



Briefs on selected media coverage of GW's School of Business and its experts

THE INTERNATIONAL ECONOMY

Fall 2004

Susan M. Phillips, dean and professor of finance, contributed to an article, "Who Should be the Next Fed Chairman?," in the fall 2004 issue of *The International Economy*. While she resisted naming favorites, Phillips noted the "rich pool of candidates includes current and former Fed governors and presidents as well as people from government, the private sector, and academia." She added her observations about the position. "Diplomacy is required for dealing with the Administration and Congress, other Fed governors, regional bank presidents, and senior staff, not to mention other central bankers, finance ministers, and corporate CEOs. Consensus building requires patience to operate, much less lead, in these circles and mastery of effective communication is an evolving challenge."



February 23

Lisa Delpy Neirotti, associate professor of tourism and sport management, talked with "Marketplace" about the International Olympic Committee's visit to New York, and how the city will position itself in an attempt to attract the Olympic Games. Neirotti said, "New York is playing up its theaters and horse-drawn carriages but also its large, diverse population."

convene

February 2005

Several GW Master's of Tourism Administration students and alumni, including Chrystal Lacey, Hala Durrah, Gaye Ocak, Tasha Benjamin, and Chris Wang, were quoted in *Convene*. The article discussed academia's growing influence on the meeting planning profession. Ocak said that "the training I received at GWU put me on a different level than the other professionals with whom I am working."



March 21

Ted Glickman, associate professor of management science, discussed his research about rerouting railroad tanker cars containing hazardous materials around highly populated areas like Washington, D.C. "[M]oving tank cars carrying extremely hazardous materials through highly populated areas is an unnecessary gamble, and in some cases, rerouting might be preferable...Railroads are understandably concerned that if they agree to rerouting in the D.C. area, it will expose them to similar pleas from other parts of the country. I think railroads are being too defensive. D.C. is a special case."



April 7

Robert Weiner, professor of international business, spoke on NPR's "Day to Day" about ExxonMobil's profits. The firm is the largest U.S. oil company, with revenues of \$270 billion and profits of \$20 billion. ExxonMobil doesn't take the most oil out of the ground, but it does the most with its refineries. "[ExxonMobil] could produce 6.3 million barrels a day of refined products whereas BP, number 3, produced only 3.4 million. ExxonMobil was almost twice what BP was in terms of refined products and refined products have been very profitable – they happen to be in the part of the business that's making a lot of money," said Weiner.



April 29

Elias Carayannis, professor of management science, spoke about industrial espionage in a segment about how countries wage economic warfare in an effort to build their economies. "Espionage is another form of diplomacy, as is war," Carayannis said. "And in a way it is peaceful warfare – because it is an activity or an effort to access and control and to capture very valuable assets. It doesn't have to be about land nowadays. Intangible assets are very important." Carayannis said that

industrial espionage is unlikely to end soon. "Espionage, in general, I think, is part of human nature. We are creatures that have survived and evolved as a species because we are curious. And I think that is inevitable. And the question is how to best manage it."

The Washington Times

June 6

Susan M. Phillips, dean and professor of finance, was interviewed about The White House's succession planning for the U.S. Federal Reserve Bank's chairmanship. "Politicians like low interest rates. That's a fact of life," Phillips said. "The ability to be able to raise rates even though politically unpopular is very important to the well-being of the economy."