



ABEST21 e-News No.119

July-September 2022

ABEST21 International

THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW,
a 21st century organization

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Editor: Fumio ITOH

"Due to the spread of the COVID-19 pandemic, we have conducted all meetings online for avoiding the so-called "Three Cs" -- Closed places with poor ventilation, Crowded places and conversations in Close proximity."

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I. ABEST21 General Information

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1. ABEST21 Office Report

July

- 20th : Conducting online ABEST21 International PRT Training Seminar 2022 - Group A
- 21st : Conducting online ABEST21 International PRT Training Seminar 2022 - Group B
- 22nd : Conducting online ABEST21 International PRT Training Seminar 2022 - Group C
- 26th : Conducting online ABEST21 International PRT Training Seminar 2022 - Group D
- 28th : Conducting online ABEST21 International PRT Training Seminar 2022 - Group E

August

- 02nd : Conducting the online ABEST21 International PRT Leaders Seminar 2022
- 05th : Informing the MEXT of the name change to ABEST21 International
- 15th : Conducting online ABEST21 International Accreditation Seminar
- 16th : Starting Preliminary Meeting for Online Peer Review Visit (Online Interview) 2022
- 25th : Conducting Online Interview with Waseda University, Japan
- 30th : Conducting Online Interview with Aoyama Gakuin University, Japan

September

- 01st : Conducting Online Interview with Hitotsubashi University, Japan
- 02nd : Conducting Online Interview with University of Tsukuba, Japan
- 05th : Conducting Online Interview with Universitas Lampung, Indonesia
- 07th - 08th: Conducting Online Peer Review Visit to SP Jain School of Global Management, Singapore
- 12th : Conducting Online Interview with Universiti Pendidikan Sultan Idris, Malaysia
- 13th : Conducting Online Interview with Universitas Diponegoro, Indonesia
- 15th - 16th : Conducting Online Peer Review Visit to SBI Graduate School, Japan
- 21st - 22nd : Conducting Online Peer Review Visit to Universitas Surabaya, Indonesia
- 26th : Conducting Online Interview with Universiti Kuala Lumpur, Malaysia
- 27th : Conducting Online Interview with Universitas Sriwijaya, Indonesia
- 29th : Conducting Online Interview with Universitas Brawijaya, Indonesia

2. Name change: from ABEST21 to ABEST21 International

On August 5, 2022, the change-of-name notification submitted to MEXT in advance was accepted. Therefore, the name of the corporation became "ABEST21 International" effective August 5, 2022.

On October 12, 2007, ABEST21 International was certified by the Japanese Minister of Education, Culture, Sports, Science and Technology (MEXT) as an accreditation institution for professional graduate schools of business (Business Management, Management of Technology, Finance, and Business

Information). Since the start of accreditation activities in March 2009, ABEST21 has conducted a total of 94 accreditations up to March 2022. Of this 94, the number of accreditations for business schools based in Japan is 24, which accounts for 25.6% of the total. The number of accreditations for foreign schools is 70, or about three-fourths of the total, which shows that the accreditation activities are internationalized.

According to the business aims stated in its Articles of Incorporation, ABEST21's accreditation activities aim to enhance quality of business and management education and research at both the Japanese and the international, primarily Asian universities. Article 3 (purpose) states "to conduct international third-party assessment for quality assurance of university education and research activities", and to realize this purpose, Article 4 (business) states "to conduct third-party evaluation for quality assurance of Japanese and foreign universities education and research activities". In order to further realize the "business purpose" stated in the Articles of Incorporation, and based on the past international accreditation activities of ABEST21, the name of the corporation was changed from "ABEST21" to "ABEST21 International".



3. New Deans

School of Business, IPB University, Bogor, Indonesia

Dean Dr. Ir. Idqan Fahmi

SB-IPB Bogor Indonesia has a new Dean. Dr. Ir. Idqan Fahmi, M.Ec was assigned by IPB to act as the new Dean from June 2022 after the period of Prof. Dr. Noer Azam Achsani, MS (former Dean) came to end last April. He was formerly the Vice Dean for Academic and Student Affairs, whose responsibility, among others, were SB-IPB international accreditation, including ABEST21. Therefore, Dr. Fahmi is not new to ABEST21 since he was involved in ABEST21 accreditation process for SB-IPB Master of Management Program (APAS) in 2015, and AAAS accreditation for the School in 2021. ABEST21 has also involved him as a member of Peer Review Teams for several universities accredited by ABES21.



