

出國報告（出國類別：國際研討會）

✓參加

國際商管教育認證聯盟(AACSB)
亞太地區年度會議(Asia Pacific
Annual Conference)
之心得報告

服務機關：國立中正大學

姓名職稱：洪新原院長與張碩毅副院長

派赴國家：澳門

出國期間：2016/09/21-2016/09/23

報告日期：2016/09/30

摘要

2016年09月21日至09月23日赴澳門參加國際商管教育認證聯盟亞太地區年度會議(AACSB Asia Pacific Annual Conference)，本研討會之議程為9月21日至9月23日共為期三天，為了提升本校國立中正大學管理學院之教育品質和國際競爭力，本院除接受來自於教育部週期性大學評鑑和卓越教學的補助外，本院亦積極參與國際商管學院促進協會(AACSB International)的認證，期許能透過此一國際認可的商管教育認證提升本校國立中正大學管理學院之教育品質和國際競爭力。目前全球通過AACSB認證的學術機構已將近千個，而目前臺灣地區已有18所商管學院已通過AACSB認證，本學院也經歷了數年的努力，已在2016年4月獲得AACSB的認證。

此次會議是國際商管學院促進協會所主辦的年度重要會議，本出國報告含參加該研討會之目的、參加過程、心得感想、以及相關建議事項。

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目的

國際商管教育認證聯盟年會(AACSB Asia Pacific Annual Conference)是國際商管教育認證聯盟(AACSB)的主要年度會議，AACSB 係針對世界各管理學學院認證的非政府組織，核心任務是推動全球管理教育品質的認證，廣為全球重視與推崇，本次 2016 的亞太地區年度會議在澳門舉行，除透過小組討論互相學習激盪出不同的解決困難之道，並藉由各演講及分享了解最新的制度及工具，藉由參與此研討會以掌握最新資訊，並且與國際學者進行交流，以利取得相關的資訊。

過程

2016年9月前往澳門，參加由國際商管教育認證聯盟(AACSB)主辦之亞太地區年度會議(Asia Pacific Annual Conference)。而除了參與研討會外，也與來自於臺灣、美國、中國大陸等的世界各大學教師交換名片，並交流彼此進行 AACSB 認證的經驗。

於 9/21 註冊過後，下午參加歡迎酒會(Welcome Reception)，藉著這個機會與同來自亞太區的學術機構代表，互相學習在推動 AACSB 認證時所會遭遇之困難與挑戰，以及在商業研究和教育的交流，並且體驗當地文化也與來自於臺灣、美國、中國大陸等的世界各大學教師交換名片彼此交流。

9/22，首先參與主要會議，塑造亞洲消費者的五力：對商學院的未來影響 (PLENARY I: 5 Forces Shaping Asian Consumers: Impact on the Future of Business Schools)，討論在亞洲變革的主要驅動因素，協調全球化底下保留當地文化，確定五力塑造亞洲消費者的生活、對商業教育的影響並對消費者的需求作出反應，願望和未來並且將目標投向商學院的未來；休息及交流時間之後參與了持續性發展和企業社會責任(Sustainability and Corporate Social Responsibility)，討論在組織以積極的社會變革，改善人民生活質量並創造價值，特別是學生和大學分享可持續發展和社會責任的實踐，期許可以了解大學和外部組織之間的聯繫、持續發展，制定一個更好的社會；下午參加了大數據和數據分析課程(Addressing Big Data and Data Analytics in Curriculum)，此會議專注於討論大數據挑戰和機會，如何充分利用數據的力量，以及為什麼被列入數據分析課程；經過短暫休息後再次參與主要會議，開發勞動力人才的現況 (PLENARY II: Developing Talent for Today's Workforce)，在這個場次中聽到來自飯店及旅遊業，從企業的角度來看滿足當今的勞動力和未來的技能與能力，討論商業教育和企業界每個人扮演的角色之間的聯繫，以及在培養未來商業

領袖所需要發展的。

9/23，首先參加當日的會議認證問與答(Bonus Session: Accreditation Q&A)，讓所有想參與認證的學校有一個很好的機會，提出問題與建議；接著參與大會主要會議，經濟成長和整合在亞洲商業教育的影響 (PLENARY III: Economic Growth and Integration in Asia With Implications for Business Education) 討論招聘合格的教師時最佳做法來克服挑戰，並認識到商學院在全球勞動力市場的競爭，會議最初將存在一般和特殊背景下，面臨招募學術團隊的挑戰。會議還旨在確保學術人才與一些有最佳實踐經驗與會者交流，還有機會了解商學院在招聘時可以考慮全球人才市場擴大其影響力和吸引力，加強在招聘的投資報酬率，回報未來的發展。

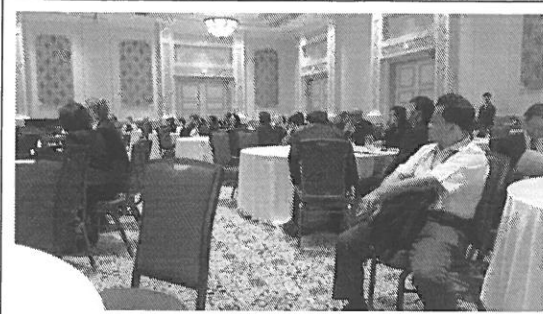
心得

此次能夠參與亞太地區年度會議(Asia Pacific Annual Conference)，並與來自世界各地的國際學者互動，與來自不同學校商學學院院長、副院長與其他教師之間的交流是難能可貴的經驗，並且經由參與不同主題的研討會，了解最新的制度與工具，學習通過認證之學校經驗，再藉著茶敘或午晚宴的時機，把握機會將目前中正大學管理學院進行商管認證時所遇到的各種問題與現場先進做討論，收穫十分豐富。感謝科技部對於國內學者參與國際研討會所給予的支持與補助，才能讓人有機會前往澳門參與此年度盛會，與來自全球各地的學者齊聚一堂，進行經驗的交流與分享。

建議事項

商管認證亞太地區的年會為該組織之年度主要活動之一，建請中正管院繼續爭取預算鼓勵管院同仁多多參與 AACSB 認證相關會議與訓練課程俾利讓中正管院的商管教育品質及研究能與量與國際接軌並持續精進。

