



ABEST21 e-News

No.98, July-August 2018

ABEST21

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
Editor: Fumio Itoh

ABEST21 Office Report

July 2018

- 14th -- Chiang Mai PRT Training Seminar, Chiang Mai University, Thailand
- 16th -- Kuala Lumpur PRT Training Seminar, Universiti Putra Malaysia, Malaysia
- 18th -- ABEST21 International Symposium, Universitas Indonesia, Indonesia
- 18th -- Jakarta PRT Training Seminar, Universitas Indonesia, Indonesia
- 21st -- International Postgraduate Student Colloquium, Burapha University, Thailand
- 24th -- Tokyo PRT Training Seminar, Tokyo, ABEST21
- 31st -- International Seminar of Cotemporary Research Business & Management of APMMI in Warmadewa University, Denpasar, Bali Island, Indonesia

August 2018

- 1st -- Faculty of Economics and Business, Universitas Udayana, Denpasar, Indonesia

I. Words for Tomorrow -1

“University internationalization and international measures for quality assurance of higher education”

(by Kazumi Shindo, Director, Office for International Planning, Higher Education Bureau, Ministry of Education, Culture, Sports, Science and Technology, Japan)

This article on “Developing education and research environment to respond to globalization” has been contributed by Kazumi Shindo of MEXT, Japan, explaining the internationalization measures taken in Japan.

1. University internationalization

Universities in Japan face a strong need for internationalization including globalization of education and research environment and two-way exchange of students, since universities play the key role in fostering world-class personnel to play active roles internationally. MEXT applies various measures to promote university internationalization and fostering of world-class personnel. Here I would like to give some examples of such measures. First of all, MEXT has launched the “Top Global University Project” in 2014 to enhance the



international compatibility and competitiveness of higher education in Japan. 37 universities have been selected to gain support of this Project which will promote comprehensive university reform and internationalization including exchanges with the world's leading universities outside Japan. For detailed information on measures taken by these 37 universities, please refer to the website for "Top Global University Project".

In another project, the "Inter-University Exchange Project" launched in 2011, we target countries and areas that are strategically important for Japan, and support international education partnerships including quality assurance such as credit recognition. Effective 2018 we started supporting COIL (Collaborative Online International Learning) between universities of U.S. and Japan, in cooperation with the American Council on Education (ACE) to promote exchanges using online activities.

2. International measures for quality assurance of higher education

Here are some examples of the measures for enhancement of student mobility and quality assurance based on the framework of "ASEAN+3 (Japan, China and Korea)" led by the governments.

In 2012 the first meeting of the education ministers from ASEAN+3 countries was held in Indonesia. Minister from Japan proposed to set up a working group on ASEAN+3 higher education mobility and quality assurance, and the group meetings have been held every year since then. At the 3rd meeting of ASEAN+3 education ministers held in May 2016, the "Guidelines on student exchange and mobility" summarized through the working group meetings was approved.

Furthermore, at the 5th meeting of ASEAN+3 working group held in October 2017, the draft version of the "Guidelines on grade certificate for foreign students' study record and supplementary materials (tentatively named)" was collated. In 2018 these Guidelines will be utilized as a trial in ASEAN+3 countries to check its practicability.

II. "Quality Improvement and Peer Review System" - No. 35

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Aiming at quality enhancement of the PRT-1: "Sharing the Accreditation Viewpoints"

The 2018 Peer Review Team (PRT) Seminars were held on July 14 at Chiang Mai University in Thailand, on July 16 at Universiti Putra Malaysia in Malaysia, on July 18 at Universitas Indonesia in Indonesia, and on July 24 at ABEST21 Office in Tokyo. The main purpose of these seminars is to strengthen the reviewing capability of the PRT members who represent various cultural backgrounds and values. In particular, we need to develop a common understanding concerning the basic rules for accreditation.

ABEST21 PRT members are appointed considering their "specialization". However, the important point for the PRT members is to work smoothly as a team, ensuring that the team's "Working Rules" are observed. This means that the "Desk Review" and "Peer Review Visit" are conducted according to the schedule, the review report is submitted by the deadline, the information acquired through review is protected relevantly, and the reports are evaluated without delay.

Another point that needs to be ensured is the understanding on an institutional approach that is required for accreditation. Asian cultures are diverse, and the education systems among the countries vary. Also due to the differences in economic development stages of those countries, the target personnel to be nurtured is not the same. In addition, even within the same country, schools with different education and research resources will have different features or target human resources to be fostered. Considering the efforts toward globalization of educational and research environment, it needs to be understood that there is a limit to homogenizing different education

systems. Thus institutional approach is required for evaluations in respective countries. It is also needed to recognize that PRT members are not auditors for accounting. Equal and mutual trust relationship between the PRT and the school, and not looking down upon the applicant school, is the spirit of the Peer Review. Based on such attitude, internal issues and problems related to the quality of education and research activities will be revealed.

