

Online LIVE Program

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# COVID19-Driven Digitalisation in China

*Dive deep into digital innovations led by China.  
20 JULY - 13 AUGUST 2020*

# OVERVIEW

**The coronavirus pandemic is supercharging a new era of digitalisation in China.** New technologies and business models are being rapidly adopted to address the challenges and opportunities brought about by COVID19.

Taught by globally acclaimed professors from CKGSB, this

program will dive deep into the business transformations accelerated by the crisis. Participants will be equipped with cutting edge insights as to how consumers shop, businesses operate and governments plan policy in a digitally-reshaped post-pandemic world.

## Start Date

July 20 2020

## Location

CKGSB LIVE virtual classroom

## Duration

4 weeks

## Effort

3-4 hours/week

## Language

English

## Fee

USD2,000



# WHAT YOU LEARN

## Dive deep into digital innovations led by China.

- Capture the COVID19-reshaped digital landscape in China
  - Understand the latest applications of new technologies, such as AI, big data, IoT, blockchain etc.
  - Gain insights into China's digital currency
  - Explore thriving business models spurred by social distancing
- Understand post-COVID19 consumer attitudes and behavior, as well as new marketing solutions
  - Understand digital measures taken by different countries in Asia in the pandemic and lessons that each can learn from the other
  - Join a life-long learning platform and community that keeps you connected with China





# WHO SHOULD ATTEND

- Decision-makers who are formulating global business strategy
- Marketers responsible for shaping digital strategies
- Entrepreneurs who are identifying new opportunities
- Tech-savvy professionals who want to develop business and strategic thinking
- Teams that are driving digital transformation





Location CKGSB Live virtual classroom  
 Effort 3-4 hours/week  
 Time 19:00-20:30 GMT+8

# SAMPLE SCHEDULE

## COVID-19-Driven Digitalisation in China July 20-August 13, 2020



**July 20 (Monday)**

19:00-19:10 **Orientation**  
 by Assistant Dean ZHOU Li

19:10-20:30

**Post-COVID19 Digitalisation  
 in Asia**

by Prof. SUN Baohong &  
 Prof. CHO Dong-Sung

**July 23 (Thursday)**

19:00-20:30

**The NEXT Generation E-  
 Commerce I**

by Prof. SUN Baohong

**Week 1:  
 New E-Commerce**

**July 27 (Monday)**

19:00-20:30

**The NEXT Generation E-  
 Commerce II**

by Prof. SUN Baohong

**July 30 (Thursday)**

19:00-20:30

**Dialogue: AI and Other New  
 Technologies Thriving amid  
 COVID19**

by Prof. Eddie NING &  
 Guest Speaker

**Week 2:  
 New Technologies**

**August 3 (Monday)**

19:00-20:30

**Post-COVID19 Digital Marketing**

by Prof. LI Yang

**August 6 (Thursday)**

19:00-20:30

Panel Discussion:  
**Consumerism Accelerated by the  
 Pandemic**

by Prof. LI Yang & Guest Speakers

**Week 3:  
 New Consumerism**

**August 10 (Monday)**

19:00-20:30

**Digital Currency & Its  
 Applications I**

by Prof. Ouyang Hui

**August 13 (Thursday)**

19:00-20:15

**Digital Currency & Its  
 Applications II**

by Prof. Ouyang Hui

20:15-20:30

**Program Debrief**

by Assistant Dean ZHOU Li

**Week 4:  
 New Trends**

**Graduation Ceremony**

\* Contents are subject to change before finalization.

