



# ABEST21 e-News No.120,

## October-December 2022

### ABEST21 International

THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW,  
a 21<sup>st</sup> 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" -- Closed places with poor ventilation, Crowded places and conversations in Close proximity."

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### I. ABEST21 General Information

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#### 1. ABEST21 Office Report

##### October

- 03<sup>rd</sup> : Conducting the online Interview for Naresuan University, Thailand
- 05<sup>th</sup>-06<sup>th</sup>: Conducting online Peer Review Visit for Universitas Indonesia, Indonesia
- 12<sup>th</sup> : Conducting the online Interview for Perbanas Institute, Indonesia
- 18<sup>th</sup> : Conducting the online Interview for Universitas Airlangga, Indonesia
- 19<sup>th</sup> : Conducting the online Interview for Khon Kaen University, Thailand
- 20<sup>th</sup> : Conducting the online Interview for Universitas Padjadjaran, Indonesia
- 26<sup>th</sup> : Conducting the online Interview for Putra Business School, Malaysia
- 27<sup>th</sup> : Conducting the online Interview for Universiti Teknologi MARA, Malaysia

##### November

- 14<sup>th</sup> : Conducting the online ABEST21 International PRT Leaders Seminar 2022
- 17<sup>th</sup> : Holding the Online ABEST21 International PRC Chairs meeting

- 24<sup>th</sup> : Holding the Online ABEST21 International Peer Review Committee
- 25<sup>th</sup> : Holding the Online ABEST21 International Peer Review Committee

**December**

- 14<sup>th</sup> : Conducting Online Accreditation Seminar for QIS 2023
- 15<sup>th</sup> : Holding the Online ABEST21 International PRC Chairs meeting
- 21<sup>st</sup> : Conducting Online Accreditation Seminar for SCR 2023
- 22<sup>nd</sup> : Conducting Online Accreditation Seminar for Universiti Malaysia Kelantan, Malaysia
- 22<sup>nd</sup> : Conducting Online Accreditation Seminar for KZR 2023

**2. ABEST21 International Vice President and Deputy Dean Emeritus Professor Ilker Baybars, Ph.D., Tepper School of Business, Carnegie Mellon University passed away on the 24<sup>th</sup> of December 2022.**

We announce with deep sadness that our Vice President and Deputy Dean Emeritus Professor Dr. Ilker Baybars, Carnegie Mellon University, passed away on the 24<sup>th</sup> of December 2022 at the age of 75 in Pittsburg, Pennsylvania, USA. He was a vital force among the community of ABEST21 International, and with his passing, many have lost a friend and a colleague. He has tremendously contributed to the development of ABEST21 International as the Vice President since the foundation. We will remember him for his hard work and dedication during the founding of ABEST21, for his collegiality, for his forward-looking thinking, and his keen ability to engage with and collaborate with international members of ABEST21. His contributions



were invaluable with respect to the launching of ABEST21, and he leaves us with fond memories and a mandate for ABEST21 to endure and become even stronger over time. We wish to express our esteem to Vice President and Deputy Dean Emeritus Professor Ilker Baybars, Ph.D. for his achievement in the educational and research activities, and extend our condolences to his family. May his soul rest in peace.

**3. New Deans**

**Dean Dr. Sakchai Jarernsripornkul**

**College of Graduate Study in Management, Khon Kaen University, Thailand**

Dr. Sakchai Jarernsripornkul started his career as a pharmacist after graduating in 1988 from the Faculty of Pharmaceutical Science, KKU. He had spent almost ten years in the Thai pharmaceutical industry before deciding to go abroad for studying MBA at Aberdeen Business School, The Robert Gordon University, Aberdeen, Scotland, UK. Later, he finished the Doctor of Business Administration (DBA) program at the School of Management, Asian Institute of Technology (AIT), Thailand. He joined the College of Graduate Study in Management (CGSM) as a lecturer in 2000. Dr. Sakchai’s teaching is concentrated in the area of Strategic Management and Marketing Management. He has built his expertise by being involved in the



management of several organizations both public and private as either the consultant or the board member. Before being appointed as the Dean in the early October 2022, Dr. Sakchai had served as the College's Vice Dean of Academic Affairs for four years.