Furthermore, the first step for accreditation is to understand the "Mission Statement" of the applicant school. The purposes of education are "to nurture the personality as a member of the society" and "to nurture human resources needed by the society". PRT members are required to perceive from the "Mission Statement" what kind of human resources the applicant school aims to nurture. Applicant school is an "education system" to realize the "Mission Statement", and the components of this "education system" are organically combined by the "Mission Statement". Without understanding the fact that the components are combined with the "Mission Statement" as the driver, it would not be possible to conduct a consistent review of the "Faculty", "Student", "Educational Programs" and "Supporting Staff and Infrastructure".

However, the "education system" is an open system, and not a closed system. Therefore factor analysis on the "changes in the education and research environment" needs to be carried out appropriately for the applicant school to survive in the future. Also it is important for the school to realize that its "future ideal figure" exists as a reflection of the "personnel to be nurtured"; otherwise it would not be possible to implement "Self-check/Self-evaluation". To achieve these steps, applicant school shall develop its "strategy" with a plan to realize it, carry out the plan, and strive for the "enhancement of education quality" through PDCA cycle. Thus, by fully understanding the school's "Mission Statement", PRT members will be able to conduct a more objective peer review on the school's "Self-check/Self-evaluation".

In the past 10 years (from March 2009 to March 2018) ABEST21 has carried out 54 accreditations for the schools from 7 Asian countries. The past decade was the time to deal with the globalization of education and research environment as well as the diversity of Asian cultures. We have been engaged in "accreditation" seeing it not as a standardized process but rather a vehicle for substantial improvement. In particular, we went through many trials and errors to make peer review function in the "vertical society". I would like to thank the school members for their understanding and cooperation, which institutionalized our practices. Needless to say, this institutional approach owes much to the research on Institutionalism by John R. Commons, which I studied at the University of Wisconsin-Madison during 1970 to 1973. (Fumio Itoh, President)

III. Global Knowledge Network

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1. International Symposium on "Nurturing Global Management Professionals and Quality Assurance of Management Education"

ABEST21 International Symposium on "Nurturing Global Management Professionals and Quality Assurance of Management Education" held on July 18 was authorized as one of the commemoration projects by the 60th Anniversary of Japan-Indonesia Diplomatic Relations Steering Committee. The Symposium was held on Salemba Campus of Universitas Indonesia in Jakarta.

The Symposium was opened by ABEST21 President Fumio Itoh with greetings and explanation of the aim of this Symposium. Then from the



host school Universitas Indonesia, Professor Ari Kuncoro, Dean of Faculty of Economics and Business, greeted the participants. His speech is summarized as follows: With the mission given by the university to promote globalization, we have been making efforts such as to invite more faculty members from foreign countries and increase the number of foreign partner schools. Although we have achieved certain results within Indonesia, accreditation within the home country is not enough to promote globalization. To receive international accreditation and present our education capability in a visible form by data is part of the responsibilities required from a university by the society.



Guest speech: Minister Ryo Nakamura, Embassy of Japan in Indonesia

The following speech was given by the guest of the Symposium, Minister Ryo Nakamura, Embassy of Japan in Indonesia.

Minister Ryo Nakamura
The Embassy of Japan in Indonesia

Greetings by Minister Nakamura for the ABEST21 Symposium on Quality Assurance for Global Human Resource Training and Education, Professor Emeritus Dr. Fumio ITOH, President & CEO ABEST21 International, Dean Ari Kuncoro, Faculty of Economics and Business, Universitas Indonesia



Distinguished guests, ladies and gentlemen, Good afternoon. My name is Ryo Nakamura and I am a Minister at the Embassy of Japan in Indonesia. Thank you very much for inviting me today to this symposium hosted by ABEST21. I would like to take this opportunity today to share a few words to open the symposium.

This year marks the 60th anniversary of the start of diplomatic relations between Japan and Indonesia. At the Embassy, we are delighted that ABEST21 is hosting a symposium on "Quality Assurance for Global Human Resource Training and Education" during this milestone year, and we very much welcome this symposium.

ABEST21 is a third party evaluator that provides quality assurance for university education and research. It was established for the purpose of improving the quality of education and research on management at universities, and is recognized by the Government of Japan as an accreditation body that evaluates and certifies university courses on management and intellectual property.

