

## **Preface from the Editors**

The SEAAIR 2004 China Conference is the fourth annual conference of the Southeast Asian Association for Institutional Research. In view of current development affecting education and the many challenges faced by institutions of higher learning today, the theme “Entrepreneurial University of the 21<sup>st</sup> Century” has been aptly chosen to provide a valuable platform for academics, researcher and managers in higher education to explore, share, discuss and reflect on the many related issues.

The Papers Committee received over 100 paper proposals that were refereed by appropriate experts. The Proceedings include the keynotes and parallel session papers received. Regrettably some papers presented at the conference are not in the Proceedings as they arrived too late to be included.

The papers are primarily based on experiences and research conducted in various universities and other higher education institutions in the region as well as in the United States, United Kingdom, Australia and New Zealand. We believe this is a valuable collection of papers covering a broad area on the management of entrepreneurial universities and other higher education institutions and its related issues, innovations in teaching and learning, as well as institutional research and strategic planning.

There is enough for the reader to dwell on and to benefit from the experiences and research that each paper highlights. It is also believed that we will develop new perspectives and gain new insights from the papers in the Proceedings. As each of us try to help universities move forward our roles require us to be more open and receptive to these changes and challenges.

We hope the collection of papers in this set of Proceedings will help you do just that.

Finally we would like to take this opportunity to thank the many people who lent their precious times to make both the conference and this Proceedings a worthwhile collection of thoughts, research and experiences that will be useful to continually improve higher education in Asia in particular and in the world generally.

Warm regards,

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Joint Editors  
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