



2015 Global Business Review Competition: Case and Research

Theme: Dynamic Marketing and Management in Global Business Environment

Host: Global Alliance of Marketing & Management Association

Partners: Korean Scholars of Marketing Science

Center for Sustainable Culture and Service, Yonsei University

Korea Economy & Development Institute

2015 Global Business Review Competition Committee Chair:

Prof. Eun Young Kim, Chungbuk National University

Global Alliance of Marketing & Management Association (GAMMA), Korean Scholars of Marketing Science (KSMS), Center for Sustainable Culture and Service, Yonsei University, and Korea Economy & Development Institute (KEMDI) proudly announce that 2015 Global Business Review Competition is open to *graduate and undergraduate students (except doctoral students)* who are interested in studying business practices and theories.

Objective: Making a significant contribution to the advancement of business practice and theory

Topics for competition: Marketing strategies for 1) or 2) are required to be submitted.

- 1) Case study on business practice(s)
- 2) Academic research on business practice or theory

Submission: MS Power Point format, less than 20 pages excluding title and contents

Award Money and Airplane Ticket:

Award	Award Money + Airplane Ticket	Number of Team(s)
Premier Award	US\$ 1,000 + One round trip airplane ticket to Korea (economy class)	1
Excellent Award	US\$ 500 + One round trip airplane ticket to Korea (economy class)	1
Honorable Mention	US\$ 300 + One round	1

	trip airplane ticket to Korea (economy class)	
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Time Table:

- 1) Submission Deadline: Oct. 9th, 2015
- 2) Announcement of the 1st Screening: Oct. 16th, 2015
- 3) Final presentation and Award Ceremony: At Yonsei University Nov. 14th, 2015

Qualifications:

- 1) *Undergraduate and graduate student(s), excluding doctoral student(s), in 4 year college or university in the world*
- 2) A team should consist of 4 members at maximum from any major
- 3) Recommendation signed by his/her or their advising professor is required.

Evaluation Criteria: Expertise, Evidence, and Original Point of View

Legal Matters:

- 1) GAMMA holds copy rights of submitted materials.
- 2) Award will be cancelled if the winner is found to practice plagiarism.

How to Apply:

- 1) Application Materials: <http://www.kams.org/main.html>
- 2) Submit your application materials to the central office of GAMMA:
stride@changwon.ac.kr

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[Global Alliance of Marketing & Management Associations](#); [Korean Scholars of Marketing Science](#)

[Global Marketing Conference](#); [Center for Sustainable Culture & Service](#); [KEMDI](#)

[Journal of Global Scholars of Marketing Science](#); [Journal of Global Fashion Marketing](#)

