

The 5TH AEARU Development and Collaboration of Asian Business Schools Workshop Activity Report

The World University Rankings 2016-2017 recently released by Times Higher Education (THE) has shown a notable rise of Asian universities taking the top spots, and a huge push towards intra-regional higher education partnerships. Given the active role of business schools, how can business schools keep abreast of the new trend, and enhance their collaboration with enterprises?



The opening ceremony of the 5th AEARU Development and Collaboration of Asian Business School Workshop

With the theme of “Business Education: Meeting the Challenge of Innovation,” the 5th AEARU development and collaboration of Asian Business School Workshop was held at the Peking University HSBC Business School (PHBS), October 22 to 23. The Association of East Asian Research Universities (AEARU), founded in 1996, is a regional organization aiming to enhance academic exchange between leading universities and contribute to economic and social progress in the region.



Scholars and entrepreneurs listen to the keynote speeches

This year's workshop featured keynote speeches and five plenary panels. Business schools' deans and leading entrepreneurs converged to engage in open discussions on trends of business school education to meet the market demand of innovation and entrepreneurship. It also provided students from AEARU member universities a venue for presenting their academic achievements.



PHBS Dean Hai Wen delivers opening remarks

The event started with opening remarks delivered by PHBS Dean Hai Wen who emphasized the vital role of business education in nurturing future business leaders for this ever-changing world and maintained that PHBS should embrace the trend to enhance higher education partnerships and school-enterprise cooperation.

In the plenary sessions, deans from leading business schools exchanged views with their counterparts. They included Hu Qing, associate dean of Zicklin School of Business at Baruch College, The City University of New York; Liu Liming, dean of Faculty of Business of Lingnan University; Young Joon Park, assistant dean of Peking University HSBC Business School; and Xu Yan, associate dean of HKUST Business School, among others. Their discussions focused on various topics, including innovation and entrepreneurship, school-enterprise cooperation, and business education in the digital age.



Professor Liu Liming shares his insights about school-enterprise collaboration

Professor Hu held that business education should benefit from innovative technologies, rather than be endangered by it; educators need to tap the potential of self-selected entrepreneurs and make them real business leaders.



Students from from AEARU member universities wait to present their academic achievements

Entrepreneurs and policymakers also joined the discussions. Cui Hang, Director and Executive Vice President of Shenzhen Ever-rising Industry Group; Christina Zhang, director of corporate strategy of DJI; Zhang Gengyun, vice president of BGI Agriculture Group and chief scientist; and Zhang Xiangrong, director of Invest Shenzhen Guangming District, commented on how to integrate innovation into business, enhance school-enterprise cooperation, and prepare outstanding business leaders.



Christina Zhang gives a keynote speech

“Regardless of nationalities, entrepreneurs are able to get substantial government funds to fuel their startups in Shenzhen,” commented Zhang Xiangrong, referring to a more favorable government policy for entrepreneurship.



Participants visit Tencent on the second day

On the second day of the conference, participants visited Tencent. Based in Shenzhen, China's most innovative and entrepreneurial city, Tencent has become one of the world's largest Internet companies and has maintained steady growth through user-oriented strategies and R&D investment. The visit offered scholars the chance to gain a better understanding about the company and explore further school-enterprise collaboration.

As one of China's most internationalized business schools, PHBS places great emphasis on higher education cooperation and dialogue with leading universities as well as enterprises. In fall 2014, the school held the Global Dean's Forum, which welcomed deans and other representatives from over 40 business schools worldwide to discuss the current and future state of business education. Dedicated to facilitating the integration of economic theories and practices, PHBS held the 2016 China Economist Society conference this past June and has successfully provided a series of "PHBS Finance Frontier" lectures, where faculty, students and practitioners can exchange both academic findings and practical experience. In addition, PHBS regularly provides students lectures by entrepreneurs and business leaders, as well as scheduling company visits and helping students to secure internships.