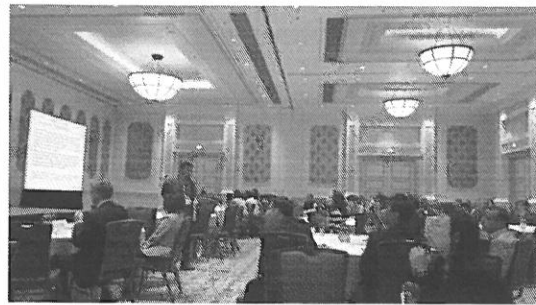
照片



會議現場



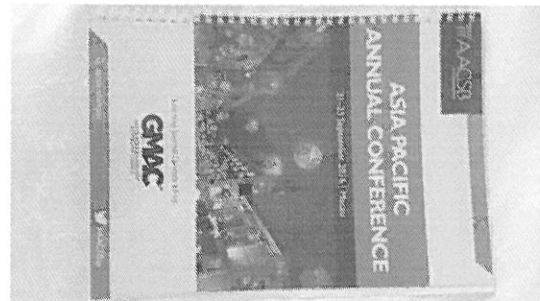
會議現場



會議現場



會議現場



會議手冊



會議名牌

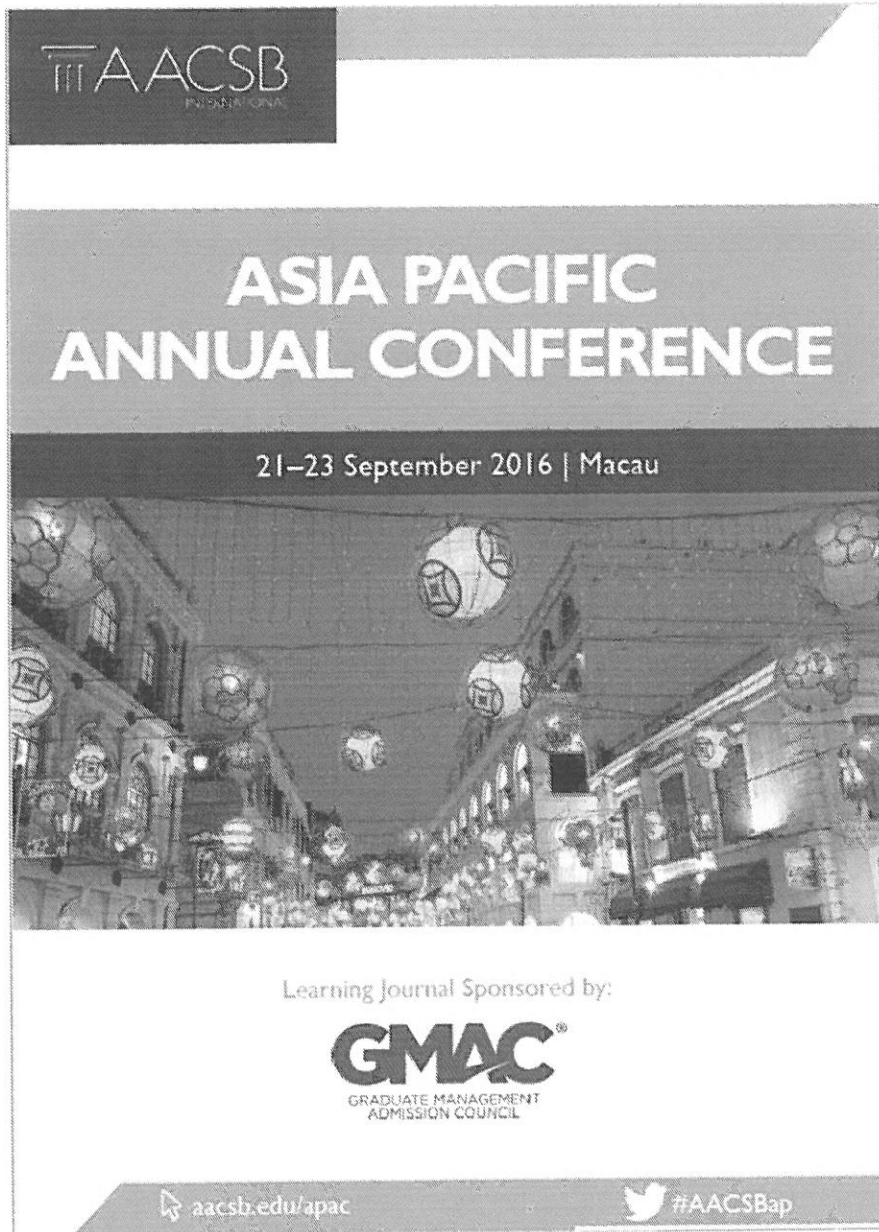


會議現場



拜訪澳門大學

附件一 AACSB Asia Pacific Annual Conference 大會網站
<http://www.aacsb.edu/events/conference/2016/asia-pacific-annual>



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Dear Conference Participant,

Welcome to Macau! We are pleased that you have chosen to join us at the AACSB International 2016 Asia Pacific Annual Conference. This conference joins business schools from around Asia Pacific and beyond to explore how management education is leading the way in innovation and turning challenges into opportunities for growth.

At this year's conference, three engaging plenary sessions will provide you with the opportunity to delve deeper into the key drivers of change in Asia Pacific, techniques for developing talent for today's workforce, and economic growth and its impact on business education. This conference also hosts a variety of concurrent sessions featuring best practices on research, recruiting qualified faculty, and incorporating corporate social responsibility into curriculum.

We hope you are taking advantage of the AACSB Events app that provides access to all the up-to-date information you need at the conference including session and speaker information, the capability to take notes from sessions, and an easy-to-access link directly to the AACSB Exchange. The AACSB Exchange allows you to network with other conference participants and speakers, download the available presentation materials, as well as start discussions. Instructions on how to access the AACSB Exchange website are included in this conference journal on page 5. We also encourage you to take advantage of the strategic networking opportunities provided during refreshment breaks, at lunches and receptions, or by arranging a dinner outing with colleagues.

