



EAST WEST CONNECTION

DIVISION OF INTERNATIONAL AFFAIRS AT BRYANT UNIVERSITY

SPRING 2022

International Experiences @ Bryant



Go Global took place in November as part of International Education Week. **Ishmael Christmas '24** spoke to his peers about opportunities that students at Bryant have to study abroad.



Students gathered on stage after the annual izi performance. The cultural dance show, led by the International Student Organization, was themed around community this year and raised cultural awareness on campus.



DC Youth Poet Laureate **Marjan Naderi** performed her slam poetry in Janikies in November. Naderi's performance was preceded by a workshop and discussion with Bryant students.



Swimming and diving team member **Natalia Kuipers '24**, discussed her international experience representing the U.S. Virgin Islands at the 2020 Tokyo Olympic Summer Games. **Veronica Wallace '23**, of the track & field team and W.O.K.E. Athletes student organization, moderated the conversation.

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Bryant University

DIVISION OF INTERNATIONAL AFFAIRS



Dear Readers,

Welcome to a new issue of *East-West Connection*, the newsletter of Bryant's Division of International Affairs. It is hard to believe that we have already entered

the third year of a global pandemic and that COVID-19 has continued to impact our academic life and international programs in particular. However, Bryant is determined to overcome these challenges and provide our students with a rich college experience, including global learning opportunities, through commitment and innovation.

Even during the global pandemic, there are plenty of stories to tell regarding our international students, faculty alumni and globally focused programs held on the Bryant campus. In this issue, we feature international faculty who excel both in the classroom and in their profession, alumni who indulged their entrepreneurial spirit while they were still senior students on campus and, finally, Bryant's journey alongside other peer universities to reimagine international programs through a prestigious national program—the American Council on Education (ACE) Internationalization Laboratory.

With seven pillars identified through Bryant's Vision 2030 strategic plan, the upcoming Bryant ACE Internationalization Lab will integrate international and global learning components to strengthen these pillars. We have assembled a strong committee for the Bryant ACE Internationalization Lab, which is composed of faculty, students and staff members from every campus division, for the 18-month project, which will have a lasting impact on Bryant's future global engagement. Under the ACE model of internationalization (see accompanying diagram), the committee will

engage with the entire campus and seek input and participation from the entire Bryant community, both in Smithfield and in Zhuhai. You can learn more about the program on page 3.

You can also find an example of Bryant's globally focused education on page 3. International alumni bring rich experience back to campus and to the classroom and are always an inspiration for our students. Last semester Bryant students met and discussed this year's Nobel Prizes with an international student from Sweden and an alumnus scientist from Germany through a *Nobel Night* held as part of **Professor Qin Leng's** Nobel Prize in Biological Sciences course.

Bryant's diverse international faculty play a key role in the University's internationalization and provide global perspectives in the classroom and beyond. Page 4 features two excellent examples: **Dr. Sukki Yoon**, Professor of Marketing, was recently named Editor-in-Chief for a leading professional journal and **Dr. Xiaofei Pan**, Assistant Professor of Economics, links her teaching with real world issues.

Page 6 tells the story of two recent Bryant international alumni who started their bubble tea business during the pandemic while they were still Bryant students. It has been a journey of both challenges and joy for the two of them, leading to a growing brand with multiple stores in New England.

Through a campus-wide collaboration, the Division of International Affairs works to further its overarching goals to attract a diverse international student population to Bryant, provide international students with transformational, enhance global learning for all students both in and outside of classrooms and provide international opportunities and resources for faculty and staff regarding global

perspectives. The variety of globally related programs throughout the past semester, examples of which can be seen in the photo spotlight on page 5 and the stories on pages 8 and 9, are examples of the commitment.

To provide more global learning opportunities for all students, faculty and staff, on and off campus, the Division of International Affairs will continue to host a variety of international events as circumstances allow. Please check the Bryant University Events Calendar at <https://events.bryant.edu> for up to date information on this semester's events. Please enjoy this issue and we love hearing your thoughts regarding our programs. We also look forward to your participation in the upcoming Bryant ACE Internationalization Laboratory.

