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How do you define “global equity” or “justice”?

In business, “global equity” refers to owning shares in non-U.S.-based companies. Outside of business, “global equity” is a philosophical concept focused on creating fairness and value among all cultures. If we had “global equity,” all peoples and cultures would have equal value socially, politically, and economically. Many work hard to achieve global equity, and though I think it’s difficult to achieve, that doesn’t mean we should stop trying. Economic inequity is created because of social and political problems, so we must start with resolving those issues before we can even start to achieve economic equity. To me “global justice” is a different concept, as justice has a legal and moral connotation. Equity is about creating a level playing field, whereas justice is about retribution for past wrongs. They are different approaches to solving the same problems.

What international programs or projects have you participated in as part of your professional career?

In college, I was awarded the Rotary International Scholarship and studied French language and culture in Southern France for one year. The experience was life-changing, as it opened my mind to new ways of thinking about the world. In graduate business school, I studied marketing and international business to learn about different economic, political, and social systems around the world. As part of my program, I spent one year providing marketing consultation to an Israeli firm that was looking to enter the U.S. market. In the corporate world, I led projects that involved doing business in other countries, including shooting a TV commercial in Mexico City. As a faculty member at Scottsdale Community College, I have taught an international business course for 24 years and have “internationalized” the curriculum in other courses, such as marketing. For professional development, I attended a week-long seminar in Salzburg, Austria, and participated in a tri-lateral (NAFTA) grant between SCC, and colleges in Canada and Mexico. In addition to studying French, I studied German, Japanese, and Spanish, as I believe you cannot truly understand the culture unless you know their language.

[#globalequity&justice](#)

International
Education
Week

November 16-20, 2020

To promote International Education Week, the Center for Civic & Global Engagement is highlighting the international education experiences of faculty, students and staff in diverse fields of interest.

Join us in upcoming events and activities focused on this year’s theme:

Global Equity & Justice

Learn more here:
<http://tiny.cc/MaricopaEW>



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Center for Civic &
Global Engagement

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How has your perspective of global equity and justice challenged or informed by international education experiences?

My international education experiences has a huge impact on my views on global equity and justice. When you spend time with people from other cultures, you learn to value both the similarities and differences in how they see things. When I lived in Europe, I learned more about U.S. foreign policy than when I lived in the U.S. because the European news media portrayed events through a different lens than U.S. media, so I could assess my own country's actions more objectively. The more time you spend with people from other cultures, the more you realize that they deserve the same privileges as you.

What skills have you gained from your global education experience(s)?

I became more open-minded and improved my linguistic skills. I also gained the ability to adapt to a wide variety of environments and the confidence to navigate almost anywhere. I gained the humility that I can't know everything and the passion to learn as much as I can.

How important are intercultural communication skills in your FOI? Why do students need to build these skills to be successful in this industry?

Intercultural communication skills should be very important in my FOI. Unfortunately, the curriculum does not necessarily include these skills, as they focus more on the technical ("hard") skills. There is no foreign language or intercultural communication requirement either at the community college level or at the baccalaureate level. Although there is a global awareness requirement, it is just one course. Business students should develop intercultural communication skills because they will be doing business with people from different cultures, whether in other countries or in the U.S. A few of our students have also found themselves working in other countries, so they need skills to adapt in those countries.

Do you have any plans for future participation in international or intercultural programs?

I would like to participate in other international programs, but it depends on the pandemic and what opportunities arise. Funding has not been as generous recently for these programs, but I hope that it increases.