We continuously search for ways to improve the quality and value of your conference experience. Please give us your feedback by completing the plenary and concurrent session evaluations throughout the conference. Also, look for a brief evaluation that will be emailed to you immediately following the event. Please see a conference staff person at the registration desk should you need any assistance during the conference. Enjoy the conference and thank you for your participation.

Best regards,



Annie Lo
Senior Vice President and Chief Officer, Asia Pacific
AACSB International
2016 Asia Pacific Annual Conference Chair

Special Thanks

2016 AACSB International
Asia Pacific Annual Conference Chair

Annie Lo
Senior Vice President and Chief Officer, Asia Pacific
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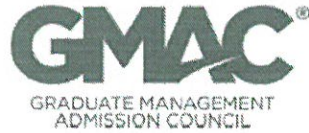
CONTRIBUTOR LEVEL

Plenary I



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Thursday Morning and Afternoon
Refreshments Breaks, Learning
Journal, Badges, and Lanyards



FRIEND LEVEL

Conference Journal Ad

ETS

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GENERAL CONFERENCE INFORMATION

Registration and Information *Pre-Function Area A*

Wednesday, 21 September 14:00–18:00
Thursday, 22 September 07:30–17:00
Friday, 23 September 07:30–13:30

Exhibitor Showcase Open *Pre-Function Area A*

Thursday, 22 September 08:00–12:15
13:15–16:45
Friday, 23 September 08:00–11:15

Welcome Reception *Panirs 3203*

Wednesday, 21 September 17:00–18:00

Take this opportunity to socialize and network with your peers. Relax and enjoy the company of your colleagues before the conference gets underway.

AACSB Member Resources Kiosk

A staff member is on site to answer questions, demonstrate site capabilities, and assist you in gaining access to various AACSB member resources. For more information, stop by the kiosk located near conference registration.

Join the Conversation on Twitter

Use #AACSBap to interact with other participants and share your conference-related feedback, thoughts, and photos. Follow @AACSBevents and @AACSB for the latest news and updates.



GENERAL CONFERENCE INFORMATION

Download Session Materials

All participants have access to the 2016 September Asia Pacific Annual Conference event group in the AACSB Exchange. Through this attendee-only online group, you can access a real-time roster of attendees and download available session materials. This community will continually be updated with materials and will remain available up to one year after the conference.



To access the group:

- Login at TheExchange.aacsb.edu.
 - Your username is your institutional email address.
 - To reset your password or claim your account (first-time users), click "forgot your password" and follow the prompts.
- Once logged into your profile, use the COMMUNITIES drop-down menu to access MY COMMUNITIES, then select 2016 September Asia Pacific Annual Conference.
- Navigate to LATEST SHARED FILES to access the session materials.

AACSB Complementary Mobile Apps

Visit www.aacsb.edu/apps for specific instructions and details.



AACSB EVENTS APP

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AACSB EXCHANGE APP

This app enhances the Events app, providing access to the AACSB Exchange communities, discussions, event resources, and more. Need to meet with an AACSB member while at the event? Send a message and connect with peers at AACSB member schools worldwide. Visit the Apple or Android app store and download the free AACSB Exchange app to engage with your global b-school network today!

CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS

Wednesday, 21 September 2016

14:00–18:00 **Registration and Information**
Pre-Function Area A

17:00–18:00 **Welcome Reception**
Pamirs 3203

Relax and enjoy the company of your colleagues before the conference gets underway.

Thursday, 22 September 2016

7:30–17:00 **Registration and Information**
Pre-Function Area A

7:30–9:00 **Asia Pacific Affinity Group Meeting**
Pamirs 3304–3305

Take an opportunity to network with representatives from AACSB-accredited and member institutions located in Asia and Oceania and to learn more about the Asia Pacific Affinity Group.

8:00–12:15 **Exhibitor Showcase**
Pre-Function Area A

9:15–10:30 **Plenary I: 5 Forces Shaping Asian Consumers: Impact on the Future of Business Schools**
Pamirs 3201–3202–3301–3302

This session will address key drivers of change in Asia, reconciling growing globalization while preserving local culture, and will look toward the future of business schools.

Learning Objectives:

1. Identify the five forces shaping Asian consumers' lives, aspirations, and future
2. Discuss the implications of the five forces on business education
3. Discuss ideas to proactively embrace the five forces and respond to the needs of consumers

Session Presenter:

Chow-Hou Wee, Professor and Head, Division of Marketing and International Business, Nanyang Business School, Nanyang Technological University

Sponsored by the University of Macau, Faculty of Business Administration

10:30–11:00

Refreshment Break and Networking
Pre-Function Area A

Sponsored By GMAC®

11:00–12:15

(A1) Sustainability and Corporate Social Responsibility
Pamirs 3201-3202-3301-3302

This session aims to share practices of sustainability and social responsibility at universities that create value to stakeholders—especially to students and organizations—in order to produce positive societal change and improve the quality of life of people overcome by poverty and deprived of opportunities.

Learning Objectives:

1. Understand linkages between university and external organizations that could develop a better society
2. Understand how to prepare students to be global citizens with 21st-century skills through sustainability and corporate/university social responsibility activities
3. Gain insights about the relationships of social responsibility and sustainable growth of universities.

Session Presenters:

Song Chen, Deputy Dean, School of Economics and Management, Tongji University

Santhaya Kittikowit, Associate Dean, Student Affairs, Faculty of Commerce and Accountancy, Chulalongkorn University

11:00–12:15

(A2) Integrating Innovation and Entrepreneurship into Curriculum
Pamirs 3304-3305

Given the current pace of change in the business environment, business schools must adapt and offer relevant entrepreneurship education. This session will highlight two successful programs striving to establish an entrepreneurial and innovative mindset in students. At IMTDehi-NCR (Ghaziabad), to strengthen the

entrepreneurship program, an innovative pedagogy focused on "doing" and "being" has been introduced. Through specialized courses, incubators, collaboration with investors/venture capitalists, and an entrepreneurial immersion program, students are encouraged and immersed in design thinking, innovation, and new venture creation. At the School of Management at Zhejiang University, the innovation and entrepreneurship education is underpinned by the rapidly growing regional economy and the comprehensive disciplinary features of the university. The participation of local entrepreneurs and peers from both the business world and other academic institutions is vital to our programs. In addition, global exposure and social responsibility are also key pillars to innovation and entrepreneurship education.

