

Asia

extra

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Washington University in St. Louis



Jeong Ho Seo, M.B.A. Class of '07

Jeongwoo Kim, M.B.A. Class of '07, enjoys a social gathering of the Korean Olin Students Association.

supplement to Washington University Magazine for readers throughout Asia

To Aid Their Adjustment to American Culture, Students From Korea Work Together

by Nancy Belt

International students from Korea have discovered it helps to have a group in your corner.

Of great help to students at the Olin School of Business is the Korean Olin Students Association (KOSA). "From the time a student arrives at the airport, often with a spouse and children, we want to help them all feel welcome," says Jeongwoo "Jake" Kim, KOSA president for 2006-07. To help the family get settled in St. Louis, thereby helping the student focus on studying, KOSA members share information about

many issues, including child care.

"Living and studying in America is very challenging for international students," says Dongho "Donny" Seo, M.B.A. '06, who belonged to KOSA. "Not only do we need help in effectively designing our M.B.A. programs, but we also need help in finding an apartment, buying groceries and cars, and in lots of everyday situations."

In addition to offering official meetings and social outings, KOSA locates faculty and staff members willing to help students adjust to a differ-

ent style of education. In Korea, as in many Asian countries, the lecture method remains much more common than the case-study mode used in the United States, which involves back-and-forth exchanges between professors and students. "Traditionally, Koreans dislike discussing," says Kim. "If someone directly expresses what he wants to say, he is considered rude."

Kim, 34, and Seo, 39, have backgrounds similar to other Korean international students at the University. (In total, throughout all disciplines, there

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To Help Right Consequences of War, Doctor Begins Pap Screening in Vietnam

by Jan Niehaus



Stephen Raab (center, left) and Eric Suba meet in Hue with members of the Vietnamese Association of Midwives.

◆ **Fact #1: Cervical cancer is the No. 1 cause of cancer death among women in Third World nations.**

◆ **Fact #2: Pap screening is an effective and affordable means of prevention.**

Eric Suba, M.D. '84, knew the above facts while still an intern, and he resolved that one day he would try to make Pap screening accessible in a developing nation. He chose Vietnam, he says, because "I felt that we had a clear debt to that society."

◆ **Fact #3: Cervical-cancer rates in Vietnam are associated with the movement of U.S. soldiers during the Vietnam War.**

Suba, a pathologist at Kaiser Permanente's South San Francisco Medical Center, in collaboration with Stephen Raab, H.S. '91, a pathologist at the University of Pittsburgh Medical Center, and their Vietnamese colleague M.L.D. Huynh, published proof of "Fact #3" in 2004 in an article titled "Association Between War and Cervical Cancer Among Vietnamese Women" in the *International Journal of Cancer*. By then, the nonprofit Viet-American Cervical Cancer Prevention Project (VACCP), founded by Suba in 1995, had inspired the

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Courtesy Photo

KOSA, cont'd from page 1

were 129 graduate students and 81 undergraduates on campus during 2005–06.)

Each earned an undergraduate degree from a university in Seoul and then served in the 8th U.S. Army for 30 months as part of Korean Augmentation Troops to the U.S. Army (KATUSA), as required of all men.

“Living and studying in America is very challenging for international students.”

—Dongho Seo

Each also entered corporate life in Korea. Kim worked seven years in sales and marketing for LG Electronics, and Seo worked 10 years in finance for Samsung Group.

During that time, Seo also married and had a son. In 2004, he came to Washington University, thanks to receiving a Robert and Gerry Virgil Endowed Scholarship for business students. His wife, a general manager at Hewlett-Packard Korea, and his son, 8, remain in Seoul. “It’s hard to

have your family so far away,” Seo says, “but I believe the opportunity to study and work in the U.S. is worth it.”

Kim received the John Neal Hodges Scholarship to Washington University, and he traveled, with his wife, to St. Louis in 2005.

Seo, along with many of the 14 Korean international students in his class, hopes to land a job in the United States, but it’s difficult for Korean nationals to find a job providing H-1B visa sponsorship in the United States. Kim says he hopes to become a product manager in charge of developing a new conceptual product in the electronics industry, whether it’s in Korea or the United States.