As globalization has progressed, so has student mobility. In an age when studying overseas has become the norm, quality assurance in the education sector has become an urgent issue worldwide. The accreditation system is vital to ensuring quality education, and this function is crucial also to higher education institutions in Indonesia. I believe that it is deeply significant and timely that this symposium is being held during this time to feature the theme, "Quality Assurance for Global Human Resources."

The purpose of accreditation is to conduct objective and ongoing evaluations of a university by a

third party that is external to the institution in question, to guarantee the quality of education that it offers. Universities are evaluated based on the education they offer and research they conduct, and assessed on their overall organizational management and facilities. The results of the evaluation are then made public. This will allow universities to be judged by the public and make changes to improve their institution based on the evaluation results. While universities must expend much time and energy to undergo evaluation, once their work has been certified, they will be able to strengthen their education and research activities. Needless to say, universities can also use the evaluation results as a strategic tool to actively promote their education and research.

The presence of universities whose quality is guaranteed through accreditation is indispensable to cultivating outstanding talent. I believe that their presence will have a significant impact on the future development of Indonesia and on nurturing talent that can tackle global issues.

Moreover, the impact will most likely spread beyond Indonesia to also promote university exchanges with Japan. Accreditation serves to guarantee the quality of education for institutions such as universities. As such, universities that have obtained evidence to attest their quality will attract students and faculty, as well as the attention of other universities.

This will result in more intense inter-university exchanges including faculty exchange as well as an increase in the number of Indonesian students studying in Japan and Japanese students studying in Indonesia. It will lead to mutual exchanges that are of high quality. I also firmly believe that it will contribute to further promoting friendly relations between Japan and Indonesia.

I believe that this symposium will be highly informative for many universities, and I look forward to seeing Indonesia's universities gain competitive advantage on the international stage and develop into institutions that can stand shoulder to shoulder with universities across the world.

In closing, I would like to acknowledge and express my deepest thanks to Mr. Itoh, the President of ABEST21, and to all other stakeholders for your incredible work. I would also like to wish all the best to all those present today, and much success to ABEST21. I sincerely look forward to seeing the relationship between our two countries – Japan and Indonesia – continue to evolve to find greater depth.

Keynote Speech: President Fumio Itoh, ABEST21

Following the opening greetings and the guest speech, keynote speech was made by President Itoh on the theme of the Symposium, "Nurturing Global Management Professionals and Quality Assurance of Management Education".

Background and knowledge required for global management professionals were explained, including strength of mind to cope with various problems in the diverse business society. To nurture management professionals who play active roles in the international competition in the age of globalization, quality assurance of education through international accreditation is a must. Accreditation is also indispensable to accelerate substantial international exchange in the future.



Panel discussion

Following the keynote speech, panel discussion was held by the following members.

Chair: Dean Professor Dr. Sudarso Kaderi Wiryono,
School of Business and Management,
Institut Teknologi Bandung

Panelists: Dean Dr. Yudi Azis, FEB UNPAD
Dony Abdul Chalid, Ph.D., FEB UI and Chairman,
APMMI

Dr. Gancar Candra Premananto, Head of MM Program,
FEB UNAIR, Chairman, ISCRBM Committee,
APMMI



Following the keynote speech by President Itoh, the panel discussion focused more deeply on the theme "Nurturing Global Management Professionals and Quality Assurance of Management Education".

- Dean Dr. Yudi Azis, Faculty of Economics and Business, Universitas Padjadjaran

Detailed explanation on ABEST21 Accreditation System was made, with the introduction of the philosophy of ABEST21: While the process is standardized, the analysis contents can vary depending on the school's uniqueness, mission, or the problems it faces. ABEST21 conducts kaizen on Accreditation Standards reflecting the need of the times, but analyses are made based on identical standards.

- Dr. Dony Abdul Chalid, Faculty of Economics and Business, Universitas Indonesia

Since business schools are closely related to the industries, they have a different social role from the other departments. The needs of the industries vary among countries and areas. A question was raised to look into the difficulty of adapting an identical set of accreditation standards to all schools.

- Dr. Gancar Candra Premananto, Faculty of Economics and Business, Universitas Airlangga

One of the aspects of human resources to be nurtured by the business schools is the capability to produce innovation. It was proposed to consider adding a standard to check if the school has an education programs to improve innovation ability.

- Q&A Sessions:

Questions were raised on details of the accreditation system such as analysis methods for each standard. The panelists responded that not only quantitative but qualitative analysis is required, analysis should be conducted not only on individual but on faculty base, and that diversity should be accepted. The Chair summed up the issues to promote Nurturing Global Management Professionals and Quality Assurance of Management Education before closing the Panel Discussion session.