Dr. Ir. Idqan Fahmi, M.Ec finished his undergraduate study in IPB majoring in Agribusiness. He continued further study and received the Graduate Diploma and Master of Economics degree from University of New England – Australia majoring in Agricultural Economics and Business Management. Finally, he graduated from IPB University with a doctoral degree in Agricultural Economics.

School of Business IPB University (SB-IPB) is located in Bogor, West Java-Indonesia, approximately 40 km from Jakarta, capital city of Indonesia. SB-IPB as a full-fledged school of business is the youngest among 12 Faculties/Schools of the IPB University. Historically, however, SB-IPB dates back to 1991 when it first opened the Master of Management program, followed by doctoral program in business and management 14 years later (2005), and finally undergraduate program in business in 2015. All study programs were nationally accredited, and SB-IPB repeatedly received international accreditation from ABEST21 in 2015 (APAS) and in 2021 (AAAS).

SB-IPB currently has around 1500 enrolled students: more than 700 undergraduates, 600 masters and 180 doctoral students. The school has a mission to nurture **responsible** business leaders with **entrepreneurship** in spirit, **sustainability** in focus, and **global** in orientation, especially in resource and bio-science based industries. "Responsible business leaders" implies that they are concerned not just with profits, but also people, planet, prosperity, peace and partnerships. To achieve the mission, all students were trained to have competences in entrepreneurial thinking and acting, critical thinking and problem solving, leadership and teamwork, business communication and sustainable business practices.

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Putra Business School, Malaysia

President and CEO Prof. Dr. Azmawani Abd Rahman

Professor Dr. Azmawani Abd Rahman is the President and chief executive officer of Putra Business School (PBS), Malaysia. She obtained her B.Sc. in finance from the University of South Alabama in the United States, her M.Sc. in management from Universiti Putra Malaysia (UPM), and her doctorate in operations and technology management from Aston University in the United Kingdom. Azmawani has extensive managerial expertise in both the commercial and higher education sectors. Prior to this, she served as the Director of Corporate Strategy and Communication Office at UPM, where she was responsible for various key university functions, including media and public relations, university world rankings and ratings, strategic communication, strategic directions, risk management, and key performances. She previously held the positions of Deputy Dean and Head of Department, as well as Deputy Director at the UPM Research Management Center. She also led various national and international research projects and has publications in more than 100 international journals. Azmawani actively participates in the industry through her work as a trainer, advisor, assessor, and consultant. She now serves in the Executive Committee of the Malaysia Franchise Association (MFA). She serves as the chairman of the renowned Malaysian Franchise Award and chairman for the Franchise International Conference. Through her comments and writings, she has made more than 60 appearances in the mainstream media (TV, newspaper, radio).



Being a part of the Alliance on Business Education and Scholarship for Tomorrow (ABEST21), and having its prestigious accreditation, is undoubtedly a huge privilege and honor for PBS. As an exclusive postgraduate institution, PBS offers specialized business and management programs. Our PhD and MBA programs are geared for the industry, and our graduates excel in their fields. We are also pleased to say that one of PBS's distinctive tenets is its dedication to advancing human governance. This emphasis aligns with both the global and national aspirations expressed in the UN SDGs and the Shared Prosperity Vision 2030 for Malaysia. Graduates with moral principles will be better prepared to contribute in today's challenging corporate climate.

4. Holding the ABEST21 International General Assembly 2023

The General Assembly will be held from March 9 to 11, 2023 at INAMORI Hall, SHIRANKAIKAN, Kyoto University, Kyoto, as follows.