To Korean nationals coming to study business at the University, each has advice.

Kim says, “Please, take a look at the forums on *BusinessWeek online*, carefully reading what American applicants are saying about Olin.” And Seo says, “Keep your specific



KOSA members prepare food for a group picnic.

career goal in mind and pursue it aggressively; use all excellent resources available, and ask for help; and do things you can’t do in Korea, such as socializing often with Americans and people from other countries.” ✂

Pap screening, cont'd from page 1

establishment of Pap-screening services throughout Vietnam.

“Before you start something, it feels as if you’re being asked to drink the ocean. Then you really look at the problem, and you realize that you can solve it. It might take a lot of resources. It might take time, but it can be solved. Before VACCP, population-based Pap-screening services did not exist in Vietnam, and there were widespread perceptions that Vietnam couldn’t do Pap screening. VACCP contributed substantially to changing per-

ceptions among key Vietnamese health leaders about what is feasible in Vietnam. We’ve changed the way they think about the problem of cervical cancer,” Suba reports.

Now “several clinics and public-health facilities in each of the 10 southern and central districts and several of Vietnam’s largest hospitals are involved in population-based Pap-screening services,” Suba says.

In fact, Pap screening is so well-integrated into Vietnamese public-health practice that the volunteers who launched VACCP are no

longer needed. “In the early going, in order to demonstrate the feasibility of Pap screening to Vietnamese public-health authorities, American health professionals trained their Vietnamese counterparts, and Vietnamese volunteers provided screening services free of charge.”

Now that clinical expertise in Pap screening is well-established in Vietnam, Suba and Raab are working at the grassroots level to create a training course in the management of cervical-cancer-screening programs. “Such courses do not yet exist,” Suba explains.

The course will be coordinated with a database of clinical and pathology errors—a resource Raab has created.

“Disease prevention, including cervical-cancer prevention, requires social change, which requires the participation of targeted demographic groups, appropriate governmental authorities, and essential medical staff,” Suba concludes. “Our goal is to train our Vietnamese colleagues how to use laboratory data as an essential fulcrum against which to leverage the social change required for successful cervical-cancer prevention.” ✂

Vietnamese women welcome U.S. forces during the Vietnam War.



Corbis Images

Using Social Work Training, Dhanju Envisions Holistic Career Path

by Jan Niehaus

Richa Dhanju, M.S.W. '06, paints the field of social work with a broad, bold brush: "Contrary to the common perception that social work is solely a 'helping' profession, I see it as a holistic field encompassing economics, politics, society, and more."

The social work degree Dhanju earned complements the undergraduate degree in philosophy that she earned from Lady Sri Ram College for Women in New Delhi and the master's degree in social welfare administration that she earned from Tata Institute of Social Sciences in Mumbai. The next stop on her career path is Texas A&M University in College Station, where she has begun a doctoral degree program in socio-cultural anthropology.

"For me, the shift from social work to anthropology is to gain a holistic perspective of development—what the people want; the impact of changes; how changes, if needed, shall be brought about; and how we define our realms of development and well-being," explains Dhanju.

From India to the United States and recently to Kyrgyzstan and Uzbekistan, where she completed a social work practicum, she is cultivating a global perspective, pursuing an understanding of "the interconnection between the politics, economics, and culture of a society," and exploring what she describes as "my core interest, feminism."

"While talking about women's status and role in the Kyrgyz/Uzbek society, I was amazed to learn that there were no words in the local language that could capture the meaning of 'feminism,' 'empowerment,' 'intellectual independence,' and the like," she reports.

After Texas A&M, Dhanju plans to return to India, equipped with an academic and a reality-based comprehension of social, cultural, economic, and political interdependencies.

She describes her ultimate career goals: "I am very keen on bridging the gap between academia and the field, to merge the two in order to be an effective change agent for my country. I want to learn from the field through my involvement in movements and organizations across India and also to teach the basic realities as an academician in a social sciences institution. At a later stage in my life, I hope to enter politics."



