



ABEST21 e-News

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THE ALLIANCE ON BUSINESS EDUCATION AND SCHLARSHIP FOR TOMORROW,
a 21st century organization

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1. ABEST21 Office Report

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- On-Site Interview at Institut Teknologi Bandung attended on September 3.
- Accreditation Seminar at Universitas Padjadjaran held on September 4.
- Board Meeting of Council for Human Resources Development held on September 6.
- The 20th meeting of Council for Human Resources Development held on September 20.
- Visit to Aoyama Business School in UiTM EMBA Japan Study Tour guided on September 29.
- Visit to Sony Corporation in UiTM EMBA Japan Study Tour accompanied on October 1.
- EFMD Open House in Tokyo attended on October 1.
- Meeting with Professor Julio Urgel of EFMD held on October 2.
- Dean Izani Ibrahim of Universiti Kebangsaan Malaysia (UKM) visited on October 17.
- CEO Dato' Syed Ahmad Hussein of Malaysian Qualifications Agency (MQA) visited on October 18.
- Japan Committee held at ABEST21 office on October 19.

2. ABEST21 HQ

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1) The 20th Meeting of "Council for Human Resources Development"

The following agendas were discussed at the meeting held on September 20, 2012 at Minami Aoyama Kaikan:

1) positioning of the Council, 2) partial amendment of the Council Rules, and 3) the topic for the third phase report. As for the first agenda, it was mentioned that until present the Council was placed as part of the Collaboration Program "Sharing Quality of Management Education and Development of Mutual Assessment System" under "The Program for the Support of Strategic University Collaboration towards University Education Enhancement 2009" by MEXT. However, since the Program ended on March 31, 2012, the positioning of the Council was discussed at the Board Meeting on September 6. The participants shared the understanding that good relationship was built among the government, industry and academia through the discussions for nurturing of management professionals, leading to a common view on education to foster such human resources. The Board Meeting agreed on the need to continue the activities, after affirming the social significance of discussing "nurturing of management professionals" in Japan, where labor force is decreasing and intellectual productivity needs be improved. The meeting held on September 20 also followed this conclusion and continuation of the Council activities was



approved, placed as part of the ABEST21 activities which aims to guarantee the quality of business school education. Regarding the second agenda, partial amendment of the Rules was ratified including the amendment of the related items. As for the third agenda it was approved to set "Industry-academia collaboration system in management education" as the topic of the third phase report. In the next 21st Council meeting, issues related to this topic will be raised by the company members.

2) Visiting CEO Dr. Dato' Syed Ahmad Hussein at Malaysian Qualifications Agency (MQA)

On October 18, 2012 ABEST21 President and Dean Ali Khatibi visited Malaysian Qualifications Agency (MQA), Ministry of High Education, to meet CEO Dato' Syed Ahmad Hussein, to seek MQA's cooperation in the ongoing ABEST21 project, "Research Project for Overseas Development of Sectoral University Assessment", under the "Advanced University Reform Promotion Project" by MEXT. This is the 7th of ABEST21 research projects, which aims to develop a model for mutual assessment to guarantee the quality of management education offered by business schools in ASEAN countries, focusing on Indonesia and Malaysia.



In Indonesia ABEST21 has already entered into reciprocal partnership with The National Accreditation Agency for Higher Education of Indonesia (BAN-PT), and the research is in progress by the research team of ABEST21 Indonesia Committee.

In Malaysia, although we have a research team of the ABEST21 Malaysia Committee, we need to cooperate with the government agency MQA, and this was discussed during our visit to CEO Dato' Syed Ahmad Hussein. In the past two years, one Malaysian business school has been accredited by ABEST21 and accreditations for two Malaysian business schools are in progress. The following leading Malaysian universities' business schools are members of ABEST21.

- IIUM-Graduate School of Management, International Islamic University Malaysia
- MSU-Faculty of Business Management & Professional Studies, Management & Science University
- UiTM-Graduate School of Management, Universiti Teknologi MARA
- UM-Graduate School of Business, Faculty of Business and Accountancy, Universiti Malaya
- UPM-Putra Business School, Universiti Putra Malaysia
- USM-School of Management, Universiti Sains Malaysia
- USM-Graduate School of Management, Universiti Sains Malaysia
- UUM-Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia.

3. ABEST21 Research Services

1) Dean Siriwut Buranapin's Lecture on "Case Writing"

On November 1, 2012, in ABEST21 Tokyo Conference Session One, Dean Professor Siriwut Buranapin (Chiang Mai University) will give lecture on Joint Research Project-6: "Business Management Case Writing". Dean Siriwut Buranapin is a case writing expert who authored many cases. Since Research Project-6 is aimed at developing cases focusing on the same company in different countries, it is necessary for all project participants to have a common view on case writing, and we asked Dean Siriwut Buranapin to give a lecture on this topic. Research Project-6 aims to develop cases for the benefit of all ABEST21 members. The cases will cover different aspects of the company's functioning in different countries. Currently, bases are being formed in Malaysia and

Indonesia to write cases covering the following fields.

