

## PRESIDENT'S MESSAGE



Dear Deans, Members and Schools,

Welcome back from our 2015 Annual Meeting in Thailand, indeed "The Land of Smiles"... *Great time by all. Great people. Great weather. Great conference. Great friendship.*

Thank you to Associate Professor Pasu Decharin, Dean of Chulalongkorn Business School and Professor Dipak C. Jain, Director of Sasin Graduate Institute of Business Administration - our 2015 Annual Meeting co-hosts and their hard working teams and thank you to the AAPBS team - Betty, Kayla, Susan and Kim.

As I listened to our three keynote speakers I was struck by how close their key messages align with where AAPBS is today.

We learnt from Professor Emeritus Khunying Suchada Kiranandana (Chairperson of Chulalongkorn university Council/Chairperson of PHUFA Shop operations Committee), that the H.R.H. Princess Maha Chakri Sirindhorn's needed to first understand the objectives and goals for PHUFA. 10 years on, AAPBS needs to revisit our mission and our membership. And like PHUFA, AAPBS is unique: AAPBS is about Asia-Pacific business schools for Asia-Pacific business schools, members

serving members and continuing to provide value to our members.

Mr Banthoon Lamsam (Chairman of the Board and CEO of Kasikornbank Public Co., Ltd), told us we need to understand what are the issues that matter.

And from H.E. Kobkarn Suriyasat Wattanavrangkul, Minister of Tourism and Sports of the kingdom of Thailand, we learnt about the importance of quality and value add, being proud of our local heritage, valuing what we have, working together and understanding how best to measure ourselves. For example through a growth development plan – how we operate, our marketing plan and our deliverables. So ensuring the continued success of AAPBS, will mean building its profile in Asia-Pacific and globally and encouraging new members.

Like Thailand, AAPBS also needs to find a new way of looking at what we have and what is the true way of reflecting what AAPBS is. The way for Thailand is through its people, the way for AAPBS is through our members. Importantly, how we communicate and showcase who we are, what we have and what we are doing is key. We know AAPBS needs to collaborate more and improve our communications, services and benefits to members. Remembering too that this won't happen overnight, but must be a planned and coordinated approach. As Thailand is going back to its identity, about its people – it must also come from the heart – so must AAPBS.

AAPBS exists to serve its members. Active members are critical for our continued existence and are also the active life lines to return value back to members through our Working Groups, as a Council Member, in the AAPBS Secretariat, as a conference host or simply taking the time to respond to one of our surveys.

AAPBS has a leading role to play in shaping the future of business education and has an important role to play in supporting new and developing business schools and spreading a network of best practice from established business schools.

The next decade brings AAPBS exciting challenges and opportunities with new directions to follow, enhancing member value, increasing membership and establishing AAPBS as a professional Association.

These will be achieved through:

- Continuity of initiatives from one President to the next e.g. Working Groups and the AAPBS Asia-Pacific BizSchool Finder
- Increasing membership strategically with a 'Membership Drive Strategy'
- Transparency in how AAPBS operates financially
- Continually improving governance
- Coordinated approach and continuing enhancements across all forms of member communications - in particular improving the website and member online/electronic communications and information
- Timely, topical and relevant conference themes, agendas and speakers
- Expanding our management structure to a full-time secretariat in the near future.

## PRESIDENT'S MESSAGE (CON'T)

THANK YOU to all our members, the Executive and Council members, the AAPBS Secretariat, our Working Groups and their Chairs, Dean Ricardo Lim and Dean Andy Guo for your support and encouragement over the last two years and in helping AAPBS to grow as an Association and identify and explore new opportunities.

I look forward to the new year ahead under our new and very capable President - Dean Ruey-Shan Andy Guo from National Taiwan University and ably assisted by our new Vice-President - Associate Professor Pasu Decharin, Dean of Chulalongkorn Business School.

See you all in 2016 as your Immediate Past President and wishing you health, wealth and happiness for the coming year.

**Happy Holidays!**

Warm Regards

Professor George L Benwell  
President, AAPBS (Jan 2014 to Dec 2015)  
Dean, Otago Business School  
University of Otago  
Dunedin, New Zealand

**Professor George Benwell** - Dean, Otago Business School, University of Otago, Dunedin, NZ & **9th AAPBS President (Jan 2014 to Dec 2015)** – for an unprecedented 2 year term:

- **Celebrated the Association's 10th anniversary in 2014**
- **Made changes to the Constitution**
- **Introduced New Initiatives:**
  - ❑ Membership Survey
  - ❑ Members Survey (New & Exit)
  - ❑ AAPBS Asia-Pacific [BizSchool Finder](#)
- **Established Working Groups**
- **Established Distinguished Fellows**
- **Helping Nepal – Solar Charger**



**THANK YOU, MR. PRESIDENT ...**

## NEW PRESIDENT'S MESSAGE



Dear Deans, Members and Schools,

### GREETINGS!

It's my honor to announce that Dean Pasu Decharin, Chulalongkorn Business School, will be the next Vice-President, AAPBS. It is also our privilege to have Dean Kenji Yokoyama from APU to join the AAPBS Executive Committee. A warm welcome to both Dean Pasu and Dean Kenji, we are very delighted to have you on board.

A special thanks goes to the joint host of our 2015 Annual Meeting, Chulalongkorn Business School and Sasin Graduate Institute of Business Administration of Chulalongkorn University. We have had the most wonderful time spent in Phuket and your warm hospitality will always be in our memory.

I would also like to take this opportunity to congratulate our new members who have joined us over the past year and received their membership certificates during the November Annual Conference:

- French-Vietnamese Center for Management Education (Vietnam)
- Prince of Songkla University (Thailand)
- Waseda Business School (Japan)
- ITB School of Business (Brunei)
- Instituto de Los Andes (Chile)
- Kyushu Business School (Japan)
- National Taiwan Normal University (Taiwan)
- St. Mary's College of California (U.S.A.)
- UKM-Graduate School of Business (Malaysia)
- King Mongkut's University (Thailand)
- Universiti Teknologi Mara (Malaysia)
- Centrum (Peru)
- University of Huddersfield (U.K.)
- Kozminski University (Poland)

With new members joining, it all brings to the topic "Sustainable AAPBS". The 4C model that I have mentioned at the closing speech at our most recent Annual Conference: "Context, Community, Contribution and Collaboration", which desperately require our attention. We are the most unique academic association in the Asia-Pacific region (Context) in which it provides a platform (Community) for elite business education leaders to share (Contribute) their experiences amongst its members (Collaborations) to achieve synergy. We should and we must strive to sustain and grow this association and add values through means of not just conferences and working groups but also other types of interactions that one deems fit.

Hence my vision for year 2016 is to **W.I.N.** ("Working group implementation; International Partnerships; and Network of members"). To further expand the great foundation that our previous presidents have built. The seven working groups were successfully implemented; we have seen great results such as case center, collaborative curriculums, memberships...etc., whilst other groups still require further nurturing. Your dedication may make a difference. Please contact the working group chairs should you be interested joining one of the

working groups and help make a difference. Furthermore, through affiliating with international organizations/ institutions such as AACSB, EFMD, EMBAC...etc., we may continue to increase AAPBS's global exposure. Lastly, networking for members should be elongated. This requires everyone's devotion. The Council members have been assigned tasks of recruiting new members but it is also your duty to grow our association. In addition, we are planning to hold in-between workshops so that members will have opportunities to network outside conferences.

This is my first President message to you and I truly felt that AAPBS have been well looked-after by President George over the past two years. The initiatives introduced during his presidency have been embraced and successfully implemented. We appreciate his hard effort and will continue to strive for excellence. Thank you George!