ACE Model for Comprehensive Internationalization



Hong Yang, Ph.D.
Vice President for International Affairs
Charles J. Smiley Chair Professor

Internationalization Laboratory Begins at Bryant

Bryant University is one of only 13 international colleges and universities from around the nation in the American Council on Education (ACE) Internationalization Laboratory. A collaborative learning community, the ACE Internationalization Lab assists colleges and universities in analyzing current activities and formulating strategic plans to achieve their internationalization goals and strengthen their global engagement. Participation in the lab will enhance in the development of a comprehensive internationalization strategy for the University that aligns with Bryant's Vision 2030 Strategic Plan.

This semester, a campus-wide committee will gather perspectives on the future of international programs at the University and virtual site visits will connect ACE experts

and advisors with University leadership and stakeholders. An internationalization review process for current programs will carry on into the summer and a peer-review process is scheduled for fall 2022, followed by a final report due from ACE in early 2023.



The Bryant ACE Internationalization Laboratory will develop strategies that integrate international programs into the priorities identified through Vision 2030, Bryant's strategic plan. It will strengthen these emerging pillars established through Vision 2020.

Hong Yang, Ph.D., Dr. Charles J. Smiley Chair, Professor of Science and Technology and Vice President for International Affairs, working with colleagues across campus, ACE program staff, expert lab advisors and other members of the lab cohort to evaluate and enhance Bryant's international programs. Dr. Cheryl Matherly, Ed.D, Vice President and Vice Provost for International Affairs at Lehigh University, will serve as an ACE advisor for the learning community.

As Bryant continues to educate and inspire students to become innovative leaders with character around the world, internationalization efforts continue to be a core component of that mission.

Bryant's Nobel Night Features International Scholarship

When the Nobel Foundation in Stockholm, Sweden announces the year's Nobel Prize winners each October, the excitement travels all the way to Bryant's Smithfield, RI campus. Since 2009, **Qin Leng, Ph.D.**, Professor of Science and Technology, has discussed the significance of that year's Nobel-winning science in her appropriately titled Nobel Prize in Biological Sciences course.

The class provides an understanding of the development of modern biological sciences and covers basic biological scientific principles in major sub-disciplines. Through examining major Nobel Prize-winning research in biology, it provides insight into the unique mindsets of Nobel laureates, noting the creativity and logical reasoning behind their work. Students also learn about the social and business impacts of the researchers'

scientific contributions, demonstrating how scientific knowledge affects politics, history, religion and daily life.

This year, the course's *Nobel Night* focused on the work of Klaus Hasselmann, who was awarded the 2021 Nobel Prize in Physics for his work on modeling Earth's climate. The event welcomed Environmental Science



Environmental Science major Elin Svard '22 discusses the significance of Klaus Hasselmann's work that led to his 2021 Nobel Prize in physics.

major **Elin Svard '22** and **Robert Patalano '08, Ph.D.**, a postdoctoral research fellow at the Max Planck Institute in Jena, Germany, where Hasselmann served as Director, to share their perspectives. They were joined by **Professor Hong Yang**, Charles J. Smiley Chair Professor and Vice President for International Affairs, and Kevin Burke, Research Assistant at the Laboratory for Terrestrial Environments, for the conversation.

Nobel Night provided students with the opportunity to engage the speakers in an active conversation about the science and business of climate change. The students noted that they appreciated the guests' extensive research experience working on today's most urgent challenge and the international connections the speakers brought to their classroom learning.

INTERNATIONAL FACULTY SPOTLIGHT –

Professor of Marketing, Sukki Yoon, Ph.D.

Named Editor-in-Chief of Leading Professional Journal

Sukki Yoon, Ph.D., Professor of Marketing, is the new Editor-in-Chief of the *Journal of Current Issues & Research in Advertising* (JCIRA), a leading resource for marketing professionals. His term began January 1.

