

[KROP02]

Business strategy and DX in times of change: benefits and possibilities

DATE AND TIME

Wednesday, 24, August 2022, 4:00PM-7:30PM (JST)

THEME OF THE PROGRAM

1. Management strategy in the DX era:
accelerating digitalization through the COVID19
2. Case studies of DX in Japanese companies
3. DX and value co-creation:
what is value co-creation as a source of competitive advantage?

LECTURER



Prof. Takamasa Fujioka, PhD
Graduate School of Global Business of
Meiji University, Tokyo Japan/
Director, Sasin Japan Center at Sasin
School of Management of
Chulalongkorn University, Bangkok,
Thailand

NUMBER OF PARTICIPANTS

200 participants

TARGET PARTICIPANTS

Company owners, executives and senior
managers.

(Participants should be 20 years old and over.)

INQUIRY

AOTS Overseas Cooperation Group

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GUEST SPEAKERS

Part1 *"Improving customer
satisfaction using DX (SNS) x
Project Management techniques"*

Mr. Motoki Shiho

Team Leader, Sales Division, CKD Corporation

Part2 *"Data utilization for
supply chain improvement"*

Mr. Hiroshi Iwai

Managing Coordinator, Product Strategy
Planning Division, Hino Motors Asia Ltd.

LANGUAGE

English

PARTICIPATION FEE

Free of charge.

This program will be implemented with the
subsidy from the Japanese Government and
sponsored by AOTS Alumni Societies.

APPLICATION DEADLINE

Friday, 5th August 2022 (JST)

