

Track 1 **Promoting International Student Exchange**

Track Chair

Professor Kenji Watanuki, Jonsai University Corporation, Japan

Session 1.1 **Good Practice Case Studies in Student Exchange - I**

Presenters

Tuesday 24 November 11:00am	Institutional Internationalisation and Short-Term Study-Aboard Programmes		Brian J Phillips	Assistant Dean	Mahidol University
			Takayoshi Fujiwara	Lecturer	Mahidol University
	STRATÉGÉ – Enhancement of Student Mobility Between the EU and Australia	Professor	David Buisson	Assistant Dean (External Relations)	Queensland University of Technology

Session 1.2 **Tools for International Student Mobility**

Tuesday 24 November 2:00pm	Panel Discussion - International Mobility Tools	Dr	Gagneur Sebastien	Lecturer	CPE Lyon
		Dr	Peter Hamersma	Associate Professor in Chemical Engineering	Director of Education at the TU Delft (Chemistry and Chemical Engineering)
			Suresh Ramsuroop	Head of Department	Durban University of Technology

Session 1.3 **University Mobility between Asia and Europe**

Wednesday 25 November 11:00am	University Mobility in Asia and Potential Networking with the EU	Dr	Jer-Ming Hu	Deputy Dean	National Taiwan University
		Professor, Dr	Tajji Hotta	International Student Centre and Graduate School for International Development and Cooperation	Hiroshima University, Japan
		Dr	Norpisah Isa	Deputy Registrar of Academic and International Affairs	Universiti Sains Malaysia
			Arja Hannukainen	Head of International Relations	Helsinki Metropolia University of Applied Sciences

Session 1.4 **Good Practice Case Studies in Student Exchange - II**

Wednesday 25 November 2:00pm	Outward Mobility in Vocational Education Training – St Paul's Orphanage: A Case Study		Kay Ganley	CEO	Charlton Brown
			Rachel Colaso	International Advisor	Charlton Brown
	Promoting International Student Mobility in Malaysia: Strategies of a National University	Professor	Salina Abdul Samad	Director	Universiti Kebangsaan Malaysia

Session 1.5 **Double Degrees and Student Mobility Programmes: A Case Study**

Wednesday 25 November 4:00pm	Experiences of the Alumni of the UKM-UDE Double-Degree Programme between Malaysia and Germany	Assoc. Professor Dr	Andanastuti Muchtar	Senior Associate Fellow	Universiti Kebangsaan Malaysia
	Mercator Offices: Bridges for International Students between South-East Asia and Germany	Professor Dr	Axel Hunger	Co-ordinator of International Exchange Programme	Universiti Kebangsaan Malaysia
	The UKM Global Student Mobility Partnership Programme: Highlights and Challenges	Professor Dr	Saran Kaur Gill	Deputy Vice Chancellor, Industrial Liaisons and Community Relations	Universiti Kebangsaan Malaysia

Graduate Employability in the Global Labour Market

Track 2

Track Chair

Dr Bill Damachis, University of Wollongong, Australia and Professor Che Husna Azhari, Universiti Kebangsaan, Malaysia

Session 2.1 Preparing Students for the Global Labour Market: Case Studies (I)

Tuesday 24 November 11:00am	Developing the Preferred Graduates - The Hong Kong PolyU Experience	Professor	M. Suleyman Demokan	Vice President of Academic Development	The Hong Kong Polytechnic University
	Employability skills for the Global Workplace		Stewart Comfort	Director of Marketing	Aston University
	Jiuye, Chuang Ye and Qiye: Are We Talking The Same Language?	Dr	Robert Partridge	Head of Registry	Xi'an Jiaotong-Liverpool University

Session 2.2 Preparing Students for the Global Labour Market: Case Studies (II)

Tuesday 24 November 2:00pm	University-Industry Partnerships and the Student Industrial Training Programme	Dr	Stefanie Pillai	Director, Centre for Industrial Training and Relations	University of Malaya
	Enabling Engagement Between Educators and Employers		Mike Riley	Director, School of Built Environment	Liverpool John Moores University
			Steve Williams	Global Advisor Real Capital Analytics	Liverpool John Moores University

Multinational Employers Speak: What makes a graduate employable?

