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*The 5<sup>TH</sup> AEARU Development and Collaboration of  
Asian Business Schools Workshop*

**Business Education: Meeting the Challenge of Innovation**

October 22-23, 2016

Peking University HSBC Business School, Shenzhen, China

**ORGANIZERS**

Association of East Asian Research Universities (AEARU)  
Peking University HSBC Business School (PHBS)

**PURPOSES AND PROGRAM OUTLINE**

With rapid advances in technology and growing demand for knowledge and innovation, the role of business schools in the education and development of top business talents becomes more challenging. What are the impacts that innovation brings to business education, what are the challenges that business schools are facing, and how should business schools foster an effective agenda to respond to the challenges? These are among the most critical questions call for responses from business educators.

During this workshop, business schools' deans and leading entrepreneurs in China will have an opportunity to engage in an open and constructive dialogue that brings out fresh insights and Asian perspectives on trends and shifts of business school education confronting with the demand of innovation. It also provides students from AEARU member universities a platform to present their academic research findings.

The AEARU and PHBS are inviting guests and participants for *The 5TH AEARU Development and Collaboration of Asian Business Schools Workshop*, to be held in Shenzhen, China, October 22-23 (Saturday and Sunday), 2016. The working language of the workshop is English. The workshop consists of invited keynote speeches, plenary panels, and student paper presentation sessions. Arrival and registration of participants will be on Friday, October 21, 2016.

In the morning of October 23, a visit will be organized to one of Shenzhen's leading companies (Huawei, Tencent or Vanke). Due to limited spaces, participation will be on a first come first served basis. To register, please email [AEARU2016SZ@phbs.pku.edu.cn](mailto:AEARU2016SZ@phbs.pku.edu.cn) with subject line: October 23 Company Visit.

**THEMES FOR KEYNOTE ADDRESSES AND PANEL SESSIONS**

With advances in technology and the global economic re-balancing to the East, innovation and entrepreneurship in today's rapidly changing world are no longer an option. These are imperatives in fostering economic sustainability and growth in all aspects of business transformation. Business schools must encourage an entrepreneurial spirit that stimulates innovation, drives productivity, and promotes on on-going commitment to learn and grow. The program will examine how Asia can integrate innovation and entrepreneurship into business culture and models, what will the future of innovation and entrepreneurship in Asia

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look like, and whether the next-generation of global business innovations comes from industry and business schools working jointly.

Business and management education are considered key drivers of economic competitiveness as the development of top business talents creates, finances, and grows the demand for knowledge. Given the special role of business school educators, how can they collaborate with businesses to support the development of skills required for the new business of the future? What are the best practices arising from Chinese enterprises in terms of management and entrepreneurship? In the keynote and plenary sessions, business opinion leaders and business school deans will share and exchange their views on the interaction of the role of business school education and the state of entrepreneurial and innovative spirits in China. Topics to be discussed include but not limited to:

- 1. *Educators and Entrepreneurship – A Mindset for the Future***
- 2. *Developing Global Innovations and Entrepreneurs – How Can Business Schools and Industry Collaborate?***
- 3. *Business Education in the Digital Age***
- 4. *The Power of Collaboration between Asian Business Schools***
- 5. *Challenges and Opportunities for Business Education in Asia***
- 6. *Building Dynamic Networks and Partnership for the Region***
- 7. *How do we leverage the academic strength of business schools to partner with practice to create new and relevant knowledge?***
- 8. *Where can business schools and business collaborate more in the development and delivery of educational programs?***

#### **WHO SHOULD ATTEND**

Deans, associate and assistant deans, department chairs, and faculty at business schools in Asia, as well as professionals from business schools worldwide working or seeking to work with schools in Asia.

#### **FEES AND REGISTRATION**

No registration fee is required. All attendees must register for the workshop. Registration should be made online through the link below:

<http://english.phbs.pku.edu.cn/summercamp/enroll/index.htm>.