- Closing Remarks:

Dean Suradso Kaderi Wiryono concluded that the standards are the least criteria to be fulfilled, and quality enhancement of education through accreditation is needed by the society. Also it is necessary to strengthen the network to accelerate the Nurturing Global Management Professionals and Quality Assurance of Management Education.

2. The ABEST21 Rectors and Deans Forum to be held-2

As you all know, the ABEST21 Rector Forum which was originally scheduled in November 2017 in Bali, Indonesia but postponed due to the eruption of Mr. Agung, will be held on November 2 and 3, 2018, at Institute Teknologi Bandung (ITB), Bandung, Indonesia. To prepare for this Forum, the 1st Arrangements Committee was held on July 19, 2018 at Institute Teknologi Bandung (ITB), where the ABEST21 Rector Forum Organizing Committee was founded as follows.



Chair

- Dean Prof. Dr. Sudarso Kaderi Wiryono (Institut Teknologi Bandung, Indonesia)

Vice Chairs

- Dean Dr. Yudi Azis (Universitas Padjadjaran, Indonesia)
- Dean Dr. Dodie Tricahyono (Telkom University, Indonesia)

Members

- Dean Ali Khatibi (Management & Science University, Malaysia)
- Dean Mohd Ridzuan Darun (Universiti Malaysia Pahang, Malaysia)
- Dean Rapeeporn Srijumpa (Burapha University, Thailand)
- Japan (under negotiation)

Sponsor: ABEST21

Supported by:

- Ministry of Education, Culture, Sports, Science and Technology, Japan

This Forum will be held as part of the authorized commemoration projects by the 60th Anniversary of Japan-Indonesia Diplomatic Relations Steering Committee.

Following this Arrangements Committee, a preparation meeting was held at Universitas Padjadjaran for the Peer Review Committee scheduled on October 31 and November 1, 2018. In 2018 there is a total of 24 schools to be reviewed, 13 for QIP and 11 for SCR. Details of the 2-day PRC meeting, including the operations, accommodation and transportation were discussed. Since the QIP report will be presented by the applicant schools' deans at the PRC, the PRC meeting is expected to have a large number of participants.



3. Setting up The Council for Human Resources Development Network Organization

ABEST21 Council for Human Resources Development was founded on October 28, 2009, at the meeting room of Tokyo Chamber of Commerce and Industry. To discuss the business school education in Japan on industry-academia basis, it was set up by 3 groups; 9 leading business schools in Japan, 9 companies, and an accrediting institution. The Council has conducted 32 meetings up to

now, and at the end of each 10 meetings, the discussion results were summarized as a report disclosed to the public.

The first phase report (October 2010)

“Aiming to Nurture Management Professionals - the Ideal Professional Graduate School System”

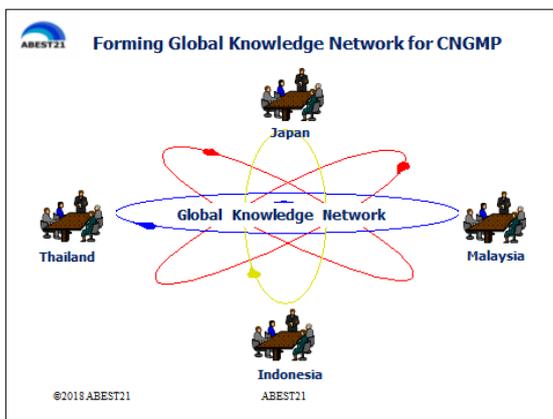
The second phase report (October 2012)

“Aiming to Nurture Management Professionals - the Competency of Management Professionals”

The third phase report (March 2017)

“Aiming to Nurture Management Professionals - the Ideal Industry-Academia Relationship”

The Council made efforts to indicate road maps for systematic work to nurture management professionals with a global perspective, rather than giving symptomatic treatments for management education reform. Over the numerous meetings we have come to consider that “global tie-up for nurturing management professionals” is needed. The Council has now set up organizations in Thailand, Malaysia and Indonesia, so as to nurture management professionals who will contribute to sustainable growth in Asia in cooperation with the respective councils in the area.



For the past 2 years we have been referring to this concept and exchanged opinions at ABEST21 Seminar, Peer Review Committee, Accreditation Committee, ABEST21 General Assembly, etc. As a conclusion, we will launch the Council for Nurturing Global Management Professionals (CNGMP) in Indonesia, Malaysia and Thailand, at the ABEST21 Rector Forum in November 2018 at Bandung. The councils in the 4 countries will organize Council for Nurturing Global Management Professionals Network Organization, to make proposals for nurturing of management professionals to contribute to sustainable growth in Asia.