Last but not the least, on behalf of the AAPBS team, we wish you a great holiday season, and prosperous Year of Monkey.

**HAPPY 2016!**

Warm Regards



Professor Ruy-Shan Andy Guo  
President, AAPBS  
Dean, College of Management  
National Taiwan University  
Taipei, Taiwan, R.O.C.

## VICE PRESIDENT'S MESSAGE

Please Congratulate New VP of AAPBS 2016



Dear Deans, Members and Schools,

It is my pleasure and my great honour to serve as the Vice President of AAPBS in 2016. I would like to congratulate and thank you Dean George Benwell for his leadership and dedication to AAPBS during the last 2 years. We have all witnessed the growth of AAPBS and the value that AAPBS provided to its members. I'm confident that under the leadership of our new President, Dean Ruey-Shan Andy Guo, AAPBS will grow both in terms of quality and quantity

and I'm 100% supporting his leadership and initiatives.

AAPBS is a member-driven association, the association cannot grow without its members but at the same time the association must provide value to its members. I'm confident that AAPBS is moving in the right direction and believe that the more members help the association, the higher value members will received.

Best regards,

*Pasu Decharin*

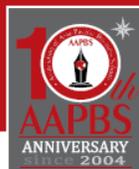
Dean, Chulalongkorn Business School

## UPCOMING EVENTS

### ACADEMIC CONFERENCE 2016

May 5-6, 2016, Hanoi, Vietnam





## NEWS & ANNOUNCEMENT

### AAPBS Secretariat Announcement

#### CHANGES to the CONSTITUTION VOTE RESULT

Dear AAPBS Members,

We are pleased to announce that the proposed changes to the Constitution for the Association of Asia-Pacific Business Schools (AAPBS) as detailed in the “Notice to AAPBS members” dated August 2015 and as amended and endorsed by Council on 18 November 2015 have been approved by Full Members in the email vote immediately following the Annual Meeting on 20 November 2015 and in accordance with the Constitution, as follows:

#	Proposed Changes	Result
1	Formalise Distinguished Fellows.	Approved
2	Allow the President to serve a Presidential term of more than one consecutive year.	Approved
3	Increase Council membership to 22 representative institutions.	Approved
4	Formalise the active role of a Council member.	Approved
5	Allow amendments to the Constitution to be formally voted in at meetings other than the Annual Meeting.	Approved
6	Change the commencement of the term for Executive Committee members from the calendar year (i.e. January to December) to one year (or two years depending on their position) immediately following their election at the Annual Meeting or from the first day of the Association’s financial year (i.e. from October 1 <sup>st</sup> ).	Approved

7	Clarification on the role of the “immediate Past President”.	Approved
8	Clarification on the role and the term of the “Executive Director”.	Approved
9	Miscellaneous changes (i.e. general punctuation, grammatical and formatting amendments throughout the Constitution).	Approved

As the changes will take immediate effect, the change to the term of office for the Executive Committee members will commence immediately for the President, the Vice-President, the Immediate Past President and the two Executive Committee members.

To support the changes, new and revised administrative processes and documentation will be put in place from 1 January 2016 and all member communications will be updated accordingly. In addition, copies of the revised Constitution will be made available to members as soon as it is available.

Thank you for your continued support and in helping AAPBS to move forward, to ensure the Association’s sustainability and to support our strategic plans for membership and value

>>Click here to see details.

[http://www.aapbs.org/password/mr.html?tname=m\\_res  
ource&mode=view&idx=5&page=1&key=&keystring=&vi  
rtual=4](http://www.aapbs.org/password/mr.html?tname=m_resource&mode=view&idx=5&page=1&key=&keystring=&virtual=4)

#### 2016 ANNUAL DUES

The Annual Dues for AAPBS membership have remained the same for the past 11 years. Annual Dues are the key important resource to the Association in allowing AAPBS to continue to provide the support and services members need and for the Association to grow strategically.

In accordance with the Constitution, Council have therefore reviewed the amount of the annual dues and have approved an increase for all AAPBS membership types to be applied in 2016.

The 2016 Annual Dues will be increased by USD250 as follows:

• Full	USD 1,250
• Associate	USD 1,250
• Affiliate	USD 1,250
• Corporate	USD 3,250

The AAPBS Secretariat will send invoices to members for the new 2016 Annual Dues in January 2016 for payment by 29 February 2016.

*\*\*The annual membership dues will be a regular Executive/Council Meeting Agenda item at the Annual Meeting to determine and agree whether an increase is needed and, if so, how much.*

(2017 Membership dues will be determined during Council Meeting at the 2016 Annual Meeting.)

## NEWS & ANNOUNCEMENT

### AAPBS Secretariat Announcement (CONT)

### WELCOME TO OUR NEW EXECUTIVE COMMITTEE MEMBERS

As the Constitution changes will take immediate effect, the change to the term of office for the Executive Committee members will also commence immediately for the President, the Vice-President, the Immediate Past President and the two Executive Committee members.

We welcome our five Executive Committee members to their new term of office:

- the President: Dean Ruey-Shan Andy Guo, National Taiwan University, Taiwan
- the Vice-President: Associate-Professor Pasu Decharin, Dean of Chulalongkorn Business School, Thailand
- the Immediate Past President: Professor George Benwell, Dean of Otago Business School, University of Otago, Dunedin, New Zealand; and the two Executive Committee members: Dean Xiongwen Lu, Fudan University, China; and Dean Kenji Yokoyama, Ritsumeikan Asia Pacific University, Japan.

### NEW DISTINGUISHED FELLOW RECOGNISED BY AAPBS

We are pleased to announce that Council have approved and recognise Dean Yingyi Qian of Tsinghua University as the Association's fourth Distinguished Fellow.

Dean Yingyi Qian joins Professor Sung Joo Park, Professor Toemsakdi Krishnamra and Professor Michikazu Aoi as "Distinguished Fellows of AAPBS".

### Dr. Yingyi Qian

Dean and Professor,  
School of Economics and Management, Tsinghua University



#### CONTRIBUTIONS TO AAPBS

- 2008, President of AAPBS
- 2005, Tsinghua SEM hosted the first annual conference of AAPBS
- 2004, Tsinghua SEM participated in initiating AAPBS

#### EDUCATION

- Ph.D. in Economics, Harvard University
- M.Phil. in Management Science/Operations Research, Yale University
- M.A. in Statistics, Columbia University
- B.S. (equivalent) in Mathematics, Tsinghua University, Beijing

Distinguished Fellowship is an honour for individuals who have provided enduring and exemplar services to the Association and its members. This service shall be over an extended period of years and shall have produced considerable value to the Association. The service must

have displayed and been acknowledged to have provided great value to all members of the Association.

AAPBS will present Dean Yingyi Qian with his Distinguished Fellow Award will be presented at the 2016 AAPBS Annual Meeting in Seoul, Korea.

### NEPAL APPEAL - solar charger - Update on distribution

A supply of AAPBS branded solar chargers have been ordered and will be distributed in Nepal when it is possible to do so. We thank those members who are helping us with our inquiries.

### NEW MEMBERS - Member encouraging new members to join!

We want our members to actively encourage more institutions to join AAPBS. If you would like to recommend an institution who is not already on our member list, please send their details to the AAPBS Secretariat at [AAPBS@business.kaist.ac.kr](mailto:AAPBS@business.kaist.ac.kr) so that we can contact them.

### WORKING GROUPS

Given the change to the advertised schedule for 2015 Annual Meeting, Working Group Chairs will be asked to provide a review and update at the 2016 May Academic Conference, Hanoi, Vietnam (5<sup>th</sup> ~ 6<sup>th</sup> May, 2016).

