

## **Doctor of Business Administration, *honoris causa***

Professor S. Tamer CAVUSGIL



Mr Pro-Chancellor,

“For the mind does not require filling like a bottle, but rather, like wood, it only requires kindling to create in it an impulse to think independently and an ardent desire for the truth.”

There is perhaps no better exemplar of this poignant quote from the Greek philosopher Plutarch than in the career of Professor S. Tamer Cavusgil. When reflecting on the beginning of his remarkable academic career, Professor Cavusgil fondly recounts the “accident” that led him to where he is today. An MBA student at the University of Wisconsin at the time, his inquisitive mind and scholarly curiosity had caught the attention of Professor Warren J. Bilkey, who decided to invite him to one of his PhD seminars. In that small group of eight students, immersed in vibrant intellectual discourse, Professor Cavusgil found the kindling that inspired him to stay in Wisconsin to pursue a PhD after completing his MBA. The flame ignited in that seminar continues to burn bright after over four decades, and has since illuminated the path for countless others in the field of International Business.

One of the most prolific figures in the field of International Business of our times, Professor Cavusgil has held numerous esteemed positions at renowned universities throughout his career. Currently a Regents’ Professor and the Fuller E. Callaway Professorial Chair at Georgia State University (GSU) in the United States, he is also the founding Executive Director of the Center for International Business Education & Research (GSU-CIBER). Additionally, he serves as a trustee of Sabanci University in Istanbul, Turkey, and Dean of the Fellows at the Academy of International Business (AIB), the leading association of international business scholars and specialists.

Prior to these appointments, Professor Cavusgil had served for 21 years at Michigan State University (MSU), where he was the inaugural holder of the John Byington Chair in Global Marketing and founding director of MSU-CIBER. He was also a visiting professor at Manchester Business School and Leeds University Business School, and had served as Senior Fulbright Scholar to Australia and taught at Monash University. In addition, he held the Gianni and Joan Montezemolo Visiting Chair at the University of Cambridge, United Kingdom.

In the realm of academic research, Professor Cavusgil has significantly advanced our knowledge in the areas of internationalisation of the firm, global strategy, emerging markets, and buyer-seller relationships in cross-border business. In recent years, he has been conducting research on the evolution of the middle class in rapidly transforming economies. His research has had a profound impact on the academic community, shaping the way scholars approach global business challenges.

Professor Cavusgil has authored over 200 articles in top-tier academic journals, more than two dozen books, and served on the editorial boards of leading academic journals in the field of international business. Notably, he founded the *Journal of International Marketing* in 1993 and introduced the annual book series, *Advances in International Marketing* in 1986. He currently serves as the co-editor-in-chief of *Rutgers Business Review*, a business journal aimed at featuring research relevant to business executives. His work has been cited extensively by scholars worldwide and various reviews have listed him as one of the most influential and prolific authors in international management. As of early 2024, his work has received over 60,000 citations according to Google Scholar.

Professor Cavusgil has been bestowed with many accolades and honours. He was named The John W. Byington Chair Emeritus in Global Marketing by Michigan State University and an Honorary Fellow of Sidney Sussex College, Cambridge University. In 1996, he was named International Trade Educator of the Year by the *National Association of Small Business International Trade Educators* (NASBITE). In 1997, MSU named Professor Cavusgil the “MSU Distinguished Faculty”, the highest award conferred to a faculty member. In 1998, he was elected a Fellow of the *Academy of International Business* (AIB), a distinction earned by a select group of intellectual leaders in the field of international business. He has been awarded two honorary doctorates, namely Doctor Honoris Causa from Hasselt University, Belgium in May 2014 and an Honorary Doctorate from the University of Southern Denmark in October 2017. He was also honoured as an Honorary Professor by Atilim University in Ankara, Turkey in April 2018.

However, Professor Cavusgil's true legacy lies not in the number of papers he has published, the grants he had secured, or the numerous awards and accolades that have marked his career, but in the intellectual fires he has kindled throughout the years. He has guided over 40 doctoral students in his career, many of whom are now accomplished educators and scholars themselves, continuing his legacy and carrying forward the torch of knowledge that he ignited. After many years in academia, Professor Cavusgil continues to regard teaching as his foremost priority. He believes that the greatest fulfilment in his work comes from the satisfaction he experiences when leaving a classroom, confident that he has successfully connected with his students and inspired them to think critically, inquire deeply, and engage in meaningful exchange.