Richa Dhanju (left, rear) plays with a group of schoolchildren on her way to visit the remote village of Kung Elek in Kyrgyzstan.

For Firsthand Experience, Students Go to China

"It's one thing to talk in class about the rapid growth of China," says Erik Ahlberg, president of the M.B.A. Class of '07, "and it's another to see it firsthand."

That's why experiential learning is so important, says Sergio Chayet, assistant professor of operations and manufacturing management, who, in spring 2006 mini-semester A, led students in the Global Management Studies (GMS) course focusing on operations and manufacturing management in China.

Chayet says that the seven women and 13 men in the course served as consultants to Spina Electric, a small firm in Warren, Michigan, that specializes in servicing industrial manufacturing motors. The firm had asked the Olin School's Center for Experiential Learning, through which GMS courses are offered, for students' help in deciding if they should enter the growing Chinese market—and if so, how.

To advise the firm on issues of market competition, cultural and business differences, legal and logistical issues, and inventory management, students prepared for seven weeks before spending two weeks in March in Xi'an (she ähn), Shanghai/Suzhou, Beijing, and Hong Kong.

The students, members of the M.B.A. Class of '07, learned about Chinese history, government, and social customs through lectures by faculty and experienced senior-level executives familiar with business practices in China. But, as logistics team leader Catherine Borda says, "It was only after we saw concepts such as *guanxi* (gwän she) in action that we truly began to understand them." (Guanxi is the practice of basing all business dealings on relationships.)

An important aspect of the course was for students to learn how to take a plant tour, directly observing many of the fundamental operations management issues they had learned in the core portion of the M.B.A. program. In China, they visited nine sites, including Emerson Copeland in Suzhou, Rockwell Automation in Shanghai, Tyco in Beijing, and Guidant in Hong Kong.

"We saw phenomenal plants run by passionate people who were very open to showing us their operations," says Christopher Wheeler. "We also had wonderful cultural experiences, including seeing the Terra-cotta Warriors in Xi'an, the gorgeous Jade Buddha in Shanghai, Tiananmen Square in Beijing, and the Giant Buddha, more than 40 feet tall, in Hong Kong."

Borda says she was most impressed by Shanghai. "It was enormous—the size of New York City, Boston, and Washington, D.C., combined—and it was very, very futuristic. I felt like I was on *The Jetsons*."

Ahlberg sums up the experience: "China in many ways seems to be a place of rich contrasts. Heavy pollution from burning coal and other heavy industry blanketed the country for much of our trip, and many people lived in what Americans would consider to be utterly unlivable housing. But at the same time, there was a real sense that the country had started marching.

"Construction cranes dotted the skylines from Xi'an to Shanghai, and luxury cars sped past our tour bus on a daily basis. The Chinese may not know their destination today, but they seem to know that they are headed in the right direction." ✦



Among M.B.A. students preparing to tour Bao Steel in Shanghai, which produces steel rods, are Catherine Borda (front, center) and Christopher Wheeler (right back, smiling).

Courtesy Photo

Courtesy Photo

International scholarship meeting set in Shanghai

Washington University has invited 23 other U.S. universities and 38 top Chinese universities to join in the second International Graduate Scholarship Conference, to be held at the Jin Jiang Hotel in Shanghai on October 13 and 14, 2006.

On the 13th, a seminar will feature the announcement and discussion of a major new graduate student support program initiated by the China Scholarship Council. Also on the first day will be a series of presentations by representatives of the 38 institutions—the “985” group designated by the Chinese Ministry of Education—that participated last year.

On the 14th, in an information exchange in exhibition hall, students with tickets can visit booths offering materials and staffed by representatives of participating U.S. universities.

Student business is semifinalist in global competition

Out of more than 500 submissions, the business plan submitted by a team of Olin School undergraduates for their business called homeWURk was one of

15 to reach the semifinal round in the Lee Kuan Yew Global Business Plan Competition at Singapore Management University.

