

AAB's Annual International Conference 2017 Academy of Asian Business

August 12, 2017

Sungkyunkwan University, Seoul, Korea

2017 World Asian Case Competition (WACC) - Final Top 10 Presentation

| Time | Program | Notes |
|--------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| 8:00~9:00 | Registration & Preparation | Top 10 Teams & participants (Find out which team will win!) Snacks and drinks will be served. |
| 9:00~9:20 | Welcome and Introduction | AAB President, WACC Chair, Judges... Top 10 teams selected among world contestants (about 60 teams) |
| 9:20-10:40 | Presentation Session 1 | 5 teams will present |
| 10:40-11:00 | Coffee Break | |
| 11:00-12:20 | Presentation Session 2 | 5 teams will present |
| 12:20-12:30 | Closing - announcement | The 1st & 2nd winners will be announced at the Opening and Awards session in the conference |
| 12:30-14:00 | Registration & Lunch Break and Preparing for Award Session | Registration for conference For lunch, lunch box will be served to all participants |

2017 Conference Schedule

| Time | Program | Notes |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00~15:10 | Opening & Awards * Congratulatory Message * Presidential Welcome Message * Keynote Speech * AAB Awards Eminent Scholar Award Best Educator of the Year Award Best Advisor Awards World's Best Top10 Case Award & more | *Professor Kwan Choi, Dean of SKKU Business School * President Chung K. Kim, SKKU *Professor Pil Hwa Yoo, SKKU GSB * Awards' Winners to be announced * The 1st & 2nd winners will be announced |
| Coffee Break | | |
| 15:30~16:30 | Case Panel Session | VIP Panel Members: 4 or 5 Advisors of Top 10 winner teams |
| Coffee Break | | |
| 17:00~18:00 | Keynote Panel Session "What's coming next in Asia": Implications for Future Research, Business, and Career Business School deans, research association presidents, renowned scholars, and policy makers will be invited. | Session Chair: Jai Hak Chung (Sogang U) Members: Yong June Kim (Dean of Sungkyunkwan Graduate School of China), Sang Yong Kim (President of Korean Marketing Association), Sukekyu Lee (President of Services Marketing Association), ... |
| 18:00~19:30 | Dinner, Awards, and Farewell | |

* All programs will be held in the International Building, Lobby Hall, 1st Floor, SKKU.

* Registration will be held online from July 20, 2015 ~ August 5, 2017 (open until seats aren't available).