Session 2.3

Wednesday 25 November 9:00am	Panel Discussion				PriceWaterhouseCoopers Melbourne
					Petronas Kuala Lumpur
					Accenture

Session 2.4 Industry perspectives: What makes a Graduate Employable?

Wednesday 25 November 11:00am	Improving Employability	Dr	Abdul Farouk Ahmed	Managing Director	ICC Consultants
	Developing Students with the WoW® Factor		Jo Ives	Deputy Director of the Graduate Development Centre	Liverpool John Moores University
	Global Skills for a Global Economy		Kirsten Williamson	Managing Director	Petrus Communications

Session 2.5 Graduate Employability: The Malaysian Context

Wednesday 25 November 2:00pm	Employability Profiles of Graduates: The Malaysian Scenario	Associate Professor, Dr	Rohana Jani	Head, Department of Applied Statistics, Faculty of Economics and Administration	University of Malaya
		Dr	Yong Zulina Zubairi	Head Centre of Community Network	University of Malaya
		Dr	Md Yusof Abu Bakar	Head of Tracer Study Unit	Ministry of Higher Education Malaysia
		Dr	Hapidah Mohamad	Head, HR Development	Ranhill Berhad

Session 2.6 Strategies for Enhancing Graduate Employability

Wednesday 25 November 4:00pm	Developing high quality international distance learning: an Indonesia case study	Dr	Petrina Faustine	Deputy Rector for International Office	Widyatama University
	Enhancing Graduate Employability through Quality Assurance: Issues, Trends and the Way Forward	Professor	Mad Nasir Shamsudin	Professor/Dean	Universiti Putra Malaysia

Track 3 Internationalising the Curriculum

Track Chair *Professor Neil Anderson, James Cook University, Australia*

Session 3.1 Teaching and Learning English

Tuesday 24 November 11:00am	English Communication for Engineers in a Non-Native Environment		Graham K. Rogers	Lecturer	Faculty of Engineering, Mahidol University
	A Collaborative Approach to Nurturing Self-Directed Learners: The UTM English Language Support Programme		Aminabibi Saidalvi	Lecturer	Universiti Teknologi Malaysia

Session 3.2 ICT Tools for Internationalisation

Tuesday 24 November 2:00pm	Cell Phone Technology and Second Language Acquisition in Japan		Nicolas Gromik	Lecturer	Qatar University
		Professor	Neil Anderson	Professor (Pearl Logan Chair)	James Cook University, Australia
	Here, There and Everywhere: Facebook and Twitter - Social Networking for Universities		Anne Bartlett-Bragg	Managing Director	Headshift Australasia

Session 3.3 Curriculum Development for the 21st Century Classroom

Wednesday 25 November 11:00am	Internationalising the Curriculum in Context of Facilitating Higher Education in Malaysia	Professor	Datin Ai-Hwa Quek	Faculty of Behavioural Sciences	HELP University College
	Virtual exchanges for the development of global competencies	Associate Professor	Neville Wylie		University of Nottingham
		Professor	John Spinks	Senior Advisor to VC	Hong Kong University
	The challenge of classroom diversity: adapting teaching practice for internationalisation	Dr	Sue Robson	Head of School of Education	Newcastle University, UK

Session 3.4 International Trends

Wednesday 25 November 2:00pm	Panel Discussion: General Trends in Internationalising the Curriculum	Dr	Yusoff Musa	Director, International Student Centre	University of Malaya
			Robin Buckham	Deputy Vice-Chancellor (International and Development)	Deakin University
		Dr	Kevin Downing	Senior Co-ordinator of Academic Planning	City University of Hong Kong
			Insoo Cho	Graduate School of International Studies	Yonsei University
		Dr	Sue Robson	Head of School of Education	Newcastle University, UK

Session 3.5 Internationalising the Curriculum

Wednesday 25 November 4:00pm	Inspiring Students to Think Globally	Professor	Roberto Rabel	Pro-Vice-Chancellor (International)	Victoria University of Wellington
	Internationalisation of the Curriculum at Undergraduate and Postgraduate Levels	Professor	Godfrey Mazhindu	Dean of Faculty of Health and Applied Social Sciences	Liverpool John Moores University, UK
			Ann Deane	Head of Programmes for Malaysia and South East Asia Faculty of Health and Applied Social Sciences	Liverpool John Moores University, UK
	Internationalising a Business School – Practical Lessons to be Learned	Professor	George Stonehouse	Dean	Edinburgh Napier University Business School

