

# INNOVATIONS AND BEST PRACTICES IN ASIA PACIFIC 2018-19







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**Tom Robinson**  
President and CEO AACSB International

To recognize the innovative and impactful ways AACSB member schools are redefining the face of business education, AACSB developed the Innovations That Inspire challenge.

For the 2019 Innovations That Inspire challenge, we asked member schools to identify how they are inspiring new approaches to thought leadership and increasing its impact with innovations that enable the co-creation of knowledge, as outlined in *A Collective Vision for Business Education*. This Innovations and Best Practices booklet shares inspiring initiatives occurring at a number of schools in the Asia Pacific region.

As the needs of business, government, and society become more complex, business schools will be called upon to produce new curriculum, research, programs, and thought leadership that is multidisciplinary, dynamic, and impactful. This will require schools to look to new and various kinds of collaborations, including with industry practitioners and other disciplines, and to consider how thought leadership can be approached in fresh and unique ways to meet evolving business and learner demands.

Read this booklet to discover some of the ways business schools in Asia Pacific are approaching this call to action, or visit [aacsb.edu/innovations-that-inspire](https://aacsb.edu/innovations-that-inspire).

*Tom Robinson*

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## Asian Institute of Management

**Title of Innovation:** ACCeSs@AIM

### INNOVATION STATEMENT:

Championing industry-government-academia partnerships through research and development and “techpreneurship,” ACCeSs@AIM seeks to help grow businesses, improve developing Asian economies, and build the Philippines’ data analytics capacity.



ANALYTICS, COMPUTING,  
AND COMPLEX SYSTEMS  
LABORATORY (ACCeSs@AIM)



**2019 Innovations That Inspire  
Challenge Highlight**



## Deakin University, Faculty of Business and Law

**Title of Innovation:** Deakin Genie

### INNOVATION STATEMENT:

Deakin Genie is a personalized virtual assistant that uses chatbot technology, voice recognition, and predictive text to help students manage all aspects of university life—and it gets smarter with every use







## IFIM Business School, IFIM Business School

**Title of Innovation:** Integrating Research With Practice

### INNOVATION STATEMENT:

In the research incubation program, students learn business research methodology, receive faculty mentoring, and gain practitioner input to develop projects that result in publishable research papers or business ventures.



## Institute of Management Technology, Nagpur

**Title of Innovation:** Social Entrepreneurship Project (SEP)

### INNOVATION STATEMENT:

The Social Entrepreneurship Project is an experiential learning initiative that sensitizes future business managers to rural realities, socioeconomic conditions, and market-specific opportunities.



**Institute of  
Management Technology**  
Nagpur





## Institut Teknologi Bandung, School of Business and Management

**Title of Innovation:** Idealogy Technopreneur Bootcamp SBM-ITB 2018

### INNOVATION STATEMENT:

An annual cross-disciplinary event, the SBM-ITB bootcamp introduces technology-based business concepts and skills to business and engineering students from 11 other ITB faculties and schools using an active learning approach.

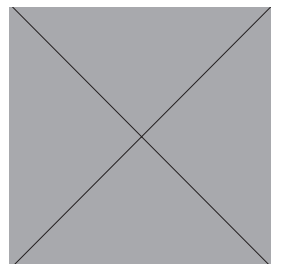


## Lal Bahadur Shastri Institute of Management

**Title of Innovation:** District Saturation Model

### INNOVATION STATEMENT:

Inspired by the vision of the late Lal Bahadur Shastri, Developing Socially Sensitive Ethical Leaders is an innovative experiential learning program aimed at creating a balance among business, society, and profit.







## Massey University, Massey Business School

**Title of Innovation:** Community Accounting Initiative

### INNOVATION STATEMENT:

Through free clinics, accounting students provide community organizations with advice and training that addresses specific accounting problems or knowledge gaps and improves the skills of both parties.



## Monash University Malaysia, School of Business

**Title of Innovation:** Gerontechnology Laboratory (GT Lab)

### INNOVATION STATEMENT:

The GT Lab was established to deepen awareness and understanding of the health and well-being, active aging, and safe working and living of older adults through assistive technology-based research.



**2019 Innovations That Inspire Challenge Highlight**





## Singapore Management University, Lee Kong Chian School of Business

**Title of Innovation:** Ensuring Societal Impact Through Business Research

### INNOVATION STATEMENT:

LKCSB actively promotes societal impact from business school research through a coordinated and collaborative approach combining internal funding calls, concept development feedback, securing of corporate and public partners for co-creation, and seed funding for big ideas.



**2019 Innovations That Inspire Challenge Highlight**



## SP Jain Institute of Management and Research, Mumbai

**Title of Innovation:** Integrative Social Policy Research With Students

### INNOVATION STATEMENT:

This innovative program teaches MBA students about urban poverty through mentoring and generates research around a national policy change.







## Swinburne University of Technology

**Title of Innovation:** Respectful Relationships Education in Schools (RREiS)

### INNOVATION STATEMENT:

Through a research partnership with local government and non-government secondary schools, the RREiS project is helping to prevent family violence by contributing to changes in school policies, culture, and ethos.



## University of South Australia, UniSA Business School

**Title of Innovation:** Partnered Research for Global Brand Impact

### INNOVATION STATEMENT:

UniSA Business School's Ehrenberg Bass Institute for Marketing Science operates a unique corporate sponsorship program that engages marketers globally, funds fundamental research, and delivers in-market impact through industry-ready, evidence-based services and tools.



**2019 Innovations That Inspire Challenge Highlight**





## UNSW Business School

**Title of Innovation:** UNSW Sandbox Method for Transformative Research

### INNOVATION STATEMENT:

The UNSW Sandbox Method is a translational, multidisciplinary research methodology for co-creating business and social impact that aims to bridge the academic-practice gap and provide a platform for high-impact research.



**UNSW**  
SYDNEY



**2019 Innovations That Inspire  
Challenge Highlight**



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