

Embracing Web 2.0 and Starting E-Leader to form a Global Professional Network

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Abstract

Internet III, Twitter and Web 2.0 (ITW) are the new fads. Students used ITW non-stop, in the classroom. Strategies to compete with ITW to recruit women and MSIM students were discussed in two papers at this conference. Web 2.0 social network sites such as Facebook, Twitter, YouTube generated 650 million followers. Should the business embrace them? In November 2009, this author employed the LinkedIn as a tool to connect with professionals. Organizing eleven E-Leader conferences at Asia and Europe proved to be a social entrepreneurship for academic globalization. Results: 2,500+ professionals were linked and 127 board members joined from 31 countries.

Keywords: Internet III, Twitter, Web 2.0, LinkedIn, CASA, E-Leader, Zoominfo

EISTA conferences have existed for many years. engineering conferences and social science
Most professional conferences tend to repeat professors will attend conferences on social issues.
themselves. Engineering professors will attend As a result, they never meet each other. Large

conferences got 300 to 1000 attendees with 5 to 10 parallel sessions. Speakers presented their papers for 20 minutes and left. There was little interaction among individual at large conferences.

Since 1989, this author attended many foreign conferences. The Russia conference had 100 attendees, but only 15 speakers were outside of Russia. Everyone was in the same room. Professor would cover topics in social science, engineering, history, finance, etc. It was interesting to learn areas outside of one's discipline. As a result, there was much more exchanges among the small group.

Chinese American Scholars Association

Chinese American Scholars Association (CASA), was founded for academics, managers, professionals and others who shared and supported the concerns of the Chinese American issues. CASA was registered with the State of New York and Internal Revenue Service (IRS code Section 501 C-3) as a not-for-profit tax-exempt organization in 1989. CASA ran many workshops and conferences in the New York area with daily attendance 30 to 450 people. In 2004, emerging markets such as Brazil, Russia, India and China moved to the global stage. Electronic technology, Internet, robotics, virtualization provided new and

innovative way to learning. This author was voted as the CASA President in 2005.

While attending a conference in Istanbul, Turkey, this author met Diana Silonova. Diana was a vice president of Vase Management in Connecticut. Vase is a company that does event planning. After meeting with Vase CEO Vee Adusei and obtained the approval of CASA board, a joint venture was formed to start E-Leader, which is to run international conferences in Asia and Europe to address these global issues.

Setting up a website

Vase Management employed experts to set up a simple website, so it can be used to disseminate information. The setup is not difficult, but was continually updated [1].

Accounting, Marketing and Operation

To keep the cost down, CASA employed staff in Eastern Europe. They are down to earth and professional. Yet the cost is much lower. To do marketing, CASA placed ad with Chronicle Higher Education four times, with limited success. This author got much information on speakers from past international and domestic conferences. CASA put together an email list of these speakers and continually generated new ones. Marketing is done by emails and follow-ups.

E-Leader is a low-cost operation. There was no physical office, no utilities (electricity, gas, water), no rent, and no salary. The cost is to maintain the website and email operations. The major cost for this author, is to travel to the different cities to run the conference. Since the University did not cover these expenses, the cost is treated as a tax deduction.

Location, Location, and Location

To make any conference a success, location is the key. CASA board decided to run two conferences per year, one in Europe and one in Asia. In June, the temperature ranged 60 to 75 degrees in Europe. It is ideal for a summer conference because American professors have summer off while European universities still have class in June. In January, the temperature was 75 to 90 degrees for Southeast Asia. This was perfect for a winter conference because most places in USA or Europe are cold in winter. Two choices of the conference location are: a hotel or a local University. The cost of hotel is prohibitive. With the good contacts from universities, CASA decided to employ Universities as the local hosts. This worked out well.

Registration and Payment

CEO, managers, professors, researchers participated as speakers. CASA charges the speakers only. Speakers are CASA customers. Local attendance, not presenting a paper, is free. CASA does this to encourage local participation.

CASA has a small staff. To collect fees in a foreign country is a major challenge. At one point, CASA set up a credit-card online payment. It turned out it worked for US credit cards, but not for foreign credit cards. After many trials and errors, the best practice is to get bank check or certified check from American speakers. For non-US speakers, they can pay by bank check, money order or Western Union. Another choice is wire transfer. For the repeat speakers (customers), wire transfer is the best way.

Benefits for Attending E-Leader

Speaker gets to visit a city in Europe or Asia and to publish his/her paper for possible promotion or tenure. For professors, this is a great incentive. Publication is not important for CEO or manager. But traveling to a new city to share success story is very compelling. Registration fee paid to CASA is fully deductible because CASA is a non-profit firm, registered with US government. Airfare,

hotel and related expenses may be deductible if they are part of a professional development to maintain a job as a professor or researcher. For CEO or manager, the company normally paid all fees. One needs to consult tax preparer, CPA or accountant to find out tax deductibility for attending E-Leader.

CASA charges low fees (\$300 for first paper, and \$75 for each additional paper). The speaker gets an online publication and a copy of CD-ROM. These publications were approved by the US Library of Congress, with two different ISSN numbers. Twenty years ago, people attended conferences, and got a thick volume of conference proceeding, 500 to 1000 pages. It was so heavy. In the E-Leader era, CD-ROM is much better.

