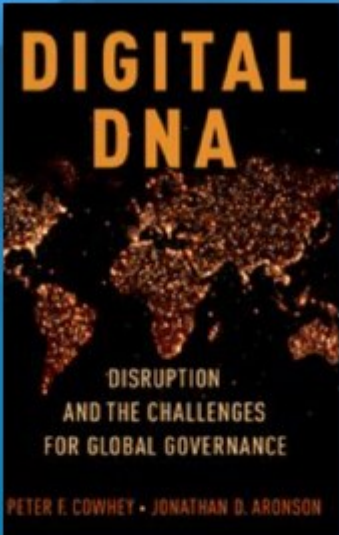


How Strong is Your Company's Digital DNA?



Organiser:

Centre for Governance, Institutions
and Organisations (CGIO)
NUS Business School,
National University of Singapore

Tues, March 13 2018
9:00am - 4:30pm

NUSS Kent Ridge
Guild House

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Key Topics Discussed

- Leveraging Cognitive AI, "Intelligent Data" and Robotics
- Trends in Block Chains, Cryptocurrencies and Fintech
- Tapping into "Power-Multipliers" in the Cloud and the Platform Economy
- Tackling Issues of Trust and Transparency

A discussion with author Jonathan Aronson,
and other leading Business Thinkers

Featured Speaker and Panellists

Professor Aronson is an internationally acclaimed academic and prolific writer who teaches in the Annenberg School of Communications, at the University of Southern California. In his latest work, he is the co-author of "Digital DNA: Disruption and the Challenges for Global Governance."

PLUS

Additional panellists and case studies from

- DBS Bank
- Google Cloud
- Bambu Robo – Advisory
- IBM Asia Pacific

[Read More](#)

What is Digital DNA?

Today, a company's survival is increasingly dictated by how well it leverages digital technologies such as AI, robotics, and data analytics, among other things. In order to thrive in a disruptive, rapidly changing environment, a company's internal DNA must be encoded and structured with the proper building blocks and enablers for success in this digital jungle.

We will focus on real-life examples involving businesses in Asia, which will include interactive discussions with representatives of large multinational enterprises as well as start-up companies.

Who Should Attend

Thought leaders and strategic thinkers in business, government, academia, the media, civil society and anyone else who wants to learn more about this important topic.

[View Agenda](#)

For more information, please email Ms Verity Thoi at verity.thoi@nus.edu.sg

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