mr. Bernard Lecours, Strategic Marketing Director, GE Energy Management
• Ms. Patty Durand, Executive Director, Smart Grid Consumer Collaborative

SAUPO Panel #4. Mergers and Acquisitions: Challenges in Cross-Border Transactions
(Carnegie Room)
Moderator: Mr. Madhu Madhusudan, Founder & CEO, VectorSpan Inc.
Speakers:
• Mr. Shahid Charania, Managing Director for Emerging Markets, Equifax
• Mr. Rajesh Tripathi, National Leader for the India Business Group, Grant Thornton LLP
• Mr. Ambrish Baisiwala, CEO, Portman Holdings
• Mr. Philip Thompson, Esq., Partner, Moore Ingram Johnson & Steele, LLP
SAUPO Panel #5. Crisis Communication Management
(Rockefeller Room, Panel Discussions)
Moderator: Dr. Barbara Gainey, Chair & Associate Professor of Communication, KSU
Speakers:
• Ms. Molly Gaines-McCollom, Health Communication Specialist, CDC
• Mr. Kenji Tateiwa, Manager, Nuclear Power Programs, Tokyo Electric Power Company
• Mr. Lee Echols, VP, Marketing and Communications, Northside Hospital
• Mr. Russ Williams, SVP, Crisis and Issues Management, Cohn & Wolfe

SAUPO Panel #6. The Globalization of Business and Education in China
(Vanderbilt Room, PowerPoint Presentations)
Moderator: Dr. Gary Bertsch, Chairman of TradeSecure, & Professor Emeritus, Univ. of Georgia
Speakers:
• Dr. Ginny Zhan, Professor of Psychology & Dr. Douglas Moodie, Professor of Management, KSU: Confucius and Socrates: Culture and Teaching Styles
• Dr. Yejing Huang, Shanghai Academy of Social Sciences, China: Emerging of Multinational Corporations in China: Analysis on Companies in Shanghai
• Ms. Sarah Jia Min, doctoral student, International Conflict Management, KSU: Seeing Through Civic Engagement Among Chinese and American College Students
• Dr. Jin Jin, President, Atlanta International Education Group & Dr. Guichun Zong, Professor of Education, KSU: Recruitment and Retention of Asian Students in American Universities: A Strategic Approach

3:15pm-3:45pm Afternoon Networking Break II, Sponsored by KSU Division of Global Affairs

3:45pm-5:00pm Afternoon Panels #7,8,9,10 (4 concurrent panels)

SAUPO Panel #7. Global Health Informatics
(Astor Ballroom, Sponsored by KSU WellStar College of Health and Human Services)
Co-Moderators:
• Dr. Monica Nandan, Interim Dean, WellStar College of Health and Human Services, KSU
• Dr. Jimmy Calloway, Professor, WellStar College of Health and Human Services, KSU
Speakers:
• Dr. Jay Yadav, Chairman & CEO of CardioMEMS Inc.
• Dr. Jon Morris, Senior VP & Chief Information Officer, WellStar Health System
• Mr. Partha Unnava, CEO & Co-Founder, Better Walk
• Mr. Raghu Bukkapatnam, Senior Director of Corporate Strategy, McKesson
• Ms. Lee Farabaugh, Co-Founder & Chief Experience Officer (CXO), PointClear Solutions
SAUPO Panel #8. Corporate Social Responsibility: How Companies Can Give Back (Carnegie Room; Panel Discussions)

Moderator: Dr. John McIntyre, Professor of Management; Executive Director, Georgia Tech. CIBER

Speakers:
- Mr. Bill Strang, President, TOTO USA Inc.
- Mr. Joseph Scaria, Director of Resource Development, Habitat for Humanity International/Asia-Pacific Office
- Dr. Juefei Wang, Professor of Education Emeritus, University of Vermont & Program Director, Freeman Foundation

SAUPO Panel #9. Global Commerce: Logistics, Tax and Travel (Rockefeller, Sponsored by UPS; Panel Discussions)

Moderator: Mr. Jorge Fernandez, VP of Global Commerce, Metro Atlanta Chamber

Speakers:
- Mr. Tim McKain, International Business Development Director, UPS
- Mr. Mike Thompson, Global Tax, Deloitte
- Dr. Ye Zhu, Research Center for Language Strategies, State Language Commission of China, Shanghai International Studies University
- Mr. Nitin Shah, Chairman & CEO, Embassy National Bank

SAUPO Panel #10. New Media and New Opportunities in Asia (Vanderbilt Room; PowerPoint Presentations)

Moderator: Dr. Leila Borders, SAUPO Vice Chair, Prof. of Marketing and Professional Sales, KSU

Speakers:
- Ms. Katherine Peavy, Managing Partner, Cross Pacific Partner: When Communication Becomes the Crisis: Can it Be Turned Around?
- Mr. Gene Ho, President, Gen Ho Photography: The Cyrus Effect: Using Social Media to Bridge the Gap between Two Worlds
- Mr. Laju Augustine, Habitat for Humanity/Asia Pacific (Thailand): The Power of Youth Engagement: The Habitat for Humanity Experience
- Dr. Gang Lee, Associate Professor of Criminal Justice, KSU: Korean Social Networking Services (SNS): Usages and Cyber-bullying Behaviors in South Korea
- Ms. Ngozi Maduoma, graduate student, MA in Integrated Global Communication, KSU: Opportunities and Challenges of Chinese Investment in Nigeria

5:00pm-6:30pm Networking Cocktail Hour with heavy hors-d'oeuvres

THANK YOU FOR YOUR PARTICIPATION IN SAUPO!