

UC San Diego

School of Global  
Policy and Strategy  
Peter F. Cowhey Center  
on Global Transformation

# 2022-23 Annual Report

The search for solutions  
starts right here.

**WHERE TO?**

# Director's Message

September 2023

Warm greetings from the Peter F. Cowhey Center on Global Transformation (CCGT) at the UC San Diego School of Global Policy and Strategy (GPS). Now in our 17th year of operation, we are happy to report that CCGT continues to be a vibrant forum for intellectual discourse and a launchpad for new and innovative research activities focused on economic, political and technological transformations that are influencing policy and altering the distribution of wealth around the globe today.

The Pacific Leadership Fellows program remains the embodiment of the center's mission. The program brings dynamic thought leaders from business, policy and academic communities around the globe to UC San Diego to share their expertise on issues central to our mission. This year we hosted fellows with wide-ranging expertise, spanning topics that included policy discussions on economic development, monetary policy and climate change, as well as provocative talks on digital governance and the geopolitical challenges that are transforming relationships in Asia and beyond.

We also continued the expansion of our visitor programs to further enrich policy dialogue and research engagement on campus. Robert Conn, Peter Cowhey and Donald Rosenberg serve as PLFs in full-time residence, and we hosted several new distinguished academic scholars for AY 2022-23.

At the same time, we have continued to support research by a broad set of scholars that complements the mission of the center. This includes work being conducted by our flagship initiatives: the Big Pixel Initiative (BPI), the Sustainable Development Goals Policy Initiative (SDGPI), the Frontiers in Science and Innovation Policy (FSIP) Initiative and our new Policy and Strategy Entrepreneurship Lab. The new lab is designed to develop and support early-stage ventures with high-impact potential in the school's areas of expertise and to enhance the entrepreneurship and innovation management training offered at GPS and across campus. The first cohort of startups were selected in early fall 2023.

We also continued our research venture efforts by providing seed funding for a host of new research projects at GPS and beyond. We supported innovative projects focused on economic issues that became particularly salient since the pandemic, including projects focused on economic inflation and supply chain challenges around the globe. We also supported a larger range of science and technology-focused projects, including important work on the role of mentorship and teamwork in scientific production, incentives for entrepreneurship, and the adoption and diffusion of environmental sensors, to name a few.

Student engagement remains a core pillar of the center. In addition to funding financial aid for incoming master's students with a technology policy interest, we awarded stipends to four GPS students through our summer fellowship program to apply their knowledge from the classroom in summer internships related to research on economic growth, equality and market change in the Pacific region.

We thank all of you for your continued generosity and engagement: our founding supporters Joan and Irwin Jacobs, our dedicated staff and colleagues, and our community of friends, scholars, collaborators and PLFs. I hope to see you in person at our many public events this coming year.

Joshua Graff Zivin



# Acknowledgments

Joan and Irwin Jacobs' philanthropic support has had a significant impact on numerous cultural, medical, educational and civic organizations in San Diego.

Since 2006, they have supported the vision and mission of CCGT. We are so grateful for their endowment gift to name the center in former GPS dean Peter Cowhey's honor. The Jacobs' continued support enables our campus and the Greater San Diego region to become a center for reflection and action by leaders from across the globe, as well as a catalyst for innovative research.

GPS professor Jennifer Burney and student reviewing GIS mapping on a visual wall

# The Pacific.

## The place for global policy innovation.

At CCGT we support a wide variety of academic research and programming, including events, seminars, workshops and more.



### Big Pixel

Led by GPS professor Jennifer Burney, this initiative works on developing geospatial capacity to address our world's greatest challenges at scale. This living, learning laboratory designs best practices in data visualization, user experience interfaces, and techniques for scientific discovery and decision-making.

### SDG Policy Initiative

The initiative and its partners work to lay out a new framework for the world to meet carbon neutrality goals. Led by GPS professor Gordon McCord, the initiative continues to work on projects focused on infectious disease risk, regional decarbonization with San Diego County and data-driven government planning to meet sustainable development goals.