Driven by his unwavering commitment to teaching excellence, Professor Cavusgil has started organizing the GSU-CIBER's International Business Pedagogy Workshop over 30 years ago. This annual event has become a beacon of pedagogical exchange and innovation for business scholars, providing a platform for faculty members from across the world to share their experiences, insights, and best practices in teaching International Business.

The breadth of Professor Cavusgil's impact extends beyond university walls. He has made significant contributions to the business community through his lectures on executive development programmes and his consultancy work with multinational corporations. His deep understanding of international business dynamics, coupled with his analytical acumen, has enabled organisations to make informed decisions and capitalise on opportunities in diverse markets around the world. Professor Cavusgil has also served on many advisory boards, task forces and government bodies, where his expertise has been instrumental in shaping business practices, policies, and regulations that impact both the local and global economy.

From 2018 to 2020, Professor Cavusgil held the visiting position of Distinguished Professor at the Lee Shau Kee School of Business and Administration of Hong Kong Metropolitan University. During this period, he provided invaluable knowledge and guidance to the School's Institute of International Business and Governance (IIBG). He also delivered talks at IIBG events, such as the Distinguished Professor Seminar Series, providing valuable insights for our faculty members and students. Professor Cavusgil is currently a supervisor for the School's Global PhD Programme.

Professor S. Tamer Cavusgil's legacy is one of exceptional scholarship, mentorship, and advocacy. He stands as a beacon of intellectual inspiration, demonstrating how the careful nurturing of minds can ignite flames of knowledge that burn bright across generations. His career embodies

Plutarch's ideal of education—not merely filling minds with information, but kindling the eternal flame of independent thought and the passionate pursuit of truth. In this way, his influence will continue to illuminate the field of international business for generations to come.

Mr Pro-Chancellor, in recognition of his outstanding achievements and immense influence on students and the field, may I invite our President to present Professor S. Tamer Cavusgil for the conferment of the degree of Doctor of Business Administration, *honoris causa*.

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*Citation to be delivered by Professor Alan AU kai-ming*

## 榮譽工商管理博士

### S. Tamer CAVUSGIL 教授

副校監先生：

「心靈不需要像瓶子般被填滿，而是像木頭一樣，只需要點燃火種，便能激發獨立思考的動力和對真理的熱切渴求。」這是古希臘哲學家普魯塔克（Plutarch）的名言。

或許沒有比 S. Tamer Cavusgil 教授的事業生涯更能體現這句名言的神髓。每當 Cavusgil 教授憶述他是如何開始走上學術道路時，他總喜歡提及那個成就今天的「偶然」。他當時在威斯康辛大學攻讀工商管理碩士，其求知若渴的態度及對學術的熱忱引起了 Warren J. Bilkey 教授的注意，於是獲邀參加他的其中一個博士研討課。那個八人小組的學術交流和討論讓 Cavusgil 教授深受啟發，因此便決定在完成工商管理碩士後留在威斯康辛大學攻讀博士學位。於研討課上燃起的火焰在往後的四十多年來不斷發光發亮，成為往後無數人鑽研國際商業領域的學者的指路明燈。

Cavusgil 教授治學精勤，著作甚豐，是當今國際商業領域最具影響力的學者之一，曾於多所知名大學擔任要職，目前是美國喬治亞州立大學的 Regents' Professor，及富勒·卡拉韋講座教授 (Fuller E. Callaway Professorial Chair)，同時也是該校國際商業教育與研究中心 (GSU-CIBER) 的首任行政總監。此外，他還擔任土耳其伊斯坦堡薩班哲大學校董，以及國際商務學會 (Academy of International Business) 院長，該學會是國際商業學者和專家匯聚之地。

在此之前，Cavusgil 教授在美國密西根州立大學執教二十一年，並擔任首任約翰·拜廷頓環球營銷講座教授 (John Byington Chair in Global Marketing) 及密西根州立大學國際商業教育與研究中心 (MSU-CIBER) 的創始總監。他亦曾於曼徹斯特商學院和利茲大學

商學院擔任客席教授，並曾以富布萊特高級學者 (Senior Fulbright Scholar) 身份赴澳洲蒙納許大學任教。此外，他還曾擔任英國劍橋大學吉安尼和瓊·蒙特澤莫洛客席講座教授 (Gianni and Joan Montezemolo Visiting Chair)。

在學術研究領域方面，Cavusgil 教授在企業國際化、全球戰略、新興市場及跨境業務的買賣雙方關係等範疇開拓先河，貢獻尤甚。近年來，他一直在研究中產階層在快速轉型經濟體中的演化。他的研究對學術界具有深遠影響，奠定了學者研究環球商業挑戰的方向。

