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GRADUATE BUSINESS SCHOOL
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Arshad Ayub
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Business School

AAGBS

Annual Report

2021



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Research & Publications

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ISAME 2021

International Symposium for Asian MOT Education 2021

3rd - 4th March 2021

Cisco Webex 

International Symposium for Asian MOT Education (ISAME) is the event advocated by Asia Innovation Center (AIC), Yamaguchi University (YU). ISAME functions as the platform to discuss the collaboration for Management of Technology (MOT) education among business schools in Asia, reflecting the surging interest in MOT.

ISAME commenced in 2015 with the remarkable achievement of the Asia MOT Consortium (AMC) inauguration which aims to enhance the awareness of MOT education in Asia and create high-quality MOT program. The AMC members consist of Institut Teknologi Bandung (Indonesia), Chiang Mai University (Thailand), Universiti Teknologi MARA (Malaysia), Da Nang University of Science and Technology (Vietnam), Universiti Teknologi Malaysia and Yamaguchi University (Japan).

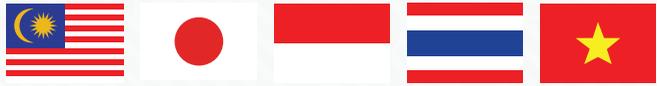
ISAME in Malaysia argues the Asian version of MOT body of knowledge, which works as the reference point and helps harmonise the MOT program, exploring YU's Japanese MOT core curriculum development experience and academic collaboration. Each country has different problems and obstacles to be innovative, while societal expectation for business school education may vary across countries. At the same time, the necessary knowledge and skills required for innovators are familiar to some extent. The balance between commonality and uniqueness is the key to innovation.

Even though the symposium is usually organised in physical form at AMC member facilities, this year, due to the pandemic Covid-19, we have to adapt our event based on the new normal and manage it using an online platform. ISAME 2021 will take the audience on a virtual tour to exciting places, as a part of the physical company visit in our normal symposium. Using the latest 360 degree video camera technology, we believe this will be a new alternative to bring the audience to experience Malaysia.

ISAME shows the enthusiasm of all members in strengthening academic and research collaboration despite the pandemic. We hope the event will be an excellent platform to connect and share new ideas in addressing the challenges for a sustainable future in delivering quality education for technology and innovation management.

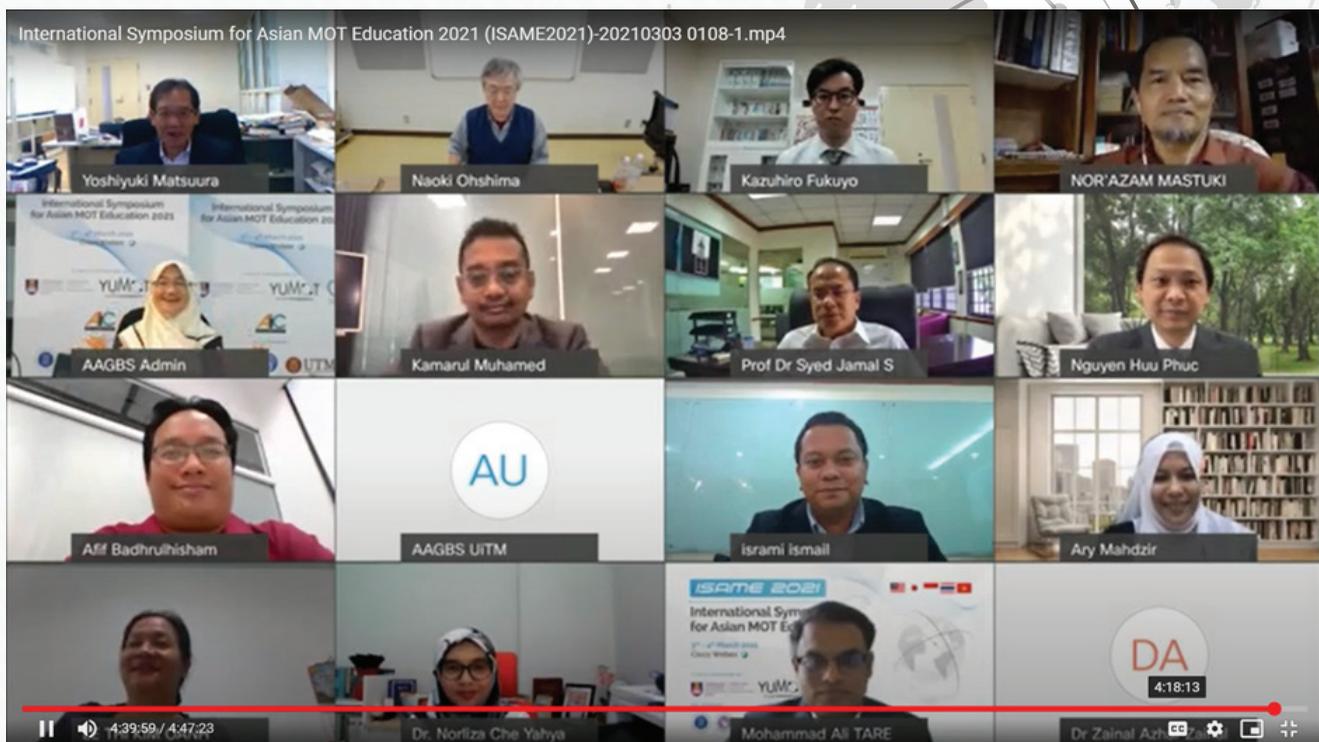


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ISAME 2021

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JOINTLY ORGANIZED BY:



Arshad Ayub
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AMC MEMBERS:





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