ABAC Instructor Gains International Business Experience in Asia

TIFTON – The 2016 calendar year began on a high note for Franzelle Pertilla, an instructor in the Stafford School of Business at Abraham Baldwin Agricultural College. The Sam Walton fellow was among 15 elite educators in the field of international business selected to take part in the Association of Southeast Asian Nations (ASEAN) conference from Jan. 5-15 in Singapore and the Philippines.
“This trip came about for the purpose of the Faculty Development in International Business (FDIB) Centers for International Business and Research (CIBER) focusing on Singapore and the Philippines,” Pertilla said.

One very important criteria for this once-in-a-lifetime opportunity was that attendees teach international business. Pertilla’s previous participation with the FDIB sponsored by the CIBER institutions in partnership with Georgia State University and Clayton State made this trip a possibility. Also contributing to the opportunity to travel to Asia was ABAC’s participation in the national CIBER network and Pertilla’s expressed interest in the conference.

“I sought out this opportunity to make sure my instruction remains relevant and current, especially in this fast-paced global economy,” Pertilla said.

While in Singapore, she visited five companies and corporations including IBM Singapore, Singapore Airlines, and Asian Development Bank. While in the Philippines she toured seven additional companies.

“Another featured location was the Philippines Stock Exchange, and our group had the opportunity to tour the facility and talk with the president of the organization,” Pertilla said. “We also met with Secretary-General Arsenio Balisacan of the National Economic Development Authority and had the benefit to receive information from top government and corporate executives in both countries.”

While in the two countries, Pertilla visited the Gardens by the Bay in Singapore along with several historic areas. As far as the local cuisine was concerned, Pertilla described the food as “different and good.”

Her experiences in Asia have already reaped benefits for Pertilla and her ABAC students.

“When I returned from my experience in Asia, I could immediately take the information I
had learned and apply it to a classroom setting,” Pertilla said. “That is the ultimate goal – to pass that knowledge to the students.”

Pertilla will continue to share her experiences in the field of international business at 11:30 a.m. in the Baldwin Library on Feb. 11 with “From South Georgia to Southeast Asia,” a talk and display on the culture, society, and economy of Singapore and the Philippines. The event is part of ABAC Abroad Week, a celebration of ABAC’s global involvement hosted by the Baldwin Library. Guests will visually get the idea of the scope of companies Pertilla visited in her travels.

“It meant the world to me to represent ABAC in such an evolving area of educational focus,” Pertilla said. “All of it was particularly exciting for me because it is projected that by the year 2025 the countries in Southeast Asia will be the seventh largest world economy, and I was witnessing this in action.”

The ASEAN was established on Aug. 8, 1967 by Indonesia, Malaysia, the Philippines, Singapore, and Thailand. Since then, membership has expanded to include Brunei, Cambodia, Laos, Myanmar (Burma), and Vietnam. Its aims include accelerating economic growth, social progress, and socio-cultural evolution among its members alongside protection of regional stability and opportunities for member countries to resolve differences peacefully.

Pertilla received her B.A. in Communications from Clark Atlanta University and her M.B.A. in Finance and International Business from Mercer University. She has also done Ph.D. coursework in management from Walden University. Pertilla has been a part of the ABAC faculty since 2013.

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