

LECTURE No.13



Dr. Yong Jin Kim

- Professor at Sogang University
- Dean's Advisory Committee Member at the School of Management, SUNY-Binghamton
- Korean Regional Representative for the AIS SIG Service

Date: 2019.10.22



Dr. Yong Jin Kim

TAMKANG CLEMENT AND CARRIE CHAIR

2019/10/22 (三) 1300-1500

守謙國際會議中心 國際有連廳

淡江大學熊貓講座


Digital Entrepreneurship

Position
Professor, Management Information Systems

Education
State University of New York at Buffalo, School of Management, Ph.D.
in MIS (Jan 1999 – Sept 2002)
Sogang Graduate School of Business, Seoul, Korea, MBA - MIS
(1996-1997)
Seoul National University, Seoul, Korea, Bachelor of Business
Administration (1984-1989)

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報名系統



INTRODUCTION

- Yong Jin Kim is Professor of MIS at Sogang Business School and in charge of Smart Fintech Research Center funded by Korean Government. He is the Executive Director of Asia Council for Small Business and the Editor-in-Chief of Journal of Small Business Innovation.
- He is the president of Academic Association of Korea Motor Industry.

He is a member of Financial Regulatory Sandbox (run by Korea Financial Services Commission) and SME Policy Deliberation Committee.

He is an outside board member of Hyundai Department Store which is one of the biggest retail companies in Korea. Before he joined Sogang, he was on the faculty of the State University of New York at Binghamton.

- He has published over 50 papers since 2002 in the top quality journals including MIS Quarterly and

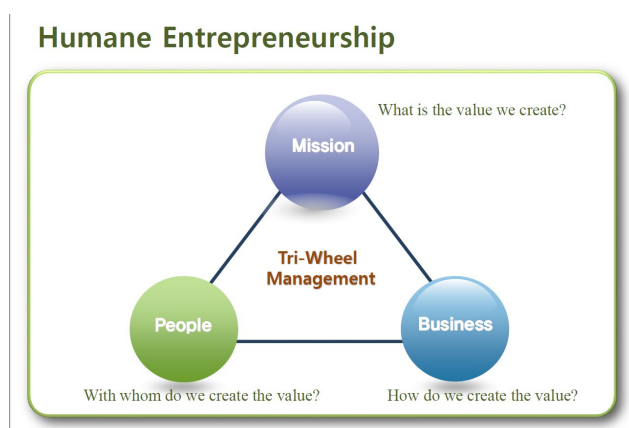
Communications of the ACM. He has also published several books about service innovation. He has plenty of industry experience with information systems integration projects and strategic planning.

- He was a vice president of a logistics company. He has served on various government committees. His research interest is in the area of service innovation, business model innovation, knowledge management, and entrepreneurship.

Topic : Digital Entrepreneurship

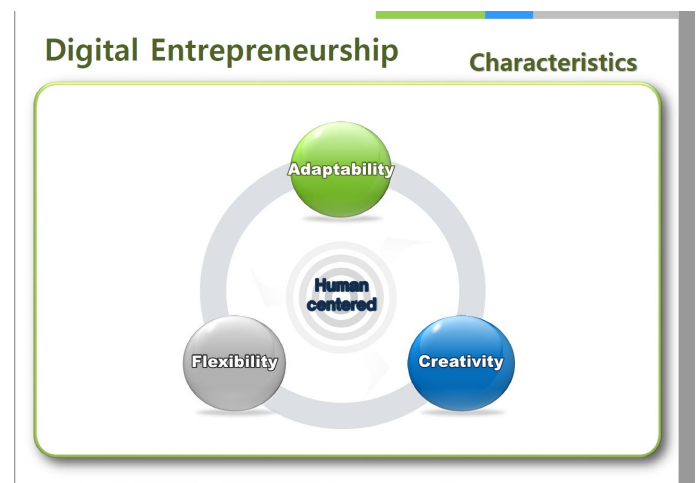
ABSTRACT

Digital transformation has been shaping the world economy, industry and even society. Digital transformation allows companies to provide very personalized solutions at a low cost, which was impossible in the traditional economy. Digital transformation means 1) complete integration of offline with online, 2) control of offline via online, 3) digitalization of processes and resources together with standardization and modularization.



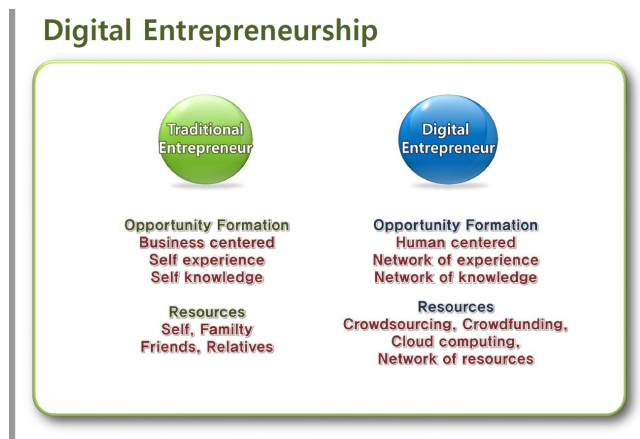
The core goal of digital transformation is

to provide consumers with on-demand service which solves consumer problem at the time she wants, at the place she wants, and in the form she wants.



