



President's Message

Dr. Tim Brailsford

e-Newsletter – August 2011



Dear Members

Since our mid-year Academic Conference in Hong Kong, we have been very busy behind the scenes.

Membership continues to grow with several new members signed up. Our office is running smoothly under new arrangements. Prof. Jason Lawrence as Secretary-General has stepped into more of a management role with the recruitment of Ms Hyun-Mi Lee who is responsible for office administration. Hyun-Mi can be contacted by email on AAPBS@business.kaist.ac.kr on any matter, and she is there is an immediate line of support for member inquiries. Our website has been updated and I invite you to visit us at <http://www.AAPBS.org>

The schedule for the Annual Meeting in November hosted at the University of Auckland is nearing completion. The Meeting program is coming together well and contains some exciting innovations. Further, Auckland promises to be a great venue and the weather at that time of year will be very kind. New Zealand will be a vibrant place having just finished hosting the Rugby World Cup, so I hope to see you there!

There will be some important matters considered this year at the General Meeting in Auckland. The Council has resolved to put a proposal to our members to amend our Constitution. The most substantive change impacts upon how our Council is constructed. At present, the AAPBS Council seats are assigned to specific business schools. Under the proposal, Council seats would be determined by a member nomination and election process. I am sure that you will agree that the current structure of Council has served the association well over its formative years and provided a platform of continuity and momentum. However, as the association has matured, a more open and democratic governance is desirable. Your Council believes that the time is right to make these changes. If passed, the change to the Constitution will allow for a more participative and engaged membership. As we require two-thirds of members to support any constitutional change, the Council strongly encourages all members to either attend or appoint a proxy for this year's General Meeting.

The Auckland conference will also witness the launch of AAPBS's first publication. We will be giving all attendees a free copy of a 13-chapter book written by senior deans from around the region. Each chapter outlines the background, history and institutional framework of the education system in member countries in addition to providing insights from individual deans on their perspectives of the future and challenges that need to be met. The book will be an extremely useful reference source and valuable addition to those seeking a deeper understanding of the complexity, scale and challenges of business education in the Asia-Pacific. Copies will be available for purchase after the conference over the internet.

Finally, this year has had its share of heartbreak for several of our members. The devastation in Japan, the earthquakes in Christchurch and the summer floods and cyclones in south-east Australia captured the headline news; but several members also have experienced more localised but nonetheless tragic events. There is much warmth and goodwill among the AAPBS family and our thoughts, prayers and wishes reach out to all members who have suffered. The May conference was preceded by a minutes silence from all in attendance in remembrance of those less fortunate than ourselves. Let us have faith that the second half of 2011 is considerably more kind to all.

*** AAPBS ANNUAL MEETING 2011 ***

"Entrepreneurship, Commercialization and Internationalization"

AAPBS is pleased to announce the Annual Meeting 2011, to be hosted by the University of Auckland Business School, 17th and 18 November.

The University of Auckland Business School is a long time member of AAPBS and is known for its state of the art facilities, including the purpose-built Owen G Glenn Building.

The Annual Meeting is AAPBS' main annual event, providing excellent learning and networking opportunities for the participants. Additionally, this year's Annual Meeting will be a turning point in the operations and development of AAPBS with several key constitutional changes to be voted on.

We urge all AAPBS members to attend the Annual Meeting 2011 and assist in the growth of our association.



Hosted by: University of Auckland



Dates: 17 & 18 November

News & Announcements

New Dean at AIM

Dr. Ricky Lim (Dean, Asian Institute of Management)



The Asian Institute of Management has chosen a new dean, Dr. Ricardo A. Lim.

Dr. Lim has served senior positions at AIM, including Associate Dean of the W.SyCip Graduate School of Business (WSGSB) where he is a core faculty of the MBA Program.

Dr. Lim is well known within the AAPBS community having been a speaker at a number of our events, as well as providing the AAPBS Secretariat with vital support in the planning and operations of at least 3 of our annual events. Moreover, AIM, under the guidance of Dr. Lim and former-dean, Dr. Victoria Licuanan, has hosted 2 of our mid-year conferences.

We welcome Dr. Lim to AAPBS and look forward to AIM's continued support.

Interim Dean at KAIST College of Business

Dr. Byungtae Lee (Interim Dean, KAIST College of Business)



Dr. Byungtae Lee has been appointed as Interim Dean at KAIST College of Business.

Since joining KAIST College of Business, Dr. Lee has held a number of senior administrative and leadership positions. Whilst serving as Associate Dean, Dr. Lee was a driving force in assisting former Dean,

Ravi Kumar, during his two-year term at KAIST College of Business.

Dr. Lee received his PhD in Information Systems from the University of Texas at Austin. Following this, he served as a faculty member at the business schools of the University of Illinois at Chicago, and the University of Arizona.

With KAIST College of Business hosting the AAPBS Secretariat Office, we welcome Dr. Lee and look forward to his valuable input.

