

"To make Asian businesses, consumers, and society thrive together"

AAB's Annual International Conference 2018 Academy of Asian Business

August 11, 2018
Sungkyunkwan University, Seoul, Korea

2018 World Asian Case Competition (WACC) - Final Top 10 Presentation, Poster 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.
9:00-9:10	Welcome and Introduction	AAB President, WACC Chair, Judges... Top 10 teams selected among world contestants
9:10-10:40	Presentation Session 1	6 teams will present
10:40-11:00	Coffee Break	
11:00-12:30	Presentation Session 2	6 teams will present
12:30-12:40	Closing	The 1st & 2nd winners will be announced at the Opening and Awards session in the conference
13:00-14:00	Poster Session	7~8 top poster winners Interactive presentation in a friendly and open setting
12:40-14:00	Registration & Lunch Break and Preparing for Award Session	Registration for conference For lunch, lunch box will be served to all participants

2018 AAB 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 Best Poster Presentation Award Top10 Case Translation Award Contribution Award & more	*Professor Kwan Choi, Dean of SKKU Business School *President Chung K. Kim, SKKU *Professor Young-Won Ha, Sogang Univ. *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.	Members: Sang Yong Kim (President of Korean Marketing Association), Sukekyu Lee(President of Korean Consumption Association), Geonha Kim(President of Services Marketing Association), Sang Lin Han(Professor, Hanyang University)
18:00-19:30	Dinner, Awards, and Farewell	

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

* WACC Global Scholar Program August 12 ~ 13 for Hosting Top 10 & Poster Winners.

* Registration will be held online from July 30, 2018 ~ August 6, 2018 (open until seats aren't available)