## NEWS & ANNOUNCEMENT

### AAPBS Secretariat Announcement (CONT)

#### AAPBS Asia-Pacific BizSchool Finder – Update on funding and development

Executive and Council have requested more time and information to better understand the proposal and to determine value for money.

Professor George Benwell has agreed to champion the “AAPBS Asia-Pacific BizSchool Finder” in his role as the Association’s Immediate Past President in 2016.

#### 2015 Annual Meeting - “Driving social innovation through public-private partnerships”, Phuket, Thailand (18<sup>th</sup> – 20<sup>th</sup> Nov)

Thank you to Associate Professor Pasu Decharin, Dean of Chulalongkorn Business School and Professor Dipak C. Jain, Director of Sasin Graduate Institute of Business Administration - our 2015 Annual Meeting co-hosts and their hard working teams.

## AAPBS NEW STAFF

Please welcome Ms. Sherianne Chen,  
Project Manager, Year 2016



Dear Deans, Members and Schools,

It is my greatest pleasure to join AAPBS as the Project Manager during Dean Guo’s presidency. I have met quite a few of you during the 2015 November Annual Conference and was astounded to the energy and vibe that this Association generates.

My main duty is to co-ordinate and administrates between the AAPBS President and the Secretariat, and also liaise the working groups where necessary.

I welcome all recommendations and opinions that could help to drive this Association forward, and shall deliver these messages to the President. If I can be at any of your service, please do not hesitate to contact me. I can be reached at all times at: [aapbsntu@ntu.edu.tw](mailto:aapbsntu@ntu.edu.tw)

2016 is the Year of Monkey in the Chinese Horoscope; I wish you well and prosperity. Looking forward to meeting all of you!

Best Regards,

Sherianne W. Chen,  
CA(SA), ROCCPA, USCPA  
National Taiwan University

## MEMBERSHIP DIRECTORY 2016

Take a few minutes to review the current entry we have for your organization which will appear in the membership director 2016.

HOW TO: Visit <http://www.aapbs.org> and select Members’ Resources. If you have forgotten your ID or password, please contact [AAPBS@business.kaist.ac.kr](mailto:AAPBS@business.kaist.ac.kr)

**AAPBS Annual Meeting 2015 hosted by  
SASIN Graduate Institute of Business  
Administration and Chulalongkorn  
Business School**



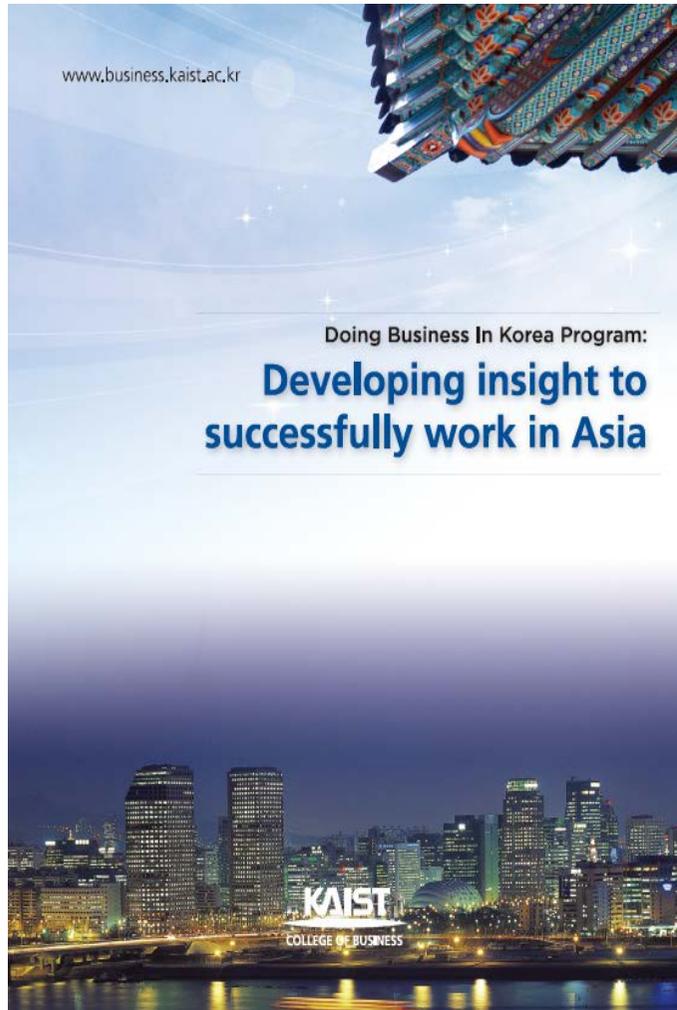
## AAPBS Annual Meeting 2015



## AAPBS Annual Meeting 2015 hosted by SASIN Graduate Institute of Business Administration and Chulalongkorn Business School



## OTHER NEWS



### Program Description:

KAIST College of Business' "Doing Business in Korea" offers an exceptional opportunity to experience a hands on education to understand Korean business culture and gain sight to doing business in Asia. One of the most dynamic countries in the world, South Korea has emerged from a chaotic history, and has rightfully ascended the ladder to become a world power. South Korea's transition from poverty to riches is one of the modern civilization's most inspirational stories. This program allows participants to freely interact, network and develop business insight and relationships with Korean business leaders and other senior managers from around the world.



### Program Benefits:

- Understand Korea's exciting historical. Cultural and economic forces that affect global business. Build a foundation to understand how culture impacts Asian management practices.
- Gain lessons learned from Korea's economic transformation. "The Miracle Story." A nation of poverty to today's 19<sup>th</sup> largest economy in less than 50 years.
- Develop management strategies specific to doing business in Asia.
- Experience and view Korea's major Korean and multi-national industries through company site visit and guest lectures (Samsung, LG Electronics, Doosan, DSME, McKinsey & Company, GM Korea, CJ, etc.)
- Gain insight from case analysis to identify business opportunities in Korea and Asia.

## OTHER NEWS



### Auckland University of Technology Business School

#### AUT Finance team wins 2015 CFA Institute Research Challenge

AUT Business School Finance students took the top prize at this year's Chartered Financial Analyst (CFA) Institute Research Challenge, hosted by the CFA Society of New Zealand. The team will go on to represent New Zealand in Chicago, at the Asia Pacific Challenge in April 2016.

The Challenge involved researching, analysing and reporting on a target company – this year, The Warehouse Group Limited – as if the students were practising equity analysts. Between August and October the teams attended several conference calls and analyst briefings hosted by The Warehouse Group's Chief Financial Officer, and compiled their financial analysis and valuation in a report.

At the challenge finals, teams presented their investment analysis and recommendation to a panel of top investment professionals. The AUT team received special accolades for

their comprehensive report, professional presentation, and responses to the judges' questions.

The team's mentor and advisor, Senior Lecturer Dr Katrin Gottschalk, said the competition was an invaluable learning experience for students seeking a career in the finance industry.

AUT Finance students also won the 2012, 2013, and 2014 New Zealand Challenges and placed second in the Asia Pacific Challenge in Singapore in April 2014.



*The winning AUT team, left to right, Hassan Aamir, Abhijit Desai, Syed Sara, and Karl Geal-Otter.*

#### Excellence in Business Support Awards

More than 600 guests from the government, academic and business sectors celebrated the winners of the 2015 AUT Excellence in Business Support Awards, at a gala dinner in October. These awards are the only national performance measure for organisations that provide business support.

Applications are judged by evaluators from the AUT Business School with oversight from the New Zealand Business Excellence Foundation.