By Annie Jin

Edited by Priscilla Young

Appendix 1: Workshop program

Day 0: Oct. 21, 2016			
Time	Session	Participants	Venue
14:00-18:00	Registration	Invited guests	Kylin Villa Lobby
Day 1: Oct. 22, 2016			
Time	Session	Participants	Venue
08:15	Depart from hotels	Invited guests	Kylin Villa – Vienna Hotel
08:30-09:00	Registration	Invited guests	Room 509, Peking University HSBC Business School Building
09:00-09:15	Welcoming Remarks	Wen HAI Vice Chairman of Peking University Council, Dean of Peking University HSBC Business School	
09:15-10:05	Plenary Panel I <i>Educators and Entrepreneurship – A Mindset for the Future</i>	Chair: <i>Young Joon PARK</i> Assistant Dean, Peking University HSBC Business School Discussants: <i>Kunrong SHEN</i> Dean, Nanjing University Business School <i>Qing HU</i> Associate Dean for Academic Initiatives and Innovation, Zicklin School of Business at Baruch College, The City University of New York <i>Hang CUI</i> Director and executive vice-president of Shenzhen Ever-rising	

		Industry Group Co., LTD.	
10:05-10:55	Plenary Panel II <i>Developing Global Innovations and Entrepreneurs – How Can Business Schools and Industry Collaborate?</i>	Chair: <i>Haifeng HUANG</i> Assistant Dean, Peking University HSBC Business School Discussants: <i>Susanna LEONG</i> Vice Dean, Graduate Studies, NUS Business School, National University of Singapore <i>Danica PURG</i> Dean and President, IEDC-Bled School of Management; President, CEEMAN <i>Xiangrong ZHANG</i> Director, Invest Shenzhen Guangming	Room 509, Peking University HSBC Business School Building
10:55-11:25	Coffee Break		
11:25-12:15	Plenary Panel III <i>Business Education in the Digital Age</i>	Chair: <i>Jiao SHI</i> Assistant Professor in Economics, Peking University HSBC Business School Discussants: <i>Yan XU</i> Associate Dean, HKUST Business School <i>Christina ZHANG</i> Treasurer, Director of Corporate Strategy, DJI	
12:15-12:30	Group Photo		
12:30-14:30	Networking Lunch		
			PHBS Caf é

14:30-15:20	Plenary Panel IV <i>Building Dynamic Networks and Partnership for the Region</i>	Chair: <i>James Yen</i> Assistant Professor in Management, Peking University HSBC Business School Discussants: <i>Liming LIU</i> Dean of Faculty of Business, Lingnan University <i>Hua XU</i> Chair of MBA-IB Program, Graduate School of Business Sciences, University of Tsukuba	
15:20-16:00	Poster Exhibitions	Students from AEARU member universities	
16:00-17:00	Plenary Panel V <i>How Do We Leverage the Academic Strength of Business Schools to Partner with Practice to Create New and Relevant Knowledge?</i>	Chair: <i>Heungju PARK</i> Assistant Professor in Finance, Peking University HSBC Business School Discussants: <i>Yuk-Chow SO</i> Dean of Faculty of Business Administration, University of Macau <i>Jianxin GE</i> Associate Dean of Business School, Central University of Finance and Economics	Room 509, Peking University HSBC Business School Building

		<p><i>Dar-Hsin CHEN</i> Chair of Department of Business Administration, Taipei University</p> <p><i>Gengyun ZHANG</i> VP of BGI Agriculture Group & Chief Scientist</p>	
17:00-17:10	Closing Address	<p><i>Wen HAI</i> Vice Chairman of Peking University Council, Dean of Peking University HSBC Business School</p>	
17:15	Depart from PHBS	Invited guests	PHBS lobby
17:30-19:00	Closing Reception Dinner	Invited guests	Kylin Villa
Day 2: Oct. 23, 2016			
Time	Session	Participants	Venue
10:00-12:00	Company Visit	Invited guests	Tencent

Appendix 2: Financial Statement

The 5th AEARU Development and Collaboration of Asian Business Schools Workshop was granted with AEARU funding of USD 10,000 to support the expenses of participating students from AEARU universities. Actually, we only received one student participant, so the funding was not transferred to Peking University HSBC Business School. The student participant reimbursed the airfare of USD 541.59 from AEARU after the workshop.