

[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

TEL : +81-3-3888-8256

Email: [webinar-kaikyo@aots.jp](mailto:webinar-kaikyo@aots.jp)

## 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)

