

# PACIBER

Pacific Asian Consortium for International Business Education and Research



**PACIBER 2024 Annual Meeting**  
**June 30-July 2, 2024**  
**Westin Josun Seoul, South Korea**

**Theme: Asia on the Cusp of a New Era—Opportunities for PACIBER**

## PROGRAM AGENDA

### Sunday, June 30, 2024

Venue: Westin Josun Seoul Hotel, Violet Banquet Hall  
106 Sogong-ro, Jung District, Seoul, South Korea

5:30 pm                      **Networking and Reception (Hosted)**

### Monday, July 1, 2024

Venue: Westin Josun Seoul Hotel, Violet Banquet Hall  
106 Sogong-ro, Jung District, Seoul, South Korea

#### *Morning Sessions*

8:30 am                      **Welcome and Participant Introductions**

9:00 am                      **Keynote Address**  
AI and a New Era of Digital Globalization: Where We Were, Where We Are,  
Where We Are Headed  
*Devin Fidler, Founder and CEO, Rethinkery*

#### **Perspectives from PACIBER Members and Invited Participants**

10:30 am                      Coffee/Tea Break (Hosted)

10:50 am                      **Deans and Center Directors Panel**  
Innovation in Business/International Business Education

Moderator: Dr. Jikyeong Kang, President and Dean, Asian Institute of  
Management

#### **Panelists**

- *Dr. Aini Aman, Dean, Faculty Economy and Management, University  
Kebangsaan Malaysia*

- *Dr. Patrick Adriel Aure, Associate Dean, Ramon del Rosario College of Business, De La Salle University*
- *Dr. Marki Jones, Director, CIBER, Darla Moore School of Business, University of South Carolina*
- *Dr. Jowett Cecilio Magsaysay, Dean, Ateneo Graduate School of Business*
- *Dr. Shad Morris, Director, Global Management Center & CIBER, Brigham Young University*
- *Dr. Eugene Sivasdas, Dean, Lam Family College of Business, San Francisco State University*

12:30 pm Lunch (Hosted)

*Afternoon Sessions*

2:00 pm **Panel Discussion**  
Asia on the Cusp of a New Era—Implications for PACIBER

Moderator: Dr. Amir Mahmood, Pro Vice Chancellor and Provost, Western Sydney University, Surabaya Campus, Indonesia (Invited)

- **Japan & Hawaii:** *Dr. Kiyohiko Ito, Shidler Distinguished Professor, University of Hawaii at Manoa, Dr. Lailani Alcantara, Professor, Ritsumeikan Asia-Pacific University*
- **Malaysia:** *Dr. Muhammad Hakimi Bin Mohd Shafia, Associate Dean, Faculty Economics and Management, University of Kebangsaan Malaysia*
- **Philippines:** *Dr. Jikyeong Kang, President and Dean, Asian Institute of Management, Dr. Jowett Cecilio Magsaysay, Dean, Ateneo Graduate School of Business, Dr. Patrick Adriel Aure, Associate Dean, Ramon del Rosario College of Business, De La Salle University*
- **Singapore:** *Mr. David Kwee, CEO, Training Vision (Invited)*
- **Australia & Indonesia:** *Dr. Amir Mahmood (Invited)*
- **United States:** *Dr. Lihua Wang, Professor of International Business, San Francisco State University, Dr. Shad Morris, Director, Global Management Center and CIBER, Brigham Young University*
- **People's Republic of China:** *Dr. Xueguang Chen, Professor and Director, Zhejiang Gongshang University, Dr. Jingting Liu, Assistant Professor, University of Colorado Denver*

3:30 pm Coffee/Tea Break (Hosted)

3:50 pm **Member Discussion**  
Mapping the Future for PACIBER: Strategic Directions

5:30 pm Day 1 Session Adjourns

Dinner (On Your Own)

Tuesday, July 2, 2024

Venue: Westin Josun Seoul Hotel, Violet Banquet Hall  
106 Sogong-ro, Jung District, Seoul, South Korea

*Morning Sessions*

8:30 am **Member Updates**

9:30 am **Singapore's Skills Future Program**  
Addressing Challenges and Opportunities in Leadership and Workforce  
Development  
*Mr. David Kwee, CEO, Training Vision (Invited)*

10:00 am **Member Discussion**  
PACIBER's opportunities for collaboration with industry/business community

10:30 am Coffee/Tea Break (Hosted)

10:45 am **Mapping the Future for PACIBER**  
Agenda & Priorities for 2024-2026

*New Opportunities for PACIBER Collaboration:*

- Faculty Development Programs (CIBER & Asia-focused faculty development programs)
- Teaching (e.g., online course collaboration)
- Study abroad, student exchange (e.g., non-traditional student exchange, virtual exchange), international field study
- Student projects, consulting projects (business collaboration)
- Research & Publications
- Case Development (e.g., PACIBER Casebook, follow-up to casebook published by Cambridge University Press, AI-generated short cases)
- AACSB Social Impact Initiatives

12:00 pm **Presentation by Invited Guest**  
*Dr. Lailani Alcantara, Ritsumeikan Asia Pacific University*

12:30 pm **Business Meeting**  
Report from Interim Secretariat  
*Dr. Manuel G. Serapio, Faculty Director, Institute for International Business & CIBER, Director, International Business Program, College of Business, University of Colorado Denver*

1:00 pm Lunch (Hosted)

2:30 pm Program Adjournment

Afternoon/Evening Seoul City/Cultural Tour (optional, Hosted)

Note:

The theme of the 2024 PACIBER Annual Meeting draws from a recent report of McKinsey Global Institute, Asia on the Cusp of a New Era, September 20, 2023:

<https://www.mckinsey.com/mgi/our-research/asia-on-the-cusp-of-a-new-era>

Pre-readings:

Pages 24-26

<https://imaginingthefuture.org/wp-content/uploads/2024/02/AI2040-REPORT-Imagining-the-Digital-Future-PAGES-sm.pdf>