

出國報告（出國類別：國際會議）

參加 2017 May Annual Accreditation
Conference: Asia Pacific (2017 年國際
商管認證教育聯盟亞太區年會)心得
報告

服務單位：國立中正大學／管理學院

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派赴國家、城市：泰國曼谷

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摘要

本次參加由國際商管學院促進協會 AACSB(The Association to Advance Collegiate Schools of Business)舉辦的 2017 年國際商管認證教育聯盟亞太區年會(May Annual Accreditation Conference: Asia Pacific)，藉由歷經不同階段的會員學校之交流與分享，深入瞭解 AACSB 認證的事前籌備工作與通過認證後的持續改善精神。本人首次參加 AACSB 舉辦的國際研討會，最大的收穫在於學習到已通過認證的機構其行銷學校的方法，雖然本校管理學院已於 2016 年通過認證，但對於持續改善的執行以及每五年的 AACSB 評鑑仍須向其他資深會員學校請益。

此次會議為 AACSB 的年度重要會議，本出國報告含參加該研討會之目的、過程、心得感想、相關建議事項等。

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一、目的：

「國際商管學院促進協會」(The Association to Advance Collegiate Schools of Business, AACSB)創立於 1916 年，迄今已有百年歷史，為全球 3 大商管認證 (AACSB、EQUIS、AMBA)之首，其使命為推廣與提升商管教育。AACSB 全球會員有千餘校，迄今臺灣僅有 21 所大學的商管學院通過認證。本校管理學院於 2016 年通過認證，期能吸引更多國際學者與國際學生；秉持著 AACSB 持續改善的精神，更督促本院教師與相關人員參與 AACSB 所舉辦之相關會議，期能提升教學品質之水準，並承諾永續進步。

二、過程：

會議於曼谷的 JW Marriott Hotel 舉行，本人於會議前一天抵達泰國，並下榻於該飯店。此會議為三天的行程，會議進行方式基本上每天有一到兩場的大型演講，其中穿插著小型的座談分享會。

第一天的大型演講說明了 AACSB 成立的宗旨、如何入會、會員申請認證之歷程。最讓人印象深刻的是下午參訪泰國第一家通過 AACSB 認證的學校 Sasin Graduate Institute of Business Administration，雖然學校面積不大，但其將 AACSB 標準融入學校各個角落的做法，值得參考。

第二天的大型演講由三位通過認證的學校代表說明如何秉持 AACSB 的基石：engagement (投入)、innovation (創新)、impact (影響)以評估所屬的組織與所制定的任務相輔相成。當日的小型座談會，由於對 AACSB 認證一知半解，故選擇參加了入門基礎的 Getting Starting with Accreditation 以及如何進行 AoL (學習品質保證)的說明會，了解到每個學院皆有不同做法，無法如法炮製，還需考量所屬機構之各項條件。

第三天的大型演講說明了未來學生投入職場之前，商管教育可以如何協助學生提早準備，與 AACSB 的 impact (影響)相互呼應。當日的小型座談會，可針對各校在認證不同的階段，參加符合認證現況的場次，故選擇了任務一致性(mission alignment)說明會。

三、心得

本院雖已於去年通過 AACSB 認證，但除了親自投入認證各階段的教師與人員，管院其他師生對於認證目的以及院內的任務方針，可能仍需多加宣導。若師生能真正了解認證目的與院的使命，想必對每五年的 AACSB 訪評評鑑一定有很大幫助，才能真正將 AACSB 提倡的標準融入教學、研究。

聆聽了多場演講與座談會，其中印象最深刻的是會員學校代表介紹所屬機構時

的行銷方式，每間會員學校都讓人眼睛為之一亮，不論是採用歷史的觀點或是與在地的產業結合，都是非常值得學習的地方。在國內少子化的洪流之下，國內每間大學無不使出絕招招攬學生，政府更祭出新南項政策，而如何在短短幾十分鐘的分享會中，讓聽眾對所屬大學有深刻印象，實在是一門高境界的藝術。

四、建議事項

每回參加學術研討會，收到的贈品不外乎是主辦單位或贊助單位的資料夾、隨身碟、便條紙、文具等等，此次看到 **Sasin Graduate Institute of Business Administration** 準備印有學校校徽的礦泉水，覺得充滿新意，不僅成本低，且實用性高。可建議校方或是管院設計更具巧思的行銷產品。

AACSB 年會是一個可以與其他學校直接交流的管道，建議管院持續鼓勵教師與同仁參與相關會議，除了增加學校與管院的能見度，也能洽談學術合作(如：雙聯學位、交換學生)事宜。

AACSB 設計了一個 **APP** 供與會者下載投影片，建議校內舉辦研討會時，也能提供此種服務，即時更新會議資訊，並讓與會者更容易拿到會議相關資料(如：投影片)，更節能減碳。

五、附錄：

照片

	
<p>參觀 Sasin Graduate Institute of Business Administration 合影</p>	<p>第一天歡迎會餐敘</p>
	
<p>Monash Business School 分享認證路程</p>	<p>Thammasat 大學分享產學合作影片</p>
	
<p>Phillip Dean Pardo 演講</p>	<p>會場</p>

大會手冊

Annual Accreditation Conference: Asia Pacific

18–20 May 2017 | Bangkok, Thailand



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College of Management
Mahidol University

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AACSB INTERNATIONAL WELCOME

Dear Conference Participant,

Welcome to the wonderful city of Bangkok, Thailand! We are pleased that you have chosen to join us at the AACSB International 2017 Annual Accreditation Conference: Asia Pacific! This conference joins business schools from around Asia Pacific and the world to explore how AACSB Accreditation serves as the foundation and provides the necessary framework for quality assurance and excellence at business schools in our diverse region. We hope you take advantage of all of the networking opportunities to connect with your business education peers from across the Asia Pacific region and beyond.

