

AUGUST MORAR MBA, MS, BS

Executive Director, Center for International Business and Strategic Studies
International Business Consultant
Adjunct Faculty, New York University, Business and Finance SCPS
NYU Faculty Expert in International Business and Finance
Policy and Economics Advisor, Gerson Lehrman Group Councils



EDUCATION

NEW YORK UNIVERSITY, International Affairs, SCPS, New York
WAGNER COLLEGE, New York, Major in Management, Executive MBA
UNIVERSITY OF FLORIDA, Gainesville, Scholarship provided by the Freedom Forum World Center and the German Marshall Fund to develop a European Broadcasting Network business plan at the College of Business Administration, and the College of Journalism and Communication
CENTRE DE PERFECTIONNEMENT DES JOURNALISTES ET DES CADRES DE LA PRESSE Paris, Secteur Internationale, Gestion d'Entreprise de Presse
ECOLE SUPERIEURE DE JOURNALISME DE LILLE, La Gestion de l'Entreprise de Presse
POLYTECHNIC INSTITUTE OF BUCHAREST, Major in Electric Engineering, Master of Science
UNIVERSITY OF NEUMARKT, Major in Mathematics and Physics, Bachelor of Science

THE CENTER FOR INTERNATIONAL BUSINESS AND STRATEGIC STUDIES

Morar, the founder and director of CIBSS, promotes a comprehensive understanding from an academic and real world perspective of the challenges facing leading business decision and policy-makers.

CIBSS is a business services and educational center in New York City, dedicated to providing business people, academia, and policy-makers with strategic analysis of the global economic, political and cultural environment. The goal is to develop a systematic and accurate display of data and theoretical studies, evaluating the factors influencing the economic growth and social structural reshaping of the modern world. CIBSS is also dedicated to providing interested public and private organizations with information and interdisciplinary results-oriented solutions on complex globalization phenomenon.

Morar initiated the Global Business Perspectives field projects, bringing students and business community members to the most important economic and financial destinations: EU (Frankfurt, Brussels, London), Russia (Moscow, St. Petersburg), UAE (Dubai, Abu Dhabi), China (Beijing, Shanghai), Japan (Tokyo, Kyoto), India (Delhi, Mumbai), Brazil (Sao Paulo, Rio de Janeiro), and USA (New York, Washington DC).

THE COMPANY

Based in New York, AMI Corporation performs as an international business development facilitator, providing three primary functions: Financing and Acquisition Arrangements, On-Site Management Services, and Import-Export Market Expansion. AMI's foundations were established by the President and Managing Officer of AMI, August Morar, during the early 1990s in connection with sales of US commodities to Europe. He facilitated trade under the Commodity Credit Corporation's Export Credit Guarantee Program.

ACCOMPLISHMENTS

During his extensive management experience, Morar has facilitated trade under the US Department of Agriculture GSM 102 Program. He worked as financial advisor for MAS, an options trading group, at the time when it was located in Manhattan's WTC. Morar also consulted with the Bristol-Myers Squibb Company, developing global sales of pharmaceutical equipment to Swiss operations. Early in his career, he held executive management positions in the RTVR Broadcasting Company, and founded the AMI Corporation. He successfully negotiated business deals in Frankfurt, (Germany), Zurich, Montreux (Switzerland), Milan (Italy), Budapest (Hungary), Warsaw (Poland), and Istanbul (Turkey). Morar authored a major European broadcasting network analytical project during a research internship at the University of Florida. Another feasibility study was applied in the food industry, when a processing operation was designed for Central Europe. Among the participants to the project were Betco, Henning and Big Dutchman corporations. At the request of DuPont Company, AMI presented a business plan for a plastic industry development in Europe.

Morar teaches International Business and Finance at New York University, SCPS, and until recently International Business, Management, Marketing and Finance at Wagner College. Morar was awarded scholarships by the Gannett Foundation of the USA, the French Ministry of Foreign Affairs, and the German Marshall Fund. He is member of numerous professional organizations, including the Academy of International Business, and the American Economic Association. He is also honorary member of the International Honor Society in Business Administration. Morar was awarded the Medal of the University of Dubai for his contribution to the global business research.



