

THE MARTINDALE CENTER
FOR THE STUDY OF
PRIVATE ENTERPRISE



Budapest, Hungary



► We've spent more than 30 years creating a rich, international research experience unique to Lehigh.

It's one of Lehigh's earliest commitments to academic diversity.



Today's business landscape is more demanding than ever. Technology and global networks have made the world a much smaller place—one that offers a host of new opportunities for today's students. Their ability to understand the impact of culture and public policy on the global economy has never been as important as it is now. The Martindale Center for the Study of Private Enterprise recognizes this challenge and helps Lehigh students adapt, evolve, and succeed in the 21st century.

01 A truly unique undergraduate and graduate experience.

The Martindale Center for the Study of Private Enterprise is a central piece of the College of Business and Economics' infrastructure. Students are immersed in intensive research field visits, collaborative research projects with faculty, and lasting relationships with Lehigh's worldwide alumni base. The result is a professionally edited research journal called *Perspectives on Business and Economics*. The scholarly work includes research articles examining business, engineering, and trends in the social sciences.

02 Our students are prepared to succeed.

In order to become leaders, Lehigh graduates must be able to think critically about emerging global issues and work alongside leading decision-makers. It's why Lehigh is strategically committed to such critical issues as globalization; energy, environment, and infrastructure; and health care—areas of study that our students are well positioned to address.

03 A 30-year interdisciplinary effort.

The Martindale Center is one of the finest interdisciplinary resources at Lehigh. It promotes collaboration across colleges, and allows faculty and students to partner in meaningful research initiatives. It remains a model for experience-based learning, fostering relationships between the Lehigh community and internationally recognized partners in business, industry, and public life.

04 A global community of successful—and dedicated—alumni.

Enthusiastically dedicated to the academic growth of our students, alumni of the Martindale Center share in our students' personal and professional growth well after they've left South Mountain. Martindale alumni are business and community leaders in countries spanning six continents, helping give fresh insight into the economic and social trends driving international discussion.



› **J. RICHARD
ARONSON**

The William L. Clayton
Professor of Business and
Economics and director
of the Martindale Center
for the Study of Private
Enterprise

Aronson has led the Martindale Center for the Study of Private Enterprise since its inception in 1980. A two-time Fulbright Scholar, Aronson is a highly decorated Lehigh faculty member and one of the pioneers of cross-disciplinary learning at Lehigh. He was appointed by former Pennsylvania Governor Dick Thornburgh to the Pennsylvania Employee-Pension Commission and has authored works published by the Brookings Institution, the International City Management Association, and other international associations.



PERSPECTIVES



As Lehigh's international stature grows, so does our focus on providing students with a vibrant intellectual environment. Below, a few members of the Martindale community discuss the impact of a truly global education.

The Martindale Center community consists of honorary fellows and many highly regarded executives from the corporate and nonprofit sectors, including:

Michael Conner '80, CEO at Market News International

Maria Chrin '87, CEO and managing partner of Circle Wealth Management

Rodolfo Segovia, board member of Occidental Petroleum Corporation

Leo Guthart, former chairman of ADEMCO Security Group

Jay Golding '67, president, Port Chester Industries

Mark Kaufmann '53, chairman of Kaufmann and Partners, LLC

D. Brooks Zug '67, senior managing director of HarbourVest Partners, LLC

William Clayton '51, former senior vice president, Smith Barney

Ira W. Lieberman '64

Lieberman is president and chief executive officer of LIPAM International, Inc., an investment firm that consults for such agencies as the World Bank. "This center is truly special. It opens the eyes of the students to the larger world—its problems, its aspirations, how people live in other countries, their culture and their economies. It is enormously enriching."

Henri Barkey

"To me, the Martindale trips are one of the most innovative and worthwhile activities on campus," says Barkey, the Bernard L. and Bertha F. Cohen Professor of International Relations. Barkey helps Martindale Student Associates make important contacts in agencies such as the United States Department of State.

Faith Glazier '87

Glazier, a partner at Deloitte Consulting LLP who is a former Martindale Student Associate, says the Martindale Center provides an intimate academic experience. "This kind of in-depth experience is unmatched in any other undergraduate curriculum... and is an opportunity the students are unlikely to get again for a very long time."

Richard Weisman

As co-director of Lehigh's Engineers Without Borders chapter, Weisman sees value in the Martindale Center's contribution to the university and its three undergraduate colleges. "The center and its Student Associates Program helped lead the charge to give students an opportunity to understand globalization."

John Hilley

"Martindale is unique because it carves out a center of excellence tailored to Lehigh's highly motivated learners and top students," says Hilley, former director of legal affairs in the Clinton Administration and the past chairman of NASDAQ International. "Not only does it offer an expansive experience, but it forms a basis for lifelong friendships and devotion to Lehigh."

