



ABEST21 e-News

No.56, April 2013

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

URL: <http://www.abest21.org> TEL. 03-3498-6220 E-Mail: ABEST21@abest21.org

ABEST21 Office Report

- =====
- Ministry of Education, Culture, Sports, Science and Technology (MEXT) visited on March 14.
 - Visit of SBI Graduate School on March 18.
 - Toshiba Human Resources Development Corporation visited on March 19.
 - Ministry of Education, Culture, Sports, Science and Technology (MEXT) visited on April 10.
 - Graduate School of Innovation & Technology Management, Yamaguchi University, visited on April 10.
 - Ministry of Education, Culture, Sports, Science and Technology (MEXT) visited on April 11.
 - Fuji Xerox Co., Ltd. visited on April 11.
 - Fuji Xerox Co., Ltd. visited on April 24.
 - Center for National University Finance and Management visited on April 25.

Quality Assurance and Accreditation System-3 "Educational and Research Objectives"

=====

In the history of higher education in Japan, schools began to clarify and disseminate their "Educational and Research Objectives" following the Notice on "Enforcement of Ordinance related to partial revision of University Establishment Standard" issued on July 31, 2007 by the Director-General, Higher Education Bureau, MEXT. Article 2 of the University Establishment Standard stated that "a university should stipulate its educational and research objectives including the purpose of nurturing of human resources for each faculty/department in its School Rules, etc". Clause 1 of Article 1 of Graduate School Establishment Standard also stated that "a graduate school should stipulate its educational and research objectives including the purpose of nurturing of human resources for each faculty/major in its School Rules, etc". Thus the Schools were obliged to clarify its "Educational and Research Objectives".

Stating the school's "Educational and Research Objectives" presents a certain problem. From an accreditation viewpoint, the "Educational and Research Objectives" is a key factor for quality assurance and enhancement of educational research activities. A university must maintain its educational environment to achieve the "Educational and Research Objectives". To realize it, factors such as "Educational Programs", "Students", "Faculty", and "Staff and Infrastructure" must be combined organically. The "Educational and Research Objectives" need to be developed in line with the change of environment. Universities must survive in a "world with an environment", and not in a "vacuum". Thus the "Educational and Research Objectives" must respond to the needs of the society.

In reality, however, the "Educational and Research Objectives" are often stipulated in an abstract manner. Many universities treat the "Educational and Research Objectives" in the same way as their mission, philosophy, or educational policy. There is no clear process for regular review. Once the "Educational and Research Objectives" are set, they are handled as a permanent rule which will never be restated. The "Educational and Research Objectives" set after painstaking efforts are treated as an eternal memorial charter. In such case,

“Educational and Research Objectives” are not functioning properly. Originally, they should be used as decision-making criteria to spot and solve the issues which require improvement under the changing educational environment.

For such universities it would be impossible to nurture world-class human resources to meet the needs of the globalization age. The need for world-class human resources is due to factors including the collapse of the cold war world structure in the 1990s, development in technology innovation, and information age. Such factors served to diminish the international borders and integrate the world markets. As a result, competition became global and most countries became part of the world market economy. In addition, as you all are aware, the innovation in the information technology increased the information volume and the speed dramatically, which expanded the global circulation of information, accelerated the companies’ movement to seek economies of scale on a world basis, and brought the age of globalized economy. It was self-evident that the nurturing of world-class human resources would become an urgent issue. Had universities sensed this change of educational environment in advance, reviewed their “Educational and Research Objectives”, examined the concept of factors such as “Educational Programs”, “Students”, “Faculty”, and “Staff and Infrastructure”, they would have emerged as truly globalized universities, instead of hastily-globalized. Even if the “Educational and Research Objectives” mention globalization, the school will be far from being internationalized if the other related factors to achieve globalization remain unchanged.

In ABEST21 Accreditation, we thoroughly explain the meaning of “Educational and Research Objectives” in the accreditation standards through the guidance for applicant’s self-evaluation analysis. Specifically, the following points concerning the “Educational and Research Objectives” need to be clearly understood.

The “Educational and Research Objectives” should:

- be clearly stipulated and publicized,
- aim to nurture world-class human resources,
- reflect the opinions of stakeholders,
- be in line with the mission statement of the university to which the applicant belongs,
- contribute to students’ career development,
- be reviewed regularly to respond to the changes in the educational environment,
- be backed up by a financial strategy to obtain necessary funds.