### Global Economy Workshop

This series is designed for faculty and students interested in trade, migration, international economics and economic geography showcasing UC San Diego as a forum for discussing cutting-edge research on cross-border economics.

### Academic Partnerships

GPS professor John Ahlquist recently joined a webinar and podcast with Roy Bahat at Stanford University's Center for Advanced Study in the Behavioral Sciences to explore how we can build effective workers' organizations in an era of precarious employment, fissuring workplaces, distributed supply chains and outmoded labor laws and regulations.

# Aiding new entrepreneurs

May 2023 Interview

The Policy and Strategy Entrepreneurship Lab (PSE-Lab) Venture Program, led by GPS professor Elizabeth Lyons, is tailored primarily for early-stage ideas that have promise but have not yet been brought to market.

At GPS, the PSE-Lab and venture program falls within CCGT, a research center at the school designed to establish and support San Diego as a hub for ideas on international policy and to foster research that addresses technology transformation.



“The objective of the program is to provide founders resources to support this early stage of their ideas and businesses, with guidance on how to put one foot in front of the other, where to focus their attention and, as a result, how to make

progress in the face of what can seem like insurmountable uncertainty and workload,” Lyons said.

The program will provide concrete advice on the activity and direction on which the venture should be focused, provided by a full team of industry leaders in their respective fields. The council of mentors providing this feedback were selected based on the members’ breadth of experience, ability to think critically and thoughtfully about novel questions and demonstrated commitment to the startup community.

Members include James Cross, co-head of Private Investing for Franklin Equity Group; Kirti Gupta, vice president and chief economist at Qualcomm Inc., James Lambright, a professor of practice at GPS and former senior vice president of Sempra Energy; David Mallery, co-founder and CEO of Paradigm Diagnostics as well as Don Rosenberg, recently retired as executive vice president, general counsel and corporate secretary at Qualcomm Inc.

The lab will also provide accounting and legal resources, personalized management advice, finance, and marketing training and ongoing guidance as well as feedback on reaching milestones. In addition, program participants will

have the opportunity to expand their networks through the connections they will make in the PSE-Lab Venture Program and will have the opportunity to be introduced to angel and venture capital investors in their respective industries at whatever point they are ready to fundraise.

Lyons was inspired by a startup course she has taught to GPS students over the past four years.

“Through my experience in teaching this course, I was seeing brilliant ideas get abandoned because students weren’t sure about how to take the next step outside of the classroom or weren’t sure whether it was worth their time to do so,” Lyons said. “I was reminded in this very concrete way that there are so many potential or would-be successful entrepreneurs if those early stages of getting an idea off the ground weren’t so nebulous and uncertain.”

Lyons added that several factors contribute to making the region the perfect place to play host to such a program.

First, UC San Diego has world-renowned STEM programs and is home to technologists on the global frontier of their fields. Second, the region has a thriving and exciting startup scene that is boosted by the priority with which local investors and mentors give San Diego-founded companies. Third, our proximity to the border with Mexico provides an opportunity to work with and build relationships with the emerging technology and startup scene in neighboring Baja California, Lyons explained.

In addition, the program is bolstered by GPS’ globally-recognized expertise in areas that overlap with some of the most important problems and opportunities facing the market today — particularly energy and environmental policy, China, emerging markets, national security, and governance and sustainability.

“CCGT has a reputation for building relationships and programming with innovative people and organizations that have contributed to genuine and positive change in their communities and globally,” Lyons said. “To be associated with the center is a great reputational signal for us, and it also provides the PSE-Lab with the added experience that the center has in running successful programs.”

# Pacific Leadership Fellows

CCGT has hosted 109 fellows from 25 countries since its founding.



## DAVID M. MALONE

**Oct. 17-21, 2022 | Faculty Host: Elizabeth Lyons**

David Malone is rector of the United Nations University (2013-2023) in Tokyo – the UN's principal think tank – and holds the rank of Under-Secretary-General of the U.N. Prior to that, he was president of Canada's International Development Research Centre (IDRC) from 2008-2013. A career foreign service officer, he served as Canada's envoy to India and non-resident ambassador to Bhutan and Nepal from 2006-2008, as well as a Canadian ambassador at the U.N. from 1992-1994. During his residency, Malone presented a public talk on the intellectual history of development from the 1940s to the present. He met with students and faculty including students from the UC San Diego Model U.N. Malone also gave a guest lecture at the University of San Diego discussing his career in the Canadian foreign service.



