

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**

August 27 (Thursday)

19:00-20:30

Assignment Presentation &
Graduation Ceremony

Graduation Ceremony