

AACSB International 2019 Asia Pacific Annual Conference
October 21-23, 2019
Millennium Seoul Hilton I Seoul, South Korea
Conference Chair: Kil-Soo Suh, Dean, Yonsei University School of Business

<i>Please note all sessions are subject to change. Check back regularly for the latest schedule.</i>
Saturday, October 19, 2019
CIR Seminar
Sunday, October 20, 2019
Faculty Standards and Tables Workshop
Monday, October 21, 2019
11:00 a.m. – 5:30 p.m. Conference Check-In and Information
12:30 p.m. – 4:00 p.m. Asia Pacific Affinity Group - Offsite Trip
<i>Please note that 4:00pm is the <u>estimated</u> arrival time for return to the Millennium Seoul Hilton (conference site).</i>
4:15 p.m. – 5:15 p.m. Afternoon Bonus Session: Increasing Government & Industry Research Funding for Business
<i>This session will offer strategies and ideas to secure support for your research initiatives and increase the impact of your faculty's work.</i>
Speakers:
<ul style="list-style-type: none">• Atish Chattopadhyay, Director & Professor, IFIM Business School• Kar Yan Tam, Dean, School of Business and Management, The Hong Kong University of Science and Technology
5:30 p.m. – 6:30 p.m. Welcome Reception
<i>Meet the new Chief Officer Asia-Pacific Geoff Perry, reconnect with old friends, make new ones, and network with the exhibitors. Relax and enjoy the company of your colleagues before the conference gets underway.</i>
Tuesday, October 22, 2019
8:15 a.m. – 5:45 p.m. Conference Check-In and Information
8:15 a.m. – 12:00 p.m. Exhibiter Showcase Open
8:15 a.m. – 9:15 a.m. Welcome Refreshments and Networking
8:30 a.m. – 9:15 a.m. Breakfast Bonus Session: Data Direct Information Session and Overview of New Capabilities

Learn about the new Quick Export data segmentation tools, the new Homepage features, and other new exciting upgrades to DataDirect. Participants will gain insights into data-driven decision-making in business education and learn more about the variety of data sources available to them.

Speaker:

- **Joshua Barillas**, Manager, Data Analysis, AACSB International

9:30 a.m. – 10:30 a.m. Plenary I: Digital Revolutions and Consequential Effects for Asia Pacific Business Schools

This session will offer insight around the digital revolution and artificial intelligence, exploring its “humanization” and the significant implications it will have on many businesses, including business education.

Speaker:

- **Greg Cross**, Chief Business Officer, Soul Machines

10:30 a.m. – 11:00 a.m. Refreshment Break and Networking

11:00 a.m. – 12:15 p.m. Concurrent Sessions

(A1) Business Schools as Co-Creators of Knowledge

How can bschools become collaborative in nature, creating and exchanging ideas and knowledge to make positive impacts in their communities?

Speakers:

- **Christopher Monterola**, Professor and head of the Aboitiz School of Innovation, Technology, and Entrepreneurship, Asia Institute of Technology (AIM)
- **Jung Mi Yang**, Director, Creative Leadership Curriculum, School of Business, Yonsei University

(A2) Thriving in VUCA World – Preparing Future Talent through Work-Integrated Learning Strategies

The session will provide practical takeaways for delegates to develop or improve their current approaches or strategies in student employability development/enhancement to better prepare them in remaining competitive in VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world, through Work-Integrated Learning strategies.

Speakers:

- **Bing Wuberberich**, Associate Dean, Learning and Teaching, Xi’an Jiaotong-Liverpool University
- **Rachael Hains-Wesson**, Director of Work-Integrated Learning Hub, The University of Sydney Business School

