

**ABEST21**  
**Annual Report 2010**



**June 2011**

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

**Tokyo**

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## Foreword

In 2010, ABEST21 has welcomed its sixth year since its foundation on July 1, 2005. We started with 16 business schools from Japan and abroad, but during the past six years the number of member schools has more than tripled from our original size, and now amounts up to 40 business schools from 16 different countries. We conducted business accreditation of seven Professional Graduate Schools of Business in Japan and one business school in Malaysia. Furthermore, we are currently reviewing nine business schools in the Asia-Pacific region for business accreditation. Now, we have been recognized as an international business accreditation agency for business schools in the Asia-Pacific region.

Our mission is to advance management education in business schools on a global basis by encouraging the mutually beneficial collaboration among our member institutions. Therefore, our business accreditation activities and promotion of mutually beneficial collaboration together can be seen as a car's wheels, combining the efforts to move the vehicle forward. The current age of globalization creates the challenges for educators, which have never been greater. No single institution can recruit, develop or retain all the resources required to cover every aspect of management education. As such, business schools are challenged as never before to develop and maintain first-class management programs. Therefore, we have enforced five Joint Research Projects with member institutions in order to encourage mutually beneficial collaboration among us. In the last three years we have conducted an international joint research project on "Improving Quality of Management Education" as a Research Project-3 in 2009, "Competencies in Management Professionals" as Research Project-4 in 2010, and "Developing Management Curriculum in Business Schools" as Research Project-5 in 2011.

As the number and diversity of ABEST21 members increase, we feel the need for deeper cultural understanding to build stronger bond between our members. Globalization is a process of mutually respecting and accepting each other's culture and values not dissimilar to individualism. The background of individualism is often religious beliefs, and the knowledge of religious beliefs around the world is essential in understanding this concept. This process demands that we look at ourselves from a different point of view. At ABEST21, we like to keep this in mind and wish to continue to foster the idea of collaboration, cooperation and mutual understanding.

We are still at an infant stage of our development and have yet to mature as an organization. However, I believe that through the opportunity to conduct accreditation and encourage collaboration, we have accelerated our pace towards the established organization. ABEST 21 will continue to ensure and enhance the quality of management education, which will foster the professionals who will contribute to peace and prosperity of our world.

August 24, 2011  
Fumio ITOH, President

# I About ABEST21

## 1. Our Roots

ABEST21 was founded in 2005, but its origins go back to 1994, when 7 business schools from Japan and abroad joined together in a Global Classroom Conference - a cross-border, virtual classroom using online real-time TV conference system, which enabled the business schools to hold the joint lectures based on the cutting-edge information communication technology.

The first Global Classroom Conference was held on October 28, 1994. In the following years, the number of schools participating in the Global Classroom Conference increased, and on June 28, 2002 it was reorganized as the Global Knowledge Network. The main goals of this new organization were to conduct research aimed at developing the educational methods for the Global Classroom, and to further improve the quality of business education. It also aimed to build a system



to guarantee the quality of management education based on a global perspective. The schools participating in the Global Knowledge Network concluded the International Cooperative Partnership agreement and developed a substantial international knowledge exchange system for promoting the globalization of the management education.

Seven business schools joined together in a Global Classroom Conference held on October 28, 1994 are as follows.

- School of International Politics, Economics and Business, Aoyama Gakuin University, JAPAN
- Graduate School of Industrial Administration, Carnegie Mellon University, USA
- Faculty of Business, City University of Hong Kong, HONG KONG
- Graduate Studies and Research, ITESM, MEXICO
- Graduate School of Management, University of Melbourne, AUSTRALIA
- Department of Economics, Moscow State University, RUSSIA
- Graduate School of International Studies, Yonsei University, KOREA

Global Knowledge Network considered it an urgent issue to develop a system to enhance the quality of management education at the business schools. With this idea in mind, on June 28, 2004, at the Hakone Conference, the establishment of network aiming at the enhancement of management education at member schools was discussed, and the preparation to establish THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW, a 21st century organization (ABEST21) was started. A year later, on July 1, 2005, assisted by 16 business schools from Japan and abroad, the Network decided to establish ABEST21 as a mutual evaluation institution.



The 16 business schools are as follows.

- Applied Finance Centre, Mcquarie University, Australia
- School of Management, Fudan University, China
- College of Business Administration, Northeastern University, China
- Mona Institute of Business, University of The West Indies, Jamaica
- Graduate School of International Management, Aoyama Gakuin University, Japan
- Institute of Business and Accounting, Kwansai Gakuin University, Japan
- Graduate School of Business Administration, Nanzan University, Japan
- Graduate School of Business Sciences, University of Tsukuba, Japan
- College of Business Administration, Seoul National University, Korea
- Faculty of Management, Multimedia University, Malaysia
- School of Business, Al Akhawayn University, Morocco
- Graduate School of Business Administration, Moscow State University, Russia
- Tepper School of Business, Carnegie Mellon University, USA
- School of Business, The College of William and Mary, USA
- McCombs School of Business, University of Texas at Austin, USA
- Rady School of Management, University of California San Diego, USA

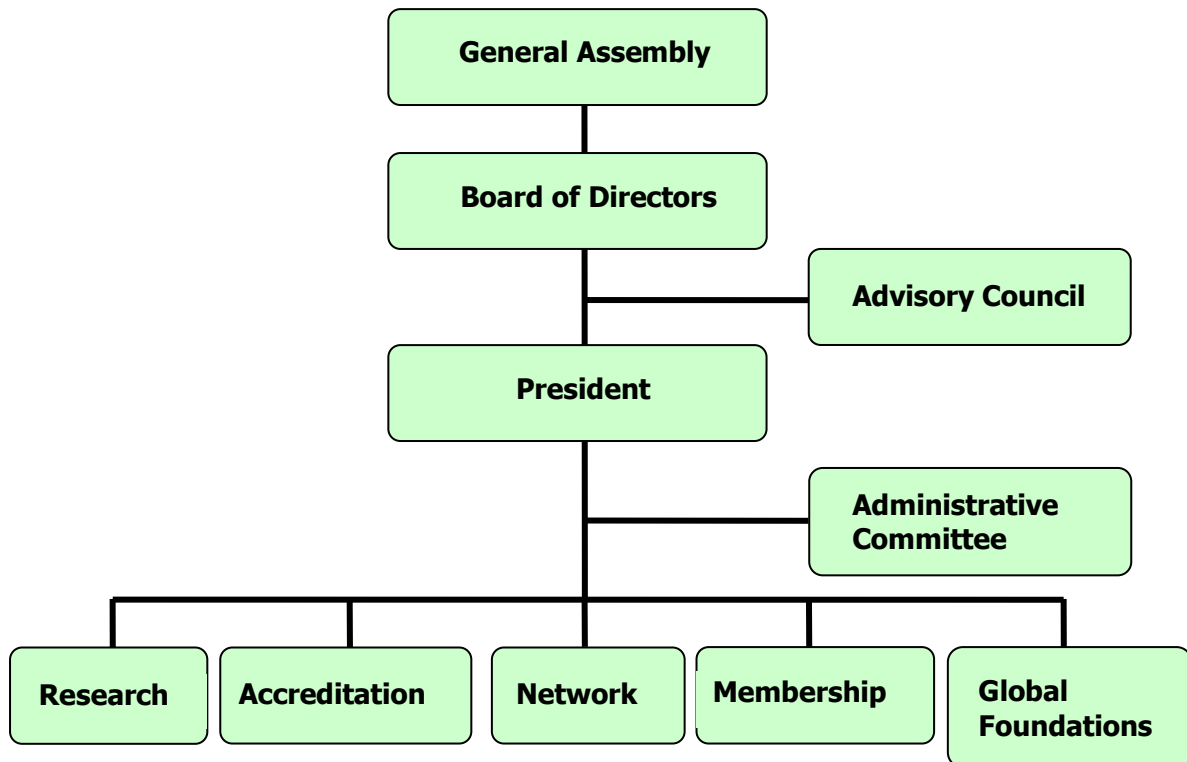
At this inaugural meeting, bylaws were stipulated and officers were elected, and the mission of ABEST21 was set as follows.

