



ABEST21 International Accreditation Seminar 2024 in Malaysia

“The Role of ABEST21 International Accreditation in Advancing Globalization of Management Education”



On November 26, 2024, the ABEST21 International Accreditation Seminar titled “The Role of ABEST21 International Accreditation in Advancing the Globalization of Management Education” was held in Malaysia. The seminar saw the participation of over 30 delegates from member schools in Indonesia, Malaysia, and Thailand, fostering positive and productive discussions. The agenda is as follows:

Date: Tuesday, November 26th, 2024 at 12:00-16:00

Venue: AAGBS Teleconference Room

Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam Campus, Malaysia



Welcome Message:

**Dean Professor Dr. Norzanah Mat Nor
Arshad Ayub Graduate Business School
Universiti Teknologi MARA, Malaysia**

The accreditation seminar was graciously hosted by the Arshad Ayub Graduate Business School at Universiti Teknologi MARA (UiTM) in the AAGSB Teleconference Room. Dean Professor Dr. Norzanah Mat Nor. delivered her welcome message.



**Opening Speech:
"Economic Development and Human Resources"
Professor Emeritus Dr. ITOH Fumio
President and CEO, ABEST21 International**

Professor Emeritus Dr. Itoh Fumio, President and CEO of ABEST21 International, expressed deep appreciation to Dean Professor Dr. Norzanah Mat Nor and her team for hosting the seminar. President ITOH Fumio proposed the development of the Asia-Pacific Network for Higher Education and the president's presentation highlights the essential balance between physical and human capital for economic and social development. Human resources, enhanced through education and training, are pivotal for technological advancement. Intellectual productivity and entrepreneurial spirit are crucial for innovation, requiring education systems that nurture creativity.

Asia's unique economic development involves a technology transfer chain-reaction among countries at different stages of development, emphasizing the need for highly skilled specialists. Elitist education systems risk exacerbating social imbalances and brain drain, necessitating solutions to these issues.

Sustainable development prioritizes human development, focusing on enhancing individual capacity and maintaining environmental balance for future generations. The concept of a "global classroom" is introduced to promote universal knowledge and cultural diversity, positioning universities as inherently international institutions. The global classroom supports economic and social development through cooperation, addressing the diverse challenges in Asia.



**Session 1:
"The Aims of ABEST21 International
Accreditation"
Dean Associate Professor Abdul Ghofar, DBA
Faculty of Economics and Business
Universitas Brawijaya, Indonesia**

Faculty of Economics and Business, Universitas Brawijaya is the first school in Indonesia to receive ABEST21 International Accreditation, with experience in both ABEST21 Program-based Accreditation System and ABEST21 International Academic Unit-based Accreditation System. Dean Associate Professor Abdul Ghodar, DBA talked about the Aims of obtaining ABEST21 International Accreditation: International accreditation improves quality through recognized standards, boosting recognition and reputation, and serving as a change management tool. Expected benefits include enhanced international recognition, simplified cooperation, and attraction of foreign students. It also improves global reputation, increases student enrollment, positively impacts internal processes and quality culture, and boosts income. However, there are challenges such as potential misalignment with faculty conditions, time consumption, high costs, limited authority to change financial and employment regulations, necessary shifts in mindset and culture, and required changes in infrastructure and governance. The 3-in-1 classes involve faculty, foreign lecturers, and practitioners. The curriculum is adapted to industry needs,

fostering better relationships with industry and enhancing internationalization. Obtaining ABEST21 International Accreditation has led to a 50% increase in practitioner-led classes, over 70% increase in industrial collaboration, and significant improvements in graduate employability, achieving an 87% target in 2023, up from 75% in 2022, 65% in 2021, and 52% in 2020.