A focus on 'what's next' along with strong planning and performance tracking systems earned Advanced Security Group the Supreme Award. They also won the IBM \$5M - \$20M turnover category award.

"Business support organisations and individuals make a significant but often unseen contribution to business performance, helping behind the scenes with everything from dispute resolution, research and legal services to security, compliance and logistics. This celebration of the business support sector is a great opportunity for the AUT Business and Law Schools to join with the business community and celebrate excellence," said Professor Geoff Perry, AUT Faculty of Business and Law Dean.

## OTHER NEWS (CONT)



### Auckland University of Technology Business School



AUT Vice-Chancellor Derek McCormack, left, and Faculty of Business and Law Dean Professor Geoff Perry, right, with the Supreme Award winners, Advanced Security Group.

## OTHER NEWS



### Chulalongkorn Business School MBA Program 33 Years of Excellence

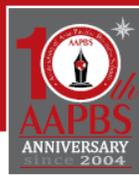
The MBA Program at Chulalongkorn Business School celebrates its 33 years of providing MBA education in Thailand. For more than three decades, the Program has prepared its students and graduates with high quality of education excellence.

The MBA students have received awards and recognitions at both national and international levels. In the month of July 2015, four teams of the MBA students participated in the business case competition called "SCB Future Leader Challenge 2015." Student teams from 32 universities across the world (15 countries) participated in the event. The MBA teams from Chulalongkorn Business School won a total of seven awards during the event, including the First Prize Award and the Winner Institute Award (given to the institute that won the most awards from the event).

Four cohorts are available at the MBA Program for prospective students to suit their needs: Regular, Young Executive, Executive, and English Programs. Interested students are encouraged to contact the MBA Program at:

Tel: (+662) 218-5717-9  
Fax: (+662) 255-3020  
Email: [mba@cbs.chula.ac.th](mailto:mba@cbs.chula.ac.th)  
Website: [www.mbachula.info](http://www.mbachula.info)





## OTHER NEWS



### Aspiring Business School Applicants Increasingly Using GRE® Scores

The number of GRE test takers indicating business study nearly doubled in 3 years

[View the Infographic Now >](#)

Students around the world looking to earn their MBA or specialized master's degree in business are turning to the GRE® Program to achieve their academic goals. As of the testing year ending June 30, 2015, the number of individual **GRE test takers intending to study business grew by more than 10 percent** over the prior year, and almost doubled since the testing year ending June 30, 2012.

During the recently completed 2014–2015 testing year, citizens from more than 200 countries/regions worldwide sat for the GRE® revised General Test and the total number of individuals increased again for the third consecutive year. The globalization of higher education can be further seen as **nearly seven percent more non-U.S. citizens took the GRE revised General Test** compared to the prior testing year.

Some notable trends:

- More than 96,000 citizens from India took the GRE revised General Test, up 12 percent from the prior year, continuing a multiyear growth pattern.
- The number of Chinese citizens taking the test grew about 1.6 percent and has remained stable for the last three years.
- Other Asian countries continued to produce a steady flow of GRE test takers. The number of Korean citizens who took the GRE revised General Test increased nine percent, citizens from Taiwan increased five percent and the number of individuals from Japan remained flat.
- The stream of individuals from African countries continued to grow in 2014–2015, up 19 percent since last year.

"U.S. citizens continue to take the GRE revised General Test in great numbers," said David Payne, Vice President & COO of Global Education at Educational Testing Service. "As higher education mobility patterns evolve we are seeing astounding growth from almost all regions of the world. It is a worldwide endorsement of the value of a higher education degree."

Moreover, the 2014–2015 GRE data show increases in noteworthy fields for intended graduate study such as business (+10 percent) and engineering (+3.7 percent). Other STEM fields, such as health and medical sciences (+2.4 percent) and computer science (+15 percent), also attracted high volumes of test takers.

Payne adds, "The trend in business fields makes a lot of sense. The GRE revised General Test is a great option for applying to MBA and specialized master's programs. Students can skip questions and change answers on a GRE

test, which data show helps lead to better scores. Plus, if test takers decide to take the test again, they can send only their best set of scores."

GRE scores are accepted at thousands of institutions around the world, including more than 1,200 business schools that accept GRE scores for their MBA programs. Currently, 94 of the 2016 *U.S. News & World Report* top 100 business schools in the United States and 82 of the top 100 institutions on *The Financial Times* 2015 Global MBA Ranking accept GRE scores. In addition, 29 of *Bloomberg Businessweek's* top 30 U.S. MBA programs accept GRE scores.

**Most schools are following Harvard Business School's lead in weighting GRE scores equally** with other business school admission tests. As noted on its website, "There is no minimum GMAT or GRE [score] to apply and we do not have a bias toward one test or the other."

Learn more about the GRE Program at [www.ets.org/gre/institutions](http://www.ets.org/gre/institutions).

## OTHER NEWS



### BusinessThink | Indonesia: landmark panel event shares exclusive insights in Jakarta



**UNSW Business School has held its first international BusinessThink event in Jakarta, attended by the President and Vice Chancellor of UNSW, Professor Ian Jacobs and the Dean of the Business School, Professor Chris Styles. It is part of a series of events to strengthen two way engagements with Asia.**

BusinessThink | Indonesia brought together Indonesia's top entrepreneurial leaders to share exclusive insights into the current and future state of business in Indonesia, with the theme 'Pro

Business: Perspectives from Indonesian Government and Business Leaders'.

Welcoming panelists to the event, Professor Chris Styles said "Indonesia will continue to be an important focus for UNSW Business School in 2015 and beyond. It is our third largest recruitment market. We intend to build deep and effective relationships with new students, alumni, business and research partners in the region."

The keynote address was delivered by Minister Luhut Binsar Pandjaitan, Coordinating Minister for Political, Legal, and Security Affairs of the Republic of Indonesia, exploring the concept of 'Pro-Business' in Indonesia. He founded Toba Sejahtera Group, a fast-growing group focused on natural resources, electricity generation and agriculture.

He said "Indonesia is seeing more than acceptable economic growth at the moment, and I am optimistic that it will continue to increase in the future. The business climate is also expected to be more conducive to business, thanks to a number of pro-business policy improvements."

The event was hosted at the SCTV studios by UNSW alumnus, Bapak Eddy Kusnadi Sariaatmadja, President Commissioner of Emtek Group, who welcomed guests to Jakarta and to the SCTV Tower.

The panel event was moderated by Tim Harcourt, the J.W. Neville Fellow in Economics at UNSW Business School, who stimulated discussion around business, innovation, and entrepreneurship in Indonesia.

Dr. Dino Patti Djalal, the founder of the Foreign Policy Community of Indonesia stated that now is a great time to be Indonesian. "The middle class is the largest in Asia, and it is noticeable that the country has a 'can do' attitude."

He also added that Indonesia is great at finding new opportunities and building on them. Indeed, he added in the Q&A at the end of the event, that there are some parallels with the country and it's

near neighbors. "I'm sure that if we want to see where Indonesia will be at in 20 years, we should study China."

With a full house, the audience of alumni, business leaders, entrepreneurs and Government guests experienced the full breadth of insights around 'Pro-Business' in Indonesia.

### New Practicum Course takes International Students back home



**The inaugural Global Business Practicum Shanghai program will commence in January 2016 where eighteen Chinese international students will work and learn in the Shanghai offices of heavyweight names such as ANZ, Juwai, King & Wood Mallesons, Deloitte and Westpac.**

"It would be a good chance to know Shanghai's working environment - it could help us decide whether or not to work back in China in future," says student Dorothy Zhou.

Before departure, the excited participants were given a workshop on consulting basics from Bain & Company and briefed on necessary skills such as professional behaviour, careers and employment.