*We believe that there are many areas where we can explore and interact in the interest of international cooperation in the XXI century. We will advance business school education on a global basis by encouraging the mutually beneficial collaboration among member institutions. We, therefore, have come to the conclusion that we shall use our efforts to establish THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW, a 21st century organization.*

*The mission of ABEST21 is to advance education in business schools on a global basis by encouraging the mutual cooperation among its member institutions. The mission can be accomplished through the following goals:*

- 1. Sharing the information on curricular and teaching materials between the member institutions.*
- 2. Promoting joint research projects, joint courses, international symposium and global classroom opportunities.*
- 3. Providing advice and coordination for the member institutions in the research activities and encouraging the members to continually strive to advance the global business education.*
- 4. Facilitating the continuous improvement of the business education through accreditation.*

## 2. ABEST21 ORGANIZATION



## 3. ABEST21 Administration

### 1) Executive Officers (July 1, 2010 to June 30, 2012)

- President, Fumio ITOH  
ABEST21, Japan
- Vice President, Ilker BAYBARS  
Deputy Dean, Tepper School of Business, Carnegie Mellon University, USA
- Vice President, Xiongwen LU  
Dean, School of Management, Fudan University, China
- Vice President, Robert S. SULLIVAN  
Dean, Rady School of Management, University of California San Diego, USA
- Vice President, Oleg VIKHANSKIY  
Dean, Graduate School of Business Administration, Moscow State University, Russia

### 2) Directors (July 1, 2010 to June 30, 2012)

- Tae-Sik AHN  
Professor, College and Graduate School of Business, Seoul National University, Korea
- Ilker BAYBARS  
Deputy Dean, Tepper School of Business, Carnegie Mellon University, USA

- Caroline F. BENTON  
Program Chair, MBA Program in International Business, Graduate School of Business Sciences, University of Tsukuba
- Eric CORNUEL  
Director General and CEO, European Foundation for Management Development (EFMD)
- Fizh FIRMANZAH  
Dean, Faculty of Economics and Business, University of Indonesia, Indonesia
- Fumio ITOH  
Executive Advisor for Academic Affairs, Aoyama Gakuin Educational Foundation, Japan
- Ali KHATIBI  
Dean, Faculty of Business Management & Professional Studies, Management & Science University, Malaysia
- Kai LI  
Professor, School of Business Administration, Northeastern University, China
- Xiongwen LU  
Dean, School of Management, Fudan University, China
- Lawrence B. PULLEY  
Dean, Mason School of Business, College of William and Mary, USA
- Robert S. SULLIVAN  
Dean, Rady School of Management, University of California San Diego, USA
- Fumio TAKAHASHI  
Dean, Graduate School of International Management, Aoyama Gakuin University, Japan
- Kazuo TANIGAWA  
Advisor, Toshiba Corporation Principal Office
- Oleg VIKHANSKIY  
Dean, Graduate School of Business Administration, Moscow State University, Russia

### **3) Auditors** (July 1, 2010 to June 30, 2012)

- Nobue Susie BROWN  
Associate Dean, McCombs School of Business, University of Texas at Austin, USA
- Yuji YUMOTO  
Director, Graduate School of Business Administration, Nanzan University, Japan

### **4) Advisory Council members**

- Takeshi HIBIYA  
Corporate Vice President, Human Resources Group, Corporate Social responsibility, FUJI Xerox Co., LTD.
- Takenori IEDA  
Senior Executive Manager, NTT DATA CORPORATION
- Osamu KISHIMOTO  
General Manager, Global Human Resources Development Division, Sony Corporation

- Kazuo TANIGAWA  
Advisor, Toshiba Corporation
- Yoshio USUMI  
Corporate Vice President, Nomura Research Institute

#### **5) ABEST21 Administrative Committee members**

- Chair, Hiroe TSUBAKI  
Vice Director-General, Risk Analysis Research Center, Department of Data Science,  
The Institute of Statistical Mathematics/Professor, University of Tsukuba
- Masayo HOB0  
Sales Vice President, Alliances & Channels, License Business, Oracle Corporation Japan
- Toru IHARA  
Chief of recruitment, NISSAN MOTOR CO., LTD.
- Noboru MAEDA  
Professor, Graduate School of International Management, Aoyama Gakuin University
- Koichi SAITO  
Professor, Nanzan University
- Tokuji SANO  
Representative Director President, Toshiba Human Resources Development Corporation

### **4. ABEST21 Advisory bodies activities in 2010**

#### **1) Joint meeting of the Advisory Council and Administrative Committee**

Date: June 25, 2010

Place: Minami-Aoyama Kaikan

Agenda:

- Report from the President on the ABEST21 activities in the academic year 2009 and the financial status.
- Issues faced by ABEST21, including financial issues of the non-profit organization, and assessment of the streamlining measures taken in 2009 fiscal year.
- Holding of the monthly ABEST21 Administrative Committee meeting as part of the organization governance to ensure the transparency of the business activity.

#### **2) The 2<sup>nd</sup> Administrative Committee**

Date: September 24, 2010

Place: ABEST21 office

Agenda:

- Establishment of the employees' work system.
- Maintenance of accreditation system.
- Verification of ABEST21 financial strategies.
- Maintenance system of the ABEST21 website.

### **3) Board Meeting**

Date: March 4, 2011

Place: Fuji Xerox, Co., Ltd. Head Office

Agenda:

- Approval of the Schools accredited in 2010 academic year.
- Approval of the new members joining ABEST21 in 2010 academic year.

The Board of Directors approved the reports on Accreditation Results and Peer Review Results for 2010 academic year prepared by ABEST21 Accreditation Committee.

### **4) General Assembly**

Date: March 4, 2011

Place: Fuji Xerox, Co., Ltd. Head Office

Agenda:

- Approval of the Schools accredited in 2010 academic year.
- Approval of the new members joining ABEST21 in 2010 academic year.

