

What is happening in Asia? Asian Business Schools Discussion

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Why?

- Global Warming Effect Influences not only Weather in Asia...
- Structural Changes in Business Education Markets
- Why me?
 - Involved in two international conferences
 - ICAMA(International Conference of Asian Marketing Association)
 - GMC(Global Marketing Conference) - KSMS, GAMMA
 - Chief-in Editor of AMJ(Asia Marketing Journal)
 - Thanks to many friends all over the world

Let us start with the Past of Business Schools in Asia

Phase 1: No Business School but Just Major (Living with Economists)
(1960-1980) Growing as a field of Economics

Phase 2: The Independence of Business Schools (Divorcing with Economics)
(1981-1995) HK, Singapore -> Korea -> Japan -> China -> ASEAN?

Phase 3: Domestic Competition Among MBA School (Peace and Prosperity)
(1996-2008) Korea (1996) -> China (2000) -> Japan (?) -> ...?

Phase 4: Globalization Competition Among MBA Business School (Uncertainty)
(2009-2015) Korea (2009) > China (2010) > Japan(?)

The Changing Roles of Business Schools

Phase 1: Teaching School (A professor is just a teacher!)

(-1996) Heavy teaching load but not much research load

All the Asian Schools except Singapore and HK schools (6+6)

Phase 2: Double Standard

(1996-2000) We are a research school! but no... still teaching school.(4+4)

Phase 3: Real Shift from Teaching to Research (Hard time to faculties) (2+3)

(2000-2008) Korea (1996) -> China (2000) -> Japan (?) -> ...?

Game Changers: Global competition by Governments and Companies

Phase 4: A Backfire from the markets (Market Depression, Aging)

(2009-2015) Japan(90's) > Korea (2009) > China (2015) > ASEAN?

Phase 5: Future?

220 B-schools have shut down in top cities In India in 2016.



New Structural Change in USA, Europe, and East Asia

Market Depression (2015-Present)

Europe (2010) > USA (2015) > Australia, Korea (2015)

Full time MBA > Night time or Weekend MBA > Master Program
(60 ->20) (140 -> 60) (30->20)

Phase 6: Competition with Europe and USA

Asia is the most emerging education market.

European students rush to Asia for Job Opportunity.

Chinese: Students go to all the major countries.

Singapore/HK -> USA -> Europe (France, UK) -> Korea, Japan -> ?

Korean: USA -> China -> ?

Japan: Only Japan

Asean: Vietnamese (Korea), Thailand (Singapore), Indonesia (?)

Solution?

Global Program:

- English-mediated courses (30%)

- Joint program

- 2nd Campus

Online MBA, No full-time MBA

3+2 program, Dual Degree program

Entrepreneurialism / Action-based learning

Interdisciplinary Courses and Majors (4th Industrial Revolution)

*Specialization

*

Research Trends

Stage 1: Just two publications for promotion...

Stage 2: Quantitative Competition

(KCI 300% -> 1000% in 5 yr)

Stage 3: Qualitative Competition (No domestic journals..)

(KCI->Scopus->SSCI)

Stage 4: Selective Evaluation

(4 Top Journals , eight 2nd-Tier, No Domestic Journal)

Stage 5: 200% for full professors per year

Discussion

What will be the next step?

and What Should We do?

Appendix

Marketing Research Trends In Asia

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How to Collect the Data and Evaluate Them?

4,815 research papers by 435 Asian researchers
from 96 universities in 12 Asian countries

- Step 1: Selecting **a maximum of 10 major business schools** in each of twelve Asian countries (China, Hong Kong, Japan, Indonesia, Mongolia, Malaysia, Russia, Taiwan, Singapore, South Korea, Thailand, and Vietnam) either **accredited by AACSB, EQUIS or AMBA**, or **ranked in at least one of two major university ranking studies**: QS Global 200 MBA Rankings Asia Pacific and the Eduniversal Business School Ranking.
- Step 2: Obtaining lists for 435 marketing faculty members in 61 universities.
- Step 3: Collecting their publication information from the following three sources: the **official websites for each of the business schools, ResearchGate, and Google Scholar**.
- Step 4: Filtering
Only papers written in English and published in international journals were collected.
- Step 5: Measures **H index** instead of IF(Impact Factor)