Marketing, Recruiting and Supporting International Students

Track 4

Track Chair

Professors Tung Shen, National Taiwan University & Robin Buckham, Deakin University, Australia

Session 4.1 New Approaches to International Marketing

Tuesday 24 November 11:00am	Integrating the Social Web into your Marketing Strategy		Brad Ward	Chief Explosion Officer	Blue Fuego
	Promoting Education in a 21st Century World: communicating with a new generation of digitally empowered young minds	Associate Professor Dr	Jayles Yeoh	Executive Assistant to the President	Limkokwing University of Creative Technology
	International Marketing: A Private Sector Perspective	Dr	John Duncan	College Director/Principal	Melbourne Institute of Business and Technology - Navitas Group

Session 4.2 International Admissions Workshop

Tuesday 24 November 2:00pm	International Admissions 101 - Overview Session		Margit A. Schatzman	President	Educational Credential Evaluators, Inc.
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Session 4.3 International Student Support through Peers

Wednesday 25 November 9:00am	Global Lounge at National Taiwan University: creating an experimental space to integrate international and local students	Dr	Jer-Ming HU	Deputy Dean	National Taiwan University
			Seong Moon (Kevin) Son	Manager, International Office	Yonsei University
	Global Lounge at the University of Hong Kong	Professor	John Spinks	Senior Advisor to VC	Hong Kong University
			Joanna Wong		Hong Kong University

Session 4.4 Supporting International Students in Asian Universities

Wednesday 25 November 2:00pm	Adjustment Issues for International Students in University Programmes in Asia		Ian McDonald	Lecturer, Advanced Oral Communication	Mahidol University International College
			Douglas Rhein	Lecturer, Public Speaking Coordinator	Mahidol University International College
	Supporting and Nurturing International Students	Associate Professor, Dr	Phitaya Charupoonphol	Dean, Faculty of Public Health	Mahidol University
	Supporting International Students in Asian Universities	Associate Prof Dr	Yusoff Mohamad		International Islamic University

Session 4.5 Branding for International Success

Wednesday 25 November 4:00pm	The Role of Branding in Higher Education	Professor	Sarah Todd	Pro-Vice-Chancellor (International)	University of Otago
	The Challenge of Building Sustainable, Future-Focused Brands		Tim Riches	Chief Executive Officer	Futurebrand, Singapore

Session 4.6 International Recruitment

Thursday 26 November 9:00am	Fairs, Tours, School Visits – Recruiting with Organisations, Agents or On Your Own – What Works and Why’.		Dawn Sutherland	Director	Camosun College International
			Jason Newman	Group Head of Top Universities	QS, London

Special Focus on Higher Education in the Asia-Pacific

Track 5

Track Chair *Professor Chanuantong Tanasugarn, Mahidol University, Thailand*

Session 5.1 International Education in Malaysia - Management Models

Thursday 26 November 9:00am	Implementation of Malaysian Research University Programme – The Experience of University of Malaya	Professor Dr	Jamil Maah	Deputy Vice Chancellor (Research & Innovation)	University of Malaya
		Professor Dr	Muhamad Rasat Muhamad	Chairman, Advanced Fundamental Research Cluster	University of Malaya

Session 5.2 Emerging Trends in Vocational Higher Education in Asia-Pacific

Wednesday 25 November 9:00am	Emerging Trends and Issues in Vocational and Technical Higher Education		Dawn Sutherland	Director of International Education	Camosun College, Canada
			Kay Ganley	CEO	Charlton Brown
		Dr	Tom Roemer	Dean	Camosun College, Canada

Three Perspectives on Establishing Foreign University Campuses in Malaysia

Session 5.3

Wednesday 25 November 11:00am	Monash	Professor	Robin Pollard	Pro-Vice-Chancellor and President	Monash University, Malaysia
	Nottingham	Professor	Ian Pashby	Vice President and CEO	Nottingham University, Malaysia
	Laureate Group		Graham Doxey	CEO	Laureate Group, Malaysia