Thoughts on Leadership and Business after 3.11

Dr. Hirokazu Kono (Dean and Professor, Keio Business School)



It has been already almost five months since the Great East Japan Earthquake and resulting tsunami struck Japan on March 11. However, the tragic sceneries of the aftermath are still fresh in our memory, and it is still uncertain when we can celebrate full recovery from the disaster.

During these five months, especially at the mid-year AAPBS Conference in May, I have received a number of warm messages and sincere prayers for those who have suffered in the catastrophe. I would like to express my heartfelt gratitude to all the AAPBS colleagues for your messages and prayers. Regardless of the way to convey those messages, by emails or face-to-face conversation, they were certainly warm, strong and encouraging.

Warm and strong messages surely have a power. We observe many small communities emerging almost spontaneously from the once torn-down society, first just to survive the catastrophe and now to rebuild their ordinary lives. What is the driving force? I believe it is a series of direct and proper messages which united people's will to endeavour further steps to the recovery, conveyed by their leaders – persons who not only made decisions, actions and networks, but also dispatched to people appropriate messages on appropriate occasions via many forms.

These leaders in the disaster site urged me to rethink the leadership that business schools should nurture in their education. Nurturing business leaders has been, and will continue to be, the educational objective of KBS. However, I reflect on ourselves that we might have put too much emphasis on skills to analyse situations, make decisions and take actions in a classroom setting. The leadership we need now, especially when people's mind is shattered by the disaster, also requires a capability to send timely and appropriate messages directly to people. Then, it would be our immediate task to redefine the leadership we are to nurture in management education, and to amend our educational strategy accordingly.

My thoughts also extended to the meaning of business, particularly the business in a country facing an unprecedented crisis: A business has been conventionally assumed to pursue economic rationality. Then, objectively looking at current business environment, it is natural for any business to withdraw its operation from Tohoku area or even from Japan. However, it is also obvious that deindustrialization would obstruct the way to revival. It is now an issue of corporate social responsibility, and it would be the future role and mission of us business schools to squarely tackle this issue in our education.

As they have been so, leadership and business do not have quick or correct answers. Nevertheless, I believe that as long as business schools exist to contribute to the society by nurturing excellent business leaders, it is our role to continuously seek true leadership of the times and desired way of business. Fortunately, I have great colleagues from Asia-Pacific, where the economy is booming and the business school market is expanding. I am looking forward to seeing you all and hearing your thoughts on them in Auckland in November.

Message from Otago Business School

Dr. George Benwell (Dean, Otago Business School)



From July (2011), business people and aspiring entrepreneurs will have the chance to complete a University of Otago Master of Entrepreneurship programme in Queenstown, New Zealand.

School of Business Dean, Professor George Benwell, says the Master of Entrepreneurship programme is a logical addition to the University's presence in Queenstown.

"We have entered an agreement with the Queenstown Resort College to have space there, which will provide our tourism researchers with a perfect location for their work. We will also be offering the Master's programme to a region which is home to many small businesses and many aspiring business owners.

"Queenstown is only a flight away from Christchurch and Auckland as well as the east coast of Australia, so it is perfectly placed for people in those locations interested in the Master's degree," Professor Benwell says.

The Master of Entrepreneurship degree is a three-semester qualification, with students studying seven taught courses in the first two semesters (the Postgraduate Diploma level papers) and then working on a practicum (the Masters component) with the help of an academic supervisor in the third semester. Students can do the latter project anywhere in the world.

Classes will be taught in intensive three-day block courses which will take place every six weeks. The first classes start on Wednesday 20 July 2011. The block course system will allow students to work on their assignments in between classes. It also offers opportunity to apply their learning directly to the new businesses they are developing. International students will be able to work for up to 20 hours a week in local businesses.

Queenstown is New Zealand's "adventure capital". Therefore the location should be attractive to students wishing to develop the necessary knowledge and skills to set up innovative new ventures in the tourism, adventure and leisure hospitality sectors, says Professor Benwell.

He adds that Queenstown is near one of the most distinctive pinot noir growing regions in the world and the programme would also be of interest to people wishing to establish wine-related businesses.

A number of established entrepreneurs and angel investors have also moved to the Queenstown, Wanaka and Central Otago areas in recent years for business reasons, and could be available to act as mentors and advisors for any student entrepreneurs.

Corporate Corner

PEARSON

Pearson has been listening to concerns about the lack of English language test sessions available during the busy testing period and has responded by increasing test dates for PTE Academic. Availability of the test has been increased significantly in major testing markets, such as China, Nepal, Korea and India to help students meet testing requirements. Pearson also recently launched an on-demand testing service to make sure that the test is available when it is needed. If you are interested in arranging testing sessions so that your students can meet their admissions requirements, please contact pltsupport@pearson.com

Shinhan Bank Launches Foreign Customer Department



Brian (Bok-Sun) Hwang has been appointed to lead the creation of the new Foreign Customer Department at Shinhan Bank.

