

AAB's 1st International Conference 2015

"The Future of Asian Consumers and Businesses"

August 22, 2015
Sungkyunkwan University (SKKU)
Seoul, Korea

Invitation and Welcome Message

It is our great pleasure to invite you to AAB's 1st Annual Conference 2015, in Seoul, Korea.

The conference will be the inauguration event for AAB and therefore we would like to invite not only academic 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 "The Future of Asian Consumers and Businesses" 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 will share their ideas and experiences to help participants in their careers and businesses with regards to better understanding Asian businesses and consumers. Although the main program and registration start in the afternoon, you can come to the final top10 case presentation in the morning as part of conference.

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 advising professors to gather together to celebrate the unprecedented event -- AAB's first annual conference. We are positive that this will be an unforgettable experience for participants.

We look forward to meeting you at the conference.

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

Conference Committee Chairs

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 Ok, Sookmyung Women's University, Korea
Professor Myungwoo Nam, Sungkyunkwan University, Korea
Professor MinChung Kim, The University of Hong Kong, China

Important Dates

Conference date: August 22, 2015 (Saturday)

Submission of Abstract: April 1 – June 30, 2015

Registration Opens: July 17, 2015 – August 18, 2015 (until seats aren't available)

Keynote Speech and Major Events

The Keynote Speaker Professor Brian T. Ratchford



**The editor of *Journal of Interactive Marketing*
The past Editor-in-Chief of *Marketing Science*
Marketing Science Hall of Famer
The Charles and Nancy Davidson Chair Professor
of Marketing at University of Texas at Dallas**

Dr. Brian Ratchford is the Charles and Nancy Davidson Chair Distinguished Professor of Marketing at University of Texas at Dallas. Currently, he is the editor of the *Journal of Interactive Marketing* and was formerly the Editor-in-Chief of *Marketing Science*. He has received several research awards including the Lehmann Award from American Marketing Association, Distinguished Service Award from the *Journal of Consumer Research*, and has recently been inducted to the Hall of Famer to *Marketing Science*. According to Dr. Ratchford, he is most proud of having supervised 28 doctoral students throughout his career. "That's been neat because they've gone onto nice careers," he said. "They seem to be happy by and large. It's been nice to help them get published and guide them." Today, Dr. Ratchford is recognized as an outstanding thinker and researcher whose scholarship has significantly influenced business and consumer research through his conceptual and empirical inquiries.

Ratchford's research focuses on economics applied to the study of consumer behavior, information economics, marketing productivity, marketing research and electronic commerce. He has published more than 80 articles in leading marketing journals, including *Marketing Science*, *Management Science*, *Journal of Consumer Research* and *Journal of Marketing Research*. Ratchford has also been a pioneer in developing methods to improve the product development process. He is a leading example of a scholar's work in greatly influencing the new product design process that is undertaken by product inventors and engineers.

Ratchford is currently not only the editor of *Journal of Interactive Marketing*, but also an associate editor of the *Journal of Consumer Research*. He serves on the editorial boards of several publications, including *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Retailing*, and *Journal of Service Research*. He also serves on the emeritus editorial board of *Marketing Science*.

Our program will feature the following exciting events:

The keynote speech will be delivered by Professor Brian Ratchford, a world-renowned scholar, the editor of JIM (Journal of Interactive Marketing), the past editor of *Marketing Science*, and currently the Charles and Nancy Davidson Chair Professor of Marketing at UT Dallas. He will feature on the issues of future interactive media and its impact on Asian consumers and businesses.

Presidential remarks will be presented by Professor Chung K. Kim, the President of AAB, answering the important question, "Why should we care about Asian consumers and businesses, and what are the new future business models?"