- 1) Thursday, March 9: General Assembly, MoU Signing ceremony, Accreditation Certificate-granting ceremony, KAIZEN Award-granting ceremony, and Refreshment
- 2) Friday, March 10: School members' Presentation, and Refreshment
- 3) Saturday, March 11: Visits to the Golden Pavilion, the Rock Garden, and the Nijo Castle

Venue

INAMORI Hall, Shiran Kaikan
Graduate School of Medicine, Kyoto University,
Yoshida Konoe-cho, Sakyou-ku, Kyoto City
Tel: 075-753-9336; FAX:075-753-9457

Access Information :

<http://www.shirankai.or.jp/e/facilities/access/index.html>)

Hotel

The Prince Kyoto Takaragaike

Takaragaike, Sakyo-ku, Kyoto City Kyoto,
606-8505 Japan

Tel: +81-(0)75-712-1111

URL: www.princehotels.co.jp/kyoto



INAMORI Hall, Shiran Kaikan

Transportation

From Kansai International Airport: 95 minutes to Kyoto Station by Limousine Bus

From Kyoto Station:

(By Subway line: take subway KARASUMA line from Kyoto station and get down at Kokuzaikaikan Station, 7 minutes walk from there.)

(By Taxi: 30 minutes by Taxi from Kyoto Station (approx. 3,500 yen)

Optional tour

March 11th, 2023

- 1) Kinkaku-ji ("Temple of the Golden Pavilion") UNESCO World Heritage Site in 1994
- 2) Ryoan-ji ("The Rock Garden") UNESCO World Heritage Site in 1994
- 3) Nijo-jo (Nijo castle) UNESCO World Heritage Site in 1994

Contact

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II. President's Note for Tomorrow-No. 49

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"To know the status of the Learning Outcomes, we need to observe how the students' ability acquired at school is actually demonstrated in the society. We also need to collect observation data from various stakeholders."
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"Small problems concerning Online Peer Review Visit"

ABEST21 President and CEO, Professor Emeritus Dr. Fumio ITOH

Even under the emergency of COVID-19 pandemic, the accreditation review must be conducted according to the review process. The review consists of "Desk Review" and "Peer Review Visit". The "Desk Review" can be done individually, and it is not much affected by the COVID-19 issues. However, the "Peer Review Visit" is not the case; the campuses were closed, travelling abroad was restricted, and as a result it became impossible to conduct Peer Review Visit by inviting peer review members from overseas. It became difficult for peer review members, both domestic and overseas, to gather and conduct reviews for specific applicant schools. Particularly, face-to-face peer review visit could not be done because we were obliged to avoid the so-called "**Three Cs**" -- **C**losed places with poor ventilation, **C**rowded places and conversations in **C**lose proximity". Thus, it became absolutely necessary to develop an online review system. The active use of Information Technology was also required.

When ABEST21 International actually conducted the Peer Review Visits online, we had two types of review, "Online Interview" and "Online Peer Review Visit", according to the kind of reports required in the accreditation review process. Needless to say, online review implies that the peer review members and the applicant school exist in different "time" and "space". So, the key point is whether we succeed in creating realistic sensations at the meeting by setting up virtual meeting venue via online real-time video conference system. Naturally, introduction of online review has both advantages and disadvantages. But we need to keep making all kinds of efforts to overcome the disadvantages. Rather, the new online system has brought an immense fruit of inviting peer review members from distant areas, which we previously considered to be impossible. Thus, the online review meetings became the opportunity to *kaizen* the review system. One of the outcomes was to divide the online visit into "Online Interviews" and "Online Peer Review Visit".

Through our experience, we have learned to treat this online peer review visit not merely as an emergency method under the pandemic, but as response to the age of globalization. In particular, the Southeast Asian region, where there are many applicant schools for ABEST21, consists of island countries with "time" and "space" differences. The traditional off-line peer review visit was considerably restricted with limited participation of members. However, introduction of online visit has resolved this issue. It became possible to invite peer review members from various parts of the world. It is a fruit of the modern leading-edge information technology.

The effectiveness of this online peer review visit depends largely on the state and contents of the "Desk Review". Traditionally, the hard-to-spot problems which were hidden between the lines in the Desk Review were easily spotted at the Peer Review Visit. Therefore, more weight was put on the review at the visit. However, when the actual visit was forced to move online due to the pandemic, the positions reversed, and the success of the online visit now depends on the desk review. Online

visit now has the function to clarify the unclear problems that emerged in the desk review. The clearer the problems from the desk review, the more efficient the online visit. The online system brought more interexchange with the cultural areas which we could not have easily accessed in the past, and brought the opportunity for members from these areas to participate in the review. Online Peer Review Visit makes it possible for members from various cultural areas to participate. At the same time, the system requires certain order; it would not run without maintaining clear Working Rules.