At this year's conference, three engaging plenary sessions will evaluate the framework of accreditation, measuring and assessing impact, and exploring innovation for relevance for future employment of our students. This conference also hosts a diverse set of concurrent sessions with topics to help you think strategically about your institution's mission alignment, data management system, faculty classification and requirements, and more. The many engaging sessions are designed to provide you with a broad range of discussions to fully maximize your conference experience, where you will have the invaluable opportunity to connect and share experiences with peers in your field.

In addition to attending a variety of sessions, we also encourage you to take advantage of the networking opportunities available to you by visiting with colleagues during refreshment breaks, lunches, and at the reception. We hope you will log in to [The Exchange](#) to network with other conference participants and speakers, download the available presentation materials, and start discussions. Instructions on how to access The Exchange website are in your conference journal on page 6.

AACSB continuously searches for ways to improve the quality and value of your conference experience. Please give us your feedback by completing the **green evaluation forms** at the conclusion of each session and the comprehensive survey that will be emailed to you following our event.

If you need any assistance during the conference, please see an AACSB staff member. We sincerely wish you a productive and enjoyable conference. Thank you for your participation.

Best regards,



Dipak C. Jain

Director, Sasin Graduate Institute of Business Administration of Chulalongkorn
Conference Chair, 2017 Annual Accreditation Conference: Asia Pacific



SPECIAL THANKS

2017 Annual Accreditation Conference: Asia Pacific Conference Chair

Dipak C. Jain

Director

Sasin Graduate Institute of Business Administration of Chulalongkorn University

2017 Annual Accreditation Conference: Asia Pacific Advisory Committee

Boonchai Hongcharu

Director

Nida Business School

Rishiksha T. Krishnan

Director

Indian Institute of Management Indore

Kwei Tang

Dean

National Chengchi University

Tracy Taylor

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University of Technology Sydney

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Welcome Reception

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Plenary I and Notebook Cover



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GENERAL CONFERENCE INFORMATION

Conference Registration and Information

Grand Ballroom Foyer

Thursday, 18 May 2:00 p.m.–7:00 p.m.
Friday, 19 May 7:30 a.m.–5:00 p.m.
Saturday, 20 May 7:30 a.m.–1:00 p.m.

Exhibitor Showcase Open

Grand Ballroom Foyer

Friday, 19 May
7:30 a.m.–12:00 p.m.
1:00 p.m.–5:30 p.m.

Saturday, 20 May
7:30 a.m.–11:00 a.m.

Welcome Reception

The Gallery

Thursday, 18 May 5:30 p.m.–6:30 p.m.

Network and relax with your colleagues before the conference gets underway.

Sponsored by: Cabell's International

GENERAL CONFERENCE INFORMATION

AACSB Member Resources Kiosk

A staff member is on site to answer questions, demonstrate site capabilities, and assist you in gaining access to the AACSB Exchange, DataDirect, and the Collaboration Concourse. 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.



Download Session Materials

All participants have access to the **2017 May Annual Accreditation Conference: Asia Pacific** event group in [The 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:

- Log in 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 **2017 May Annual Accreditation Conference: Asia Pacific**.
 - Navigate to LATEST SHARED FILES to access the session materials.
-

AACSB Complimentary Mobile Apps

Visit [aacsb.edu/apps](#) for specific instructions and details.

AACSB EVENTS APP

Designed to provide additional value to participants attending conferences, this app 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 easy-to-access links that go directly to **The Exchange**. Visit the Apple or Android app store and download the AACSB Events app for free!

AACSB EXCHANGE APP

This app enhances the Events app, providing access to **The 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!

[illegible]

MEETING ROOM ASSIGNMENTS

Grand Ballroom Foyer

Registration and Information
Refreshment Break and Networking
Welcome Refreshments
Exhibit Hall

Manhattan Studio

Volunteer Training

Ploenchit 3+4

Asia Pacific Affinity Group Meeting
Membership and Accreditation Information Session
Responsible Management Education Affinity Group Meeting

Salon A

Concurrent Sessions (A1, B1, C1, D1)
Bonus Session: Accreditation Q&A
Bonus Session: Measuring and Assessment—Curriculum Mapping and Evaluation

Salon B

Concurrent Session (A2)
Networking Luncheon
Plenary I: Three Pillars of Accreditation
Plenary II: Assessing and Measuring Impact
Plenary III: Student Employability—Innovating for Practical and Relevant Student Outcomes

Salon C

Concurrent Sessions (A3, B2, C2, D2)

Sasin Graduate Institute of Business Administration

Optional School Visit

The Gallery

Welcome Reception

CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS

Thursday, 18 May

8:00 a.m.–11:00 a.m. **Membership and Accreditation Information Session**

Ploenchit 3+4

AACSB membership provides a variety of benefits and resources to help schools enhance quality. Attend this session to better understand how to utilize the tools and services AACSB offers its members. Whether you are trying to connect and share information with other management education leaders, looking to hire new faculty and support staff, or interested in pursuing international accreditation, AACSB resources allow you to engage in these activities from anywhere, at any time. For schools interested in learning more about accreditation, this session provides an overview of the AACSB accreditation philosophy and processes, providing insights into successfully navigating through the process. Participants are encouraged to come prepared with questions about AACSB membership and accreditation, as there will be a question-and-answer period at the conclusion of the workshop. This session is free but does require [registration](#).