Learning Objectives:

1. Showcase examples of how to develop innovation and design thinking skills in students
2. Describe how to incorporate real-life entrepreneurial ventures into curriculum
3. Present ideas and solutions for creating entrepreneurs
4. Describe how to create an ecosystem for innovation and entrepreneurship education

Session Presenters:

Atish Chattopadhyay, Director, Institute of Management Technology, Ghaziabad

Weihua Zhou, Associate Dean, Research and International Cooperation, and Professor, School of Management, Zhejiang University

12:15–13:15

Networking Luncheon
Caspian 3405-3406-3505-3506

13:15–16:45

Exhibitor Showcase
Pre-Function Area A

13:45–15:00

(B1) Addressing Big Data and Data Analytics in Curriculum
Pamirs 3201-3202-3301-3302

This session will concentrate on the proliferation of big data, its challenges and opportunities, harnessing the power of data, and how and why data analytics is being included in curriculum.

Session Presenters:

Xitong Guo, Associate Professor, School of Management, Harbin Institute of Technology

Jian Ma, Professor, College of Business, City University of Hong Kong

13:45–15:00

(B2) Multiple Delivery Modes and Content Quality
Panels 3304-3305

Traditional face-to-face classes are no longer the predominant learning and teaching model in world-class universities. Market forces have encouraged business schools to be more flexible and creative with their offerings, and it is now common to have a mixture of delivery models. This session illustrates how your assurance of learning (AoL) process needs to be able to cater to multiple delivery modes through a set of streamlined procedures.

Learning Objectives:

1. Discuss the challenges of maintaining quality and continuous improvement in the business school curriculum during a period of rapid change
2. Plan an overview of an AoL process that will be flexible enough to cater to future developments in curricula and delivery modes
3. Debate the challenge of maintaining standards across variable learning and teaching delivery modes

Session Presenters:

Lorelle Frazer, Director, Online and Blended Learning, Griffith Business School, Griffith University

Catherine Hodgson, AoL/AACSB and Blended Learning Manager, Griffith Business School, Griffith University

Man-kwong Leung, Associate Dean, Academic Support, Faculty of Business, The Hong Kong Polytechnic University

15:00–15:30

Refreshment Break and Networking
Pre-Function Area A

Sponsored By GMAC®

15:30–16:45

Plenary II: Developing Talent for Today's Workforce
Pamirs 3201-3202-3301-3302

Hear a corporate perspective from the hospitality and tourism industry on the skills and competencies needed for the workforce of today and the future. This session will discuss the link between business education and the corporate world, and the role each must play in developing future business leaders.

Session Presenter:

Akiko Takahashi, Executive Vice President & Chief Human Resources/Corporate Social Responsibility Officer, Meico Crown Entertainment.

Friday, 23 September 2016

7:30–13:30

Registration and Information
Pre-Function Area A

8:00–11:15

Exhibitor Showcase
Pre-Function Area A

8:00–9:00

Bonus Session: Accreditation Q&A
Pamirs 3304-3305

Get your accreditation questions answered by AACSB staff members and volunteers in this informative question-and-answer session.

Session Presenters:

Barry Burgan, Associate Dean, Accreditation and Internationalisation, Faculty of Business, Bond University

Suzanne Mintz, Director, Accreditation Services, AACSB International

9:15–10:30

Plenary III: Economic Growth and Integration in Asia With Implications for Business Education
Pamirs 3201-3202-3301-3302

This session will discuss economic integration of Asia in the context of its economic growth and its implications for business education. Economic integration is taken to be measured by the extent of growth of intra-Asia trade, investment, and labor mobility relative to these elements as they apply to the rest of the world. Major regional "free-trade" agreements in Asia will be highlighted, and the concepts of "trade creation" and "trade diversion" will be introduced to help

Session Presenter:

Chow-Hou Wee, Professor and Head, Division of Marketing and International Business, Nanyang Business School, Nanyang Technological University

Sponsored by the University of Macau, Faculty of Business Administration

10:30–11:00

Refreshment Break and Networking
Pre-Function Area A

Sponsored By GMAC®

11:00–12:15

(A1) Sustainability and Corporate Social Responsibility
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This session aims to share practices of sustainability and social responsibility at universities that create value to stakeholders—especially to students and organizations—in order to produce positive societal change and improve the quality of life of people overcome by poverty and deprived of opportunities.

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(A2) Integrating Innovation and Entrepreneurship Into Curriculum
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12:15–13:15

Networking Luncheon
Caspian 3405-3406-3505-3506

13:15–16:45

Exhibitor Showcase
Pre-Function Area A

13:45–15:00

(B1) Addressing Big Data and Data Analytics in Curriculum
Pamirs 3201-3202-3301-3302

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Jian Ma, Professor, College of Business, City University of Hong Kong

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Refreshment Break and Networking
Pre-Function Area A

Sponsored By GMAC®

15:30–16:45

Plenary II: Developing Talent for Today's Workforce
Pamirs 3201-3202-3301-3302

Hear a corporate perspective from the hospitality and tourism industry on the skills and competencies needed for the workforce of today and the future. This session will discuss the link between business education and the corporate world, and the role each must play in developing future business leaders.

Session Presenter:

Akiko Takahashi, Executive Vice President & Chief Human Resources/Corporate Social Responsibility Officer, Melco Crown Entertainment.

Friday, 23 September 2016

7:30–13:30

Registration and Information
Pre-Function Area A

8:00–11:15

Exhibitor Showcase
Pre-Function Area A

8:00–9:00

Bonus Session: Accreditation Q&A
Pamirs 3304-3305

Get your accreditation questions answered by AACSB staff members and volunteers in this informative question-and-answer session.

