



AAPBS

Association of Asia-Pacific Business Schools

BUSINESS SCHOOL RANKINGS SURVEY - EXECUTIVE SUMMARY

Background

- As AAPBS moves into its next decade, we want to embrace the exciting challenges and opportunities this new decade brings to the Association by considering new directions to follow, enhancing member value, increasing membership and generally looking at firmly establishing the Association not only in the Asia-Pacific but also globally.
- Recognising that current credible ranking systems, such as QS TopUniversities, THE™ World University Rankings (TimesHigherEducation) and MBA50.com, list results as league tables and/or by star rating and generally designed for Western business schools, we believe there may be an opportunity for AAPBS to independently develop a different type of ranking system aimed specifically for Asia-Pacific business schools - an AAPBS led Asia-Pacific *“business school finder”*.
- We were therefore interested to learn from AAPBS members their views on current business school rankings in the Asia-Pacific region.
- We conducted a short online Survey to AAPBS members on current business school rankings in the Asia-Pacific region and what surveys they/their institutions currently participate in.
- The Business School Rankings Survey asked seven key questions:
 1. How important are business school rankings to you/your University?
 2. Do you/your University currently participate in a ranking system(s)?
 3. How important are Asia-Pacific business school rankings to you/your University?
 4. Do you support the notion of an AAPBS led *“business school finder”* to Asia-Pacific?
 5. Who would the audience be?
 6. What criteria should be measured?
 7. What would the benefits of an Asia-Pacific *“business school finder”* be to you/your University?

Methodology

- During March 2015, AAPBS members were asked to complete a short online survey on current business school rankings.
- The online AAPBS Business School Rankings Survey closed on 31 March 2015.

Response rate

- 63 individual AAPBS members completed the survey.

April 2015



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Results

The results of the Survey told us that:

- The process and outcome of business schools rankings are very important to AAPBS members and that many of the respondents currently participate in more than one of the existing credible ranking systems such Times Higher Education and QS University Rankings because they are globally recognised for their quality and reputation thereby allowing member institutions to increase their profile, reputation and recognition through marketing themselves internationally and benchmark against peer institutions.
- The process and outcome of Asia-Pacific business school rankings are also seen to be equally as important with the majority of respondents (73%) supporting the notion of an AAPBS led Asia-Pacific Business School Finder.

What respondents said about **an AAPBS led Asia-Pacific Business School Finder ...**

"Rankings help University's market themselves by criteria that are possibly NOT important as to why students and parents select a University. AAPBS can assist with a new process."

"... the "business school finder" should be the tool that the prospective students can easily look up and find out most suitable school(s) matching up with their needs in the region."

"Asia-Pacific is an environment different from Western business schools. This growing region needs a rankings system that reflects the needs of the community and characteristics of the business schools in it".

"...a "business school finder" set up by an independent and reputable body (such as AAPBS) and providing thorough, objective and fair assessment of business school would indeed be appreciated by many stakeholders such as universities and business schools looking for a business school partner in the region (for student/staff exchanges, research, joint degrees, study tours etc.), prospective students (and their partners, primarily at the UG level), employers, academics etc."

- The business school finder should be designed specifically for Students, Businesses and Employers.
- Reputation, teaching, research, internationalisation and business engagement will be the top 5 criteria to be measured.
- Key benefits identified by respondents will be increasing the visibility, reputation, benchmarking, performance improvement and reputation of their institution alongside the ability to share and exchange knowledge, learning culture and values with AAPBS members and in helping to identify the right partner for collaboration.



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What respondents said would be the benefits of an **AAPBS led Asia-Pacific Business School Finder** to them/their University ...

"Students and parents would know what my University offers and what we are good at and why that might help a student in their education and future employment."

"Could be a great medium to let the prospective students, in the Asia-Pacific region and outside, realize the presence of very high-quality business schools in the region."

*"More comparable relevant benchmarking information.
Greater opportunities for business schools within the region to be profiled"*

*"reputation
a way of benchmarking against other Schools in the Asia-Pacific Region.
a valuable source of data and information when Schools in the region seek to identify potential partners / collaborators"*

- "1. Increase our visibility to students in Asia*
- 2. Easier to compare ourselves with other business schools in Asia, according to Asia-wide standards.*
- 3. Easier to compare ourselves using criteria relevant to Asia (cross-cultural communication, innovation, connection with local and regional markets)*
- 4. Increase our visibility to employers in Asia"*

"A means of benchmarking the quality of business schools in the Asia Pacific region, and serve as guidelines for students to choose a quality Business School".

Next steps

- Such positive results confirm that there is a need for an AAPBS led Asia-Pacific "business school finder".
- The results of the Survey and the additional comments and suggestions provided by respondents will help with the future development of the AAPBS led Asia-Pacific "business school finder".
- The AAPBS led Asia-Pacific "business school finder" will need to be:
 - independent, non- accredited, credible, transparent and pragmatic and specific to Asia- Pacific; and
 - different to current ranking systems by uniquely displaying by diagram to all interested parties (students, employers, business schools, parents etc) the complete picture of what makes a good business school in Asia-Pacific
- To proceed, AAPBS will next conduct detailed research and analysis into the methodology to be used in designing the Asia-Pacific "business school finder", timing, costs, funding, branding and promotion with a pilot available for testing at the November Annual Meeting.

Professor George Benwell - President, AAPBS