- 1) Supply Chain Management
- 2) CSR
- 3) Marketing
- 4) IT Management
- 5) Innovation
- 6) Human Resource Development.

2) Holding of the 7th International Conference on Business and Management Research (ICBMR)

The 7th ICBMR "Transforming Local and Regional Networks into Sustainable Growth" will take place at University of Economics Ho Chi Minh City, Viet Nam, on November 16, 2012. The conference aims to nurture young researchers in Asia. In 2012 it is sponsored by the Faculty of Economics and Business, Universitas Indonesia, an ABEST21 member. Professor Ruslan Prijadi chairs the Organizing Committee. In 2011 the conference was held at Ateneo de Manila University, Philippines, also an ABEST21 member.

In 2010, when the 5th ICBMR conference was held at Universitas Indonesia, ABEST21 supported the conference by holding the joint session on "How to Enhance Globability in the New World" with Universitas Indonesia. Participants from Japan included Mr. Takeyuki Miyazaki of Toshiba Corporation, Professor Tsutomu Nakano of Aoyama Gakuin University, Associate Professor Noria Ahmad of Kwansai Gakuin University, Professor Hiroshi Gankoji of Nanzan University, and Nanzan graduate school student Shuhrat Dadajonov.

This year ABEST21 will also support the conference. President Itoh, Executive Secretary Professor Ming Yu Cheng, and Professor Kiyoshi Kobayashi of Kyoto University will attend the conference. To promote the nurturing of young researchers in Asia, ABEST21 Award for the excellent research paper written by the young researcher will be set in 2012.

The 7th International Conference on Business and Management Research
 Joint Conference University of Economics-Ho Chi Minh City (UEH) and Universitas Indonesia (UI) Supported by ABEST 21
"Transforming Local and Regional Networks into Sustainable Growth"
 16th November 2012
 University of Economics-Ho Chi Minh City (UEH), Vietnam

CALL FOR PAPERS

We invite research community for an academic conference in the setting of University of Economics Ho Chi Minh City, Vietnam. The conference will provide an opportunity to exchange research ideas and philosophies, as well as a chance to re-establish relationships with one and another. The 7th International Conference on Business and Management Research, is an Academic Conference of Universitas Indonesia in association with University of Economics Ho Chi Minh City. The conference is envisioned to focus on Transforming Local and Regional Networks into Sustainable Growth, as well as, issues that were critical for the global financial market. Academics will be provided with an opportunity to present and discuss their papers in the areas of Finance, Banking, Capital Market, Accounting, International Business, Supply, Economics, Marketing, Organization/ HRD Management, Innovation Management, General Management, Management Information Systems, and Regional Economic Integration and Competitiveness. We also encourage academics to submit cross-disciplinary research in the above areas.

Selected papers will be considered to be published in a special edition of Indonesian Capital Market Review (ISSN:1079-8977), The South East Asian of Management (ISSN:1079-1989), ASEAN Marketing Journal (ISSN:2085-5044) or UJBI Journal of Economic Development (ISSN:1859-1114)

Deadline
 Abstract, 30th June 2012
 Acceptance Notification, 31st July 2012
 Full Paper, 1st October 2012
 Registration, 2nd July – 31st July 2012
 Conference Date, 16th November 2012
 Registration Payment Details
 Early Bird Registration (up to 31st August 2012), USD 200
 Registration after 31st August, 2012, USD 250

Organizing Committee
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Kalau Jaludin Furuk ABEST 21	Universiti Kebangsaan Malaysia Anand Meyer University of Cambridge Klaus Meyer Reading University David Kichajak University of Technology Sydney	Esther Szilva Barcelona University Sukerly Universitas Padjadjaran Wilen T. Susanto University of The Philippines	S Alkar Zamri Ali University of Adelaide Ralf Zurbrugg University of Adelaide

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ICBMR IS AN ANNUAL EVENT OF THE DEPARTMENT OF MANAGEMENT FEUI

4. ABEST21 Quality Assurance Services

1) Holding of ABEST21 Peer Review Committee

The 1st Peer Review Committee (PRC) for 2012 is scheduled on November 2, 2012 at the Prince Sakura Tower. The PRC consists of total 42 members, 14 domestic and 28 international. Acting under the auspices of the Accreditation Committee, PRC conducts substantive evaluation for accreditation to prepare a draft for recommendation for accreditation. Actual assessment is carried out by the Peer Review Team (PRT) organized under the Peer Review Committee. PRT basically consists of five members who conduct assessment through document review and on-site interviews.