12:15 p.m. – 1:30 p.m. Networking Luncheon

1:30 p.m. – 2:45 p.m. Concurrent Sessions

<p>(B1) Contextualizing Curriculum in Transnational Business Education</p> <p><i>Join this session as we analyze issues around contextualizing curriculum in transnational business education, with a specific focus on universities in the Asia Pacific region.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ari Kuncoro, Dean, Faculty of Economics and Business, Universitas Indonesia • Martin Lockett, Dean and Professor in Strategic Management, Nottingham University Business School, Ningbo 	<p>(B2) Evolving Curriculum in Mission Centric Ways</p> <p><i>Join us for insights and advice for evolving curriculum in mission-centric ways. This session will offer perspectives from an MBA teaching school focused on career and whole person development, as well as a comprehensive school with new, liberalized undergraduate structure.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ajoy Dey, Professor, BIRLA Institute, Birla Institute of Management Technology (BIMTECH) • Ahmed Khalid, Dean, School of Business and Economics, Universiti Brunei Darussalam
<p>2:45 p.m. – 3:15 p.m. Refreshment Break and Networking</p>	
<p>3:15 p.m. – 4:30 p.m. Concurrent Sessions</p>	
<p>(C1) Challenges and Opportunities: Asia Pacific Business Education for the Future</p> <p><i>The Asia Pacific Region is one of the most vibrant parts of the world for higher education and is a striving playground for business schools. This session will explore the exciting opportunities and concerning challenges of the market.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Francois Therin, Director, Graduate School of Management, Taylor Business School • Shu-Yen Wan, Professor, College of Management, Chang Gung University 	<p>(C2) Quality Culture and Long Term Success</p> <p><i>Experienced volunteers will share insights and advice for building a school culture around quality, as well as strategies to keep one's perspective on long-term success.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Boonchai Hongcharu, Director, NIDA School of Business • Kim Watty, Associate Dean Quality, Standards and Accreditation, Deakin University
<p>4:45 p.m. – 5:45 p.m. Bonus Session: Reimagining Accreditation</p> <p><i>If you are eager to contribute your thoughts on the proposed business accreditation standards, join this session to delve deeper into the new standards and share your feedback with AACSB staff and the Business Accreditation Task Force.</i></p> <p>Facilitators:</p> <ul style="list-style-type: none"> • Suzanne Mintz, Assistant Vice President, Accreditation Strategy and Policy, AACSB International 	

- **Geoff Perry**, Deputy Vice-Chancellor, Auckland University of Technology and incoming Executive Vice President and Chief Officer for Asia Pacific, AACSB International

Wednesday, October 23, 2019

8:15 a.m. – 1:00 p.m. Conference Check-In and Information

8:15 a.m. – 12:00 p.m. Exhibitor Showcase Open

8:15 a.m. – 9:15 a.m. Welcome Refreshments and Networking

8:30 a.m. – 9:20 a.m. Breakfast Bonus Session: Accreditation Q&A

This is an informal opportunity to ask AACSB Accreditation staff your accreditation or BATF questions.

Speakers:

- **Liyan Chen**, Manager, Accreditation Services, AACSB International
- **Boonchai Hongcharu**, Director, NIDA School of Business
- **Amy Memon**, Manager, Accreditation Services, AACSB International

9:30 a.m. – 10:45 a.m. Plenary II: What Makes Asia-Pacific Schools Distinct?

What makes Asia Pacific business schools unique? This session will explore how schools in the region can maximize impact and use their force for good.

Panelists:

- **Jean Jinghan Chen**, Dean, Faculty of Business Administration, University of Macau
- **Che Ruhana Isa**, Dean, Faculty of Business and Accountancy, University of Malaya

10:45 a.m. – 11:00 a.m. Refreshment Break and Networking

11:00 a.m. – 12:15 p.m. Concurrent Sessions

(D1) Embedding Sustainability

This session will explore strategies and offer practical ideas and experiences to embed sustainability into school curriculum or culture.

(D2) Increasing Emotional Intelligence in Business and in the Business School

Practices such as mindfulness, compassion and emotional intelligences (EI) have been widely discussed among business literatures, such as Harvard Business Review. Learn how others are reflecting on Asian traditions and preparing future business leaders by developing resiliency, and creativity.

Speaker:

- **Padmakumar Nair**, Director, LM Thapar School of Management, Thapar University

Speakers:

- **Mari Iizuka**, Director, Graduate School of Business, Doshisha University
- **Kyeong Won Kim**, Dean, School of Business, Sejong University

12:00 p.m. – 1:00 p.m. Networking Luncheon

Program Concludes

Thursday, October 24, 2019

AoL Seminar I

Friday, October 25, 2019

AoL Seminar I