ABEST21 e-News

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ABEST21 International

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

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"Due to the spread of the COVID-19 pandemic, we have conducted all meetings online for avoiding the so-called "**Three Cs**" -- **C**losed places with poor ventilation, **C**rowded places and conversations in **C**lose proximity."

eNews No.117 : Contents

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I. ABEST21 General Information

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1. ABEST21 Office Report

January

- 12th : Conducting the online Japan Studies Seminar Team Presentation
- 13th : Conducting the online QIS Accreditation Seminar
- 20th : Holding the online Accreditation Committee
- 12th : Conducting online Peer Review Visit for SP Jain School of Global Management, Singapore
- 13th : Conducting online Peer Review Visit for Universitas Sriwijaya, Indonesia
- 18th : Conducting online Peer Review Visit for Hitotsubashi University, Japan
- 19th : Conducting online Peer Review Visit for Aoyama Gakuin University, Japan
- 20th : Conducting online Japan Studies Seminar Orientation
- 21st : Conducting online Peer Review Visit for Burapha University, Thailand

February

- 03rd :Holding the 40th the online Council for Human Resource Development
- 24th : Holding the online Financial Audit
- 24th : Holding the online Financial Auditor meeting

March

・03rd : Holding the online Japan Studies Seminar
・09th : Holding the online ABEST21 Board of Trustees
・16th : Holding the online ABEST21 General Assembly 2022

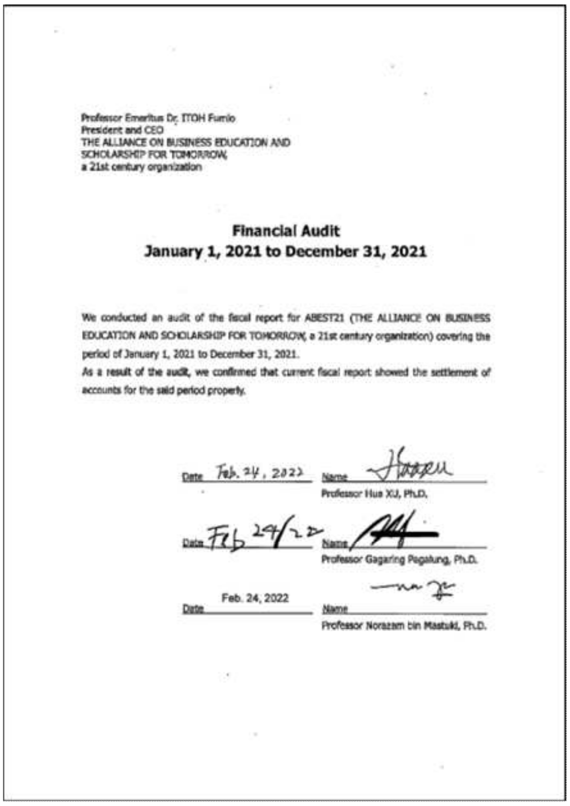
2. Holding the ABEST21 Online Board of Trustees

On Wednesday, March 9, 2022, ABEST21 Online Board of Trustees Meeting 2022 was held. Based on the materials provided in advance, and following the detailed explanation by ABEST21 President and the exchange of opinions, the business report for 2021, the financial statements for 2021, budget for 2022, accreditation results for March 2022, and ABEST21 KAIZEN Award 2021 were discussed. All items were ratified.

3. Holding the ABEST21 Auditing Committee

The materials including "the Statement of Revenue and Expenditure 2021," "Statement of Change in Net Assets 2021," and "List of Property 2021" for the period from January 1, 2021 to December 31, 2021, were explained in detail by the ABEST21 President ITOH Fumio. Due to spread of the omicron COVID-19 variant, new version of the coronavirus, the revenue showed a decrease which kept the balance in red following 2020. The ABEST21 Auditor Professor Dr. Nor'Azam Mastuki (Universiti Teknologi MARA, Malaysia) and the ABEST21 Auditor Professor Dr. Hua Xu (University of Tsukuba, Japan) reported on the Financial Audit over the settlement of accounts during the period from January 1 to December 31, 2021, which was approved based on the confirmation of the Online Auditing Committee held on February 24th , 2022. The ABEST21 Auditing Committee includes three auditors as below.

・Chair Prof. Dr. Xu Hua
(University of Tsukuba, Japan)
・Prof. Dr. Gagaring Pagalung
(Universitas Hasanuddin, Indonesia)
・Prof. Dr. Nor'Azam Mastuki
(Universiti Teknologi MARA, Malaysia)



Professor Emeritus Dr. ITOH Fumio
President and CEO
THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW,
a 21st century organization

Financial Audit
January 1, 2021 to December 31, 2021

We conducted an audit of the fiscal report for ABEST21 (THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW, a 21st century organization) covering the period of January 1, 2021 to December 31, 2021.
As a result of the audit, we confirmed that current fiscal report showed the settlement of accounts for the said period properly.

Date Feb. 24, 2022 Name
Professor Hua XU, Ph.D.

Date Feb 24/22 Name
Professor Gagaring Pagalung, Ph.D.

Date Feb. 24, 2022 Name
Professor Norazam bin Mastuki, Ph.D.

4. ABEST21 General Assembly 2022

On Wednesday, March 16, 2022 the ABEST21 General Assembly was held online, in real time and using the teleconference system, due to spread of the omicron COVID-19 variant. Normally, the General Assembly meets face-to-face. In the General Assembly, the ABEST21 President ITOH Fumio reported on the following items. After active discussion, all items were ratified.

1) ABEST21 Business Activities 2021
2) ABEST21 Accreditation review results 2021
3) ABEST21 KAIZEN Award-winning Schools 2021
4) ABEST21 Financial Statement 2021
5) ABEST21 Financial Audit 2021
6) ABEST21 Financial budget 2022
7) ABEST21 General Assembly 2023

The ABEST21 General Assembly 2023 will be held on March 9th, 2023 at "Inamori Hall (SHIRANKAIKAN)" in Kyoto University, Kyoto.

5. Holding the ABEST21 General Assembly 2023 and International Symoisium 2023

The ABEST21 General Assembly will be held as described below.

Date: March 9th, 2023
Place: INAMORI Hall, Kyoto University, Kyoto

6. New ABEST21 Vice President

Dean Teguh Dartanto, Ph.D.

Faculty of Economics and Business, Universitas Indonesia, Indonesia

Expectations and aspirations:

As the Dean of Faculty of Economics and Business Universitas Indonesia, I am very honoured to be appointed as one of the Vice Presidents of ABEST21. The mission of ABEST21 is to advance education in business schools on a global basis by encouraging the mutual cooperation among its member institutions. One of the ways to accomplished the mission is by facilitating the continuous improvement of the business education through accreditation.

FEB UI through one of our programs, Master of Management, has been accredited by ABEST21 since 2013, and since then we develop and provide total efforts to maintain the first-class education program. I also believe that in the challenging world nowadays, quality improvement is a must, and mutual cooperation is mandatory. Therefore, it is crucial for ABEST21 to continue and consistent in assessing business schools or study programs, on improving ways to deliver the best education and creating future leaders, despite the challenging situation.

Profile:

Teguh Dartanto, Ph.D., is currently the Dean of the Faculty of Economics and Business, Universitas Indonesia. Prior to his assignment as the Dean at the faculty, he has served many important roles; as the Vice Dean of Academic Affairs, the Head of Department of Economics, and the Director of Undergraduate Program in Economics, Faculty of Economics and Business, Universitas Indonesia. Beside his role in the university management, Teguh Dartanto is actively conducting research in the field of health economics, poverty, social protection, development economics, and micro econometrics. He has published in several high prominent journals, such as the Lancet, Energy Policy, Economic Modelling, Bulletin of Indonesian Economic Studies, Tobacco Control, World Development Perspectives and Applied Health Economics and Health Policy. Teguh is a member of the Indonesian Young Academy of Sciences and a 2017 Eisenhower Fellow. He earned his BA in Economics from Universitas Indonesia in 2002; MA in Economics from Hitotsubashi University, Japan in 2009; and has a Ph.D. in International Development from Nagoya University, Japan in 2012.

7. New ABEST21 Advisor in charge of ABEST21 Management

Director and CEO OKAYASU Shigemi

STC Shipping Pte Ltd., Singapore

The ABEST21 Executive Committee decided to invite Mr. Okayasu Shigemi who is the Director & CEO of STC Shipping Pte Ltd (Singapore), as the Advisor in charge of ABEST21 Management for two years from January 1, 2022 to March 31st, 2023. He obtained BA in Economics from Aoyama Gakuin University in 1987. He has 23 years career in banking business from 1987 with Dai-ichi Kangyo Bank which has merged with Mizuho Bank in 2002. While he served for the bank, he was mainly in charge of international business. He was in Singapore from 1996 to 1998 as a research analyst of South East Asian region, and in Jakarta Indonesia from 1999 to 2002 as a Chief Representative of the bank. His final position at the bank was a Joint General Manager in charge of ship finance at Imabari Branch, and that career led him to the current position to run a ship owning company in Singapore. Now, his business is owning and managing ocean going vessels, since 2012.

8. New Dean

Dean Professor OSONO Emi, Ph.D.

School of International Corporate Strategy

Hitotsubashi Business School (Hitotsubashi ICS), Hitotsubashi University, Tokyo

A heartfelt greeting to the ABEST21 members.

ABEST21 has a special place in my heart. Why? Because in 2007, when Hitotsubashi ICS applied for ABEST21 accreditation the first time under the direction of our founding Dean, Professor Hirotaka "Hiro" Takeuchi, I was in charge of preparing the documents. I vividly remember Professor Ito and Professor Takeuchi back then talking about the need for business schools in Japan that can compete with the world's leading business schools.

Hitotsubashi ICS has an international faculty and student body. This unique, all-English learning environment contributes to the development of leaders who can bridge different cultures. ICS has been helping Japanese business professionals become leaders capable of serving in the global arena. We also welcome business leaders from overseas who have international experience. Knowledge and skills gained through ICS's MBA, EMBA and Executive Education programs enable non-Japanese participants to play more active roles in facilitating change in Japanese companies as well as global companies. After completing their program, many ICS graduates find jobs in Japan. In recent years, Japanese companies are showing greater interest in employing MBA graduates from countries other than Japan. About half of ICS's overseas students find jobs outside of Japan, returning to their own country or accepting work in a third country. All ICS alumni are bridging differences and bridging cultures. ("Hitotsubashi" literally means "One Bridge.")

Another way that Hitotsubashi ICS acts as a bridge is by linking Japan to Asia and beyond through our academic alliances with other business schools. I am looking forward to meeting you in person when the situation allows.

With best regards,

Emi Osono, Ph.D.

Dean Professor, School of International Corporate Strategy, Hitotsubashi Business School (Hitotsubashi ICS)

Profile

Professor Osono received her BA in Commerce from Hitotsubashi University, an MBA from the George Washington University, and a PhD in Commerce from Hitotsubashi University.

Professor Osono's research focuses on competitive strategy, organizational capabilities in innovation and knowledge creation, and organizational capabilities to adapt and change. She has published on the process of strategy development, competitive strategy vs. innovation, organizational knowledge integration, and strategy-level innovation of Japanese companies.

Professor Osono leads the ICS-based Porter Prize award initiative, established to recognize Japanese companies that have created and implemented unique strategies, and have achieved superior profitability.

Her publications include *Extreme Toyota: Radical Contradictions that Drive Success at the World's Best Manufacturer* (with N. Shimizu and H. Takeuchi, 2008, John Wiley & Sons), which has been translated into eight languages.

She serves as a board member for Tokyo Marine Holdings, as an advisory board member for Citigroup Japan Holdings G.K., and as a global advisory board member for Mitsubishi UFJ Financial Group.

II. President’s Note for Tomorrow

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“To know the status of the Learning Outcomes, we need to observe how the students’ ability acquired at school is actually demonstrated in the society. We also need to collect observation data from various stakeholders.”

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“Accreditation and World University Ranking”

Professor Emeritus Dr. ITOH Fumio

Recently during the accreditation review many universities tell us their position in the world university ranking. The “world university ranking” seems to be confused with the “accreditation” which assures the quality of university education and research activities. The university ranking is regarded as if it connotes the accreditation of “satisfying the standards”. The universities tend to use their ranks aggressively for publicity.

As generally known, there are many world university rankings. The famous ones are “Times Higher Education World University Rankings”, “QS World University Rankings” and “Shanghai Academic Rankings of World Universities”. Each ranking has its own features, and the evaluation methods are different. For example, the “World University Rankings 2015-2016 methodology” of Times Higher Education World University Rankings (THE) consists of five areas: 1) Teaching, 2) Research, 3) Citations, 4) International outlook, 5) Industry income. Each area has its own performance indicators with different weights. For example, the indicator no. 3 “Citation (research influence)” accounts for 30% of the total evaluation. The indicator “Citation (research influence)” is based on the number of academic papers published or cited in English, so for the universities in the non-English native countries, the numerical indication is naturally low. The evaluation is based on the audit using bibliometrics for quantitative assessment of the numbers of English papers published and cited, including joint papers.

1. Teaching (the learning environment): 30%
   1) Reputation survey: 15%
   2) Staff-to-student ratio: 4.5%
   3) Doctorate-to-bachelor’s ratio: 2.25%
   4) Doctorates-awarded-to-academic staff ratio: 6%
   5) Institutional income: 2.25%
2. Research (volume, income and reputation): 30%
   1) Reputation survey: 18%
   2) Research income: 6%
   3) Research productivity: 6%
3. Citations (research influence): 30%
4. International outlook (staff, students and research): 7.5%
   1) International-to-domestic-student ratio: 2.5%
   2) International-to-domestic-staff ratio: 2.5%
   3) International collaboration: 2.5%
5. Industry income (knowledge transfer): 2.5%

However, these indicators do not include those used in ABEST21 accreditation such as “Mission

Statement", "Curriculum" and "Educational Infrastructure". It is because these items are not suitable for quantitative evaluation. "Purpose of education" is basically the "cultivation of character" and "nurturing of talented personnel" to meet the social needs, but for these evaluation standards it is difficult to measure the satisfaction degree numerically. In particular, maintenance of the system to improve the school's research and education, and maintenance of curricula cannot be evaluated quantitatively. If we were to adopt yes-or-no method in the review for "Self-Check/Self-Evaluation Report" prepared by the school that applies for ABEST21 accreditation, and decide on the accreditation result based on the number of "yes" items that meet the accreditation standards, this would have been a kind of quantitative evaluation. However, with this method the school as an organization is not perceived as a "Going Concern" which responds to the future changing environment. The "past" research and education activities are merely assessed by the number of "fulfilled" items.

