

# aapbs

Association of  
Asia-Pacific  
Business Schools

2018



[www.aapbs.org](http://www.aapbs.org)

## MESSAGE FROM THE PRESIDENT



It is my great honour to serve as the President of AAPBS.

Since 2004, AAPBS has played a growingly important role in refining and shaping the future of business education in the Asia-Pacific region. The expanding network is able to provide member schools a great platform to connect and collaborate, with our shared mission to advance the standard of business and management education.

In the years ahead, the role of AAPBS will become more important, as the global growth engine continues shifting to the East, driven by some of the fastest growing economies in the world and their unexplored potential.

As a regional business education alliance of over 130 members, we need to work closer together to develop the next generation of business leaders for the region. I believe our joint endeavours will help resolve common issues we all face in meeting the new demand for quality business education.

With the ongoing momentum in the region, we have many good reasons to get together for closer and broader collaborations. AAPBS will provide a remarkable network to enhance our understanding of the region and build a stronger link with our peers in Asia and beyond.

A handwritten signature in black ink that reads "Kar Yan Tam". The signature is fluid and cursive.

Professor Tam Kar Yan  
President, AAPBS  
Dean, HKUST Business School

## OUR MISSION

The primary purpose of the Association of Asia-Pacific Business Schools (AAPBS) is to provide leadership and representation to advance the quality of business and management education in the Asia-Pacific region.

Our mission is to collaborate in research and teaching, and working in partnership to improve business school standards and quality.

AAPBS and its members are striving to understand and develop a solid paradigm for an Asian management education model within a global context.

The next decade brings AAPBS exciting challenges and opportunities providing new directions for the Association and its members to follow, enhancing member value, increasing membership and generally looking at firmly establishing the Association not only in the Asia-Pacific but globally.

*Welcome  
to the world of  
Asia-Pacific  
Business and  
Management  
Education*

**AAPBS**

## CONTACT US

Prof. Betty J. Chung  
Executive Director  
AAPBS Secretariat  
bchung@kaist.ac.kr

Kayla Lee  
Associate Director  
AAPBS Secretariat  
AAPBS@kaist.ac.kr

FOR MORE INFORMATION  
Visit our website  
[www.aapbs.org](http://www.aapbs.org)

## MEMBERSHIP TYPES

AAPBS offers four types of membership, determined by the nature of the institution that is applying:

### FULL MEMBERSHIP

For business administration and management degree granting institutions of the Asia-Pacific region. Institutions to be eligible must have a formally organized administrative unit responsible for work leading to business or management degrees of baccalaureate and/or graduate level.

Any eligible institution may apply for full membership.

### ASSOCIATE MEMBERSHIP

For business administration and management degree granting institutions outside the Asia-Pacific.

### AFFILIATE MEMBERSHIP

For institutions, either inside or outside the Asia-Pacific region, that share similar interests around business and management education but are not degree granting institutions. Examples of Affiliate Members are, but are not limited to, governmental organizations, research institutions, and corporate training organizations.

### CORPORATE MEMBERSHIP

For companies and organizations, either inside or outside the Asia-Pacific region, which share an interest in business and management education and the development of business professionals.

## MEMBERSHIP ELIGIBILITY

Membership is granted on an institutional level from within the Asia-Pacific region, to degree institution. New member institutes must be approved by a majority vote from the Council. In reviewing and approving your membership application, the Council will focus on whether:

1. The mission of the institution is aligned with the mission of AAPBS.
2. The institution demonstrates a high level of contribution to the advancement of management education in Asia and the Pacific region.
3. The institution has been endorsed and recommended by an existing member (referees must be Deans).

