

May 2012

Dear Entrepreneur:

You are being asked to participate in a research study being undertaken by Dr. Monica Blanco Jimenez, U.S. Fulbright Scholar, who works at the Mexico Center at the University of Texas at San Antonio and Dr. Harriett Romo. The main objective of this research, titled “*Educating global leaders: Exploring global competence of business managers in the Southwestern United States,*” is identify needs of business people conducting business in a multicultural environment and how the university can satisfied this needs improving international education and preparing students and local managers with the global competences (knowledge, skills, attitudes and experiences) that are required to succeed in a globalized market.

We are asking the managers of the companies that are members of the **Asociación de Empresarios Mexicanos** to fill out a survey that measures this competence through indicators of world knowledge, international social skills, global cultures (attitudes), and international experiences. Your opinion is very important for this study. It takes only 5 to 7 minutes to take the survey.

Your participation in this study is entirely voluntary. You are free to refuse to be in the study or to withdraw at any time. There are no expected risks, no cost, and no compensation to participate. The surveys are anonymous. Results may be used in publications and/or presentations but your identity will not be disclosed. Although there are no direct benefits to the participant for taking part in the study, your responses will help us to improve international education.

If you have any questions now, please contact the principal investigator, Dr. Blanco, at 210-605-1211, or call the UTSA Mexico-Center at 210-458-2849. In addition, if you have questions about your rights as a research subject, or if you have complaints, concerns, or questions about the research, you may contact the University of Texas at San Antonio Institutional Review Board at (210) 458-6473.

You have been informed about this study’s purpose, procedures, possible benefits and risks. By completing this survey you voluntarily agree to participate in this study.

**Dr. Monica Blanco Jimenez**

Mexico Center

University of Texas at San Antonio

****

**Educating global leaders:**

**Exploring global competence of BUSINESS MANAGERS,**

**in SOUTHWESTern United States**

#### I- GENERAL INFORMATION

Please answer the following questions:

|  |  |  |  |
| --- | --- | --- | --- |
| 1. **Gender:**
 | 1. Male
 | 1. Female
 |  |
| 1. **Age:**
 | a) 20-35 | b) 35-50 | c) 50-65 | d) more than 65 |  |
| 1. **Ethnicity:**
 | a) American | b) Latino | c) African | d) Asian | c) Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

1. **Last degree received:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_From: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Year: \_\_\_\_\_\_
2. **Time working in the current company:**

|  |  |  |  |
| --- | --- | --- | --- |
| a) Less than 1 year | b) 1 to 5 years | c) 5 to 10 years | d) more than 10 |

1. **Business/organization type:**

|  |  |  |  |
| --- | --- | --- | --- |
| a) Manufacturing  | b) Wholesale | c) Retail  | d) Service Establishment |

e) Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Specify what kind of product or service the business/organization provides: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **Year in which the company began operations: \_\_\_\_\_\_\_\_\_\_\_**
3. **Number of employees:**

|  |  |  |  |
| --- | --- | --- | --- |
| a) Fewer than 10 employees | b) 10 to 100 | c) 100 to 500  | d) More than 500 |

1. **Approximate annual revenue of the company in 2010:**

|  |  |  |  |
| --- | --- | --- | --- |
| a) Less than $500,000  | b) 3 to 5 million | c) 5 to 30 million | d) More than 30 million |

1. **Is your company importing raw materials or finished products?**

|  |  |  |
| --- | --- | --- |
| 1. Yes \_\_\_\_ b) No\_\_\_\_\_
 | c) since when: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| d) From:  | ⁪ □ Latin America | ⁪ □ Europe | ⁪□ Asia | ⁪ □ Africa  | which countries: \_\_\_\_\_\_\_\_\_\_\_\_­­­­\_\_\_\_\_\_\_\_\_ |  |

1. **Is your company exporting?**

|  |  |  |
| --- | --- | --- |
| 1. Yes \_\_\_\_ b) No \_\_\_\_
 | c) since when: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| d) To:  | ⁪ □ Latin America | ⁪ □ Europe | ⁪□ Asia | ⁪ □ Africa  | which countries: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

1. **Percentage of international sales from total sales:**

|  |  |  |  |
| --- | --- | --- | --- |
| a) 2011 \_\_\_\_\_%  | b) 2010 \_\_\_\_\_% | c) 2009 \_\_\_\_% |  |

1. **Have you received assistance from the following organizations regarding international trade?**

|  |  |  |  |
| --- | --- | --- | --- |
|  □⁯ | San Antonio Hispanic Chamber of Commerce  |  □ | Greater San Antonio Chamber of Commerce |
|  □⁯ | International Trade Center at UTSA  |  □ ⁪ | Free Trade Alliance |
|  □⁪ | Small Business Development Center Network (SBDC) |  □⁪ | San Antonio Economic Development Foundation (EDF) |
|  □⁪  | Asociación de Empresarios Mexicanos (AEM) |  □⁪ | City of San Antonio’s International Affairs Department  |

1. **In what aspects would you like to develop your global competencies (knowledge, skills, and attitudes) to improve international trade in the company?**

|  |  |  |  |
| --- | --- | --- | --- |
|  □⁯ | Import procedures |  □⁪ | Knowledge regarding foreign regulations |
|  □⁯ | Costs involved in importing |  □⁪  | International shipping procedures |
|  □⁪ | Finding suppliers  |  □⁪ | Prepare an international marketing plan |
|  □⁪  | Develop an international financial plan  |  □⁪ | Control the risk of buying and selling internationally  |
|  □ ⁪ | Supply Chain |  □⁪ | Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