Thus the "university ranks" of the world university rankings and the "quality assurance" of accreditation are essentially different. However, the reason why the university ranks are accepted in the higher education field and the Rectors are becoming sensible to these may be the rapid globalization of economy, society and culture. Especially when international academic exchange is promoted, the level of research and education activities of the partner school would be a key point. Also when a student chooses a foreign university to study abroad, the university rank may be a factor for decision. As a general background, each country has a national university based in its capital city that ranks at the top of the hierarchy of the higher education system. The system creates the social ground to accept the world university rankings.

To start with, ranking means to give ranks such as A, B or C. The Michelin Guide restaurant ranking is a good example. Michelin inspects and ranks the restaurants using stars: ✿ (1 star) "High quality cooking, worth a stop!", ✿✿ (2 stars) "Excellent cooking, worth a detour!", and ✿✿✿ (3 stars) "Exceptional cuisine, worth a special journey!". However, unlike the world university rankings, the Michelin Guide does not give positions such as from no. 1 to no. 100, nor gives scores. To rank them in order, the information needs to be transferred to numeric points.

In recent years with the advance of information communication technology, "ranking" based on the consumers' evaluations are used in various areas. The targets and methods of rankings vary, and simple marks or positions are provided to show certain values and judgment by the evaluators. Thus ranks are probably accepted in the society as an index to explicate the complicated social or economic phenomena, and also as a method to gain social reliability.

With further globalization of the economy, society and culture, as more cultures encounter with others, ranking may provide easier judgment. However, keeping in mind the words by Samuel P. Huntington mentioned in *The Clash of Civilizations* that with various values developed by globalization there is little room for universal values, I hope that universities' research and education activities will be evaluated based on various values so that their uniqueness will be extended. Without being confused by the world university rankings, we will strive for evaluation for the universities to form the research and educational environment to accomplish their missions.

III. “Assessing Today for Tomorrow”

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“There will be no problem if the School exists in a vacuum. However, in the society where the real environment is changing, improving the educational and research activities is essential in order for the School to survive as a “Going Concern” in the future.”

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1. Conducting the ABEST21 Online Accreditation Seminar

On Thursday, January 13, ABEST21 Online Accreditation Seminar 2021 on Quality Improvement Strategies (QIS) 2022 for Perbanas Institute was held. Firstly, Associate Professor Dr. Yudi Fernando explained the objectives and viewpoints of the QIS. Then, ABEST21 President Professor Emeritus Dr. ITOH Fumio talked about the process of the ABEST21 Accreditation 2022, and ABEST21 office gave information about the schedule and format of the QIS.

2. Holding the ABEST21 Online Accreditation Committee 2022

Following the recommendation from the Peer Review Committee (PRC) on accreditation results, the Accreditation Committee 2022 was held on January 20, 2022. Using the materials provided in advance, PRC Chairs reported their recommendation on the accreditation results discussed at the PRC. After exchange of opinions, the recommendation for accreditation 2021 was ratified and the accreditation results were recommended to the ABEST21 Board of Trustees.

3. Schools accredited in March 2022

The online Board of Trustees meeting held on March 9, 2022 ratified the schools to be accredited as recommended by the Accreditation Committee. The accredited schools for March 2022 are listed below.

- **Master of Business Administration Program, Graduate School of Business Universiti Kebangsaan Malaysia, Malaysia**

Dean Professor Dr. Zafir Khan Mohamed Makhbul

Universiti Kebangsaan Malaysia (UKM) was established on 18th May 1970 with its campus located in Lembah Pantai, Kuala Lumpur. The university first opened its doors to 190 undergraduate students and one postgraduate student. Next year, 2020, UKM marks its 50th anniversary. In October 1977, UKM moved to its present main campus in Bangi, Selangor.

On October 1st, 2007, UKM-Graduate School of Business (UKM-GSB) was established as a separate entity and conferred as a business school under a trustee committee chaired by the Vice Chancellor. Its academic programs and matters are subject to the UKM Senate rules and directives. UKM-GSB since then has also become the 13th faculty in UKM, and the first student intake took place in July 2008. The school currently offers four academic programs: Doctor of Philosophy (PhD) Doctor of Business Administration (DBA), Master of Business Administration (MBA) and Master in Management (by research) (MIM).

· Master of Business Administration Program, Faculty of Industrial Management Universiti Malaysia Pahang, Malaysia
Dean Dr. Mohd Hanafiah Ahmad

The School was established in 2012 to support the policy of the Malaysian Government to offer more programs at the Masters and PhD levels to meet the needs of working people and also the national agenda to become a high-income economy in the year 2020. The Malaysian government is serious in promoting lifelong learning and human capital development among its citizens. This aim is clearly stated in the Tenth Malaysia Plan: to develop a culture of continuous knowledge acquisition in the society which is in line with the rapid technological changes and increasing levels of knowledge in the economy.

To increase the competitiveness and economic resilience, the faculty will focus on value added activities and improved use of information, communication and technology. To that end, the Master of Business Administration program will assist and contribute towards improving the competitiveness and resilience of the economy in general, and the east coast area of peninsular Malaysia in particular.

4. Conducting the ABEST21 Online Certificate of Accreditation-granting

Normally the Certificate Granting Ceremony takes place at the ABEST21 General Assembly held every March. However, due to the spread of omicron COVID-19 variant the ceremony will be held online individually for accredited schools, March, 2022. Further details will be forthcoming.

(Photo: Universitas Islam Sultan Agung, Indonesia held on May 26th, 2021)

5. Holding the ABEST21 Online Accreditation Seminar II

The ABEST21 Accreditation Seminar for 2022 will be held online on April 19th, 2022 at 15:00-16:00 Tokyo time. This meeting will be a brief session in order to check the format of reports (Quality Improvement Strategies, Self-Check/Self-Evaluation Report, and KAIZEN Report) and share points to be checked before submitting the reports based on ABEST21 Accreditation Manual 2022. Please check the ABEST21 website bulletin board for details.

IV. "Assuring Quality for Tomorrow"

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"In the age of increasing globalization, it is a great challenge for the schools to create and maintain first-class educational programs in management. But no single institution can maintain all the required and ever-changing resources at hand nor continually keep those resources updated. It is important for us to work together to leverage our complementary resources on a global scale."

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1. ABEST21 KAIZEN Award in March 2022

ABEST21 accredits schools in the full confidence that their Action Plans to improve the KAIZEN issues found in the analysis of the Self-Check/Self-Evaluation Report (SCR) are promising. Since one of the aims of ABEST21 accreditation is to assure a substantial improvement of the educational quality to the stakeholders, we need to check the progress of the accredited schools on their Action Plans found in the analysis of the SCR, and provide a status report to the stakeholders.

Therefore, after the accreditation, the accredited school must implement the yearly plan according to its Action Plans, and respond to the expectations of the social stakeholders. In the SCR, the school planned the "Basic Improvement Initiatives" based on the "Improvement Issues", and drew up three-year Action Plans on the basis of the planned "Improvement Initiatives." So, the school has the responsibilities to perform the yearly plan according to its Action Plans. Also, as quality enhancement of the school's education must keep pace with the changes in the environment, the school is responsible for monitoring the progress of the Action Plans to ensure that the PDCA cycle is working efficiently.

The PRT conducts the Desk Review and the Peer Review Visit in order to confirm the school's quality improvement. The Peer Review Team (PRT) will have serious discussions with the school on the results of implementing the Action Plans, including items accomplished, items not accomplished with the reasons for failure, modification of Plans according to the changes in the environment, etc.

If the School performed all or most of the Action Plans and made a dramatic improvement in the quality of the management education, ABEST21 would like to recognize the school's performance by giving it the "KAIZEN Award". KAIZEN Award is endowed based on the recommendation of the Accreditation Committee.

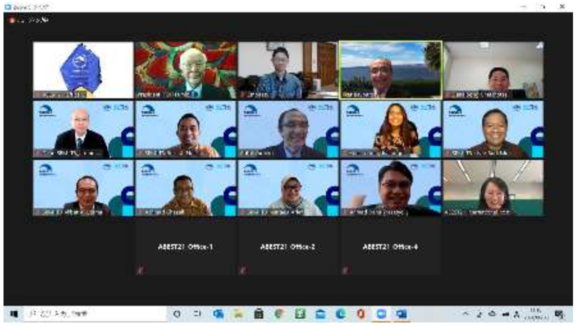
The online Board of Trustees meeting held on Wednesday, March 9, 2022 ratified the accredited schools to be granted KAIZEN Award as recommended by the Accreditation Committee. Following this decision, ABEST21 KAIZEN Award plaque will be granted to 7 schools below;

- Graduate School of International Management, Aoyama Gakuin University, Japan
- School of International Corporate Strategy, Hitotsubashi University, Japan
- MBA Program in International Business, Humanities and Social Sciences, Graduate School of Business Sciences, University of Tsukuba, Japan
- School of Business Administration, Northeastern University, China
- Faculty of Economics and Business, Universitas Hasanuddin, Indonsia

・Faculty of Economics, Universitas Sriwijaya, Indonesia
・Graduate School of Business, Universiti Sains Malaysia, Malaysia

2. ABEST21 Online Individual Granting-ceremony for KAIZEN Award

Normally the Certificate Granting Ceremony takes place at the ABEST21 General Assembly held every March. However, due to the spread of COVID-19 the ceremony will be held online individually for the recipients of ABEST21 KAIZEN Award 2021. Further details will be forthcoming.
(Photo: ITB ceremony held on June 8th, 2021)



3. The Online 40th meeting of Japan Council for Nurturing Global Management Professionals

The Council meeting was held online on Thursday, February 3, 2022. The meeting started with ABEST21 President's explanation on the agenda, objectives of the meeting and introduction of some projects organized by ABEST21 recently. Mr. WATANABE Tomonori, Unit Chief of the Office for Professional Graduate School, Technical Education Division, Higher Education Bureau, MEXT, talked about the issues at the Subcommittee of the Central Council for Education such as credit certification in higher education. Program Chair Professor Dr. Hua Xu of MBA Program in International Business, Graduate School of Business Sciences, Humanities and Social Sciences, University of Tsukuba, Japan introduced educational programs offered by the school, followed by Q&A on target students profile of the school. The next 41th Council meeting is scheduled in June 2022.

V. Global Knowledge Network

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"In the age of increasing globalization, it is a great challenge for the schools to create and maintain first-class educational programs in management. But no single institution can maintain all the required and ever-changing resources at hand nor continually keep those resources updated. It is important for us to work together to leverage our complementary resources on a global scale."

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1. The ABEST21 Online Workshop "Quality Assurance for Online Lectures"

As we all know, teaching at universities is greatly affected by the spread of COVID-19. The key question is whether to take this change of educational environment as an "Opportunity" for the university to reform further, or to take it as a "Threat" for the educational system. The choice between these two attitudes produces very different problem-solving approaches. This change of environment offers an opportunity for the school to discuss how to develop from "how the school wants to be" to "how the school should be". The solution differs depending on whether to see this issue merely as a short-term problem, or as a chance for a school renovation with a vision for the future. At any rate, it is a good opportunity to discuss the reorganization of the education system.

The Online Workshop: "Quality Assurance for Online Lectures" was held at 15:00-16:30 (Tokyo time) on the third Thursday of each month from Nov. 26th, 2020 to Jul. 16th, 2021. Two cases were presented in each meeting. Based upon the discussions during the second meeting of the editing committee that was held on Thursday, November 18, 2021, each editorial member edited the reports presented in the workshops. The next step is to publish the overall Report on the "Quality Assurance for Online Lectures."

Based on the reports presented in the Online Workshop, the editorial committee members summarized speakers' reports by country as follows;

The Editorial Committee members

Chair: Senior Lecturer Dr. Gancar C. Premananto, Universitas Airlangga, Indonesia
Vice Chair: Senior Lecturer Dr. Jayne Bye, Western Sydney University, Australia
Vice Chair: Associate Prof. Dr. Yudi Fernando, Universiti Malaysia Pahang, Malaysia
Associate Prof. Danaipong Chetchotsak, Ph.D., Khon Kaen University, Thailand
Associate Prof. Dr. Veena Jadhav, SP Jain School of Global Management, Singapore

1) Case studies from Thailand

Report prepared by Associate Professor Dr. Danaipong Chetchotsak (Khon Kaen University)

The papers from Thailand were from Khon Kaen University (KKU), Naresuan University (NU), and Burapha University (BUU). These papers were presented as follows. In general, the papers described how COVID-19 affected education in Thailand and also elevated the need for online courses. The schools used their own e-leaning systems, and online classroom platforms, e.g., Zoom, Microsoft Team, and Google Meet, and experienced common obstacles for the online learning. Those obstacles included students' limited access to online learning, digital devices, and the internet; students' engagement for the online courses; students' integrity, and technical skills of the teaching staff. Two papers proposed solutions at the school level, while the other paper focused on solution at the classroom level.

At the school levels, NU suggested to implement both asynchronous and synchronous learning platforms. The asynchronous system allows students to study anywhere anytime, while the synchronous platform enables students to participate in live lecture and perform a group project or discussion. Both platforms must have a tracking system that allows instructors to monitor students' behavior and performance.

Likewise, at the school level, BUU suggested issues to be improved for assuring the quality of the school's learning system. These issues included online teaching and course materials; grading system and learning outcomes' measurement for the online courses; sound educational experiences; and credit bank systems for the online courses, along with regular quality monitoring.

To ensure the quality of the online courses at the classroom level, KKU proposed the use of the LOVE model (Hussadintorn Na Ayutthaya and Koomsap, 2017). The LOVE model is a tool which helps to select suitable teaching and learning approaches for a particular learning outcome. It also helps to create appropriate learning experiences and environment for learners. Once the online courses were created using the LOVE model, quality of the courses can be assured. The paper demonstrated the use of the LOVE model for the Engineering Statistics and Maintenance Engineering courses offered at KKU.

Within those three papers presented above, none of them have shown the results of ensuring the quality of the online courses. Moreover, the issues of limited access to the internet, students' integrity and lack of appropriate digital devices have not have solid solution yet. Only some solutions or suggestions to resolve the addressed issues were proposed. Furthermore, the results of such proposed solutions are yet to come.

2) Case studies from Malaysia

Report prepared by Associate Professor Dr. Yudi Fernando (Universiti Malaysia Pahang)

Six Malaysian business schools presented their ideas and experiences on teaching and learning during the Covid-19 pandemic. The first case was written by Associate Professor Dr. Yudi Fernando (Universiti Malaysia Pahang). This case described the efforts to ensure that online classes retain the attributes of face-to-face ones, such as activating the camera, engagement, performance evaluation, and reward for excellent achievements. The lecturers were requested to design the syllabi so as to accommodate both asynchronous and synchronous learning processes. Students and lecturers are encouraged to connect using social media platforms for better engagement. Integrity has become a concern for online assessments. To address this problem, lecturers need to prepare various questions and use case studies with essays to encourage students to think and to support their solutions with quality arguments.