At the PRC scheduled on November 2, PRT Review Report on the Main Report (self-inspection/evaluation) submitted by the applicant school is reviewed. There are two kinds of PRT Review Report: the report on "Accreditation Plan" prepared by the school as the first step, and the report on "Self-Evaluation Report" as the

second step. Chairs for respective universities' PRTs will present their reports using designated styles of PowerPoint slides at the Peer Review Committee.

The Peer Review Committee also reviews the results of assessment of the Progress Report by Kaizen Review Committee. The Progress Report is prepared by the accredited schools by the end of May every year, for three years after accreditation. After being ratified by Peer Review Committee, the progress status is disclosed to the public.

2) Meeting with EFMD Deputy Director General Professor Julio Urgel

Meeting with Professor Julio Urgel was held on October 2, 2012, during his visit to Tokyo for EFMD Open House. EFMD is a reciprocal member of ABEST21 and ABEST21 is a member of EFMD Asia Advisory Board. We exchanged opinions on international development of accreditation. Since the Japanese professional graduate school system, especially for business schools, is not fully understood in Europe and the U.S., we explained the system and standards for establishment of professional graduate school.



5. ABEST21 Membership Services

1) New School Member: Putra Business School, Universiti Putra Malaysia (UPM), Malaysia

We are pleased to introduce our new member. Having recommended by the ABEST21 Malaysia Committee, Putra Business School, Universiti Putra Malaysia (UPM) has applied for full school membership, which was accepted by the ABEST21 Membership Committee. UPM is a national university established in 1931, located in the state of Selangor, on the west coast of Penang Peninsula. First started as School of Agriculture, the school has extended its educational area to science and technology fields since early 1980's. It was renamed Universiti Putra Malaysia in 1997. At present there are 17 undergraduate programs including Faculty of Agriculture, Faculty of Medicine and Health Sciences, Faculty of Human Ecology, Faculty of Educational Studies, Faculty of Biotechnology, and 4 postgraduate programs, with approximately 27,110 students in total. The new ABEST21 member, Putra Business School has approximately 890 students. It originally started as Graduate School of Management in 1997, and was renamed Putra Business School in 2011.

The Dean is Professor Arfah Salleh. The school website: <http://www.gsm.upm.edu.my/>

6. ABEST21 Network Services

1) Holding of Japan Committee

In order to promote international development of management education at business schools in Japan on industry-academia basis, the first Japan Committee Meeting will be held on October 19, 2012 at ABEST21 office. With the progress of globalization, it becomes impossible for the business schools to cope with rising challenges alone. Mutual collaboration is required and establishment of international network is indispensable. Committees have been set up in Indonesia and Malaysia to deepen the relationship among the members, and exchanges are promoted for development of business schools in respective countries. Research Projects 6 and 7 are also aimed at building the network contributing to development of management education.

The members in Japan are as follows.

Business school (listed by university name in alphabetical order)

- Graduate School of International Management, Aoyama Gakuin University
- Graduate School of International Corporate Strategy, Hitotsubashi University
- Institute of Business and Accounting, Kwansai Gakuin University
- Graduate School of Management, Kyoto University
- Graduate School of Business Administration, Nanzan University
- Graduate School of Business Sciences, University of Tsukuba
- Waseda Business School, Waseda University
- Graduate School of Innovation & Technology, Yamaguchi University

Company (listed in alphabetical order)

- Fuji Xerox Co., Ltd.
- Japan Patent Attorneys Association
- Nissan Motor Co., Ltd.
- Research Organization of Information and Systems, Inter-University Research Institute Corporation
- Sony Corporation
- Toshiba Human Resources Development Corporation

2) Universiti Teknologi MARA (UiTM), Malaysia, EMBA Japan Study Tour

EMBA students of Graduate Business School, Faculty of Business Management, Universiti Teknologi Mara (UiTM), an ABEST21 member, visited Japan for 6 days from September 28 to October 3, 2012.

On Saturday, September 29, the UiTM students visited Aoyama Business School at Aoyama Gakuin University to exchange opinions with the faculty and the students on expertise and skills of human resources engaged in international business. (picture above)

On Monday, October 1, the group visited Sony Corporation and saw the cutting-edge technology at the showroom. Corporate profile was presented by Mr. Seiji Ito, Manager, Global Recruiting Group, Recruiting Department, Global Human Resources Development Division (picture below). At the showroom the students were particularly attracted by the digital cinema screen system, "Sony Digital Cinema "4K". It was explained that apart from device business, Sony also focuses on content business, and that Sony as a single company is able to provide such system as a whole, from the sophisticated projector technology to the latest content. Sony's social action "Public Viewing in Africa" which took place in 2010 jointly with UNDP and JICA was also discussed. In this project Sony provided opportunities for people in Ghana, where television is not so widely used, to watch soccer games through outdoor mega-screen using technologies in projection and bio-battery, etc. The session after showroom visit included lectures on brand message "make. believe" and international strategies.

