Fulbright Scholars Program Workshop

Steve Litvin
College of Charleston

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017

Recommended Citation
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017/3

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2017 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Fulbright Scholars Program Workshop

Steve Litvin  
*College of Charleston*

In this workshop, College of Charleston Professor and Fulbright Ambassador Steve Litvin will share his Fulbright experiences and discuss how a Fulbright can work for you. Scholars such as Steve return to their campuses with new perspectives on their fields and fresh ideas for further international engagement. Participants will learn about the benefits of Fulbright and the impact it can have personally and professionally. The Fulbright Ambassador Program trains and utilizes a select group of Fulbright Scholar alumni from the full spectrum of U.S. academic disciplines, higher education institutions, and geographic regions to serve as representatives for the Fulbright Scholar Program at campus workshops and academic conferences across the United States. Steve’s Fulbright was as Research Chair in Sustainable Commerce, hosted by the School of Business of the University of Guelph, Ontario, Canada.