



ABEST21 International

online

International Symposium 2021

**“Humanizing Management Education for
Sustainable Economic Development in Asia-Pacific”**

15:00 to 17:00 (Tokyo Time)

June 10, 2021

sponsor:

ABEST21, Japan

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

supporter:

**UNU Institute for the Advanced Study of Sustainability,
United Nations University, Japan**

Preface

Background

In 2016, the United Nations launched the Sustainable Development Goals (SDGs) and set 17 goals to be achieved by 2030. The ultimate target of SDGs is to uplift the standard of living globally and sustainably through the creation and implementation of sustainable developmental processes. At the same time, current developments that manifest themselves in intensifying globalization process and advancement of technological innovation where robotics, machine learning, artificial intelligence, and digitization are changing the ways we live and do business. The role of the human factor is being scrutinized, and the issue of humanizing management education becomes urgent. Therefore, at this juncture, it becomes indispensable to explore how businesses can integrate human factor efficiently in order to achieve sustainable development.



Objectives

The online ABEST21 International Symposium 2021 entitled "*Humanizing Management Education for Sustainable Economic Development in Asia-Pacific*" is to be held to celebrate the 15th Anniversary of ABEST21. The ABEST21 International Symposium provides a platform for key stakeholders to explore and discuss critical issues related to sustainable development, and efforts taken by businesses to humanize their activities in order to support sustainable development.

"*Humanizing the School's Research and Education*" is one of the important criteria of ABEST21's accreditation system for quality improvement. For this purpose, ABEST21 has organized a research team consisting of researchers from four countries, namely Japan, Malaysia, Thailand and Indonesia, to investigate the extent to which business schools are incorporating the humanizing aspect into their management education, and to explore the efforts taken by the business sector to integrate humanizing aspect in their practices. The preliminary findings of the research project will be shared at the online ABEST21 International Symposium 2021 as well.

June 4, 2021

Fumio ITOH
ABEST21 President and CEO

Program

Date: Thursday, June 10, 2021 from 15:00 to 17:00 (Tokyo time)
Zoom host: ABEST21 (Zoom ID:980 8033 9057 /Passcode:502549)

Chair:

Associate Professor Danaipong Chetchotsak, Ph.D.
Faculty of Engineering, Khon Kaen University, Thailand

Opening Remarks:

ABETST21 President Professor Emeritus Dr. Fumio ITOH

15:05-15:45

Session I: Keynote Speech:

“Education for Sustainable Development in Business and Management Schools”
Director Professor Shinobu Yume YAMAGUCHI, Ph.D.
UNU Institute for Advanced Study of Sustainability, United Nations University, Japan

Dr. Shinobu Yume Yamaguchi assumed leadership of UNU-IAS in November 2019. Her fields of specialization include international development and cooperation, ICT in education, reform and policy of education, science and technology policy, and the application of technology in world heritage site preservation. Prior to this post, Dr Yamaguchi worked at Tokyo Institute of Technology as an Associate Professor (2002–2006) and then full Professor (from 2006). In 2005–2007, she concurrently served as Advisor to the President.



Before joining Tokyo Institute of Technology, Dr. Yamaguchi worked for the United Nations Educational Scientific and Cultural Organization (UNESCO), first at the Paris headquarters, and then in the Beijing Office. While with UNESCO, she was involved primarily in the development of education systems in China, Indonesia, Mongolia, and Pakistan.

Dr. Yamaguchi is an Associate Member of the Science Council of Japan, and an active member of the Comparative and International Education Society, the Japan Society for International Development, Educational Research Association, and the World Council of Comparative Education Societies. She also has served on numerous committees focused on international activities and comparative educational studies, including those organized by the Japan Ministry of Foreign Affairs and Ministry of Education, Culture, Sports, Science and Technology, the Japan International Cooperation Agency, and the Japan Society for the Promotion of Science.

Dr. Yamaguchi holds a PhD in Economics of Education from Columbia University (New York). She has authored or co-authored more than 200 publications and conference/seminar presentations.

15:50-16:50

Session II: Panel Discussion:

"Humanizing Management Education for Sustainable Economic Development in Asia-Pacific"

Moderator:

- Professor Dr. Ming-Yu Cheng (Universiti Tunku Abdul Rahman, Malaysia)

Panelists:

- Professor Dr. Qinhai Ma (Northeastern University, China)
- Dean Assistant Professor Dr. Rapeeporn Srijumpa (Burapha University, Thailand)
- Assistant Professor Dr. Riani Rachmawati (Universitas Indonesia, Indonesia)

"Abstract" by Professor Dr. Ming-Yu Cheng

Nurturing business leaders in this changing environment requires business schools to continuously review and relook into the delivery of business management education. This is to ensure the relevance of the business schools to create a positive impact on society. Humanizing management education is becoming the focus of business management education in the effort to nurture responsible and ethical business leaders to improve human well-being. The occurrence of the past financial crisis and the outbreak of the COVID-19 pandemic had reminded us of the urgency for business schools to advance business and management education with "human values" and "human nature" as the core value of the business curricula, to create meaningful engagement with the society and nature.



This study examines the development of humanizing management education among ABEST21 member schools. The findings which integrated information, opinions and suggestions from various sources indicated that key stakeholders, particularly business schools, companies, students and alumni, are concerned about humanizing management education. Although no standard definition can be derived for humanizing management education, there is a general agreement that business activities should be focusing more on the human aspect rather than profit as the ultimate goal to ensure sustainable economic development. Incorporating ethics-related courses is a common way to integrate the humanizing aspect into business management programs, and some schools are working closely with the industry to bring in humanizing management practices from the industry perspective.

The major challenge in promoting humanizing management education is the lack of expertise and guidance, information as well as materials for the business schools to integrate humanizing element into business curricula. Hence more efforts should be devoted to exploring good practices and developing the guiding principles, expertise and materials to filling the gaps to promote humanizing management education in business schools.

Closing Remarks:

President and CEO Professor Dr. Zulkornain Yusop
Putra Business School, Malaysia