

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

AAB's Annual International Conference 2020

Academy of Asian Business

August 8, 2020 (11:00am – 4:45pm, in Korean Time)

Virtual Online

Organizer: SKK Business School, Sungkyunkwan University

2020 World Asian Case Competition (WACC) - Final Top 10 Presentation

Time	Program	Notes
10:30-11:00	Get in & Preparation	Top 10 Teams & participants (Find out which team will win!) All participants enter and prepare for the session.
11:00-11:20	Welcome and Introduction	Opening by Conference Chair AAB President, WACC Chair, Judges... The order of presentation will be decided random draw.
11:20-12:50	Presentation Session 1	6 teams will present
12:50-13:20	Break	
13:20-14:40	Presentation Session 2	5 teams will present
14:40-14:50	Closing and Information	Comments by Judges The 1st & 2nd winners will be announced at the Opening and Awards session in the conference

14:50-15:30	Break and Preparing for Award Session	
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2020 AAB Conference Schedule – Award Session

Time	Program	Notes
15:30-15:45	Opening & Awards	*Professor Myung-Soo Lee, Baruch College, City University of New York.
	*Congratulatory Message	*YongJune Kim, Dean, SKK Business School, SKKU.
	* Presidential Welcome Message	*President Chung K. Kim, AAB
15:45-16:00	* Keynote Speech	*Professor Young-Won Ha, Sogang University “Present and Future of Asian Consumers and Businesses”
16:00-16:10	* AAB Awards Eminent Scholar Award Best Business Leader Award Best Educator of the Year Award Best Reviewer Award Contribution Award & more	*Awards' Winners to be announced
16:10-16:40	Best Advisor Awards World's Best Top10 Case Award	*The World no.1 & no.2 winners will be announced
	* Best Award Acceptance Speech	Gratitude, Future topics and How to win
16:40-16:45	Closing and Info	Info on 2021WACC and publishing cases in How Asian Brands Soar 6 and AABR

* All programs will be held online.

* Registration will be held online from July 30, 2020 ~ August 7, 2020 (open until seats aren't available).