#### **POSTER PRESENTATION**

Those who would like to give a poster presentation are required to submit an abstract to [AEARU2016SZ@phbs.pku.edu.cn](mailto:AEARU2016SZ@phbs.pku.edu.cn) with subject line: Poster Presentation no later than September 18,2016.

Submitted abstracts will be reviewed by the Organizing Committee and notification of acceptance will be announced to applicants of poster presentation by September 30,2016.

#### **FINANCIAL SUPPORT**

Up to 15 students who will give a poster presentation at the workshop will be provided with financial support to cover airfare, accommodation, and meals.

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## **WORKSHOP LOCATION**

### **Peking University HSBC Business School**

University Town, Nanshan District, Shenzhen, China

## **HOTEL LOCATION**

### **Shenzhen Kylin Villa**

4599 Qinyuan Road, Nanshan District

Tel.: +86-755-26618888

Web: <http://www.kylinvilla.cn/indexen.aspx>

Invited guests and students from AEARU member universities will receive free hotel accommodation for the nights of October 21, and 22 at Shenzhen Kylin Villa, which is close to the workshop venue. For hotel reservation, please email [AEARU2016SZ@phbs.pku.edu.cn](mailto:AEARU2016SZ@phbs.pku.edu.cn) with subject line: Hotel Reservation.

Other delegates are responsible for the expenditure of the hotel accommodation and making their own hotel reservation. A room block is being held at Shenzhen Kylin Villa for AEARU workshop participants. Preferred room rate is 780 RMB per night for a single room, and 690 RMB for a shared room.

## **VISA INFORMATION FOR FOREIGN ATTENDANTS**

The workshop organizer will issue a visa application letter upon request after registration. For visa application letter, please email [AEARU2016SZ@phbs.pku.edu.cn](mailto:AEARU2016SZ@phbs.pku.edu.cn) with subject line: Visa Application Letter.

## **TRANSPORTATION FACTS**

**All participants are responsible for their travel expenses and making their own travel arrangements.**

Shenzhen Bao'an International Airport is approximately 26km or a 45-minute drive to Shenzhen Kylin Villa or Peking University HSBC Business School (workshop venue).

However, guests coming by air from overseas have the option of flying into Hong Kong International Airport and then taking metro railway, cross-border shuttle bus, or a ferry from within the Hong Kong Airport to destinations in Shenzhen. More information for transportation from Hong Kong Airport to Shenzhen can be found at <http://www.hongkongshuttle.com/hong-kong-airport-to-shenzhen/>.

## **CONTACT INFORMATION**

Please address inquiries to Ms. Daisy Wu at [AEARU2016SZ@phbs.pku.edu.cn](mailto:AEARU2016SZ@phbs.pku.edu.cn).

## **INTRODUCTION TO THE ORGANIZERS**

### **Introduction of AEARU**

The Association of East Asian Research Universities (AEARU) is a regional organization

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founded in January 1996, with the goals of forming a forum for the presidents of leading research-oriented universities in East Asia and of carrying out mutual exchanges between the major universities in the region. Expectations are that this regional union, on the basis of common academic and cultural backgrounds among the member universities, will contribute not only to the development of higher education and research but also to the opening up of a new era leading to cultural, economic and social progress in the East Asian region.

AEARU's organization includes a Chairperson, a Vice-chairperson, and a Board of Directors consisting of the Chairperson, Vice-chairperson, and five other elected members. The board is comprised of 1 to 2 members from each of AEARU's five regions. To carry out business matters efficiently, AEARU's Secretariat is located in the same university as the Chairperson. The organization's exclusive secretary coordinates various AEARU activities and also operates and manages the organization's websites.

The AEARU membership is composed of the presidents of the leading universities in five regions of East Asia: the Chinese Mainland, Japan, Korea, Hong Kong, and Taiwan. Since its foundation in 1996, a total of 17 universities from these regions have become members of the association. A general meeting attended by all member universities, is held annually. By discussing themes of shared interest at the general meeting, AEARU members both carry out actual operations of the organization as well as deepen trust and mutual understanding among the member universities.