## OTHER NEWS (CONT)



"This kind of practicum program with intensive communication and learning opportunities in the workplace will make our students unique from others in the world," says lecturer in charge, Associate Professor of International Business, Junfang Xi.

The students will be arriving in Shanghai on the 7th January to attend master classes taught by guest lecturers from the industry and government agencies before starting their practicum, where they will be working in small teams. To successfully pass the course, students are expected to conduct a team presentation to their client, submit a practicum report, a reflection essay and a peer review after their working experience.

The [Global Business Practicum Shanghai](#) is an intensive course designed especially for Chinese business undergraduates at UNSW, worth six units of credit and lasts three to four weeks. Applications are open August, with a maximum capacity of twenty-five students.

### AGSM Faculty to bring Business School research to life



### UNSW Business School's Australian Graduate School of Management has appointed 18 UNSW academics and industry experts as AGSM Fellows.

The Fellows will put UNSW research and expertise at the forefront of the AGSM through accessible online free content, thought leadership blogs, webinar debate and participation in events.

The appointments will enhance AGSM's international reputation for thought leadership in business.

The seconded Fellows, mainly from the world class disciplinary schools of the Business School, will be based at AGSM from January 2016 for up to three years.

Professor Julie Cogin, Director AGSM and Deputy Dean UNSW Business School, said: "We're thrilled to have dedicated scholars and thought leaders alongside students and executive education clients."

"AGSM prepares great people to achieve great things and it is important for our students, as well as staff and alumni, to have a direct connection to the research and expertise of our academics – and their physical presence in the building will be invaluable."

"Internationally renowned research from world-class academics combined with expertise to disseminate knowledge in impactful ways has always been one of the defining features of the AGSM."

The Fellows will also be part of the AGSM's industry engagement agenda.

The initiative follows the recent launch of UNSW Business School's Strategy 2020, which has high impact research as a key pillar, and will promote the dissemination of relevant, rigorous research and the thought leadership of post-experience management academics.

With dedicated faculty across Strategy, Accounting & Finance, Marketing, Leadership & Management and International Business,

the appointments complement recent initiatives to bring UNSW Business School's high impact research to life such as the AGSM/Unilever Distinguished Visitor Program, as well as the Business School's Learn@Lunch series and the on-line journal BusinessThink.

The appointment of the initial wave of Fellows will be followed by a second round of appointments in 2016.

### International Undergraduate Competition held at UNSW Business School



## OTHER NEWS (CONT)



**On December 4, 4 teams of undergraduate students competed in the Australian Undergraduate Business Case Competition (AUBCC), held at UNSW Australia.**

The final four teams originated from UNSW Australia, Queen's University, and the University of Melbourne with the National University of Singapore defeating the competition.

For the final business case, each team had to present business strategies for the Smith Family's Let's Count program for disadvantaged communities in Australia. Let's Count is an early numeracy program for children who generally start school already behind their peers. The teams had to minimise cost and maximise learning potential for the Smith Family's program to be effective.

16 National and international teams attended the competition, hosted by the UNSW Business School. Students participated in 3 business case analyses to solve real-world business problems under time limits.

A joint initiative of the University of Melbourne Faculty Of Business and Economics, UNSW Australia Business School, and the Queensland University of Technology Business School, AUBCC is designed to showcase Australia as a high performing economy and a respected place to visit, study and work.

AUBCC is in its second year, with the 2016 event to be in Melbourne and the 2017 event in Brisbane.

Find out more about the [2015 AUBCC event](#).

## OTHER NEWS



**FSB implement the “Corporate governance as per international standards” program**

**On 13/10, FPT School of Business FSB officially launched the “Corporate governance by international standards” at <http://be.fsb.edu.vn/>. Joining this program, “the health” of businesses will be examized by Business Excellence standard and counseled by internationally experienced professionals. Participants also have a chance to receive FSB MiniMBA scholarships.**

The participants of the program are business owners, managers, executive committee members, who have aspirations of success on the global market. The program aims to help Vietnamese entrepreneurs to have insights about governance system based on international standards. Participants can get management knowledge and consultancy by professional trainers and practitioners .



*Businesses will be advised and “check” as per international standards.*

Realizing the tremendous opportunity of TPP to Vietnamese enterprises, FPT School of Business FSB has launched many seminars and programs to improve governance capabilities for businesses, particularly small and medium enterprises prior to the growing challenges of integration.

Talking about the significance of this program, Dr. Ha Nguyen, Dean of FPT School of Business said: *“Facing the international integration process, especially the powerful influence of TPP agreement, we are responsible to support and counsel Vietnamese entrepreneurs timely with effective governance tools by international standards, Since then, Vietnamese entrepreneurs will improve global competitiveness, helping Vietnam's economy to grow up”.*

**FSB Leader Talk: “7P Marketing Model – From Vision to Real Administration”**

On October 20th, the Leader Talk on **“7P Marketing Model – From Vision to Real Implementation”** is held at FPT School of Business (FSB)

The guest speaker, Mr Vo Van Quang – a famous expert in branding has attracted over 100 people who desire to find out modern marketing solutions to increase sales and create sustainable development for their businesses.

## OTHER NEWS (CONT)



**FPT SCHOOL OF BUSINESS**



*The speaker – Mr Vo Van Quang talks about 7P model and shares experiences on branding*

Mr. Vo Van Quang has shared the simplified and easy-to-understand model of marketing management “7P Marketing Model” based from the “5 forces” model of Michael Porter and 4P model by Philip Kotler. 7P Marketing Model is one of the theories which empower marketing in business administration and organizational administration.

During the Talk, Mr. Vo Van Quang gives a lot of information about 7P Marketing Model and its practical applications in many different fields. Business leaders can flexibly apply 7P Marketing to make plan, develop

strategies and find out effective competition policy for products’ brand as well as for the whole business.

Mr. Vo Van Quang is the person who laid the foundation for marketing and branding in Vietnam since the 90s. He was a well-trained branding and marketing expert for Unilever Asia and Heineken, who possesses over 20 year experience in international marketing.

**Leader Talk is a monthly event organized by FSB to help businessmen to get together and share administrative experience and knowledge with top experts in Vietnam.**

FSB rank 2 in Vietnam’s Top business schools

**According to the 2015 annual world ranking of business schools by Eduniversal recently held in Boston (USA), FPT School of Business (FSB) was promoted from Top 3 to Top 2 business schools in Vietnam.**

The Annual Conference 2015 was held at Harvard University in Boston, with 150 attendants representing for more than 100 business schools in 9 regions (North America, Latin America, Eastern Europe, Western Europe, Middle East, South Asia, East Asia, Oceania and Africa). The main topic of the conference this year relates to the development trend and best practices of business schools worldwide.

THE BEST BUSINESS SCHOOLS RANKING IN 154 COUNTRIES  
UNIVERSITY AND BUSINESS SCHOOLS RANKING IN VIETNAM

THE RANKING    DISCOVER OUR METHODOLOGY    SEE THE STATISTICS

5 FALMERS OF EXCELLENCE – GOOD BUSINESS SCHOOLS, WITH STRONG REGIONAL INFLUENCE	RANK BY FALMERS LEAGUE	DEAN'S RECOMMENDATION RATE 2016
UNIVERSITY OF ECONOMICS - HO CHI MINH CITY (UEH)	1	100%
FPT SCHOOL OF BUSINESS (FBS) FPT UNIVERSITY	2	88%
CEFO - CENTRE FRANCO-VIETNAMESE DE FORMATION A LA GESTION	3	88%

*FSB ranks No.2 of best business schools in Vietnam*

In 2015, with the promotion of Master of Business Administration and International Cooperation Programs, FSB has ranked in Top 2 of business schools in Vietnam. Apart from Tuck School of Business (belong to Dartmouth University Business School (USA)), FSB also has student exchange programs and international cooperation with many other business schools which have high rankings of Eduniversal.