1:00 p.m.–2:30 p.m. **Sasin Graduate Institute of Business Administration—Optional School Tour**

The conference chair of this year's Annual Accreditation Conference: Asia Pacific, Director Dipak Jain of Sasin Graduate Institute of Business Administration, will host a special visit to his school exclusively for attendees to this conference. Transportation will be provided, and conference attendees who have pre-registered for this optional school visit by Tuesday, 9 May 2017, will be picked up from the JW Marriott Bangkok Hotel at 12:30 p.m. and will be returned to the JW Marriott Bangkok Hotel at the conclusion of the visit at 2:30 p.m. Travel time by car between the JW Marriott Bangkok Hotel and the Sasin Graduate Institute of Business Administration should take about 10 minutes, under normal traffic conditions.

2:00 p.m.–7:00 p.m. **Registration and Information**

Grand Ballroom Foyer

3:30 p.m.–5:30 p.m. **Affinity Group Meeting**

Ploenchit 3+4

The Asia Pacific Affinity Group will host a meeting in conjunction with the Annual Accreditation Conference: Asia Pacific. Take advantage of this targeted networking and learning opportunity to kick off the conference. Space is limited and separate registration (free) is required.

5:30 p.m.–6:30 p.m. **Welcome Reception**

The Gallery

Network and relax with your colleagues before the conference gets underway.
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Friday, 19 May

7:30 a.m.–5:00 p.m. **Registration and Information**
Grand Ballroom Foyer

7:30 a.m.–12:00 p.m. **Exhibitor Showcase**
Grand Ballroom Foyer

8:00 a.m.–8:50 a.m. **Bonus Session: Accreditation Q&A**
Salon A

Get your accreditation questions answered by an AACSB staff member and volunteer in this information question-and-answer session.

Session Presenters:

- **Boonchai Hongcharu**, Director, NIDA Business School
- **Robert D. Reid**, Executive Vice President and Chief Accreditation Officer, AACSB International

8:00 a.m.–9:00 a.m. **Welcome Refreshments**
Grand Ballroom Foyer

9:00 a.m. –10:15 a.m. **Plenary I: Three Pillars of Accreditation**
Salon B

The two schools in different phases of accreditation and in different countries within the Asia Pacific region will discuss how their institution has incorporated the three pillars (innovation, engagement, and impact) to evaluate themselves in regard to AACSB standards, assess their strengths, and focus on areas for improvement.

Session Moderator:

Dipak C. Jain, Plenary Moderator, Director, Sasin Graduate Institute of Business Administration of Chulalongkorn University

Session Panelists:

- **Anthony Kuo**, Associate Dean, Fu Jen Catholic University
- **Pipop Udorn**, Dean, Thammasat Business School, Thammasat University

Sponsored by: *Mahidol University, College of Management*

10:15 a.m.–10:45 a.m. **Refreshment Break and Networking**
Grand Ballroom Foyer

Concurrent Sessions

10:45 a.m.–12:00 p.m. **(A1) Getting Started With Accreditation**
Salon A

The journey toward AACSB Accreditation is a large and challenging undertaking for any business school in today's complex and dynamic higher education environment. This session focuses on the eligibility criteria and the activities typically undertaken by business schools to establish their eligibility and meet the criteria. The session will provide useful information on how schools should prepare to enter the process, how they should decide on the scope of accreditation, and how they should address and meet the eligibility criteria. It will also focus on the important issue of addressing the resource requirements of accreditation.

Session Presenters:

- **Michaela Rankin**, Deputy Dean, Monash Business School, Monash University
- **Rebecca Mitchell**, Director, AACSB Accreditation, Newcastle Business School, The University of Newcastle

10:45 a.m.–12:00 p.m. **(A2) Initial Accreditation**
Salon B

Dean Ming-Huei Chen will discuss how "Working together we achieve more," from dean and college of management perspectives. She will talk about working with the chair, ISER preparation, responding to the pre-visit letter, and preparing for the formal visit. Professor Ricky Lim will tell "Tales of the Field," from PRTs and mentoring for schools. He will talk about managing the writing process and the do's and don'ts for ISER preparation: major content, connections to mission, critical chapters, and focused exhibits (e.g., table 2.1, 15.1).

Session Presenters:

- **Ming-Huei Chen**, Dean, College of Management, Asia University
- **Ricardo A. Lim**, Professor, Asian Institute of Management

10:45 a.m.–12:00 p.m. **(A3) Best Practices Throughout the CIR Process**
Salon C

This session is designed to provide critically important information and advice to business schools that are starting, or are in the process of organizing, a continuous improvement review (CIR) visit. First you will hear from an experienced peer review team (PRT) chair, Professor Michael Lee, who will share his extensive knowledge about the key issues and concerns schools will need to respond to in order to ensure the visit is successful. Second, Adrijana Asceric, accreditation manager for Adelaide Business School, will draw on her recent experience of managing the CIR visit and share valuable tips and best practice advice on how to achieve a successful outcome. A Q&A will follow the presentations to allow the audience an opportunity to ask questions.

Session Presenters:

- **Adrijana Asceric**, Accreditation Manager, Business School, The University of Adelaide
- **Michael T.S. Lee**, Vice President of International Affairs, College of Management, Fu Jen Catholic University

12:15 p.m.–1:15 p.m. **Networking Luncheon**
Salon B

1:00 p.m.–5:30 p.m. **Exhibitor Showcase**
Grand Ballroom Foyer

Concurrent Sessions

1:15 p.m.–2:30 p.m. **(B1) Understanding Assurance of Learning and Designing Your AoL System**
Salon A

The AoL process contributes to the development of quality business programs through innovative teaching, experiential learning, and applied research. This session reviews the AoL journey employed at two universities, as well as a review of how the AoL process is designed and implemented. We will review how curriculum mapping and alignment underlie the process that is employed. We ostensibly focus on the role and relationship between the mission, AoL, and curricula content, as well as the assessment of learning goals, critical thinking skills, and analytical skills. An understanding of the mechanism behind the AoL loop will also be discussed.