Since it was opened in March 2010, Brian has been heading the Shinhan Bank Seoul Global Center - the first and only bank branch in all of Korea that is entirely dedicated exclusively to serving foreigners and foreign companies. Over the past 16 months the staff at the Shinhan Bank Seoul Global Center has been studying the needs of foreign customers, developing detailed product overviews in English, designing training sessions, and preparing for the launch of the Foreign Customer Department.

Brian says, "Due to the success of the Shinhan Bank Seoul Global Center pilot project, we have decided to launch a whole new department in the Shinhan Bank head office that will be responsible for expanding, improving, and promoting Shinhan's banking services for international residents and foreign companies in Korea. Foreigners account for 2% of Korea's population and the number continues to grow, yet the banking services available in Korea today do not adequately reflect the needs of this underserved population. We are now stepping up to meet this challenge."

The Shinhan Bank Seoul Global Center (located on the ground floor of the Seoul Finance Center in Gwanghwamun) will continue to operate as normal with Deputy General Manager Dan (Dae-Geu) Hwang taking over Brian's position, but the highly successful social media sites launched and operated by the Shinhan Bank Seoul Global Center including the Facebook (Shinhan Bank Seoul Global Center), Twitter (@ShinhanBankSGC), and LinkedIn (Shinhan Bank Seoul Global Center) pages will now be run by the Foreign Customer Department. "Not to worry though, the transition will be seamless," promises Brian.

"As the head of this new 8-member foreign-focused department, I will personally ensure that Shinhan will become the number one bank for foreigners and foreign companies in Korea," says Brian, "It won't all happen overnight, but it will happen. We will implement clear, consistent policies for both private and corporate banking customers. We will provide training and support to more and more Shinhan Bank branches and staff. We will create global desks for individual foreign customers and strategic branches for foreign companies. We will completely revamp our English website. We will meet and exceed the global standard. We have the complete support of top management. This is our time to shine."

Shinhan Bank is the largest subsidiary of the Shinhan Financial Group. At the end of 2010 Shinhan Bank was the number one ranked bank in Korea in terms of net income. Shinhan Bank boasts 18.8 million customers in Korea with more than 1,000 branches and approximately 8,200 ATMs. Shinhan Bank is also active in 14 countries around the world.

AACSB Task Force Report Addresses the Most Significant Challenge to Business Schools in 50 years



AACSB International's latest report - The Globalization of Management Education: Changing International Structures, Adaptive Strategies, and the Impact on Institutions issues a notable warning for business schools: Broaden your scope of internationalization or be left behind.

Written by a task force of 10 distinguished faculty at AACSB member schools from around the world, the report presents insights that will help guide individual school strategy development and implementation. Focusing on approaches that include curriculum design, faculty development, and the cultivation of strategic partnerships, the Task Force challenges all business schools to embrace globalization in ways that are mission-appropriate, manageable given available resources, and meaningful to the stakeholders being served.

An electronic copy of the report is available to members on the AACSB website, <http://www.aacsb.edu/resources/globalization> along with a comprehensive resource center containing links to information from various organizations focusing on the globalization of higher education, business education, and business; news updates of globalizing trends and practices; information on cross-border collaborations between business schools and capacity-building efforts; and spotlights of programs that represent drivers of globalization in management education.

EFMD Announce Excellence in Practice Awards Winners for 2011



The European Foundation for Management Development (EFMD) has recently announced the winners of its annual Excellence in Practice Awards (EIP). The EIP Awards recognize outstanding learning and Development partnerships are one of the most prestigious global accolades available for both executive development providers and client organizations alike. The awards are judged by a panel of experienced LD professionals from both the providing and client sides of the sector and this year from a field of 32 completed submissions the five category winners were:

Award for Organizational Development Category:

The Royal Bank of Scotland with INSEAD and Wharton School/ University of Pennsylvania for 'The RBS Leadership Development Programme'

Award for Executive Development Category:

Microsoft and Emerging World (formerly Adopt a Business) for Microsoft's Innovation through Partnership: Creating a Global Leadership Program at Microsoft Benefitting Leaders, the Business and Society.'

Award for Talent Development Category:

Royal Philips Electronics and Center for Creative Leadership and The Wharton School / University of Pennsylvania for 'Philips Octagon - A Partnership for Leadership and Excellence

Award for Professional Development Category:

ING and 'the world we work in for 'Accelerating Professional Development and Strategy Execution: The ING Group High Impact Performance for Specialists'

Special Cases Award:

Arcelor Mittal and TMA World for 'Global Push...Local Pull: Mobilising and Sustaining Enterprise-wide Training Globally at Arcelor Mittal' All the winning cases can be viewed on the EFMD website and details of how to submit a case to the 2012 awards are also available.

2nd PRME Asian Forum

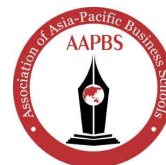


2nd PRME Asian Forum will take place at Tsinghua University, School of Economics and Management (SEM) auditorium. This is a one day event. The subject of the event is "education impact at the heart of business".

For additional or more detailed information, please visit the PRME website at <http://www.unprme.org>

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