Session 5.4 Contemporary Issues in Higher Education

Wednesday 25 November 2:00pm	Institutional Internationalisation and Short-Term Study-Abroad Programmes: South to South Partnership Model	Professor	Banchong Mahaisawariya	Dean, Faculty of Graduate Studies	Mahidol University
	Education on disaster preparedness and disaster relief - a necessity for all Asian Universities	Professor	Paulus P Rahardjo	Vice Rector for Academic Affairs	Parahyangan Catholic University
	ASEAN Qualifications Framework	Professor	Zita Mohamed Fahmi	Deputy CEO	Malaysian Qualifications Agency

Quality Enhancement and International Benchmarking in Higher Education

Track 6

Track Chair *Professor Samsinar Md Sidin, Universiti Putra, Malaysia*

Session 6.1 Quality Enhancement in Higher Education

Tuesday 24 November 11:00am	Using Six Sigma to Improve Business Process in Higher Education	Dr	Firdaus Alamsjah	Executive Dean	Binus Business School
	International Programme Quality Enhancement	Dr	Boosaba Sanguanprasit	Deputy Dean for International Affairs	Mahidol University, Faculty of Public Health
	University Rankings of China and the World: Methodologies, Problems and Trends		Shu Yinggang	Research Associate	Renmin University, China

Session 6.2 International Benchmarking in Higher Education

Tuesday 24 November 2:00pm	Curriculum Model for Allied Medical Programmes: Lessons from International Benchmarking	Dr	Anaclea P Valdez	Dean	Lyceum of the Philippines University
		Dr	Jose Jurel Nuevo	Assistant Research Director and Dean	Our Lady of Fatima University
	The Washington Accord: International Benchmarking for Engineering Education in Malaysia	Professor Dr.	Hassan Basri	Deputy Vice-Chancellor	Universiti Kebangsaan Malaysia
	Challenges of Transforming a Business School through an International Accreditation		Murali Sambasivan	Associate Professor	Universiti Putra Malaysia

Session 6.3 Quality Assurance in Research

Wednesday 25 November 9:00am	Publish or Perish in the New 21st Century University	Professor	Cameron Richards	Professor	Universiti Teknologi Malaysia
	Measuring the quality of Journals: an Islamic perspective	Professor	Jafar Mehrad	President	Islamic World Science Citation Centre
		Professor	Firooz Bakhtiari-Nejad	Professor and Director of Research Affairs	Amirkabir University of Technology
	International Research Collaboration: Issues and Challenges	Prof. Ir. Dr. Mohd	Azraai bin Kassim	Deputy Vice Chancellor Academic & Internationalisation	Universiti Teknologi Malaysia

Forum on Malaysian Higher Education: Quality Framework and Accreditation

Session 6.4

Wednesday 25 November 11:00am Professor Husna to Chair	The Malaysian Qualifications Framework as a basis for Malaysian higher education quality systems	Professor	Zita Mohamed Fahmi	Deputy CEO	Malaysian Qualifications Agency
	Quality Assurance and Accreditation: A Malaysian Private Higher Education Perspective	Professor	Zaharin Yusoff	President	Multimedia University
	Experiences from a Public and Fledgling Higher Education Institution in Quality Assurance and Accreditation	Professor Dato' Ir. Dr	Zainai Mohamed	Vice Chancellor	Universiti Malaysia Kelantan

Global Market Trends and Developments in International Education

Track 7

Track Chair

Professors Wayah Wirote, Binus University, Indonesia &
Che Husna Azharfi, Universiti Kebangsaan, Malaysia

Session 7.1

The Changing Global Landscape for International Higher Education

Tuesday 24 November 11:00am	After the 'Global Financial Crisis': The Future of International Higher Education	Professor	Nigel Healey	Pro-Vice-Chancellor	University of Canterbury
	Global Trends in the Higher Education: An Update		John O'Leary		
	International Student Exchange and International Research Partnerships: A Case Study of Renmin University, China	Dr	Zhan Hongyi	Lecturer	Renmin University, China

Session 7.2

Sustainable Strategies for Internationalisation

Tuesday 24 November 2.00pm	Sustainable International Development Strategies	Dr	Luc Beal		IDRAC International School of Management, France
			Benedicte Favre	Director of International Department	IDRAC International School of Management, France
	The Strategic Development of Higher Education and Research in Iran: A Case Study of the University of Tehran	Professor Dr	Javad Fahoudi		University of Tehran