The second case was written by Dr Hen Kai Wah (Universiti Tunku Abdul Rahman). The case has highlighted the importance of Web-Based Learning Environment (WBLE) technology to support online learning activities. The online systems have provided students with access to online course materials such as lecture videos, course content, useful links / tools, interactive learning, and online quizzes / exercises. In this case, the author has suggested that online learning needs to be supported with social media sites and apps.

The third case has written by Dr. Zabeda Abdul Hamid (International Islamic University Malaysia). The author has framed the challenges using stakeholder perspective. This case suggests that the school needs to maintain constant communication and human interaction when the teaching and learning process is happening online.

The fourth case was written by Putra Business School (PBS). The author has examined the perception levels of online teaching and learning in the new normal among the 103 students of PBS's Master of Business Administration or Postgraduate Certificate in Business Administration program. The author found that 68.0% of respondents are likely to enroll in a course taught in the hybrid model (online + face-to-face). Besides that, 77.7% of respondents agree that after the pandemic restrictions are lifted, PBS should partly keep the online learning model, and 65.0% of respondents are likely to improve their academic achievement if the course is taught using the hybrid mode. The study also recommends that lecturers familiarize themselves with digital pedagogy skills. In other words, they should be more engaging yet innovative in online teaching and learning.

The fifth case was written by Dr. Rosly Othman (Universiti Sains Malaysia). The author found that the school did not experience any considerable issues. The author argued that since most of its students are working adults, and many work at multinational companies, they are somewhat familiar with the online environment. Many of them are remote workers and have done teleworking for quite a long time. Thus, transition from on-campus teaching and learning to online learning comes naturally. In addition, the school has been running eMBA for almost 16 years, and has already accommodated certain best practices. For the eMBA program, the infrastructure and policies were already in place, and when all programs were moved online, the School made this infrastructure and policies available for everyone.

The last case was written by Assoc. Prof. Dr. Siti Zaleha Sahak (Universiti Teknologi MARA). In this case, the author highlighted the critical online distance learning components (course contents, online platform, course delivery, assessment, & feedback). The school and the University have organized many online workshops and training to assist the faculty members for online distance education (ODL). According to the author, the ODL creates new opportunities for teaching and learning. Various webinars and industry talks have been organized and are primarily open to all students and faculty members.

Based on these six cases, we can conclude that online learning during and after recovery did not present considerable challenges to the business schools in Malaysia, since distance learning was designed and established before the Covid-19. The only difference is that the learning experience has changed drastically when most activities went online. All authors concurred that hybrid learning would be the future of the higher education delivery model for better global engagement, quality, and productivity.

3) Case studies from Indonesia

Report prepared by Senior Lecturer Dr. Gancar C. Premanato (Universitas Airlangga)

Five Indonesian business schools shared their experiences during the Workshop for assuring the quality of the online lectures. These schools represent UNAIR, UB, UI, UBAYA, and Telkom University. All the schools have faced similar challenges, and developed several ways to adapt to these challenges. These are summarized below.

1. Consolidation.

It was essential that everybody in the university understands the situation and is aware of the crisis. Many meetings on the management level were conducted to develop consolidated understanding and action.

2. Preparing for digitalization.

Software, hardware & mental ability are all essential to deal with the challenges of teaching during the pandemic. Some schools have been already prepared to face Industrial Revolution 4.0, so they needed only minimal adjustment. But mental adjustment proved to be the biggest challenge.

3. The use of Online Learning System.

For online classes, the schools used Zoom, Google Meet, Microsoft Teams, BBB and other software. To enable gamification, the schools used Kahoot, Quizizz etc. For public classes, the schools also used MOOC. Most schools also used their own learning management systems: UI has EMAS (E-learning Management System); UNAIR has AULA (Airlangga University e-Learning); UBAYA has ULS (Ubaya Learning Space); Telkom University has CeLOE LMS (Center of e-Learning and Open Education Learning Management Systems).

4. Measuring the performance.

Online surveys were conducted to measure performance of the teaching and learning process.

The key problems that the schools have outlined are shown below.

1. Limited Internet connection and quota for many students in many areas. Some universities provided support for these students and subsidized them so that they could buy Internet quota.
2. It is difficult to move some classes online because they imply face-to-face practices and demonstrations.
3. It is a challenge to build enthusiasm and engagement.
4. It is problematic to assure quality in the case of online examinations.
5. Students and faculty have limited social interaction and networking.
6. Health issues arise because of spending hours in front of computer.

On the other hand, these issues invited the development of the creative ways to address them. Some examples are:

1. UNAIR created Digiseminar.id for International Seminars & calls for papers
2. Telkom University introduced Employee Check-in app
3. Many webinars that were conducted during the lockdown have become more flexible and efficient.

Therefore, challenges always imply opportunities, and this was the case.

4) Case studies from Australia and Japan

Report prepared by Senior Lecturer Dr. Jayne Bye (Western Sydney University)

Australia and Japan were represented by 4 business schools that belong to Western Sydney

University (Australia), Aoyama Gakuin University (Japan), Hitotsubashi University (Japan) and Kyoto University (Japan).

Business schools in Japan and Australia were significantly affected by the COVID-19 pandemic, and at the time of producing this report, are still experiencing its impact. Despite many differences between these 4 business schools in terms of location, size, teaching and research programs and strategic directions, their cases feature similar themes. These are: digital capacity building; agile management of change; teaching continuity and quality assurance; and the importance of student-centered approaches. Importantly, in many instances, the challenges of managing teaching and learning during COVID-19 also resulted in opportunities to rethink our pedagogical practice and make changes that may last beyond the pandemic.

The importance of digital capacity building.

The move to fully online delivery and importance of digital resources was a key focus of early planning in all schools. Most schools were well-positioned to transition to greater reliance on technology, having already invested in varying degrees of digital transformation. Teaching and learning would increasingly rely on the use of existing digital resources such as Zoom, but opportunities were also taken to introduce new tools for interaction. Learning management systems and digital platforms became the means of interacting with students, and alternative digital strategies were also put in place to support faculty interactions as well. Significant adjustments needed to be made, with several reports noting the impact on faculty. Indeed, faculty readiness to engage with educational technology and new approaches to teaching in the online delivery mode was a common area of focus for schools. Building capacity among academic staff was crucial to the success of ensuring quality of learning and teaching.

Agile management of change.

The shifting nature of the pandemic meant that planning needed to be responsive to changes in conditions. Changes brought about by the impacts of multiple waves of infection, varying levels of community transmission and government decision-making around restrictions on movement, framed this planning. In March-April 2020, schools typically enacted plans for a shift to fully online learning as the impacts of the spread of COVID-19 were felt across the globe. Given the novelty of the scenario, there were few guidelines to follow, thus schools had to be creative and resourceful in their responses. Decisions about closing campuses, for example, were often made quite quickly, creating intensive periods of work for both faculty and university administrators. As the pandemic conditions changed in each context, adjustments were made to the ways learning and teaching, typically involving attempts to bring students back to campus when conditions allowed, but also retaining online support where this was not possible. In most schools, hybrid approaches were tried out as a means to manage the complexity of the changing and changeable conditions.

Teaching continuity and quality assurance.

Ensuring the quality of learning experience for students was a significant preoccupation of all schools. The new reliance on online and hybrid learning required close evaluation, and most schools attempted to capture dynamic forms of data from teaching evaluations and live student feedback through ongoing dialogue and consultation. Considerations such as the effectiveness of the digital learning strategies, maintaining student engagement while using Zoom or other platforms for interaction, and monitoring student and staff well-being were all mentioned in the reports. The ability to continue engaging with industry and international educational partners was also flagged as a difficulty, but effective workarounds were achieved and in some cases, benefits were experienced in relation to student access to global learning opportunities.

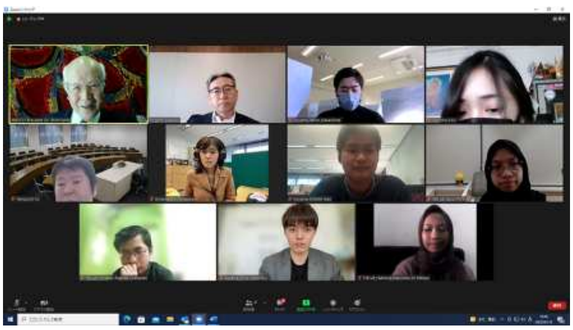
The importance of student-centered approaches.

The student experience was central to much of the planning, and careful consideration was given to the challenges of the rapid shift to online learning. Practical questions such as the availability of the minimum equipment needed for online learning, student access to reliable internet were dealt with in some contexts. Changes to pedagogical approaches to ensure students could learn effectively were also discussed. For example, the availability of both synchronous and asynchronous learning opportunities became a feature of teaching in some contexts. Use of mentoring and setting aside class time to check student well-being also became features of the response in some schools.

2. ABEST21 Japan Studies Seminar 2021

"Future in Asia and what coexistence in the age of economic, social and cultural globalization should be line"

1) JSS Students' Team Presentation



The final session of ABEST21 Japan Studies Seminar 2021 (which started on October 20, 2021) was held on January 12, 2022 at 12:00-13:00 Tokyo time, chaired by Mr. OKAYASU Shigemi, Director and CEO, STC Shipping PTE. Ltd., Singapore. JSS Students gave their team presentations under the general topic of "Future in Asia and what coexistence in the age of economic, social and cultural globalization should be like". Four teams gave topic presentations and submitted their Team Reports.

Team A

Introduction

The global situation is becoming more and more complicated, and is moving farther and farther away from the image of Asia that today's SDG-conscious youth are aiming for. In this project, our team will set an ideal vision for the future of Asia. And we will suggest the attitude that we, Asian students, need to take toward our ideal image.

We will first set forth an ideal vision of Asia's future, secondly identify the gap between the current situation and the ideal, and finally describe what we can do to achieve the ideal Asia.

Our vision of an ideal future Asia

We have defined the ideal Asia in terms of economic, social, and cultural aspects.

① Economic Perspective

On a national scale, Asia has fair and free economic relations with each other and no monopolistic markets.

On a corporate and individual scale, a state in which everyone receives an appropriate salary for their work and wealth is appropriately distributed.

② Social Perspective

Living in a coexistence relationship between races and cultures. In harmony.

③ Cultural Perspective

Progressive and accepting social changes as they occur. As such, a dynamic system can't survive on primitive cultural values, and hence cultural evolution is inevitable. Therefore, ideal Asia will be a society that will mindfully accept culture assimilation, acculturation.

This is what we Asian students think Asia should look like in the future. These are things that we, the youth, will take the lead in achieving.

The Current Situation of Asia in 2021

Analyzing the current state of Asia, there are numerous barriers to the ideal Asia. For instance, there are conflicts between countries with different economic beliefs, such as China and Japan. In addition, and this is especially evident in the case of pandemics, governments are putting off solving urgent problems and only try to maintain their authority and status. As a result, relations between Japan and South Korea, and between Indonesia and Malaysia, for example, have deteriorated, and Asia is far from being a harmonious region.

What We Can Do to Achieve the Ideal Coexistence

So what can we do to move toward an ideal Asia? We were very impressed with the idea of One Team, which was the theme that Mr. Iwabuchi discussed in his session. In honor of this, we would like to advocate "One Asia". It is essential for all countries to unite in order for the whole of Asia to develop equally and sustainably. It is very important to feel that we belong to one cohesive Asian community, despite our different economic beliefs, cultures, and religions.

In addition, since the SDGs are a common ideal to be achieved worldwide, this should be used to great effect. Goal number 17 of the SDGs is about partnerships. For the sustainable development of Asia, cooperation beyond the boundaries of individuals, companies, and governments is very effective. We, the youth, are a generation so sensitive to social issues that we are called SDG natives. That's why, when we go out into the world, we should have the spirit of One Asia and aim for peace and cooperation among nations in the Asian style. All of the students who participated in the Japan Study Seminar will become leaders who will take the lead in building One Asia.

Team B

Our presentation is going to show our forecasting of the future in Asia and coexistence based on our discussion and new findings from 7 lectures by each mentor. Our presentation has four parts: economic field, social field, cultural field and conclusion. In this report, we would like to share what we have discussed by today.

The first part is related to coexistence in the economic field. Our forecast is that sustainable finance will be promoted not only domestically but also internationally, and Asian countries will have deeper relationships in order to address global issues such as climate change, income gap, etc. For example, Palm oil from Elaeis guineensis is mainly imported from Indonesia and Malaysia. However, the economic activity between Japan and Indonesia / Malaysia damages the natural environment, and this is connected to climate change. In order to remove the trade-off between economic activities and the disappearance of the forest of Elaeis guineensis, these countries will collaborate to protect the forest of Elaeis guineensis. This is just an example of many economic issues in Asia.

Asian economy is complicated due to various EPA/FTA, geopolitical issues, and the economic gaps. Even though these aspects make our forecasting more difficult, the main topic in economic coexistence in the future of Asia is "sustainable growth".

In terms of social aspects, the future in Asia should move towards promoting gender equality. Globally, women face discrimination at work and also in educational attainment. This gender-based discrimination can hinder the future growth and development of the girls, and thus, increase gender inequality. We forecast that in the future women should have greater access to work and education, as we are moving towards globalization. More women should participate in business and occupy higher position jobs that can help improve the country's income. Reducing gender inequality can help boost the Gross Domestic Product (GDP), and combat other social problems such as poverty and income inequality amongst men and women. Other than gender inequality, discrimination against races and religious beliefs should be reduced too. All kinds of races, ethnicities, and religions should have equal opportunities and access in the future in order to drive the development of the country. Hence, future in Asia is about less gender inequality in terms of access to education and work, and also less discrimination against races and believes.

Globalization not only changed the economic and social aspect of our lives, but the cultural aspect too. Culture, according to sociologists, consists of the values, beliefs, systems of language, communication, and practices that people share in common and that can be used to define them as a collective. With globalization, we can now access and gain insights from culture around the world, especially in Asia. Cultural contact is easier as we can get in touch through social media. Social media plays a huge role in cultural exchange. We can learn new languages from YouTube, learn new fashion trends in other countries, food, and all in all what's happening out there – in just one touch. Therefore, through facile and quick media we can enrich our culture and learn from others. We can collaborate, assimilate, and create new cultures together. For example, in terms of food, people from Japan and Indonesia can collaborate to, say, make ramen with a taste of gulai. And this is just a start, the potential of creativity will be stretched boundless.

