

Nike grant fortifies sports marketing program in China

■ The joint venture will link the University's Warsaw Sports Marketing program with a fledgling venture in China

By Kristy Hessman
Oregon Daily Emerald

Professors from the University's James H. Warsaw Sports Marketing Center will soon be flying across the Pacific to China, and Nike will be footing the bill.

In the hopes of creating a major sports market in China, Nike has given a \$150,000 joint grant to the University's sports marketing program and The Fudan University School of Management in Shanghai, China. The grant, which will be spread over a three year period, will be used to cover travel and administrative costs.

"China features the largest population in the world, yet its sports marketing industry is truly in its infancy," Rick Burton, Director of the Warsaw Sports Marketing Center, said.

Developing trained leaders is an essential part to China's diversification in the sports market.

"When the leaders in China decided to make a credible bid for the 2008 Olympics in Beijing they needed to educate leaders in the industry, so they came to us," Philip Romero the dean of the Lundquist College of Business said. "Our sports marketing program has been seen by many as the best sports marketing program in the country, if not the world."

The partnership will place the Lundquist College of Business among several colleges and universities throughout the world that engage in faculty exchange programs with Fudan's School of Management.

"Faculty from the Fudan Business school will come and sit in

on classes, and we will send professors over to China to teach," Romero said.

Contributions being made to public institutions from private businesses, "is a trend that we have been seeing happen for quite a while," Michael Dreiling, a University sociology professor, said.

And, it seems to be a trend that may require a few questions.

"We have to ask the questions: Where is this going? Are these funds being used with integrity?" Dreiling said. "It can be a problem if the private interests determine the direction the University will go... It's a matter of accountability."

In this case the University's focus is education.

"Nike is not trying to tell us what to teach or how to teach it," Romero said. "We are preparing our students for careers in business, and if we get the chance to get a hold of qualified business

people then we will jump at the chance."

While Nike's grant will aid the University's program, Nike will gain from the project as well.

"The decision is very much in Nike's interest," Romero said. "But, it will be a long process, and I admire them for taking the time."

Many involved say they think the grant seems to truly reflect a business relationship.

"It is an investment," Dreiling said. "And we shouldn't be surprised to see that the investment has returns."

Despite the motives behind the grant, many say they believe that it will provide a more global perspective from which business students will greatly benefit.

"Overall it is a win-win situation because Fudan's interests are identical to ours," Romero said. "And it's not because of the influence of Nike but because of what both schools will learn."

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Philip Romero
Dean of the
Lundquist College
of Business



MCC director

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ing back the students."

Fuller-Shindler graduated in 1993 from Mills College in California with a degree in writing and video productions and a minor in ethnic studies. After earning her master's degree in Africana studies from Cornell University in 1995, she began working toward her doctorate in anthropology at the University of Florida in

Gainesville.

Fuller-Shindler focused her research interests on women of culture, development of non-governmental agencies and non-profit corporations, and formulating initiatives that aid women and children, particularly in residential communities and program housing.

And for the MCC, Fuller-Shindler's background in working with students in a multicultural setting was part of the committee's preference for her filling the spot.

Before pursuing her doctorate, she completed the core curriculum at Florida as a graduate student in counselor education, aimed at school counseling.

Employed by the UF Dean of Students Office for the past three years as program coordinator, Fuller-Shindler initiated and directed various programs including leadership and diversity conferences and multicultural celebrations. Fuller-Shindler also served at Florida as the multicultural adviser for the Asian Student Union

and the Native American Student Association for the last three years.

Fuller-Shindler will be filling the position of MCC director from July 20, 2000, through June 30, 2001.

"The position has been offered and accepted as interim director," Lobisser said. "The position does not automatically roll over to a permanent position. We will be doing a search for a permanent director, and Erica is fully eligible to apply at that time."

A stipend as an interim director is

another area familiar to Fuller-Shindler, who worked as the interim director for the Institute of Black Culture at UF for three terms in 1997-1998 before serving as the interim director of the Institute of Hispanic/Latino Cultures during a summer term.

With a wide variety and depth of experience to draw from, she says she is eager to begin.

"I'm excited about the level of activism here on campus and looking forward to further develop it."

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Oregon Daily
Emerald

P.O. Box 3159, Eugene OR 97403

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