

## Biz school deans talk business

AT A two-day conclave, leading Asian management thinkers and business school deans discussed ways to create more original content on business management and practices in their country and region, rather than merely adapt and teach Western curriculum. They did so at the Asian Management Conclave (AMC 2015) at the Singapore Management University (SMU) on March 12 and 13.

Themed Management Education In Asia: Strategies To Leapfrog, AMC 2015 was jointly organised by management education think-tank MBAUniverse.com and SMU. It featured presentations and discussions by Asian business schools' presidents and deans from 15 Asian economies, global education thought leaders from the US and Europe, and corporate executives based in Asia.

Addressing the conclave, Dr Jitendra Singh, dean, School of Business and Management, Hong Kong University of Science and Technology, stressed the importance of developing more top-class research-focused business schools in Asia.

"Management educators in Asia must ask the question: Are we merely consumers of knowledge created elsewhere in the world or are we creating new knowledge by applying principles of scientific research?"



Ideas pour forth... Dr Jitendra Singh (left) and Dr Gerard George at the conclave. PHOTOS: SMU

Asian business schools must take responsibility for creating new knowledge – for use in Asia and export to the world."

Dr Dipak C. Jain, former dean of Kellogg and INSEAD, and director of Sasin Graduate Institute of Business Administration, Chulalongkorn University, Thailand, said that Asian schools were not spending time on Asia-specific content. Leading management thinkers such as Dr Steven J. DeKrey, president, Asian Institute of Management, Manila; Dr Gerard George, dean and professor of Innovation and Entrepreneurship, Lee Kong Chian School of Business, SMU; Dr Pankaj Ghemawat, professor of Global Management and director of Center for the Globalization of Education and Management at Stern School of Business, New York University and Anselmo Rubiralta Professor for Global Strategy at IESE

Business School, also called for more Asian context-specific curriculum development and research.

Addressing the conclave, celebrated management thinker and professor of Harvard Business School Dr Tarun Khanna said: "Trying to apply management practices uniformly across geographies is a fool's errand. Best practices simply don't travel well across borders. That's because conditions not just of economic development but of institutional maturity, educational norms, language, and culture vary enormously from place to place."

Another highlight of AMC 2015 was a swift response to the call for creating more original Asian management content. Well-known business schools from China, Japan, India, the Middle East, Malaysia and other regional countries have decided to come together and work towards this goal.