Academic Performances by Countries

Hong Kong >>

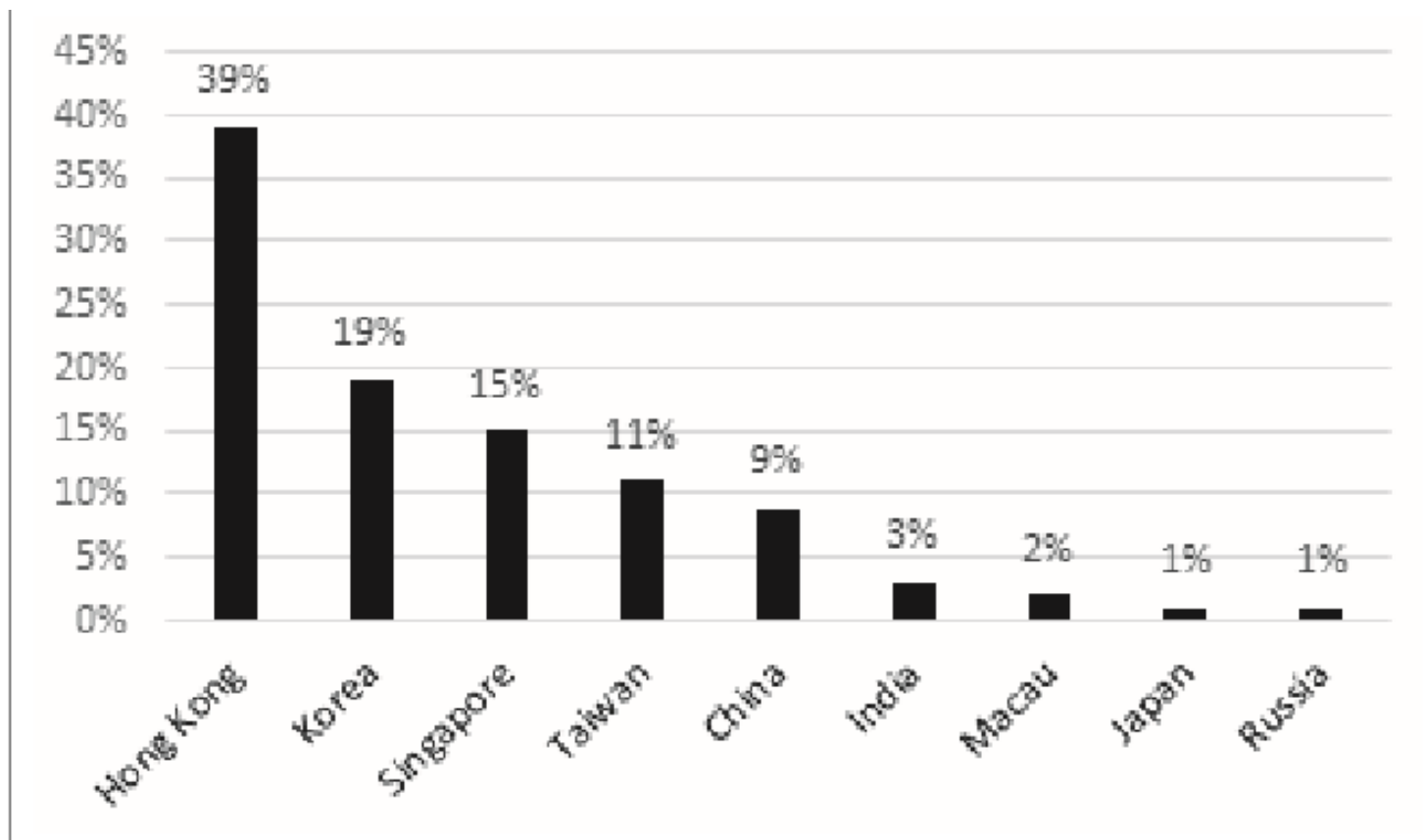
Korea > Singapore > China > Taiwan

>> India > Japan > Malaysia >> Thailand, Indonesia....

Country	SSCI	SCI	SCIE	SCOPUS	SSCI/SCI/ SCIE/ SCOPUS	H-Index
Thailand	3	0	0	8	10	731
China	55	3	9	36	86	9076
Hong Kong & Macau	207	0	16	161	307	30562
Korea	92	0	3	60	70	11883
Japan	15	0	4	3	18	2100
The Philippines	0	0	0	1	1	93
Taiwan	55	0	5	64	78	7074
Russia	6	0	0	9	15	783
India	39	0	54	45	138	3577
Malaysia	11	0	17	43	33	1828
Singapore	75	0	12	33	142	12401
Indonesia	1	0	0	6	7	359

Top 100 Scholars in Asia by Nationality

Hong Kong >>
Korea > Singapore > Taiwan > China >



What are the Popular Research Subjects in Asia?

〈Figure 4〉 Top 50 Marketing Topics in Zone EA
(Korea, Japan, China)



In South Asia Marketing Topics in Zone SA
(Indonesia, Malaysia, India, Philippines, Thailand)



What are the Popular Research Topics in Asia?

Product > Communication > Retail > STP, Price
Why no STP paper?

Distribution of Publications on STP & 4Ps