College of Graduate Study in Management (CGSM), Khon Kaen University (KKU) was established in 1997. Having been a leading MBA school in the Northeastern part of Thailand for almost 30 years, the college has not only upgraded the administrative potential of people but also created a strong business network in the region. CGSM has produced more than 7,000 graduates, who are working in several different areas.

Dr. Sakchai Jarernsripornkul's email address: [Sakchaij@kku.ac.th](mailto:Sakchaij@kku.ac.th)

### **Dean Associate Professor Dr. Geoffrey Harvey Tanakinjal Labuan Faculty of International Finance, Universiti Malaysia Sabah, Malaysia**

Currently, Associate Professor Geoffrey Harvey Tanakinjal serves as Dean of the Labuan Faculty of International Finance at the Universiti Malaysia Sabah Labuan International Campus. He possesses a Bachelor of Science with Honors in Agribusiness, a Master of Science in Management from Universiti Putra Malaysia (UPM), and a Doctor of Philosophy in Marketing from the University of Otago, New Zealand.



He is a member of the Malaysia National Council of Professors. In addition, Dr. Geoffrey was appointed to a panel of assessors for the Malaysia Qualification Agency (MQA) (1st July 2020 until 30th June 2023). He is the head of the Licensing Board for the Federal Territory of Labuan (16th January 2022-15th January 2025).

Dr. Geoffrey is actively engaged in both professional and community involvements. In addition, he is an active consultant in the fields of motivation, agriculture, community entrepreneurial development, management, and tourism for organization's like the Federal Agricultural Marketing Agency (FAMA). The project entitled "Advanced Machine Intelligence: Smart Farming a Novel Two-Tier Convolutional Neural Network to Predict the Health of Beef Cattle for Sustainable Beef Production" won the Gold and Inventors Circle Special Awards 2022 at the 7th Annual International Invention Innovation Competition in Canada. While the "Advanced Machine Intelligence: Smart Farming a Deep Learning Approach to Cattle Weight Estimation Tracking System" received the Gold and Special Awards 2021 at the 6th Annual International Invention Innovation Competition in Canada in 2021. His future research collaborations will focus on social networking sites (SNS) as a marketing tool and the influence of permission marketing on consumers' purchasing decisions.

The path of his research has evolved since he completed his doctoral dissertation, with mobile marketing and the dissemination of innovation emerging as two significant research areas from this study. He has published in numerous journals, such as Sustainability, Innovative Marketing, Journal of Cleaner Production, Journal of Convergence Information Technology (ICT), *Jurnal Pengurusan*, and International Journal of Business and Management (IJBM), and has participated in a number of national and international conferences.

## **II. President's Note for Tomorrow-No. 50**

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### **"Extending the School/Faculty Uniqueness in the Globalization Age"**

#### **President and CEO, Professor Emeritus Dr. Fumio ITOH**

Throughout the year, ABEST21 conducted accreditation review for many faculties and degree programs of universities in the Southeast Asia. As you all know, Southeast Asia geographically consists of 11 countries: Cambodia, Laos, Myanmar, Thailand and Viet Nam on the continent, and the island countries including Brunei, Indonesia, Malaysia, The Philippines, Singapore, and Timor-Leste. Southeast Asia is a region of a great variety of "languages" and "religions", the core cultural factors. For example, in terms of religion, some countries are predominantly Buddhist, some are Muslim, and some are largely Catholic. If we consider Indonesia, there is great diversity even within one country: Java is Islamic, Bali is Hindu and Northern Sulawesi is Catholic. The languages used in the region also diverse, such as Malay, Filipino, Indonesian, Vietnamese, Cambodian, Burmese and Thai. Therefore, I realized that it is not possible to apply universal standards to evaluate the schools' educational and research activities that are the cultural crystalline. As Samuel P. Huntington indicated in the "THE CLASH OF CIVILIZATIONS AND REMAKING OF WORLD ORDER" (Samuel P. Huntington, 1996), in the multi-cultural world, the constructive way is to abandon the universalism and take in the diversity to pursue common ground. Therefore, we need to look into the regional and cultural factors of each school/faculty to assure the quality of educational and research activities for the school's stakeholders.