August Morar's Accomplishments in Managing the Business Center

1. In 2005 founded CIBSS, a New York based global business research and educational center. Created the CIBSS website and in affiliation with Reuters, CIBSS hosted a direct link for international business information. Since 2007, CIBSS was co-hosted by Wagner College. In association with New York University and other major academic institution and business entities, CIBSS initiated conferences, lecture seminars, and field projects.
2. Established relationship with Ambassadors and Consuls of dominant players in the global market place. Events were hosted by CIBSS on Doing Business in Brazil, Russia, India, European Union, United Arab Emirates, China and other major economies and emerging markets.
3. CIBSS is also a forum for monitoring, assessing and debating major developments around the world. The list of guest speakers invited by the Center includes ambassadors, general consuls, and high ranking trade and investment representatives.
4. Co-sponsored Conferences hosted by the NYU Midtown Center, the German Consulate in New York, the EU Chambers of Commerce, the Greater New York Chamber of Commerce.
5. CIBSS has an office on Wall Street, across the street from the New York Stock Exchange in a prestigious building (the former Bankers Trust).
6. CIBSS regional directors are located in Frankfurt (Germany), Tokyo (Japan), Shanghai (China), Mumbai (India), Rio de Janeiro (Brazil), Moscow (Russia), and Dubai (UAE).
7. On April 22, 2010 Wagner students from the International Management class participated in the first video online seminar between the Wall Street CIBSS office and Wagner SPH4 auditorium. "The Brasilia Communiqué on the BRIC Summit" was presented and debated among other topics.
8. Stimulated students taking business programs to participate in market research projects. They prepared country fact sheets for more than 50 states, making major economic and financial indicators available for the academia and the global business community. Recognition for the quality of the CIBSS posted information was coming from US Department of Commerce executives, among others.

9. A dialog was started with business professors from the Frankfurt am Main School of Finance and Management, Shanghai Business School, Mumbai University, Plekhanov Academy of Economics (Moscow), St. Petersburg School of Business, Dubai University, and Abu Dhabi University. The plan is to establish a stronger CIBSS presence in all these countries, and to involve students and faculty in conducting academic research.
10. All the above destinations were visited by Wagner, NYU, and international students organized by August Morar. The goal was to explore global business environments and better understand the cultural, political, economic, and legal factors influencing the local markets. Other field project destinations included Tokyo, London, Sao Paulo, and Rio de Janeiro. The textbook for these field projects was edited by August Morar and published by McGraw-Hill Companies, Inc.
11. The CIBSS Website, the CIBSS on Moodle Course Management System, the weekly Global Market Reports, and the weekly selection of the latest international business news, reflect a world in change with energy and financial markets as primary drivers.
12. August Morar created a weekly Global Market Index based on consolidated regional economic indicators, stock exchange values, energy and commodity prices, and cross currency exchange rates.
13. The CIBSS Global Network brings together hundreds of present and former students, and business representatives from North, Central and South America, Europe, Africa, the Middle East, and Asia.
14. The CIBSS library makes available books, magazines, videos and movies dealing with international business environments.
15. Interns, MBA and undergraduate students assisted CIBSS since 2005. Students from Japan, Thailand, Russia, India, China, Germany, Switzerland, and from many other countries are navigating the CIBSS web and Moodle sites on a regular basis. They all agree that *“CIBSS provides tremendous amounts of information... giving students a global view, useful contacts, field project opportunities...”*
16. August Morar is member of the Academy of International Business, and the American Economic Association. He is also honorary member of the International Honor Society in Business Administration founded in 1913 by prominent business professors from NYU, Yale, and Harvard Universities.
17. August Morar participated at dozens of events all these years, interacting with international business leaders and country officials during networking events held at the United Nations, Baruch College (International Business Center), New York University, Columbia University, World Trade Week Events, US Council for International Business, Council on Foreign Relations, Carnegie Council, Manhattan Chamber of Commerce, Federal Reserve Bank of New York, Consulate General of Germany in New York, German-American Chamber of Commerce, Hong Kong Trade Development Council, Consulate General of Brazil in New York (Investment Conferences), Levy Economics Institute, and more.