

AAB's Annual International Conference 2016

Academy of Asian Business

August 13, 2016

Sungkyunkwan University, Seoul, Korea

2016 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	Competition Chair Top 10 teams selected among world contestants (55 teams total)
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

2016 Conference Schedule

Time	Program	Notes
10:30-12:00	AAB Special Consortium (with world renowned scholar)	It offers an opportunity for scholars, particularly young scholars and Ph.D. students, to interact with world renowned scholar, Professor Wagner Kamakura, to share and develop research ideas & careers.
14:00~15:10	Opening & Awards * Congratulatory Message * Presidential Welcome Message * Keynote Speaker (30 min) * AAB Awards (20 min) Eminent Scholar Award Best Educator of the Year Award Best Advisor Awards World's Best Top10 Case Award & more	* Professor Sangman Han, Dean of SKK Business School * President Chung K. Kim, SKKU * Professor Wagner Kamakura, Rice University The Jesse H. Jones Professor of Marketing at the Jones Graduate School of Business * Awards' Winners to be announced * The 1st & 2nd winners will be announced
Coffee Break		
15:30~17:00	Case Panel Session (50 min) Paper Presentation Session (30 min)	Panel Members: 4 or 5 Advisors of Top 10 winner teams Professor J.M. Kim (University of Science and Technology of China) Dr. Chang Xue (Shandong University of Finance and Economics)
Coffee Break		
17:20~18:20	Keynote Panel Session *Asia in 10 years from now: "What's happening and coming next in Asia" Business School deans, research association presidents, renowned scholars, and policy makers will be invited.	Session Chair: Sang Yong Kim (Professor at Korea U) Members: Dae Ryun Chang (Professor at Yonsei U, President of Korea Marketing Association), Sang Lin Han (Professor at Hanyang U, President of Service Marketing Association), and other VIP leaders will be invited.
18:20~19:50	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, 2016 (open until seats aren't available).