“Educational and Research Objectives” are a core factor for quality assurance. Without a system for curriculum to achieve the mission statement, it is not possible to maintain and enhance the quality of education. The “Educational and Research Objectives” indicate the value of organization’s to the society. Without the support of the stakeholders, the school will not be able to nurture any human resources to meet the needs of the times. (Fumio Itoh, ABEST21 President)

1. Network Information

=====

1) Appointment of new board members for 2013

On March 9, 2013, ABEST21 Board Meeting 2012 was held at the International Conference Hall of Aoyama Gakuin University. The Board organized a Nominating Committee chaired by Vice President Ilker Baybars (Carnegie Mellon University) for electing the next President. After full deliberation, the Committee appointed Fumio Itoh as the next President, which was ratified by the General Assembly. Based on ABEST21 Bylaw, President Itoh appointed four Vice Presidents and the Executive Secretary. After full deliberation, it was ratified by the General Assembly. Appointment of board members was left to the Executive Committee consisting of President, Vice Presidents and Executive Secretary. The Executive Committee decided to reshuffle half of the board members so that many ABEST21 members will experience the position. The following members were appointed:

Executive Committee (Term : April 1, 2013 to March 31, 2015)

ABEST21 President

- Fumio Itoh

ABEST21 Vice Presidents

- Ilker Baybars
Deputy Dean Emeritus, Tepper School of Business, Carnegie Mellon University, USA
- Xiongwen Lu
Dean, School of Management, Fudan University, China
- Robert S. Sullivan
Dean, Rady School of Management, University of California San Diego, USA
- Oleg Vikhanskiy
Dean, Lomonosov Moscow State University Business School, Moscow State University, Russia

ABEST21 Executive Secretary

- Ming Yu Cheng
Professor, Faculty of Accounting and Management, Universiti Tunku Abdul Rahman, Malaysia

Board Members (Term : April 1, 2013 to March 31, 2015)

- Fumio Itoh (ABEST21 President)
- Ilker Baybars (ABEST21 Vice President)
Deputy Dean Emeritus, Tepper School of Business, Carnegie Mellon University, USA
- Xiongwen Lu (ABEST21 Vice President)
Dean, School of Management, Fudan University, China
- Robert S. Sullivan (ABEST21 Vice President)
Dean, Rady School of Management, University of California San Diego, USA
- Oleg Vikhanskiy (ABEST21 Vice President)
Dean, Lomonosov Moscow State University Business School, Moscow State University, Russia
- Ming Yu Cheng (ABEST21 Executive Secretary)
Professor, Faculty of Accounting and Management, Universiti Tunku Abdul Rahman, Malaysia
- Tae-Sik Ahn
Professor, College and Graduate School of Business, Seoul National University, Korea
- John Benson
Head, School of Management, University of South Australia, Australia
- Siritwut Buranapin
Dean, Faculty of Business Administration, Chiang Mai University, Thailand
- Gugus Irianto
Dean, Faculty of Economics and Business, Universitas Brawijaya, Indonesia
- Ali Khatibi
Dean, Faculty of Business Management & Professional Studies, Management & Science University, Malaysia
- Qin Hai Ma
Dean, School of Business Administration, Northeastern University, China
- Jossy Prananta Moeis
Acting Dean, Faculty of Economics, Universitas Indonesia, Indonesia
- R. Taggart Murphy
Program Chair, MBA Program in International Business, Graduate School of Business Sciences, University of Tsukuba, Japan
- Lawrence B. Pulley
Dean, Mason School of Business, College of William and Mary, USA

- Kazuo Tanigawa
Advisor, Toshiba Corporation Principal Office, Japan

Auditors

- Nobue Susie Brown
Associate Dean, McCombs School of Business, University of Texas at Austin, USA
- Kouichi Saitoh
Professor, School of Business Administration, Nanzan University, Japan

Membership Division

Membership Division (Term: April 1, 2013 to March 31, 2015)	
Director	• Ilker Baybars Deputy Dean Emeritus, Tepper School of Business, Carnegie Mellon University, USA
Deputy Director	• Gugus Irianto Dean, Faculty of Economics and Business, Universitas Brawijaya, Indonesia
Membership Committee (Term: April 1, 2013 to March 31, 2015)	
Chair	• John Benson Head, School of Management, University of South Australia, Australia
Vice Chair	• A. Seetharaman Dean, SP Jain School of Global Management, Singapore