## TOOMAS HENDRIK ILVES

**Oct. 24 – Nov. 6, 2022 | Faculty Host: John Ahlquist**

Toomas Hendrik Ilves is the former president of Estonia, a post he held from 2006-2016. Prior to his presidency, he served as vice president of the Foreign Affairs Committee of the European Parliament from 2004-2006, foreign minister of Estonia from 1996-2002, and Estonia's first post-independence ambassador to Washington from 1993-1996. During his residency, Ilves met with students, faculty and senior administration officials at UC San Diego, including Chancellor Pradeep Khosla and the Director of the Qualcomm Institute Ramesh Rao. His public talk focused on the success story of Estonia in the digitization of governance and public services. Ilves spent a day in Tijuana, Mexico, discussing with government officials the challenges Estonia faced in digitizing its government.



## MARITES VITUG

**Nov. 7-11, 2022 | Faculty Host: Nico Ravanilla**

Marites Dañguilan Vitug, a leading Filipino investigative journalist and author, is editor-at-large for Rappler and chair emeritus of the Journalism for Nation Building Foundation. She was editor of Newsbreak magazine, a trailblazer in Philippine investigative journalism. During her residency, she presented a public talk on the return of the Marcos family to the presidency in the Philippines and how that might affect U.S.-China relations. While in San Diego, Vitug met with students from the GPS student group Southeast Asia Link as well as faculty from the 21st Century China Center.

CCGT's Pacific Leadership Fellows program brings leaders to UC San Diego from around the globe to engage in dialogue, research and instruction with students, alumni, faculty and the San Diego community. Fellows comprise remarkable scholars and policymakers who shape strategy in their own countries through government, the private sector and academia and provide valuable insight into how economic and political systems are evolving.



### **CARLOS VIANA DE CARVALHO**

**Jan. 17-27, 2023 | Faculty Host: Marc-Andreas Muendler**

Carlos Viana de Carvalho is the head of research and a partner at Asset 1 Investment Company and an associate professor in the Department of Economics at Pontifical Catholic University-Rio. Previously, he was the deputy governor of the Central Bank of Brazil (2016-2019). During his residency, Viana de Carvalho delivered a public talk addressing inflation expectations and whether they actually matter. During his time at UC San Diego, Viana de Carvalho met with students from the GPS Latin American Student Organization (LASO) as well as faculty from the economics department. Viana de Carvalho also toured the Center for Brazilian Studies at San Diego State University.



### **JONG-WHA LEE**

**Feb. 13-24, 2023 | Faculty Host: Munseob Lee**

Jong-Wha Lee is currently dean of the College of Political Science and Economics and dean of the Graduate School of Policy Studies at Korea University. He previously served as a senior adviser for international economic affairs to former president Lee Myung-bak. During his residency, Lee provided his perspective on the economic relationship between Asia and the West, focusing on the shift of economic power and the rise of the U.S.-China tensions in the world economy. While in San Diego, he met with colleagues at the San Diego Regional Economic Development Corporation to discuss the Korean economy. He visited Tijuana, Mexico, and toured an advanced manufacturing facility and had lunch with the Tijuana Consul General for South Korea. On campus, he enjoyed connecting with the GPS Korean student group Mannam.



### **PHILIP DUFFY**

**April 24-28, 2023 | Faculty Host: John Ahlquist**

Philip Duffy currently serves as a climate science adviser in the White House Office of Science and Technology Policy, where he is involved in implementation of the Biden Administration's ambitious climate policies. Prior to rejoining government, Duffy was president and executive director of the Woodwell Climate Research Center, where he formed partnerships with corporations, municipalities and other groups that used Woodwell's science in their daily work. During his stay, Duffy met with climate professors at both GPS and the Scripps Institution of Oceanography, including Vice Chancellor Margaret Lienen. Duffy attended a roundtable discussion with colleagues at the Institute on Global Conflict and Cooperation and attended the GPS International Advisory Board dinner hosted by Dean Caroline Freund.