Commemorating the 5<sup>th</sup> anniversary of ABEST21, membership certificates were presented to each member by Vice President Ilker Baybars (Deputy Dean, Tepper School of Business, Carnegie Mellon University, USA).

## **5. ABEST21 Head Office**

### **1) Location**

5-4-29 Minami-Aoyama, Minato-ku, Tokyo

TEL. 03-3498-6220; FAX. 03-3498-6221; URL. <http://www.abest21.org/>

### **2) Staff**

- Fumio ITOH, President
- Yuka NAKAGAWA, Manager
- Yuko UCHIDA, Staff
- Hitomi AKITA, Staff
- Miho FUCHIDA, Staff
- Rieko TANEDA, Staff
- Masayuki TANAMURA, Advisor, Lawyer
- Sadayuki HORIE, Advisor, Licensed Tax Accountant

## **6. ABEST21 Members**

### **1) The Full List**

The full list of ABEST21 members (as of June 15, 2011) is as follows:

(1) School Members

AUSTRALIA

- Faculty of Business & Law, University of Newcastle
- School of Management, University of South Australia

CHINA

- School of Business Administration, Dongbei University of Finance and Economics

- School of Management, Fudan University
- School of Management, Harbin Institute of Technology
- School of Management, Huazhong University of Science and Technology
- School of Management, Jilin University
- School of Business, Nanjing University
- School of Business Administration, Northeastern University
- School of Business Administration, South China University of Technology

#### GERMANY

- Faculty of Management, University of Applied Sciences Hof

#### INDIA

- Bharathiar School of Management and Entrepreneur Development, Bharathiar University
- Sido-Kanhu Murmu University

#### INDONESIA

- Faculty of Economics and Business, University of Brawijaya
- Faculty of Economics and Business, University of Indonesia
- School of Business and Management, Bandung Institute of Technology
- Master of Management Program, Tarumanagara University

#### JAMAICA

- Mona School of Business, University of The West Indies

#### JAPAN

- Graduate School of International Management, Aoyama Gakuin University
- Institute of Business and Accounting, Kwansei Gakuin University
- Graduate School of Business Administration, Nanzan University
- Graduate School of Business Sciences, University of Tsukuba
- Graduate School of Innovation and Technology Management, Yamaguchi University

#### KOREA

- College of Business Administration, Seoul National University
- School of Business Administration, Sungkyunkwan University

#### MALAYSIA

- Faculty of Business Management & Professional Studies, Management & Science University
- Graduate School of Management, International Islamic University Malaysia

#### MEXICO

- EGADE, Technology of Monterrey

#### MOROCCO

- School of Business Administration, Al Akhawayn University in Ifrane

#### RUSSIA

- Graduate School of Business Administration, Moscow State University

#### SINGAPORE

- S.P. Jain Center of Management

#### SRI LANKA

- Faculty of Management & Finance, University of Colombo

#### THAILAND

- Faculty of Business Administration, Chiang Mai University

- Faculty of Management and Information Sciences, Naresuan University

#### USA

- Japan-America Institute of Management Science, University of Hawaii
- Tepper School of Business, Carnegie Mellon University
- Mason School of Business, College of William and Mary
- McCombs School of Business, University of Texas at Austin
- Rady School of Management, University of California San Diego
- School of Business Administration, University of San Diego

#### (2) Affiliate Members

- FUJI Xerox Co., Ltd.
- The Institute of Statistical Mathematics
- Nissan Motor Co., LTD.
- Sony Corporation
- Toshiba Human Resources Development Corporation
- The Japan Patent Attorneys Association

#### (3) Reciprocal Members

- European Foundation for Management Development (EFMD)

#### (4) Individual Members

- Chet BORUCKI  
Professor, TiasNimbas Business School, Tilburg University, Netherlands
- Ming-Yu CHENG  
Professor, Faculty of Accountancy and Management, Tunku Abdul Rahman University (UTAR)
- Douglas DUNN  
Former Dean, Tepper School of Business, Carnegie Mellon University, USA
- Yuji IJIRI  
Professor, Tepper School of Business, Carnegie Mellon University, USA
- Sang-Koo NAM  
Provost and Executive Vice President, Korea University, Korea

#### (5) Honorary Members

- ZHENG Zukang (former Vice-President, ABEST21)  
Professor, School of Management, Fudan University
- AHN Sang-Hyung (former Vice-President, ABEST21)  
Professor, College of Business Administration, Seoul National University

#### (6) Accredited School Members

- MBA Programs-Faculty of Business Management and Professional Studies, Management and Science University, Malaysia
- Graduate School of International Management, Aoyama Gakuin University, Japan
- Graduate School of International Corporate Strategy, Hitotsubashi University, Japan
- Graduate School of Business Administration, Kobe University, Japan
- Institute of Business and Accounting, Kwansai Gakuin University, Japan
- Graduate School of Management, Kyoto University, Japan

- Graduate School of Business Administration, Nanzan University, Japan
- Graduate School of Business Sciences, University of Tsukuba, Japan

## II ABEST21 Activities

### 1. Membership Division

When we established the ABEST21 on July 1, 2005, the number of school members were only 16 business schools. Now, as of June 15, 2011, the total number of ABEST21 members came up to 52, including:

- 40 school members from 16 countries
- 6 affiliate members
- 5 individual members
- 1 reciprocal member

In 2010, ABEST21 was joined by one affiliate member and 7 school members:

New company member

- FUJI Xerox Co, Ltd.

New school members

- Sido-Kanhu Murmu University, India
- Bharathiar School of Management and Entrepreneur Development, Bharathiar University, India
- Master of Management Program, Tarumanagara University, Indonesia
- Faculty of Management & Finance, University of Colombo, Sri Lanka
- Graduate School Of Management, International Islamic University Malaysia, Malaysia
- Faculty of Management and Information Sciences, Naresuan University, Thailand
- Graduate School of Innovation and Technology Management, Yamaguchi University, Japan



### 2. Accreditation Division

On October 12, 2007, ABEST21 was authorized by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) as an accrediting institution for the Professional Graduate Schools of Business (Business Schools) in Japan. The following business schools in Japan have been accredited by ABEST21:

2008 academic year

- Graduate School of International Management, Aoyama Gakuin University
- Graduate School of International Corporate Strategy, Hitotsubashi University
- Graduate School of Business Administration, Kobe University
- Graduate School of Business Sciences, University of Tsukuba

2009 academic year

- Institute of Business and Accounting, Kwansai Gakuin University

2010 academic year

- Graduate School of Management, Kyoto University
- Graduate School of Business Administration, Nanzan University

2011 academic year (accreditation in progress)

- MBA Program, Graduate School of Commerce, Waseda University
- Department of Entrepreneurial Studies, SBI Graduate School of Business, SBI University

While conducting accreditations for Japanese business schools, ABEST21 also implements peer reviews for ABEST21 members in Asian countries to guarantee the quality of education.