The JCIRA provides a platform to examine the role of advertising in society and to debate the current and enduring issues of the field. The journal features only the best literary reviews, theoretical and applied data-driven works and conceptual papers, with published works having gone through a rigorous, double-blind peer-review process. Yoon is working to bring the already renowned journal to an even larger audience.

An award-winning marketing researcher, Professor Yoon's work spans a wide variety of diverse topics ranging from the fundamental questions of consumer behavior to issues that enhance marketing managerial decisions. He has been published in a range of top international journals and publications, including the *European Journal of Marketing*, the *International Journal of Advertising* and the *International Journal of Consumer Studies*.

One of his latest research projects, which tested the effectiveness of 360-degree rotatable product images on consumer purchase intention, was published in the *Journal of Retailing and Consumer Services* in October 2021.

In addition to his role at the JCIRA, Yoon also serves as the Associate Editor of the *International Journal of Advertising* and as an editorial review board member for several other publications, including the *Journal of Business Research*, the *Journal of Advertising* and the *Journal of Global Sport Management*.

Assistant Professor of Economics, Xiaofei Pan, Ph.D. links economics and real world issues

Economics occupies a unique space and is easily integrated with other subjects says **Xiaofei Pan, Ph.D.**, Assistant Professor of Economics at Bryant University. "Few subjects can be in both business and liberal arts," she notes. "In fact, it has a lot of inclusiveness." That philosophy is a perfect fit for Bryant's unique interdisciplinary education, which seeks to integrate business, the liberal arts and health sciences while emphasizing real-world preparation and a global mindset.

The University's integrated curriculum, high-caliber faculty and national reputation are what attracted Pan to Bryant in 2017.

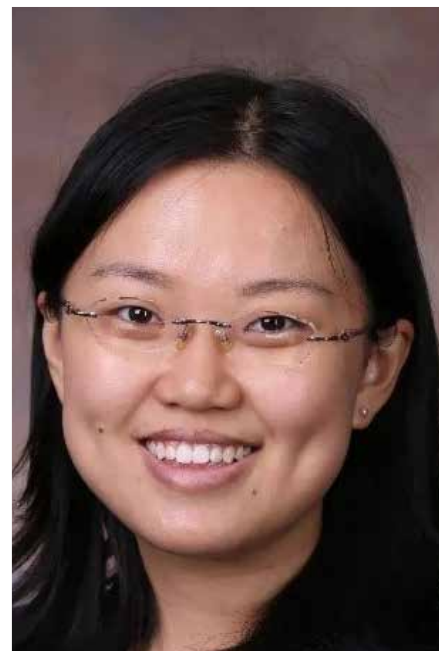
Since then, the abundance of opportunities for experiential learning and internships available to Bryant students has impressed her.

Dr. Pan is proactive about connecting with her students and wants them to know that they have direct access to her. **"Even if students are only taking an elective or minor, I will send them an email saying that if they have any questions, they can come to me to answer them directly,"** she says.

To students studying economics, Dr. Pan says that industry will continue to recruit talent who can demonstrate both technical and analytical skills. Her advanced courses prepare students to work with software like Stata, which is used by industry professionals, to solve real-world problems.



Professor of Marketing Sukki Yoon, Ph.D



Assistant Professor of Economics Xiaofei Pan, Ph.D.

PHOTO HIGHLIGHTS – International Experiences @ Bryant



Faculty members at Bryant Zhuhai and students in the Bryant Zhuhai Class of 2025 during that campus's IDEA Program, held in December.



The Phong (Justin) Ngo '22 took center stage during the International Student Organization's izi cultural dance show.



Melanie Cluley '21MBA, Assistant Director of Diversity, Equity & Inclusion at Bryant University, (right) with members of the Bryant community during the University's Festival of Lights in December



Vaishnavi Velagapudi '23 talks with Kaoru Paganelli, Assistant Director, Office of International Students and Scholars, during her Global Community Hour presentation on Oman in October.



Edoardo Valle presented his hometown of Trento, Italy during a Community Global Hour in November.



Xianyi (Nancy) Zeng '21, '22MPA at Festival of Lights on December 1, 2021.



