



Educational Business Field Study for MBA Students

ASIA MBA AI FORUM 2026

Business Practice Symposium

Combining academic learning with real-world business practice in Korea

Leveraging AI for the Expansion of Asian Business and Networks



Asia MBA Forum 2026 is an educational business field study program that combines academic learning with real-world business practice in Korea. The program is designed to help MBA students gain insights, experience, and professional networks in Asia's dynamic business environment.

[REGISTER NOW](#)

[VIEW PROGRAM](#)

KEY PROGRAM SESSIONS



1. Company Visits & K-Management Academy

Visit leading Korean companies and learn K-Management practices through AI, culture, retail, and innovation-focused field sessions.



2. MBA Case Sessions

Present and discuss business cases with MBA peers and faculty members. Focus on practical insights from Asian markets.



3. K-Management Academic Session

Join a Korea University session focused on Korean major company management cases and practical business insights.



4. Journal Publication Opportunity

Selected cases may be considered for publication opportunity in the official academic journal: Journal of East Asia Management.



5. K-Culture Experience & Networking

Experience Korean culture, history, and lifestyle. Build connections with MBA students, professionals, and executives from across Asia.

MAIN SCHEDULE

Nov 3
(Tue)

Arrival in Seoul,
Bank of Communications,
and Welcome Networking



Nov 4
(Wed)

K-Management Academy 1
(K-Cultural Company —
AI-enabled entertainment)
and K-Management Academy 2
(K-Retail Company —
AI-enabled e-commerce
and retail)



Nov 5
(Thu)

K-Management Academy 3
(K-AI Company) and
K-Management Academic
Session (Korea University)



Nov 6
(Fri)

K-Culture Experience,
MBA Case Session,
Awards Ceremony, and
Farewell Networking



Nov 7
(Sat)

Free Schedule or
Return to Xiamen



WHAT YOU WILL GAIN



Understand business strategies
through company visits and
expert lectures



Gain insights into K-Management
and innovation practices



Expand your global network with
MBA peers and business
professionals



Enhance cross-cultural communication
and leadership skills



Create valuable experiences in
Seoul, a dynamic global city

AWARDS

- 1 Best Case Presentation Award
- 2 Excellent Case Presentation Awards
- 3 Outstanding Participant Awards
- Certificate of Participation for all participants



CONFERENCE BENEFITS

- ✓ Accommodation during the conference
- ✓ Various K-Food meals during the conference
- ✓ Local transportation
- ✓ Invitation letter for visa application
- ✓ Case presentation opportunity
- ✓ In-print case proceedings
- ✓ K-Management Academy participation
- ✓ K-Culture Experience
- ✓ Industry and academic exchange opportunities
- ✓ Asia MBA networking opportunities

* Airfare, international travel insurance, and visa application fees are not included.

APPLICATION & SUBMISSION



Participant Registration Deadline:
August 31 (Mon), 2026



Case Presentation Application Deadline:
September 25 (Fri), 2026



Full Case / Presentation Material
Submission Deadline:
October 16 (Fri), 2026

REGISTRATION FEE

USD 1,700

All program benefits will be provided after payment.



Single-room supplement:
USD 100 per day

REGISTRATION & ACCOMMODATION INFO



HOW TO REGISTER

Apply via the official website:
www.asiambaforum.cloud



PAYMENT METHOD

Bank Transfer Only



FINAL CONFIRMATION

Final registration confirmation will be
issued after the participation fee bank
transfer is completed.



ACCOMMODATION

4-star hotel in Gangnam / Twin-sharing
included / Single-room option available

Cancellation Policy | On or before September 15, 2026: USD 200 cancellation fee. After September 15, 2026: USD 850 cancellation fee. After October 3, 2026: no refund.



Asia MBA Forum 2026
Business Practice Symposium



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www.asiambaforum.cloud

Asia MBA Forum 2026
Seoul, Republic of Korea



ASIA MBA AI FORUM 2026

Business Practice Symposium

Educational Business Field Study for MBA Students

A structured five-day field-study program in Seoul, combining Korean company visits, academic sessions, MBA case presentations, cultural experience, and Asia-wide business networking. The forum is designed for MBA students who want to understand how Korean firms apply AI, cultural assets, retail innovation, and management practices in real-world business contexts.

The guidebook follows the current official website and poster. Program locations may be adjusted by the organizer, but the educational structure remains company field study, academic learning, case presentation, and professional networking.

