



Dates: June 1st & 2nd, 2022

Venue: Virtual & Onsite

Day 1: June 1st

Opening Session

13:00 – 13:05 Comments by the Chair and MC, Kenji Yokoyama, Dean, External Relations, NUCB Business School

13:05 – 13:15 Opening Comments by Robin Gauld, President of AAPBS

13:15 – 13:35 Welcome Remarks (Introduction to NUCB Business School) by Seiichiro Iwasawa, Dean, NUCB Business School

Keynote Speech 1

13:35 – 13:40 Introduction by Nigel Denscombe, Professor, NUCB Business School

13:40 – 14:10 Keynote Speech by Andrew Crisp, Partner, Carringtoncrisp

14:10 – 14:25 Q&A

Sponsor Session 1

14:25 – 14:35 AMBA & BGA

Plenary Session 1: Digital Transformation in Business Education

14:35 – 14:40 Tak Yin Hui, Session Chair, Associate Professor, NUCB Business School

14:40 – 14:55 Speech by Kerrie Bridson, Associate Dean, Deakin Business School

14:55 – 15:10 Speech by Alimaa Jamiyansuren, Director of Asia Pacific Operations, Peregrine Global Services

15:10 – 15:25 Speech by Louie Wong, Associate Dean, NUCB Business School

15:25 – 15:40 Discussion and Q&A

Closing Session for 1st Day

15:40 – 15:45 Closing Comments for the 1st day by the Chair

Day 2: June 2nd

Opening for 2nd Day

13:00 – 13:05 Opening Comments for the 2nd Day by the Chair

Keynote Speech 2

13:05 – 13:10 Opening Comments by Kuok Kei Law, Associate Professor, NUCB Business School

13:10 – 13:40 Keynote Speech by Bodo B. Schlegelmilch, Chair & Professor, the Vienna University of Economics and Business: “The Future of Management Education: Implications for Business School”

13:40 – 13:55 Q&A

Sponsor Session 2

13:55 – 14:05 Peregrine Global Services

Plenary Session 2: New Development of Case Methods

14:05 – 14:10 Opening Comments by Frendy, Chair & Professor, NUCB Business School

14:10 – 14:25 Speech by Winnie Qian Peng, Professor & Director of Thompson Center of Business Case Studies, HKUST

14:25 – 14:40 Speech by Mr. Vinay Hebbar, Senior Vice-President, Harvard Business Publishing

14:40 – 14:55 Speech by Ricardo Lim, Professor, NUCB Business School

14:55 – 15:10 Discussion and Q&A

Sponsor Session 3

15:10 – 15:20

Plenary Session 3: Active Learning

15:20 – 15:25 Opening Comments by M. Mohsin Hakeem, Professor & Session Chair, NUCB Business School

15:25 – 15:40 Speech by Henry Pribadi, Vice Dean, Prasetya Mulya

15:40 – 15:55 Speech by Pajaree Ackaradejruangri, Associate Dean, Ritsumeikan APU

15:55 – 16:10 Speech by Hoe Chin Goi, Professor, NUCB Business School

16:10 – 16:25 Discussion and Q&A

Closing Session for the Conference

16:25 – 16:30 Awarding Ceremony

16:30 – 16:50 Reports from the Council Meeting by Robin Gauld, President, AAPBS

16:50 – 17:10 Closing Remarks by Robin Gauld, President, AAPBS

17:10 – 17:15 Comments for Grand Closing by the Chair