1. **Rank the top current challenges for your business (1 the most important and 8 the least):**

|  |  |  |  |
| --- | --- | --- | --- |
| \_\_\_ | Information Technology | \_\_\_ | Innovation and New Technology |
| \_\_\_ | Human Resources | \_\_\_ | Green Practices |
| \_\_\_ | Sales/Marketing/Advertising | \_\_\_ | Business Financing and money Management |
| \_\_\_ | Business Strategy | \_\_\_ | Legal and Professional Services |

1. **Type of association you belong to?**

|  |  |  |  |
| --- | --- | --- | --- |
|  □⁯ | Small Business Development Center Network  |  □⁪ | Asociación de Empresarios Mexicanos |
|  □⁯ | The San Antonio Hispanic Chamber of Commerce |  □⁪  | The Greater San Antonio Chamber of Commerce |

#### II- GLOBAL COMPETENCE

Global Competence definition: **“*Having an open mind while actively seeking to understand cultural norms and expectations of others, leveraging this gained knowledge to interact, communicate and work effectively outside one’s local environment.*”**

**The following questions measure the knowledge, skills, attitudes, and experiences in conducting business in a global environment.**

Based on your own opinion, please check in the box which best describes your situation.

|  |
| --- |
| **RATING SCALE: 1 (None), 2 (Poor), 3 (Average), 4 (Good) or 5 (Excellent)** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Measure World Knowledge*** | **1** | **2** | **3** | **4** | **5** |
| 1. Knowledge of different cultures around the world.
 |  |  |  |  |  |
| 1. Knowledge of world history and geography.
 |  |  |  |  |  |
| 1. Knowledge of most important economics and politics globally issues.
 |  |  |  |  |  |
| 1. Knowledge of global competitive business and marketing strategies.
 |  |  |  |  |  |
| 1. Knowledge of current world events
 |  |  |  |  |  |
| 1. Global knowledge of your industry
 |  |  |  |  |  |
| ***In Latin America*** | ***In Europe***  | ***In Asia*** | ***In Africa***  | ***In U.S.A.*** | ***In Mexico*** | ***In Canada*** | *Other:* |
| 1. Knowledge of supplier options in other parts of the world
 |  |  |  |  |  |
| ***In Latin America*** | ***In Europe***  | ***In Asia*** | ***In Africa***  | ***In U.S.A.*** | ***In Mexico*** | ***In Canada*** | *Other:* |
| ***Measure International Social Skills*** | **1** | **2** | **3** | **4** | **5** |
| 1. Ability to collaborate and engage people across cultures.
 |  |  |  |  |  |
| 1. Ability to identify cultural differences in order to compete globally.
 |  |  |  |  |  |
| 1. Have effective participation in social and business global events.
 |  |  |  |  |  |
| 1. Have strong networks with business people from other cultures.
 |  |  |  |  |  |
| 1. Speak English and at least one other language:
 |  |  |  |  |  |
|  ***Spanish*** | ***Mandarin*** | ***French*** | ***Hindi*** | *Others:*  |
| 1. Experience in negotiating contracts/agreements in other cultures:
 |  |  |  |  |  |
| ***In Latin America*** | ***In Europe***  | ***In Asia*** | ***In Africa***  | ***In U.S.A.*** | ***In Mexico*** | ***In Canada*** | *Other****:*** |
| *Measure Global Cultures (Attitude)* | **1** | **2** | **3** | **4** | **5** |
| 1. Have a non-judgmental reaction to cultural difference
 |  |  |  |  |  |
| 1. Willingness to accept the challenge in pursuit of cross-cultural learning
 |  |  |  |  |  |
| 1. Willingness to take risks in pursuit business global opportunities
 |  |  |  |  |  |
| 1. Enjoy dealing with different cultures and attitudes
 |  |  |  |  |  |
| 1. Enjoy getting to know people from other parts of the world
 |  |  |  |  |  |
| 1. Enjoy living in another country:
 |  |  |  |  |  |
| ***In Latin America*** | ***In Europe***  | ***In Asia*** | ***In Africa***  | ***In U.S.A.*** | ***In Mexico*** | ***In Canada*** | *Other:* |
| *Measure International Experiences* | **1** | **2** | **3** | **4** | **5** |
| 1. Have regular interaction with at least one foreign business culture (more than 3 times a year):
 |  |  |  |  |  |
| ***In Latin America*** | ***In Europe***  | ***In Asia*** | ***In Africa***  | ***In U.S.A.*** | ***In Mexico*** | ***In Canada*** | *Other:* |
| 1. Speak another language more than 25% of the time at work
 |  |  |  |  |  |
| ***Spanish*** | ***Mandarin*** | ***French*** | ***Hindi*** | *Others:*  |
| 1. Have experience gained from multiple short-term trips abroad
 |  |  |  |  |  |
| ***In Latin America*** | ***In Europe***  | ***In Asia*** | ***In Africa***  | ***In U.S.A.*** | ***In Mexico*** | ***In Canada*** | *Other:* |
| 1. Have gained experience from a single long-term experience abroad (6 months or longer)
 |  |  |  |  |  |
| *Measure Global Education* | **Yes** | **No** |
| 1. Do you think, Colleges and Universities in USA currently provide “Global Education”?
 |  |  |
| 1. Earning a bachelor’s degree or its equivalent is necessary to become globally competent?
 |  |  |
| 1. Do you think having global competence increases the enterprise productivity?
 |  |  |
| 1. Have you considered taking short courses at a University to update your global knowledge?
 |  |  |
| Why Yes/Not?: |

This survey was developed by Professor Monica Blanco (University of Texas at San Antonio- Mexico Center), if you have questions, please contact her by telephone at: (210) 458-2849 or by e-mail at: monica.blancojimenez@utsa.edu

**THANKS FOR YOUR HELP!**