AEARU's activities include workshops, student summer camps, student physical competitions, and various types of international symposia. These activities are held throughout the year to promote mutual exchanges of ideas and information and to develop close bonds between the member universities.

AEARU is operated by having the member universities hold activities, in principle, under a mutual rotation system. The member institutions cover the expenses of sending participants to the places where events are to be held, and the university holding the event bears the costs of conducting it.

### **Introduction of PHBS**

Peking University HSBC Business School (PHBS) was founded in 2004 with the intent to advance PKU's involvement in the global economics, finance, and management research. Located in Shenzhen, PHBS brings Peking University's historical presence and first-tier business education programs to the country's south and benefits from the dynamic and entrepreneurial spirit of the thriving city. As an additional advantage, the proximity to Hong Kong, a world financial hub, provides unmatched opportunities for the entire campus community. PHBS currently offers a doctoral program, specialized Master's programs, dual-degree-Master's programs with the Chinese University of Hong Kong and the National University of Singapore, a MBA program, an Executive MBA program, and numerous executive development programs. To provide in-depth Chinese educational experiences with

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a global perspective, the School admits international students into the specialized Master's and MBA programs. PHBS is accredited for EPAS by EFMD and is in the process of AACSB accreditation.

As the most internationalized China-national business school, Peking University HSBC Business School offers 130 English-language, graduate level, business courses per year. Currently we offer three Master degrees in Finance, Management and Economics as well as an MBA Program for international students that are entirely conducted in English. All 50 international and Chinese faculties conduct courses using English and have earned their PhDs from top institutions in the USA and Europe.

**PROGRAM**

<b>Day 0: October 21, 2016</b>				
<b>Time</b>	<b>Session</b>		<b>Venue</b>	
14:00-20:00	Registration		Kylin Villa	
<b>Day 1: October 22, 2016</b>				
<b>Time</b>	<b>Session</b>		<b>Venue</b>	
08:00-09:00	Registration		L1,PHBS	
09:00-09:15	Welcoming Remarks By PHBS dean		B2,PHBS	
09:15-09:40	Plenary Address I By business leaders		B2,PHBS	
09:40-10:05	Plenary Address II By business leaders		B2,PHBS	
10:05-10:30	Plenary Address III By business leaders		B2,PHBS	
10:30-11:00	Group Photo		L1,PHBS	
11:00-12:30	Plenary Panel I By B-school deans		B2,PHBS	
12:30-14:00	Networking Lunch		PHBS	
14:00-15:30	Plenary Panel II By B-school deans	Poster Exhibitions By students from AEARU member universities I	B2,PHBS	L1,PHBS
15:30-16:00	Coffee break			
16:00-17:30	Plenary Panel III By B-school deans	Poster Exhibitions By students from AEARU member universities II	B2,PHBS	L1,PHBS
17:30-17:50	Closing Address		B2,PHBS	
18:30-20:00	Closing Reception and Dinner		Kylin Villa /Intercontinental	
<b>Day 2: October 23, 2016</b>				
<b>Time</b>	<b>Session</b>		<b>Venue</b>	
09:00-12:00	Company Visits:		Huawei; Tencent; Vanke.	

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## INVITED GUESTS

*President of PKU*  
*Mayor of Shenzhen*

### **1. Business School Deans from AEARU Board Member Universities**

	<b>Name</b>	<b>Organization</b>
1	Jun Zhang	School of Economics, Fudan University
2	Kunrong Shen	Nanjing University Business School
3	Yingyi Qian	Tsinghua University School of Economics and Management
4	Yugang Yu	School of Management, University of Science and Technology of China
5	Xu Yan	HKUST Business School
6	Jiro AKITA	Graduate School of Economics and Management, Tohoku University
7	Hua Xu	Graduate School of Business Sciences, University of Tsukuba
8	Ick-Hyun Nam	College of Business Administration, Seoul National University
9	Chao-Hsi Huang	College of Technology Management, National Tsing Hua University

