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JAKARTA 12D

2017 CESHK SPRING ANNUAL CONFERENCE



24-25 March 2017

1. Equity and basic schooling in Asia;

**2. Higher education in Asia:
the local and the global;**

3. Education and social change; and

**4. Comparative education
research methods.**



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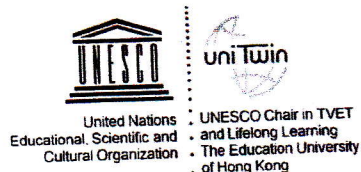
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SESSION 2: 14:40 – 15:20

ROOM 105	ROOM 306	ROOM 401	ROOM 403	ROOM 405	ROOM 504
Theme: Comparative education research methods	Theme: Higher education in Asia: the local and the global	Chinese session Theme: Education and social change	Theme: Comparative education research methods	Theme: Comparative education research methods	Theme: Equity and basic schooling in Asia
English	English	Putonghua/ Mandarin	English	English	English
<p>Paper 1 Implementation Shells Utilization of Palm Oil as Fuel as Source Boiler (A Descriptive Study Theoretical at Mills Ptpn III Medan) Endah SETYANINGRUM (University of Lampung)</p> <p>Paper 2 Forecasting of BOD5 and COD from Waste Water CPO Manufacture Using Neural Net- works to Increase the River of Water Quality ADIDA (State University of Jakarta)</p> <p>Paper 3 Relationship bet- ween indigenous knowledge, SES, and self efficacy with miners' environmental view Sahmin MADINA (State of University Jakarta)</p>	<p>Paper 1 What sorts of women could lead world-class universities? A comparative analysis of the USA, the UK and Canada ZHU Jian (Zhejiang Normal University) & HOU Xiaouyu</p> <p>Paper 2 China's 'Ivy League' and the Quest for World Class Universities: A Global and Local Comparison through University Rankings Ryan ALLEN (Teachers College- Columbia University)</p>	<p>Paper 1 本土化視野下的南 非高等教育國際化 張冰 (浙江師範大學)</p> <p>Paper 2 中、美面向本科生的 科研資助體系比較研究 高眾 (上海交通大學)</p>	<p>Paper 1 ✓ Environmental Strategic Planning toward A Green Hospital: A Comparative Analysis Between What Should be and What Have to SUNARIC</p> <p>Paper 2 Heads Villages Ability in Managing Environment Based on Leadership and Knowledge Siprianus RADHOTOLY (University of Nusa Cendana Kupang)</p>	<p>Paper 1 Environmental leadership and employee's cognitive ability about marine & fisheries: A Comparative analysis of their effect on employee's decision making Simon Boyke SINAGA (State University of Jakarta)</p> <p>Paper 2 Environmental Leadership and profit hotel related to Green Hotel Dwiretno Henv MAYAWATI (State University of Jakarta)</p>	<p>Paper 1 In Pursuit of Equity: Differentiated Education in Singapore and its Implications for Hong Kong Maria MANZON (The Education University of Hong Kong) & Dennis KWEK (National Institute of Education)</p> <p>Paper 2 Unpacking the Pattern of Identity Statuses of Hong Kong Secondary School Students and Its Relationship with Community Service Engagement XU Huixuan & LIU Sisi (The Education University of Hong Kong)</p>

Environmental Strategic Planning for Green Hospital: A Comparative Analysis Between What Should be and What Have to

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ABSTRACT

The objective of this study is aim at finding out environmental strategic planning differences between what has been conducted by Persahabatan state hospital compared to theoretical prescription in building to be a green hospital. A descriptive-theoretical method has been applied for this purpose by implementing a content analysis which involved analyzing short/long term hospital strategic planning documents, 2015/2016. The results of this study revealed that environmental strategic management has been prepared in term of short (1 year) and long term (5 year plan), but it was not carried out in detail concern with budget and human resource allocation in accordance to their specialization in managing all green hospital concepts such as green building, the efficient use of electric energy, water, efficient use of papers, preventing air and water pollution, waste management, gardening, and building green corporate culture which emphasizing on environmental hospital performance. The later should be new concept in developing an environmental strategic planning as one of the contributions toward a green hospital which was neglected by some environmental strategic planning theories.