Embracing Web 2.0 LinkedIn:

Since November 2009, this author started connecting professionals on LinkedIn [2]. In the beginning, it was not active. Two or three people were linked in a week. Then this author joined the 50 discussion groups. As soon as someone posted a discussion, any one that belongs to this group can post a reply. This quickly became a threaded discussion. One person will say, yes I agree because or I disagree due to A variety of topics

were discussed and some topics lasted for more than two years. As a result, this author built up a professional network employing LinkedIn.

What about Facebook, Twitter, Ning and others? 600 million people are on Facebook daily posting pictures, chatting, etc. Millions are on Twitter, using iPods, BlackBerrys, texting or sexting. This author was not interested in posting photos or sharing photos with students. Anthony Weiner did the sexting and ended up resigning from Congress [3]. Professors, CEO, managers should behave in professional manners. LinkedIn is a network with 100 million professionals worldwide. It provided the perfect forum for this author. As a result, many professionals became E-Leader speakers /customers because they understood the value of attending E-Leader conference.

Conclusion

It is ideal to start a business using Internet. Since 2006, using Email marketing, Web 2.0 LinkedIn, a local university support, excellent staff, CASA ran 11 successful E-Leader conferences in Asia and Europe. 2,500+ people were connected to this author via LinkedIn. CASA has 127 board members from 31 countries. Academic globalization is fantastically rewarding!

Speaker/Customer Testimonials

“Donald Hsu has demonstrated an exemplary leadership in delivering value in the fields of business ethics, e-learning, and globalization. It is a pleasure to work with such a strong leader, lecturer and business professional”, March 1, 2011, [Irene Jeremic](#), CEO, The Tableau Inc, Toronto, Canada

“Dr. Donald Hsu advocates deepening AND broadening the perspectives of scientists and professionals, by organizing inspirational bi-yearly conferences on a wide range of topics, in an informal atmosphere with ample room for a vivid and spirited exchange of visions and ideas between representatives from many countries around the globe. It's a truly intercontinental and cross-cultural event, taking place in locations in Europe (summer) and Asia (winter). I highly commend Donald for his on-going efforts to create these events, and encourage anyone to participate in a next E-Leader Conference.” January 6, 2011, [Loek Hopstaken](#), *Guest Lecturer & Professor, Wittenborg Business School, Netherlands*

“Donald Hsu is a superb conference organizer and one of the most amazing individuals I have ever met. He has boundless energy, is bright and knowledgeable in many areas, and accomplishes more work than anyone with whom I have ever been associated.” November 7, 2010, [Dr. James L. Morrison](#), Professor Emeritus Educational Leadership, The University of North Carolina at Chapel Hill, North Carolina, USA

“Dr. Donald Hsu is a very well versed professor in

business and management and particularly in E-Commerce. He is running a very well organized association where fantastic academic papers from all around the world are presented by first class educators, professors, lecturers, and businessmen. He is a unique individual and extremely professional at what he does.” August 10, 2010, [Pooyan Fard](#), MBA, Universiti Malaya, Kuala Lumpur, Malaysia

“I attended the E-Leader conference in Budapest, Jun 7-9, 2010. The content was surprisingly broad, dealing with topics such as education, health, and consultancy. Society + technology = crowd-sourcing, one of the best marketing tools in the online offline community. I made good contacts with CEOs, managers, and professors, from different parts of the world. I strongly recommend E-Leader to anyone interested in lateral business thinking. Thank Dr. Hsu, for organizing this conference.” August 3, 2010, [Marco Monfils](#), *Owner-Advisor, MX4 Marketing, Budapest, Hungary*

“I had the honor of being invited to E-Leader conference, which is being hosted by Dr. Donald Hsu. This series of conferences mirrors through its unique design the management challenges of today.” July 11, 2010, [Luke McBain](#), *Freelance management trainer and consultant, McBain Consulting, Berlin, Germany*

“Donald is the driving force behind the e-Leader conferences, which are held bi-annually either in Asia or in Europe. The events are well organized and a great platform to exchange academic

knowledge and build a personal network.” May 16, 2010, [Dr. Daniel F. Orišek](#), *Principal, A.T. Kearney (International), Zurich, Switzerland*

“Donald ran a very professional and high-caliber E-Leader Conference in Singapore that included outstanding speakers, excellent and timely topics, and a vast array of C-levels, academics, and consultants. His extensive international business background, as well as a very approachable demeanor, created an environment in which conferees felt connected and enriched by the conference. As a result of the conference, Donald and I will be doing business together soon in international markets through our networks.” February 8, 2010, [Dr. Johndavid Kerr](#), *Assistant Professor and Chair, Harris-Stowe State University, St. Louis, Missouri, USA*

“Don is a savvy businessman who has transferred expertise from that area to education. His broad experience makes him a valued instructor. He is also reflective on the overall environment, and wrote a conference paper critically examining the educational process at the University of Phoenix. Through CASA, Don shows his ability to network with a large and learned body of scholars”, October 3, 2009, [Dr. Thomas Schmidt](#), Associate Dean, School of Computer Information Sciences, DeVry College of New York, New York, USA

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Thank 11 universities/firms in Asia and Europe as local hosts. Thank CASA board members and staff. Dr. Leo Bruno from Dom Cabral Foundation Brazil, attended eight E-Leaders. Thank Prof. Ludmilla Sterbova of University Economics Prague in Czech Republic, Susan Sapsed of University Bedfordshire UK, Dr. Sidney Castle of National University California, and many others for promoting E-Leader to their colleagues. Thank 2500+ professionals on LinkedIn to provide continuous collaboration and support. Zoominfo carries the biography of Hsu [4].

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