



WICHITA STATE  
UNIVERSITY

W. FRANK BARTON  
SCHOOL OF BUSINESS

Center for International Business  
Advancement and World Trade  
Council of Wichita



International  
Business  
Studies  
Association

Tuesday, April 11, 2023

# Globalization and its Aftermath: Concerns and Strategies

Wichita Marriott Hotel - 9100 Corporate Hills Drive—Wichita, KS

6:00 pm Reception — 7:00 pm — Dinner

7:50 pm Introductions: Mr. Ted Vlamis

VP-Pioneer Balloon, Vice Chair-WTCouncil

Panel Members: Dr. Melissa Birch

Exec Dir., Institute for Int'l and Global Engagement  
University of Kansas

Mr. Juan Escalante

VP of SkyCourier Sales  
Textron Aviation

Dr. Usha Haley

Barton Distinguished Chair & KS Faculty of Excellence  
Wichita State University & WTCouncil (Chair)

8:00 pm Panel Discussion / Questions

9:00 pm Adjourn

*Reservations Required:* <https://tinyurl.com/WTCouncilReg> & SEND money through Paypal; for check payments email [wtcouncil@wichita.edu](mailto:wtcouncil@wichita.edu) or [sherryl.hubble@wichita.edu](mailto:sherryl.hubble@wichita.edu)

*COVID vaccinations and/or masks are recommended but optional. Walk-ins without prior reservations not accepted*

*Social, Dinner & Presentation: Members—\$45 Non-members — \$55*

*WSU Student (ID reqd) — \$25 (Other students by prior arrangement)*

*Seating for Presentation Only (social & dinner not included): No Charge*

Contact: [wtcouncil@wichita.edu](mailto:wtcouncil@wichita.edu) or 316/978-3176 for seating only reservation



## Speaker Bios

### April 11, 2023 Meeting — World Trade Council of Wichita, Inc. Globalization and its Aftermath: Concerns and Strategies

#### Melissa H. Birch



Melissa H. Birch is the Executive Director, Institute of International and Global Engagement at the University of Kansas and an Associate Professor at the School of Business where she teaches courses on International Business, Business in Latin America, and Corporate Strategy.

Her research focuses on the challenges of management in Latin America, and she has published in both the U.S. and Latin America on topics including public sector management, privatization, and regional integration.

She is appointed by the US Secretary of Commerce as member of the MidAmerica District Export Council and serves on the Kansas International Trade Coordinating Council, an advisory group to the Governor. Birch was the recipient of the 2002 Provost's Award for Leadership in International Education and served as Director of KU's nationally designated Center for International Business Education and Research from 1999-2011. She was elected President of the Association of International Business Education and Research (AIBER), the association of all CIBERs, in 2005. Birch received a Fulbright lecturing/research grant to conduct research in Paraguay in 2004, where she taught in a new master's degree program in public and business administration at the Catholic University and collaborated on the development of curriculum for this program.

Birch came to KU after teaching at the Darden Graduate School of Business Administration at the University of Virginia for over ten years. She has worked as a consultant for organizations including the World Bank, the Inter-American Development Bank, Chase Manhattan Bank, and KPMG Peat Marwick. She is past president of the Business Association of Latin American Studies, a member of the Latin American Studies Association's Task Force on Scholarly Relations with Paraguay, a Contributing Editor for Brazil to the Handbook of Latin American Studies, and a member of the Editorial Board of the Latin American Business Review. She holds a B.A in Anthropology and Latin American Studies from New College in Sarasota, Florida and an M.S. and Ph.D. in Economics from the University of Illinois.



## Speaker Bios

### April 11, 2023 Meeting — World Trade Council of Wichita, Inc. Globalization and its Aftermath: Concerns and Strategies



**Juan Escalante**

Juan Escalante joined Textron back in 2007, in his current role as Vice President of Sales, he leads the SkyCourier sales organization worldwide for Textron Aviation.

During his career at Textron, Juan lived and worked in Singapore, as VP of Global Finance for Asia Pacific, Europe, Middle East, and Africa, where he was responsible for managing all functional activities in the region, leading a cross-functional team of talented sales, credit, and customer service professionals, as well as managing a multi-hundred million dollar portfolio.

Escalante spent ten years in Latin America. First in Brazil leading Textron Financial's operations in the Southern Cone of Latin America, then in Chile where he supported new business and organic growth opportunities for Textron through development of innovative solutions for customers in culturally diverse regions. Juan's team sold over 200 new aircraft and generated over USD\$500 million in exports and revenue.

Earlier in his career, Juan supported US aircraft manufacturer's sales by structuring Export Credit financing as Vice President of Global Finance for AirFinance.

Juan has traveled to and conducted business in over 50 countries, speaks fluent English, Spanish, and Portuguese. He has a Bachelor's degree in Economics as well as an MBA from Wichita State University where he was the captain of the Men's Tennis Team from 2001 to 2004. He also graduated from Thunderbird University and Duke University Executive Leadership Programs.

Escalante serves on the board of directors of the World Trade Council of Wichita, as well as on the board of directors of Educational Communities Worldwide, empowering students to drive change in their community through globally accessible programs in education and leadership skills.

Born and raised in Argentina, citizen of the world, proud father and husband, competed in 10 marathons and going for more...

Juan is based in Wichita, KS and can be reached at [jescalante@txtav.com](mailto:jescalante@txtav.com)



## Speaker Bios

### April 11, 2023 Meeting — World Trade Council of Wichita, Inc. Globalization and its Aftermath: Concerns and Strategies



**Dr. Usha Haley**

Usha Haley (PhD, Stern School of Business, New York University) is W. Frank Barton Distinguished Chair in International Business & Kansas Faculty of Distinction at Wichita State University. Usha is also Professor of Management, Director/Center for International Business Advancement, and Chair/World Trade Council of Wichita.

Usha has lived and worked on 5 continents. She has over 350 publications and presentations, including articles in *Harvard Business Review* and *California Management Review*, and 8 authored books, 2 on world-wide best-selling lists including those of the *Economist* and *Wall Street Journal*, on emerging markets, subsidies, multinational corporations, trade, strategy, and scholarly impact. Her research on Chinese subsidies has been incorporated into federal trade regulation in the USA, EU, Australia, and India including the Non-market Economy Trade Remedy Act (the basis of HR 1229 in the USA) and three pieces of EU anti-dumping regulation. Usha also testified before the US Congress on the Chinese company, Shuanghui's takeover of US-based Smithfield Foods, considered one of the most important cases on FDI in the USA.

Competitive research grants include from the National Science Foundation (NSF) as sole Principal Investigator on foreign direct investment in US R&D; Usha also serves on the review panel for submissions to the NSF's program on "Science of Science: Discovery, Communication, and Impact".

Major awards/recognitions include the Academy of Management's "Practice Impact Award" for scholarly impact and for "Truly Outstanding Leadership and Service"; the Academy of International Business's Outstanding International Business Scholar, the *Economist's* "Thought Leader"; Emerald Publishing's "Lifetime Achievement Award"; "American Made Hero" for US manufacturing; *Wichita Business Journal's* "Women who Lead in Education", "Glorious India Award" for academic contributions by one born in India; and, "University Lecturer of the Year". For an extended bio see <https://ushahaley.academia.edu/cv>