Regrettably, however, many universities tend to develop the same globalization strategies as in the schools in the urban area, implying some universal method of globalization. They struggle to accept many foreign students and invite foreign lecturers to give lectures in English, which is often not successful. They believe in universal standards for globalization of educational and research activities, hung up in policies far from the school mission statement. Each school/faculty has its own unique resource, and should develop globalization by utilizing this resource. As the relationships within the region and cooperation to achieve SDGs grow stronger, I believe that globalization of education will follow naturally. In the process, the school's/faculty's uniqueness will show, and this will produce distinctive educational features of the school. Then this uniqueness will appeal to students from different cultures.

Recently many universities are enchanted by the university ranking and tend to mimic the top-ranked schools. The Mission Statement is ignored, and the character of the educational and research activities is lost, leaving the school/faculty with no uniqueness.

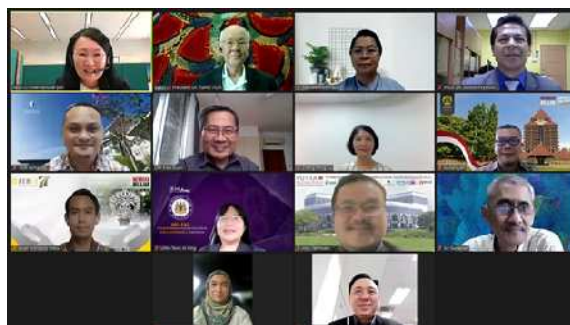
Globalization will develop further in terms of economy, society and culture. Universities are required to promote their educational features even more aggressively. And in this process the globalization will be enhanced. Adapting merely to universal globalization standards will end in lukewarm educational and research activities.

The world is globalizing. Schools/Faculties need world-class education and high standard research. To achieve this, specialization and uniqueness is required. Such uniqueness will appeal to researchers and students around the globe. Globalization is not the goal, but the result of individuation.

### III. "Assessing Today for Tomorrow"

#### 1. The online ABEST21 International PRT Leaders Seminar 2022

On Monday, November 14, the online ABEST21 International PRT Leaders Seminar 2022 was held for the PRT Leaders who were to report their PRT's comprehensive review at the online ABEST21 International Peer Review Committee 2022 (PRC) held on November 24 and 25, 2022. ABEST21 International President and CEO Professor Emeritus Dr. Fumio ITOH explained about the agenda and objectives of the PRC. After active Q&A, the PRT Leaders confirmed their roles at the forthcoming PRC.



#### 2. The online ABEST21 International PRC Chairs meeting

Prior to holding the online ABEST21 International Peer Review Committee 2022 (PRC), the 1<sup>st</sup> online ABEST21 International PRC Chairs' meeting was held on November 17<sup>th</sup>, 2022. At first, ABEST21 International President Professor Emeritus Dr. Fumio ITOH explained about the agenda and the schedule of the PRC. Then, based on the materials provided in advance, the PRC Chair Dean Professor Dr. Azlan Amran, Universiti Sains Malaysia, Malaysia, the PRC Vice Chair Professor Dr. Norio SAWABE, Kyoto University, Japan, and the PRC Vice Chair Teguh Dartanto, Ph.D., Universitas Indonesia, Indonesia discussed detailed issues of organizing the PRC. After the PRC meeting on November 24<sup>th</sup> and 25<sup>th</sup>, the 2<sup>nd</sup> PRC Chairs' meeting was held on December 15<sup>th</sup>, 2022 to follow up on the PRC's decision.



#### 3. The online ABEST21 International Peer Review Committee 2022

The online ABEST21 International Peer Review Committee 2022 was held on November 24<sup>th</sup> and 25<sup>th</sup>, 2022. Based on the materials provided in advance and PRT Leaders' presentation on their PRT comprehensive review, the results of the PRT Review Reports of QIS, SCR and KAIZEN Report were discussed and the PRC review results were decided by voting. The result ratified by the PRC will be recommended to the online ABEST21 International Accreditation Committee 2023 held on January 17, 2023.



#### 4. The online Accreditation Seminar for Accreditation 2023

In order to support preparation for accreditation at the applicant schools in progress, online ABEST21 Accreditation Seminar I for Accreditation 2023 was held in December. These Seminars are

held to seek comprehensive understanding of the important issues concerning the preparation of each report (QIS, SCR, and KAIZEN Report). The online Accreditation Seminar II for accreditation 2023 is going to be held in March, 2023.