Network Division

Network Division (Term: April 1, 2013 to March 31, 2015)	
Director	• Xiongwen Lu Dean, School of Management, Fudan University, China
Deputy Director	• Noor Azizi Ismail Dean, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Malaysia
Network Committee (Term: April 1, 2013 to March 31, 2015)	
Chair	• Popy Rufaidah Vice Dean, Faculty of Economics and Business, Universitas Padjadjaran, Indonesia
Vice Chair	• Alberto L. Buenviaje Dean, Ateneo Graduate School of Business, Ateneo de Manila University, Philippines

Accreditation Division

Accreditation Division (Term: April 1, 2013 to March 31, 2015)	
Director	• Robert S. Sullivan Dean, Rady School of Management, University of California San Diego, USA
Deputy Director	• Yoshihiro Tokuga Dean, Graduate School of Management, Kyoto University
Accreditation Committee (Term: April 1, 2013 to March 31, 2015)	
Chair	• Takeshi Hibiya Audit & Supervisory Board Member, Fuji Xerox Co., Ltd.
Vice Chair	• Ruslan Prijadi Head, Faculty of Economics, Universitas Indonesia, Indonesia
Peer Review Committee (Term: April 1, 2013 to March 31, 2015)	
Chair	• Hiroe Tsubaki Vice Director-General, The Institute of Statistical Mathematics, Japan
Vice Chair	• Arfah Salleh

	Dean, Putra Business School, Universiti Putra Malaysia, Malaysia
Peer Review Team Committee (Term: April 1, 2013 to March 31, 2015)	
Chair	undecided
Vice Chair	undecided

Research Division

Research Division (Term: April 1, 2013 to March 31, 2015)	
Director	• Oleg Vikhanskiy Dean, Lomonosov Moscow State University Business School, Moscow State University, Russia
Deputy Director	• Ken Kaminishi Dean, Graduate School of Innovation & Technology Management, Yamaguchi University, Japan
P6-Case Writing Committee (Term: April 1, 2013 to March 31, 2015)	
Chair	• Siriwut Buranapin Dean, Faculty of Business Administration, Chiang Mai University, Thailand
P7-Accreditation System Committee (Term: April 1, 2013 to March 31, 2015)	
Chair	• Ruslan Prijadi Head, Faculty of Economics, Universitas Indonesia, Indonesia

2) 2012 Accreditation Results Reported to MEXT

Results for 2012 were reported to Higher Education Policy Planning Division, Higher Education Bureau, MEXT, on March 14, 2013; To Ms. Kumiko Bando, Director-General of Higher Education Bureau, on April 10; And to Mr. Kazunobu Asada, Director of Higher Education Policy Planning Division, Higher Education Bureau on April 11.

3) Visit to Toshiba Human Resources Development Corporation

On March 19, President Itoh visited President Tokuji Sano of Toshiba Human Resources Development Corporation at the Head Office in Shin-Yokohama, to discuss the concept of ABEST21 Accreditation Committee. At present, substantial assessment of applicant schools is implemented by the Peer Review Committee. The discussion was based on the view that it is necessary to clarify the respective roles of the Accreditation Committee and the Peer Review Committee in order to assure the quality of business school education to the stakeholders based on industry-academia relationship.

4) Visit to Fuji Xerox Co., Ltd.

On April 11, President Itoh visited Full-time Corporate Auditor Takeshi Hibiya of Fuji Xerox Co., Ltd. at the Head Office to discuss an international development of ABEST21 Accreditation. Under the present ABEST21 Accreditation system, there are two committees: Accreditation Committee and Peer Review Committee. It was discussed that in order to enhance the system for business school education aimed to nurture management professionals, the two committees will focus on distinctive roles, i.e. Accreditation Committee will assess the educational research activities based on the stakeholders' viewpoint, while the Peer Review Committee will conduct peer reviews.

5) The 23rd meeting of Council for Human Resources Development

The meeting is scheduled on Friday, May 17, 2013 at Minami Aoyama Kaikan. The ongoing agenda is "the role of industry-academia relationship in nurturing management professionals". We aim to prepare the third-phase report on this theme. At the previous meeting a report was provided by Waseda Business School on its industry-academia relationship. This time a report will be given by Dean Yoshihiro Tokuga of Graduate School of Management (Professional Graduate School), Kyoto University.

6) Holding of the Chiang Mai Conference

From July 4 to 6, 2013, ABEST21 will co-sponsor the Chiang Mai Conference 2013 with Chiang Mai University. Chiang Mai Conference 2013 Organizing Committee consisting of members from the Chiang Mai University and ABEST21 Network Committee is currently finalizing the program. Presentation on ABEST21 Research Project-6 (CSR Case Writing) and Research Project-7 (Accreditation System Model) will be the main topics of the symposium. Details of accommodation, etc. will be announced by the Organizing Committee.