*Mr. Ha Nguyen, Director of FPT School of Business (FSB) (in the left) receives the certificate from Eduniversal.*

## OTHER NEWS (CONT)



FPT School of Business has 20 year of experience in corporate and MBA training. Thousands of alumni are holding high positions in many organizations and enterprises in Vietnam. FSB also designs 200 courses of training and consultancy on management skills, technical skills and soft skills, specifically for business leaders and managers (MBA, DAS, PGM, CCO, CFO, CPO, CHRO, SMM, CEO, MiniMBA ...) and cooperates with more than 50 business schools all over the world.

“Corporate governance by global standards”

**On 31/10, FPT School of Business (FSB) organizes the seminar “Corporate governance by global standards” in Hanoi and HCMC. The seminar attracts more than 120 small and medium enterprises with the attendance of many leaders, managers and business owners.**

During the seminar, attendants have the opportunity to discuss with top experienced experts and professionals, including Mr. Nguyen Thanh Nam - Former CEO of FPT, Vice President of FPT University (Hanoi) and Mr. Vu Quang Thinh – CEO of Vietnam Holding Asset Management Ltd (HCMC) and Mr. Ngo Trong Thanh - CEO of Mancom Solutions.



*Q&A with experts attracts the entrepreneurs in Hanoi*

The experts introduce details of the model and analyze the governance implementation of the successful corporations by which are governed by international standards. with the affirmation "There is a very clear path for Vietnamese businesses to be successful on the global market."

At the end of the seminar, participants have a very interesting and exciting Q&A. 10 participants who who have finished the "business health examination" on corporate governance at <http://be.fsb.edu.vn/> were granted scholarships with total value of 30 million Vietnam dong.

100 MiniMBA students graduated

**On November 16th, FPT School of Business (FSB) organized a solemn and cozy graduation ceremony and complimentary party for MiniMBA students and lecturers.**

The graduation ceremony is held with the presence of FSB Dean – Dr. Ha Nguyen, all FSB faculties and 100 MiniMBA students who completed the courses and received a certificate of graduation.



*The students take photos after the graduation*

Students in graduation gown are granted the certificate of completion from the Dean and professors of FSB.

## OTHER NEWS



**President of AlmaU Assylbek Kozhahmetov had a speech at «UK - Kazakhstan Universities Forum» November 2, 2015. London hosted the first Forum of the British and Kazakh universities, with the participation of the Ministries of Education and Science of Kazakhstan and the United Kingdom, as well as the heads of 67 universities from both sides. Kazakhstan was represented by 35 national, public and private universities, including Almaty Management University.**

The Forum, organized by the initiative of the Ministry of Education and Science of Kazakhstan, with the support of the Department for Business, Innovation & Skills, British Council and UK Trade & Investment, is intended to strengthen the cooperation in the implementation of educational programmes.

Speakers from the Kazakh delegation were: Minister of Education and Science of Kazakhstan Sarinzhypov A.B. , President of Almaty Management University (formerly IAB) Kozhahmetov A.B., rector of Kazakh National University named after Al-Farabi Mutanov G.M. and the President of JSC "Center for International Programmes" Nygymetov G.S. From the British side there was a speech on the UK higher education keynote by Daniel Shah, Assistant Director of the UK Higher Education International Unit. The topic of Assylbek Kozhahmetov's speech at the forum was the "Development of business education in the Republic of Kazakhstan."

The exchange of experience, training of Kazakhstani specialists at leading universities in the UK, implementation of joint scientific research projects, training of young scientists in the SplitPhD programme within the international scholarship "Bolashak" - these and other issues were discussed in the forum. In total, about 100 negotiations on the cooperation of the British and Kazakh universities have been organized. As a result of the forum, the number of documents have been signed, including a memorandum on cooperation between national, public and private universities in of both countries.

Almaty Management University has signed the memorandum with the London South Bank University.

It was not the end the programme of the visit of the Kazakh delegation to Europe. The next step was the participation in the VI Kazakh-French forum of higher education institutions, which was held in Paris on November 4-6, 2016. The forum discussed the results and prospects of cooperation of Kazakhstan and France universities.

<http://www.almau.edu.kz/news/11089>

**AlmaU faculty became the co-authors of the first collection of business-cases of “Bolashak” Association November 26, 2015. “Bolashak” Association jointly with Almaty Management University (earlier IAB), National Management Holding “Baiterek” and JSC “Bank RBK” presented the first collection of business-cases “Bolashak business cases”, where the experience of the biggest Kazakhstan companies are presented.**

According to the speech of chairman of the board of “Bolashak” Association, chairman of the management of “Baiterek” holding Kuandyk Bishimbayev, the collection includes real business cases related to the activity of Kazakhstan companies, such as JSC “Alageum Electric”, JSC “Agroindustrial company “Adal”, JSC “Bayan Sulu”, JSC “Ust-Kamenogorsk poultry”, LLC “Shin-Line” and others (in total 11 companies of “Baiterek” Holding). Herewith, for the work on book companies created their own working groups, every of which was mentored by the teacher of Graduate School of Business of Almaty Management University.

AlmaU actively participated in development of the collection of cases at every stage of its creation. At the initial stage, in July of 2015 by invitation of “Bolashak” Association, faculty of GSB of AlmaU conducted training for entrepreneurs about what



business-cases are and how to write them. Then primary consultations of experts was held, which helped working groups to determine the direction of the work, analysis of provided business-cases, editing and recommendations from mentors on further work.

## OTHER NEWS



As the result 31 cases were created in co-authorship with faculty of Alma University. Among them such cases as: "Solving problems of share participant" (JSC "Baiterek Development", co-author – Bulat Karibdzhanov, c.e.s.), "Launch of the new tool on support of non-resource export" (JSC "SK "KazExportGarant", co-author – Irina Leontyeva, MPhil), "Non-material and non-material increase of labor efficiency "Everybody plays" (JSC "NATD", co-author – Leila Kukuzova, MBA), "DEVALUATION: does it influence on Kazakhstan banks?!" (JSC "HCSBK", co-author – Galiya Sultanbekova, c.e.s.), "New approach to realization of the state programme of housing construction" (JSC "KMC", co-author – Hairolla Musaripov, MBA), "Launch of the start-up with minimum risk on the example of LLC "Reisswolf Kazakhstan" company's case (JSC "Damu", co-authors – Ozat and Saule Baisserkeyev) and others.

Besides, other faculty member of GSB of AlmaU: Bayansulu Markhayeva, PhD in Economics, Sultanbek Tultabayev, PhD in Technical Sciences, and Akmaral Altaliyeva, candidate in Economics., also became co-authors.

During the process of work themes of cases were attached to mini-groups by directions: marketing, finance, HR, behavioral unit, management. The main editor of the book was the candidate of economic sciences, faculty member of GSB of Alma University Bulat Karibdzhanov.

*"This book, firstly, familiarize you with the new method of learning and analysis of domestic economic situation through the prism of Kazakhstan companies' cases, and, secondly, teaches you to build appropriate algorithm of actions, strengthening research and creative skills of decision-making for*

*solving non-structured crisis situations of the young generation of Kazakhstan managers. – thinks rector of AlmaU Assylbek Kozhakhmetov. – We hope that this fruit of our joint labor of the spheres of education (Almaty Management University), business (national management holding "Baiterek"), and energy of youth ("Bolashak" Association), will let broad circle of readers deservedly assess innovational for Kazakhstan method of Case study with illustratively represented actual situations from the experience of Kazakhstan companies".*

The collection will be spread on gratuitous basis in Kazakhstan universities, foreign business-schools.