Team C

First of all, since many of the team members have been interested in Japanese culture, we will focus mainly on Japanese culture. In addition, we will also mention cases from each of our countries, Indonesia, Malaysia, and Thailand to consider the main theme, "Future in Asia and what coexistence in the age of economic, social and cultural globalization should be like".

After the six lectures in the JSS, we were particularly interested in Sanpo-Yoshi, Working culture / characteristics of Japanese society, and actions towards Sustainable Development Goals (SDGs). In our presentation, we will focus on these three subtopics, and we will conclude with our considerations about the future in Asia based on these subtopics and considering the challenges of economic, social and cultural globalization.

Specifically, we have been thinking of explaining the three subtopics as follows:

① Sanpo-Yoshi

Sanpo-Yoshi is an old Japanese merchants' principle which roughly translates as "good for three parties," meaning the seller, the buyer, and the community in which the merchant is operating. Broken down, sanpo refers to the *urite* (seller), *kaite* (buyer), and *seken* (society), and *yoshi* means "good" in Japanese. *Seken* in Japanese indicates a relatively closed community rather than an open society, as mentioned before.

This principle holds that when merchants benefit from a transaction, they must always ensure that they satisfy buyers while contributing to the local community at the same time. *Sanpo-Yoshi* is one of Japan's traditional managerial philosophies, and it is said to be one of the roots of CSR in Japan.

② Working culture / characteristics of Japanese society

One of the famous features of the working culture in Japan is the seniority-based system, also called "Nenko System". This system implies that older people should get higher wages regardless of their ability and skills, until they reach retirement day. Younger generations see this as a very unfair system that should be changed. This is because capable workers should be appreciated regardless of their age, and the system should enable the right person to fit in a right job based on their capabilities and expertise. If this system is still implemented, there is a high chance for them to rebel against it.

③ SDGs

In this part, we will mainly focus on the following goals:

#3: Good Health and Well Being

#8: Decent Work and Economic Growth

#12. Responsible Consumption and Production.

The reason of choosing these goals is because we consider that they are connected to the concept of ①Sanpo-Yoshi and ②Working culture / characteristics of Japanese society.

In each part, we will consider specific issues and actions that have been implemented in Japan, and compare it with the issues in Indonesia, Malaysia, and Thailand to achieve a better and more sustainable future for the future generation, and not just for us, especially in Asia by the year 2030.

Team D

Team D illustrates 2030 Asia's future vision by referring to 3 perspectives: economic, social and cultural. First, we discuss the development of the creative industry which accomplishes stable economic influence caused by technological development. Second, the team will discuss the development of social justice through empowering teamwork of Asian people. In terms of culture, we foresee the spread of cultural uniqueness and equality that will engender innovation. Then we discuss how the three perspectives coexist with each other and depict the 2030 Asian world.

Over the previous half-century, the world's population has increased rapidly. The rate of growth varies substantially by region. According to World Bank data (2019), the world's population is expected to continue growing and reach about 10 billion by 2050. Conventional economic growth models that are implemented by the governments have improved living conditions, but also produced some negative effects such as inequality and low levels of well-being. With the advancement of the industrial and technological revolutions, digital technology is influencing every industry, creative or not, while the internet opens up many changing platforms for new creative expressions, generating all types of new and creative firms. The creative economy may be a sign of new economic order.

Previous waves of globalization have taught us what it will require to withstand the change more efficiently. As it relates to the exchange of ideas and information across borders, we must emphasize the goal of resolving persistent inequalities based on race, ethnicity, gender, and income. Millennials grew up anticipating change, realizing that it is impossible to repair the past, so we should embrace the uncertainty of change. It's time to be open about the emergent nature of our ever-changing reality. As future leaders, we must plan strategies to spread social justice and teamwork over the world.

The cultural sector can connect different countries through exchange or trade that relates to cultural tourism, handicrafts production, creative industries, agriculture, food and medicine. A good example is OTOP, based on the idea of “One village, one product”. This will help improve the living standards of the community, and unique products can be sold in overseas markets. At present we live with a variety of cultures starting from the workplace. A workplace culture of equality is a powerful multiplier of innovation and growth. If leaders prioritize a culture of equality now, they will create an environment that is more likely to produce the financial results they want and need. If people feel a sense of belonging and are valued by their employers for their unique contributions, perspectives and circumstances, they are empowered to innovate more. Everyone will rise. And with more gender-balanced leadership teams, cultures will continue to become more inclusive.

To sum up, our presentation will imagine 2030 Asia by concentrating on the development of creative economy, formation of social leader through encouraging social justice, and creation of innovative influence by establishing the cultural relationship within the Asian countries.

2) JSS Students’ Team Reports

Team A

- Leader, OKAWA Mao
  School of International Politics, Economics and Communication, Aoyama Gakuin University, Japan
- Yohanes Andhika Kristiawan
  Faculty of Economics and Business, Universitas Brawijaya, Indonesia
- Abdurrahman Adz Dzikri
  Faculty of Ecomomics and Business, Universitas Indonesia, Indonesia
- Adzzahir Ifwad bin Adzman
  Graduate School of Business, Universiti Putra Malaysia, Malaysia
- Nabiha Binti Ali Redza
  Faculty of Business and Management, University Teknologi MARA, Malaysia

I. Team Report

Introduction

We, Team A, gave a presentation titled "One Asia: From Ethical Conundrum to Welfare Creation". In this report, we would like to first identify the gap between the ideal and the reality, and then discuss what we should do to realize the ideal toward our vision of an ideal Asia in the future.

1. “Our Ideals and Keywords for Asia”

Addzahir Ifwad bin Adzman (Universiti Putra Malaysia, Malaysia)

An ethical conundrum is an issue that forces a person to make a decision based on their personal values. It may call into doubt a person's ethical convictions which affect an individual's beliefs of what is right and wrong. Ethical conundrum can range from little annoyances to major criminal offenses. A welfare creation is the state of being successful, particularly in terms of good fortune, happiness, well-being, or prosperity. So, in order to make Asia united as one, all countries of Asia need to change from ethical conundrum to welfare creation, or, in other words, we can simply say that people in all Asian countries need to consider how their decisions can affect other countries in Asia.

To be one Asia, we need to have an ideal state of thinking to make sure that the dream of one Asia can be achieved. An ideal state of "coexistence" implies fair and free states and a relationship that allows Asian countries to provide support without quid pro quo (a favor or advantage granted in return for something) to countries that are experiencing economic difficulties. According to Aristotle, the aim of ideal state is accomplishing a decent life, and the material and spiritual (moral and spiritual) means necessary for the attainment of such life are to be arranged.

There are three features of the ideal state based on Aristotle which are moral nature, theory of the middle way and rule of law. For moral nature, the ideal state is both physical and moral, that is, the purpose of a person's material uplift by the state is to uplift him morally, to make him virtuous, and a good life can only be a moral one. Next is the theory of the middle way. According to Aristotle, the state that is administered by the middle class is more secure. Friendship and fraternity cannot exist in a state where only two classes exist - very rich and very poor. Conflicts will inevitably arise in such a scenario. Lastly, the rule of law stated that a constitutionally administered state is always the ideal state. This is because every excellent or perfect state, even the wisest of the wise, must have the ultimate sovereign law. Aristotle says, *"The rule of law is superior to the rule of the individual, because law is such a conscience which is not affected by the will of the individual".*

Basically, there are three keywords that describe the ideal state: good life, moral and spiritual attainment and also welfare creation. Good life is when we have happiness, and it is a matter of preference, priority, and discipline. It is acquired through skill and habit, which can often be traced to one's upbringing and social habitat, and it is also about core values and one's approach to life. Next, moral and spiritual goodness is in fact the easiest drivers of a civilized society. It's because they imply cultural influences, cultural opportunities, and the ability to recognize, embrace, respect, and enjoy diversity. Finally, welfare creation is about how a state creates and manages wealth and ensures equality in the society, and it implies a non-monopolistic market.

2. "Why Welfare Creation?"

Yohanes Andhika Kristiawan (Universitas Brawijaya, Indonesia)

Have you ever wondered, what makes people in Europe care more about such things as climate, as compared to any other parts of the world? A bit of random point that doesn't fit anywhere else is that people care more about the environment or any other things besides themselves when they have enough wealth to be able to go beyond struggling for the fundamentals necessary for life.

Maslow's hierarchy of needs is a theory in psychology; it argues that there are **5** stages of human needs that motivates our behavior. Abraham Maslow proposed this theory in 1943 after studying what he called "Exemplary People" such as Albert Einstein or Eleanor Roosevelt.

Physiological needs are the need to breath, eat, drink or sleep; when these needs are satisfied, we move to the next level.

At the second level we want **Safety**, we try to earn money, build up resources and look for shelters that protect us against danger. Once we are satisfied and feel safe we have time to think about of what we want next.

At level three we seek **Love and Belonging**; we desire to be close to family and friends, belong to a society or join a gang. But the moment we feel completely part of a group, we already wish to be a little different than the rest.

At level four we look for **Esteem**; self-confidence and respect from our peers, we want to be someone; if we have money, we'll have a fancy watch, if we have a brain we write or think or work a lot. Motivation to perform and compete is now at its highest. Students, sportsmen and inventors excel. Neil Armstrong even flew to the moon.

Only if we breath, and drink and eat and sleep enough and we feel safe, and part of a group, and special, only then we can proceed to level five; **Self Actualization**. Now we can relax, be creative, accept facts for what they are, give back or do whatever we want. No more pressure unless of course there is trouble below.

This implies that in order to create a harmonious and civilized society, all basic needs should be met, because **it's hard to care about virtue and humanity when a person is hungry in every aspect of life.** That is the main reason why this paper is focused more on welfare creation, because it would ensure that people have enough wealth to be able to go beyond struggling for the fundamentals necessary for life, and start to care about other things.

Maslow's "Towards a psychology of being" serves as a sequel to the hierarchy of needs as it defines what self-actualization actually is; psychological disorders happen when the hierarchy isn't met, and disappear once certain needs are met.

Maslow also said something which was probably inspired by Taoism: people can be hostile to others when they think that others do not meet their needs. We see behavior of other people from the perspective of meeting our needs, and this tunnel vision prevents us from seeing other people holistically. In contrast, Self-Actualized people see other people as they are, holistically, and do not feel they "need" the other person, yet they can still love/admire/respect them as a whole person. Maslow also adds more to the difference between deficiency-based need for love and self-actualized love.

3. “The Current Situation and The Gap”

OKAWA Mao (Aoyama Gakuin University, Japan)

In this section, we will discuss the current situation in Asian countries. The examples discussed here are only a few, but we would like to focus on the events from economic, cultural, and social perspectives.

First, we would like to discuss the economy. Currently, the trade war is very serious and has a great impact on the global market. The trade conflicts between large countries such as India and China are causing great harm to the smaller countries in the vicinity. However, it is also a fact that supply-side economies are thriving in Asia these days. In Japan, the former Prime Minister Shinzo Abe tried to achieve this in one of his strategies called Abenomics. Also, Indonesia's monetary ministry is trying to provide incentives to the wealthy and conglomerates. The problem here, however, is that if supply-side economics were correct, large amounts of money would not be sitting in the bank accounts of corporations and the rich doing nothing, but that is what has happened. This is further proven by the fact that Bush's tax cuts in 2001 and 2003 were not used to create new jobs, but to greatly increase the prices of assets that most people could not afford. In order to actually increase the demand for a product, the money has to go to people who have a high propensity to spend, not just the rich. And the ratio of spending to income is larger for the middle class and poor than for the wealthy. There is also modern-day slavery, or gig-work in the “sharing economy”, when corporations overwork their employees and exploitation of workers is going rampant. In Japan there’s a notion of “black company” (Burakku Kigyou) that exploits its employees, and Karoshi (death from overwork), similar to Guolaosi in China and Gwarosa in South Korea.

Regarding the second and third points, I would like to talk about social conflict. Some conflicts are local, and some are multinational, caused by social and geopolitical factors. For example, the Tibet issue, the problems in Xinjiang, the India-China conflict, and many others. Environmental issues are also a serious problem in Asia, where industrialization is advancing.

Thus, we can see that the current situation is far from the ideal state we desire. So, can ultimate peace in Asia really be achieved? The ultimate peace is translated as "Heaven". The reason is that we humans always imagine a heavenly ending. However, we, Team A, believe it is nonsensical and unrealistic to think of a world without conflict and differences in thinking. Immanuel Kant, in his Philosophy of Emotion, wrote, "Pain is the sting of activity, and in this we, first of all, feel our life; without this, lifelessness would occur". That is why we are justified in having some conflicts as long as they are meaningful and fruitful. For example, feminists and the environmental movement may fall into this category. Rather, we, Team A, would like to create a world where people can cooperate and respect each other despite the existence of various cultures and arguments.

4. “What We Might Do”

Abdurrahman Adz Dzikri (Universitas Indonesia, Indonesia)

So, what we might do? To explore thus, I will compare some conditions in Norway and US.

1. High workforce participation

Many "socialist" benefits are targeted towards having as much of the population as possible working, and working as effectively as possible. This includes things like subsidized child care, subsidized higher education, free and enforced training programs for those that are unemployed, and subsidized employment for those that need re-education and new experience. The net result is high worker participation, and high value from the workers.

2. Contrary to popular belief, Norway doesn't spend that much on the government. The government spending in Norway was about one percentage point less than in the US, measured as a percentage of GDP.

3. Market-based economy

In many ways, Norway has a more aggressive market economy than the US. Norway is very aggressive about markets, and regulating so true markets appear. This means that e.g. telecom is heavily regulated to create a functioning market, regulating away the market failures that plague the US.

4. Universal healthcare

"Socialist healthcare" or "Universal healthcare" seems to actually be cheaper for the government. The US is spending ~8.1% of GDP on healthcare through federal, state and local governments. Norway is spending ~7.7% of GDP on healthcare through the government.

5. Effective wage rate

High (effective) minimum wage forces Norwegian businesses to make effective use of employees. There isn't a minimum wage per se, but effectively it is not possible to pay less than $20 (maybe less than $25) per hour. This means that everybody who works generates more than this amount of value, so we get more value out of each employee than somewhere where labor is cheap. It also means that the relative cost of capital investment is low.

6. Low crime recidivism

Norway has ~20% as compared to ~60% in the US. The penal system - both punishment levels and the way prisons are run - is optimized towards avoiding recidivism. Getting criminals back to normal life prevents the immense costs of crime; crime damages the victims more than it benefits the criminal, loses potentially productive citizens to a life of crime, and there is the actual cost of keeping the criminals in prison for all the time they are there. The net result is that Norway has less than 10% as many prisoners as the US, measured by population, and extremely low crime rates.

