

AAB International Conference 2016

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

August 13, 2016

Sungkyunkwan University, Seoul, Korea

Invitation and Welcome Message

We are delighted to invite you to the 2016 International Conference of the Academy of Asian Business (AAB) which will be held on August 13 in Sungkyunkwan University, Seoul, Korea. The conference will be the 2nd annual international event for AAB and we would like to invite not only academics and business leaders but also promising students from around the globe who are excited to share ideas and visions about Asian businesses and consumers.

Our theme is **"To make Asian businesses, consumers, and society thrive together"** and we will focus on featuring (1) Consumer studies on how Asian consumers think, consume, and interact with others, and (2) Case studies on how some Asian companies soar while others don't. We have prepared an exciting program where leading academics and business leaders share their ideas and experiences to help participants in their careers and businesses with regards to better understanding Asian businesses and consumers.

For the wonderful event, we cordially invite distinguished scholars, business leaders, leading educators such as presidents and deans, renowned AAB members, AABR editorial board members, and the winners of the case competition and their advisors to gather together to celebrate the unprecedented event -- AAB's international annual conference. We are positive that this will be an unforgettable experience for all participants.

We look forward to meeting you in the conference.

Professor Chung K. Kim, Sungkyunkwan University, Korea
President of Academy of Asian Business (AAB)

Conference Committee Chairs

Professor Sang Yong Kim, Korea University, Korea
Professor Myung-soo Lee, Baruch College, City University of New York, USA
Professor Suke-kyu Lee, Sungkyunkwan University, Korea
Professor Elizabeth Fife, University of Southern California, USA
Professor Francis Pereira, University of Southern California, USA
Professor Kyung-Young Ohk, Sookmyung Women's University, Korea
Professor Myungwoo Nam, Sungkyunkwan University, Korea
Professor Hakkyun Kim, Sungkyunkwan University, Korea
Professor MinChung Kim, The University of Hong Kong, China

Important Dates

Conference date: August 13, 2016 (Saturday)

Conference Registration: July 20 – August 8 (until seats are not available)

The Main Events of the Conference

- The Opening Reception**
- World Asian Case Competition, Top 10 presentation**
- The AAB Special Consortium**
- Keynote Speech by Professor Wagner Kamakura, Rice University**
- 2016 AAB Award Ceremony**
- Case Panel Session**
- Paper Presentation Session**
- Keynote Panel Session**
- Closing, Awards, and Farewell Dinner**

Keynote Speech and Major Events

The Keynote Speaker

Professor Wagner Kamakura



The Jesse H. Jones Professor of Marketing at Rice University Former Editor-in-Chief of Journal of Marketing Research

Wagner A. Kamakura is the Jesse H. Jones Professor of Marketing at the Jones Graduate School of Business, Rice University. Prior to joining the Jones school, he taught at Duke University, University of Iowa, University of Pittsburgh and Vanderbilt University. Before joining academia, he has worked in market analysis, forecasting and planning at Duratex S.A. and Massey-Ferguson of Brazil. He has also been a visiting scholar to Australia, Brazil, China, Singapore, South Korea and Spain, where he lectures either English, Portuguese, or Spanish.

Professor Kamakura holds a Doctor Honoris Causa from Universidad de Granada, a PhD in Marketing from the University of Texas at Austin, a MS in Industrial Engineering from Universidade de Sao Paulo (Brazil), an EMBA from Fundacao Getulio Vargas (Brazil) and a BS in Mechanical Engineering from Instituto Tecnológico de Aeronautica - ITA (Brazil).

He has published a hundred articles in the leading academic journals in Marketing as well as other disciplines. His publications have received best-paper awards from the International Journal of Marketing Research, Journal of Marketing Research and Journal of Retailing.

Professor Kamakura has served as the Editor of the Journal of Marketing Research, Area Editor of Marketing Science and Associate Editor of the Journal of Consumer Research. He is currently a member of the editorial boards of the International Journal of Research in Marketing, Journal of Business Research, Journal of Marketing Research, Journal of Retailing and Marketing Science. His current research interests focus on marketing analytics, consumption and time-use analysis, efficiency analysis, customer relationship management, market segmentation and market structure.

Our program will feature the following exciting events:

The keynote speech will be delivered by Professor Wagner Kamakura, a world-renowned scholar, the Jesse H. Jones Professor of Marketing at Rice University. He will feature on the issues of marketing analytics and Consumption and time-use analysis on Asian consumers and businesses.

The AAB Special Consortium: It offers an opportunity for scholars, particularly young scholars and Ph.D. students, to meet each other and interact with world renowned scholar, Professor Wagner Kamakura, to share and develop research ideas to publish in top journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, and Marketing Science.

Several important awards will be given to influential academic and business leaders. This year, we will proudly present the Eminent Scholar Award, Best Educator of the Year Award, Best Advisor Award, and Best Conference Paper Award. We will also feature the Top 10 winners of 2016 World Asian Case Competition for which 55 teams of college students participated from all around the world. The companies studied by the Top 10 teams, which also support the students and the competition events, will also be invited and honored as the Asian Top Companies that students around the world respect most.

A case panel session will feature the winners of Best Advisor Awards on how to prepare and write a powerful case study to win a World's Best Case Awards.

A paper presentation session will feature two exciting presentation. This year, we have two young scholars who addressed some important issues about Asian consumers and businesses. Professor J.M. Kim will talk about differences in online review posting behavior between Western and East Asian consumers. Dr. Chang Xue will talk about mechanism between customer satisfaction and price overall evaluation in China.

A keynote panel discussion will be held by academic leaders, such as business school deans, research association presidents, and renowned scholars on "What is happening and coming next in Asia: Implications for our future businesses and careers." They will summarize state-of-the-art knowledge and emerging trends in Asian business and consumers.

Closing, Awards, and Farewell Dinner: As a finale of the conference, all participants will be invited to AAB dinners in the open dining hall located adjacent in the same floor, which is facing the Myungnyundang, the most time-honored educational building in Korea, celebrating more than 600 years of higher education, as part of the history of Sungkyunkwan University.

For more information about the conference and the top10 case presentation, go to the AAB webpage:

AAB conference: http://www.aabworld.org/activities/aab_annual_conference.php

Top10 case presentation: http://www.aabworld.org/activities/International_competition.php

Registration and Questions

We invite you to join us for the International Annual Conference 2016.

Please register as soon as possible because the space is limited. If you are not already a member, we ask that you to become a member first and then register for the conference. If you pre-register online while seats are available, you can save as follows:

	Pre-registration online	On-sites
Regular members	US\$50 or KRW50,000	US\$100 or KRW100,000
Students members	US\$20 or KRW20,000	US\$50 or KRW50,000
Non-members	US\$50 or KRW50,000 with Regular membership US\$20 or KRW20,000 with Student membership	US\$200 or KRW200,000

* Registration will be held online from July 20 ~ August 8, 2016 (open until seats aren't available).

To register go to: <http://www.aabworld.org/member/join.php>

For conference related questions, please contact us at aabconference@gmail.com

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).