### **1) The online Accreditation Seminar I for QIS 2023**

On Wednesday, December 14<sup>th</sup>, the online Accreditation Seminar for QIS 2023 was held. At first, Associate Professor Dr. Yudi Fernando, a member of Peer Review Team in 2022, Universiti Malaysia Pahang, Malaysia explained on the preparation of Quality Improvement Strategies (QIS) 2023. Then, ABEST21 International Professor Emeritus Dr. Fumio ITOH made his presentation on further details concerning objectives of the QIS analysis. After that,



ABEST21 International office informed the participants about the contact details, schedule and other arrangements to ensure smooth communication between the applicant schools and ABEST21. More than 70 accreditation task team members from applicant schools joined the seminar.

### **2) The online Accreditation Seminar I for SCR 2023**

On Wednesday, December 21<sup>st</sup>, the online Accreditation Seminar for SCR 2023 was held. It opened with the presentation by Assistant Professor Dr. Hen Kai Wah, a member of Peer Review Team in 2022, Tunghai University, Taiwan "On the preparation of ABEST21 International Accreditation 2023 Self-Check/Self-Evaluation Report (SCR) 2023". After Dr. Hen Kai Wah's presentation, President ITOH presented



the main objectives of the SCR analysis. Then, ABEST21 International Office informed the participants about the ABEST21 website special section "Schools pursuing ABEST21 International Accreditation only" and other important matters concerning report submission. The presentations were followed by the active Q&A session.

## **5. The online Accreditation Seminar for Universiti Malaysia Kelantan, Malaysia**

On Thursday, December 22<sup>nd</sup>, the online individual Accreditation Seminar was held for Universiti Malaysia Kelantan, Malaysia. President ITOH explained the important aspects of ABEST21 International Accreditation 2023, and ABEST21 International office informed the Faculty about how to obtain necessary information and materials on preparing the report and so on.



## IV. "Assuring Quality for Tomorrow"

### The online Accreditation Seminar I for KZR 2023

On Thursday, December 22<sup>nd</sup>, the online Accreditation Seminar for KZR 2023 was held. At the beginning, Associate Professor Danaipong Chetchotsak, Ph.D., made a presentation on preparing the KAIZEN Report (KZR) 2023, based on his experience as a PRT member. Then, President ITOH explained the main objectives of the KZR analysis. After that, ABEST21 International office shared information about how to obtain necessary materials and so on. At the Q&A Session, participants discussed the issues of KAIZEN during COVID-19 pandemic and other matters.



## V. ABEST21 Global Knowledge Network

### 1. The Council for Nurturing Global Management Professionals The 42<sup>nd</sup> meeting of Japan Council for Nurturing Global Management Professionals

The online 42<sup>nd</sup> meeting of Japan Council for Nurturing Global Management Professionals will be held on Friday, January 20, 2023. At the meeting, Director General Shigeki FUKUDA, Japan International Cooperation Agency is going to make a presentation on JICA, and MEXT will share updated information on higher education in Japan.

### 2. Holding the ABEST21 International General Assembly 2023

The General Assembly will be held from March 9 to 11, 2023 at INAMORI Hall, SHIRANKAIKAN, Kyoto University, Kyoto, as follows.

#### 1) ABEST21 International Annual Meeting 2023

**(1) Date:**

March 9 (Thursday) - 11 (Friday), 2023

**(2) Time:**

10:00-18:00 Tokyo time

**(3) Venue:**

**INAMORI Hall, "Shiran Kaikan",** Kyoto University  
Yoshida Konoe-cho, Sakyou-ku, Kyoto City,  
606-8501, JAPAN

Access Information:

<http://www.shirankai.or.jp/e/facilities/access/index.html>



#### **(4) Program**

##### **Day 1) Thursday, March 9**

- MoU Signing Ceremony between Malaysian Qualification Agency and ABEST21 International
- ABEST21 International Accreditation Certificate-granting Ceremony 2023
- ABEST21 International KAIZEN Award-granting Ceremony 2023
- Refreshment

##### **Day 2) Friday, March 10**

- ABEST21 School Members' Presentation
- Refreshment

#### **(5) Fee**

Annual Meeting Registration Fee: JY10,000

#### **(6) Transportation**

Kansai International Airport -- (75mins by JR Kansai International Airport Express "HARUKA"/90mins by Limousine Bus) -> Kyoto Station -- (25mins by Taxi) --> Venue

- JR Kansai International Airport Express "HARUKA"

URL: <https://www.westjr.co.jp/global/en/travel/shopping/access/train.html>

- Limousine Bus

URL : <https://www.kate.co.jp/en/timetable/detail/KY>

Please use this link to check the up-to-date timetable of the Limousine Bus.