Keywords: environmental strategic planning, waste management, green building,
environmental corporation performance, green hospital

A. INTRODUCTION

Hospitals with the concept of "green" (environmentally friendly) place the interests of ecological activities are still rarely found in Indonesia. The issue of climate change and global warming have recognized the negative impact by many people of the world, should open up awareness of hospital management to share and contribute to the prevention and control negative impact. The above conditions can be enough reason that hospitals need to make concrete steps forward through a policy of "environmentally friendly" that puts the interests of ecological and sustainability of natural resources and

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environment become one of the indicators to measure the success and quality of hospital services.

Hospitals contribute to a healthy environment with a significant impact both upstream and downstream of public services, through the use of natural resources and products consumed and through the waste generated. Currently there are only a limited number of parameters used to measure the problem and the impact of the health sector. For example, according to the National Health Service (2009: 2) in English calculating carbon traces in the health sector more than 18 million tonnes of CO₂ per year, representing 25% of total public sector emissions. Stankovic (2009: 1-8) to evaluate energy efficiency applied to public buildings (schools and hospitals) in Serbia. The energy savings have been there on a building that has been updated with annual savings ranging from 15% to 63% with an average of 40% of the entire project.

According to the International Trade Administration (2005: 2) in the United States health care sector is the largest user of chemicals, mostly a cancer-causing chemical. China's healthcare construction spending exceeded US \$ 10 billion per year and growing at 20% per year and use quite a lot of resources. Impact on health hospital environment when viewed with the economic value of the health sector. WHO (2010), in Health in the Green Economy Co-Benefits to Health of Climate Change Mitigation. Health Facilities, in 2007 spending on global health sector reached US \$ 5.3 trillion, or about US \$ 639 per person per year, or about 8 to 10% of Gross Domestic Product (GDP) of the world.

Studies Bali focus (2010) together with Directorate P2PL Ministry of Health and WHO in 2010 in the Assessment of Environmental Conditions and Inventory for Guidance and Technical Support to Develop Sound Management Practices for Hospital Wastes

reported six hospitals in three cities, Bandung, Medan and Makassar, show water consumption per unit of bed varies between 200 to 950 liters per day per bed. This figure is far greater than the use of water in hotels. Electricity expenditure per month also varies between Rp 86,000 to Rp 380,000 per bed. Currently in Indonesia there are no limits or range of energy saving or saving water for the hospital.

Although there is no single model of hospital environmentally friendly "Green Hospital" is raw, but has a lot of hospitals and health systems around the world who took the initiative to reduce damage to the environment by contributing to public health and at the same time conserve boost energy and minimizing hospital waste. For that we need a policy and strategic management in order to become a hospital that are environmentally friendly, efficient to use electric energy, water, paper use and waste management and focus on the problem of environmentally friendly and medical and attention to comfort, harmony and quality of housing between the building structure and the surrounding natural environment.

Based on the description above, the formulation of the problem posed in this dissertation is: "How Strategic Management applied at the Friendship Hospital in the hospital building towards Green Hospital"? The aim of this study describes and analyzes the formulation and implementation of Strategic Management held at the Friendship Hospital in an effort to build a hospital to Green Hospital.

Research Methodology

The method used is descriptive method theoretical research that aims to explain the form and implementation of strategic management used by Friendship Hospital towards Green Hospital. Chronology of research using descriptive method theoretically could be seen in the image below.