 <p style="text-align: center;">Welcome to Chiang Mai, Northern Thailand</p> <hr/> <p style="text-align: center;">Enhancing Global Knowledge Networking Faculty of Business Administration, Chiang Mai University July 4-6, 2013</p> <div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center;">ACC-BA CMU Business School</p>	 <p style="text-align: center;">Welcome to Chiang Mai</p> <hr/> <p>Tentative Agenda</p> <p>July 4, 2013: Arrival Day 6PM: Welcome Party at Chiang Mai Night Safari,</p> <p>July 5, 2013: Seminar Day -Key note speaking on Philosophy of Sufficiency Economy -International Symposium for Project 6, Fuji Xerox CSR Case Writing - International Symposium for Project 7, Developing Asian Accreditation System</p> <p>July 6, 2013: Site Visits -7AM Witness Suthep Hill Trekking Ceremony -Company visit -Local business visit -Farewell Party</p> <p style="text-align: right;">4</p> <p style="text-align: center;">ACC-BA CMU Business School</p>
---	--

2. Quality Assurance Information

1) Maintenance Accreditation Seminar

The Maintenance Accreditation Seminar for professional graduate schools in Japan will be held on Friday, May 17, 2013 at Minami Aoyama Kaikan. The professional graduate school system in Japan was launched in 1999. It mandates the professional graduate schools to undergo a field-specific accreditation every 5 years. Therefore some business schools will undergo the ABEST21 Accreditation for the second time. The second accreditation is implemented as a maintenance accreditation which is distinguished from the initial accreditation. In maintenance accreditation, the key assessment factor is "enhancement of education quality" compared to the initial accreditation. Accredited schools are requested to submit to ABEST21 a Progress Report on "Enhancement of education quality" during the three years after the initial accreditation. Based on this process, maintenance accreditation will assess the educational system which aims to achieve the mission statement in response to the needs of the times.

2) Initial Accreditation Seminar

On Monday, May 20, 2013, Accreditation Seminar 2013 will be held in Kuala Lumpur, Malaysia. Since the submission of Accreditation Plan and Self-Evaluation Report for 2013 are due on June 30, we will provide the final guidance for applicant schools who are preparing these reports. The seminar will be attended by members from Russia, Indonesia, and Malaysia, with 5 schools for Self-Evaluation Report session and 6 schools for Accreditation Plan session. It will take place at the Management and Science University (MSU), MSU Learning Centre, MSU City Campus, with the following members as lecturers:

- Fumio Itoh (ABEST21 President)
- Ming Yu Cheng (ABEST21 Executive Secretary, Universiti Tunku Abdul Rahman)
- Ruslan Prijadi (Vice Chair of Accreditation Committee, Universitas Indonesia)
- Arfah Salleh (Vice Chair of Peer Review Committee, Universiti Putra Malaysia)
- Ali Khatibi (Chair of ABEST21 Malaysia Network Committee, Management and Science University).

3. Research Information

=====

Submission of Project-7 Report

Joint Research Project-7 is currently organized by President Itoh of ABEST21. The reports to be submitted by the end of May are prepared with the aim to establish an Asian accreditation system model. The model is based on facts that ABEST21 acquired through accreditations of business schools in Japan, Malaysia, Singapore, Indonesia, Thailand, China, and Australia. Since business schools are required to undergo assessments in compliance with the school education acts in respective countries, receiving an international accreditation is left to each school's choice. Therefore we aim to create a world-class model which recognizes the diversity of the Asian countries and their uniqueness.

4. Membership Information

=====

New School Member: Master of Management program, Satya Wacana Christian University, Indonesia

We are pleased to announce that Master of Management program, Satya Wacana Christian University has joined ABEST21 as a school member. The school was recommended by ABEST21 Indonesia Network Committee and its membership was ratified by the Membership Committee. Satya Wacana Christian University was originally established in 1956 by nine churches as Indonesian Christian Teaching Educational Tertiary Institution. The campus of the private university is located in Salatiga, a highland city in the suburb of Jogjakarta, Java, Indonesia. There are approximately 380 faculty members and 12,560 students. The new ABEST21 member Master of Management was established in 2000.

The school is represented by Professor Christantius Dwiatmadja. The school website: www.uksw.edu