Session Presenters:

- **Angela Paladino**, Associate Professor, Marketing, Faculty of Business and Economics, University of Melbourne
- **Chi-Lu Peng**, Executive Director, College of Management, Chung Hua University

1:15 p.m.–2:30 p.m. **(B2) Faculty Classification and Requirements**
Salon C

This session will address accreditation standards regarding faculty classification and requirements for AACSB accreditation.

Session Presenters:

- **Amanda Gudmundsson**, Assistant Dean (Teaching & Learning), Business School, Queensland University of Technology
- **Viput Ongsakul**, Dean, NIDA Business School

2:30 p.m.–3:00 p.m. **Refreshment Break and Networking**
Grand Ballroom Foyer

Concurrent Sessions

3:00 p.m.–4:15 p.m. **(C1) Managing Accreditation Data and Processes (Off-the-Shelf/In-House)**
Salon A

This session presents the experience of two business schools in their approaches to managing accreditation data and processes. UTS has adopted an “off-the-shelf” program. A different approach is used by the College of Management, Mahidol University (CMMU), which has built an “in-house” system to manage its accreditation data and processes. The lessons learned, benefits, opportunities,

and challenges associated with these two choices are outlined. Tips, tactics, and trade-offs are discussed.

Session Presenters:

- **Kriengkrai Tankoonsombut**, Assistant Dean, Accreditation and Quality Assurance, College of Management, Mahidol University
- **Tracy Taylor**, Deputy Dean, UTS Business School, University of Technology Sydney

3:00 p.m.–4:15 p.m.

(C2) Financial Challenges and Strategies: A tale from Two Colleges

Salon C

The two speakers will share their experience about the financial restrictions and challenges their colleges faced and how their colleges use strategies to tackle these problems and fulfill the college missions.

Session Presenters:

- **San-Pui Lam**, Associate Dean, College of Management, National Sun Yat-sen University
- **Lin Zhou**, Dean, Antai College of Economics and Management, Shanghai Jiao Tong University

4:30 p.m.–5:30 p.m.

Plenary II: Measuring Impact: An Asia Pacific Perspective

Salon B

In this session, the identification of impact in the Asia Pacific context is discussed and some tools are reviewed within the framework of the smaller institutions. An attempt will be made to put together a toolbox for the measurement of impact within universities that have diverse programs already in place that need to be identified and quantified with a view to creating a long-term assessment methodology.

Session Presenter:

Phillip Dean Pardo, Professor of Accounting, Ritsumeikan Asia Pacific University

Saturday, 20 May

7:30 a.m.–1:00 p.m.

Registration and Information

Grand Ballroom Foyer

7:30 a.m.–11:00 a.m.

Exhibitor Showcase

Grand Ballroom Foyer

8:00 a.m.–8:50 a.m.

Bonus Session: Measuring and Assessment—Curriculum Mapping and Evaluation

Salon A

This session will review the process of curriculum mapping and evaluation, with examples from Yuan Ze University. Topics include the assurance of learning process, alignment of learning goals and learning objectives, capstone course

mapping, development of measurements, capstone course evaluation, data collection and analysis, as well as assurance of learning results and continuous improvement.

Session Presenter:

Sherry Chia-Ying Chan, Associate Professor, College of Management, Yuan Ze University

8:00 a.m.–9:00 a.m. **Refreshments and Networking**
Grand Ballroom Foyer

9:00 a.m.–10:15 a.m. **Plenary III: Student Employability—Innovating for Practical and Relevant Student Outcomes**
Salon B

The future of employment is changing, leading to much speculation about how business schools should prepare their students for the workplace. Rather than talk at length about untried and untested trendy approaches, this plenary session has a very practical slant. The focus is on initiatives that have been put into practice. Using examples and case studies, lessons are drawn to show what works. Consideration is also given to the practical challenges involved in innovating for relevant student outcomes, highlighting some of the common pitfalls that need to be avoided or minimized.

Session Presenter:

Mark Uncles, Deputy Dean (Education), UNSW Business School, UNSW Australia

10:15 a.m.–10:45 a.m. **Refreshment Break and Networking**
Grand Ballroom Foyer

Concurrent Sessions

10:45 a.m.–12:00 p.m. **(D1) Scaling Up Innovations in Business Education**
Salon A

This session will focus on business schools' ability to expand innovative teaching formats across the curriculum. Using examples, the presenters will describe both the challenges that business school leaders face and the technological, faculty, and campus resources they can deploy to scale up innovations in business education

Session Presenters:

- **Gregor Halff**, Professor and Deputy Dean, Lee Kong Chian School of Business, Singapore Management University
- **Grant O'Neill**, Dean, International and Accreditation, Curtin Business School, Curtin University

10:45 a.m.–12:00 p.m. **(D2) Mission Alignment with New Initiatives**
Salon C

In this session, participants will explore the importance of creating a purpose-driven mission statement. It will also new include initiatives with distinct focus on innovation, execution and social responsibility

Session Presenters:

- **Ravikesh Srivastava**, Dean (Academics), Institute of Management Technology, Ghaziabad
- **Ainin Sulaiman**, Head, Accreditation Unit, Faculty of Business and Accountancy, University of Malaya

12:00 p.m.–1:15 p.m. **Networking Luncheon**
Salon B

Program Concludes

1:30 p.m.–5:30 p.m. **Volunteer Training**
Manhattan Studio

This training is specifically designed for deans (heads) of accredited business schools who are currently serving as a volunteer or who wish to become involved as an AACSB volunteer. Volunteering as a peer reviewer or mentor for schools in the initial or continuous improvement review process is a great way to get involved with AACSB's large global network of business schools while at the same time helping to improve management education worldwide. The training is interactive and informative and provides plenty of opportunity for discussion with staff and long-standing AACSB volunteers from various parts of the world. This session is free but does require [advance registration](#).