7. Less litigation

Norway has 1.16 lawyers per 1000 people. I believe this is due to a system that attempts to enforce "Fairness" in dealings both between businesses

8. Norway had its bank crisis in the mid-1990s, and avoided one in 2008. The bank crisis was handled interestingly: The banks were taken over by the government, with all existing investors written down to zero. Basically, the governments bought the banks out of bankruptcy. This avoids the moral hazard of "too big to fail" on the part of investors, at least.

9. Trust

There's a very high level of trust in Norwegian society, which makes a lot of things easy such as the handling of forms that seems to fully protect its citizens.

10. Less "pork" allocation

The law generation process seems more transparent than in the US, and seems to lead to less "pork" allocations and less special favors to business sectors. The finance department professionals are very influential in budget handling, limiting how the politicians can spend money depending on how it will affect the overall economy.

11. Subsidizing the media

Norway has a subsidized newspaper industry, leading to a very informed public, voting for reasonable things.

12. Norway prohibits political TV and radio advertising, and subsidizes political parties to the tune of 74% of their budget. The block on TV/radio advertising leads to a more reasoned debate (less emotional overrides), and the public funding avoids much of the influence of money factors on political decisions.

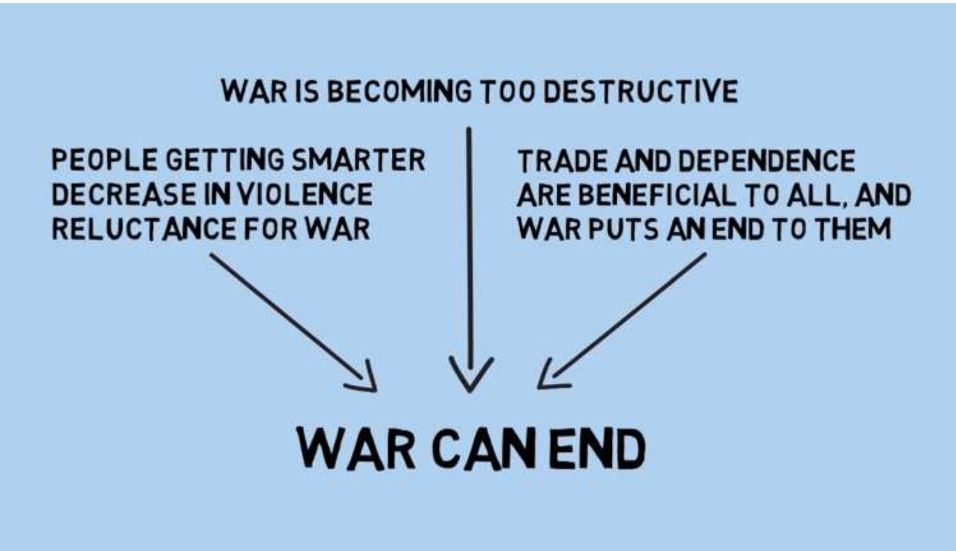
5. "Expected Output"

Yohanes Andhika Kristiawan (Universitas Brawijaya, Indonesia)

Our Ethical Conundrum is here, simply because it is very complicated to ethically define what peace and ideal coexistence is.

But let's try and define an ideal coexistence in which everybody could live harmoniously; which also means less tension and violence. The world has seen an overall decrease in violence in the last few hundred years. The reason for that, as research shows, is that over generations, IQ has gotten higher. But intelligence does not necessarily equate to moral development. Adolf Hitler is seen as the smartest leader in history because of the effect he had on so many people; But he's a sociopath. So even if there are exceptions, there is clear correlation between intelligence and reluctance to hurt other people.

But it is more complicated than that. Even if people are "smarter" overall, that is, our IQ is greater, on average, it has little effect on our actions and behaviors. History clearly shows that even if we have knowledge, this does not mean our behaviors are not destructive. It is well known that cigarettes will cause great illness and death, yet millions of people worldwide still smoke. Our behaviors are far more rooted in our emotional state than our mental (cognitive) state. While we can classify Hitler for example as a sociopath, the real question is why? A simple review of his childhood and upbringing provides a foundation as he was beaten and humiliated daily by his father. Therefore, hurt people will also hurt people.



Peace is the first criteria for civilization. Arguably the only definition for barbarism is, "society where there is no peace". Obviously some stateless societies are well ordered but as has often been noted by observers, many are in a continual state of vendetta, so that time when violence is not going on is just a lull.

Paradoxically, the first guarantor of peace is war. Only the ability to apply force in a rational and organized manner can prevent the devolution into tit-for-tat. Some societies use tit-for-tat on a more refined scale such as doing raids to rustle rather than engage in killing, torture, and rapine and negotiating potential feuds. I rather think those wouldn't qualify as barbarous as they have found a decent way to solve their problems, but they wouldn't qualify as civilized as they are locked into a stasis by the inability to engage in occupational specialization. When a society has passed what John Keegan calls the "military horizon" - in other words, when its application of force is recognizably systematized (for example the Mafia doesn't really have "soldiers", it has thugs; while the United States does, as does Italy, Great Britain, France, etc.), it has passed a marker which is the ability to actually make war as opposed to engaging in vendetta. The ability to make war means the ability to NOT make war. Armies will stop on order, more or less, and warbands won't. Thus the opposite of peace is not war. It is mayhem. And mayhem makes civilization impossible. Just like Liberty Valance was the one who represented barbarism, and not Jimmy Stewart or John Wayne.

With peace, it is possible to have food surplus, commerce, occupational specialization and so on. Peace is never an absolute (civilization is related to city but most cities were crime ridden inside, and many were quite warlike in their outlook). The point is that there has to be a minimum amount of order, to sustain the energy being used for civilizational goals.

World peace is different from having a *Pax Romana*. Every competent state has a *Pax Romana*. If it does not, it is a failed state. World peace is an ideal that cannot be realized because it can be wrecked unilaterally, but only made by consensus. The closest that can be gotten is reducing violence through wise policy.

6. "What Should the State Do?"

Nabiha Binti Ali Redza (University Teknologi MARA, Malaysia)

The first thing to work creatively with the country's own resources. Natural resources are indispensable for the functioning of human societies and economies. They are the primary inputs to most production processes and supply much energy for transport, light and heat around the world. Management of natural resources has moreover a huge bearing on industrial development in areas of resource production, as well as the global scope for moving towards sustainability.

However, if there are no natural resources, be like Liechtenstein & Luxembourg that allow foreigners to open companies and charge no income taxes or capital gains taxes. The only stipulation is that you hire two employees for $3000 per month minimum each, so you spend $72000 annually – if you save that much in taxes it's a great deal.

You don't have to have an office there or even a mail drop, but you do need an attorney and a bank account. Your attorney and accountant in country will take you on as a client usually for the minimum. That's what most people do by the way; work as accountant, attorneys or legal reps, banker, and services industries.

Next, be practical instead of ideological. As for the practical politics, we believe that practical politics is better than the ideological one – e.g. Nazism, constructed by the German Nationalsozialismus, a totalitarian movement led by Adolf Hitler. This ideology maintains its power by coercion and mass manipulation. Another example is Vietnam, where the contrast between the verbal homage paid to human values and the authoritarian practices of the Ngo Dinh Diem government was bound to create cynicism. It did. Today Personalism no longer plays an important role in Vietnamese political discourse. The effort to relate it intellectually to Vietnamese political thought has by and large been abandoned. The masses have not rallied to the defense of Personalism against the onslaughts of Communist terrorism.

Then, to move towards one Asia, the countries can also build trustworthiness within the other Asian countries. This is because it could create firmer global ties. Trust matters because it is the bedrock of all relationships, be they social, commercial or political. And the conduct of foreign affairs, too, is based on relationships. Negotiations are not simply transactions; they are beholden to decades, if not centuries of history and sociocultural norms, biases and visceral senses of nationalism. And as the world has become more connected, and more complicated, there are thousands more actors who can affect the outcomes of diplomacy and commerce than ever before. Each has a worldview depending on where they are standing. If one is to deconstruct and transform their idea of a place and a people, and begin to trust them, they have to come into contact with it.

Therefore, international exchange programs—which can reach actors at all levels of government, media, business and civil society—between countries are so essential. Once a trusting relationship is established, high levels of trust can partly substitute for the uncertainty and ease negotiating processes. A historically established identity relationship that suggests friendly interaction patterns, for instance, leads to the attribution of well-intentioned motives, and may off-set risk-averse behavior in the face of uncertainty. In addition to the cognitive dimension that such risk assessment entails, relational trust also encompasses the emotional driving forces of trust that social psychological approaches point to.

Last but not least, the country is to uphold civil liberty by using the rule of law. Aristotle poses the question 'Is it more expedient to be ruled by the one best man, or by the best laws?' He answers it thus: 'The rule of law is preferable to that of a single citizen: even if it be the better course to have individuals ruling, they should be made law-guardians or ministers of the laws'. We also believe that the government needs to have good institutions, laws and processes in place to ensure accountability, stability, equality and access to justice for all. This ultimately leads to respect for human rights and the environment. It also helps lower levels of corruption and instances of violent conflict.

7. Conclusion

In this report, we have written about the roadmap to achieve our goal of "One Asia". We in Asia, with our different cultures, religions, and ethnicities, are well aware of the difficulty of cooperating and respecting each other. However, we are proud of the fact that we, Team A, were able to realize our goal of "One Team" in this Japan Study Seminar. It is we, the youth, who will create the ideal Asia. We hope that what we have learned from this seminar will be a key for us to become One Asia in the future. We would like to express our gratitude to President Fumio Ito for his efforts in organizing this seminar, to the mentors who taught the classes, to the ABEST21 office, and to the university professors who recommended us.

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II. JSS Comments

- The report discusses various aspects of how we can work together for prosperity in Asia. While I was impressed by the fact that it has carefully studied the theories of philosophers and psychologists, I felt that it would be better if the report paid more attention to the practical issues surrounding Asia rather than the concepts.
- This report is excellent. Logically structured by identifying the gap between ideal and reality, and showing a roadmap to realize ideal One Asia. Analysis is done deeply by referring to the wisdom of famous philosophers. I learned from the report that even under the reality of conflict and difficulties in thinking, as far as we can share common ideal as One Asia and always keep in mind how our decisions may affect others, we can come closer to the ideal of One Asia.
- I like the report as it explains the paradox of war. War creates peace but war itself is far from peaceful situation by definition. The team tried to tackle very difficult questions and to come up with possible solutions. However, if they supported their arguments with references to the

academic papers or historical facts, that would make it better.

Team B

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I. Team Report

Introduction

This report is to represent the future of Asian coexistence through our actions such as discussion and making the presentation. Based on the theme of the presentation, this report is composed of three parts, which are economic part, social part, and cultural part. Even though we can't meet each other due to the COVID-19 pandemic, this opportunity makes us abundant. We would like to express our deepest appreciation to ABEST21, Mentors, and all team participating in the JSS seminar.

1. "Economic Part"

KAWATSU Shion (Aoyama Gakuin University)

Our group discussed that Sustainable economy is the key for the future of Asian coexistence in the economic fields. Considering the current situation in the global economy and Asian countries, many challenges in Asian economy are related to the Sustainable Development Goals (SDGs). For example, Asian countries need to play an important role in improving climate change, since Southeast Asia has large rainforests. In addition, Asian countries are facing the two biggest oceans, the Pacific Ocean and the Indian Ocean. The future of Asian coexistence in the economic field can't be forecasted without the notion of the sustainable economy. In this part, we wrote down our discussion about the future in Asian coexistence in Asian economy. One thing is that Asia is so large an area that it is difficult to mention all Asian countries in this report. We define Asia as Southeast Asia and East Asia in this report.

<u>ESG finance</u>

ESG finance can be one of the most important factors supporting the sustainable economy in Asia such as promoting the invention of sustainable products, research and development for a sustainable economy. In the first session of the JSS seminar, we learnt that all firms pay attention to CSR, and ESG finance such as ESG investment and sustainability linked bond (SLB) is the instrument for helping CSR for firms and CSR itself for financial industries.

ESG stands for Environment, Social and Governance, and ESG investment is that investors include the ESG performance such as GHG emissions, women empowerment and corporate governance in their investment decisions as well as financial performance. SLB is any type of bond instrument for which the financial and/or structural characteristics can vary depending on whether the issuer achieves predefined Sustainability/ ESG objectives. ESG investment and SLB play an important role in promoting SDGs in stock market and bond market.

After the first JSS, we shared our opinions about sustainable finance. We agreed with the power of sustainable finance to promote the SDGs in economic aspects. On the other hand, we discussed that sustainable finance isn't so widespread in developing countries as discussed. The next stage of sustainable finance in Asia is that companies need to disclose the sustainable information to stakeholders in order to promote sustainable finance.

Transparency of sustainable information is a very important factor for ESG investors to make their investment decisions. According to TCFD, which provides companies in the world with the reporting framework, 693 Japanese companies support TCFD to promote the transparency of sustainable disclosure. The number of such companies in Indonesia is 10, 13 in Malaysia and 16 in Thailand. When a manager focuses on getting short-run profit, ensuring transparency of sustainable information might be a lower priority. However, the sustainable society is the target not only for developed countries but also for developing countries. From the trend, we concluded that sustainable finance may be spreading, but the transparency of sustainable information in Asia is the key factor to promote it in Asia.

Economic cooperation among Japan and Indonesia in an energy sector

The change of energy sector is necessary to realize the carbon free society. Thermal power generation using coal and petroleum energy is central to large carbon emission. For example, the share of carbon dioxide in GHG is over 91.7%, and the share of the energy sector is 84.9% in Japan (Ministry of the Environment). As with Japan, many countries use thermal power generation to generate energy. The reason is lower cost for fossil fuel energy due to abundant stock of coal and oil and well-established know-how.

The important actions for decarbonization in energy sector are to develop renewable energy and invent new technology to decrease the amount of carbon emission from thermal power generation. In other words, Asian countries need to overcome the higher cost of these technologies.

Then, international cooperation between Japan and Indonesia is a good case for the future. The Japanese government decided to support decarbonization of thermal power generation in Indonesia. Mitsubishi Heavy Industry was assigned to the project which aims at decreasing the amount of carbon emission from the generation with Ammonia technology. The press information from Mitsubishi Heavy Industry announced that the project is an empirical experiment for the ammonia co-firing rate at coal-fired boilers from 2021 to 2028.

This isn't aid from developed countries to developing countries. This cooperation between two countries brings economic benefits for both. For Indonesia, the project is a good opportunity to enhance sustainability with lower cost. The research and development cost for the project is owned by the Japanese government. As discussed above, the challenge in renewable energy is higher cost as compared to fossil fuel energy. This cooperation is one of the solutions for the economic barrier. Second, Indonesia can expect a technological spillover from MHI. Thanks to the project, other thermal power generation facilities can learn the know-how of ammonia co-firing to decrease the amount of carbon emissions.