Session Presenters:

Barry Burgan, Associate Dean, Accreditation and Internationalisation, Faculty of Business, Bond University

Suzanne Mintz, Director, Accreditation Services, AACSB International

9:15–10:30

Plenary III: Economic Growth and Integration in Asia With Implications for Business Education
Pamirs 3201-3202-3301-3302

This session will discuss economic integration of Asia in the context of its economic growth and its implications for business education. Economic integration is taken to be measured by the extent of growth of intra-Asia trade, investment, and labor mobility relative to these elements as they apply to the rest of the world. Major regional "free-trade" agreements in Asia will be highlighted, and the concepts of "trade creation" and "trade diversion" will be introduced to help

attendees understand the effects of trade agreements. In addition, the unique role of a rising China in Asian economic integration will be examined, against the background of China's expanding share of the world economy. Finally, the implications of Asian growth and integration for business education will be explored.

Learning Objectives

1. Grasp the meaning of regional economic integration
2. Learn the extent of and key features of Asia's economic growth and integration
3. Understand the implications of Asian economic growth and integration for business education

Session Presenter:

Leonard K. Cheng, President, Lingnan University

10:30–11:00

Refreshment Break and Networking
Pre-Function Area A

11:00–12:15

(C1) Translating Research Into Practice
Pamirs 3201-3202-3301-3302

During this session, hear speakers share how their programs are translating research and case studies into local and global relevance and public engagement. In addition, presenters will share best practices in creating a culture of research and collaboration spanning disciplines. This session intends to equip attendees with the tools needed to transform research into information that is relevant and valuable to a broader community.

Session Presenters:

Desmond Lam, Associate Professor in Hospitality and Gaming Management, Acting Programme Director of Hospitality and Gaming Management Programme, Faculty of Business Administration, University of Macau

Ainin Sulaiman, Head, Accreditation Unit, Faculty of Business and Accountancy, University of Malaya

11:00–12:15

(C2) Challenges and Opportunities in Recruiting Qualified Faculty
Pamirs 3304-3305

This session will address best practices to overcoming challenges when recruiting qualified faculty members. Recognizing that business schools compete in a global labor market, the session will initially present general and context-specific challenges faced in recruiting

academic faculty. The session also aims to equip attendees with an appreciation of some best practices in securing academic talent. Participants will also have a chance to learn about future developments in recruitment that business schools can consider to extend their reach and attractiveness in the global talent market and enhance the return on investments made in recruitment.

Session Presenters:

Shyh-Jer Chen, Dean, College of Management, National Sun Yat-sen University

Candice Harris, Associate Professor, Management, Acting Associate Dean (Academic), Business School, Auckland University of Technology

12:15–13:15

Networking Luncheon
Caspian 3405-3406-3505-3506

PROGRAM CONCLUDES

SESSION PRESENTERS' BIOS

Barry Burgan

Barry Burgan is associate dean of accreditation and international at Bond University. He recently joined Bond after an extended career at the University of Adelaide, the last eight years as dean of the business school, and a short time at Torrens University Australia. He has had a varied career path in the public sector and in management consulting. Burgan was dean at Adelaide over a period of substantial change, including the merger of the School of Commerce and the Graduate School of Management, a major building move to a significantly renovated building, and procuring AACSB Accreditation. He was on the Initial Accreditation Committee of AACSB for three years, has undertaken a number of review visits, and has mentored schools in their AACSB journey. Burgan researches in the area of infrastructure valuation and financing, with a particular interest in social infrastructure, and has a significant number of publications and research grants in this area. He teaches in the areas of financial management, quantitative methods, and real estate finance and investment.

Atish Chattopadhyay

Atish Chattopadhyay is presently director IMT, Ghaziabad. He held leadership positions in two leading institutions of India as dean at MICA in Ahmedabad and as deputy director at SPJIMR in Mumbai. At MICA, Chattopadhyay successfully restructured the admission process, which achieved a growth of around 50 percent in its applicant pool. He also spearheaded the formation of an advisory board for the digital marketing specialization in which leading industry experts formulated a contemporary curriculum—the first of its kind in India. At SPJIMR, Chattopadhyay successfully led the flagship two-year PGDM program and increased enrollment, maintained 100 percent placements, expanded international student exchange, restructured curriculum, enhanced alumni engagement, and submitted the program—ranked among the top 5 MBA programs in India—for accreditation by AACSB. The Global Fast Track was launched during his tenure, in which all participants undertook advanced specialization courses and projects through partnering with top U.S. business schools. Chattopadhyay believes in internationalization of Indian institutions and has presented across various international forums of AACSB and GMAC® and dreams of creating a global Indian b-school.

Shyh-Jer Chen

Shyh-Jer Chen is a distinguished professor of the Institute of Human Resource Management and dean of the College of Management at National Sun Yat-sen University (NSYSU), Taiwan. He joined College of Management at NSYSU in 1995 and has been a faculty member there since then. He was a Fulbright visiting scholar at the University of Illinois from 2003–04 and achieved Outstanding Research Award from the National Science Council, Taiwan. Chen's research interests are in employee relations, human resource management, and human resource economics. He has published articles in a variety of journals, including *Industrial and Labor Relations Review*, the *Journal of International Business Studies*, *Industrial Relations*,

Human Resource Management, Management and Organization Review, the International Journal of Human Resource Management, the Asia Pacific Journal of Management, and Family Business Review. He received his PhD in industrial and labor relations from the University of Illinois at Urbana-Champaign in 1995.

Song Chen

Song Chen has been the deputy dean for international accreditation and human resources management since 2009 and is a full professor of technology economics and management at the School of Economics and Management at Tongji University. He led a Sino-French joint MBA program, SIMBA (Shanghai International MBA), as executive dean from 2004 to 2013, and the program was ranked among the top 50 in the Financial Times EMBA ranking for years. Chen is, among others, a member of the International Advisory Board of SKEMA Business School in France, a regional editor of the *Journal of Technology Management* in China, and an editorial member of the *Asian Journal of Technology Innovation*. He provided consulting services for the Science and Technology Committee of Shanghai Municipality, Hyundai Motors (China), LG Chem (China), Shanghai Volkswagen, and CMA-CGM on strategy, innovation, and technology policy in China. He was an Audi visiting professor at Ingolstadt School of Management in Germany in July 2013 and a visiting professor at LMU Germany in February 2010. He holds a PhD in innovation management from the School of Economics and Management at Tsinghua University, Beijing.

Leonard K. Cheng

Leonard K. Cheng is president and chair professor of economics of Lingnan University, Hong Kong's liberal arts university. Before taking up Lingnan's presidency in September 2013, Cheng served as acting dean and dean of the HKUST Business School since July 2007.

