

# aapbs

AAPBS

*Association of Asia-Pacific  
Business Schools*

2017



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

## MESSAGE FROM THE PRESIDENT



Members, friends, and colleagues:

In recent years, the Asia-Pacific region has been the centre of future growth opportunities for the world economy. Academics, businessmen, and other interested parties have tried to study and analyse the Asian way of management and doing business. However, there is always an ongoing debate among Asian whether there is really an Asian Way. Especially, when discussing about Asian Management and Leadership, how do we really define it?

While we are still uncertain about the real definition of Asian Management and Leadership, one thing that is certain is that Asians need to work together to ensure the growth and prosperity of the region. AAPBS is the largest network of Asia-Pacific best business schools that come together twice a year to meet, connect, share and create value. One important message in AAPBS's mission is 'to advance the quality of business and management education in the Asia-Pacific region' which can be done through collaboration and working in partnership.

I would like to invite other leading business schools both in the region and outside Asia-Pacific to join us to collaborate and work in partnership with us to advance the quality of business and management education in Asia-Pacific and to learn and develop the Asian management and leadership together. AAPBS emphasises the Asian way of friendship and camaraderie of our network to advance the quality of business and management education in the Asia-Pacific region.

A handwritten signature in black ink that reads "Pasu Decharin". The signature is fluid and cursive.

Pasu Decharin  
President, AAPBS  
Dean, Chulalongkorn Business School,  
Chulalongkorn University,  
Thailand

## 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.



## 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.

## MEMBERSHIP ELIGIBILITY

Membership is granted on an institutional level from within the Asia-Pacific region, to degree institutions.

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:

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

## CONTACT US

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### FOR MORE INFORMATION

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



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



## 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 BENEFITS

AAPBS offers significant benefits and opportunities to its members:

### EXTENSIVE INTERNATIONAL NETWORKING OPPORTUNITIES

AAPBS has more than 130 member institutions from 29 regions/countries. The Academic Conference held in Spring and Annual Meetings in Fall each year provide numerous networking and connectivity activities as does participation in the Working Groups.

*“AAPBS is about meeting, sharing experiences and learning from other Asia-Pacific business schools.” AAPBS Membership Survey 2014/15*

### PROFESSIONAL DEVELOPMENT

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

- >> The annual Academic Conference in Spring provides learning and development for business faculty, training and development specialists, and administrators.
- >> At the Association’s Annual Meeting in Fall, thought leaders from around the world gather to discuss, share, and build benchmark strategies, best practices, collaborative partnerships, and meaningful friendships.

### RESEARCH AND DEVELOPMENT IN ASIAN MANAGEMENT EDUCATION

The AAPBS Case Center serves as a centralized resource for members to leverage in an effort to enhance case teaching and writing for our AAPBS constituents and member schools. Workshops and seminars are held throughout the region each year, hosted by AAPBS member schools.

### THE WORKING GROUPS

The Working Groups consist of a minimum of five voluntary AAPBS members – a Council appointed Chair and four other group members. Working Groups meet at least four times a year. Terms of Reference define the role and objective for each Working Group deliver:

- >> WG1 Case Center
- >> WG2 MBA Connection & Internship
- >> WG3 Collaborative Curriculum
- >> WG4 Membership

Together with the input and expertise provided by group members, the Working Groups may also ask the wider AAPBS membership to contribute by sharing their knowledge and experience through surveys, questionnaires and workshops.

Working Groups tasks and their resulting contributions are key to the future growth and development of AAPBS. To achieve these, the Working Groups require member input and action. Additional group members are encouraged. For more information about each Working Group and who to contact to join a Working Group, please visit our website <http://www.aapbs.org/conferences/workinggroups.html>

## MENTORING

New Deans are able to request coaching and advice from established Deans within the region. Developing AAPBS member institutions have the opportunity to learn and seek advice on business education quality and efficacy from the leading institutions within the region.

### MEMBER COMMUNICATIONS

Members are sent informative bi-monthly e-Newsletters every February, April, June, August, October and December. All members have access to the AAPBS Annual Membership Directory; Bi-monthly e-Newsletters; AAPBS research; and all AAPBS publications via the AAPBS website.

*“AAPBS allows for better co-operation at all levels of membership, the development of Working Groups and the member Newsletter are of particular value.” AAPBS Membership Survey 2014/15*

### COMPETITIVE FEES

AAPBS offers relatively low annual membership and conference attendance fees.

### MEMBERS SERVING MEMBERS

AAPBS’s strength is our member’s involvement, engagement and shared service to the Association and other members. Our common goal is to enhance the quality of business and management education in the Asia-Pacific Region. Active involvement within AAPBS committees, the Council, the Working Groups, workshops and other activities are greatly welcomed and encouraged.

*“Knowing the names and contact details of Deans. Being able to write to them and ask favours from time to time. Invaluable.” AAPBS Membership Survey 2014/15*



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