III. "Assessing Today for Tomorrow"

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"There will be no problem if the school exists in a vacuum. However, in the society where the real environment is changing, improving the educational and research activities is essential in order for the school to survive as a "Going Concern" in the future."
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1. The Online PRT members' Training Seminar 2022

On Wednesday, July 20, ABEST21 International online PRT Training Seminar 2022 -Group A was held. At first, Associate Professor Yudi Fernando, Ph.D., Universiti Malaysia Pahang, Malaysia explained issues to be considered, based on his experiences as a PRT member. Then, ABEST21 International President and CEO Professor Emeritus Dr. Fumio ITOH explained about ABEST21 International Peer Review System and confirmed PRT Responsibilities. Also, ABEST21 International office shared Peer review schedule with the participants. After that an active Q&A session was held.

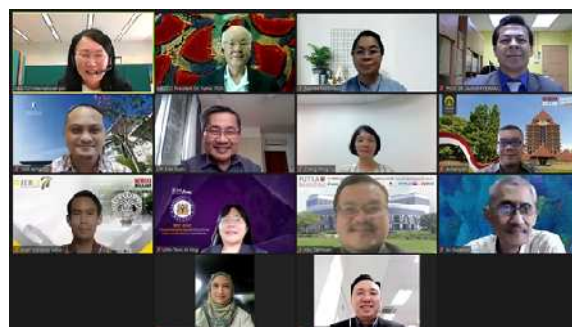


The Seminar was conducted by separate PRT members from Group A to Group E. Online PRT Training Seminar for 2022 is scheduled as below.

- 1) Seminar for Group A: Wednesday, July 20, 2022 at 14:00-15:30 (Tokyo time)
- 2) Seminar for Group B: Thursday, July 21, 2022 at 14:00-15:30 (Tokyo time)
- 3) Seminar for Group C: Tuesday, July 26, 2022 at 14:00-15:30 (Tokyo time)
- 4) Seminar for Group D: Thursday, July 28, 2022 at 10:00-11:00 (Tokyo time)

2. The Online PRT Leaders' Training Seminar 2022

On Tuesday, August 2, ABEST21 International PRT Leaders' Training Seminar 2022 was held for PRT members assigned to be PRT Leaders this year. ABEST21 International President Dr. ITOH presented ABEST21 Peer Review System, PRT Responsibilities, and shared important information for the PRT Leaders. Then, ABEST21 International Office shared information of peer review schedule and so on. After that, an active Q&A was held.



3. Online Accreditation Seminar for Accreditation 2023

Online ABEST21 Accreditation Seminar for Accreditation 2023 is scheduled as follows;

- 1) The QIS Seminar: Wednesday, December 14th, 2022 at 15:00-16:30 (Tokyo time)
- 2) The SCR Seminar: Wednesday, December 21st, 2022 at 15:00-16:30 (Tokyo time)
- 3) The KZR Seminar: Tuesday, December 22nd, 2022 at 15:00-16:30 (Tokyo time)

IV. "Assuring Quality for Tomorrow"

- Global Knowledge Network-

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"In the age of increasing globalization, it is a great challenge for the schools to create and maintain first-class educational programs in management. But no single institution can maintain all the required and ever-changing resources at hand nor continually keep those resources updated. It is important for us to work together to leverage our complementary resources on a global scale."
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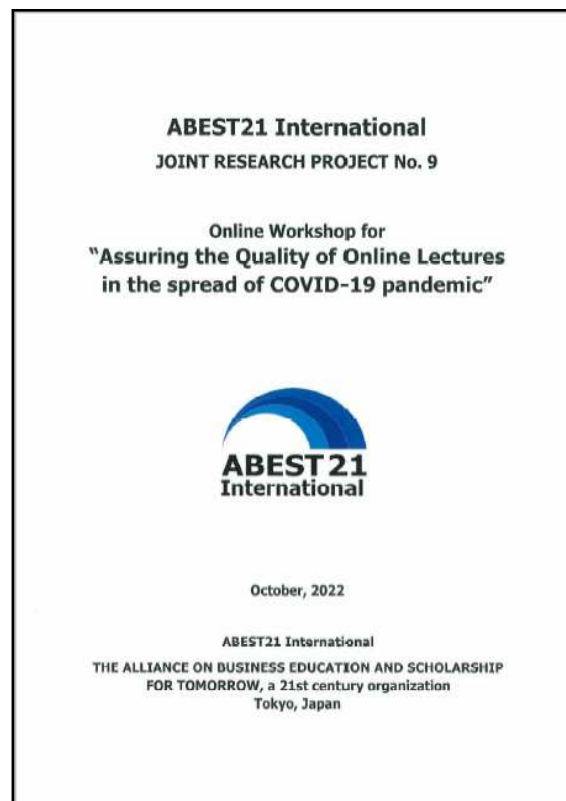
1. Publishing Online Workshop for "Assuring the Quality of Online Lectures in the spread of COVID-19 pandemic"