#### **(7) Accommodation**

##### **"The Prince Kyoto Takaragaike"**

Takagaraikae, Sakyo-ku, Kyoto city, Kyoto, 606-8505 Japan

Tel: +81-(0)75-712-111/ website: <https://www.princehotels.com/kyoto/map-direction/>

Room charge (36.9 m<sup>2</sup>): Single JY13,200\*, Double JY15,400\*

\*The above rates are applicable for bookings made before January 20, 2023

#### **2) Optional Tour (Kyoto Tour)**

Date: Saturday, March 11, 8:00-12:00

Participation Fee: JY5,000

#### **Information by Ms. Rara IKEUCHI, ABEST21 International**

##### **(1) Kinkakuji ("Golden Pavilion")**

Kinkakuji Temple is one of the representative buildings of the Kitayama Culture of the early Muromachi Period. Ashikaga Yoshimitsu, the third shogun of the Muromachi Shogunate, built Kinkakuji Temple. Kinkakuji was destroyed by fire in 1950, but was rebuilt in 1955. In 1994, it was registered as a World Cultural Heritage site. Although its official name is "Rokuonji Temple," it is called "Kinkakuji Temple" because of its famous gilded building. The reflection of Kinkakuji in the pond is beautiful and a great photo opportunity, so please take a look.





## (2) Nijo-jo (Nijo castle)

In 1603, Tokugawa Ieyasu, the first shogun of the Edo shogunate, built Nijo Castle. In 1867, Tokugawa Yoshinobu, the last shogun of the Edo Shogunate, gathered his chief vassals at Nijo Castle and returned power to the Imperial Court. The shogunate government by samurai, which had continued for about 700 years since the Kamakura period, came to an end. It is one of the most important places in Japanese history. Nijo Castle was registered as a World Heritage Site in 1994. The Honmaru Goten has beautiful barrier paintings. To make it easier to spot intruders, the corridors of the Ninomaru Palace make noise when you walk through them. There are many more details that are worth exploring.



## (3) Ryoan-ji ("The Rock Garden")

Ryoan-ji Temple was founded in 1450 during the Muromachi Period. Ryoan-ji Temple was registered as a World Heritage site in 1994. The stone garden at Ryoan-ji is also famous as a karesansui garden. Karesansui is a style of garden in which no water is used at all and the landscape is expressed mainly with stones and sand. The stone garden at Ryoan-ji is famous for its arrangement of stones so that one stone is never visible from any given angle. Please take a look and see for yourself.



You can find the latest information about ABEST21 International Annual Meeting 2023 at the URL below.

※Passwords have already been sent to the each school.

URL: <https://www.abest21.org/keypage/amtg/>

### Contact Information

Global Knowledge Network Unit, ABEST21 International

5-4-29 Minami Aoyama, Minato-ku, Tokyo, 107-0062, Japan

Tel: +81-(0)3-3498-6220 / Fax: +81-(0)3-3498-6221/E-mail: 2021abest21-pr@abest21.org

## **VI. 2022 Retrospect (January to December 2022)**

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Time flies. Its speed seems to prove the growth of ABEST21 International. In the year 2022 the ABEST21 International activities for quality assurance of management education disseminated in the Asian countries and gained further recognition. Here is a brief review of 2022:

### **January**

- 12<sup>th</sup> : Conducting the online Japan Studies Seminar Team Presentation
- 13<sup>th</sup> : Conducting the online QIS Accreditation Seminar
- 20<sup>th</sup> : Holding the online Accreditation Committee

### **February**

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

### **March**

- 03<sup>rd</sup> : Holding the online Japan Studies Seminar
- 09<sup>th</sup> : Holding the online ABEST21 Board of Trustees
- 16<sup>th</sup> : Holding the online ABEST21 General Assembly 2022

