

2023 WACC - The World Asian Business Case Competition

Important Dates: (according to Korea Standard Time)

Proposal Submission Deadline: April 15, 2023

Acceptance Notification: April 21, 2023

Main Case Draft Submission Deadline: June 5, 2023

Announcement of Finalists as Top 10 winners: June 15, 2023

The Final Top 10 Presentation and Award Decision: July 8, 2023

Metaverse

The Academy of Asian Business (AAB) is pleased to announce the 2023 World Asian Business Case Competition. This is the annual case competition organized by AAB that invites college students to write up and present an exciting Asian business case on how it turned its small start into such a tremendous success. The competition will provide a great opportunity for the participants to not only learn from the case of the company they choose, but also have a wonderful experience of winning the competition.

Currently, we are inviting applicants from top universities and colleges all around the world. In previous years, we have had about 400 team contestants (i.e., more than 1,000 students) from top universities around the world including the US, Canada, England, Georgia, Australia, China, Korea, Thailand, Hong Kong, Singapore, Malaysia, India, Indonesia, Philippines, Bangladesh, Sri Lanka, and so on. In the recent years' competition, students from Cambridge University, Imperial College London, Wharton School, Columbia University, NYU, UT, NTU, University of Singapore, University of Hong Kong, Chinese University of Hong Kong, HKUST, UNMSM, KAIST, Korea U, and more, won the Top 10 best case awards among the contestants for the WACC competition. Please click here to see who the top 10 winners were in the previous competition (http://aabworld.org/take_action/testimonials.php).

Our competition will be very valuable to those students who are interested in global trends such AI, metaverse, robots, and so on, and their implications for Global Business or Asian Business, and will be tremendously valuable to those who look for opportunities in Asia as part of their career or business development. Those students and faculty members (as advisors), especially those who are interested in Asian businesses, brands, and markets, would greatly benefit from this competition. Through this case competition event, students will be able to apply their creative minds and intellect into their favorite cases on how a business grew from a small start or mediocre status into an incredibly successful brand or business. Students will find this to be an enriching experience and may discover a turning point for their own careers and businesses.

The current competition will mark our 9th event of the WACC tradition. The results of the previous years' competition were really fruitful, especially for participating students as they were published as a book series, How Asian Brand Soar. The ebook as well as the print versions are available on Amazon ([click here](#)) while the hard cover versions may be available in the libraries of the top 100 universities and more. Cambridge

University Library, Princeton University Library, Northwestern University Library, Penn State University Libraries, Kenyatta University Library and many other libraries have sent us letters of appreciation. For more information about the competition event and the results of the last year's competition, please visit our website, www.aabworld.org (click here).

Conference theme: "Creating unforgettable, lifelong experiences for students"

Who: College students in a teams of 2-4 (In addition, the team must have an advisor)

Focus: Asian brands that have achieved significant success and became globally powerful brands. You can choose a company or brand from any Asian country or the country for which your team represents. You can also select a company or brand that became globally renowned by serving consumers at the bottom of the pyramid.

Awards and Prizes

All the selected Top 10 winners will receive the AAB Global Scholar Award package. (Please find the honorable benefits of the Award package, as shown below). At the final presentation, however, they will compete for the World's No.1, Silver, and Bronze medal Awards and prizes, which will be the most honorable awards and benefits in addition to the Global Scholar Award package, as follows.

- **The No.1 Golden Trophy Winner (1 team):** The AAB Worldcup Trophy and the 1st Place Award, with the financial scholarship support (US\$2,000 for team).
- **The Silver Medal Winner (1 team):** The Silver Award with the financial scholarship support (US\$1,000 for team).
- **The Bronze Medal Winner (1 team):** The Bronze Award with the financial scholarship support (US\$500 for team).
- The remaining Top 10 winners (7 teams): The Top 10 Winners Awards with the global scholar award package.

The World's Top 10 Award package: Designed to provide the Top 10 winners with enriching and exciting experiences in Asia, in addition to their research and learning experience. The Award package will include the following prizes and benefits: (Note that this year, due to travel restriction from the post-pandemic, the following six items will be the major benefit this year while others such as hotel accommodation and city tour, cultural beer and chicken party may be added next year if we have offline conference.)

- Top 10 winner Awards certificate from AAB.
- Invitation to Top 10 presentation and Award ceremony in AAB's Annual International conference (free of charge)
- Invitation to become a Young Scholar (as a Top 10 winner), which features your case study, in the website of AAB.
- Opportunity to develop network and friendship with other global fellow students.
- Publication of your winning case study in a book series, entitled **How Asian Brands Soar**, in hardcopies, which will be published and distributed in Amazon e-book versions as well. The book will feature your name as an author who represents your school/institution. Like the previous case books series, How Asian Brands Soar 1~ 8, the new **How Asian Brands Soar** 9 which features your case study will be available in the world's top universities and also in Amazon so that people around the world can access to your case, anytime, and anywhere.

- Academic Journal Publication opportunity: Among them, outstanding case studies will also be invited to publish in AABR as this year's award-winning case study, making them accessible to researchers, students, and practitioners around the world
- The World Best Advisor Awards are presented to your advisors for their outstanding advice (Advisors of outstanding winner teams will be invited as keynote case panel speakers for sharing their winning tips briefly on how to write winning case study).

Participants will have one of the most exciting, unforgettable lifetime experiences.

Awards Decision and Ceremony

The winners (the world's best, silver, and bronze) will be announced and awarded online in the metaverse at the opening ceremony of the AAB&WACC conference, which will be held just after the Top 10 presentation.