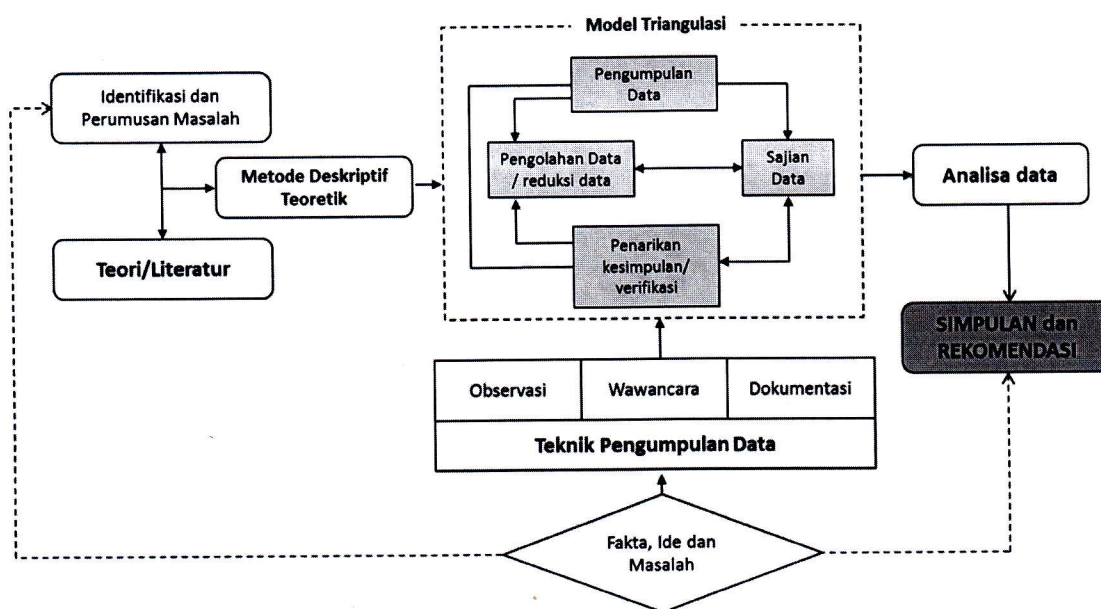


Figure 3..Skema Flow Data Collection and Analysis Research

The implementation of this dissertation research consists of several stages. At each phase of activity is expected to generate output that can be achieved and measured. Data collection techniques adopted in this research include through documentation study, observation and interview techniques has advantages to obtain data and qualitative information. The research instrument used was the interview guide (interview guidelines) which are used during the search field data.

RESULTS AND DISCUSSION

During the study at the Friendship Hospital obtained findings:

1. Strategic Programme Green Hospital Friendship Hospital.

Green hospital policy department of Friendship was born on Friendship Hospital management response time to support the prevention and control of environmental impacts due to climate change and global warming. To realize the goal of a green program of hospital department of Friendship, it is necessary strategic programs in order to become a reference in achieving the vision and mission of the department of Friendship green hospital. Implementation hospital environmentally friendly (green hospital implementation) in Indonesia, has now evolved into the new approach in managing the hospital. Environmentally friendly hospitals in the design construction, operation and maintenance to apply the principles of sustainability and environmentally friendly practices.

Policy Green Hospital is the concept of expanding as much as possible of green open space that is able to increase the contribution of oxygen to the environment in the hospital and the city in general has been in accordance with the vision of the Friendship Hospital, namely: Being Hospital Leads Healthy Communities with Leading Health Respiratory World Class "

Green Hospital Program Friendship Hospital aims to be achieved: (1) Creating a model hospital was built, developed and operated by putting "ecological interest" as one of the strategic issues in the policy of the hospital. (2) Achieve a hospital that meets the standard of "Green Building" / Green Buildings. (3) Creating a new side of the hospital business is unique through space and land use policy "green" as efficiently as a selling

point for the interest of improving quality of care that is based on comfort and environmental safety. (4) Create an efficient hospital in resource utilization of electrical energy, water, environment-friendly materials. (5) Creating a hospital that is free from pollution and environmental contamination. (6) Creating a hospital with a civilized society "green".

2. Scope of the Green Hospital Program department of Friendship

The scope of hospital department of Friendship green program refers to the provision (standardization) both nationally and internationally. Conditions Nationally follow Green Building Council Indonesia (Green Building council) and the Regulation of the Minister of Environment No. 8 of 2010 on Criteria and Green Building Certification and Ministry of Health of the Republic of Indonesia Number: 1204 / Menkes / SK / 2004 on Hospital Healthy Environment Regulation. Meanwhile, international regulations refers to the application of green hospital in some developed countries like the United States, Australia, Singapore, and International Institutions such as the WHO (World Health Organization), LEED (Leadership in Energy and Environmental Design).

Of standards / provisions, the scope of hospital department of Friendship green program include: (1) The development of location - Sitting. (2) Efficiency of water - Water Efficiency. (3) The efficiency of energy and prevention of air pollution - Energy and Air Pollution. (4) Materials and resources Hospital - Materials and Resources. (5) Indoor Air Quality - Indoor Environmental Quality. (6) Healthy food - Health Hospital Food. (7) Education environmentally friendly - Green Education. (8) The procurement of environmentally friendly goods - Procurement. (9) Prevention of contaminants -

contaminant. (10) Cleanliness environmentally friendly - Green Cleaning. (11) Waste Reduction 3 R (Waste Reduction) (12) Garden of Healing (Healing Gardens)

3. Policies and Strategies Green Hospital

Search result documents obtained Policies and Strategies Green Hospital with the vision and mission is

a. Vision Green Hospital Friendship Hospital is the "Being Green Hospital Pilot Education in Indonesia"

b. Mission Green Hospital Friendship Hospital is (1) Setting up a reliable and professional personnel green field hospital. (2) Manage the use and empowerment of hospital resources-based green. (3) To provide facilities, infrastructure and education facilities greenhospital comprehensively. (4) Conduct of education, research and development of green hospital concepts with contemporary knowledge and technology in a sustainable manner. (6) Conducting the process of educating the public about the importance of living and cultured green.