The company, which sells and delivers decorative items, electronics, and toiletries to students living in residence halls, was founded by Teddy Purnomo of Indonesia, who aims to earn a

B.S.B.A. degree and a B.S. degree in 2007; and business-school classmates Ellen G. Lo of Taiwan and Sheng “Steve” Xu of the United States. Current members also include Alan Perlman, Arts & Sciences Class of '08, and Aaron Budilov, Business Class of '08.

In addition to international exposure, the team received a \$1,000 cash grant, which they will invest in homeWURk.

The founders are looking to add future enhancements to their business, including offering specifications and the floor plan of each residence-hall room online.



Mary Butkus

From left, student entrepreneurs Teddy Purnomo, Ellen G. Lo, and Steve Xu

Business school co-hosts event in Shanghai

The Olin School co-hosted a groundbreaking, transcontinental conference in Shanghai from June 1–3, 2006, for researchers in financial intermediation.

Anjan Thakor, senior associate dean and the John E. Simon Professor of Finance, paved the way for the conference when he co-founded the Financial Intermediation Research Society (FIRS) in 2003. “FIRS is the first financial association to actively engage scholars from North America, Europe, and Asia in the exchange of ideas,” he says. “This kind of mid-size conference encourages collaboration, which is a boon to Westerners and Asians alike.”

To set up the conference, which drew nearly 200 people from around the globe, Thakor worked with Franklin Allen, the Nippon Life Professor of Finance and professor of economics at the Wharton School at the University of Pennsylvania in Philadelphia, and Elena Carletti, postdoctoral researcher at the Center for Financial Studies at the University of Frankfurt (Germany).



glimpses



George Warren Brown School of Social Work students (from left) Esther Lepcha, Shika Manandhar, and Leela Pandey perform Resham Firiri, a Nepali folk dance, during the 12th annual International Festival.

Bill Stover

Rachel Lwin, Art Class of '06, a fashion major in the Sam Fox School of Design & Visual Arts, prepares for the spring 2006 Fashion Design Show.



Joe Angeles

Nikki Labruyere,
M.B.A. Class of '07



From left, Ogimura Masataka, John Heaney, and Shinichiro Ikenaga—all M.B.A. Class of '07—pose in Moscow during their Global Management Studies course trip to Eastern Europe and Russia.

Roommates make their home-away-from-home in a new residence hall.



Joe Angeles

Universities Organize Institute in Beijing

From July 2–14, 2006, several social work faculty members and graduate students from Hong Kong Polytechnic University (HKPU) in Kowloon, Peking University (PU) in Beijing, and Washington University in St. Louis (WUSTL), gathered for their first collaboration on a current social issue. It's hoped the institute, organized by HKPU's Department of Applied Social Sciences, PU's Department of Sociology, and WUSTL's George Warren Brown School of Social Work, will become an annual event, focusing on a new topic each year.

This year's event, held at Peking University in Beijing Zhong Guan Cun, China's "Silicon Valley," was titled "Aging in China: Policy and Practice Intervention." The choice of this topic stemmed from the recognition that existing

systems in China will be unable to care for that nation's burgeoning elderly population. Increasing longevity has raised the percentage of elderly, while, at the same time, low rates of fertility have resulted in fewer children to help care for their parents.

As universities across China are preparing that nation's first generation of professional social workers, there is an important opportunity for leadership in research, teaching, and professional guidance.

The institute, attended by nine faculty members and 16 students, provided two courses—Aging and Social Services in China, plus Theories and Frameworks in Understanding and Explaining Central Issues in Aging.

Plans call for the three institutions to present Summer Institute 2007 in Hong Kong and to collaborate in additional ways. ✕

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The University's Alumni Clubs in Asia offer alumni and parents of current and former students a way to stay connected with the University via admissions and other activities. For more information, please contact a leader in your area or Tamilynn Holder, listed at right.

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<http://aisweb.wustl.edu/alumni/internationalrelations.nsf>

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The Alumni and Parents Admission Program (APAP) involves alumni and parents of undergraduates in recruiting, selecting, and enrolling students at Washington University. APAP members interview applicants, staff college fairs, and host receptions for admitted students. For information, contact:

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Alumni, parents, and friends of the University often help identify students who would benefit from a Washington University education. Refer names and addresses of talented prospective students to:

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