**Session 2:
"The Role and Impact of ABEST21 International Accreditation"
Associate Professor Siti Zaleha Sahak, Ph.D.
Arshad Ayub Graduate Business School
Universiti Teknologi MARA, Malaysia**

AAGBS-UiTM received Initial Accreditation in 2015. Associate Professor Siti Zaleha Sahak, Ph.D. shared her experience as experienced representative of applicant schools and a seasoned ABEST21 International Peer Review Team and talked about the role and impact of ABEST21 International Accreditation: ABEST21 International Accreditation system is necessary to address this as an organization not as individuals. ABEST21 International requires applicant schools to submit two reports: the Quality Improvement Strategies (QIS) and the Self-Check/Self-Evaluation Report (SCR). The QIS serves as a preparatory framework for the SCR, guiding schools towards accreditation by enhancing educational quality. The extensive SCR involves a detailed self-evaluation against 22 Standards and 85 Criteria, identifying areas for improvement in management education.

Accredited schools must submit a KAIZEN Report (KZR), demonstrating progress on Action Plans to address KAIZEN issues from the SCR analysis. This ensures continuous quality improvement and accountability to stakeholders.

The roles and impact of ABEST21 on management education include integrating the PDCA cycle, strategic planning, fostering mission-driven initiatives, nurturing human talent, and promoting teamwork, trust, and empowerment.



**Session 3:
"Globalization in Management Education from the perspective of ABEST21 International Accreditation"
Professor Yudi Fernando, Ph.D.
Faculty of Industrial Management,
Universiti Malaysia Pahang Al-Sultan Abdullah,
Malaysia**

Professor Yudi Fernando, Ph.D. has served as a PRT Leader and Member with extensive experience and explain about "Globalization in Management Education from the Perspective ABEST21 International Accreditation".

ABEST21 International Accreditation Standards has the standard emphasizing the globalization of the curriculum, promoting values of Ethics, Responsibility, and Sustainability (ERS). It addresses the VUCA environment—Volatility, Uncertainty, Complexity, and Ambiguity—by aligning with ESG (Environmental, Social, and Governance) standards and the 17 Sustainable Development Goals (SDGs) from the 2030 Agenda. Management Schools play a

crucial role in generating and sharing knowledge, equipping students for global careers, and valuing international exposure. They facilitate global innovation through local market knowledge, alumni networks, and cross-border teamwork. Accreditation bodies stress internationalization.

My observation is typically, universities consider the ranking of an institution, whether it is lower or higher, when initiating collaborations. While collaboration may seem challenging in terms of academic curriculum, it can be facilitated through joint research and publications.



Session 4:

“Global collaborative initiatives in management education and research”

**Professor Popy Rufaidah, Ph.D.
Faculty of Economics and Business
Universitas Padjadjaran, Indonesia
Former Attaché of Education and Culture,
in the Embassy of the Republic of Indonesia,
Washington DC, USA**

I served as the Education and Culture Attaché at the Embassy of the Republic of Indonesia in Washington, D.C., from December 2018 to September 2022. During my tenure, I founded the Washington, D.C. Educational and Cultural Attaché Group (WECAA) and currently serve as its president and one of its three co-founders. Collaboration can be initiated on a small scale. Today, with four delegations of ABEST21 International Accreditation Members present, we have a valuable opportunity to foster collaboration among them. For instance, starting by opening a single program to a few students from other member schools would be a commendable beginning for collaboration within ABEST21 International members. Additionally, it would be beneficial if the ABEST21 website could support the introduction of classes that accept a few students from other member institutions.



Session 5: “Q&A Session”

**Moderator: Professor Yudi Fernando, Ph.D.
Faculty of Industrial Management Universiti
Malaysia Pahang Al-Sultan Abdullah, Malaysia**

Following the presentations, participants had the opportunity to engage directly with our esteemed speakers, facilitated by Professor Yudi Fernando, Ph.D. Participants seeking ABEST21 International Accreditation pointed out difficulties for staying updated with the ABEST21 International Accreditation processes. Accredited schools emphasized the importance of keeping abreast of updates and adhering to guidelines to achieve and maintain accreditation. The discussion also covered addressing challenges posed by time zone differences in global online education. Participants collectively agreed that ensuring students' readiness and focus is essential for the success of collaborative classes. This session provided valuable insights and practical advice for navigating the accreditation process and enhancing the quality of management education.