For Japan, this project is the chance to contribute to the progress of a sustainable society. In this situation, the CSR is needed, and this can be intangible assets for MHI.

Summary of economic part

This was the economic part of our discussion. It is very undesirable for us to mention that Japan is a developed country, and other countries in Southeast Asia are developing countries. However, we are sure that the relation is only limited in the economic field, and the coexistence among Asian countries will create valuable power to push the sustainable society.

2. "Political Part"

Nuruhanina Binti Zaharin (Universiti Putra Malaysia, Malaysia)

In terms of social aspects, the future in Asia should move towards promoting gender equality. Globally, in most places women face discrimination in work and education. According to UNICEF, young girls receive less assistance or help in terms of studies in comparison to young boys due to some causes such as sanitation purposes that are not provided, and prejudice in terms of schooling and education. Even though there is a decrease in number of girls who drop out of school (32 million in 2020 as compared to 65 million in 1995), this problem of gender stereotype and discrimination remains until today. This gender-based discrimination can hinder future growth and development of the girls, thus increasing the gender inequality gap. Not only that, there are other major problems that can be caused by gender inequality, such as poverty, violence against women, and wage gap. These problems could hamper the full potential of not just specific Asian countries, but of the Asia's societies as a whole.

Banyan Global's "Gender Inequality Causes Poverty Briefer" states that gender inequality causes famine or poverty, and in order to reduce poverty in developing countries, the problem of gender inequality must be tackled first and foremost. Other than that, women contribute around 37% of the global Gross Domestic Product (GDP), and also labor force. This is important, because globally, the population of females in the world is around 3,905 million, and in Asia as high as 48.8%. Limited access to education for women will also limit growth of the emerging economies because of losing skills and ability that could be provided by the female population.

As for violence against women, according to the World Health Organization it is estimated that around 30% of females internationally have faced violence. This brutality might occur because of the prejudice, or belief that females have lower status than males. Apart from prejudice itself, the lower education and discriminatory laws could also be the reason of this violence. It could be said that this social problem occurs because of the gender inequality itself. Violence can happen against both adult women and younger girls. For example, it could happen in the case of child marriage which is still one of biggest problems surrounding younger girls in the rural areas, yet there are still no proper laws and regulations to help these children. Child marriage should not be happening to younger girls, as it could impede the future growth of the girls. Contrastingly, they should be given the right to have better future in terms of education, protection, and health. For instance, according to UNICEF, in India, it is estimated that around 1.5 million girls under the age of 18 faced early marriage, and around 16% of the girls around the age of 15 to 19 are currently married. Even though there is a decline in the figures of child marriage, the percentage is still high.

Furthermore, gender inequality also leads to higher wage gap between male and female workers. A study by Terada-Hagiwara et al. (2018) "Gender Pay Gap: A Macro Perspective" examined the gender wage gap for a sample of 53 economies. They highlighted that male employee have more opportunities to bargain their salaries rather than female employees. They also found that increasing the years of schooling might not be helpful in terms of narrowing the gap between males and females, but the quality of the job and the pay itself. Thus, in order to combat this problem, the structure of the industry should be fixed. Females should be given the same amount of opportunity and higher paying salaries as males.

So, we forecast that in the future more women should have greater access towards work and education, as we are moving towards globalization. More women should participate in business and occupy higher position jobs, which can help improve not only the income of the country, but also the whole development of the country. Reducing gender inequality gap can help boost the Gross Domestic Product (GDP), and combat other social problems such as poverty and income inequality.

In conclusion, gender inequality is one of the key components that should be addressed in order to reduce the other social problems mentioned. This is also in line with the United Nation's Sustainable Development Goal 5, which focuses on achieving gender inequality as well as empowering all women and girls around the world. Governments play a pivotal role in reducing this issue of gender inequality by enhancing the policy that reduces social exclusion. Instead of inhibiting the growth of women in Asia, focus should be on polishing their skills to help build up their opportunities. Apart from that, the representation of females in workplace and also higher job positions should be recognized in effort to seek female empowerment.

Other than gender inequality, social exclusion such as discrimination against races and beliefs should be reduced too. All kinds of races, ethnicities, and religions should have equal opportunities in the future in order to drive the development of the country. In order to achieve coexistence in the future of Asia, there should be no social exclusion in any aspect of life. Hence, future in Asia should tackle international challenges of gender inequality in education and work, and also discrimination against races and beliefs. Lastly, harmonious efforts should be made to promote the future growth of the Asian economies as a whole.

3. "Cultural Part"

Kezia Tamariska Kurniawani (Universitas Indonesia, Indonesia)

Culture is considered a central concept in anthropology, encompassing the range of phenomena that are transmitted through social learning in human societies. Cultural universals are found in all human societies. These include expressive forms like art, music, dance, ritual, religion, and technologies like tool usage, cooking, shelter, and clothing. The concept of material culture covers the physical expressions of culture, such as technology, architecture, and art, whereas the immaterial aspects of culture such as principles of social organization (including practices of political organization and social institutions), mythology, philosophy, literature (both written and oral), and science comprise the intangible cultural heritage of a society. In the humanities, one sense of culture as an attribute of the individual has been the degree to which they have cultivated a particular level of sophistication in the arts, sciences, education, or manners. The level of cultural sophistication has also sometimes been used to distinguish civilizations from less complex societies. Such hierarchical perspectives on culture are also found in class-based distinctions between a high culture of the social elite and a low culture, popular culture, or folk culture of the lower classes, distinguished by the stratified access to cultural capital. In common parlance, culture is often used to refer specifically to the symbolic markers used by ethnic groups to distinguish themselves visibly from each other such as body modification, clothing, or jewelry. Mass culture refers to the mass-produced and mass mediated forms of consumer culture that emerged in the 20th century. Some schools of philosophy, such as Marxism and critical theory, have argued that culture is often used politically as a tool of the elites to manipulate the proletariat and create a false consciousness. Such perspectives are common in the discipline of cultural studies. In the wider social sciences, the theoretical perspective of cultural materialism holds that human symbolic culture arises from the material conditions of human life, as humans create the conditions for physical survival, and that the basis of culture is found in evolved biological dispositions.

Cultures are internally affected by both forces encouraging change and forces resisting change. These forces are related to both social structures and natural events and are involved in the perpetuation of cultural ideas and practices within current structures, which themselves are subject to change. Social conflict and the development of technologies can produce changes within a society by altering social dynamics and promoting new cultural models and spurring or enabling generative action. These social shifts may accompany ideological shifts and other types of cultural change. Environmental conditions may also enter as factors. Cultures are externally affected via contact between societies, which may also produce or inhibit social shifts and changes in cultural practices. War or competition over resources may impact technological development or social dynamics. Additionally, cultural ideas may transfer from one society to another, through diffusion or acculturation. In diffusion, the form of something (though not necessarily its meaning) moves from one culture to another. Stimulus diffusion, the sharing of ideas, refers to an element of one culture leading to an invention or propagation in another. Direct borrowing, on the other hand, tends to refer to technological or tangible diffusion from one culture to another. Diffusion of innovations theory presents a research-based model of why and when individuals and cultures adopt new ideas, practices, and products.

As for globalization, globalization helps to encourage change as the fast and rapid technological growth is making it easier for every country to connect with other people within and outside their country. Globalization of culture is accelerating the integration of the nations in the world system with the development of modern means of transport and economic relations, and the formation of transnational corporations and the global market. Globalization has made it easy to transport goods from Japan to Indonesia and Malaysia and vice versa in shorter time because of the better technology. Not to mention the role of the internet. The platforms made on the internet, especially social media, encourages cultural exchange, assimilation, and stimulus diffusion. We can learn new languages, learn new fashion trends in other countries, food, and all in all what's happening out there in just one touch. Social media platforms encourage people to upload content that would interest their "viewers" in return of likes, comments, and share. Content like vlog (video log) really give the audience an image of what it's like to be in the country they're seeing. It's like a trade place where everyone can share their story and people can enjoy it. Through facile and quick media we can enrich our culture and learn from others. We can collaborate, assimilate, and create new cultures together. Cultural diffusion can be seen in various aspects. For example, in food. People from Japan and Indonesia can collaborate to, say, make ramen with a taste of gulai. Another example is in fashion. Kimono is the traditional clothing for Japanese women, and 'batik' cloth is a traditional piece of clothing that Indonesians wear. The diffusion and assimilation would be making kimono with batik patterns. We can see this form of assimilation in many stores in Indonesia. These cultural exchanges can benefit both parties and bring creativity up to its peak, keeping it interesting, and keeping the world fresh with new innovations. But we also must note that for the citizens, especially young people, it is important to create an awareness of their country to preserve their culture so that it would not result in cultural loss. If not taken seriously, the rich culture of each country could be just remnants. Therefore, cultural contact and exchange need to be counterbalanced with cultural conservation. All in all, the future of Japan and other Asian countries including Indonesia and Malaysia would be exciting, blazing with innovations, and exuberant. Working together as a whole would bring lots of new possibilities and benefits for all parties, thus making everyone better off. With globalization and the rapid and the ever growing technology, the potential of creativity will be stretched boundless for the international collaboration. (A small part of my report is taken from Wikipedia.)

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II. JSS Comments:

- The report covers the state of the economy with a focus on ESG investment, social issues with a focus on gender equality, and cultural exchange, which I felt was a result of properly attending this seminar. The three chapters on economy, society, and culture are independent, but I think it would have been better if there was a concluding section that summed up the whole.

- This report is good. Focusing on Sustainable Economy, Gender Equality and Cultural Intersection, each items are well analyzed with concrete cases. Those are all important issues to be improved for the coexistence of Asian countries. As the report says, relations between Asian countries should not be limited to the economic field. Tackling gender inequality and discrimination together, and moderate cultural intersection with mutual respect to other cultures will help to achieve coexistence in Asia.
- Picking up ESG finance as an economic topic is good. However, I wanted them to discuss the question "why do we need to reduce GHG emissions?". Everybody takes it for granted. CO2 emissions might be inevitable while we pursue economic growth that is required to solve social issues in under-developed economy. CO2 emissions are issues for some specific developing countries.

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I. Team Report

Introduction

TERASAWA Emi (Aoyama Gakuin University, Japan)

Nowadays, the world is in a trend of globalization, and people in diverse cultures face different perspectives of other cultures. The opportunities of international interaction are frequent today, and the Japan Studies Seminar is one example of such opportunities. In this seminar, we could hear a variety of stories from guest speakers, and their lectures were really precious for us to consider not only the future in Asia, but also the future of ourselves. We appreciate having an opportunity to participate in this seminar even under the severe environment with COVID-19.

In our group-work, we chose three subtopics what we were especially interested in; Sanpo-Yoshi, working culture of the Japanese society, and SDGs (Goal #3, #8, and #12). This report therefore discusses each subtopic with comparison with cases in other cultures, and makes a conclusion about what is necessary for us as a whole Asian region, based on our research on these three subtopics.

1. Sanpo-yoshi

Galuh Fitria Ramadhani (Universitas Brawijaya, Indonesia)

Sanpo-yoshi is an old Japanese merchant’s principle which translates as “good for three parties”. The three parties mentioned before are the seller, the buyer, and society. The society in the context of sanpo-yoshi is a relatively closed community rather than an open society.

Sanpo-yoshi is a management philosophy and belief founded by Ohmi merchants, active from the Edo period to the late Meiji period (17th-19th centuries), through their daily trading activities (Ohmi is an area in Japan). The principle summarizes an approach based on the experience of traders, passed down from generation to generation, and not on any particular Eastern philosophical or religious vision. There is no record of Ohmi merchants having or leaving a written record of this principle, and no other bibliographic records are kept. Sanpo-yoshi is a term coined more recently by a contemporary scholar, based on his interpretation of the beliefs of the Ohmi merchant family.

This principle holds that when merchants benefit from a transaction, they must always ensure that they satisfy buyers and also contribute to the local community. In these modern times, companies tend to use the shareholder capitalism system. Unlike sanpo-yoshi, shareholder capitalism prioritizes aligning executive pay with shareholder value. Such an ideology ballooned CEO salaries and created an unbalanced distribution of wealth to employees and families.

But now that people are growing to realize the importance of the quality of their life, they are demanding a change. A change that could give their company, also themselves, their families, and the planet, a better environment to live, both physically and mentally, in the present and future. That is why the Corporate Social Responsibility is regulated now. CSR aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting ethically-oriented practices, which will lead to the realization of the Sustainable Development Goals.

2. Working Culture of the Japanese Society

Galuh Fitria Ramadhani (Universitas Brawijaya, Indonesia)

Many people, both in Japan and abroad, have an image of the Japanese working environment based on the "simultaneous recruitment of fresh graduates" and "lifetime employment" models of large companies. This environment is said to reflect economic conditions that developed in the 1920s, when large companies competing in international markets began to gain the same prestige that was previously attributed to serving the government in feudal Japan during the Meiji Restoration.

4,444 employees worked an average of 46 hours a week in 1987; most large companies work 5 days a week with two Saturdays per month, while most small companies work up to six days a week. In response to growing international criticism of Japan's excessive working hours, public offices began closing two Saturdays per month in January 1989. Reducing working hours was one major part of the needs of Japanese unions, and many large companies have responded positively.

The above-mentioned actions to reduce working hours are just one of many efforts by Japanese companies towards a better and sustainable future. After all, Japan has always had sustainability in its culture; Sanpo-yoshi is one of the examples.

3. SDGs

3.1. "Goal #3: Good Health and Well Being"

Muhammad Shahir bin Mohamed Azlan, Universiti Putra Malaysia, Malaysia

As we all know, the outbreak of COVID-19 that started in 2019 has become a serious phenomenon that dealt a major blow towards the global health and economy. According to the World Health Organization (WHO), there have been 364,191,494 confirmed cases of COVID-19, including 5,631,457 deaths, as of 28 January 2022.

However, in SDG 3 - Good Health and Well-Being - we are not just focusing on COVID-19 health issues, but we also look at other significant issues such as mental health issues, lifestyle issues and others. So, what kind of issues do Asian nations have? In this section, one issue that happened in Japan would be discussed.

Achievement

Nowadays, Japan has one of the best healthcare systems in the world, technologically advanced and highly subsidized. Japan ranks first in healthy life expectancy among OECD countries. On average, Japanese people can expect to live 75 years, compared to the OECD average of 71 years. Furthermore, Japan's infant mortality rate per 1,000 live births was 2.1% in 2014. These numbers show that Japan truly has one of the best healthcare systems in the world.