# CONTINUING TO SERVE

Leaders at the Cowhey Center on Global Transformation (CCGT) and at GPS have a history of carrying an outsized role in the campus community, holding an influence and guiding the university far beyond their scale.



One outstanding example of this leadership is Dean Emeritus Peter Cowhey himself. Cowhey, for whom CCGT was renamed in 2021, was recently given the Dickson Award for emeritus faculty service

and leadership. The award is a complement to the Reville Medal, recognizing faculty's sustained, distinguished and extraordinary service to the campus, which Cowhey won in 2021.

"It's an open nomination process by emeritus faculty to recognize in their ranks the people who they think are doing outstanding service, which is pretty broadly defined, whether it's involving students, university activities or the larger community writ large of the world," Cowhey said. "Much to my surprise, I was awarded the honor."

Though Cowhey officially joined the emeritus ranks in 2021, he continues to be involved in a number of ways, such as teaching a digital policy course for GPS students and conducting research for projects within two of the school's leading research centers – CCGT and 21st Century China Center. Outside of UC San Diego, he currently serves as chair of the

board of directors for the California Council on Science and Technology, and he recently stepped down after 20 years with the Grameen Foundation USA, the U.S. foundation supporting the work of Nobel Peace Prize Laureate Dr. Muhammad Yunus.

"For me, it's not why do I continue my work, but how could I not continue to be involved? I've devoted nearly 20 years of my life to leadership positions at UC San Diego, both as dean of the school and in other roles at the university, and I saw the school grow and change dramatically over those years," Cowhey said. "I feel a close identity with its continuing mission and its evolution. As much as I felt we accomplished in those years, it's exciting to watch this institution continually be creative and not just do the cookie cutter thing."

The ongoing research through CCGT, which examines the driving forces of technology and science and its potential to reshape the world, represents one of the things he cares about most – and a facet of policy GPS should continue to lead in, Cowhey said.

"It's all to do with the notion that there is a way in which science and technology and public policy are intertwined, and we have to get that marriage right," Cowhey explained. "And my involvement in CCGT, the California Council on Science and Technology and the Grameen Foundation is how I will go beyond what is normal and routine for me as a scholar, to try to help with something that I think is



## August 2023 Interview

fundamental as an ethical challenge to global society.”

