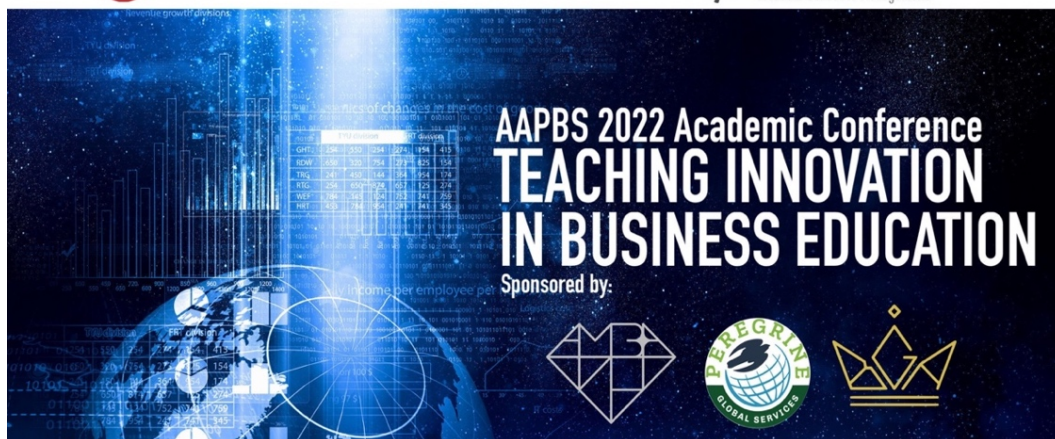


Dates: June 1st & 2nd, 2022

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 Welcoming Remarks 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 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 Speech by Bodo B. Schlegelmilch, Chair & Professor, Vienna University of Economics & Business

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, Session Chair & Associate Professor, NUCB Business School

14:10–14:25 Speech by Winnie Qian Peng, Professor & Director, 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

15:10–15:20 **Break**

Plenary Session 3: Active Learning

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

General Meeting

16:25–16:40 Reports from the Council Meeting by Robin Gauld, President, AAPBS

16:40–16:50 Report on Case Competition by Betty Chung, Executive Director, AAPBS

16:50–17:00 2022 AAPBS Annual Meeting Announcement by Brent Ritchie, Dean, University of Queensland

Closing Session for the Conference

17:00–17:10 Awarding Ceremony

17:10–17:30 Closing Remarks by Robin Gauld, President, AAPBS

17:30–17:35 Comments for Grand Closing by the Chair

