



## **SRII/Tsinghua University Special Program**

### **“Innovating Entrepreneurship for Digital Economy”**

**June 27—July 1, 2016**

**Tsinghua University, Beijing, China**

This is a special course designed for young entrepreneurs and experienced professional to provide a much deeper understanding of major sectors of global economy and their major challenges and opportunities and how digital solutions and services (Cloud, Mobile, Big data, IoT, Social, Security) can help address and those challenges and opportunities.

This course also prepares students to start building solutions while they are still studying at university

The course outlines to include the following:

- Historical perspectives on “Evolution of Digital Economy”
  - Agriculture Economy
  - Industrial Economy
  - Internet Economy
  - Knowledge Economy
- Major Sectors of Digital Economy: Challenges & Opportunities
  - Manufacturing
  - Healthcare
  - Financial
  - E-Commerce
  - Government
  - Agriculture
  - Education
  - Smart City
- Major advances in Digital Technology:
  - Cloud Computing
  - Big data analytics
  - Mobile Services

- Security
  - Social Networking
  - Internet of Things
- 
- Innovation process/methodology/strategy
  - Innovation: Startups companies vs large established companies
  - Startups Ecosystem/Funding: Different models
  - Innovation Global Ecosystem: Industry, Academia, Government partnership
  - Digital Economy Innovation for Developed Economies vs Emerging Economies

This course will be taught by industry experts as well as key leaders from academia, research and government organizations from around the world. This course will discuss the specific case studies of various industries and how “digital innovation” is transforming major sectors of global economy.

**Program speakers will include the following key leaders from industry, academia, research and government organizations from around the world:**

**Kris Singh,**

**President & CEO at SRII, Silicon Valley, CA, USA**

**<https://www.linkedin.com/in/singhkris>**

**Subject: “Innovating Entrepreneurship for Digital Global Economy”**



## **Invited Speakers will include:**

**Yan Chow, MD, MBA**

**Physician Executive & Technology Innovator,**

**Silicon Valley, CA**

**<https://www.linkedin.com/in/yanchow>**

**Subject: Innovating Healthcare Services**



**Jonathan Reichental**

**Chief Information Officer (CIO), Palo Alto, California**

**<https://www.linkedin.com/in/reichental>**

**Subject: Innovating Smart City**



**Krijn Poppe**

**Research manager and Senior Economist, \_**

**Netherlands**

**<https://www.linkedin.com/in/krijnpoppe>**

**Subject: Digital Innovation for Agriculture & Food  
Safety**



**Xiaowei Shen**

**CTO of IBM Greater China Group,**

**Director of IBM Research - China**

**<https://www.linkedin.com/in/xiaowei-shen-7340142>**

**Subject: Innovating Cognitive Computing**





**Alexander Pflaum**

**Fraunhofer Research**

**Friedrich-Otto-Universität Bamberg, Germany**

**[https://www.linkedin.com/in/alexander-prof-dr-pflaum-](https://www.linkedin.com/in/alexander-prof-dr-pflaum-3ab0b535/en)**

**[3ab0b535/en](https://www.linkedin.com/in/alexander-prof-dr-pflaum-3ab0b535/en)**

**Subject: Innovating Digital Supply Chain**



**Freimut Bodendorf**

**Director, Institute of Information Systems at  
University of Erlangen-Nuremberg**

**[https://www.linkedin.com/in/freimut-bodendorf-66145b](https://www.linkedin.com/in/freimut-bodendorf-66145b56/en)**

**[56/en](https://www.linkedin.com/in/freimut-bodendorf-66145b56/en)**

**Subject: Innovating Digital Commerce**



**Alok Batra**

**CEO at Atomiton, Silicon Valley, CA**

**<https://www.linkedin.com/in/alokbatra>**

**Subject: Innovating IoT Solutions & Services**



**Truls Berg**

**Innovation Forum Norway**

**<https://www.linkedin.com/in/trulsberg>**

**Subject: Innovating Nordic Economy**



**Jay Lee**

**Professor, Univ. of Cincinnati & Director of NSF I/UCRC**

**IMS Center**

**<https://www.linkedin.com/in/jay-lee-116ba59>**

**Subject: Innovating Digital Manufacturing**



**Qiang Shen**

**Technology Entrepreneurship & Innovation Advocate**

**Microsoft Startup Accelerator**

**Beijing City, China**

**<https://www.linkedin.com/in/qiangshen>**

**Subject: Startup Ecosystem Innovation**



**Dong Liu**

**Managing Director Accenture Technology Labs Beijing**

**Subject: Innovation Process/Methods/Tools/Strategy**



**Vivian Lu**

**Deputy Director, Big Data Research Center,**

**Tsinghua University, Beijing**

**Subject: Innovating Big Data & Predictive Analytics**





**Amy Wang: President of A. Brain Consulting/CEO of  
China Manufacturing Management International Forum  
(CMMIF)**

**Subject: “Innovating Manufacturing Economy for  
China”**



**Paul Iske: Professor at the School of Business and Economics, University Maastricht, Netherlands**

**Subject: FinTech Disruption**