Schools accredited in 2010 academic year

- MBA Program, Faculty of Business Management and Professional Studies, Management and Science University, Malaysia

Applicants for 2011 academic year

- Faculty of Economics and Business, University of Brawijaya, Indonesia
- S.P. Jain Center of Management, Singapore
- Faculty of Business & Law, University of Newcatle, Australia
- School of Business and Management, Bandung Institute of Technology, Indonesia
- Graduate School of Business Administration, Moscow State University, Russia
- School of Business Administration, Northeastern University, China
- Faculty of Business Administration, Chiang Mai University, Thailand
- Faculty of Economics and Business, University of Indonesia, Indonesia

## **1) ABEST21 Accreditation Orientation and Seminars**

### **• Seminar in Singapore**

Date: May 25, 2010

Venue: SP Jain Center of Management

On May 25, 2010, ABEST21 held an orientation on "Accreditation Plan" at SP Jain Center of Management in Singapore. "Accreditation Plan" is the first step of evaluation for Peer Review, which aims to spot the issues for improvement in order to enhance educational quality, examine the measures to achieve it and prepare an action plan. ABEST21 emphasized on this PDCA cycle and the necessity to guarantee the continuous improvement to the stakeholders.

### **• "Self-Evaluation Report" Seminar**

Date: May 26, 2010

Venue: Nanzan University

On May 26, 2010, ABEST21 accreditation seminar on the preparation of the "Self-Evaluation Report" was held at Nanzan University in Nagoya for two applicant schools: Graduate School of Business Administration, Nanzan University, and Graduate School of Management, Kyoto University. "Self-Evaluation Report" is the second stage of the accreditation process, which implies designing the roadmap to sort out the applicant's issues identified in the evaluation results of the Accreditation Plan. The seminar aimed to encourage the applicants to develop a visible PDCA cycle to promote graduate school innovation, and to unite the faculty under the common goal to make a change.

### **• Application for Accreditation by Waseda Business School, Waseda University**

On August 17, 2010, Waseda Business School of Waseda University has applied for ABEST21 Accreditation eligibility. In accordance with the accreditation process, the ABEST21 Board of Directors examined the application documents and decided to accept the school as accreditation applicant.

#### • **ABEST21 Accreditation Orientation**

Date: May 28, 2010

Venue: ABEST21 Office

On May 28, 2010, the 1<sup>st</sup> Accreditation orientation for 2010 academic year was held at the ABEST21 Office for two prospective applicant business schools: Graduate School of Business Administration, Nanzan University, and Graduate School of Management, Kyoto University. It was emphasized that the basic policy of ABEST21 is to facilitate the curricula improvement which is indispensable for the enhancement of education quality. It was also underlined that ABEST21 accreditation implies making evaluations on the following perspectives:

- 1) Global viewpoint.
- 2) Extension of uniqueness.
- 3) Running of PDCA cycle.
- 4) Expertise in management.
- 5) Peer review.
- 6) Transparent and open to international society.

#### • **ABEST21 Accreditation Orientation**

Date: June 16, 2010

Venue: Waseda University

On June 16, 2010, an orientation on ABEST21 Accreditation was held at Waseda University. The President of ABEST21 and Professor Masahiro Horiuchi, the Chair of Pre-Accreditation Committee, explained the unique features of ABEST21 accreditation. It was particularly emphasized that ABEST21 focuses on accreditation based on a global viewpoint, as illustrated by the ongoing ABEST21 accreditation of the business schools in Malaysia, Indonesia, Singapore and Australia. Another point explained was how PDCA cycle functions in the ABEST21 accreditation process to promote improvements which are indispensable to enhance the quality of education. Global standpoint as a focus of the accreditation process was stressed, and partnership with EFMD was explained.

#### • **Orientation in Bandung, Indonesia**

Date: July 31 and August 1, 2010

Venue: Bandung Institute of Technology

On July 31 and August 1, 2010, orientation on ABEST21 Peer Review was provided to School of Business and Management, Bandung Institute of Technology, Indonesia – a member of ABEST21. President Itoh of ABEST21 visited the School to explain that the development of the system to utilize PDCA cycle is indispensable to maintain and improve the quality of education.

#### • **Orientation in Brawijaya, Indonesia**

Date: August 4 and 5, 2010

Venue: University of Brawijaya

On August 4 and 5, 2010, orientation on analysis of "Accreditation Plan", the first step of Peer Review, was provided to the Faculty of Economics, University of Brawijaya, in Malang, Indonesia.

### • **Orientation in Tokyo**

Date: September 13, 2010

Venue: ABEST21 Office

On September 13, 2010, Dr. Mustika Sufiati Purwanegara (Director, Quality Assurance & Accreditation) of Bandung Institute of Technology, Indonesia, visited ABEST21. Specifics of the application for Peer Review eligibility were explained.



### • **ABEST21 Accreditation Orientation**

Date: September 24, 2010

Venue: Chuo University

On September 24, 2010, orientation on "Accreditation of business school" was held for the Graduate School of Strategic Management, Chuo University at Kourakuen, Tokyo. The outline of the accreditation activities of ABEST21 in the past years and ABEST21 accreditation system were presented in the "ABEST21 Accreditation Overview" material. In the following discussion special emphasis was made on the differences between the accreditation system of ABEST21 and that of the other accreditation agencies both in Japan and overseas.

### • **Orientation in Newcastle, Australia**

Date: October 25 and 26, 2010

Venue: University of Newcastle

On October 25 and 26, 2010, ABEST21 held an orientation on the analysis of ABEST21 "Accreditation Plan" for the Faculty of Business and Law, University of Newcastle. The purpose of Peer Review was discussed with the Peer Review Task Team of the University of Newcastle.

### • **Orientation in Bandung, Indonesia**

Date: December 12, 2010

Venue: Bandung Institute of Technology

On December 12, orientation on "Accreditation Plan" was provided to the School of Business and Management, Bandung Institute of Technology, Indonesia.



### • **Orientation in Tokyo**

Date: January 17, 2011

Venue: ABEST21 Office

On January 17, guidance on "Accreditation Plan" preparation was provided at ABEST21 Office to Ms. Riani Rachmawati, the chair, and Ms. Karina Wulandari of the accreditation task team of the Faculty of Economics and Business, University of Indonesia, a national university based in Jakarta.

## **2) Accreditation Committee activities**

### **• Submission of Action Plan Progress Reports**

On May 31, 2010, "Action Plan Progress Reports for 2009" were submitted by the following business schools accredited in 2008 academic year: Graduate School of International Management, Aoyama Gakuin University; Graduate School of International Corporate Strategy, Hitotsubashi University; Graduate School of Business Administration, Kobe University; and Graduate School of Business Sciences, University of Tsukuba. The reports were examined by the Pre-Accreditation Committee to evaluate the progress of respective schools.

### **• PDCA Cycle Review Committee**

Date: June 18, 2010

Venue: ABEST21 office

On June 18, 2010, "PDCA Cycle Review Committee" was held at the ABEST21 office to review the "2009 Action Plan Progress Report". The Committee started to review the reports submitted by the four abovementioned schools.

### **• PDCA Cycle Review Committee**

Date: September 21, 2010

Venue: ABEST21 office

On September 21, 2010, the 2<sup>nd</sup> "PDCA Cycle Review Committee" was held at the ABEST21 office to examine the implementation of the action plans for improvement of educational quality in the year after accreditation.