Cavusgil 教授著述成果豐碩，在頂級學術期刊上發表了超過二百篇文章，撰寫了二十多本書籍，並擔任國際商業領域主要學術期刊的編輯委員會成員。他於 1993 年創辦了《Journal of International Marketing》，並於 1986 年推出了年度書籍系列《Advances in International Marketing》。他目前擔任《Rutgers Business Review》的聯合主編，這份商業期刊旨在為商界高管提供與企業主管相關的研究。而他的學術成果也被全球學者廣泛引用，眾多評論也將 Cavusgil 教授列為國際管理領域最具影響力和高產的作者之一。截至 2024 年初，根據谷歌學術搜尋的數據，他的著作已被引用超過六萬次之多。

Cavusgil 教授出類拔萃、成就卓越，多年來獲得世界各地頒發不同的榮譽及獎項。他獲密西根州立大學授予約翰·拜廷頓全球營銷榮休講座教授 (John W. Byington Chair Emeritus in Global Marketing)，以及劍橋大學西德尼薩克斯學院授予榮譽院士。1996 年，他被北美全國小企業國際貿易教育者協會 (NASBITE) 評為「年度國際貿易教育者」。1997 年，密西根州立大學頒授 Cavusgil 教授「MSU 傑出教學人員」獎項，此為該校頒授給教學人員的最高榮譽。1998 年他被選為國際商務學會院士 (Fellow of the Academy of International Business)，此項殊榮只有極少數精英領袖可以獲得。此外，他還分別於 2014 年 5 月及 2017 年 10 月獲比利時哈瑟爾特大學及南丹麥大學頒授榮譽博士學位。及至 2018 年 4 月，Cavusgil 教授再榮獲土耳其安卡拉亞堤利姆大學的榮譽教授名銜。

然而，Cavusgil 教授的傳奇成就並不在於他所發表的論文數量、所獲得的研究資助或眾多獎項和榮譽，而在於他多年來所點燃的學術火花。在他的職業生涯中，他指導了超過四十位博士生，其中許多門生如今已獨當一面，成為成就卓著的教育家或學者，傳承了他點燃的知識火炬，將他的志業繼往開來。經過多年的學術耕耘，Cavusgil 教授初心不改，仍然將教學視為他的首要任務。他始終認為工作中最大的滿足感乃來自課室，來自與學生的深度交流，來自成功啟發學生明辨慎思和深究學問的能力。

出於對卓越教學的承擔，Cavusgil 教授於三十多年前已開始組織美國喬治亞州立大學國際商業教育與研究中心 (GSU-CIBER) 的國際商業教學研討會。這項年度盛事已成為該領域專家在教育及創新意念交流的重要之地，並為全球各地學者提供了一個平台，分享教授國際商業的經驗、見解及最佳實踐模式。

Cavusgil 教授的影響力絕不僅限於大學校園。他通過為企業高管培訓和發展課程主持講座和應跨國公司邀請提供顧問服務，為商界做出了重大貢獻。憑藉對國際商業市場動態的深刻理解，以及精闢敏銳的分析能力，他能夠使機構共同合作，利用世界各地不同市場的機會，作出明智決策，在全球多元市場中抓住機遇。Cavusgil 教授還於多個顧問委員會、專案小組和政府機構服務，其識見與經驗對於制定影響當地和全球經濟的商業模式、政策和法規發揮了舉足輕重的作用。

於 2018 至 2020 年間，Cavusgil 教授在香港都會大學李兆基商業管理學院擔任傑出訪問學者。他不但為本校國際商業及管治研究所的工作提供寶貴意見，還在研究所的活動中，例如傑出學者研討系列，發表演講，與我們的教職員和學生分享精闢的見解。Cavusgil 教授同時是本校商學院全球博士課程的指導教授之一。

Cavusgil 教授學富五車、廣栽桃李、立論精宏，是學術界的一代傳奇。他啟迪後輩，親身示範了只要誨人不倦、便可薪火相傳。回顧他過往的傳承志業，完全體現了普魯塔克 (Plutarch) 的教育理念 — 不僅是將資訊填滿心靈，而是燃點起獨立思考的火種和追求真理的熱誠。我們深信他的感染力及影響力必將繼續照亮國際商業領域，惠及未來世代。

副校監先生，為表彰 S. Tamer Cavusgil 教授的卓越成就，以及對學生和商業領域的重大貢獻，本人在此謹恭請校長引介 Cavusgil 教授接受本校的榮譽工商管理博士學位。

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贊辭由區啟明教授宣讀