



Summary of the AAPBS Membership Survey 2014/15



Many thanks to those of you who provided feedback for the inaugural AAPBS 2014/15 Membership Survey. We will be conducting this annually to inform discussions within the AAPBS Membership Working Group and the Association's strategic plan and operations.

In the Survey, we asked you about your views on the benefits of being a member of AAPBS, your key challenges, and how we might improve our offering, particularly our website and communications to support your priorities. A summary of your responses is listed below.

If you didn't have a chance to complete the Survey and would like to add further suggestions for the Membership Working Group to consider and / or the details of potential institutional members, please contact Dr Julie Davies, Chair of the Membership Working Group by emailing jdavies@the-abs.org.uk

Dr Julie Davies, Chair - Membership Working Group (WG7)

Summary of Survey Findings

1. Member benefits

Your comments revealed that you find **networking** one of the most important benefits of belonging to AAPBS. You also benefit through the Association from **capacity building, professional development, and opportunities to promote your own institutions**.

Respondents stated that AAPBS **supports brand awareness of business schools in the Asia-Pacific region**.

The Association facilitates collaboration for leadership teams by creating a friendly community to support the exchange of ideas, faculty, students, research, cases, and programmes.

2. Member communication

Members reported that they find AAPBS conferences inclusive and valuable as they are not just for Deans.

You also said you find the AAPBS Newsletter and Working Groups helpful.



3. Key challenges facing institutions

In the questionnaire replies, the following key challenges you are facing in your institution and professionally were highlighted: positioning and branding, internationalisation, recruiting strong senior faculty, international faculty, hiring capable new PhD graduates, student recruitment, funding, alumni operations, MBA teaching.

Other issues included innovating without major expenditure or resources, balancing innovation with AACSB accreditation, resourcing across a range of academic and research activities, globalisation of the school with diversity in faculty members and students, research promotion and expanding executive education such as corporate programmes and the EMBA.

In India, one respondent stated that the advocacy of global benchmarks of quality in a diverse range of business schools is the big challenge they face.

4. AAPBS website

In terms of improving the Association's website, respondents to the questionnaire felt that this could include:

- a clearer front/landing page,
- institutional profiles,
- key contacts,
- programmes,
- annual reports, and
- partnerships.

Other ideas were to:

- establish a research area and tools where members can ask for help,
- post PhD students' names,
- faculty expertise
- current research
- information on the Asia-Pacific market,
- leadership development, and
- a section for Deans from established and from emerging schools to share experiences. Individuals could access a database that provides them with more information to track their links with the Association.



5. AAPBS conferences

It was proposed that in future, AAPBS could provide opportunities for speakers from a more diverse range of business schools to present.

5.1 Topics of interest for 2015/16

Topics of particular interest for 2015/16 were listed as: student recruitment, curriculum development faculty recruitment, alumni fund raising, entrepreneurship, accreditation, technology in teaching and learning, positioning and branding, faculty development, rankings, corporate relations, the student experience, case studies, the reality of emerging markets in Asia.

5.2 Your engagement with AAPBS

Specifically, respondents offered to contribute to the Association through collaborative research on topical regional and global research activities, student/faculty exchange, accreditation, advocacy and facilitation, case centre activities, international course curriculum design, students' transnational experiences, hands on experiences in emerging markets.

Unsurprisingly, one suggestion was also made for AACSB to consider establishing its own accreditation scheme.

6. AAPBS going forward

Going forward strategically, it was recommended that what the Association really needs to do is establish a better funded secretariat to support the AAPBS executive body, to professionalise member engagement activities, the website and newsletter.

This will possibly be a substantive and critical decision as our membership increases and we strive to improve value.

Background information to the AAPBS Membership Survey 2014/15

- **Response rate**
Approximately 50 replies with 20 fully completing all questions.
- **Method/Audience**
Online link to survey sent to AAPBS members on 26 November 2014 for completion by 5 December 2014 (hard copies also made available at the AAPBS Annual Meeting in Beppu, Japan on 21 November 2014).

Additional Note from the President, AAPBS

Thank you to Dr Julie Davies and Working Group 7 for delivering our first annual Membership Survey and thank you all for your helpful comments and suggestions. We will be implementing the changes where we can and as soon as we can in our website, brochure and member communications.

Other, more involved and longer term suggestions have been noted for future action by the Association and will be discussed by Council.

Professor George Benwell - President, AAPBS