### **• Peer Review Team (PRT) Committee in Kuala Lumpur**

Date: September 30 and October 1, 2010

Venue: Management & Science University

On September 30 and October 1, 2010, PRT Committee was held at the Kuala Lumpur Campus of Management & Science University, Malaysia, to discuss MBA Programs of its Faculty of Business Management and Professional Studies.

### **• Peer Review Committee**

Date: November 5, 2010

Venue: Minami-Aoyama Kaikan

On November 5, 2010, the Peer Review Committee was held at Minami-Aoyama Kaikan to discuss the accreditation plans. Within the accreditation process of the Japanese professional graduate schools, it was affirmed that the Self-Evaluation Report will be submitted by the business schools of Kyoto University and Nanzan University, and Accreditation Plan will be submitted by Waseda Business School, further to be reviewed by the Peer Review Teams. The "Peer Review" process for ABEST21 international school members was also discussed. It was affirmed that Self-Evaluation Report will be submitted by the Graduate School of Management, Management & Science University, Malaysia, and Accreditation Plan will be submitted by Faculty of Economics, University of Brawijaya, Indonesia and SP Jain Center of Management, Singapore, which will also be reviewed by the Peer Review Teams. Furthermore, applications for peer review by Faculty of Business & Law, University of Newcastle, Australia, and School of Business and Management, Bandung Institute of Technology, Indonesia, were accepted.

### • **Peer Review Team Committee in Kuala Lumpur**

Date: December 5 to 7, 2010

Venue: Management & Science University

From December 5 to 7, 2010, on-site research was conducted by the PRT Committee for the Faculty of Business Management and Professional Studies, Management and Science University, Malaysia. Based on the "Accreditation Plan" submitted by the School, interviews with the Dean and students were conducted, and the campus facilities were examined.



### • **Peer Review Team Chairs' Committee**

Date: January 7, 2011

Venue: ABEST21 Office

On January 7, 2010, the Committee was held at the ABEST21 Office, with participation of the chairs of the Peer Review Teams for the schools which had applied for accreditation in 2010. "Accreditation Results (draft)" were prepared in order to be informally delivered to the applicants after the approval of the Pre-Accreditation Committee on January 14.

### • **Peer Review/Accreditation Joint Committee**

Date: January 14, 2011

Venue: Minami-Aoyama Kaikan

On January 14, 2011, the 2010 2<sup>nd</sup> Peer Review Committee and 1<sup>st</sup> Accreditation Committee were jointly held at Minami-Aoyama Kaikan to discuss business school accreditation and peer review for ABEST21 school members in 2010. Evaluation reports on "Accreditation Plan" and "Self-Evaluation Report" submitted by applicant schools were presented by respective Peer Review Teams. Based on the results of evaluation on "Self-Evaluation Report", "Accreditation Results (draft)" were prepared by the Pre-Accreditation Committee to be informally delivered to the applicants.

### • **Informal delivery of Accreditation Results (Draft)**

On February 1, 2011, "Accreditation Results (draft)" for 2010 prepared by the Peer Review Committee were informally delivered to the applicant business schools - Graduate School of Management, Kyoto University, and the Graduate School of Business Administration, Nanzan University. A coordination period was set from February 1 to 18, 2011.

### • **Application for the status of the accrediting institution for Professional Graduate School of Intellectual Property**

Globalization of the economy made promotion of innovation and development of soft power the key issues. Education related to intellectual property is closely associated with management education. Based on the request by Japan Patent Attorneys Association and the opinion raised at the orientation with Professional Graduate School of Intellectual Property, on February 17, 2010, ABEST21 submitted an application to become an accrediting institution for

Professional Graduate School of Intellectual Property to MEXT. In the context of this application, ABEST21 has modified its accreditation system and established two divisions under the Pre-Accreditation Committee, namely, "ABEST21 Asia-Pacific Division" and "Professional Graduate School Division". The "Professional Graduate School Division" will consist of "Business Group" and "Intellectual Property Group". The "Intellectual Property Group" will be organized by the members of the Japan Patent Attorney Association as well as practitioners and researchers involved in educational programs on Intellectual Property.

#### **- Peer Review Committee**

Date: March 3, 2011

Venue: Minami-Aoyama Kaikan

On March 3, 2011, the 3rd Peer Review Committee was held at Minami Aoyama Kaikan. Two applicant business schools for 2010 academic year – Graduate School of Management, Kyoto University, and the Graduate School of Business Administration, Nanzan University – received explanations from the Coordination Committee on the comments made on the "Accreditation Results (draft)", which were informally delivered to the schools.



The Peer Review Committee approved the coordination process and results reported by the Coordination Committee and also approved the partial amendment of the "Accreditation Results (draft)".

Review Report for MBA Program-Faculty of Business Management and Professional Studies, Management and Science University (MSU), Malaysia, was presented by the Peer Review Team and approved by the Committee. Consequently the Peer Review Committee confirmed to submit the revised "Accreditation Results (draft)" and "Peer Review Results (draft)" for MSU to the Accreditation Committee.

#### **- Accreditation Committee**

Date: March 4, 2011

Venue: Fuji Xerox Head Office

On March 4, 2011, Accreditation Committee was held at Fuji Xerox Head Office. The Committee Chair Robert Sullivan (Dean, Rady School of Management, University of California San Diego) had to cancel his trip to Japan on a very short notice, and Vice Chair Hisatoshi Suzuki (Executive Director, University of Tsukuba) chaired the committee. Explanations were provided on the "Accreditation Results (draft)" for the Graduate School of Management, Kyoto University, and the Graduate School of Business Administration, Nanzan University, and on the "Peer Review



Results (draft)" for the Graduate School of Business Administration, Nanzan University, and on the "Peer Review

Results (draft)" for MBA Program-Faculty of Business Management and Professional Studies, Management and Science University, Malaysia, by Pre-Accreditation Chair Masahiro Horiuchi (Professor, Aoyama Gakuin University). After discussion the Committee confirmed to approve the "Accreditation Results (draft)" and the "Peer Review Results (draft)" for 2010 academic year and recommend them to the ABEST21 Board of Directors.

#### **- Granting of Accreditation Certificates**

Date: March 4, 2011

Venue: Fuji Xerox R&D Square

Following the Accreditation Committee, ABEST21 Board Meeting was held at Fuji Xerox Head Office on the same day. The Board of Directors approved the reports on "Accreditation Results (draft)" and the "Peer Review Results (draft)" for 2010 academic year by ABEST21 Accreditation Committee. The results of accreditation are disclosed on the ABEST21 website.

After the meeting, accreditation members moved to Yokohama Minato Mirai 21 to visit the Fuji Xerox R&D Square. After the tour to Research Development facility which gave an inspiring overview of the cutting-edge information technology, a ceremony of investing the certificates for accreditation and mutual acknowledgement was held, followed by a reception. ABEST21 Accreditation Certificates were handed to the representatives of the Graduate School of Management, Kyoto University, and the Graduate School of Business Administration, Nanzan University, and Peer Review Certificate was handed to MBA Program-Faculty of Business Management and Professional Studies, Management and Science University, Malaysia by Vice President Oleg Vikhanskiy (Dean, Moscow State University, Russia).