The local council will consist of regular members and supporting members. Regular members will include the schools and affiliates. School members are ABEST21 members, while affiliate members are companies and organizations recommended by the school members. The main activities include regular meetings, research seminars, announcement of discussion results, etc. The Network Organization shall also hold report sessions and symposium which will act as a general assembly for the local councils.

IV. Accreditation

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1. ABEST21 PRT Training Seminars held

In order to enhance the quality of review by the Peer Review Team which is the substantial review process of accreditation, PRT Training Seminars for 2018 were held in Thailand, Malaysia, Indonesia and Japan (details are provided below). The Training Seminars were conducted based on the 2018 edition of ABEST21 PRT Peer Review Manual. Since PRT members are responsible for reviewing not only their home country’s schools but foreign schools, the importance of making an effort to

understand the diverse education systems in Asia was emphasized. It was also explained that due to various personnel needs depending on the economic growth stages, having only one stereotyped business school concept in mind may not lead to substantial quality assurance of university education.

1) PRT Training Seminar in Thailand

The seminar was held on July 14 at Chiang Mai University, attended by the 2018 PRT members from Chiang Mai University, Burapha University and Khon Kaen University. Since the number of school members is expected to grow in Thailand, we will conduct accreditation seminar and PRT training seminar on regular basis and contribute to quality enhancement of management education in Thailand.



2) PRT Training Seminar in Malaysia

On July 16 at Universiti Putra Malaysia, 15 PRT members from International Islamic University Malaysia, Management and Science University, Universiti Sains Malaysia, Universiti Putra Malaysia, Universiti Teknologi MARA, Universiti Tunku Abdul Rahman and Monash University Malaysia attended the seminar. ABEST21 PRT Committee Chairman Dean Azlan Amran (USM) and President Itoh explained the key points of PRT review based on the 2018 edition of ABEST21 PRT Peer Review Manual.



3) PRT Training Seminar in Indonesia

On July 18 at Universitas Indonesia following the international symposium, 18 PRT members from Universitas Diponegoro, Universitas Brawijaya, Universitas Gadjah Mada, Universitas Sam Ratulangi, Universitas Telkom, Universitas Airlangga, Universitas Andalas, Universitas Padjadjaran, PPM School of Management, Universitas Surabaya, Universitas Lampung, Institute Teknologi Bandung and Universitas Indonesia attended the seminar. Key points of PRT review were explained based on the 2018 edition of ABEST21 PRT Peer Review Manual.



4) PRT Training Seminar in Japan

On July 24 at ABEST21 Office, the seminar was held for the 3 PRT members appointed in the Tokyo district. Opinions were exchanged on how to assess "Humanizing the School's Management Education", and assessment on relations among "Mission Statement", "Learning Goals" and "Learning Outcome".

2. Faculty of Economics and Business, Universitas Udayana, Denpasar

On August 1, we visited the Faculty of Economics and Business, Universitas Udayana at Denpasar, Bali, Indonesia to explain about the ABEST21 Accreditation System to the Faculty Administration team. In particular, it was pointed out that ABEST21 Accreditation System consists of Program-based Accreditation System and Academic Unit-based Accreditation System, and explanations on related accreditation process and standards were provided, followed by an exchange of opinions.



V. Research

1. International Postgraduate Student Colloquium (IPSC 2018)

On July 21, International Postgraduate Student Colloquium 2018 (IPSC2018) was held at Graduate School of Commerce, Burapha University based in Chon Buri, in the suburb of Bangkok, Thailand. President Itoh presented a speech on "Fostering Business Sustainability and Innovation towards Digital Economy". The Colloquium also included a speech by Professor Dr. Vanchai Vatanasapt, the former President of Khon Kaen University and presently the School Board Chairman of Khon Kaen Vithes Suksa Bilingual School, on the topic of "Making a dissertation for country's demand".



2. International Seminar of Cotemporary Research Business and Management (ISCRBM 2nd)

On July 31, at Warmadewa University in Denpasar, Indonesia, APMMI (Aliansi Program Magister Manajemen Indonesia) International Seminar of Cotemporary Research Business & Management (ISCRBM 2nd) was held. President Itoh made a speech on "The Challenges of Digital Distance Learning in Business Education". Also ABEST21 Award was presented to the author of the most excellent thesis. This Award aims to support the nurturing of younger generation researchers in Indonesia.

