

Monday, February 9, 2009

SBA unveils center to connect business, students and researchers to focus on economic development

Rapid changes in today's business world driven by globalization, technological advances and shifting economics means business professionals, researchers and students need to be prepared for anything. The new **Center for Integrated Business Research and Education (CIBRE)** at Oakland University's School of Business Administration is harnessing the power of integration to do just that.

Through CIBRE, SBA is putting a mechanism in place so area businesses have a place to build the region's economic future together with other professionals and researchers, while educating a workforce that's fully prepared for that future.

"CIBRE offers a thoughtful, strategic answer to the many questions facing us in today's economy, including how do we work together to build a sustainable economic foundation? And, how do we ensure tomorrow's employees are prepared for any new reality?" says Gary Russi, president, Oakland University.

Supporting the SBA's overall mission to advance knowledge and link theory to practice, the CIBRE is dedicated to actively engaging business and industrial partners to influence and support ongoing research and educational innovations, while forecasting and solving future challenges.

While the CIBRE itself is new, it's built on the success of existing SBA programs, which are expanding to encompass the full spectrum of business and industry. With a focus on integrating three key areas – research, education and outreach – the CIBRE at OU's SBA helps business today, while looking ahead to prepare for, and influence, the future.

Transforming the region, business and the SBA

Making an impact on the economic landscape is always important – and even more so today. Through CIBRE, the SBA offers businesses a helping hand – and much more.

SBA Dean Mohan Tanniru explains, "This is a place where business leaders, researchers, professionals and students come together to share resources and ideas, identify actions to address organizational issues, educate current and future professionals, and support economic development in the community and the world."

CIBRE also is host to educational innovations and outreach efforts. Special programs now in development are focusing on the need to reeducate and retrain workers displaced by changes in the region's economic landscape.

Meanwhile, the center connects the SBA with other units on campus and institutions across the nation and the world for joint research on a wide range of contemporary issues. These include international business, global strategy with IT competencies; health care management; law; entrepreneurship; IS management and leadership; international marketing and branding; financial planning, governance and reporting system integration; virtual teamwork and communication; product life cycle management and lean management, and more.

"With access to the keenest academic minds, the hard work of talented students and the opportunity to drive the future of business and education, the CIBRE offers real solutions – and hope – for the economic foundation and the future of our region," adds Tanniru.

For more information about the CIBRE at OU's SBA, visit the CIBRE Web site at www.sba.oakland.edu/cibre.

SUMMARY

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