SESSION PRESENTERS' BIOS

ADRIJANA ASCERIC

Adrijana Asceric is an accreditation manager at the University of Adelaide Business School who successfully contributed to the achievement of key strategic objectives for the school since she was first employed there in 2013. Asceric coordinated and managed the school's 2016 re-accreditation process that ensured the school was successful in maintaining AACSB Accreditation for another five years.

SHERRY CHIA-YING CHAN

Sherry Chia-Ying Chan is currently an associate professor of finance at the College of Management, Yuan Ze University. She is also the former director of the AACSB Accreditation Office at the College of Management. Yuan Ze University received initial AACSB Accreditation in 2012 and has recently received the extension of accreditation for the business programs. Chan's research interests are corporate governance, executive compensation, and stock options. She has published in academic journals such as *Journal of Empirical Finance*, and other academic journals and conference proceedings.

MING-HUEI CHEN

Ming-Huei Chen is a chair professor and dean at the College of Management, Asia University, Taiwan. Under her leadership, Asia U's college of management earned AACSB Accreditation in 2017 with distinct features in innovative teaching, including a service learning approach, the Three Mentoring System, and the interdisciplinary teaching cluster, which makes Asia U the youngest university to earn AACSB Accreditation in the world. Chen has served as the editorial board member for the journals of *Creativity and Innovation Management*, the *International Journal of Entrepreneurial Behaviour & Research*, and the *Journal of Technology Management (TSSC)*. She completed her PhD from the Manchester Business School, University of Manchester, U.K.

AMANDA GUDMUNDSSON

Amanda Gudmundsson is assistant dean of teaching and learning for the QUT Business School, responsible for leading and managing the business school's teaching and learning strategy, curriculum innovation, and quality accreditation processes for the school's triple international accreditations (AACSB, EQUIS, and AMBA) as well as the local Australian agency. Her portfolio also includes support for learners and enhancing the professional development and teaching capability of academic staff.

GREGOR HALFF

Gregor Halff is professor and deputy dean at Singapore Management University's Lee Kong Chian School of Business as well as visiting faculty at the European School of Management and Technology (ESMT, Berlin), where he was previously professor and director of executive development programs. He is chair of the worldwide professional body of the communication industry, the Global Alliance for Public Relations and Communication Management. Before joining academia, Halff was managing partner at Publicis Groupe, the world's third-largest communication agency. Halff is from the Netherlands, grew up in South America, and feels at home in Singapore and Berlin.

BOONCHAI HONGCHARU

Boonchai Hongcharu is director of International Accreditation-AACSB and former dean of NIDA Business School, National Institute of Development Administration (NIDA), a government-owned, graduate-only university in Bangkok, Thailand. During his deanship, he successfully led NIDA Business School to achieve AACSB Accreditation. Currently he is the AACSB mentor for universities in Asia, co-facilitator of the AACSB Business Accreditation Seminar, and a member of the Initial Accreditation Committee (IAC). Prior to joining NIDA, he was a product development manager at Shinawatra Computer and Communications Public Company Limited and an investment analyst at Deutsche Morgan Grenfell and Smith New Court. He received his PhD from the Newhouse School, Syracuse University. His research interests include marketing communications and corporate governance.

DIPAK C. JAIN

Dipak C. Jain has served as director of the Sasin Graduate Institute of Business Administration of Chulalongkorn University since 2014. From 2011 to 2013, he was dean of INSEAD, and from 2001 to 2009, dean of Kellogg School of Management. He currently serves as an independent director on the boards of John Deere & Company (USA), Global Logistics Properties (Singapore), Reliance Industries (India), and an honorary advisor of the Marketing Association of Thailand. He has served as a consultant and has designed and delivered training programs for several organizations in India, Thailand, and the U.S. He earned a master's in mathematical statistics and a PhD in marketing.

ANTHONY KUO

Anthony Kuo is the associate dean of the College of Management (in charge of international affairs) and an associate professor of international business at Fu Jen Catholic University in Taipei, Taiwan. In the decade prior to joining Fu Jen in 2008, Kuo worked for Trend Micro Inc., a Japanese internet security software company, traveling to over 20 countries to build up overseas business. He has published in the *International Business Review*, the *European Management Journal*, and the *Journal of Business Research*, and currently serves on the editorial review board of *Industrial Marketing Management*. His research interests are mainly in emerging markets.

SAN-PUI LAM

San-Pui Lam is a professor of the Institute of Public Affairs Management in the College of Management at National Sun Yat-sen University, Taiwan. He became the associate dean for international affairs in the college in 2015. During the past 13 years, he has participated in the college's accreditation process, helping it earn three rounds of AACSB Accreditation. His research interest is in the psychological factors of environmental management, and he was a visiting professor at City University of Hong Kong in 2016. He received his PhD in social psychology from the University of North Carolina, Chapel Hill, USA.

