

M E M O

To: Professional Development Committee

From: Jim Walton, Assistant Professor of Marketing

Date: December 13, 2007

RE: AACSB World Class Practices in Management Education

From May 20th until May 22nd, 2007 I attended the AACSB World Class Practices in Management Education conference in Beijing, China. The conference was held at Tsinghua University which is the home of China's first AACSB accredited business school. AACSB is very interested in expanding its accreditation program internationally and this was their opportunity to introduce their first accredited China institution to the AACSB community.

The conference was chaired by Dr. Judy Olian, Dean and the John E. Anderson Chair of Management, Anderson School of Management, University of California, Los Angeles.

International Strategic Alliances: Three Institutional Perspectives on Opportunities.

A panel discussion on Research Collaborations – Best Practices and Challenges hosted by Yuan Li, dean, School of Management, Xi'an Jiao Tong University.

The keynote speaker for the conference was Ms. Wei Christianson, managing director and chief executive officer for Morgan Stanley – China. Ms. Christianson gave a very interesting presentation on the difficulties Morgan Stanley had in successfully entering the Chinese market.

Also speaking with the group was Yibing Wu, chief transformation officer for Lenovo. Lenovo is the third largest personal computer manufacturer in the world, having acquired IBM's personal computing business in 20?? Mr. Wu talked to the group about the difficulty of Chinese companies becoming global brands.

I also attended several panel discussions about developing successful educational partnerships between international universities. Overall this conference was an excellent professional development experience for me and I was able to learn much from attending it.