4.. Policy Green Hospital

Policies in the implementation of green strategies in the department of Friendship hospital is (1) Compliance with the criteria and terms of green building and green health care in accordance with applicable regulations. (2) Utilization of green potential hospital environment as a characteristic and selling value of hospital services. (3) Maximizing the utilization of green open space in each physical development of the hospital. (4) Application of the culture of "green hospital" at all levels of public hospitals. (5) Implementation rules efficiently in every utilization of resources. (6) Preparation of waste processing technology to hospitals by applying the principles of zero waste (waste

minimization). (7) To create a hospital environment as a granary of oxygen and water the soil to restore the environment. (8) build management, information systems and partnerships with outside parties.

5.. Green Hospital Program implementation strategy

The leadership of the department of Friendship and its stakeholders has been set and implement management strategies to build a hospital to the green hospital, among others: (1) Develop a master plan for green-based healthcare and Green Building and Environmental regulatory compliance. (2) Develop a marketing strategy of selling value of green environment Hospital. (3) Maintaining a green open space a maximum of 80%. (4) Socialisation green hospital culture in a sustainable manner. (5) Utilization of water energy resources, paper and other resources efficiently. (5) Provision of hospital waste treatment facility. (6) Designing innovation in the restoration of environmental quality hospital. (7) Develop information systems environment / green hospital to hospital and the partnership program. (8) Preparation of human resources professionals in implementing green programs hospital.

Strategic Management Hospitals

1. Management Strategy

According to Pearce and Robinson (2013), strategic management is a set of decisions and actions that resulted in the formulation and implementation plan designed to achieve the goals of a company. Meanwhile, according to Lawrence R.Jauch and James B. Townsend (2011) strategic management is the number of decisions and actions that lead to the formulation of a strategy or a number of effective strategies to help achieve the company's goals.

Thomas I. Wheelen and J. David Hunger (2012) stated Strategic management is a series of managerial decisions and actions that determine the performance of the company in the long term. Unlike the case with Fred R David (2011) which define the strategic management (strategic management) is the art and science of formulating, implementing and evaluating cross-functional decisions that enable organizations to achieve their aims. The decisions that are cross-functional is what can be interpreted as a strategy.

David (2011) describes in detail what is meant by strategic management:

"As this definition implies, strategic management focuses on integrating management, marketing, finance / accounting, production / operations, research and development, and information systems to Achieve organizational success. The term strategic management in this text is used synonymously with the term strategic planning. The latter term is more Often used in the business world, whereas the former is Often used in academia. Sometimes the term strategic management is used to refer to strategy formulation, implementation, and evaluation, strategic planning with referring only to strategy formulation. The purpose of strategic management is to exploit and create new and different opportunities for tomorrow; long- range planning, in contrast, tries to optimize for tomorrow the trends of today

From the definition set forth above, it can be stated strategic management emphasize efforts more proactive than reactive in determining the future. Success in strategic management is communication, via the communication network, the managers and workers have the same understanding in support of organizational goals.

According to Pearce (2013) related to the strategic management process and policy of selecting strategies in order to maximize the target organization Strategic management includes all activities that led to the formulation of the organization's objectives, strategies and development plans, actions and policies to achieve strategic goals in total.

The focus of strategic management is the determiner long-term direction of the organization and linking of existing resources with the opportunities contained in the larger environment. Strategic management is a set of decisions and actions that are used in the preparation and implementation of the strategy can produce a competitive conformity between the organization and its environment.

4.. Process management strategy.

According to Fred R David (2011: 6) process management strategy (strategic-management process) consists of three phases: (1) Strategy formulation - formulation of strategies, (2) Strategy Implementation - implementation of the strategy, and (3) Strategy evaluation - evaluation strategy. Formulation strategies including developing the vision and mission, identify opportunities and external threats to the company / organization, identify internal strengths and weaknesses establish long-term goals, formulating strategic alternatives, choosing a particular strategy to be implemented. Issues include the formulation of programs to be executed, the program had to be abandoned or settled, how to allocate resources.