The Bryant University Dragon Dance Team spans the stage at izi with their signature dragon and performance.



Bryant's held its sixth annual I Stand with Immigrants panel on October 28, 2021. From Left: Panel organizers Senior Lecturer of Modern Language Patricia Gomez and Tanialyz Almenas '22; Alejandro Vaquerano '23, Sofia Vittori '23, Ramon Luis Fille '22 and Manuela Duque '19.

Kelly Zhang '19 Finds Success Building Tea Brand



Kelly Zhang '19 is focused on bringing the Ten One Tea House to more consumers in 2022. Photo courtesy of Ten One Tea House.

Kelly Zhang '19 has a true entrepreneurial spirit. Together with fellow Bryant alumnus Jason Yu '19, she is the owner and operator of a growing number of bubble tea shops in the Northeast. Zhang and Yu co-founded the brand Ten One Tea House, which currently has locations on Newbury Street in Boston and Thayer Street in Providence. In addition, the duo owns and operates a VIVI Bubble Tea franchise.

Zhang majored in Global Supply Chain Management and minored in Psychology at Bryant. She first chose to come to the United States from China to study when she was fourteen years old. "I felt the sooner that I went overseas; the better I would understand the world," she says. A campus visit as a high school student convinced Zhang and several of her high school classmates Bryant was where they wanted to study. The natural

beauty of the campus, the safe environment and the enduring friendships she established through the University's 4MILE and New Student Orientation programs proved to her that she had made the right decision.

Zhang and Yu opened their first VIVI Bubble Tea franchise during their senior year at Bryant. "There was an inevitable time conflict between schoolwork and entrepreneurship at that time," Zhang says. "We went to the shop immediately after class and did not go home until the end of business hours—and that shop is a two-hour drive from campus."

Starting out from scratch was a struggle as their first Ten One Tea House location opened in February 2020, just before the pandemic hit.

"When you start a business, you find that your responsibilities and the pressure become heavier and are accompanied by real-world consequences," Zhang notes.

But that setback also had a silver lining, says Zhang, as it provided them with a chance to settle down and adjust. She says that it gave them more time to deal with problems, integrate new ideas and identify operational efficiencies. The pair's enthusiasm and dedication have continued throughout the pandemic and they have opened a second Ten One Tea House in Providence.

Working to build the Ten One Tea House brand and influence, Zhang remains optimistic about the future. She and her partner plan to open two more locations in early 2022, Ten One Fenway in Boston and Ten One Assembly Row in Somerville, MA.

Staying Engaged with International Affairs

Bryant's commitment to a healthy and safe learning environment continued throughout the fall 2021 semester and, through the diligence of our community members, COVID-19 case numbers remained low. Because of this focus on safety, a variety of internationally themed events and programs were able to be held, providing on-campus opportunities for global learning outside of the classroom.

In early October, as part of Bryant's annual Day of Understanding, Li Wei Yang, Curator of Pacific Rim Collections at The Huntington in California, presented *Y.C. Hong: Advocate for Chinese-American Inclusion*. Yang's lecture and accompanying exhibit detailed the contributions of You Chung ("Y.C.") Hong, a major figure during the period of the Chinese Exclusion Act, through a display of historical documents, correspondence, photographs, maps and ledgers.



Li Wei Yang, Curator of Pacific Rim Collections at The Huntington in California, presented *Y.C. Hong: Advocate for Chinese-American Inclusion* during Bryant's Day of Understanding on October 7, 2021.

On Oct. 15, Vaishnavi Velagapudi '23 highlighted the rich culture of the country of Oman through a *Global Community Hour* presentation.

On Oct. 20, Bryant's Division of International Affairs hosted *Sports Across the Globe*, a program featuring Bryant's own Olympic athlete and Bryant swimming and diving team member Natalia Kuipers '24. Veronica Wallace '23 a member of the track and field team and the University's W.O.K.E. Athletes student organization, moderated a conversation that centered on Kuipers' experience at the 2020 Olympic Summer Games held in Tokyo, Japan, during which she competed in the 400M freestyle-swimming event, representing the U.S. Virgin Islands.