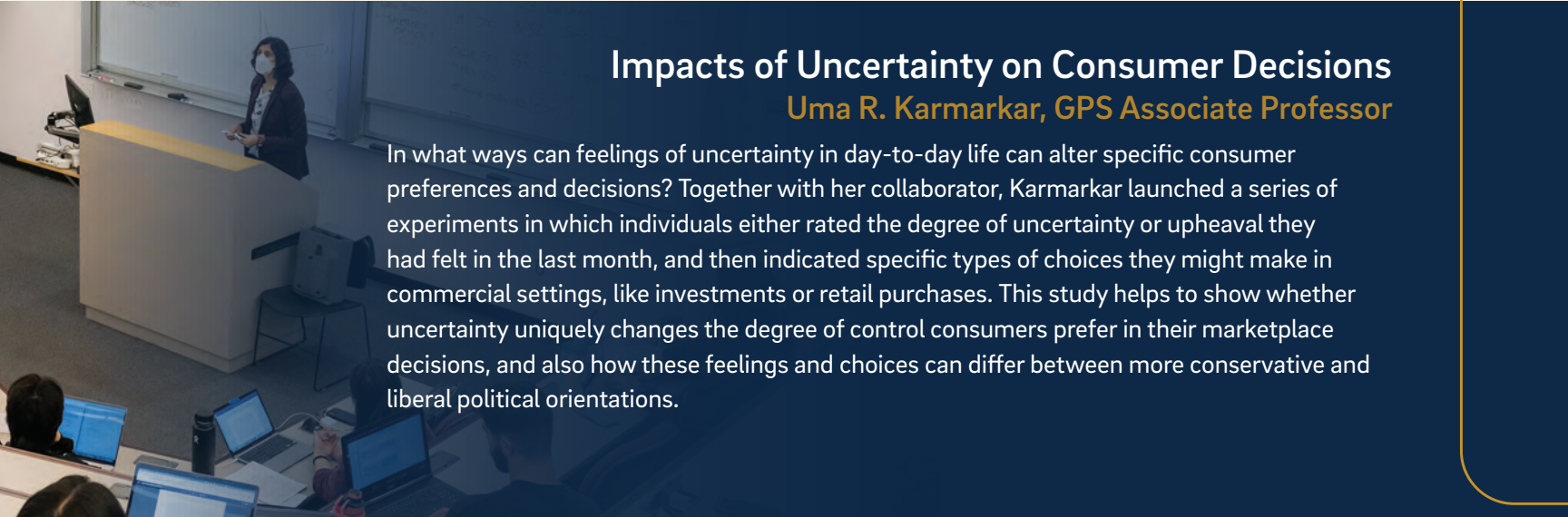
One important facet of the U.S. science and technology landscape Cowhey, along with Jacobs School of Engineering Dean Emeritus Robert Conn, is studying is the ecosystem of scientific research and development (R&D) in the U.S. — and importantly, its sources of funding — which is critical to the U.S. maintaining competitiveness in a global environment. Frontiers in Science and Innovation Policy (FSIP), launched in 2022 within CCGT, examines the workings of the American R&D ecosystem and its consequences for universities and private, nonprofit research institutes for vital public issues.

“We’ve been able to pinpoint just how dramatically large the impact of philanthropy is on the universities and the independent research laboratories in the U.S., and it turns out that the largest share of money spent on fundamental discovery — the really innovative stuff — is in the university and independent research laboratory system,” Cowhey said. “It’s not that the feds don’t spend money on really ambitious stuff. It’s not that corporations don’t do cool things. But the biggest bet we make as a society on fundamental discovery is in the universities and independent laboratories.”

A series of papers on the topic is forthcoming, Cowhey added.

# What problems will you solve?

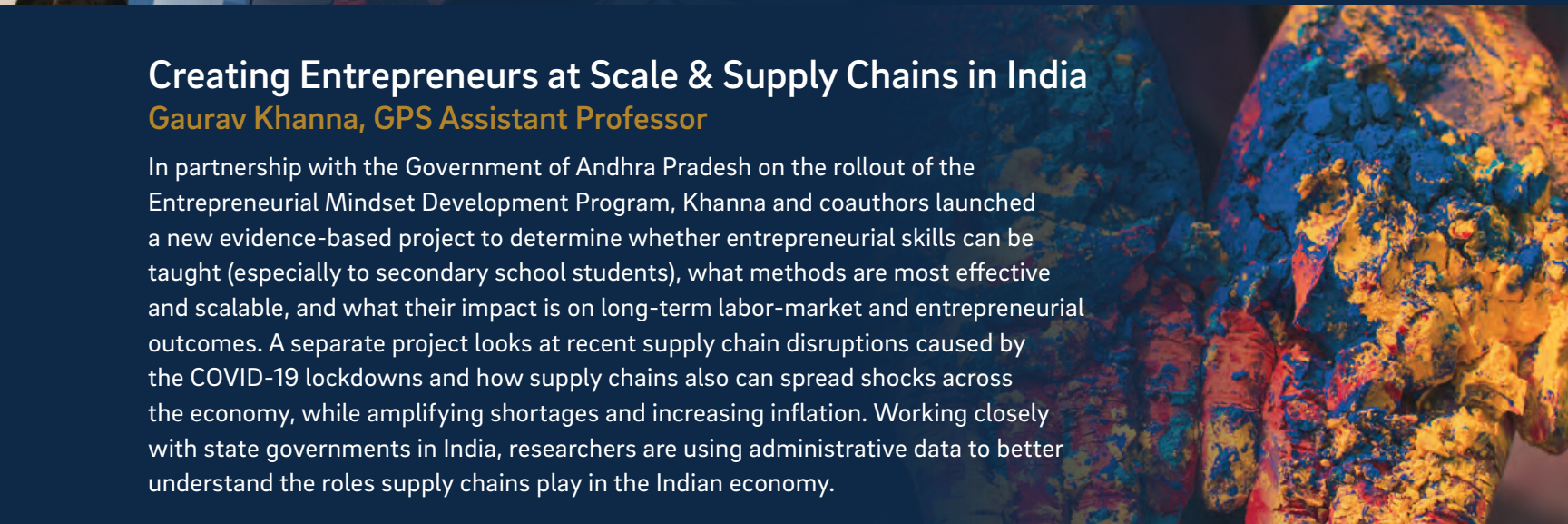
Research is what drives us forward. Here is a sampling of topics explored with the aim of supporting actionable solutions to global policy problems.



