



Summer 2007 AMA Educators' Conference High Impact Sessions

Session 6.2 Global Marketing: Obtaining and Executing a Fulbright

Session Chair: Laura M. Milner, Central Washington University

Panelists:

Debra Egan, Institute of International Education

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Patrick Murphy, University of Notre Dame

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How can the Fulbright Scholar Program benefit your career? According to the discussion at this global marketing session, obtaining a Fulbright can expose you and your research to other countries and contacts, as well as adding an element of prestige to your vita. Last year, almost 800 Fulbright awards were bestowed to support work in 150 countries, 40 of which went to professors in business administration who worked in exotic locales including Russia, Nepal, Peru and Slovenia. According to Debra Egan, of the Council for International Exchange of Scholars, there could have been more. While many business school professors have a general understanding of the Fulbright Scholar Program, few know the details on how to obtain a Fulbright.

To remedy this situation, Egan directed potential applicants to visit www.cies.org to search for Fulbright awards by country and by specific award. Traditional Fulbright awards support work from 3 months to 12 months, but if potential applicants can not commit to an award for a full semester, she suggested that applicants investigate the Senior Specialists Program, which awards 400 opportunities a year - spanning from 2 to 6 weeks. Unlike the traditional Fulbright Scholar Program, the Senior Specialists Program is an ongoing process and there is no deadline.

Egan and the panel discussants also clarified some misunderstandings about Fulbright awards, stating that traditional grants include family support and that 20% of awards are for straight research (no teaching required). They added that there is no single profile of a perfect candidate or application and applicants do not need to be senior tenure track professors to apply. Moreover, it is possible to be on a sabbatical and receive a Fulbright grant at the same time.

How else can you and your campus participate? The Fulbright Scholar Program offers an exchange in both directions. Currently, there are about 800 faculty members coming into the US each year, including panel speakers for conferences and even seminar leaders. Egan rounded out the session with a call to participate. She encouraged potential applicants to open their minds to the experience and get tuned in to next online application cycle, which begins in March. Egan also encouraged universities to sponsor scholars and do what they can to make visiting scholars feel at home, which will enhance the Fulbright experience for everyone involved.

Note: For additional information or to apply, please visit: www.cies.org
Fulbright also offers awards for students, who can apply any time during doctoral programs for funding for student research and dissertations. www.iie.org