Lorelle Frazer

Lorelle Frazer is director of online and blended learning at the Griffith Business School and director of the Asia-Pacific Centre for Franchising Excellence at Griffith University. Prior to that, she was the dean of learning and teaching at the Griffith Business School. The Griffith Business School received AACSB Accreditation in February 2009 and its assurance of learning process was recognized as a best practice by the review panel. In 2010, Frazer was appointed as a global facilitator for AACSB International to co-facilitate assurance of learning seminars in Australia.

Xitong Guo

Xitong Guo is a professor of information systems at the Harbin Institute of Technology as well as the deputy director of the eHealth research institute. His research focuses on eHealth with special interests in healthcare data-enabled service management for citizens' wellness.

Candice Harris

Candice Harris is the acting associate dean of academics in the Faculty of Business, Economics and Law at Auckland University of Technology (AUT), New Zealand. She is also an associate professor of management and has held leadership roles including HOD (acting) and deputy HOD of the Department of Management at AUT. Candice supervises postgraduate students working in the fields of careers and management. Her main areas of research are academic careers, career development, gender issues in management, media representations and discourses of work, and qualitative and critical approaches to research. Harris' service roles include being a member of the New Zealand Women in Leadership (NZWiL) Steering Group, the AUT Ignite Women in Leadership Programme Development Group, and various diversity committees. She also has experience in executive education, delivering leadership development programs.

Catherine Hodgson

Catherine Hodgson is the manager of AoL/AACSB and blended learning within the Griffith Business School (GBS) at Griffith University. Prior to moving into the area of AACSB assurance of learning, she taught and lectured, both students and faculty, for over 20 years in the areas of ICT, e-learning, and blended learning. She also worked on various government initiatives introducing e-learning across the U.K. in the early 1990s. Hodgson now manages the AoL/AACSB strategy and process across the GBS and continues to refine and further develop ALEC, the web-based tool used to facilitate these efforts.

Santhaya Kittikowit

Santhaya Kittikowit is associate dean for student affairs at Chulalongkorn Business School (CBS), Bangkok, Thailand. Her responsibilities include undergraduate student activity, student welfare, student development, and student discipline. Before joining Chulalongkorn Business School, she had been employed by Esso (Thailand) Company Limited for five years. Currently, she is a lecturer in management and entrepreneurship at Chulalongkorn Business School. She obtained her PhD in technopreneurship and innovation management from Chulalongkorn University, Thailand.

Chee Shiong Desmond Lam

Desmond Lam is an associate professor and acting program director of hospitality and gaming management at the University of Macau. He is a life member of Clare Hall, University of Cambridge. Lam has served as a judge for the International Gaming Awards (London) since 2008 and as an academic affairs advisor to the Macau Gaming Management Association since 2012. He has written and presented extensively on gaming-related issues, Chinese in particular. His articles were featured in premier trade publications like *Global Gaming Business*, *Casino Journal*, and *Inside Asian Gaming*, as well as in top scholarly journals including the *Annals of Tourism Research*, the *Journal of Business Research*, *Marketing Letters*, and *Psychology & Marketing*. He is the author of the book *Chopsticks and Gambling*, which examines the little-known world of Chinese gambling from

historical, cultural, psychological, and social perspectives. Lam is the recipient of several research and industry awards, including the Emerging Leader trophy at the 2016 Asia Gaming Awards.

Man-kwong Leung

Man-kwong (M.K.) Leung is associate dean of academic support in the Faculty of Business at Hong Kong Polytechnic University. His research focuses on banking and finance. Prior to his academic career, he worked for an international bank in Singapore and Hong Kong. In addition to his volunteer work for AACSB, he also served on the accreditation panels of the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ) for local tertiary institutions. Leung now oversees the strategic developments, academic issues, and related quality assurance matters for programs at both the undergraduate and postgraduate levels within the faculty.

Jian Ma

Jian Ma is a professor in the Department of Information Systems at City University of Hong Kong. He specializes in the research areas of research information systems, business intelligence, and research social networks. He has published more than 120 journal articles with SCI H index 22. His applied research work has been widely used in government funding agencies like the National Natural Science Foundation of China and in universities, including at University of Hong Kong. Jian Ma is also the founder of ScholarMate.com, whose vision is to connect people to research and innovate smarter.

Suzanne Mintz

Suzanne Mintz serves as director of accreditation services for the Asia and Oceania regions at AACSB International, managing a portfolio of close to 150 business schools worldwide. She assists in the management of AACSB's volunteer network globally, including training, engagement, and recognition strategies for AACSB's volunteers. She has been involved in the development and implementation of myAccreditation and also serves as the staff liaison to the Continuous Improvement Review Committee. Her area of emphasis for accreditation and quality assurance-related services is the Asia Pacific region. Prior to joining AACSB, Mintz spent approximately 10 years in corporate training and development for a financial services firm, responsible for overseeing the implementing sales and management development programs. She holds an MBA in finance and management from the University of South Florida in Tampa.

Ainin Sulaiman

Ainin Binti Sulaiman is a professor in the Department of Operation and Management Information System of the Faculty of Business and Accountancy at the University of Malaya in Kuala Lumpur. Her expertise includes technology management, economics, and computer and communication technology. Sulaiman received her BPA from the Universiti Utara Malaysia, her MBA from Stirling University, and her PhD from Birmingham University.

Akiko Takahashi

Akiko Takahashi is executive vice president and chief human resources/corporate social responsibility officer of Melco Crown Entertainment, and she was appointed to her current role in December 2008. Prior to that, she held the title group human resources director from December 2006, when she joined Melco Crown Entertainment. Takahashi also worked as a consultant in her own consultancy company from 2003 to 2006, where she conducted "C-level" executive searches for clients and assisted with brand/service culture alignment for a luxury hotel in New York City, and where her last engagement prior to joining Melco Crown Entertainment was to lead the human resources integration for the largest international hospitality joint venture in Japan between InterContinental Hotels Group and ANA Hotels. She was the global group director of human resources for Shangri-la Hotels and Resorts, an international luxury hotel group headquartered in Hong Kong, from 1995 to 2003. Between 1993 and 1995, she was the senior vice president of human resources and service quality for Bank of America, Hawaii, FSB. She served as regional human resources manager for Sheraton Hotels Hawaii/Japan from 1985 to 1993. She started her hospitality career as a training manager for Halekulani Hotel. She began her career in the fashion luxury retail industry in merchandising, operations, training, and human resources. Takahashi attended the University of Hawaii.