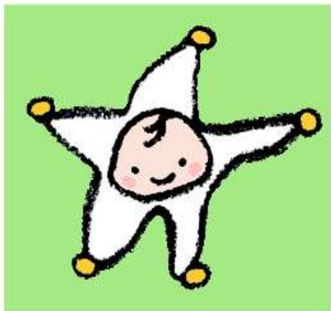
Issue in Japan

Even though we can see that Japan has one of the best healthcare systems in the world, there is still one problematic health issue in Japan which is mental health. In this part, we will focus on mental health issues that today's Japan has, and initiatives toward these issues will be introduced.

Mental health issues are arguably the weakest link in the well-being of the Japanese. In 2017, the country had the seventh highest suicide rate in the OECD, at 14.9 per 100,000 persons. In 2019 the country had the second highest suicide rate among the G7 developed nations. These numbers show the need for initiatives to solve this issue.

Action Towards the Issue in Japan

<u>Action 1: Sukoyaka 21 (Healthy Parents & Children 21)</u>



健やか親子21

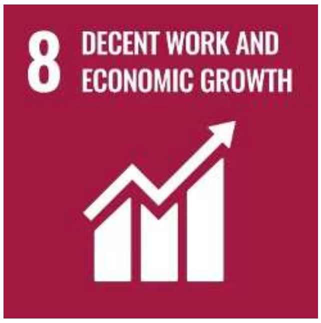
To promote a variety of approaches to improve health standards of mothers and children. The establishment of Sukoyaka 21 (Healthy Parents & Children 21) believes that maternal and child health is the starting point for promoting health, and is a foundation for the healthy growth of children who will be responsible for the next generation. There have been several adjustments phase by phase since 2001. In 2014, Sukoyaka has added several ways on how to reduce suicide rate for teenagers.

<u>Action 2. Silver Ribbon</u>

Silver Ribbon Japan has the purpose to dedicated helping those with mental health issues. Japan's Ministry of Education, Culture, Sports, Science and Technology request them to increase mental health education efforts in public schools. Mental health problems should be addressed and

prevented as early as possible. Thus, Silver Ribbon Japan is a good initiative for elementary and middle school courses for earlier treatment and prevention.

3.2. "Goal #8: Decent Work and Economic Growth"
TERASAWA Emi (Aoyama Gakuin University, Japan)



According to the United Nations, this goal has a purpose to "promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all". Across a whole world, the slowdown of economic growth has been regarded as serious even before the outbreak of COVID-19. Nevertheless, the UN has warned that the pandemic has a huge impact on conventional situations, and today many more people have been forced to survive under severe poverty. So what kind of issues do Asian nations have? In this section, cases in Japan and Indonesia would be discussed.

Case in Japan

Even though we can see several improvements in the Japanese economy such as decrease of extreme poverty, Japan still has had a number of issues to be resolved. In this part, three issues that today's Japan has and initiatives for addressing these issues will be introduced.

Issues

Issue 1: A huge burden on non-regular workers

The situation of non-regular workers is problematic in Japan, and the problem is firmly rooted. Actually, a limitation of working time for regular workers has been put. However, this limitation caused a further burden for non-regular workers since their workforce became more necessary to compensate for the shortage of labor force. In addition, it is necessary to note that the salary for non-regular workers is considerably less than salary for regular workers. Furthermore, this problem is serious since mainly women, who dare to choose non-regular status in order to work flexibly, would get impacted by this burden. Even though the Japanese government has initiated some actions to ease the burden for non-regular workers (e.g. Equal pay for equal work), the road to resolution seems still long.

Issue 2: Gender inequality in working environment

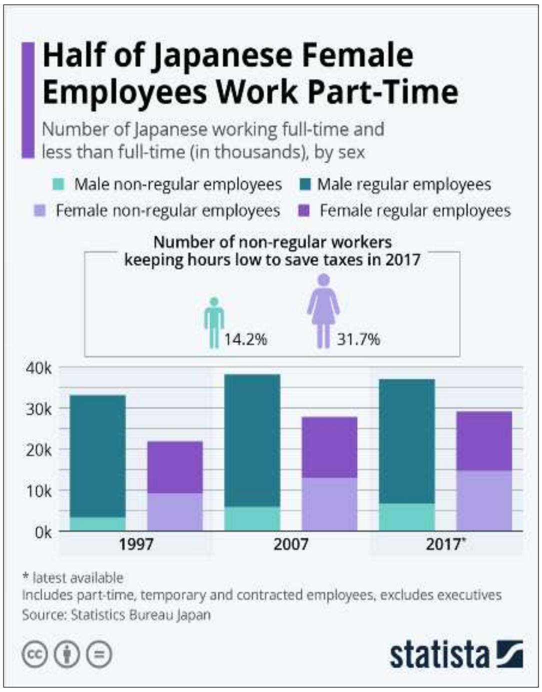
Gender inequality is also one the most serious issues in Japan. According to the World Economic Forum 2021, which announced the Gender Gap Index, Japan ranked 120th among 153 nations, behind other ASEAN countries. Yet another fact, Gender Equality Bureau’s statistics show 75.6% of respondents feel that men have been treated well compared with women. Since women have heavier duties than men in order to manage both their families and work, it is actually uneasy to resolve this situation.

Issue 3: Low birth rate and longevity which make economic growth slow down

Even though low birth rate and longevity is the future fate for every nation, Japan is one of the most progressing countries with this phenomenon. In 2021, elderly people constituted 29.1% of the population, and this proportion is the highest in the world. Increasing share of elderly people a decrease of the workforce in Japan, and this situation will make economic growth slow down further.

Initiatives toward issues

Initiative 1: Better treatment to balancing family and work



As mentioned above, many non-regular workers are women, and this fact is apparently shown in statistics. According to Statista, a data provider, half of Japanese female employees (54.4% in 2021) work part-time, while the bulk of male employees (77.8%) work full-time.

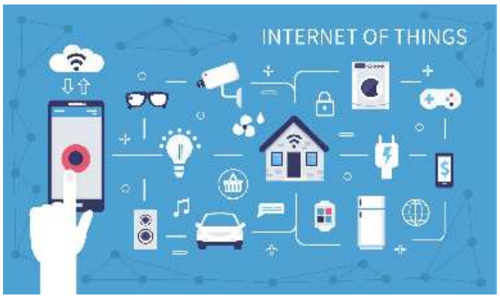
Since more women have faced difficulties with the working environment as non-regular employees than men, many companies have initiated actions aimed at making the working environment for females more comfortable. As one example, Shiseido, a Japanese cosmetic company, has succeeded with improving the working environment for females. In order to create the environment where employees from diverse backgrounds can fulfill their potential, the company has introduced childcare and short-stay schemes since the 1990s, and they also have started a new training called “Next Leadership Session for Women” in 2017. As a result, more than 98% of female workers have returned to work after parental leave, and the company was awarded the Prime Minister's Commendation in the Cabinet Office's "Women Shine Advanced Company 2020" in fiscal 2020.

Initiative 2: Certification of “Nadeshiko Brand”

In order to promote gender equality, the Japanese government has initiated "Nadeshiko Brand", aiming to introduce certain TSE (Tokyo Stock Exchange)-listed enterprises that are outstanding in terms of encouraging women's success in the workplace as attractive stocks to investors. Being awarded is definitely a tool to raise their popularity in public, and it would be connected to companies' further development. Since this initiative let companies be eager to get the award, much more actions toward gender equality can be expected.

<u>Initiative 3: Improvement of productivity and business efficiencies in companies</u>

In regard to the slowdown of economic growth in Japan, it is hard to stop the progress of low birth rate and longevity, so one of the most efficient ways to unease this issue is the improvement of productivity and business efficiency. For instance, the use of online conference systems such as Zoom makes business activities more efficient by enabling workers to gather even in remote places.



The use of technologies such as AI and IoT is also expected to increase productivity of business in Japan since such technologies would replace the conventional manned operations and enable companies to compensate for labor force shortage. In fact, Persol Research and Consulting shows its expectation that use of AI and Robotic Process Automation will reduce labor demand by 2.98 million people, and this will contribute to improving business productivity in Japan.

Case in Indonesia

Unlike Japan, Indonesia has achieved a high rate of economic growth in recent years. In fact, the growth rate of GDP in Indonesia was 5.02% in 2019, whereas the rate in Japan it was 0.2%. However, today Indonesia also has severe social problems, and it seems completely different from cases in Japan.

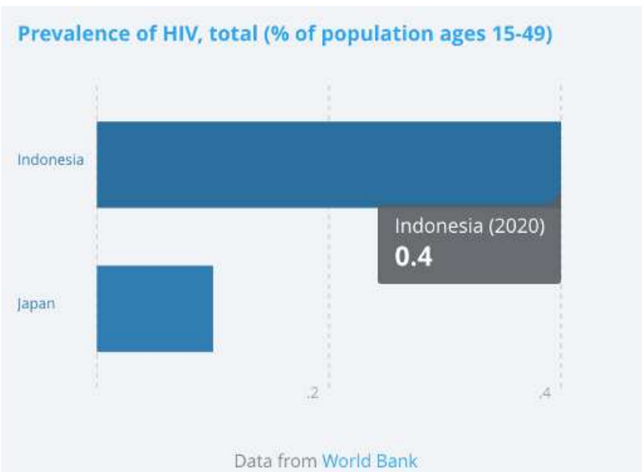
Issues

The issues that Indonesia faces now are more closely related to healthcare than in the case of Japan.

<u>Issue 1: High rate of maternal and child mortality</u>

The rate of maternal and child mortality in Indonesia is considerable. In fact, Indonesia is reported to have the 67th highest pregnancy death rate out of 194 countries in 2015, according to WHO, while Japan ranked 167th. It is said that one main reason for this situation is because the public health spending is not keeping pace with growth. Yet another reason, lack of care during pregnancy and childbirth is also a reason for maternal and child mortality.

<u>Issue 2: Issue of AIDS/HIV, malaria, and other diseases</u>



The rate of prevalence of diseases such as HIV and AIDS is also high in Indonesia, compared with Japan. Actually, the prevalence of HIV in 2020 (ages 15-49) in Indonesia was 0.4%, meanwhile the percentage in Japan was

0.1%.

This issue has similar reasons as the issue of high maternity and child mortality, the lack of medical support in public. It is also more about infrastructure, while the issues in Japan are more about business. Furthermore, the problem with universal health coverage is severe in Indonesia, and many people have difficulty getting financial and medical support as public care services.

Initiatives toward issues

<u>Initiative 1: Government's decision to raise the marriage age of girls from 16 to 19</u>

In 2019, the Indonesian government's congress has decided to raise the marriage age of girls from 16 to 19, and this initiative is likely to protect girls from unintended pregnancies at a young age. According to Girls Not Brides, a global network acting for eradication of child-marriage, Indonesia has the eighth highest number of children in the world who are forced to marry men. Amending the legitimacy of marriage age is expected to decrease the number of girls to be forced to marry at a young age, and it would be likely to help expansion of medical support for the public since the burden for the medical sector would be eased.

<u>Initiative 2: Introduction of maternal and child health handbook (MCH handbook), inspired by Japanese custom</u>

There is an interesting action which is based on the Japanese custom. This action has been taken by JICA since 1990s, and it all started in 1992 when an Indonesian doctor from Central Java, who was sent to Japan by the JICA as part of a technical cooperation project on family planning and maternal and child health, came across the MCH handbook in Japan and expressed a strong desire to develop an Indonesian version of the handbook. This initiative actually has contributed to letting mothers and medical services have constant communication, and it also helps mothers to acquire correct knowledge about raising their children.

In addition, according to JICA, the MCH handbook in Indonesia has been designed to be accessible to Indonesian mothers, many of whom are still poorly educated, through the use of pictures.

3.3. "Goal #12: Responsible Consumption and Production"

Muhammad Shahir bin Mohamed Azlan (Universiti Putra Malaysia, Malaysia)

According to the United Nations, SDG 12 - Responsible Consumption and Production - has a purpose to "ensure sustainable consumption and production patterns". To reach this goal, we must manage our common natural resources efficiently, as well as dispose of toxic waste and pollutants in a responsible manner.

One of the ways to ensure sustainable consumption and production patterns is by encouraging industries, businesses, and consumers to recycle and reduce waste, as well as aiding developing countries in their transition to more sustainable consumption habits by 2030. In this section, we will discuss what happened in Japan.

Today's Status

In April 2001, the Act on the Promotion of Effective Utilization of Resources was enacted to make sure that resources will be utilized effectively. Japan's domestic material consumption was 9.47 tons per capita in 2011, compared to the OECD average of 18.94 tons per capita. In addition, Japan's recycling rate was 20.6% in 2013.

What can Japan do?

Japan can encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their business. One of the sustainable practices that Japan can practice is the Circular Economy. In the Twelfth Malaysia Plan, 2021-2025 stated that the circular economy follows the reduce, reuse and recycle (3R) approach, whereby resources are used as little as possible, products are reused as often as possible, and materials are recycled back into the system. In simple words, the Circular Economy is the waste produced in use back in the economy. For example, solid waste turns into electricity.

4. Conclusion

TERASAWA Emi (Aoyama Gakuin University, Japan)

From our research about the subtopics - Sanpo-yoshi, Japanese working culture, initiatives for SDGs, and each case in Japan and other cultures - we understood again that each nation has a variety of characteristics and issues even for one topic. For instance, the concept of Sanpo- yoshi is helpful for the entire Asia to create a sustainable business that is today's world trend. Yet another example, when we focused on the SDGs goal #8, we found that Japan has an issue of labor shortage and immature working environment while Indonesia has issues with medical support and infrastructure. It is natural to think that each culture has different features. However, our research lets us re-understand the true meaning of what is a cultural difference.

Considering the future in Asia, we came down to one answer, that we need to make use of the peculiar features each culture has, for making the world beneficial for all Asian nations. In other words, Asian countries are able to help each other by making use of each of their strengths, and they can therefore compensate for each other's' weaknesses. For example, Japan can help Indonesian medical issues by offering its advanced technologies and knowledge, and Indonesia can help with the Japanese labor shortage by offering its abundant workforce.

Since Japan and other Asian nations are in different developing phases and have different strengths, we cannot expect the future situation. However, at any time, it would be definitely necessary to accept each country's cultural identity and use these for cooperation within the whole Asian region.

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II. JSS Comments:

- It is interesting that the concept of "Sampo-Yoshi" is discussed as a way of thinking for Asian countries to coexist. Although there are many descriptions of Japan's situation with regard to the SDGs, it would have been better if it had clearly indicated how such discussion will lead to the future of Asia, which is described in the report title.