At a Glance

DATE	November 3 (Tue) – November 7 (Sat), 2026
VENUE	Seoul, Republic of Korea
WEBSITE	https://www.asiambaforum.cloud/
EMAIL	info@asiambaforum.cloud

What Participants Will Gain

- Understand Korean business strategy through company visits and expert sessions
- Learn how AI is used in entertainment, retail/e-commerce, and enterprise innovation
- Develop case-analysis skills through MBA case presentation and discussion
- Build networks with MBA peers, faculty members, professionals, and executives across Asia
- Experience Korean culture and Seoul's business environment as part of management learning



Program Structure

Company field study · Academic lecture · MBA case presentation · Cultural experience · Networking and awards. The program moves from observation to discussion, presentation, and relationship building.

Learning Outputs

Participants leave with company-level insights, case discussion experience, academic exchange records, presentation feedback, professional contacts, and a certificate of participation.

Key Program Sessions



Company Visits & K-Management Academy

Participants visit Korean organizations and learn K-Management practices through AI, culture, retail, and innovation-focused field sessions. This is the field-study core of the forum. Participants observe how strategy, technology, customer experience, and organizational capability are connected in practice.



MBA Case Sessions

Participants present and discuss business cases with MBA peers and faculty members. The session links practical Asian market problems with analytical classroom learning. Participants receive discussion-based feedback and share perspectives from different industries and countries.



K-Management Academic Session

A university-based academic session focuses on Korean major company management cases, practical business insight, innovation, and management strategy. It connects field visits with academic interpretation and helps participants organize learning into management frameworks.



Journal Publication Opportunity

Selected cases may be considered for publication opportunity in the official academic journal Journal of East Asia Management. This pathway encourages participants to convert strong cases into academically organized outputs.



K-Culture Experience & Networking

Cultural field activities and networking sessions help participants understand Korea's business-cultural context while building professional relationships. The experience supports cross-cultural communication, leadership learning, and long-term Asia MBA networking.

Integrated Learning Pathway

The sessions are connected as a learning sequence: observe companies, interpret management cases, present MBA cases, explore publication potential, and build Asia-wide networks.

Detailed Schedule

Date	Time	Program Details
Nov 3 (Tue)	08:30-12:30	Xiamen-Seoul transfer Arrival in Seoul and hotel check-in
	13:30	Lunch
	15:30-17:30	Bank of Communications Seoul Branch visit
	18:30-21:30	Welcome Dinner and Networking
Nov 4 (Wed)	09:00-11:30	K-Management Academy 1 K-Cultural Company — AI-enabled entertainment
	12:30	Lunch
	14:00-17:00	K-Management Academy 2 K-Retail Company — AI-enabled e-commerce and retail
Nov 5 (Thu)	09:00-12:00	K-Management Academy 3 K-AI Company visit
	12:30	Lunch
	14:00-17:00	K-Management Academic Session Korea University
Nov 6 (Fri)	09:00-12:00	K-Culture Experience National Museum / Bukchon / Seoul Forest program
	12:30	Lunch
	14:00-18:00	MBA Case Session Case presentation and academic exchange
	19:00	Awards Ceremony and Farewell Networking
Nov 7 (Sat)	Morning / Afternoon	Free schedule or return to Xiamen

Visit locations are subject to change without prior notice.

Day 1 Arrival, institutional visit, welcome networking	Day 2 K-culture business and AI-enabled retail/e-commerce field sessions	Day 3 K-AI company visit and university academic session	Day 4 Cultural experience, MBA case session, awards and farewell	Day 5 Free schedule or return to Xiamen
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Registration, Accommodation & Submission

Participant Registration Deadline	August 31 (Mon), 2026
Case Presentation Application Deadline	September 25 (Fri), 2026
Full Case / Presentation Material Deadline	October 16 (Fri), 2026
Registration Fee	USD 1,700
Accommodation	4-star hotel in Gangnam. Twin-sharing accommodation is included in the fee.
Single-room Option	Standard Double single occupancy is available with a USD 100 per day supplement.
Payment Method	Bank transfer only. Payment instructions will be provided after registration review.
Final Confirmation	Final registration confirmation will be issued after the participation fee bank transfer is completed.
Not Included	Airfare, international travel insurance, and visa application fees are not included.

Conference Benefits

- ✓ Accommodation during the conference
- ✓ Various K-Food meals during the conference
- ✓ Local transportation
- ✓ Invitation letter for visa application
- ✓ Case presentation opportunity
- ✓ In-print case proceedings
- ✓ K-Management Academy participation
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Awards

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Cancellation Policy

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- After October 3, 2026: no refund



Contact

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Participant Preparation Checklist

- 📌 Complete online registration and bank-transfer confirmation
- 📌 Download and submit the case application form if presenting
- 📌 Prepare business formal attire for company visits and case presentations
- 📌 Arrange airfare, visa, and international travel insurance separately
- 📌 Follow the official team schedule during the program

Program Image Gallery