Chow-Hou Wee

Chow-Hou Wee is head of the Marketing Division at the Nanyang Business School and currently oversees the running of ACI as a member of its governing council. He has over 230 publications in various international, regional, and local journals; has written several best-selling books; and is best known for his works on applying Sun Zi Bingfa and other Chinese classics to modern business strategies and practices. He is currently a member of the editorial board of the *Thunderbird International Business Review* (USA), *Global Business and Organizational Excellence* (USA), *China Business Review*, and the *Journal of Management* (Taiwan). He has conducted executive training for over 250 major organizations around the world. Wee also sits on several boards of publicly listed companies in Singapore and is a member of various advisory boards locally and internationally.

Weihua Zhou

Weihua Zhou is associate dean for research and international affairs, director of the institute of supply chain finance, and executive director of international institute of operations research and management science at the School of Management, Zhejiang University. His research focuses on logistics and supply chain management.

EXHIBITOR DIRECTORY

AACSB International Members

ACADEM / RimaOne
80 Rue Taitbout, Paris 75009, France
Tel: +33 148 741 316
Email: academ@rimaone.com | URL: www.rimaone.com
Exhibitor: Benjamin Stevenin

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660 Rosedale Road, Princeton, NJ 08541, USA
Tel: +1 609 683 2002
Email: gretests@ets.org | URL: www.ets.org
Exhibitor: Jay Kang

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Exhibitors

Center for Research in Security Prices (CRSP)
105 W. Adams, Suite 1700, Chicago, IL 60603, USA
Tel: +1 312 263 6164 | Fax: +1 312 263 6430
Email: steven.sheehan@crsp.chicagobooth.edu | URL: www.crsp.chicagobooth.edu
Exhibitor: Steven Sheehan

Since 1962, CRSP has been the recognized authority on historical U.S. databases, including stocks, indexes, treasury, mutual funds, and REITs. CRSP's global subscriber base has relied on our data to achieve superior results. Today, CRSP continues its commitment to providing research-quality data for the most rigorous tests in academic research and in back-testing applications by practitioners.

Wharton Research Data Services (WRDS)
3819 Chestnut Street, Suite 300, Philadelphia, PA 19104, USA
Tel: +1 877 438 9737 | Fax: +1 215 573 6073
Email: wrd@wharton.upenn.edu | URL: whartonwrds.com
Exhibitors: Rui Dai, Robert Zarazowski

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UPCOMING AACSB INTERNATIONAL EVENTS

CONFERENCES

Europe, Middle East, and Africa Annual Conference 16–18 October 2016 Madrid, Spain	Annual Accreditation Conference: Europe, Middle East, and Africa 7–9 May 2017 Vienna, Austria
Associate Deans Conference 6–7 November 2016 Atlanta, Georgia, USA	Redesigning the Undergraduate Curriculum Conference 17–19 May 2017 Columbus, Ohio, USA
Deans Conference* 5–7 February 2017 New Orleans, Louisiana, USA	Annual Accreditation Conference: Asia Pacific 18–20 May 2017 Bangkok, Thailand
Assessment Conference 12–14 March 2017 Phoenix, Arizona, USA	Co-Lab: Connecting Business With Practice June 2017
B-School Communications and Development Symposium 27–29 March 2017 New York City, New York, USA	
International Conference and Annual Meeting (ICAM) 23–25 April 2017 Houston, Texas, USA	

Mark Your Calendars!
Asia Pacific Annual Conference
October 2017

Please note that dates and locations are subject to change. For the latest information on conferences and to register, visit www.aacsb.edu/conferences.

* Registration is limited to business school deans and others who head higher education business units.

UPCOMING AACSB INTERNATIONAL EVENTS

SEMINARS

Accounting Accreditation Seminar
9 February 2017 | Phoenix, Arizona, USA

Advisory Council Seminar
6–7 March 2017 | Tampa, Florida, USA

Assurance of Learning Seminar I
24–25 October 2016 | Tampa, Florida, USA
23–24 November 2016 | Kuala Lumpur, Malaysia
24–25 November 2016 | Berlin, Germany
11–12 March 2017 | Phoenix, Arizona, USA

Assurance of Learning Seminar II
26–27 October 2016 | Tampa, Florida, USA
11–12 March 2017 | Phoenix, Arizona, USA

Business Accreditation Seminar
5–6 October 2016 | Tampa, Florida, USA
15–16 November 2016 | Doha, Qatar
21–22 November 2016 | Kuala Lumpur, Malaysia
22–23 November 2016 | Berlin, Germany

Continuous Improvement Review Seminar
20 October 2016 | Madrid, Spain
4 February 2017 | New Orleans, Louisiana, USA
16 March 2017 | Phoenix, Arizona, USA

Department Chairs Seminar
21–22 April 2017 | Houston, Texas, USA

Impact Forum
7 October 2016 | Tampa, Florida, USA
19 October 2016 | Madrid, Spain
17 November 2016 | Doha, Qatar
25 November 2016 | Kuala Lumpur, Malaysia
15 March 2017 | Phoenix, Arizona, USA

Lessons for Aspiring Deans Seminar
5–6 November 2016 | Atlanta, Georgia, USA

Leading in the Academic Enterprise® Series
> **Leading People and Organizational Change**
20–21 October 2016 | Tampa, Florida, USA
3–4 November 2016 | Amsterdam, The Netherlands
> **Strategic Thinking and Creative Problem Solving**
23–24 February 2017 | Tampa, Florida, USA

Online and Blended Education Seminar
14–15 November 2016 | Tampa, Florida, USA
21–22 April 2017 | Houston, Texas, USA

Seminar for New Associate Deans
5–6 November 2016 | Atlanta, Georgia, USA

Strategic Management Seminar
13–14 November 2016 | Doha, Qatar

Please note that dates and locations are subject to change. For the latest information on seminars and to register, visit www.aacsb.edu/seminars.