According to the organizers, presentations of the case-studies will also take place in big cities as London, Washington, Beijing, Moscow, and also in regional and city libraries of Kazakhstan.

<http://www.almau.edu.kz/en/news/11140>

**AlmaU students took the 3<sup>rd</sup> place at the International Business Case Competition!**

**In total 10 teams (40 students) from 15 universities in eight countries around the world participated in the competition, including: Almaty Management University and KIMEP (Kazakhstan); State University of Economics and Service in Vladivostok (Russia); EM Norman University (France); University of Tromso (Norway); Hansen University of Applied Sciences and the University of Applied Sciences The Hague (Netherlands); Bern University of Applied Sciences (Switzerland); Telkom University and Kiputra Surabaya University (Indonesia); Dianghi University of Finance and Economics, Anchhui University of Finance and Economics, San Yong-Saint University, Sandzhou University and College Kiandzhian (China); SolBridge, International Business School (South Korea).**

The AlmaU team included students from different courses - Alina Kurerova (4th year, Marketing), Dana Serikova (3rd year,

Finance), Akmaral Akylbayeva (4th year, Law) and Kuan Thalmann (2nd year, Logistics). Under the guidance of assistant professor of the Higher School of Finance and Management Zhuldyz Yeleubaevoy Kazakh University team took the third place and received the opportunity to study at the University of SolBridge with a 50 percent discount.

The task of the students was to offer solutions to the real problems in the activities of international companies. The main question of the business case: "What strategy should adhere the company LG Electronics Indonesia, to achieve a 10 per cent share of the Indonesian market for smartphones?". It should be noted that the jury was presented by the staff of LG Electronics too.

AlmaU team member, student Kuan Thalmann shared with his impressions: "For our team, this topic was very difficult, we had to evaluate not only the mobile phone market, but also the dynamics of economic and social development of Indonesia. We met with a lack of statistics for more in-depth analysis of the situation and restricted access to the data about the company LG Electronics. Nevertheless, we were able to offer a number of solutions to build a turn-based strategy and implementation of our proposals. "

The jury noted the legal and financial validity of the solutions proposed by the Kazakh university, a high level of team's spirit and good training. For example, the AlmaU team has provided the risks regarding with the adoption of the Law on Compulsory Indonesian content in the manufacture of electrical engineering in Indonesia in 2015, in the amount of 30% to 50% in 2018-2020. "For us, it was a unique opportunity to get practical knowledge, skills and cultural exchange," - noted the students.

<http://www.almau.edu.kz/en/news/11115>

## OTHER NEWS



**DR. ANDREW L. TAN**  
**CENTER FOR TOURISM**

### **BE PART OF THE AIM ASIAN BAROMETER** **WHAT IS THE ASIAN BAROMETER?**

The youth and the business sector play a critical role in the success of economic integration. Over two-thirds of the Asian population are counted among the youth (individuals age 15-30). The growth of MSMEs in the region has been rapid. Hence, much of the development experienced has been fuelled by the steady growth of a skilled, primarily young, workforce, growth of MSMEs, and the accompanying boost in consumer demand. With the recent economic growth in Asia, it has been imperative for the Asian Institute of Management (AIM), in its goal to become the global source of talent, insight and wisdom for Asia through its Boards for Trustees, faculty, alumni, students, and support communities, to create the Asian Barometer survey platform.

### **WHAT DOES IT CAPTURE?**

The Asian Barometer data captures the assessment of the attitudes (awareness, openness, and outlook) and level of preparedness of the youth toward the establishment of the ASEAN Economic Community of 2015 (AEC) and other important future issues relating to tourism, economic policies, and social protection that resonate with the youth in Asia. Analysis of the data can generate timely and relevant insights into what the youth perceive to be the benefits and opportunities that integration poses to them, what negative consequences may arise from increased

competition, and how equipped they are for a more integrated Asia.

### **WHO ARE THE SAMPLE MEMBERS?**

The sampling strategy will be a stratified random sampling. Universities in Asia will be considered as the strata for the youth sample while the AIM alumni will be the strata for industry practitioners. A random sample of students will then be drawn from each stratum.

Sample members comprising University students (total of 2,357 respondents for round 1) (i.e. the youth) will be sourced from different partner universities in Asia. The AIM research team coordinates with university representatives from other ASEAN member and non-member states to help in the implementation of the survey. For the first two rounds of surveys, the following AMS have been covered – the Philippines, and Thailand.

Sample members will also include AIM's student body and alumni (more than 40,000 AIM alumni work all over the globe), which are extensive, multinational, and primarily Asian. They are positioned in the highest levels of responsibility in the private, public, and not-for-profit sectors throughout the region. They can be categorized according to country of residence. Stratified random sampling will be employed wherein countries will serve as the strata. Random samples of alumni will then be drawn from the primary sampling units.

The survey will be administered through an online portal developed and controlled by the AIM research team. The online survey platform was chosen over questionnaire booklets in order to (1) minimize costs, (2) enhance the scope and coverage of the Asian Barometer, (3) minimize

human error in encoding, (4) guarantee rapid encoding and processing of survey results, and (5) restrict access to the survey and comply with standard statistical protocols.

Access to the survey instrument will also be restricted through the use of survey-round-specific and strata-specific access codes. These restrictions are in place in order to ensure the integrity of the data collected through the survey instrument. More specifically, this ensures that the AIM research team can (1) track the origin of each sample, and (2) ensure that the sample was indeed drawn from the chosen sampling frame and the appropriate stratum.

### **WHAT CAN I DO USING THE DATA?**

The Asian Barometer survey platform and data captures the following thematic:

- Education and Entrepreneurship
- Labor Migration
- Contemporary Issues on Economic Development
- Tourism
- Awareness on trade relation and facilitation issues

### **HOW CAN THE DATA BE EXPANDED?**

The Asian Barometer data can be expanded to include the following thematic:

- Environmental Accounting
- Sustainable Tourism
- Technology and Innovation
- Social Marketing
- Social Entrepreneurship
- Leadership and Governance

## OTHER NEWS



### **AIM** DR. ANDREW L. TAN CENTER FOR TOURISM

In the next rounds of survey, we plan to expand the sample to include representatives from the other AMS - Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Singapore, and Viet Nam. This can be done by tapping the ASEAN University Network (AUN) and the Association of Asia-Pacific Business Schools (AAPBS). We are also expanding the survey to cover other emerging and developed economies in Asia such as India, Japan, South Korea, and the People's Republic of China (PRC).

To carry out the expansion plan, we are looking for prospective partner Institutions and Universities who would facilitate dissemination of the survey to their respective members. As of the moment our, partner Universities include:

- the Philippines
  - St. Louis University, Baguio
  - University of St. La Salle, Bacolod
  - University of San Carlos, Cebu
  - Cor Jesu College, Digos
  - Polytechnic University of the Philippines, Manila
- Thailand
  - University of the Thai Chamber of Commerce, Bangkok
  - Chulalongkorn University, Bangkok

#### WHAT ARE THE BENEFITS OF BEING A PARTNER?

- Access to the raw dataset for the conduct of research (descriptive, empirical);
- Can use the survey platform to include questions of particular interest to partners;
- Establish linkage with other partner Institutions and Universities in the Asian region.