This Workshop Report is the result of the warm consent and effort of Online Workshop Editing Committee members. They put a lot of time and effort into analyzing the data and framing the findings. The Report is based on the presentations made by the schools who took part in the ABEST21 Joint Research Project 9. We extend our appreciation to all our school members who made this project possible. The results of the research will be published on October under the title of "Assuring the Quality of Online Lectures in the spread of COVID-19 pandemic" (ISBN: 978-4-905204-03-09).

Based on the reports presented in the Online Workshop, the editorial committee members summarized speakers' reports.

The Editorial Committee members

- Chair: Associate Prof. Dr. Gancar C. Premananto, Universitas Airlangga, Indonesia
- Vice Chair: Senior Lecturer Dr. Jayne Bye, Western Sydney University, Australia
- Vice Chair: Associate Prof. Dr. Yudi Fernando, Universiti Malaysia Pahang, Malaysia
- Associate Prof. Danaipong Chetchotsak, Ph.D., Khon Kaen University, Thailand
- Associate Prof. Dr. Veena Jadhav, SP Jain School of Global Management, Singapore



2. "LESSONS LEARNED FROM THE ONLINE WORKSHOP AND THE PRT VISIT"

Associate Prof. Dr. Gancar C. Premananto

Management Department of FEB Airlangga University, Indonesia

Being a part of ABEST21 journey during the pandemic gave me a lot of learning. Following the online workshops as a speaker and a participant, then being a member of PRT made me understand the crucial concept that started to emerge just before the pandemic, the Society 5.0.



The pandemic shocked the whole world, including Indonesia, where Learning & Working from home was put into effect in March 2020. All of the campuses were locked down. The general response of the universities in Indonesia included:

1. Consolidation. Understanding the situation and crisis awareness to all University members was a must. Many management meetings were conducted to ensure consolidation.
2. Preparing for digitalization. Software, hardware & especially brain ware need to be able to deal with the pandemic. Some of the universities were already prepared to face Industrial Revolution 4.0 with internet and digital resources, so they just needed some rapid adjustment. But preparing brain ware is the most challenging issue.
3. Implementation of the Online Learning System. Using Zoom, Google Meet, Microsoft Teams, BBB and others for online classes. Using gamification like Kahoot, Quizizz. And using MOOC for public classes. Many universities created their own learning systems.
4. Measuring the Performance. In most cases, Online Survey was used to measure performance in the teaching and learning process.

Digitalization comes faster into our everyday lives, in every aspect. The institutions that already prepared their digital systems will survive, and the ones that were not well prepared will face problems. To quote Prof Yudi Fernando: "Online learning during and after recovery did not present considerable challenges to the business schools, since distance learning was designed and established before the Covid-19."

For some universities, survival is not the only strategy. Some universities produced IT-based creative solutions, for example the Management Department of FEB Airlangga University introduced digiseminar.id for international seminars and ruangpamer.co.id for displaying products.

Another strategy is to take care of the stakeholders, including the lecturers, staff members and students. The technology and digitalization can also help the stakeholders to be healthier and happier. This is something that we already expected with the rise of Society 5.0: we don't need just the digital technology; we also need to humanize it. Understanding and having empathy with stakeholders is the key for the right and effective use of technology. The aim is to make the stakeholders healthy and happy. Waseda Business School prepared the classroom with premium ventilation for hybrid teaching, Telkom University introduced employee check-in app, Khon Kaen University implemented the LOVE model.

After 2 years of the pandemic, people around the world try to live with Covid-19. We are getting used to conduct everything in hybrid mode, both online and offline, and to make our lives more flexible.