5. Implementation of Strategic Management

a. Environmental scanning (Environmental Scanning)

Cycle strategic process is a process to reach an understanding, commitment and support of all organizations member, ranging from the level of managing director, director, head of the section to the lowest employee.

b. Formulating Strategic

Outlined in the strategic formulation of the mission, goals and strategies in preparing green hospital program. In general vision and mission planning is a concept with measures to achieve the objectives set and predetermined. Vision is a future perspective of the organization. The Vision Friendship Hospital, namely: Being Hospital Leads to Healthy Community Respiratory Health Commodity World Class ". While the program's vision is to become a pilot green hospital, Education Green Hospital in Indonesia.

C. Implementation of Strategic

Implementation of strategic management is the process by which to realize its strategy and policies into action through the development of programs, budgets and procedures. Management measures a wide variety of resources and management organization that directs and controls the resource-utilization of hospital resources (financial, human and other equipment) through the chosen strategy. Implementation of the strategy required to itemize more clearly and precisely how real options strategies that have been taken to be realized. (Wheelen and Hunger: 2012)

An effort to implement the concept of green made by hospital Friendship Hospital through the concept of cleaner production (cleaner production) through the

implementation of 1E 5 R (Elimination (prevention) is an attempt to prevent waste generation at source, from raw materials, production process to product. Re-think (think again) is a concept thought to be possessed at the beginning of activities will operate. Reduce (reduction) is an attempt to lower or reduce the generation of waste at resources. Reuse (reuse or reuse) is the efforts may be whether a waste can be reused without treatment physics, chemistry or biology. Recycle (recycling) is an effort to recycle the waste to utilize the waste by processing it back to the original process channeled through the treatment of physics, chemistry and biology. Recovery / Reclaim (take re-download again) is the efforts to take the materials that still have high economic value of a waste, then returned to the production process with or without chemical or biological treatment.

d. Evaluation of Strategic (Strategic Evaluation)

In general, there are three (3) activities to evaluate strategies: (1) Review the external factors and internal the basis of strategies that exist today. (2) Reviewing the achievement of the set targets. (3) Take corrective action.

D. Conclusions and Recommendations

Based on the results of research and discussion as have been described in the text above, it can be concluded that in general the Friendship Hospital has been trying to implement the Environmental Strategic Management appropriate stage of the process of strategic management, which consists of scanning the environment (environmental scanning), formulation of strategic (formulation of strategic), the implementation of strategic (strategic implementation) and evaluation of strategic (strategic evaluation).

The process of formulation of the strategic vision includes a commitment to environmental management in accordance with the concept of green hospital. Commitments made to the Green Hospital with explicitly vision is "Being Green Hospital Pilot Advanced Education in Indonesia". This vision affirms that the commitment to realize the hospital as "Pilot Education Green Hospital in Indonesia. Vision is integrated with sustainable development.

Strategic Management Persahabatan General Hospital are implementing the principles of Green Hospital and directed to hospitals that concept Green Hospital with 12 criteria, among others: (1) Development site (2) Efficiency of water (3) Energy efficiency and the prevention of air pollution (4) Materials and resources (5) indoor air quality (6) healthy food (7) Education environmentally friendly (8) Procurement of environmentally friendly (9) Prevention of contaminants (10) Cleanliness environmentally friendly (11) waste reduction -3 R and (12) Parks healing.

Based on the description on the identification and classification of the situation on the internal and external aspects of hospitals, environmental issues in strategic management, the outline can be concluded that the department of Friendship hospital seeking to realize an environmentally friendly (green hospital).

In the context of Persahabatan General Hospital Centre who are implementing the principles of Green Hospital, should remain consistent with its commitment to the principles of ecological and thus support sustainable development. Culture environmentally sound behavior becomes part of your lifestyle all employees of the department of Friendship and patients and other stakeholders. Department of Friendship can be a model in environmental education and able to create a hospital that

is efficient in resource utilization and free from contamination, nosocomial infections and contamination of the environment. All the activities of the leadership of the department of Friendship can maintain its commitment to meet the quality standards and applicable laws and regulations so that the leading green category of hospital stays can meet the standard requirements of the environmental health of the hospital as well as the criteria and certification of green buildings.

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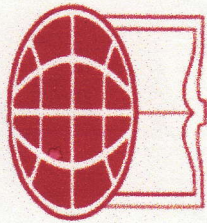
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