

## Welcome Remarks



This marks the first year that we hold our annual conference as the Asia Pacific Chapter, rather than the Southeast Asia Chapter or AIBSEAR. The Executive Committee which now includes Country Directors from China, Japan, South Korea, and Singapore have met regularly throughout the past year to strengthen our connections amidst new roles and responsibilities. We realize that there have been new expectations with our expanded endeavor, but we are confident that with continual supports from scholars in the region, we can overcome those challenges.

We thank Mahidol University, Thailand, for being the local host of this year's conference and the School of Business, the Hang Seng University of Hong Kong for being a generous host of AIB Asia Pacific Chapter's secretariat. We welcome Professor Farok Contractor, the President of AIB, to be our keynote speaker on the topic that is more relevant than ever. In addition, although our chapter has been extended towards Asia Pacific, the starting point was the Southeast Asia region. In this regard, it is an honor to have Dr. Choltis Dhirathiti, the ASEAN University Network (AUN)'s Executive Director, to deliver the keynote speech. AUN has been effectively link universities in the region on the aspects of academic curriculum, quality assurance, and research collaboration. We can and should learn from their experiences in reinforcing our existing network in the region.

As expected in this so-called new-normal world, unexpected changes are inevitable. We initially planned for the online conference; but with new development in Thailand during early November, certain onsite participations could be possible. Although several changes of plan were made abruptly; and in many cases, in the last minute; we are pleased to see everyone involved ready to make their adjustments accordingly. Thank you all of you for this flexible mindset. Stay safe and healthy.



**Yingyot CHIARAVUTTHI**

**Chair, AIB Asia Pacific Regional Chapter**