MICHAEL T.S. LEE

Michael T.S. Lee is a professor and vice president of international affairs at Fu Jen Catholic University, Taiwan. He was elected dean of College of Management at Fu Jen in 2009. Lee is a senior volunteer for AACSB, a peer review team (PRT) member, and the first facilitator of AACSB's Business Accreditation Seminars in the Greater China Region. He has published more than 60 articles and several book chapters. He is currently the chief editor of the *Journal of Data Science* and has served on the editorial boards for several international journals. He

obtained his PhD in operations research and industrial engineering from the University of Texas at Austin.

RICARDO A. LIM

Ricardo Lim is a professor and former dean of the Asian Institute of Management (AIM), Manila. AIM was initially accredited in 2004 and renewed its accreditation in 2009 and 2014. Lim served as either a mentor or PRT member for business schools in Asia (India, Japan, Taiwan, New Zealand) and as a member of the AACSB Asia Pacific Advisory Council. He received his PhD from the University of Southern California.

REBECCA MITCHELL

Rebecca Mitchell is a professor of management at the University of Newcastle, Australia. She is the director of accreditation for the Faculty of Business and Law. In this role, she led the university's efforts to achieve AACSB Accreditation, initiated in 2011. The University of Newcastle received AACSB Accreditation in 2016. Mitchell is also director of the Health Services Research and Innovation Centre. She has worked as a state representative on several Council of Australian Government (COAG) working parties and has developed health, community, and social services policies at a state and national level. She holds a PhD from the University of Sydney.

GRANT O'NEILL

Grant O'Neill is the dean of international and accreditation for Curtin Business School. Prior to this, he was at the University of New South Wales, the University of Western Sydney, and Charles Sturt University. He worked in various roles, including course coordinator, management discipline leader, director of the DBA program, sub-dean of graduate training, head of the School of Marketing and Management, and head of the School of Business. O'Neill also held the role of associate dean (courses) within the Faculty of Business at Charles Sturt University with responsibility to lead and manage the design, delivery, and quality assurance of all courses and executive development programs delivered by the faculty.

VIPUT ONGSAKUL

Viput Ongsakul is a dean at NIDA Business School in Thailand. NIDA Business School is the pioneer in MBA programs since 1966 and is the first MBA provider in Thailand. Our school has more than 1,500 MBA students and around 80 percent are part-time students. At NIDA Business School, we have two centers: the Center for Business Innovation and the Center for Enchanting Competitiveness. Ongsakul has more than 10 years of management in various positions, from MBA program director to assistant to the president in quality assurance.

ANGELA PALADINO

Angela Paladino is a professor of marketing and director of the Williams Centre for Learning Advancement at the University of Melbourne. She has published her work in journals including the *Journal of Product Innovation Management*, *Marketing Letters*, *Environment Education Research*, and the *Journal of Marketing Education*. Paladino has been awarded over 12 international and national teaching awards and is the recipient of over 42 million USD in competitive funding. Paladino is an associate editor of the *Journal of Product Innovation Management (JPIM)*. She is on the editorial review board of *JPIM*, the *Journal of Marketing Education*, and the *Journal for the Advancement of Marketing Education*.

PHILLIP DEAN PARDO

Phillip Pardo is a professor of accounting and associate dean in the School of Management at Ritsumeikan Asia Pacific University (APU) in Japan. His research work covers innovation in the accounting and hospitality sectors as well as virtuous management, natural capital accounting, business analytics, sentiment mining, valuation, and customer relationship management (CRM).

CHI-LU PENG

Edward C. Peng is an associate professor in the department of finance at Chung Hua University (CHU) and has been honored with a Distinguished Teaching Award. He also serves as director for the AACSB office. He has been a regular visiting professor at Desautels Faculty of Management, McGill University in Canada, and also at the School of Management and Economics, Assumption University of Thailand (ABAC). He has successfully accomplished ABDC peer review journals in marketing, economics, and finance, with Rank A journals, such as the *European Journal of Marketing*, *Economic Modelling*, the *Journal of Real Estate Finance and Economics*, and the *Canadian Journal of Administrative Sciences*.

MICHAELA RANKIN

Michaela is Deputy Dean, International and a Professor of Accounting at Monash Business School. Joining Monash in 2007, she is a highly regarded educator, with her passion and commitment to the student learning experience being formally recognized through numerous awards. Michaela maintains a strong presence in professional and industry circles, and is currently a member of CPA Australia's Environment, Society and Governance Centre of Excellence. Her research focuses on corporate governance, financial reporting, executive compensation and sustainability and integrated reporting, with her work being published widely across top journals.

ROBERT REID

Robert Reid serves as the chief accreditation officer for AACSB. Previously he served 15 years as dean of the College of Business at James Madison University, leading 150 faculty and staff recognized for excellence in curriculum innovation, especially in the areas of curriculum integration and experiential learning. Reid has conducted numerous professional workshops and seminars for both public and private organizations, including several universities. He has coauthored six editions of *Hospitality Marketing Management*, published by John Wiley & Sons. He holds degrees from the University of Wisconsin-Stout and Virginia Tech. He is a past president of Beta Gamma Sigma.

RAVIKESH SRIVASTAVA

With more than 27 years in teaching, research, consultancy, MDPs, and academic administration, Ravikesh Srivastava is working as professor of economics and dean of academics at IMT Ghaziabad. He has published 25 national and international research papers in journals of repute and has coauthored a bestselling book with Dominic Salvatore titled *Managerial Economics: Principles and Worldwide Applications*. Srivastava has produced more than 15 impact reports (on primary research analysis) for various development projects. Prior to joining IMT Ghaziabad, Srivastava had served at SPJIMR-Mumbai, Fore School of Management-Delhi, IIM Lucknow, and State University, Madhya Pradesh. His areas of interest are strategy, economics, business environment, development economics, and international business.