#### **- Report to MEXT on the accreditation results in 2010**

On March 10, 2011, the report on the results of the business school accreditation in 2010 under the title "For enhancement of MBA education – accreditation results for 2010 academic year" was given to MEXT. The report included accreditation results for the Graduate School of Management, Kyoto University, and the Graduate School of Business Administration, Nanzan University.

#### **- Report at MEXT Press Club**

On March 28, 2011, accreditation results for the Graduate School of Management, Kyoto University, and the Graduate School of Business Administration, Nanzan University, were reported at the MEXT Press Club.

#### **- Accreditation results disclosure**

The accreditation results for the Graduate School of Management, Kyoto University, and the Graduate School of Business Administration, Nanzan University, were disclosed on the ABEST21 website.

### **3) Accreditation Committee members**

Term: April 1, 2009 - March 31, 2011

Chairman

Robert S. SULLIVAN

Dean, Rady School of Management, University of California at San Diego, USA

Vice-Chairman

Hisatoshi SUZUKI

Vice President, University of Tsukuba

Toshiharu AOKI

Senior Advisor, NTT DATA CORPORATION

Mutsuhiro ARINOBU

Auditor, University of Tokyo

Ilker BAYBARS

Deputy Dean, Carnegie Mellon Tepper School of Business, Carnegie Mellon University, USA

Jim HERBOLICH

Deputy Director General and Director of Network Services, EFMD

Yuji IJIRI

Professor, Carnegie Mellon Tepper School of Business, Carnegie Mellon University, USA

Susie Nobue BROWN

Associate Dean, Red McCombs School of Business, University of Texas at Austin, USA

Susumu FURUKAWA

Professor, Graduate School of Media Design, Keio University

Makoto HAYA

Representative Director and President, Nippon Steel Engineering CO., LTD.

Tae-Sik AHN

Dean, Graduate School of Business Administration, Seoul National University, KOREA

Xiongwen LU

Dean, School of Management, Fudan University, CHINA

Itaru KOEDA

Executive Advisor and Honorary Chairman, NISSAN MOTOR CO.,LTD.

Teruyasu MURAKAMI

Senior Fellow, Nomura Research Institute, Ltd.

Tadashi OKAMURA

Chairman, Japan Chamber of Commerce and Industry

Yoko OHARA

President Emeritus, IFI Business School, Institute for the Fashion Industries

Lawrence B. PULLEY

Dean, Mason School of Business, College of William and Mary, USA

Koichi SAITO

Professor, School of Business Administration, Nanzan University

Takehiko SUGIYAMA

President, Hitotsubashi University

Azusa TOMIURA  
Program Officer, Implementation Support program, Research Institute of Science and  
Technology for Society, Japan Science and Technology Agency

Oleg VIKHANSKI  
Dean, Graduate School of Business Administration, Moscow State University, RUSSIA

#### **4) Peer Review Committee members**

Term: April 1, 2009 - March 31, 2011

Chairman  
Masahiro HORIUCHI  
Professor, School of Cultural and Creative Studies, Aoyama Gakuin University, Japan

Vice-Chairman  
Hirofumi MATSUO  
Professor, Graduate School of Business Administration, Kobe University, Japan

Vice-Chairman  
Hiroe TSUBAKI  
Director, Risk Analysis Research Center, The Institute of Statistical Mathematics, Japan

Mohd Ismail bin sayyed AHMAD  
Director, Graduate School of Management, International Islamic University Malaysia

Takayuki ASADA  
Professor, Graduate School of Economics, Osaka University, Japan

Chester C. BORUCKI  
Associate Dean, Tias Nimbus Business School, Tilburg University, Netherland

Siriwut BURANAPIN  
Head, Faculty of Business Administration, Chiang Mai University, Thailand

Ming Yu CHENG  
Professor, Faculty of Accountancy and Management, Tunku Abdul Rahman University, Malaysia

Hiroshi GANKOJI  
Professor, Graduate School of Business Administration, Nanzan University, Japan

Anna GRYAZNOVA  
Associate Dean, Graduate School of Business Administration, Moscow State University, Russia

Zhonghe HAN  
Associate Professor, School of Management, Fudan University, China

Takato HIRAKI  
Professor, School of Management, Tokyo University of Science, Japan

Masaaki HIRANO  
Professor, Graduate School of Commerce, Waseda University, Japan

Toru HIROSE  
Professor, Graduate School of Business Administration, Nanzan University, Japan

Masayo HOB0  
Sales Vice President, Alliance & Channels License Business, Oracle Corporation Japan

Masayuki IDA  
Professor, Graduate School of International Management, Aoyama Gakuin University, Japan

Hiroshi ISHIDA  
Associate Professor, Institute of Business and Accounting, Kwansai Gakuin University, Japan

Gugus IRIANTO  
Dean, Faculty of Economics, Brawijaya University, Indonesia

Hong-Joo JUNG  
Professor, School of Business Administration, Sungyunkwan University, Korea

Ali KHATIBI  
Dean, Graduate Management Center, Management & Science University, Malaysia

Basheer Ahmed KHAN MOHAMMED  
Vice Chancellor, Sid-Kanhu Murmu University, India

Mika KUMAHIRA  
President, Atech Kumahira Co., Ltd.

Kai LI  
Dean, School of Business Administration, Northeastern University, China

Changchong LU  
Professor, School of Business Administration, Dongbei University of Finance & Economics, China

Qinhai MA  
Vice Dean, School of Business Administration, Northeastern University, China

Amir MAHMOOD  
Deputy Head, Faculty of Business and Law, University of Newcastle, Australia

Noboru MAEDA  
Professor, Graduate School of International Management, Aoyama Gakuin University, Japan

Hiromichi MORIMOTO  
Dean, Department of Business Administration, Graduate School of Social Sciences, Tokyo Metropolitan University

Wafa EL GARAH  
Dean, School of Business Administration, Al Akhawayn University, Morocco

R. Taggart MURPHY  
Professor, Graduate School of Business Sciences, University of Tsukuba, Japan

Tsutomu NAKANO  
Professor, Graduate School of International Management, Aoyama Gakuin University, Japan

Munenori NAKASATO  
Professor, Graduate School of International Management, Aoyama Gakuin University, Japan

Sang-Koo NAM  
Provost & Executive Vice President, Korea University, Korea

Ruslan PRIJADI  
Head, Faculty of Economics and Business, University of Indonesia, Indonesia

Ashraf SABRY  
Dean, Faculty of Management, University of Applied Science Hof., Germany

A. SEETHARAMAN  
Head, GMBA Program, SP Jain Center of Management, Singapore

Haruo SHIGETA  
Lawyer, L & J Law Office, LPC, Japan

Themim SUWARDY  
Associate Dean, School of Accountancy, Singapore Management University, Singapore

