

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

## AAB's Annual International Conference 2023 Academy of Asian Business

July 8, 2023 (09:20am – 01:50pm, in Korean Time)

Metaverse

Organizer: SKK Business School, Sungkyunkwan University

### 2023 World Asian Case Competition (WACC) Top 10 Final Presentation & Award Schedule

Time	Program	Notes
09:00-09:20	Get in & Preparation	
09:20-09:30	<b>Welcome &amp; Introduction</b>	*Professor Myung-Soo Lee (Conference chair), Baruch College, CUNY AAB President, WACC Co-Chairs Profs. Miyea Kim & Mina Jun
9:30-10:50	<b>Top 10 Final Presentation</b>  *Intro Presentation by each Team (9:30~10:00)  *Video Presentation at each Booth (10:00~10:50)	* WACC Co-Chairs Profs. Miyea Kim & Mina Jun WACC Judge Chair, Prof. Myungwoo Nam, Georgia Tech  An introduction about each team (univ. & team members) and Brand Case, aiming to promote its case and attract more visitors to each team booth.  Visit Top 10 Booths for Presentation and Q&A, watching video presentation, leaving feedback and supports, meeting friends, getting information etc.
10:50-11:00	Coffee Break	
11:00-11:30	<b>Best Advisors' Panel Session</b>	How to Win a case competition and How to write a powerful case study
11:30-12:00	<b>Time to Vote!</b> (with Coffee Break)	Vote for the two teams that you believe gave the best presentations. Note that you need to do the survey to vote.
12:00-13:40	<b>Award Ceremony Session</b>  *Congratulatory Message SKK Business School Dean AAB President Welcome Message  <b>*Keynote speech</b>  *AAB Awards Best Educator of the Year Award Best Research Paper Award Best Case Research Award Best Advisor Awards  World's Best Top10 Case Award Honorable Mentions The #1 Trophy Silver Medal Awards Bronze Medal Awards  Contribution Award & more	<b>Host:</b> *Prof. Myung-Soo Lee (conference chair), Baruch College, CUNY Profs Miyea Kim & Mina Jun, WACC Chairs  *Dean Suke Kyu Lee, SKK Business School, SKKU *AAB President Chung K. Kim, SKKU  *Ray Spitzley, Vice Chairman in Morgan Stanley's Investment Banking Division  *Awards' Winners to be announced
13:40-13:50	Closing and Info <b>Farewell</b>	*Info on 2023 WACC and publishing cases in How Asian Brands Soar 9 and AABR

\* All programs will be held Metaverse.

\* Registration will be held online from June 22, 2023 ~ July 7, 2023 (open until seats aren't available).