Session 7.3

Developments in International Higher Education

Wednesday 25 November 9:00am	University Reform and Civil Society	Dr	James Campbell	Lecturer in Education	Deakin University
	Student Inflows and Outflows: Issues and Implications for Malaysian Higher Education	Professor Dr	Bernardine R Wong	Deputy Director (International Relations)	University of Malaya

Session 7.4

The Internationalisation of Business Schools

Wednesday 25 November 11:00am	Strategies for Developing World-Class Asian Business Schools	Dr	Eileen Peacock	Vice-President, Asia	AACSB International
	Global MBA Recruitment and Innovative Career Services		Nunzio Quacquarelli	Founder and Chief Executive	QS Quacquarelli Symonds

Transnational Education (TNE) and International Partnerships

Track 8

Track Chair

Professor Anthony Teo, Nanyang Technological University, Singapore

Session 8.1 TNE Case Studies

Tuesday 24 November 11:00am	International Partnership: A Case Study of Northumbria University and Seoul National University of Technology	Dr	Mel Vecsey	Academic Adviser	Northumbria University, UK
	Sustaining Educational Partnerships Between a Developing Country and a Developed Country	Dr	Mary Grace C Lacanaria	Academic Dean	Saint Louis University, College of Nursing
	Opportunities and Challenges Associated with Transnational Educational Partnerships in China: An Experiential Account	Professor	Zhongyong Wang	Dean	Zhengzhou University
		Professor	Lin Qi	Deputy Dean	Zhengzhou University
		Dr	Jiangtao Xi	Academic Director of Offshore Programmes	University of Wollongong
Dr	Bill Damachis	Executive Director, International Programmes	University of Wollongong		

Session 8.2 Getting the Balance Right for Sustainable Transnational Collaborations

Tuesday 24 November 2:00pm	Panel Discussion		Anna Kent	Manager (Transnational Projects)	Victoria University
			Carol Verga	Regional Recruitment Manager	Victoria University
			Nicholas Lum	Head, Victoria University MBA Programme	Sunway University College

Session 8.3 International Partnerships

Wednesday 25 November 9:00am	Involving Industry in Higher Education		Kirsten Williamson	Managing Director	Petrus Communications
			Sean Lee	Corporate Communications Director	Asia, Airbus
			Lorne Hwang	Assistant Vice President Office of International Affairs	Kyungpook National University, Korea

Session 8.4 International Research Partnerships in Higher Education

Wednesday 25 November 2:00pm	Making International Research Partnerships Work		Guy Perring	Project Manager, Transnational Education	British Council
	Enhancing Internationalisation through Collaborative Research in PhD Programmes: A Case Study from the Faculty of Pharmacy, Mahidol University	Dr	Chan Kok Gan	Senior Lecturer	University of Malaya
	Joint PhD Programme - A Novel Enterprise in Malaysian Higher Education	Professor	Rosmawati Mohamed	Deputy Dean	University of Malaya

Session 8.5 New Forms of International Partnerships

Thursday 26 November 9:00am	The Role of Professional Associations in Academic Programmes: The Case of the Faculty of Built Environment, University of Malaya	Professor Dr	Hamzah Abdul-Rahman	Dean	University of Malaya
	Advancement of Pharmacy Education Through International Partnership: Experience from 15 Years of the US-Thai Pharmacy Consortium	Dr	Zulkiflee Abdul-Samad	Lecturer	University of Malaya
		Dr	Surakit Nathisuwan	Assistant Dean in International Relations	Mahidol University

Bonus Session**QS-APPLE Rankings Bonus Session**

Track Chair	<i>Ben Sowter, QS-APPLE</i>				
	QS World University Rankings: Five Years On		Ben Sowter	Head of QS Intelligence Unit.	
Thursday 26 November 2:00pm	What's the Use of University Rankings?	Dr	Kevin Downing	Senior Co-ordinator, Academic Planning	City University of Hong Kong
		Professor	Richard Yan-Ki Ho	Professor of Finance	City University of Hong Kong

Bonus Session**UK Border Agency**

Track Chair	<i>Jason Newman, QS-APPLE</i>				
Wednesday 25 November 4:00pm	Managing the UK Government's Migration Agenda: Implementation of Fast and Fair Student Visa Decisions		Hazel Duddy	Deputy Head of Stakeholder Engagement Customers and Communications Programme	UK Border Agency