#### HOW TO BECOME A PARTNER?

- For more information and collaboration, you may email us at: [tourism.center@aim.edu](mailto:tourism.center@aim.edu)

## OTHER NEWS



### PolyU Ranks 1st in Operations Management & Management Science in KUBS Worldwide Business Research Rankings

The Hong Kong Polytechnic University (PolyU) ranks first in Operations Management & Management Science with a score of 349.70 compared to 255.20 of the second place according to the Worldwide Business Research Rankings compiled by Korea University Business School (KUBS).

Rank	Name of School	Score	Country/Place
1	<b>Hong Kong Polytechnic University</b>	<b>349.7</b>	<b>Hong Kong</b>
2	Georgia Institute of Technology	255.2	United States
3	University of Toronto	234.08	Canada
4	Massachusetts Institute of Technology	230.93	United States
5	National University of Singapore	227.39	Singapore
6	Arizona State University	211.1	United States
7	City University of Hong Kong	210.23	Hong Kong
8	University of Michigan Ann Arbor	207.61	United States

9	Texas A&M University	200.65	United States
10	Columbia University	192.47	United States

PolyU is the 11th institution in the world according to the same research ranking.

Rank	Name of School	Country / Place
1	University of Pennsylvania	United States
2	Erasmus University Rotterdam	the Netherlands
3	University of Michigan Ann Arbor	United States
4	Harvard University	United States
5	Massachusetts Institute of Technology	United States
... ..		
11	<b>Hong Kong Polytechnic University</b>	<b>Hong Kong</b>
12	National University of Singapore	Singapore
13	University of Texas at Austin	United States
14	Arizona State University	United States
15	University of Maryland at College Park	United States

The ranking is based on a selection of 86 distinguished business journals in the disciplines of Accounting, Finance, Management, Management Information System, Marketing, Operations

Management & Management Science, and International Business & Strategy. The database includes core factors for the ranking calculation such as information on authors, affiliations, and years of publication from about 35,000 publications in these journals.

Details about the KUBS Worldwide Business Research Rankings:

<http://kubsrankings.korea.ac.kr/index.php>



The Hong Kong Polytechnic University



Prof. T.C. Edwin Cheng, Dean of Faculty of Business, PolyU

## OTHER NEWS



### Women and Leadership Events in Asia Pacific IE Business School is currently rolling out its “Women in Business Tour” Across Asia.

Today about one third of our full time MBA program is composed of top women professionals, but we’d like to see that number higher. Also, we’d like to see more women get into executive roles, and we believe that graduating more women with top MBA programs can help contribute to this goal. As such, during the 2015-2016 academic year, we’re rolling out a special project called the “Women in Business Tour”. For full details, see the page [here](#) where we’re centralizing the information about the project.

Essentially we’re offering a mix of events that include talks, workshops, meetings with our successful women alumni, events at special-access locations like Commonwealth Bank’s Innovation Lab in Sydney, and events aimed at helping women entrepreneurs build successful organizations.

While the Spring 2016 season is upon us, there is still time to add activities, so if there are any fellow AAPBS member school that would like to join forces to help more women professionals advance their careers, then please do contact me to discuss potential collaboration opportunities.

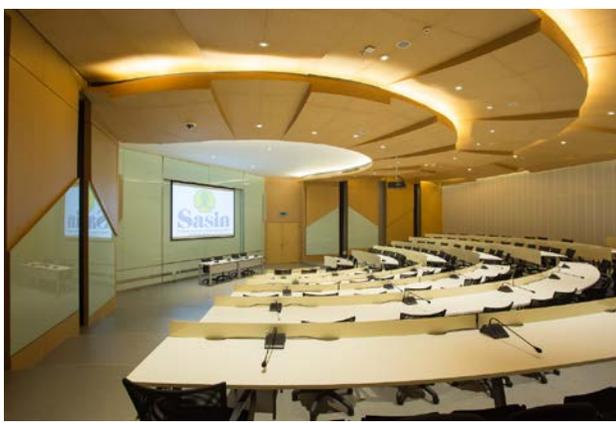
Joël McConnell  
Director of International Development  
Asia Pacific Region  
[joel.mccconnell@ie.edu](mailto:joel.mccconnell@ie.edu)

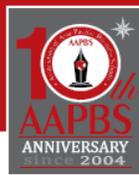
## OTHER NEWS



### Sasin launches new facility in Phuket

Sasin Graduate Institute of Business Administration of Chulalongkorn University recently opened its new campus just outside Phuket, Thailand, by hosting the 2015 AAPBS Annual Meeting. Located on 30 acres of scenic beachfront property, the Sasabhum International Learning Center (SILC) is just 15 minutes from Phuket International Airport, in the heart of ASEAN. The facility has meeting rooms for both large and small groups and is perfect for conferences, seminars and corporate retreats. For more information about reserving the facility, contact: [marketing@sasin.edu](mailto:marketing@sasin.edu).





## OTHER NEWS



### AACSB Relaunches Business Program Search Site for Prospective Students

An estimated 22 million students across the globe are searching for the perfect business program. With so many options (and a myriad of information available) making the right choice isn't as easy as it used to be. Prospective students ask themselves: which business school is the best? Which one has the most educated faculty? Which business school will provide the real-world experience that will prepare me for my future career? Which school can I actually 'see' myself attending?

Over the last year, AACSB has been redeveloping one of its most valuable assets – [BestBizSchools.com](http://BestBizSchools.com). Now, thanks to enhanced search functionality, individualized profile pages for each AACSB-accredited institution, and more user-friendly interface, AACSB is providing an efficient way for prospective students to find – and compare – AACSB-accredited schools. Powered by DataDirect, prospective students can now evaluate business schools on a multitude of criteria in one quick glance, including student/faculty ratios, program type and format, the kinds of specializations offered, tuition rates, and average student enrollment numbers. In addition, each AACSB-accredited school has the opportunity to showcase their institution with photos and a unique profile description that complements the data information on the unique attributes that make it one of the best business schools in the world.

Combined with a targeted promotional campaign, [BestBizSchools](http://BestBizSchools.com) is poised to become the first name in student search. Offering insight and perspectives from leaders in business and education, as well as students and alumni, BestBizSchools is the 'go-to' resource for all

things related to one of the most complicated decision-making processes in higher education.

Review your school's profile page and let us know how we can help you improve. Need to make an update to your school's page? Contact us at [bestbizschools.profile@aacsb.edu](mailto:bestbizschools.profile@aacsb.edu) and submit your request.



## Upcoming AACSB Events in Asia

### FEBRUARY 2016

#### BANGALORE, INDIA

Business Accreditation Seminar  
8–9 February 2016

Assurance of Learning Seminar  
10–11 February 2016

### MARCH 2016

#### TAIPEI

Business Accreditation Seminar  
14–15 March 2016

Assurance of Learning Seminar  
16–17 March 2016

### MAY 2016

#### HO CHI MINH CITY, VIETNAM

Business Accreditation Seminar  
9–10 May 2016

Enhancing and Measuring Impact Forum  
11 May 2016

Assurance of Learning Seminar  
12–13 May 2016

#### SINGAPORE

Associate Deans' Seminar  
28 May 2016

Annual Accreditation Conference: Asia Pacific  
29–31 May 2016

## CONTACT DETAIL

For additional information regarding AAPBS, or to submit articles to the AAPBS e-Newsletter, please contact



**Susan Kim** ASSOCIATE DIRECTOR

**Association of Asia-Pacific Business Schools**

c/o KAIST College of Business

Room 7209, 85 Hoegiro, Dongdaemun-gu, Seoul 130-722, Korea

Tel +82 2 958 3293 • Fax +82 2 958 3290 • Mobile +82 10 5169 4826

E-mail [AAPBS@business.kaist.ac.kr](mailto:AAPBS@business.kaist.ac.kr)