## Impacts of Uncertainty on Consumer Decisions

**Uma R. Karmarkar, GPS Associate Professor**

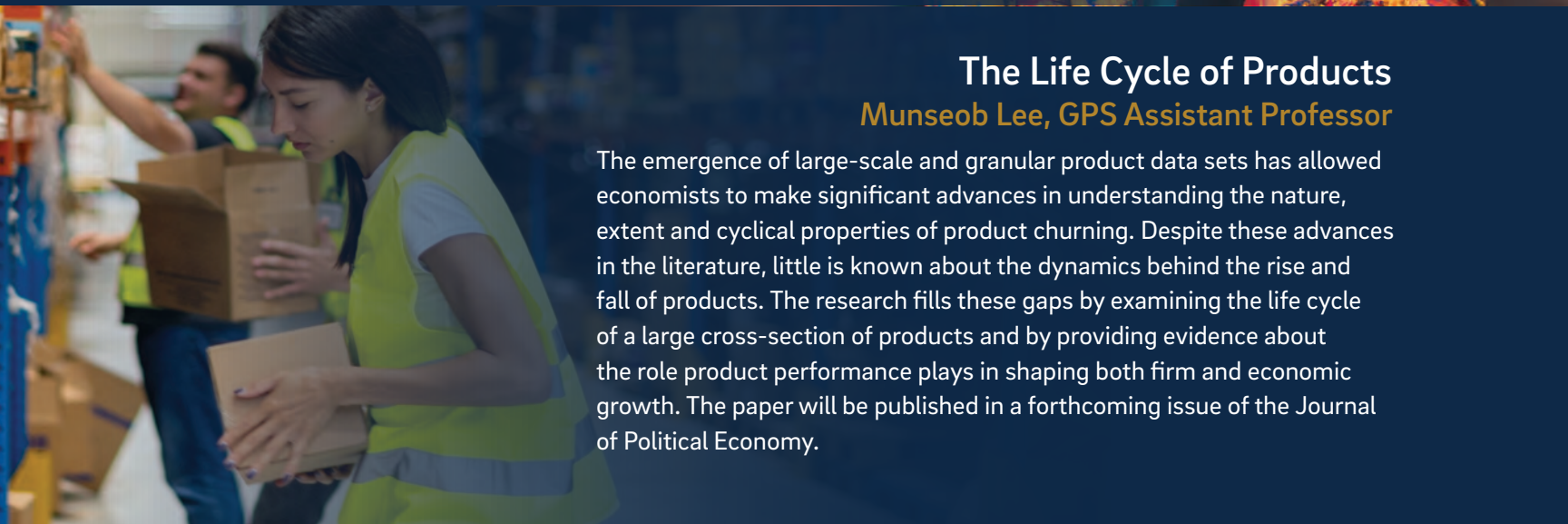
In what ways can feelings of uncertainty in day-to-day life can alter specific consumer preferences and decisions? Together with her collaborator, Karmarkar launched a series of experiments in which individuals either rated the degree of uncertainty or upheaval they had felt in the last month, and then indicated specific types of choices they might make in commercial settings, like investments or retail purchases. This study helps to show whether uncertainty uniquely changes the degree of control consumers prefer in their marketplace decisions, and also how these feelings and choices can differ between more conservative and liberal political orientations.