AININ SULAIMAN

Ainin Sulaiman teaches in the Operation and Management Information System department, Faculty of Business and Accountancy, University of Malaya. She earned her BPA from Northern University Malaysia; her MBA from Stirling University in the UK and her PhD from Birmingham University in the UK. She is currently the Head of Accreditation Unit, Faculty of Business and Accountancy and the Equitable Society Research Cluster Dean, University of Malaya. Her area of interest includes organizational performance, social network, and IT adoption.

KRIENGKRAI TANKOONSOMBUT

Kriengkrai Tankoonsombut is assistant dean of accreditation and quality assurance at the College of Management at Mahidol University (CMMU) in Bangkok, Thailand. He coordinates the quality improvement program with various groups at the college in order to align CMMU with the AACSB accreditation standards. He is also involved with an accredited business school in Thailand, Chulalongkorn Business School, as advisor of international accreditation. After obtaining his PhD in industrial and systems engineering from Virginia Tech, USA, Tankoonsombut worked for over 10 years in the IT industry in the U.S. His relevant IT experience includes quality improvement, data management, and systems implementation.

TRACY TAYLOR

Tracy Taylor is deputy dean of the University of Technology Sydney (UTS) Business School. She is chair of the UTS AACSB Committee and has held this role for over 10 years. Taylor has delivered a number of sessions at AACSB's International Conference and Annual Meeting Assessment Conferences and has co-chaired Asia Pacific Affinity Group meetings. Taylor has developed a range of accreditation-related policies and processes covering areas such as assurance of learning, managing a high-performance workforce, research standards, service, and engagement. Taylor is a professor of sport management, with a particular focus on human resource management and executive leadership development.

PIPOP UDORN

Pipop Udorn is dean at Thammasat Business School. Prior to his deanship, Udorn assumed the positions of vice rector for academic affairs and executive director at the Human Resources Institute at Thammasat University. His areas of interest focus on design and innovation as well as thoughts and behaviors of new generation and are included in publications such as *Corporation of Design*, *NewBiES*, and *Gen Next*. In November 2017, Udorn will lead his team to share their research findings on Business 4.0: Readiness & Roadmap in response to the government policy to drive Thai economy toward Thailand 4.0.

MARK UNCLES

Mark Uncles is deputy dean of education at UNSW Business School in Sydney. His portfolio includes undergraduate and postgraduate academic programs, educational quality and accreditation, education support services, and indigenous engagement. He works closely with those responsible for managing the student experience, student services, and student opportunities. Previously, as Deputy Dean of faculty, his focus was on academic staffing and disciplinary schools. As a professor of marketing, his research/teaching interests are in brand management, consumer loyalty, retail management, and marketing science. He sits on the university's academic board and has served on numerous UNSW project boards, from HR systems to learning environments.

LIN ZHOU

Lin Zhou has been the dean of Antai since 2010. During his tenure, Antai's global reputation has steadily risen. Antai's EMBA program is currently ranked No. 7 by *Financial Times*, its MBA is No. 34, its MS is No. 33, and its Exec Ed program is No. 9. Zhou is on the AACSB Board of Directors and serves as the chair of AACSB's Asia Pacific Advisory Council. He is also a member of the EQUIS Accreditation Board. Zhou received his bachelor's degree from Fudan in 1982 and his doctoral degree from Princeton in 1989. He previously taught at Yale, Duke, and Arizona State University.

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The Financial Times is one of the world's leading business news organizations, providing a broad range of information, news and services for the global business community. It is recognized internationally for its authority, integrity, and accuracy. In 2016 the *FT* passed a significant milestone in its digital transformation as digital revenues overtook print revenues for the first time. As of March 2017, the *FT* has a combined paid print and digital circulation of 845,000 and makes 60 percent of revenues from its journalism.

UPCOMING AACSB INTERNATIONAL EVENTS

CONFERENCES

Co-Lab: Connecting Business With Practice

26–27 June 2017 | Berkeley, California, USA

*Host School: Haas School of Business at
University of California, Berkeley*

B-School Communications and Development Symposium

7–9 March 2018 | Boston, Massachusetts, USA

*Host School: Boston University, Questrom
School of Business*

Annual Accreditation Conference

24–26 September 2017

Pittsburgh, Pennsylvania, USA

Assessment and Impact Conference

11–13 March 2018 | Baltimore, Maryland, USA

Europe, Middle East, and Africa Annual Conference

16–18 October 2017 | Malta

International Conference and Annual Meeting (ICAM)

22–24 April 2018 | Honolulu, Hawaii, USA

Asia Pacific Annual Conference

25–27 October 2017 | Seoul, South Korea

Redesigning the MBA Curriculum Conference

9–11 May 2018 | Salt Lake City, Utah, USA

Associate Deans Conference

6–8 November 2017

New Orleans, Louisiana, USA

Annual Accreditation Conference: Asia Pacific

18–20 May 2018 | Hong Kong

Deans Conference*

7–9 February 2018 | Las Vegas, Nevada, USA

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

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

UPCOMING AACSB INTERNATIONAL EVENTS

SEMINARS

AACSB Bridge Program

25–30 June 2017

> Los Angeles, California, USA

*Host School: UCLA Anderson School of
Management Executive Education*

> London, U.K.