EVENT STAFF



RACHEL DIXON-ZUDAR
Manager, Accreditation
Services
+1 813 367 5231
rachel.dixonzudar@aacsb.edu



LAURA WARREN
Senior Associate, Conferences
+1 813 769 6529
laura.warren@aacsb.edu

MEMBER SERVICES



HANA ZAINOLDIN
Senior Associate, Member
Services
+65 6331 4106
hana.zainoldin@aacsb.edu



LIYAN CHEN
Associate, Member Services
+65 6331 4109
liyan.chen@aacsb.edu



ANGELINA CHANDRA
Center Manager
+65 6331 4103
angelina.chandra@aacsb.edu

STAFF CONTACT INFORMATION

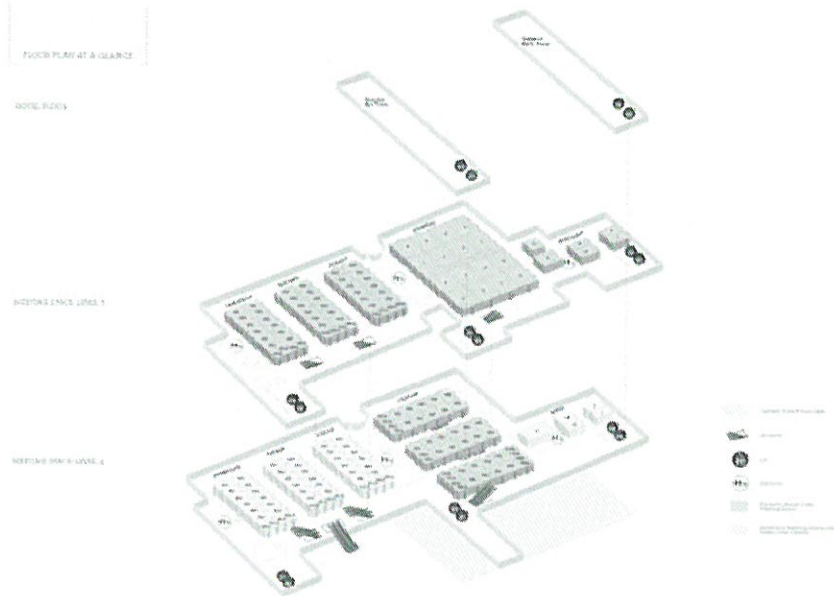
www.aacsb.edu/contact

AACSB WORLD HEADQUARTERS
777 South Harbour Island Boulevard, Suite 750
Tampa, Florida 33602 USA
+1 813 769 6500

AACSB ASIA PACIFIC HEADQUARTERS
331 North Bridge Road
#10-04/05 Odeon Towers
Singapore 188720
+65 6592 5210

AACSB EUROPE, MIDDLE EAST, AND AFRICA (EMEA) HEADQUARTERS
JP Building
Piet Heinkade 55
1019 GM Amsterdam, The Netherlands
+31 20 509 1070

HOTEL MAP



ROOM ASSIGNMENTS

Pre-Function Area A
Registration and Information
Exhibitor Showcase
Refreshment Breaks and Networking

Pamirs 3203
Welcome Reception

Pamirs 3201-3202-3301-3302
Plenary I, II, III
Concurrent Sessions (A1, B1, C1)

Pamirs 3304-3305
Asia Pacific Affinity Group Meeting
Concurrent Sessions (A2, B2, C2)
Bonus Session: Accreditation Q&A

Caspian 3405-3406-3505-3506
Networking Luncheons

SESSIONS AT A GLANCE

Wednesday, 21 September				Pre-Function Area A
14:00–18:00	Registration & Information			Pamirs 3303
17:00–18:00	Welcome Reception			
Thursday, 22 September				Pre-Function Area A
07:30–17:00	Registration and Information			Pre-Function Area A
08:00–12:15	Exhibitor Showcase Open			Pre-Function Area A
08:00–09:00	Asia Pacific Affinity Group Meeting			Pamirs 3304-3305
09:15–10:30	Plenary I: 5 Forces Shaping Asian Consumers: Impact on the Future of Business Schools;			Pamirs 3201-3202-3301-3302
	Web			
10:30–11:00	Refreshment Break and Networking			Pre-Function Area A
11:00–12:15	Concurrent Sessions			
	(A1) Sustainability and Corporate Social Responsibility		(A2) Integrating Innovation and Entrepreneurship into Curriculum	Pamirs 3304-3305
	Chen, Kikiweñt	Pamirs 3201-3202-3301-3302	Chattopadhyay, Zhou	
12:15–13:15	Networking Luncheon			Casplan 3405-3406-3505-3506
13:15–16:45	Exhibitor Showcase Open			Pre-Function Area A
13:45–18:00	Concurrent Sessions			
	(B1) Addressing Big Data and Data Analytics in Curriculum		(B2) Multiple Delivery Modes and Content Quality	Pamirs 3304-3305
	Guo, Ma	Pamirs 3201-3202-3301-3302	Frazer, Hodgson, Leung	
15:00–16:30	Refreshment Break and Networking			Pre-Function Area A
15:30–16:45	Plenary II: Developing Talent for Today's Workforce;			Pamirs 3201-3302-3301-3302
	Takahashi			
Friday, 23 September				Pre-Function Area A
07:30–13:30	Registration and Information			Pre-Function Area A
08:00–11:15	Exhibitor Showcase Open			Pre-Function Area A
08:00–9:00	Bonus Session: Accreditation Q&A; Burgan, Minz			Pamirs 3304-3305
09:15–10:30	Plenary III: Economic Growth and Integration in Asia with Implications for Business Education; Cheng			Pamirs 3201-3202-3301-3302
10:30–11:00	Refreshment Break and Networking			Pre-Function Area A
11:00–12:15	Concurrent Sessions			
	(C1) Translating Research into Practice		(C2) Challenges and Opportunities in Recruiting Qualified Faculty	Pamirs 3304-3305
	Lam, Sulaiman	Pamirs 3201-3202-3301-3302	Chen, Harris	
12:15–13:15	Networking Luncheon			Casplan 3405-3406-3505-3506
PROGRAM CONCLUDES				