## Creating Entrepreneurs at Scale & Supply Chains in India

**Gaurav Khanna, GPS Assistant Professor**

In partnership with the Government of Andhra Pradesh on the rollout of the Entrepreneurial Mindset Development Program, Khanna and coauthors launched a new evidence-based project to determine whether entrepreneurial skills can be taught (especially to secondary school students), what methods are most effective and scalable, and what their impact is on long-term labor-market and entrepreneurial outcomes. A separate project looks at recent supply chain disruptions caused by the COVID-19 lockdowns and how supply chains also can spread shocks across the economy, while amplifying shortages and increasing inflation. Working closely with state governments in India, researchers are using administrative data to better understand the roles supply chains play in the Indian economy.



## The Life Cycle of Products

**Munseob Lee, GPS Assistant Professor**

The emergence of large-scale and granular product data sets has allowed economists to make significant advances in understanding the nature, extent and cyclical properties of product churning. Despite these advances in the literature, little is known about the dynamics behind the rise and fall of products. The research fills these gaps by examining the life cycle of a large cross-section of products and by providing evidence about the role product performance plays in shaping both firm and economic growth. The paper will be published in a forthcoming issue of the Journal of Political Economy.

# Scholars and Fellows

CCGT Pacific Leadership Fellows in Residence

## PETER COWHEY

Dean Emeritus and Qualcomm Chair Emeritus, GPS

## ROBERT W. CONN

CEO Emeritus, the Kavli Foundation; and Dean Emeritus, Jacobs School of Engineering

## DONALD J. ROSENBERG

Former Executive Vice President, General Counsel and Corporate Secretary, Qualcomm Inc.

CCGT Distinguished Academic Visitor

## LAURA ALFARO

Professor, Harvard Business School

## SEEMA JAYACHANDRAN

Professor of Economics and Public Affairs, Princeton University

## CHRISTOPHER D. TIMMINS

Professor of Economics, Duke University

CCGT Faculty Fellows

## UMA KARMARKAR    GAURAV KHANNA

GPS Professor

GPS Professor

## SUMMER FELLOWS

ASSISTING GPS STUDENTS IN CONDUCTING HIGH-CALIBER SUMMER INTERNSHIPS. HERE IS A SPOTLIGHT ON ONE STUDENT'S SEARCH FOR GREAT SOLUTIONS.



At Life Builders Nonprofit in Los Angeles, my primary focus was on researching the recidivism rates among incarcerated youth. In our main project, I was responsible for conducting an extensive literature review to understand existing theories and models, and I was also responsible for data collection, employing my quantitative methods skills to understand the various factors affecting incarcerated youth. The research was essential in providing insight to local policymakers within the greater Los Angeles area, and our findings were incorporated into several policy proposals that aimed at reallocating resources for rehabilitation programs rather than detention centers.

The funding from this internship was instrumental in enhancing my research experience. It provided me with the financial freedom to delve into this project wholeheartedly without worrying about juggling part-time jobs. This focus allowed me to relate theoretical frameworks taught in graduate courses to real world applications. Additionally, the funding helped me attend industry conferences, where I could network with professionals in the field. Many of the people I have met in these instances have offered me fantastic guidance for my future research and career.

The experience not only enriched my understanding of the nonprofit sector but also affirmed my passion for making a meaningful impact on the lives of the youth in our community. I am truly grateful for this rewarding opportunity and the growth it facilitated in both my personal and professional journey.

– Kynedi Verrett, GPS Master of International Affairs, Class of 2024

# UC San Diego

**SCHOOL OF GLOBAL POLICY AND STRATEGY**  
Peter F. Cowhey Center on Global Transformation

9500 Gilman Drive #0519, La Jolla, CA, 92093  
gpsmedia@ucsd.edu

**CCGT.UCSD.EDU**

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