## OUR COUNCIL

*There are currently 20 representatives on the Council, which meet at least twice a year. A council member must be a Full Member of AAPBS who is elected to serve a four-year term. Only two members from the same country/region are permitted on the Council at any given time.*

### INAUGURAL REPRESENTATIVE INSTITUTIONS

China	Tsinghua University
Hong Kong	HKUST
Japan	Keio University
Korea	KAIST Business School
New Zealand	University of Otago Business School
Philippines	Asian Institute of Management
Singapore	National University of Singapore
Taiwan	National Taiwan University
Thailand	Sasin Graduate Institute of Business Administration

### ADDITIONAL REPRESENTATIVE INSTITUTIONS

Australia	University of New South Wales
Australia	University of Queensland
China	Fudan University
Japan	Ritsumeikan Asia Pacific University
Korea	Yousei University
New Zealand	University of Auckland
Papua New Guinea	University of Papua New Guinea
Singapore	Singapore Management University
Taiwan	National Chengchi University
Thailand	Chulalongkorn University
Vietnam	French-Vietnamese Center for Management Education (CFVG)

## MEMBER LISTS

### AUSTRALIA

Curtin University of Technology Deakin Business School  
Griffith University  
La Trobe University  
Monash University  
Murdoch University  
Queensland University of Technology  
RMIT University  
The University of Adelaide  
University of Melbourne  
University of New England  
University of Queensland  
University of South Australia  
University of Sydney Business School  
University of Wollongong  
UNSW Sydney

### BELGIUM

EFMD

### BRUNEI

Institut Teknologi Brunei

### CHILE

Instituto de Los Andes

### CHINA

Fudan University  
Lanzhou University  
Nankai University  
Shandong University of Finance and Economics  
Shanghai Jiaotong University  
Shantou University  
Southwestern University of Finance and Economics  
Tongji University  
Tsinghua University  
University of Electronic Science and Technology of China  
Xi'an Jiaotong University  
Zhejiang University

### FRANCE

ESCP Europe  
HEC Paris

### GERMANY

University of Cologne

### HONG KONG SAR

City University of Hong Kong  
GMAC  
Hong Kong Baptist University  
Hong Kong University of Science and Technology  
LINGNAN University  
Hong Kong University of Science and Technology  
LINGNAN University  
The Chinese University of Hong Kong  
The Hong Kong Polytechnic University  
The University of Hong Kong

### INDIA

Indian Institute of Management - Bangalore  
Indian Institute of Management - Calcutta  
Indian School of Business Management  
Development Institute  
Prin. L. N Welingkar Institute of Management  
of Development & Research XLRI, Jamshedpur

### INDONESIA

Bandung Institute of Technology  
PPM SCHOOL OF MANAGEMENT  
Universitas Gadjah Mada  
Universitas Indonesia  
Universitas Prasetiya Mulya  
Universitas Sebelas Maret

### JAPAN

GLOBIS University  
International University of Japan  
Japan University Accreditation Association  
Keio University  
Kyushu University Business School  
Meiji University  
Nagoya University of Commerce and Business  
Ritsumeikan Asia Pacific University  
Tokyo University of Science  
Waseda University

### JORDAN

Princess Sumaya University for Technology

### KAZAKHSTAN

Almaty Management University

### KOREA

Chonnam National University  
Educational Testing Service  
Korea Advanced Institute of Science and Technology  
(KAIST)  
Korea University  
Sogang University  
SolBridge International School of Business  
Ulsan National Institute of Science and Technology  
Yonsei University

### KYRGYZ REPUBLIC

American University of Central Asia

### LEBANON

Holy Spirit University of Kaslik

### MALAYSIA

Asia e University  
Universiti Kebangsaan Malaysia  
Universiti Sains Malaysia  
Universiti Teknologi Malaysia  
Universiti Teknologi Mara (Selangor)  
Universiti Tun Abdul Razak  
Universiti Utara Malaysia  
University of Nottingham Malaysia Campus (NUBS)

### NEW ZEALAND

Auckland University of Technology  
Massey University  
University of Auckland  
University of Canterbury  
University of Otago  
University of Waikato

### PAKISTAN

Institute of Business Administration (IBA), Karachi  
Lahore University of Management Sciences (LUMS)

