

AAB 1st Annual Conference 2015

Academy of Asian Business

August 22, 2015

Sungkyunkwan University, Seoul, Korea

World Asian Case Competition 2015- Final Top 10 Presentation

| Time | Program | Notes |
|-------------|---------------------------------------|---|
| 8:00~9:00 | Registration & Preparation | Top 10 Teams & participants Donuts, snacks, and drinks will be served. |
| 9:00~9:20 | Welcome and Introduction | Competition Chair Top 10 teams selected among world contestants (41 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 |

* Top 10 Winning Cases: Alipay, Xiaomi, Haier, LG Electronics, Line, Uniqlo, Red Bull, Ocean Park Hong Kong, Banyan Tree Holdings, Air Asia (random order)

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| 12:30-14:00 | Lunch & Registration Break and Preparing for Award Session | For lunch, Korean style Kimbab, western style sandwiches, and fruit will be served to all participants of the competition and conference |
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Conference Schedule

| Time | Program | Notes |
|--------------|--|---|
| 12:30~14:00 | Registration | |
| 14:00~15:20 | Opening & Awards * Congratulatory Message * Presidential Address "Why Asian Consumers & Businesses" * Keynote Speaker (30 min) * AAB Awards (30 min) Eminent Scholar Award, Business 3.0 Creative Capitalism Award Top 10 Company Awards Top 10 Case Winner Awards... Announcement | Presider- Professor M.S. Lee, Baruch College, CUNY * Professor Sangman Han, Dean of SKK Business School * President Chung K. Kim, SKKU * Professor Brian T. Ratchford, UT Dallas Editor of Journal of Interactive Marketing Past Editor of Marketing Science (1998-2002) * Awards' Winners to be announced Top 10 Company Winners to be decided Top 10 Case Winners to be decided * Presider |
| Coffee Break | | |
| 15:40~17:00 | Keynote Paper & Case Session Keynote Paper on Asian Consumers Keynote Case on a top Asian Company | Session Chair, Presenters, and Discussants Professor Young-Won Ha, Sogang University Jinhong Kim, Vice President, LG Electronics |
| Coffee Break | | |
| 17:20~18:20 | Keynote Panel Session *Asia in 10 years: "What's happening and coming next in Asia" Business School deans, research association presidents, renowned scholars, and policy makers will be invited. | Session Chair and Panel Members Moderator: M.S. Lee, Baruch College, CUNY Members: Pil Hwa Yoo, SKKU GSB; Wujin Chu, Seoul National University; Kyung Ja Kim, Catholic University of Korea (President of Korean Society of Consumer Studies); Sang Yong Kim, Korea University (President of Services Marketing Association) |
| 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 17, 2015 ~ August 18, 2015 (open until seats aren't available).