# WORLD-CLASS FACULTY

## SUN Baohong

Dean's Distinguished Chair  
Professor of Marketing  
Associate Dean for CKGSB  
Americas  
Director of the CIM Center

Post-COVID19 Digitalisation in  
Asia  
The NEXT Generation E-  
Commerce

Prof. Sun serves on the editorial boards of Journal of Marketing Research, Marketing Science, and Journal of Marketing. She has extensive consulting experience working with major corporations including Bosch, Boy Scouts of America, Highmark Insurance, John Deere and IBM. An active contributor to media discussions on current business issues, Professor Sun's research has been cited in The Economist, The New York Times, The Wall Street Journal, Time Magazine and Bloomberg, among others. Prior to joining CKGSB in 2011, Professor Sun was Carnegie Bosch Professor of Marketing at the Tepper School of Business of Carnegie Mellon University. [Read More](#)



# WORLD-CLASS FACULTY

## OU-Yang Hui

Dean's Distinguished Chair  
Professor of Finance  
Associate Dean for EMBA  
Former MD at UBS and  
Nomura Securities

Digital Currency and Its  
Applications

Prof. Ou-Yang's academic research focuses on the development of asset pricing and corporate finance models. Before joining CKGSB, He had previously served as an associate professor at Duke University and an assistant professor at UNC-Chapel Hill. Prof. Ou-Yang was voted the best teacher by Duke's Global EMBA Class of 2004. He won the Barclays Global Investors/ Michael Brennan Runner-Up Award for the best paper published in the Review of Financial Studies in 2003 as well as the best paper award (joint with Prof. Henry Cao) presented by the Society of Quantitative Analysts in 2005.

[Read More](#)



# WORLD-CLASS FACULTY

## CHO Dong-Sung

Visiting Professor of Strategy,  
CKGSB

President of Incheon National  
University

Professor Emeritus of  
Strategy, International  
Business, Management  
Design and Sustainability  
Management, Seoul National  
University

DBA, Harvard Business  
School

Post-COVID19 Digitalisation in  
Asia

Professor Cho has served on the board of directors for 15 multinational companies and research organizations, including KIA Motors, Korea Electric Power Corporation.

He was Commissioner of the Korea Trade Commission 2002-2005, Chair of the Committee for Government Innovation Management 2005-2007, and Co-Chair of the Committee for Synergistic Cooperation between Big and Small Corporations jointly with the Prime Minister of Korea 2006-2008.

He previously taught at Harvard Business School, INSEAD, the Helsinki School of Economics, the University of Tokyo, Hitotsubashi University, the University of Michigan, Duke University, Peking University etc. [Read More](#)





# WORLD-CLASS FACULTY

## LI Yang

Associate Professor of  
Marketing  
Academic Director, MBA

Post-COVID19 Digital  
Marketing  
Consumerism Reshaped  
by the Pandemic

Prof. Li's research focuses on big data marketing analytics, with emphases related to pricing, consumer choice, and competitive strategy. He has also consulted for Tencent, Baidu and Yonghui Groups, and currently holds a US patent.

[Read More](#)



## Eddie NING

Assistant Professor of  
Marketing

AI and Other New  
Technologies Thriving amid  
COVID19

His current research focuses on information acquisition and its implications for pricing mechanism, alliance, product development, targeting, and privacy. He worked at Federal Reserve Bank of San Francisco as a policy analyst before starting his doctoral study. [Read More](#)



# CERTIFICATE

Participants who successfully complete all five courses and a thesis will receive a CKGSB certificate and become a member of CKGSB International Community.





# THE CKGSB INTERNATIONAL COMMUNITY

- Access cutting-edge China insights from Professors' research/ case studies/analysis on CKGSB Knowledge via email and Wechat.
- Access online and face-to-face English-language OPEN programs and closed-door events, and enjoy a 20% discount (10% for referred participants).
- Library Service - Free on-site reading and access to digital library.
- Regular communications such as invitation to CKGSB events in your local area or on the internet.



# ENROLL

<b>Dates</b>	20 JUL - 13 AUG 2020
<b>Location</b>	CKGSB LIVE virtual classroom
<b>Time</b>	19:00 - 20:30 GMT+8
<b>Fee</b>	USD2,000

## PARTNER OFFER

INDIVIDUAL PARTICIPANT	USD 1,500
COHORT(UP TO 80)	USD 60,000

Contact Us

**CKGSB**  
**Global Programs Team**

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