### PAPUA NEW GUINEA

University of Papua New Guinea

### PERU

CENTRUM Católica  
Neumann Business School  
Universidad de San Martín de Porres

### PHILIPPINES

Asian Institute of Management

### POLAND

Kozminski University

### RUSSIA

Moscow School of Management SKOLKOVO  
Russian Presidential Academy of National Economy  
and Public Administration  
INSEAD (Asia Campus)

### SINGAPORE

Nanyang Technological University  
National University of Singapore  
SIM University  
Singapore Management University

### SPAIN

ESIC Business & Marketing School  
IE Business School (IE University)

### TAIWAN

National Cheng Kung University  
National Chengchi University  
National Chiao Tung University

National Sun Yat-sen University  
National Taiwan Normal University  
National Taiwan University  
National Tsing Hua University  
Yuan Ze University

### THAILAND

Asian Institute of Technology  
Chiang Mai University  
Chulalongkorn University  
College of Management, Mahidol University  
Dhurakij Pundit University  
Dusit Thani College  
King Mongkut's University of Technology Thonburi  
Mae Fah Luang University  
Mahidol University International College  
National Institute of Development Administration  
Prince of Songkla University  
Sasin Graduate Institute of Business Administration  
Thammasat University

### UNITED KINGDOM

Association of MBAs  
CarringtonCrisp Corporate  
University of Huddersfield

### USA

AACSB International  
St. Mary's College of California  
University of Richmond

### VIETNAM

CFVG, National Economic University  
FPT University  
University of Economics Ho Chi Minh City





## CONFERENCES

AAPBS hosts two conferences each academic year to enable our members and community to work towards the common goal of enhancing management education in the region.

- » The Academic Conference in Spring provides learning and development for business faculty, training and development specialists, and administrators.
- » The Annual Meetings in Fall, thought leaders from around the world gather to discuss, share, and build benchmark strategies, best practices, collaborative partnerships, and meaningful friendship.
- » The AAPBS Deans' Program (ADP) provides in Fall at the Annual Meeting in order to share experiences and learning from other Asia-Pacific business schools. It also support leadership in building confidence, developing connections, making positive impact in business management education and research in the higher education sector and Asia-Pacific Region. The ADP is particularly relevant for recently appointed and aspiring deans in the region.

AAPBS



# CASE CENTER

## JOIN US

The AAPBS Case Center is an initiative by the members and for the members. We encourage and welcome AAPBS member schools to join forces in:

- *Hosting case teaching and case writing workshops at your school with necessary support from the AAPBS Case Center.*
- *Sending your faculty members to participate in case teaching and case writing workshops co-organized by the AAPBS Case Center and the host schools.*
- *Developing your own quality case studies and distributing them through the AAPBS Case Center.*
- *Being the next host school for AAPBS Case Center or serving in the Case Committee.*

We also welcome outside organizations to contact us if you wish to collaborate.

*Together we make a difference!*

## What is the AAPBS CASE CENTER?

The AAPBS Case Center is an initiative founded by a representative committee of AAPBS members in 2012. It serves as a centralized resource to enhance case teaching and case writing for AAPBS members schools and their faculty.

## Why Case Teaching & Writing Important?

Case teaching and learning lets business schools balance academic excellence and practical relevance. Professors interested in involving their students more fully in classroom discussion have found that case studies can provide a rich basis for developing students' problem solving and decision making skills. Teaching and learning from cases helps us organize and bring to life abstract and disparate concepts by forcing our students to make difficult decisions about real, complex human dilemmas and business issues. Working in groups on cases also helps students develop interpersonal skills and the capacity to work on a team. What cases can do that lectures can't is to test whether students are capable of bridging what they have been studying in our classes. By placing students in real situations and asking them to make critical decisions, case studies force students to connect their knowledge of facts with the need for evaluative skills.