*Host School: Cass Business School, City,
University of London*

Accounting Accreditation Seminar

12 June 2017 | Tampa, Florida, USA

Assurance of Learning Seminar I

20–21 June 2017 | Tampa, Florida, USA

28–29 June 2017 | Beijing, China

21 August 2017 | Perth, Australia

Assurance of Learning Seminar II

22–23 June 2017 | Tampa, Florida, USA

22 August 2017 | Perth, Australia

Business Accreditation Seminar

13–14 June 2017 | Tampa, Florida, USA

26–27 June 2017 | Beijing, China

2–3 October 2017 | Portland, Oregon, USA

Continuous Improvement Review Seminar

16 June 2017 | Tampa, Florida, USA

23 September 2017 | Pittsburgh,
Pennsylvania, USA

Impact Forum

15 June 2017 | Tampa, Florida, USA

4 October 2017 | Portland, Oregon, USA

Leading in the Academic Enterprise® Series

> Developing Leaders and Impactful
Communication

5–6 June 2017 | Tampa, Florida, USA

Lessons for Aspiring Deans Seminar

10–11 June 2017 | Tampa, Florida, USA

5–6 November 2017 | New Orleans, Louisiana,
USA

New Deans Seminar*

4–6 June 2017 | Toronto, Ontario, Canada

Online Teaching Effectiveness Seminar

5 June–16 July 2017 | Online via Blackboard

Seminar for New Associate Deans

8–9 June 2017 | Tampa, Florida, USA

5–6 November 2017 | New Orleans, Louisiana,
USA

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

For the latest information on seminars and to register, visit aacsb.edu/seminars.

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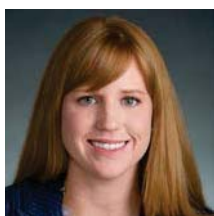


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SESSIONS AT A GLANCE

Thursday, 18 May	
8:00 a.m.–11:00 a.m.	Membership and Accreditation Information Session <i>Ploenchit 3+4</i> Memon, Tan
1:00 p.m.–2:30 p.m.	Optional School Visit <i>Sasin Graduate Institute of Business Administration</i>
2:00 p.m.–7:00 p.m.	Registration and Information <i>Grand Ballroom Foyer</i>
3:30 p.m.–5:30 p.m.	Asia Pacific Affinity Group Meeting <i>Ploenchit 3+4</i>
5:30 p.m.–6:30 p.m.	Welcome Reception <i>The Gallery</i>
Friday, 19 May	
7:30 a.m.–5:00 p.m.	Registration and Information <i>Grand Ballroom Foyer</i>
7:30 a.m.–12:00 p.m.	Exhibit Hall Open <i>Grand Ballroom Foyer</i>
8:00 a.m.–9:00 a.m.	Welcome Refreshments <i>Grand Ballroom Foyer</i>
8:00 a.m.–8:50 a.m.	Bonus Session: Accreditation Q&A <i>Salon A</i> Hongcharu, Reid
9:00 a.m.–10:15 a.m.	Plenary I: Three Pillars of Accreditation <i>Salon B</i> Jain, Kuo, Udorn
10:15 a.m.–10:45 a.m.	Refreshment Break and Networking <i>Grand Ballroom Foyer</i>
10:45 a.m.–12:00 p.m.	Concurrent Sessions
(A1) Getting Started <i>Salon A</i> Kearney, Mitchell	(A2) Initial Accreditation <i>Salon B</i> Chen, Lim
	(A3) CIR: Best Practices Throughout the CIR Process <i>Salon C</i> Asceric, Lee
12:15 p.m.–1:15 p.m.	Networking Luncheon <i>Salon B</i>
1:00 p.m.–5:30 p.m.	Exhibit Hall Open <i>Grand Ballroom Foyer</i>
1:15 p.m.–2:30 p.m.	Concurrent Sessions
(B1) Understanding Assurance of Learning and Designing Your AoL System <i>Salon A</i> Paladino, Peng	(B2) Faculty Classification and Requirements <i>Salon C</i> Gudmundsson, Ongsakul
2:30 p.m.–3:00 p.m.	Refreshment Break and Networking <i>Grand Ballroom Foyer</i>

3:00 p.m.–4:15 p.m.	Concurrent Sessions	
(C1) Managing Accreditation Data and Processes (Off-the-Shelf/In-House) <i>Salon A</i> Tankoonsombut, Taylor	(C2) Evaluating Financial Strategies <i>Salon C</i> Lam, Zhou	
4:30 p.m.–5:30 p.m.	Plenary II: Assessing and Measuring Impact <i>Salon B</i> Pardo	
Saturday, 20 May		
7:30 a.m.–1:00 p.m.	Registration and Information <i>Grand Ballroom Foyer</i>	
7:30 a.m.–11:00 a.m.	Exhibit Hall Open <i>Grand Ballroom Foyer</i>	
8:00 a.m.–9:00 a.m.	Welcome Refreshments <i>Grand Ballroom Foyer</i>	
8:00 a.m.–8:50 a.m.	Bonus Session: Measuring and Assessment—Curriculum Mapping and Evaluation <i>Salon A</i> Chan	
9:00 a.m.–10:15 a.m.	Plenary III: Student Employability—Innovating for Practical and Relevant Student Outcomes <i>Salon B</i> Uncles	
10:15 a.m.–10:45 a.m.	Refreshment Break and Networking <i>Grand Ballroom Foyer</i>	
10:45 a.m.–12:00 p.m.	Concurrent Sessions	
(D1) Online Business Education/Innovation Management <i>Salon A</i> Halff, O'Neill	(D2) Mission Alignment <i>Salon C</i> Chattopadhyay, Sulaiman	
12:00 p.m.–1:15 p.m.	Networking Luncheon <i>Salon B</i>	
Program Concludes		
1:30 p.m.–5:30 p.m.	Volunteer Training <i>Manhattan Studio</i> Hongcharu, Reid	