- This report is good. The team chose the key topics in the Japan studies seminars, which are "Sampo-Yoshi", "Japanese Working Culture" and "SDGs", and analyzed each of them by comparison with other nations. I fully agree for the team's opinion that "Asian countries are able to help each other by making use of each of their strength, and they can therefore compensate for each other's weakness", and "It would be definitely necessary to accept each cultural identity and use them for cooperation as the whole Asian region."

- It is good to pick up the topic of "Sanpo-Yoshi" at it is one of the good practices of Japanese merchants. However, if the report could link the "Sanpo-Yoshi" principle and several SDGs such as Goal 3, 8, and 12, that would be good. In other words, how can we utilize "Sanpo-Yoshi" to achieve these goals?

Team D

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I. Team Report

1. "Introduction"

Marlynni Binti Sarkawi (Universiti Teknologi MARA, Malaysia)

Globalization is the connection and integration of people, businesses, and governments from various countries. International trade and investment are driving this development, and this has global implications for the environment, culture, political structures, economic development, and human well-being. The early phase of globalization was characterized primarily by the interchange of goods and the sharing of information. As a result, countries all over the world are focusing on making significant technology improvements and enabling interchange of commodities and information more easily and swiftly.

Globalization's next phase was then made possible by the long economic expansion and an increase in the world population. Over the previous half-century, the world's population has increased rapidly. The rate of growth varies by region. According to World Bank data (2019), the world's population is expected to continue growing and reach about 10 billion by 2050. Meanwhile the current population of Asia is 4.7 billion based on the latest United Nations estimates.

A large population has a great potential for economic development. With globalization, it can promote economic progress in every country that participates in the global economy by expanding the worldwide exchange of commodities, new inventions, and knowledge. When different countries team up to trade and invest in a global financial market, they frequently rely on one another for getting goods and services. While globalization can benefit nations, it also has number of negative consequences.

With this recent population and economic growth, increased demand, on the other hand, brings additional obstacles as the economy continues to expand. While globalization tends to boost economic growth in many countries, the benefits are not distributed evenly, and richer countries frequently benefit more than developing countries. Policies that encourage globalization tend to favor enterprises with the means and infrastructure to manage supply chains or distribution in multiple countries, which might disadvantage small local businesses. Social welfare systems are under significant strain because of deficits, high unemployment, and other economic effects of globalization. This will lead to many cases of social inequality such as wage inequality, homelessness, child poverty, and so on.

2. "Globalization and Recognition of Social Inequality"
Supitcha Thummasang (Khon Kaen University, Thailand)

Rising inequality is one of the most problematic aspects of the current wave of globalization. There is still heated debate on whether and how globalization causes greater economic and social differences, but certain trends have brought the issue of inequality to the force. Past decades of globalization have coincided with increasing inequality within countries. Increased capital mobility has led to competition between countries for investment, and since government intervention on the redistribution of income is increasingly perceived as an obstacle to investment, this could negatively affect the government's willingness to act against inequality. And so far, globalization has seldom bridged – indeed it has often increased the gap between rich and poor countries. Moreover, it led to social inequality in each country.

3. "Causes and Importance of the Reduction of Social Inequality"
KAWASHIMA Taikun (Aoyama Gakuin University, Japan)

Globalization has resulted in increased social inequality in developed nations. Globalization is a process characterized by the major integration of economies and cultures. This trend is becoming rife and with it, a shift in the way businesses and societies operate. One of the outcomes of globalization is mass immigration as people move in search of job opportunities and better income. The immigrants and their children are disadvantaged as a result of the "unequal distance" which exists between their native language and the language of their host country. Duru-Bellat (2004, p.33) asserts that the institutions in the home country are permeated by the culture of dominant groups and therefore, only those who inherit this culture can perform well. Another cause of social inequality is social stratification which is characterized by grouping people into different social classes. Some people in society are given more power and freedom as a result of their social class. Class stratification results in the society dividing itself into different classes of people mostly on the basis of economic well-being. The members of different classes have varying access to resources and power, therefore, creating a rift between the various classes. Moreover, social inequality also occurs as a result of the gender of a person. The cause of this kind of inequality is mostly a result of the dual roles of paid and unpaid workers that most women play in a capitalistic world. Male dominance results in women playing second roles since gendered job segregation results in males maintaining superiority over the women. In some countries, women are considered second-class citizens and their economic options are significantly decreased therefore making them dependent on men.

Social inequality affects nearly every dimension of our lives. For example, did you know that children from poor families are three times more likely to die from disease, accidents, neglect, or violence during the first year of life than children born to wealthy families? In addition, on average, wealthy people live five years longer than those less fortunate. Inequality has been universally acknowledged as a major roadblock in the way for economic and social prosperity. The issue of social inequality is faced by both developing and developed nations alike. The evidence presented herein suggests that globalization, education, and social stratification are some of the major causes of social inequality. It is clear that social inequality has many negative impacts on society. With the recognition that social inequality results in gross injustices, solutions should be looked for to address the problem. Whereas social equality may never be completely attained, increasing equality is an achievable goal that can be achieved if the governments and other relevant institutions introduce measures to deal with the causes of inequality that have been outlined above. A more equitable community will not only be harmonious but will also lead to more industrial growth, and therefore a higher standard of living for most members of the society.

The importance of reduction of social inequality and injustice could be explained from the economical reason. As social inequality is widely spread in Asia, it has the potential to reduce the substantial number of people who struggle from extreme poverty. According to an organization in the United Nations, the Economic and Social Commission for Asia and the Pacific (ESCAP), more than 14 million people could come out of poverty if several Asian countries like India and China improve their income distribution system, and this number is equal to over 10% reduction of poor people. In addition, by reducing gender inequality in the agricultural sector, Asian countries can improve their food sufficiency level by raising productivity of women small scale farmers. In the developing countries, the female small-scale farmers are estimated to be about 475 million. They suffer from poverty and hunger, and if these female laborers are equally treated as male agriculturists and acquire equal access to agricultural knowledge or education, 20-30% increase of harvested quantity, and 12-17% reduction of the people who suffer from malnutrition, is expected to happen (Hawken, 2021, p.150). Correcting the gender disparities in Asian agricultural sector can have a massive positive influence on society. Hence, the resolution of social inequality and injustice is beneficial for the countries in Asia, and especially because COVID-19 brought harmful impacts to the locals, people are required to cooperate in the diverse environment through globalization.

4. "Culture can Reduce Social Inequality"

Nathania Marshelia Sri Rahayu (Universitas Burawijaya, Indonesia)

From this situation above, countries are urged to renew their economic models and strengthen public policy investment in a sector where digital platforms are forming. The easiest thing to attract the attention of foreign visitors is to introduce each other's culture. Today, globalization is unstoppable, if not irreversible. Globalization has an impact on evolving cultural norms as well. It refers to the acceleration of nations' integration into the global system and helps to strengthen cultural linkages between peoples.

Culture has long been recognized as a pillar of long-term growth, because as a facilitator, it is an effective way for communication and the encouragement of behavior change in society. It is increasingly becoming part of innovation for economic progress, in addition to its role in the goal of sustainable human development. Simultaneously, culture assists people in becoming familiar with unique, unexpected, and challenging ideas, laying the groundwork for innovative societies and economies.

However, there is a drawback. Unfortunately, when people prefer a unified style of art, they sometimes forget about their own culture (Raikhan et al. 2014). Young people are no longer interested in their own culture. Furthermore, less attention is made to the development of the country's art in its unique way. Art also comes to serve the economic market's interests. In fact, national culture can facilitate a new breakthrough to reduce social inequality.

People may not realize that culture actually plays a role in the relationship between countries. Each country has different local resources and cultures, and it makes each country unique. The cultural sector can create the relationship between countries through cultural tourism, handicrafts production, creative industries, agriculture, food, and medicine. It makes each country interesting and able to conserve the culture through various products. When interest arises, exchanges and communication between nations arise.

According to Hassi and Storti (2012), culture enables individuals to establish human societies by defining the conditions under which people live among and with one another, as well as by adhering to social and cultural standards that separate them from other cultures. So, this may be a sign that culture can facilitate a breakthrough to reduce social inequality in the future, which can be achieved through focusing on a creative economic system. UNDP states that the creative economy, if properly nourished, may be a source of fundamental economic transformation, socioeconomic growth, job creation, and innovation, all while contributing to social inclusion and long-term human development.

5. “The Creative Economy is a Sign of New Economic Order in the Future”
Supitcha Thummasang (Khon Kaen University, Thailand)

According to the United Nations Conference on Trade and Development, the creative economy is an evolving concept which builds on the interplay between human creativity, ideas, intellectual property, knowledge, and technology. This is supported by the fact that John Howkins (2001) in his book entitled "The Creative Economy: How People Make Money from Ideas" wrote that the creative economy contributes to GDP, promotes innovation, increases social value among the people, and enhances sustainability on the unlimited input of creativity and intellectual capital.

Based on UNESCO's 2021 report "Investing in Creativity," cultural and creative industries already employ approximately 30 million people worldwide, and more people between the ages of 15 and 29 than any other sector. As there are so many young people who have become creative creators and entrepreneurs by combining and introducing some unique elements of national culture, they already have significant power beyond their simple ability to generate money for daily activities.

The creation of MSME enterprises such as OTOP is an illustration of the creative economy itself. OTOP is an acronym that stands for 'One Tambon (subdistrict) One Product.' It is a local entrepreneurship stimulation initiative that aims to support the unique locally created and marketed products of each Thai Tambon throughout Thailand. Thailand took the idea of implementing the OTOP project from the successful One Village One Product (OVOP) program in Japan to assist in modern knowledge and local wisdom. OTOP products include a diverse range of local items such as handicrafts, cotton and silk clothes, pottery, fashion accessories, household products, and foods. These include traditional things created in village communities, which are each carefully crafted with the various flavors and styles of their respective locales. It promotes communities to improve the quality of their local products and to market them more effectively, and the result will help improve their living standards.

Meanwhile, culture also makes a difference in a changing world thanks to the digital revolution of globalization, which has paved the path for increasingly worldly-wise forms of cultural co-creation and delivery. Since there are so many sectors included in the creative economy, the numerous issues that are often faced are global challenges that exist today. Intellectual property (IP) and copyright, digitalization and e-commerce platforms, the future of labor, trade agreements, and access to distribution networks all demand careful consideration.

For example, there is a popular market trend in the cryptocurrency community called NFT. NFT, or Non-Fungible Token, is an evolution in the cryptocurrency space. It represents unique physical and digital assets like a piece of art, a song, or an in-game collectible that other investments cannot replace. Each NFT is recorded in the blockchain, has metadata to protect intellectual property rights, and has a unique identifier that makes it impossible to be exchanged for or equal to one another. Although the development of the NFT ecosystem is still in its early stage, it has already impacted the financial ecosystem in just a few years.

The two examples above show that culture can drive the future economy and social behavior with the help of globalization. Globalization has facilitated greater cross-cultural understanding and sharing. A worldwide society accelerates people's exposure to the culture, attitudes, and values of people from other countries. This exposure has the potential to inspire artists and establish international ties. In a worldwide society, art and culture are not the only aspects that spread increasingly quickly. The same may be said of information and technology. Civil society organizations and programs can draw inspiration from other countries, and successful ideas can spread more quickly.

6. "Power of the Social Leaders and Efforts to Grow Leaders"
Nathania Marshelia Sri Rahayu (Universitas Burawijaya, Indonesia)

To introduce a new field of industry like digital and revitalize the local economy actively, the existence of social leaders who are aware of social justice in the mind are necessary. They contribute to connecting society with the state through establishing the community which tackles societal challenges such as inequality cases. In addition, the leaders pursue equal economic, political, and social rights for everybody in this world. For example, in 2014 Hong Kong, the historical democratic movement "yellow-umbrella movement," which was led by Agnes Chow Ting, one of the female social leaders who became the symbol of it, happened since people there frustrated with the non-democratic political structure which is controlled by Chinese Communist Party. Furthermore, previously, there was another massive democratic movement called "Tiananmen Square Incident" which recognized that protestants were strictly oppressed by military forces in 1989. Even though people in Hong Kong understood how the Chinese government reacts to social protest movements, they decided to implement the "yellow-umbrella movement." This is because the power of social leaders encourages the public to face social inequality, and the leader, Agnes Chow Ting, also utilized social network platforms for appealing circumstances of the movement and involving people across the world. Hence, the social leaders have the power for forming a group of people to confront social injustice. On the other hand, those leaders can also contribute to the economic aspect. According to Asia's Corporate Leadership & Sustainability Awards, another leader called Antonio Hang Tat Chan, who is one of the board members in King Wai Group, the Chinese real estate company, expands successful real estate and insurance businesses from China to Thailand. Through the spread of the business, Antonio Hang enthusiastically implemented activities related with Corporate Social Responsibility; for instance, he sends volunteers to schools in one of the slum areas in Thailand for improving facilities, and he sponsored teacher-hiring contracts for children's education. Furthermore, he also contributes to generating employment for natives by spreading out the scale of the businesses. Therefore, social leaders are essential to provide an opportunity for promoting the idea of social justice.

One of the non-profit organizations called AIESEC attempts to grow social leaders through the event named "Global Volunteer Project" which affords a cross-cultural experience for youth around 18-30 years, who want to tackle various social issues in the world. The organization also provides them with an opportunity to participate in the internship in the companies which contribute to solving social problems.

7. "Conclusion"

Marlynni Binti Sarkawi (Universiti Teknologi MARA, Malaysia)

The culture of a nation that can connect to each country will build a mutual relationship with each other, and the society that focuses on equality shows that there is still a hope for the future sustainable development of Asia in the age of globalization. In conclusion, due to various changes in the era of globalization it will be easier to access technology and communication, making people more active in their lives. Diversity affects many aspects of society. For example, people in society may forget their own national culture or consider local resources as less important. In this report, the importance of national culture has been explained.

Social inequality between the classes in society may increase. However, everyone has equal human rights. Therefore, justice and equality in society must be maintained. Education is therefore very necessary to teach the new generation the importance of equality in society.

There is also mutual assistance in this diverse society to discover a new way to coexist with each other. With the help of globalization and a focus on mutual cooperation between countries, these diverse people will have a better place to live, especially if the problem of social inequality is addressed.

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II. JSS Comments:

- It is good that the current situation and issues regarding globalization are described from various perspectives. However, based on this seminar, it would have been better to have some more analysis and thoughts specific to Japan and Asian countries or their relationship.
- This report is fair. It is well analyzed how the globalization and improvement in technology affects Asian countries. This report will be much better if any discussion in the team for coexistence in Asia is reflected.
- The reports picks up the important topic of "inequality" and globalization. However, I wanted the team to consider why and what kind of inequality is the issue. Perfect equal society is communism which is considered as unsuccessful now. Equal opportunity is what we would like to target?