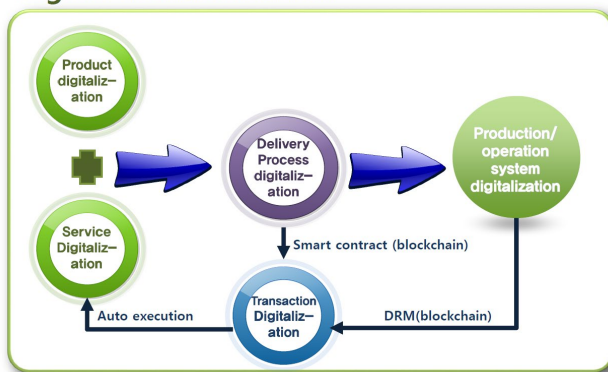
Accordingly, digital transformation has changed the way companies use the resources and processes. That is, the key offering of companies was products for which companies have packaged resources before customers ordered, but with digital transformation, the offerings are changed to services, which requires modularization and standardization of

resources and processes.



In the sense, digital transformation means that companies transform whole organization into digital system, not means that companies simply change product and services, delivery system, operation and production system into digital.

Digital Transformation

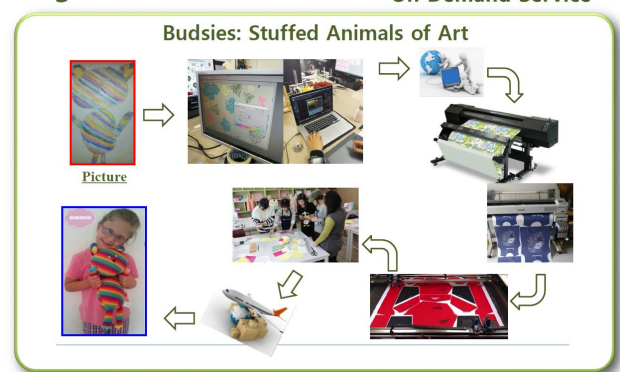


In this situation, the most important factors for the survival and growth of companies are 1) to correctly understand

customer problem to provide the best solution in an on-demand manner, 2) to maximize the knowledge and experience employees obtain to promote them to creatively solve customer problem, and 3) to find proper partners and take advantage of their capability to provide the on-demand service.

Digital Transformation

On Demand Service



The key word across the three factors is ‘people.’ Customer, employee, and partners are all people who have problems, understand the problems to come up with solutions, and have networks of capability to address the problems.

Digital Transformation

Adidas Futurecraft 4D



- The midsole of Futurecraft 4D is made through a digital production process based on 'Digital Light Synthesis(Carbon)' without prototyping or molding.
- Based on 17 years of data and knowledge, its production can be perfectly personalized for individual



100 times faster than layer build 3D printer Using C.L.I.P (Continuous Liquid Interface Production)

At the heart of digital transformation and digital entrepreneurship, there is humane entrepreneurship. With activating humane entrepreneurship, companies motivate their employees to better understand customer problems and come up with better solutions, build trust with their partners to maximize the capability and

participation of partners to solve customer problems together.

Digital Transformation

Adidas Speed Factory



In sum, by empowering employees, understanding the very nature of digital technologies, and allowing customers to involve the solution provision process, companies offer better solutions in an on-demand manner, which leads to success.

MINUTE



Met with Chairman of the Board, Dr. Flora Chia-I Chang and TKU colleagues

Prof. Yong Jin Kim visited Tamkang University on October 22 in 2019, his second visit to Taiwan.

Prof. Yong Jin Kim at Department of International Business at TKU made such receptions and accompanied him during his stay as the International Secretary of TGS. His visit was honored by Tamkang Clement and Carrie Chair Lecture Fund.

Before the Chair Lecture at TKU, Prof. Yong Jin Kim visited President, Dr. Huan-Chao Keh and Chairman of the Board, Dr. Flora Chia-I Chang.



Met with President, Dr. Huan-Chao Keh and TKU colleagues

Warmest welcomes were presented to The Chair Lecture.

During the Lectures, International Business faculty members and students were crowded at the international conference center to listen to the two-hour chair speech of In-Situ Piles and Box-Shaped Deep Foundations. When delivering his speech, Prof. Yong Jin Kim received great attentions from the audience, and interacting with the audience during the Q&A session successfully.

*Tamkang University 70th Anniversary
Tamkang Clement and Carrie Chair*



Delivering The Tamkang Clement and Carrie Chair Lecture at The International Convention Centre



The group photo with faculty members of Department of International Business at The International Convention Centre



Delivering The Tamkang Clement and Carrie Chair Lecture at The International Convention Centre



Awarding The Tamkang Clement and Carrie Chair Trophy to Prof. Yong Jin Kim at The International Convention Centre

*Tamkang University 70th Anniversary
Tamkang Clement and Carrie Chair*



Tamkang University Tamsui Campus tour with
Dean of Business and Management



The Banquet with faculty members of
Department of International Business at
restaurant in Tamsui



Tamkang University Tamsui Campus tour with
Dean of Business and Management