VIPs including distinguished scholars, business leaders, leading educators such as presidents and deans, the keynote speaker, renowned AAB members, AAB Journal editorial board members, and the winners of the case competition and their advising professors will join together in the metaverse to celebrate the unprecedented event of the WACC case competition and AAB annual conference as well.

The Top 10 final presentations and Award session will be held in the metaverse and will be broadcasted worldwide realtime via Youtube so that people around the world can enjoy watching all presentation and discussion, in their own places. Not only that, but also they can participate actively by giving comments about presentation. Therefore, through this metaverse conference, we can have more dynamic interaction.

For the video of the last year's metaverse conference, please Click the link: <https://youtu.be/hQOvK9QDVrM>

Aren't you excited to join in this wonderful competition event? Just apply for it!!

***** To submit your proposal or participation form, click Participation Form Submission button, http://www.aabworld.org/take_action/partici_submit.php For instruction how to submit, click Competition Announcement button, http://www.aabworld.org/take_action/announcement.php**

Top 10 Case Winning Guidelines

Eligibility

- Applicants apply in teams of 3-4 students (with Advisor)
- Applicants must represent a business or university
- Each team should include a faculty member or instructor affiliated with any business school or university (AAB will give Top Advisor of the Year Award to all the faculty members or instructors who supported the top 10 winning teams, as will be announced at the Award ceremony of the AAB conference.)

Submission Guidelines

The case studies and associated materials must be

- Original cases on Asian brands or businesses which focus on any company doing business in Asia.
- Written in English and easy to read
- Identify 3–4 periods of turning points and be specific to each turning point to highlight how the company or brand overcame difficulties and challenges with sensational marketing or brand strategies.
- Summarize key success factors in relation to relevant turning point period.
- Based on useful and appropriate background information and properly cited sources.
- The original work of the authors. Copying of material without proper citation/plagiarism will result in disqualification.
- Submitted in electronic form as an attachment and formatted according to the Editorial Guidelines, as follows.

Editorial Guidelines

- The length of the case must not exceed 30 pages (including exhibits, but excluding reference section)
- The submitted materials must not contain spelling and grammar errors.
- For the details about editorial guidelines, please follow the [Instruction for Authors by AABR](#).

Criteria for Evaluation

As suggested in General [Guidelines for AABR](#) or other top journals such as Harvard Business Review, submitted cases will be evaluated according to the following criteria:

- **Significance of the case**
Does the case address an interesting issue that is currently important? Do the lessons or findings from the case contribute significantly to business practice and strategy?
- **Evidence of arguments**
Does it provide a historical perspective on the issue at hand, including pertinent information and data about the background of the company or relevant strategic events? Does it provide readers with an appropriate amount of useful information and data to help them understand contexts clearly especially for turning point periods in terms of macro–environmental trends, consumers, competition, and marketing strategies for positioning and differentiation?
- **Originality of view point**
The case should not duplicate an existing case on an issue and company. Does the case adopt a sound theoretical perspective to examine the factors of success or failure?
- **Usefulness of findings or lessons from the case**
Are the lessons or findings globally relevant and universally applicable? It should contain themes or strategic framework that will allow for a rich practical implication and active learning experience.
- **Writing that is compelling and pleasant to read**
The case should be well–written. An interesting narrative must emerge as one reads the case. The case should provide readers with an appropriate amount of useful information and data to help them enjoy reading the case.

Case Writing Guidelines

Authors may write their case in any style, but should include a discussion section that answers the following key questions.

- **For the case of a major global company:**
 - What is one of the most successful Asian companies or business leaders that deserve to be studied and published?
 - Why is it important to study the case?
 - How did it become so successful?
 - When were the time periods of key turning points for the company?
 - What was happening in each turning point period in terms of macro trends for opportunities or threats, consumers, competition, and obstacles and challenges? Also, what was the marketing or brand strategy the company adopted to rise up in spite of obstacles and challenges at these crucial time?
 - What are the most important success factors for the brand?
Please provide detailed discussions about those success factors.
 - Does the company have any current challenges to overcome?
 - What are your suggestions or recommendations for future direction, especially in your geographical region or other Asian countries?
 - If the Asian brand of your choice is not yet available in your region, what would be your recommendation for their future strategy?
- **For the case of a fast-growing start-up or “hidden champion”:**
 - Is there any interesting new development or new venture that we can expect to grow exponentially in the near future? How did it start?
 - How did it find its market opportunity and take advantage of its core competence to turn itself into a fast growing business?
 - Any key turning points periods? Identify 3–4, if any.
 - What was happening in each turning point period in terms of macro trends for opportunities or threats, consumers, competition, and obstacles and challenges? Also, what was the marketing or brand strategy the company adopted to rise up in spite of obstacles and challenges at these crucial time?
 - What are the most important factors for their fast growth?
Please provide detailed discussions about those factors. What will be the future prospects?
 - Why will it soar in the near future? Does the company have any current challenges to overcome?
 - What are your insightful suggestions or recommendations for future direction, especially in your geographical region or other Asian countries?
- **For either case, support your arguments with key strategy concepts or theories.** What are some important lessons or implications for business leaders and/or policy makers who are interested in businesses and consumers in Asia? We recommend that you highlight the company’s turning points, the market situation and competition, strategy and the key success factors, and current challenges and future directions. Make sure that you bring historical contexts to your discussions of main points for your case writing.