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 Asian Business 3.0 "Creative Capitalism" Award, Best Asian Business Leader of the Year Award, and Best Conference Paper Award. We will also feature the Top 10 winners of 2015 World Asian Case Competition for which 41 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 keynote paper and case presentation session will feature two exiting presentations on Asian consumers and business cases, which will be presented by a top researcher and an industry leader in this field. In the presentation session, will a consumer research paper be presented by Professor Young-Won Ha of Sogang University, and also the Asian top Award winning case will be presented by the company leader. Also, some important results of the recent AAB business leader and consumer survey will be reported.

A keynote panel discussion will be held by opinion leaders, such as business school deans, research association presidents, renowned scholars, and policy makers on "What is happening and coming next in Asia: Implications for our future businesses and careers."

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 Myungnyun-dang, the most time-honored educational building in Korea, celebrating more than 600 years of higher education, as part of the history of Sungkyunkwan University.

Visiting Seoul and Sungkyunkwan University

Seoul is the capital of Korea, the center of the recent Korean waves or “Hallyu,” and the dynamic place where the headquarters of major Korean companies such as Samsung, Hyundai, Kia, LG, etc. and the campuses of top universities are located. “Today, Seoul is considered a leading and rising global city, resulting from an economic boom called the Miracle on the Han River which transformed it from the damage of the Korean War to the world's 4th largest metropolitan economy with a GDP of US\$846 billion in 2014 after Tokyo, New York City and Los Angeles. A world leading technology hub centered on Gangnam and Digital Media City, the Seoul Capital Area boasts 15 Fortune Global 500 companies such as Samsung, the world's largest technology company, as well as LG and Hyundai-Kia. In 2013, the city's GDP per capita (PPP) of \$39,448 was comparable to that of France and Finland. Ranked sixth in the Global Power City Index and eighth in the Global Financial Centres Index, the metropolis exerts a major influence in global affairs as one of the five leading hosts of global conferences. Seoul ranked seventh in the Sustainable Cities Index, the highest in Asia and ranked second worldwide in the social category. It also hosts the world's most art openings per square mile.” (Wikipedia).

Sungkyunkwan University is one of the top universities, which is committed to world-class research and teaching, offering students a dynamic environment for intellectual and personal growth. Sungkyunkwan University has been ranked number one among Korean universities, according to a recent ranking evaluation by ChoongAng Daily. Located in the center of Seoul, it provides one of the best neighboring historical and cultural sites, such as Changgyeonggung (Palace), Daehakro (University Road), Myeongnyundang, and so on. Myeongnyundang represents the lecture hall of the higher education for students as part of Sungkyunkwan. Since our conference building is right next to Myeongnyundang, you can walk to it within minutes to enjoy looking around the lecture hall and student dormitories and touching the Ginkgo trees of more than 500 years old. You can enjoy touring one of the most beautiful, cultural campus, which combines the most advanced tech buildings and the most historically significant buildings on campus and the neighboring areas such as Daehakro, the busiest sites for young people, where more than 100 small theaters continually hold plays, concerts, musicals, and movies. When you attend the conference, you can enjoy all these different sites and more within a walking distance (For more details, please refer to Wikipedia).

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 1st Annual Conference 2015.

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 Students membership	US\$200 or KRW200,000

* Registration will be held online from July 17, 2015 ~ August 18, 2015 (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 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

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, Best Educator of the Year Award, ... Top 10 Company Awards Top 10 Case Winner Awards Announcement	Presider- Professor M.S. Lee, CUNY * Invited VIPs * 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 Top researcher on Asian consumers & a top Award winner will be invited.
Coffee Break		
17:20~18:20	Keynote Panel Session *Asia in 10 years: "What's happening and coming next in Asia"	Session Chair and Panel Members Business School deans, research association presidents, renowned scholars, and policy makers will be invited.
18:20~19:50	Dinner, Paper Awards, and Closing	Best Paper Presentation Awards

* All programs will be held in the International Building, Lobby Hall, 1st Floor, SKKU.

* AABR, the official journal of AAB is looking for papers that contribute to the study of Asian businesses or consumers.

If you're interested in submitting a paper, please visit the AABR webpage, www.aabworld.org.

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