Barry Harris '70

Harris, principal and board chairman of Economists, Inc., says that understanding today's global economic issues requires knowledge of both economics and the world's various institutions. "The Martindale Center has more than fulfilled its mission of increasing the understanding of the U.S. economy and its relationship with the world economy," Harris says.



› SARAT SETHI '92

Sethi, a partner and portfolio manager at Douglas C. Lane & Associates, Inc. and president of the Martindale Society, appears regularly on CNBC as a market strategist and equity analyst.

"I'm proud to be a part of a society that is so valuable to students and alumni," says Sethi, former president of the Lehigh University Alumni Association and member of the business school's Board of Advisors. "I owe a great deal of my personal and professional success to my participation in the Martindale program."

MARKET INTELLIGENCE



The Martindale Center sponsors a number of active and internationally focused learning experiences, including a range of working papers, international conferences, lecture series, faculty workshops, and global programs, including:

01 Martindale Scholars. The Martindale Student Associates Program has enabled a select group of Lehigh students to actively explore global social, cultural, and business issues each year since 1980. To gain first-hand knowledge, participants travel around the world to meet international decision-makers, distinguished executives, and scholars. This unique, experiential learning program consistently serves as a model at Lehigh for developing future leaders.

02 Perspectives on Business and Economics. Endowed by Douglas '67 and Gay Lane, and edited by Robert Thornton, the Charles William MacFarlane Professor in economics, the annual undergraduate research journal is the capstone project of a year-long research effort by Martindale Scholars from Lehigh's three undergraduate colleges. The students immerse themselves in a country's most critical economic, public, and foreign policy issues, then report their findings in a journal that is distributed internationally.

03 Microfinance Program. Lehigh seeks to promote understanding of the development and impact of microfinance locally and globally. To accomplish these goals, the microfinance program, directed by Todd Watkins (opposite), offers a wide variety of initiatives such as an interdisciplinary speaker series, a biennial

international symposium, a microfinance field immersion, and an active microfinance club. The field immersion is a 10-day study abroad experience during which students visit microfinance institutions in countries like Cambodia, Zambia, Honduras, Peru, and Ghana.

04 The Martindale MBA Fellows Program. The competitive program is a collaborative effort between the Martindale Center, the Lehigh MBA program, and the University of Nottingham MBA Program in the United Kingdom. The cross-cultural exchange is a week-long program in both countries that promotes discussion on topics such as corporate social responsibility, the consequences of the financial crisis, and financial leadership. Participants meet faculty and executives from leading international corporations in each country.

05 Canadian Studies Institute. Under the direction of Judith McDonald, professor of economics, the institute is one of the few programs nationwide to foster a greater understanding of Canada's economy, businesses, and economic relations with the United States. The institute was established with the support of the Canadian Embassy in Washington, D.C. and allows for visits of Canada's political and industry leaders.

The leadership of the Martindale Center for the Study of Private Enterprise includes:

J. Richard Aronson
Director

Judith McDonald
Associate Director

Robert Thornton
Associate Director

Todd Watkins
Associate Director



› **TODD A. WATKINS**
*The Arthur F. Searing
Professor of Economics*

Watkins is the director of Lehigh's microfinance program and the founding director of the Baker Institute for Entrepreneurship, Creativity and Innovation. He is the co-editor of the new textbook, Moving Beyond Storytelling: Emerging Research in Microfinance, and has authored more than 50 publications on technological innovation. He coordinates biennial international microfinance conferences at Lehigh, regularly attended by officials from the Americas, Europe, and Africa. Watkins has also served as a research consultant to the U.S. Department of Commerce's NIST Advanced Technology Program, the National Academies, and the U.S. Congressional Office of Technology Assessment.

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College of Business and Economics

Rauch Business Center

621 Taylor Street

Bethlehem, PA 18015-3117

*To learn more about the Martindale Center, please
visit our web site at www.lehigh.edu/martindale.*

*For more than 25 years,
Martindale Student Associates
have studied countries
spanning five continents.*

Iceland	2010
Turkey	2009
New Zealand	2008
Benelux	2007
Panama	2006
Hungary	2005
Spain	2004
Sweden	2003
Italy	2002
Hong Kong	2001
Ireland	2000
Switzerland/Austria	1999
Chile	1998
Germany	1997
France	1996
Germany	1995
Argentina	1994
Canada	1993
Mexico	1992
Czechoslovakia	1991
Washington, DC	1990
MI, IL, NJ	1989
WI, MI, KY	1988
London, NYC	1987
Canada	1986

Budapest, Hungary