

"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 | Welcome & Introduction | *Professor Myung-Soo Lee (Conference chair), Baruch College, CUNY AAB President, WACC Co-Chairs Profs. Miyea Kim & Mina Jun |
| 9:30-10:50 | Top 10 Final Presentation *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 | Best Advisors' Panel Session | How to Win a case competition and How to write a powerful case study |
| 11:30-12:00 | Time to Vote! (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 | Award Ceremony Session *Congratulatory Message SKK Business School Dean AAB President Welcome Message *Keynote speech *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 | Host: *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 Farewell | *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).