### **April**

- 19<sup>th</sup> : Conducting the online Accreditation Seminar II
- 20<sup>th</sup> : Visit to JICA
- 25<sup>th</sup> : Conducting online Accreditation Seminar for Putra Business School, Malaysia
- 26<sup>th</sup> : Conducting online Accreditation Seminar for AAAS KAIZEN Report
- 28<sup>th</sup> : Conducting online Accreditation Seminar for UPSI, Malaysia

### **May**

- 17<sup>th</sup> : Conducting the online Accreditation 2022-granting Ceremony
- 24<sup>th</sup> : Conducting online Accreditation Seminar for Waseda Business School, Japan

### **June**

- 07<sup>th</sup> : Conducting the online KAIZEN Award-granting Ceremony
- 09<sup>th</sup> : Conducting the online Accreditation Seminar for Universiti Malaysia Kelantan, Malaysia
- 16<sup>th</sup> : Holding the 41<sup>st</sup> online meeting of ABEST21 Council for Human Resource Development
- 17<sup>th</sup> : Holding a meeting with Japan Foundation for United Nations University
- 28<sup>th</sup> : Meeting with CEO Prof. DATO' Dr. Mohammad Shatar Bin Sabran, Malaysia Qualifications Agency, Malaysia
- 28<sup>th</sup> : Visit to Faculty of Management and Economics, Universiti Pendidikan Sultan Idris, Malaysia
- 29<sup>th</sup> : Visit to Embassy of Japan in Malaysia

### **July**

- 20<sup>th</sup> : Conducting online ABEST21 International PRT Training Seminar 2022 - Group A
- 21<sup>st</sup> : Conducting online ABEST21 International PRT Training Seminar 2022 - Group B
- 22<sup>nd</sup> : Conducting online ABEST21 International PRT Training Seminar 2022 - Group C
- 26<sup>th</sup> : Conducting online ABEST21 International PRT Training Seminar 2022 - Group D
- 28<sup>th</sup> : Conducting online ABEST21 International PRT Training Seminar 2022 - Group E

## **August**

- 02<sup>nd</sup> : Conducting the online ABEST21 International PRT Leaders Seminar 2022
- 05<sup>th</sup> : Informing the MEXT of the name change to ABEST21 International
- 15<sup>th</sup> : Conducting online ABEST21 International Accreditation Seminar
- 16<sup>th</sup> : Starting Preliminary Meeting for Online Peer Review Visit (Online Interview) 2022
- 25<sup>th</sup> : Conducting Online Interview with Waseda University, Japan
- 30<sup>th</sup> : Conducting Online Interview with Aoyama Gakuin University, Japan

## **September**

- 01<sup>st</sup> : Conducting Online Interview with Hitotsubashi University, Japan
- 02<sup>nd</sup> : Conducting Online Interview with University of Tsukuba, Japan
- 05<sup>th</sup> : Conducting Online Interview with Universitas Lampung, Indonesia
- 07<sup>th</sup> - 08<sup>th</sup>: Conducting Online Peer Review Visit to SP Jain School of Global Management, Singapore
- 12<sup>th</sup> : Conducting Online Interview with Universiti Pendidikan Sultan Idris, Malaysia
- 13<sup>th</sup> : Conducting Online Interview with Universitas Diponegoro, Indonesia
- 15<sup>th</sup> - 16<sup>th</sup> : Conducting Online Peer Review Visit to SBI Graduate School, Japan
- 21<sup>st</sup> - 22<sup>nd</sup> : Conducting Online Peer Review Visit to Universitas Surabaya, Indonesia
- 26<sup>th</sup> : Conducting Online Interview with Universiti Kuala Lumpur, Malaysia
- 27<sup>th</sup> : Conducting Online Interview with Universitas Sriwijaya, Indonesia
- 29<sup>th</sup> : Conducting Online Interview with Universitas Brawijaya, Indonesia

## **October**

- 03<sup>rd</sup> : Conducting the online Interview for Naresuan University, Thailand
- 05<sup>th</sup>-06<sup>th</sup>: Conducting online Peer Review Visit for Universitas Indonesia, Indonesia
- 12<sup>th</sup> : Conducting the online Interview for Perbanas Institute, Indonesia
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## **November**

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