## What is our goal?

The goal of the AAPBS Case Center is to encourage and promote the development of quality Asia-Pacific case studies among AAPBS member schools, with the notion of "Asian cases, by Asians, for Asians".

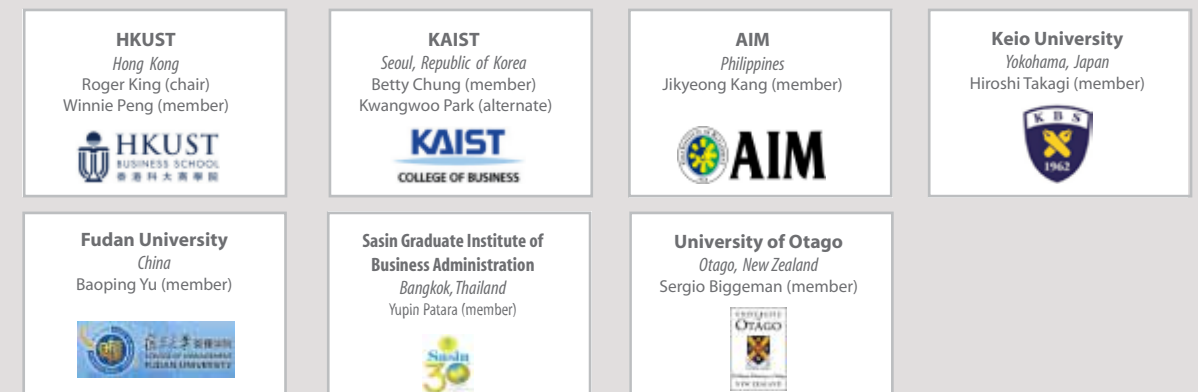
## How will we achieve our goal?

The objectives of the AAPBS Case Center include:

- Organizing case teaching and writing workshops across the Asia-Pacific Region.
- Establishing and promoting quality standards for case studies.
- Distributing quality case studies developed by AAPBS members.
- Collaborating with other organizations and individuals in conducting workshops, quality control and distribution of cases.

## Organizational Structure of AAPBS Case Center

The Center is hosted by AAPBS member schools on a rotational basis with its first and current hosting school being HKUST Business School in Hong Kong. The intent to rotate the "hosts" on a periodical basis is to promote and encourage AAPBS member schools' involvement and shared responsibility. The Case Committee, which is the governing body of the Center, is currently comprised of a shared representation of AAPBS member schools. Professor Roger King of HKUST currently serves as the Chair of the Case Committee.



## Partnership with Emerald



In March 2016, AAPBS entered into an agreement with Emerald to publish cases by AAPBS members in Emerald Emerging Markets Case Studies and CASE Journal. Emerald Emerging Markets Case Studies is a digital collection of peer-reviewed teaching case studies focusing on business decision making and management in global emerging markets. It consists of over 480 case studies with teaching notes, with 140,000+ downloads to date. CASE Journal, the official journal of The CASE Association, offers over 135 cases with teaching notes mostly from North America but also accepts cases from other regions. It is an online, double-blind peer-reviewed journal spanning the full spectrum of business and management disciplines.

## Case Workshops

Through organizing case teaching and case writing workshops, AAPBS Case Center actively promotes the development and use of case studies in the classroom and enhance the quality of case teaching and writing. Since 2009, six case workshops were organized with an additional two workshops forthcoming.

## Case Journal Compilations

Since 2015, AAPBS has published case books written by member faculty. Cases are reviewed by case center cooperate with Emerald. Members can log-in to their AAPBS member account to download cases on their "Members Resources" page.



# aapbs

AAPBS Secretariat  
Association of Asia-Pacific Business School  
c/o KAIST College of Business, 85 Hoegiro, Dongdaemun-gu, Seoul 02455  
Tel : 82-2-958-3293 Fax : 82-2-958-3290 Email : AAPBS@kaist.ac.kr  
[www.aapbs.org](http://www.aapbs.org)

