

Ritsumeikan Asia Pacific University

# Private University Research Branding Project

## FY2020 progress report

Educational Corporation Number	261013	Name of Educational Institution	The Ritsumeikan trust		
Name of university	Ritsumeikan Asia Pacific University				
Name of project	Establishing a global brand for APU as a base for the research, cultivation and implementation of inclusive leadership				
Application type	Type-B	Grant period	3 years	admission capacity	5710人
Participating Organizations	College of International Management, Graduate School of Management, Education Development and Learning Support Center, Ritsumeikan Center for Asia Pacific Studies, International Cooperation and Research Division				
Project overview	<p>We will theorize and systematize “inclusive leadership” as a means of resolving the various issues that arise in today’s society as a result of increasingly diverse values, through research, training and practice that takes advantage of APU’s globally rare diversity environment. By sharing the knowledge gained through these efforts with society at large, and by contributing to the creation of a more affluent society through the realization of the APU 2030 Vision “People who study at APU will change the world,” the university will build its brand as “a university that solves the problems of a globalized society.</p>				
① purpose of the project	<p><u>What is an Inclusive Leader?</u>  The world is becoming increasingly globalized, and values are becoming increasingly diverse, including those of LGBT people and people with disabilities, as well as differences in thinking based on age, race, gender, and nationality. These differences in values are linked to a variety of contemporary social issues such as conflict, poverty, and widening disparities. An “inclusive leader” is a person who sees diverse values as diverse personalities, abilities, and qualities, accepts them as a member of the community, and is able to transform that diversity into organizational strength.</p> <p><u>What this project aims to achieve</u>  To establish a center for inclusive leadership, conduct practical research, research on teaching methods, and theoretical research, and then apply them in practice to develop inclusive leaders. While feeding back the process and results to research, we will share information with research and educational institutions and companies in Japan and abroad, and contribute to the realization of a prosperous and vibrant society in Japan and other parts of the world.  It has also been pointed out by Randel (San Diego State University, 2018) and others that globally, there are examples such as Cornell University in the U.S., which has established and is implementing the Inclusive Excellence Academy, but research has not progressed. Therefore, if APU becomes a center that integrates research, development, and practice of inclusive leadership, it will be very rare internationally, and the branding of the university will be built.</p>				
② Implementation goals and plans for FY2020	<p>Develop a book series and guidebook on inclusive leadership to be used as a teaching assistance to students and as an APU campaign to high school students. In addition, a program for entrepreneurship development that promotes inclusive leadership will be provided to students. An interim debriefing session will be held and keynote speeches will be given by prominent figures in inclusive leadership research and practice to deepen research and build the brand of a practicing university through activities especially for young people inside and outside the university.</p> <p><b>【Branding Strategy】</b></p> <ul style="list-style-type: none"> <li>•Participate in AACSB, QS-MAPLE, and QS-APPLE general meetings and make presentations to promote overseas branding strategies.</li> <li>•Participate in and hold domestic and international business case competitions to advance our overseas branding strategy.</li> <li>•Conduct a new branding campaign, the APU (Aspire, Participate, Unleash) campaign.</li> <li>•Promote the APU (Aspire, Participate, Unleash) campaign, a new branding campaign</li> <li>•Publish an Inclusive Leadership Annual Report that summarizes the activities and impact of inclusive leadership at APU.</li> </ul> <p>•Develop training programs for projects and start-ups such as social innovation and venture companies that promote inclusive leadership.</p>				

