



THE NPU GLOBE



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Northwestern Polytechnic University

NPU Delegation Visits Chongqing University of Arts and Sciences

Mr. Michael Tang/Mr. Barry Bishop

Dr. Don Bradley, Dr. John Ku, Mr. Barry Bishop, and Mr. Michael Tang visited Chongqing University of Arts and Sciences in April. Their one-week visit furthered collaboration and exchange between the two schools.



The delegates were warmly welcomed by university



officials and students and presented a video introduction about NPU. As part of the program agreement, qualified CUAS students are eligible to transfer to NPU. The NPU delegation met with the applicants and administered

the English Placement Exam as well as conducted face-to-face interviews. As a result, 16 CUAS students will be joining NPU in the fall 2011 semester to study in the BBAIS degree program!

The delegation also conducted workshops throughout the week and gave a presentation about Silicon Valley to more than 300 CUAS students and faculty members. The students are excited to join NPU, and other CUAS departments have expressed an interest to



develop a similar collaboration with NPU as well.

We look forward to the arrival of the new CUAS transfer students in the fall, and to continue strengthening the relationship between NPU and CUAS.



NPU Academic Collaborations

Delegates from Shandong Linyi University (SLU), China visited NPU. The delegation was led by Mr. Liyan Shi, Vice-President. The delegates were welcomed by President Hsieh, the deans, and the administrative staff members. A sister-school academic collaboration agreement was signed.



Faculty visit from Oulu University, Finland - Dr. Pasi from Oulu University, Finland visited NPU for academic discussions with NPU deans and faculty members. The sister-school relationship with Oulu University continues to be strong. A group of students from Finland will attend NPU this fall, and one NPU student will be attending the winter term at Oulu.

NPU Alumni Gather for Alumni Night

Dr. Mariam Ghazvini

The first Alumni Association event at NPU took place this year on May 9th, 2011. Dr. Hsieh opened the meeting with a brief introduction to the alumni about the growth of the school in the past 20 years. We had over 150 alumni attend, with some having traveled from as far as Texas.

They all watched the NPU video to see what is happening at NPU in the present time. The alumni got to see the new buildings, labs, and facilities. Many alumni were impressed by the rate of growth of the school and our accomplishments.

Dr. Hsieh then introduced many of the deans and faculty, and the interim NPU Alumni Board. The board consists of Mr. Jay Borges '87, (President), Mr. Sreenivas Andra '01, (V.P.), Mr. Ye Min Aung '05 (Secretary & V.P.), and Mr. Haiqing Zhang '02 (Secretary & V.P.). Mr. Borges welcomed the alumni and gave a short speech along with the other board members. Dr. Ghazvini, Alumni



Relations Manager, and Mr. Barry Bishop, Student Services Director, also expressed their welcome and appreciation for the attendees taking time to be there. In addition, Mr. Joe Goodart '87, and Mr. Rodric Fan '88, gave fantastic speeches remembering some of their professors, lectures, and many NPU anecdotes.

The main goal of the formation of this Association is to help our students to become connected to their alumni and get their advice. Secondly, we would like to start a mentoring program in the future and conduct alumni nights during the year along with some special events. It is a well-known fact that strong alumni will be a great asset to any university, and a great connection to the community and businesses in the area.



This study seeks to examine CSR theorists' criteria from the corporate executive's perspective. It aims to find out how corporate executives perceive CSR and how they would like to be perceived as CSR implementers.

Design/methodology/approach – The study uses Delphi research and data analysis to build three sets of questionnaires. It was only the first set where the author introduced his questions. The other two sets were created from the executives' answers in a previous stage. It is all about executives' perception; no one has put words in their mouths. The study compares KLD (the famous research and analytics company) criteria which are used to annually celebrate the 100 best corporate citizens' list with the participating executives' criteria.

Findings – The study found that executives lean more towards self-regulation and self-determination. Panelists disregarded any suggestion of regulating executives' salary/compensation as CSR criteria. They reject CSR criteria as a measure of good, bad, or ugly performance. They focus more on non-profit organizations and their charitable contributions. However, the study was able

to identify great agreement in the area of transparency, ethical practices, consumer rights, and diversity.

Research limitations/implications – The study picked up its sample of executives from the high-tech industry, mainly in Silicon Valley, California. The panelists did not represent a random and mixed sample of executives from different industries.

Originality/value – The study might be the first Delphi research conducted online to suit time-constrained, busy panelists who know how to use the Internet effectively.

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Dr. Magdy Hussein,
Business School Faculty

Around NPU

The New Online Education Center (OEC) - The NPU campus has expanded once again. The new OEC building is equipped with many facilities, such as video broadcasting, faculty offices, and seminar rooms. Professional Development seminars and academic club meetings are held in the OEC.



Professional Development -

NPU faculty member, Dr. Tai Hsu, has been invited to present a paper in the prestigious KDD IPE, a Tier 1 conference to be held in August 2011. Congratulations, Dr. Hsu!

A Feather in the Cap for the Soaring Eagles - NPU's Toastmaster's Club, The Soaring Eagles, participated in the Toastmaster's International's District 57, Division A, Area 29 2011 International Speech Contest.



The Club was represented by Ms. Chinh Nguyen and Mr. Terry Lin. Both students made wonderful speeches, and Ms. Chinh was the runner-up in the speech contest. Congratulations and keep soaring high! Thinking of joining NPU's Toastmaster's Club? Contact Dr. Ghazvini at mariam@npu.edu

NPU Student Association (NPUSA) Activities

NPU's Table Tennis Team wins the NPU Friendship Ping Pong Tournament – The NPU team, led by Jiaqi Zhang, Zhen Wang, Nathaniel Chu, and Anthony Chu, went head to head against San Jose State University, Ohlone College Alumni, Peking University Alumni, Southeast University, and NCKU Alumni, taking the title. Congratulations!



NPU International Day –

Diverse cultures converged on the NPU campus and came alive with Chinese Folk dance, Indian dance, Nepali dance, Kazakh instrumental, and the NPU band. Students, faculty, and staff wore colorful traditional clothes that represented their home countries.



All Work and No Play Makes Jack a Dull Boy – This proverb is no longer true when it comes to NPU students. They enjoy a plethora of activities on campus. There are now a total of 25 clubs – 19 extra-curricular and 6 academic clubs. You can choose to join Karate-do, Chess, Cricket, Table Tennis, Soccer, Swimming, Hiking, Basketball, or Tennis just to name a few. Some of the academic clubs include CPA, Marketing, IEEE, and the Doctoral Club.

Several competitions were organized by the NPUSA, such as Badminton, Basketball, and Karate-do.

Study hard but also enjoy many of the club activities at NPU!