On Oct. 28, Bryant held its sixth annual *I Stand with Immigrants* panel. Three Bryant students and alumna Manuela Duque '19 shared their stories, perspectives and advice on building a stronger, more global community. The panel was held as part of a national campaign to empower immigrants and their allies to share their stories, demonstrate the benefits of immigration and drive positive action.

Professor of Management Crystal Jiang, Ph.D. shared her professional and academic journey from Qingdao, China, to Bryant through *Global Scholar Stories*, a forum for faculty and scholars to share their backgrounds with the Bryant community.

International Education Week (IEW) took place Nov. 15 – 19. The annual week-long celebration showcases the benefits of international education and worldwide exchange. A joint initiative of the U.S. Department of State and

the U.S. Department of Education, IEW is an element of a larger effort to promote programs that prepare Americans for a global environment and attract future leaders from abroad to study, learn and exchange experiences.

Some of the highlights of this year's IEW included a Bollywood Dance Class and a slam poetry performance by DC Youth Poet Laureate Marjan Naderi. Italian exchange students Edoardo Valle and Pierpaolo Vaccaro introduced Trento, Italy to the campus community and relived their country's Euro 2020 soccer championship during a *Global Community Hour*. The week culminated in the annual i2i cultural dance show, hosted by Bryant's International Student Organization.

On December 1, Xianyi (Nancy) Zeng '21, '22MPA, shared the Chinese Lantern Festival celebration during Bryant's 45th Festival of Lights, one of the University's oldest and most cherished traditions. The event brings the entire Bryant community together to celebrate holiday traditions from around the world with gratitude and good cheer. Zeng transferred to Bryant in 2019 from Bryant Zhuhai and received her Bachelor of Science in Accounting in 2021.

The Division of International Affairs will continue to host in-person and virtual events as circumstances allow. Check the Bryant University Events Calendar at <https://events.bryant.edu> for up to date information on this semester's events.



1150 Douglas Pike
Smithfield, RI 02917
(401) 232-6884
www.bryant.edu

Upcoming Events

Lunar New Year Celebration

Bryant's Lunar New Year cultural celebration, featuring student performances and raffle prizes, enriches the campus community through multiculturalism and diversity.

Global Scholar Stories

Members of the Bryant community are invited to share their global experiences. Community members interested in sharing should contact Kongli Liu at kliu1@bryant.edu. Check the Bryant Events Calendar for a schedule of upcoming *Global Scholar Stories* events.

Global Community Hour

One of Bryant's signature educational activities, *Global Community Hour* helps build cultural competency by taking the audience to new countries around the globe each semester. Hosted by international students and scholars, *Global Community Hour* events include a presentation about the focus country's culture and a small sampling of its local cuisine. Seats are limited. For more information, contact the Office of International Students and Scholars at oiss@bryant.edu.

HSK Test

The HSK Test, a six-level, international standardized Chinese proficiency exam, is designed to examine students' ability to apply the Chinese language in their studies and personal lives.

YCT Test

A four-level, international standardized test of Chinese language proficiency, the YCT Test helps young students evaluate their Chinese language skills.

Registration Deadline for exams

10 days prior to the exam date

For more information, please contact Kun Xie at kxie@bryant.edu or visit china.bryant.edu and click on "Test Services" through the Cultural Programs tab.

The Division of International Affairs provides support to international students and scholars for their cultural immersion, academic success, social networking and career preparation throughout their educational experience at Bryant University.

Division of International Affairs

Bryant University
1150 Douglas Pike
Smithfield, RI 02917 USA

Tel: (401) 232-6884

Fax: (401) 232-6416

Email: international@bryant.edu

Website: china.bryant.edu

CONTRIBUTING WRITERS

Hong Yang, Ph.D.

Alex Lippa

John Forrest

Qin Leng, Ph.D.

LEAD EDITORS

Stephen Kostrzewa

Alex Lippa

John Forrest

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