Akira TACHI  
Chair, Graduate School of Higher Education Administration, J.F. Oberlin University, Japan

Fumio TAKAHASHI  
Dean, Graduate School of International Management, Aoyama Gakuin University, Japan

Hiroshi TAKAMORI  
Professor, Graduate School of Accountancy, LEC University, Japan

Yasuo TATEOKA  
Professor, Management of Technology, Shizuoka University, Japan

Jann Hidajat TJAKRAATMADJA  
Director of Center of Knowledge for Business Competitiveness, School of Business and Management, Bandung Institute of Technology, Indonesia

Naoshi UCHIHIRA  
Assistant Director, Corporate Research & Development Center, Toshiba Corporation, Japan

Nobuyuki UENO  
Professor, Faculty of Management and Information Systems, Hiroshima Prefectural University, Japan

Yasunaga WAKABAYASHI  
Professor, Graduate School of Management, Kyoto University, Japan

Hideo YAMADA  
Professor, Graduate School of Commerce, Waseda University, Japan

Shu YAMADA  
Professor, Graduate School of Business Sciences, University of Tsukuba, Japan

Shoji YAMAMOTO  
Professor, Institute of Business and Accounting, Kwansai Gakuin University, Japan

Yuji YUMOTO  
Professor, Graduate School of Business Administration, Nanzan University, Japan

Zhiwen YIN  
Associate Dean, Faculty of Management, Fudan University, China

Alexander ZOBOV  
Professor, Graduate School of Business Administration, Moscow State University, Russia

### 3. Research Division

#### 1) Joint Research Projects

##### • Research Project-4 "Competencies of Management Professionals" in Singapore

Date: July 2 and 3, 2010

Venue: S.P. Jain Center of Management

On July 2 and 3, 2010, final presentations on management competencies survey were given at the Conference held at S.P. Jain Center of Management in Singapore. The Conference was co-sponsored by Aoyama Gakuin University, Nanzan University, Kwansei Gakuin University and SP Jain Center of Management, Singapore, and supported by ABEST21. It was held within the framework 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.



The survey on management competencies was done with the participation of 13 business schools from 8 Asian countries. At the beginning of the sessions, analysis on the general survey results was reported by Professor Hiroe Tsubaki, Vice General Director, The Institute of Statistical Mathematics Research Organization of Information and System, an Inter-University Research Institute Corporation of Japan, which analyzed the survey results. Then each school made a 45-minute final presentation followed by Q&A sessions. Professor Hideaki Izumi of Kwansei Gakuin University represented the three Japanese schools. Participants also included Ms. Yasuko Okuda, General Manager, Regional Administration, Toshiba Asia Pacific Pte Ltd., and Mr. Yoshihiko Kanazawa, Manager, Learning & Development, Human Resources, International Business Group Fuji Xerox Asia Pacific Pte Ltd., who provided valuable comments on the school's presentations on the management competencies required in industry-academia collaboration in Asia in the 21st century. Mr. Kanazawa also exchanged a talk with Dean A. Seetharaman of SP Jain Center of Management on the last day of the Conference on management competencies required in Asia.

##### • Research Project-5 "Developing Asian MBA Curriculum"

Date: November 6, 2010

Venue: Minami-Aoyama Kaikan

In 2010 ABEST21 launched a new project - Joint Research Project-5 "Developing Asian MBA Curriculum". The Project is to be based on the results of the survey on "Competencies of Management Professionals (ISBN 978-4-905204-00-8)" (Joint Research Project-4) jointly conducted by Aoyama Gakuin University, Nanzan University and Kwansei Gakuin University as a 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. 17 business schools from Asia, Europe and U.S.A will participate in this project. The first Project Meeting was held at Minami-Aoyama Kaikan on November 6, with 14 business schools from 9 countries giving their presentations on their MBA program curricula. Professor Ming Yu Cheng (University of Tunku Abdul Rahman, Malaysia) was elected as the Committee Chair.

#### • **Research Project-5 “Developing Asian MBA Curriculum”**

Date: January 14 and 15, 2010

Venue: Minami-Aoyama Kaikan

The second international research seminar on Joint Research Project-5 “Developing Asian MBA Curriculum” was held at Minami-Aoyama Kaikan on January 14 and 15, chaired by Professor Ming Yu Cheng (University of Tunku Abdul Rahman, Malaysia). 14 participating schools from 9 countries made reports on issues raised at the first meeting (held on November 5 and 6, 2010) including educational goals of the MBA program, compulsory subjects, class methods, evaluation methods and major stakeholders. Working



Committee was established to summarize and publish the results of the Research Project-5, with members as below.

Advisor: Dean & Professor Oleg Vikhanskiy (Moscow State University, Russia),

Chair: Professor Ming Yu Cheng (University of Tunku Abdul Rahman University, Malaysia)

Members: Associate Professor Siriwut Buranapin (Chiang Mai University, Thailand)

Professor Hong Joo Jung (Sungkyunkwan University, Korea)

Associate Professor Amir Mahmood (Newcastle University, Australia)

Professor Ruslan Prijadi (University of Indonesia, Indonesia)

Professor Qin Hai Ma (Northeastern University, China)

To see the program of the second international research seminar, please visit:

↓ [http://www.abest21.org/jpn/conference/2011/pdf/2011\\_jan\\_14-15.pdf](http://www.abest21.org/jpn/conference/2011/pdf/2011_jan_14-15.pdf)

## **2) International Research Seminar**

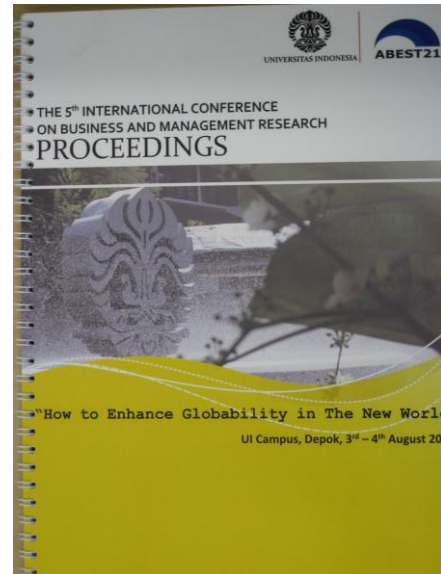
### • **The 5<sup>th</sup> ICBMR Conference co-sponsored by University of Indonesia and ABEST21**

Date: August 3 and 4, 2010

Venue: University of Indonesia

On August 3 and 4, 2010, the 5th ICBMR Conference on “How to Enhance Globability in The New World” was held, co-sponsored by University of Indonesia, Aoyama Gakuin University, Nanzan University, Kwansei Gakuin University and ABEST21. This Conference was also held within the framework 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.