**2. Business School Deans from Universities in Mainland China, Hong Kong, Macau, and Taiwan**

	<b>Name</b>	<b>Organization</b>
1	Hongbin Cai	Guanghua School of Management, Peking University
2	Xianhai Huang	School of Economics, Zhejiang University
3	Jianhua Zhang	School of Economics, Huazhong University of Science and Technology
4	Xinzhong Xu	Lingnan (University) College, Sun Yat-sen University
5	Jiuping Xu	Business School of Sichuan University
6	Zao Sun	School of Economics and Finance of Xi'an Jiaotong University
7	Qiang Ye	School of Management, Harbin Institute of Technology
8	Wei Zhang	College of Management and Economics, Tianjin University
9	Yuli Zhang	Business School of Nankai University
10	Qingshi Wang	School of International Business, Dongbei University of Finance and Economics
11	Jianxin Ge	Business School, Central University of Finance and Economics
12	Li Zhang	National School of Development, Peking University
13	Chen Yong	College of Economics, Shenzhen University
14	Kalok Chan	CUHK Business School
15	Ed Snape	School of Business Hong Kong Baptist University
16	Liming LIU	Faculty of Business, Lingnan University
17	Yuk-Chow SO	Faculty of Business Administration, University of Macau
18	Ruey-Hua Liu	Department of Economics, National Tsing Hua University
19	Yungho Weng	Department of Economics, National Chengchi University
20	Dar-Hsin Chen	Department of Business Administration, National Taipei University



**3. B-School Deans from Universities in Southeast Asia, Korea, Japan, India, Singapore, America, and Australia**

	<b>Name</b>	<b>Organization</b>
1	Ahmed Khalid	UBD School of Business and Economics, Universiti Brunei Darussalam
2	Sou Phalla	Management Department, National University of Management
3	Shekhar Chaudhuri	School of Management & Entrepreneurship, Indian Institute of Management Calcutta
4	Djisman S. Simandjuntak	Prasetiya Mulya Business School
5	Djoko Wintoro	Prasetiya Mulya Business School
6	Fauziah Md. Taib	School of Management, Universiti Sains Malaysia
7	Amy Hillman	W.P.Carey School of Business, Arizona State University
8	David J. Nolan	Charles H. Dyson School of Applied Economics and Management, Cornell University
9	Arjang A. Assad	.Joseph M.Katz Graduate School of Business and College of Business Administration, University of Pittsburgh
10	Qing Hu	Baruch College, The City University of New York
11	.Eitan Zemel	NYU Shanghai
12	Scott Holmes	School of Business, Western Sydney University
13	Yi-Chen Lan	School of Business, Western Sydney University
14	Gerard George	Lee Kong Chian School of Business, Singapore Management University
15	Bernard Yeung	NUS Business School
16	NEO Boon Siong	Nanyang Business School, Nanyang Technical University

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#### 4. Top Business Leaders

	<b>Name</b>	<b>Organization</b>	<b>Title</b>
1	Zhengfei Ren	Huawei Technologies Co.,LTD	Deputy Chairman of the Board, CEO
2	Chengdong Yu	Huawei Technologies Co.,LTD	Director, CEO of the Consumer BG
3	Huateng Ma	Tencent Inc.	Core Founder, Chief Executive Officer
4	Xiaolong Zhang	Tencent Inc.	President of Weixin Group, Senior Executive Vice President
5	Shi Wang	Vanke	Chairman
6	Chuanfu Wang	BYD	CEO
7	Jian Wang	BGI	President
8	Jun Wang	iCarbonX	Founder, CEO
9	Wei Cheng	DiDi	Founder, CEO
10	Qiangdong Liu	JD	CEO
11	Tao Wang	DJI-Innovations	CEO
12	Bei Zhang	Shenzhen Qianhai Financial Holdings Co., Ltd.	CEO
13	Travis Kalanick	Uber Technologies,Inc.	CEO