



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 postpandemic world.

Start Date
July 20 2020

Location
CKGSB LIVE virtual
classroom

Duration

4 weeks

Effort
3-4 hours/week

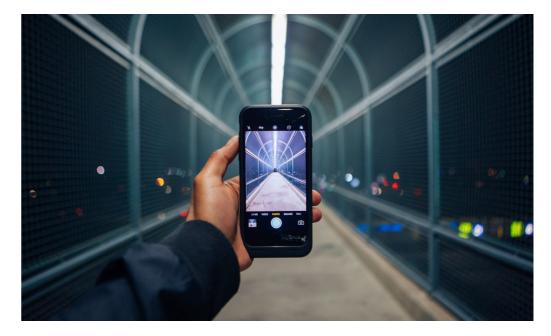
LanguageEnglish

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

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

WHO SHOULD ATTEND



Location **CKGSB** Live virtual classroom

Effort 3-4 hours/week 19:00-20:30 GMT+8 Time

SAMPLE SCHEDULE

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



August 27 (Thursday)

Graduation Ceremony

Assignment Presentation &

19:00-20:30

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: Al and Other New Technologies Thriving amid COVID19

> Week 3: **New Consumerism**

by Prof. Eddie NING & **Guest Speaker**

Week 2:

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

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

New Technologies

* Contents are subject to change before finalization.

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 Deer 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



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





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

Post-COVID19 Digitalisation in Asia

School

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



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

Al 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



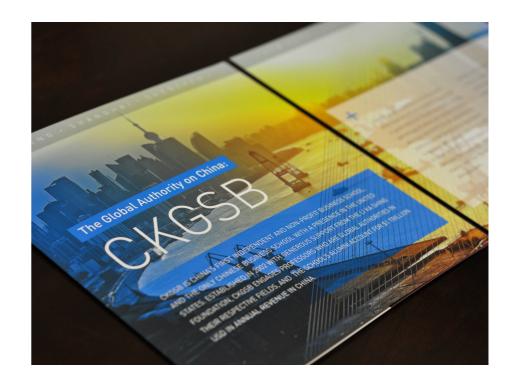
CERTIFICATE

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

Dates 20 JUL - 13 AUG 2020

Location CKGSB LIVE virtual classroom

Time 19:00 - 20:30 GMT+8

Fee 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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