In the opening ceremony on August 3, keynote speeches were given by Dean Firmanzah of Faculty of Economics and Business, University of Indonesia, and President Itoh of ABEST21. Then research presentations were given by the participants representing respective countries. From Japan the following presentations were given: "Technology Innovations and Customer Needs: An Analysis of Mobile Phone Services Adoption" by Associate Professor Noria Ahmad of Kwansai Gakuin University; "Transfer/Implementation of Japanese-Style HRM System in Indonesia - Practical Processes and Prospects at the Production Site: A Special Focus of S Automobile Group" by Professor Hiroshi Gankoji of Nanzan University; and "A Study of Substantive and Procedural Norms of Uzbekistan's Law on Competition: Focusing on Regulations of Abuse of a Dominant Position" by Nanzan University graduate student Shuhrat Dadajonov.



In a session on August 4, moderated by Professor Ruslan Prijadi of University of Indonesia, speeches were given by Professor Tsutomu Nakano of Aoyama Gakuin University, Mr. Takeyuki Miyazaki, Group Manager, Human Resources Development, Toshiba Corporation, and Mr. Gita Wirjawan, Head of Indonesia Investment Coordinating Board, followed by panel discussion by the three speakers.

### 5) International Symposium

Date: March 5, 2011

Venue: Aoyama Gakuin University

On March 5, 2011, at the International Conference Hall, Aoyama Gakuin University, the International Symposium on "Nurturing Management Professionals and Developing MBA Programs in a Globalizing World" was held, attended by the business school experts from Japan and abroad. The aim of the symposium was to share the results of the research project on developing management professionals through business education, which was conducted with the purpose of enhancing the quality of ABEST21 accreditation for the applicant business schools.



The symposium is a part of the Collaboration Program "Sharing Quality of Management Education and Development of Peer Review System", under the "Program for the Support of Strategic University Collaboration towards University Education Enhancement 2009" by MEXT. Addresses were given by Tadashi Okamura (Chairman of The Japan Chamber of Commerce and Industry), Shinjiro Komatsu (Deputy Director-General, Higher Education Bureau, MEXT) on "Policies for Nurturing High-Level Management Professionals in Higher Education of MEXT"; Kazuo Tanigawa (Director and Corporate Executive Vice President, Toshiba Corporation) on "Nurturing Management Professionals in a Globalizing World: The Case of Toshiba

Corporation”; Osamu Kishimoto (Senior General Manager, Global Human Resources Development Division of Sony Corporation) on “Nurturing and engaging Management Professionals in Sony Corporation”; Hitoshi Amano (Director for IP Exploitation Policy Planning, Policy Planning and Research Division, General Affairs Department, Japan Patent Office) on “Government Policy for IP Education in Japan”; Hiroe Tsubaki (Vice General Director, The Institute of Statistical Mathematics) on “The Research Projects of Company Needs and Competencies of Management Professionals (international survey report)”; Oleg Vikhanskiy (Dean, Graduate School of Business Administration, Moscow State University, Russia) on “Developing MBA programs in a Globalizing World”, and by Ming-Yu Cheng (Professor, Tunku Abdul Rahman University, Malaysia) on “Developing MBA programs in a Globalizing World (international survey report)”. The final part of the symposium was a panel discussion on “Nurturing Management Professionals and Developing MBA Programs in a Globalizing World” chaired by ABEST21 President Fumio Itoh. Valuable comments were made by the panelist Professors Siriwut Buranapin (Chiang Mai University, Thailand), Hong Joo Jung (Sungkyunkwan University, Korea), Amir Mahmood (University of Newcastle), and Ruslan Prijadi (University of Indonesia, Indonesia). The contents of the symposium were featured in the Zenshigaku (All Japan Private Schools) Newspaper (March 13, 2011 issue).

## 6) Company Visit

### • Nippon Steel Corporation Kimitsu Works Visit in 2010

Date: March 5, 2010

Venue: Nippon Steel Corporation Kimitsu Works

On Friday, March 5, 2010, tour of Nippon Steel Corporation Kimitsu Works was realized by courtesy of a member of ABEST21 Accreditation Committee, President Makoto Haya of Nippon Steel Engineering Co.,Ltd. Kimitsu Works was established in 1965 and is known as one of the largest steel plant in the world with annual raw steel production of 10,000,000 tons. Viewing the full automated dynamic process of heavy plate hot rolling was impressive in particular, as well as the details of 100% recycling process of plastic packaging from general household garbage using the existing coke oven.



### • Fuji Xerox R&D Square at Yokohama Minato Mirai Visit in 2011

Date: March 4, 2011

Venue: Fuji Xerox R&D Square

On March 4, 2011, ABEST21 members visited the Fuji Xerox R&D Square. The R&D Square was completed in 2010 at the Yokohama Minato Mirai district as a part of the Fuji Xerox Yokohama Minato Mirai Office. At the R&D Square, a remote system to share meeting materials on PC terminal on a real time basis was presented to

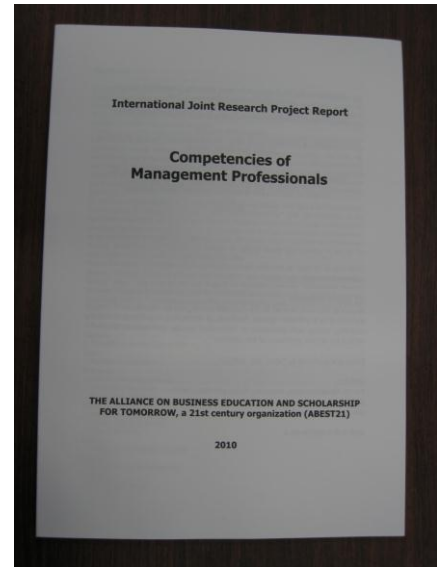


the visitors. This system as a part of the research and development is a remarkable application of the cutting-edge information technology.

## 7) Publication

- **“Competencies of Management Professionals”** (ISBN978-4-905204-00-8)

The results of the survey on “Competencies of Management Professionals” was published by ABEST21 in October 2010. The survey was conducted jointly by Aoyama Gakuin University, Nanzan University, Kwansai Gakuin University and ABEST21 within the framework 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. The survey on management competencies was done with the participation of 13 business schools representing 8 Asian countries. The respondents - MBA students, MBA holders and company personnel managers - were asked what competencies are required for management professionals, and the gap analysis on their



expectations and the actual state of competency levels was conducted. All statistical analyses were entrusted to The Institute of Statistical Mathematics, Research Organization of Information and System, an Inter-University Research Institute Corporation of Japan. The publication covers overall analysis of the survey results as well as country-specific analyses.

## 4. Network Department

### Moscow State University visits to Sony Corporation

Date: November 1, 2010

Venue: Sony Corporation

On November 11, 2010, 20 Executive MBA students from Moscow State University visited to the head office of Sony Corporation, Tokyo. Sony held a global seminar on Global Strategy of Sony Corporation for them. Lively questioning by these students showed that Russia is high potential market for Sony products. In the showrooms, they tried out Sony products. What they loved most was “Rolly” which was oval-shaped and must be a new dimension in MP3 players. Users shake it and twist it to choose their favorite track. They spent significant time with the close cooperation of Sony Corporation.



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## **ABEST21 ANNUAL REPORT 2010**

Non-Profit Organization  
THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW,  
a 21<sup>st</sup> century organization

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