	<p><b>【Research Activities】</b></p> <p>①Theoretical research</p> <ul style="list-style-type: none"> <li>•Organize a session on inclusive leadership at the Asia Pacific Conference (AP Conference)</li> <li>•Publication of books on inclusive leadership</li> </ul> <p>②Practical research</p> <ul style="list-style-type: none"> <li>•Establish an Inclusive-MBA course for corporate executives, professionals, and graduates of the university to teach and develop knowledge and practices of inclusive leadership.</li> </ul> <p>③ Research into Teaching Methods</p> <ul style="list-style-type: none"> <li>•Participate in and organize domestic and international business case competitions to provide students with opportunities to demonstrate their abilities as inclusive leaders and promote their growth.</li> <li>•Establish Inclusive Week and hold events related to inclusive leadership to promote understanding of inclusive leadership among current students and visitors to the school.</li> <li>•Write an inclusive leadership guidebook to assist in teaching.</li> <li>•Participate in the Global Leadership Summit of Beta Gamma Sigma, the international Honors organization for business schools.</li> </ul>
<p>③Project outcome in FY2020</p>	<p>Due to the influence of COVID-19, it was difficult to proceed with some of the initiatives as planned, however, we were able to take advantage of the situation and implement some developmental initiatives online. The main initiatives are as follows.</p> <ul style="list-style-type: none"> <li>•Written a manuscript for book publication by FY2022 (to be submitted to a publisher after editing).</li> <li>•As part of the entrepreneurship development program to promote inclusive leadership, seminars were held several times by executives and researchers from domestic and international companies.</li> <li>•An interim report presentation of the project was held at the Asia Pacific Conference. (For details, please refer to (1) Theoretical Research in [Research Activities])</li> <li>•We also conducted seminars and other events, supported student events, and conducted a questionnaire survey of staff to understand and educate them about the current environment of inclusive leadership in the university, with the aim of broadly branding the university.</li> <li>•A total of approximately 2,000 people participated in the events, and we were able to promote the university and our research and initiatives to many people both inside and outside Japan.</li> <li>•In the evaluation of universities, APU received four stars in the overall QS Stars Rating System conducted by Quacquarelli Symonds (QS), a global higher education evaluation organization in the United Kingdom, and five stars for excellence in four areas, including "Inclusiveness." Furthermore, in the "World University Rankings Japan 2021" published by the British higher education magazine Times Higher Education (THE), APU was ranked first among private universities in western Japan and fifth among private universities in Japan for the fourth consecutive year out of 278 universities.</li> </ul> <p>Details of the project results by branding strategy and research activities are as follows.</p> <p><b>【Branding strategy】</b></p> <ul style="list-style-type: none"> <li>•In response to changes such as the cancellation of the conference and general meeting, we changed to having more opportunities to present at online conferences and promoted our overseas branding strategy. (Number of participants: approximately 40)</li> <li>•In response to the cancellation of the Open Campus, presentations and lectures were given at online seminars for high school students instead. (Number of high school students participating: approximately 60)</li> <li>•Prepared the Inclusive Leadership Annual Report for publication, which summarizes the efforts and impact of the university.</li> <li>•On behalf of the program to promote and foster inclusive leadership, several seminars were held by corporate executives and researchers to promote students' understanding of inclusive leadership. (Number of student participants: approximately 500)</li> <li>•To foster and strengthen the atmosphere of promoting inclusive leadership in the University, several events were held for students, faculty and staff of the University. (Number of participants: approximately 400)</li> <li>•Several events were held to raise awareness of the university's research and initiatives. (Number of events: over 20 (including co-organized and supported events); number of participants: approximately 600)</li> <li>•We also proactively disseminated our efforts both domestically and internationally through our website and social media. The number of reach on social media was about 46,000, and the public video on Youtube was viewed a total of 7,300 times.</li> </ul> <p><b>【Research Activities】</b></p> <p>In FY2020, we conducted 15 research projects in total.</p> <p>①Theoretical research</p>

	<p>• A special session was held at the Asia Pacific Conference. Invited overseas researchers as lecturers and had many participants from domestic and overseas research institutions. (Number of participating institutions: 8; Number of participants: approximately 110)</p> <p>• We held a closed workshop by researchers of inclusive leadership. (Number of participating institutions: 3, Number of participants: approximately 10)</p> <p>② Practical research</p> <p>• In place of the establishment of the Inclusive-MBA course, knowledge and practices of inclusive leadership were presented to corporate executives and professionals (number of seminars: 2; number of participants: approximately 180).</p> <p>③ Research into Teaching Methods</p> <p>The following activities were conducted, and the findings were used for research on pedagogy.</p> <p>• Inclusion week was scheduled, and students took the initiative in implementing projects that led to the raising awareness of inclusive leadership and the building of students' competence. Faculty members participated as advisors in the project. (Number of events held during the week: 7, number of participants: about 110, number of reach on SNS: about 4,800)</p> <p>• We promoted research through a call for applications for research grants specializing in pedagogy. (Number of adopted projects: 4, number of researchers participating in projects: 25)</p> <p>• A guidebook will be prepared based on student questionnaires and opinions from assistants, and will be disseminated to faculty so that they can use it from FY2021 onward (number of questionnaire responses: approx. 240; number of lectures with assistants: 14). Number of lectures with assistants: 14)</p> <p>(Reference) FY2018 progress report: <a href="https://www.apu.ac.jp/cil/plan/2018/">https://www.apu.ac.jp/cil/plan/2018/</a>  FY2019 progress report: <a href="https://www.apu.ac.jp/cil/plan/2019/">https://www.apu.ac.jp/cil/plan/2019/</a></p>
<p><b>④ Results of self-assessment and external evaluation in FY2020</b></p>	<p>(Self-assessment)</p> <p>The university's self-assessment committee evaluated the project as having achieved more than expected results. In addition, APU is separately audited by the auditors of Ritsumeikan Academy, and the university operations are regularly audited.</p> <p>(External Evaluation)</p> <p>The evaluation by the APU Governing Advisory Board (GAB), which consists of external members from both Japan and overseas, was postponed due to the COVID-19 and could not be held during the fiscal year.</p>
<p><b>⑤ Use of grants in FY2020</b></p>	<p>The funds are managed through allocations based on the project plan. The use of the funds is as follows:</p> <ol style="list-style-type: none"> <li>1. Usage for branding strategy: 3,265 thousand yen</li> <li>2. Usage for research activities: 4,909 thousand yen</li> <li>3. Plus project operating expenses (including personnel expenses for staff)</li> </ol>