The main goals of AASP are (1) to explore, address, and advance the unique contribution that could be made by Asian psychologists in investigating issues that are relevant and of interest to them; (2) to expand the boundary, substance and direction of social psychology beyond its initial Euro-American base; (3) to move away from the narrow focus on intra-individual process, and move towards an integration of various areas of psychology as well as sister disciplines; (4) to promote research on Asian traditions, philosophies, and ideas that have psychological contents and/or implications; (5) to encourage links between Asian and Western facts and principles of social psychology; and (6) to provide Asian-Pacific scholars with a scientific forum for discussion, evaluation, and publication of their research.

The award is to recognize contributions of young researchers from this region. This year two young research scholars got this award from Asia, Tuheena is one of them.