



The Training Program on Strategic Management across Cultures in the Post COVID-19 Era

DATE & TIME

* Participation in all 4 webinars is required.

DAY 1: Thu. 18 November 2021

DAY 2: Thu. 25 November 2021

DAY 3: Thu. 2 December 2021

DAY 4: Thu. 9 December 2021

*All the 4 webinars will be held between
2:00 PM-5:30PM (Japan Time)

PARTICIPANT LIMIT

40 persons

PARTICIPATION FEE

80USD

*Implemented with the subsidy from the
Japanese Government.

TARGET

Company Owners, Executives,
Managers in Developing Countries
(20 years and over)

LANGUAGE

English

APPLICATION DEADLINE

Thu. 28 October 2021 (Japan Time)

INQUIRY

AOTS Overseas Cooperation Group
TEL : +81-3-3888-8256
Email: webinar-kaikyo@aots.jp

*AOTS certificate will be awarded to the participants who participate in more than two thirds of the total webinar time

OBJECTIVES

- 1) To learn the basic framework of international management and transcultural management in order to carry out global business, and appropriately grasp the management issues that each person is currently facing.
- 2) To acquire the management skills for envisioning the future and the basics of organizational management to carry out business across cultures.
- 3) To understand the sustainable management of SDGs and ESG (Environmental, Social, and Governance), and to reaffirm the relationship between companies and society.

LECTURER

* Prof. Fujioka will give a lecture for all four days.

Prof. Takamasa Fujioka, PhD.

Director, Sasin Japan Center at Sasin School of Management of Chulalongkorn University, Bangkok Thailand
Professor, Global Business and Management Accounting at Meiji Business School of University of Meiji, Tokyo Japan.



He received his Master's degree (MSc. in Management Research) with distinction in accounting and Doctoral degree (DPhil in Management Studies) from the Said Business School of the University of Oxford (in association with Hertford College). Currently he is the board of directors of Japan Academy for Asian Markets and Economies, where he serves as the chairperson of international division. He has published and co-edited 10 books including "Doing business in Emerging Markets" and "Family Business."

SCHEDULE

*All the 4 webinars will be held between 2:00 PM-5:30PM (in Japan).

| DATE | Program Content |
|---|---|
| DAY 1 Thu. 18 NOV. | <Lecture> Globalization and strategic management <ul style="list-style-type: none"> - Basics of strategic management (setting of environmental analysis and business domain) - Gaining and sustaining a lasting competitive advantage - About the global value chain |
| DAY2 Thu. 25 NOV. | <Lecture> Globalization and regional business strategy (cooperative strategy) <ul style="list-style-type: none"> - Semi-globalization - Trade-off between integration and conformance - Four directions of international management strategy - Reciprocal development model (Thailand plus one strategy) |
| DAY 3 Thu. 2 DEC. | <Lecture> Strategic human resource management and transcultural management <ul style="list-style-type: none"> - Japanese organizational management and Western organizational management - Strategy and human resource management - Transcultural management - Organizational transformation model |
| DAY 4 Thu. 9 DEC. | <Presentation> <ul style="list-style-type: none"> - Final presentation on sustainable companies and their relationships with society in the global era - Discussion - Wrap up |