

PROGRAM



NUCB Undergraduate School

**All times are listed Japan Standard Time (JST) GMT +9

	<p>📅 Tuesday, September 14: 16:00-17:00</p> <p>Intellectual Property Law - Cosplay Copyright</p> <p>The future regulation of the increasingly lucrative cosplay industry in Japan under copyright law.</p> <p>Dr. Townley, Ph.D. Macquarie University (Australia)</p>		<p>📅 Friday, October 22 : 11:00-12:00</p> <p>Business Model Design - Funding</p> <p>Is funding the most important thing to start a business?</p> <p>Dr. Goi, Ph.D. Keio University (Japan)</p>
	<p>📅 Monday, September 20: 10:30-11:30</p> <p>Platform Strategy - The Business of Platforms</p> <p>What makes platforms different from traditional businesses and is it possible to build your own platform?</p> <p>Dr. Hakeem, Ph.D. Tohoku University (Japan)</p>		<p>📅 Tuesday, November 02: 10:00-11:00</p> <p>Introduction to Game Theory - Prisoner's Dilemma</p> <p>The Nash Equilibrium has been used to analyze wars, marketing strategies, and even penalty kicks in football.</p> <p>Dr. Guo, Ph.D. Humboldt University of Berlin (Germany)</p>
	<p>📅 Thursday, September 30: 16:30-17:30</p> <p>Digital Transformation - Industry 4.0 Technologies</p> <p>How can Industry 4.0 technologies serve both business and the greater good?</p> <p>Dr. L. Wong, Ph.D. CUHK (Hong Kong)</p>		<p>📅 Wednesday, November 17: 15:00-16:00</p> <p>Consumer Psychology - Anchoring Effect</p> <p>How can firms take advantage of cognitive bias with a marketing strategy?</p> <p>Dr. Qin, Ph.D. Waseda University (Japan)</p>
	<p>📅 Monday, October 11 : 15:00-16:00</p> <p>Quality Management - Service Quality</p> <p>The GAP Model of Service Quality.</p> <p>S. Wong, MBA Macquarie University (Australia)</p>		<p>📅 Thursday, January 20: 10:30-11:30</p> <p>Human Resource Management - The Future of Work in the Sharing Economy</p> <p>UBER: Policies to address workers' concerns under the sharing economy.</p> <p>Dr. Hui, Ph.D. CUHK (Hong Kong)</p>
	<p>📅 Tuesday, October 12 : 13:00-14:00</p> <p>Financial Accounting - Owners' Contribution on the Establishment of a Small Business</p> <p>What are the different ways to contribute to the establishment of a small business?</p> <p>Dr. Frendy, CPA (US-IL), Ph.D. Nagoya University (Japan)</p>		<p>📅 Thursday, February 03 17:00-18:00</p> <p>Knowledge Management - The LEGO Group: Publish or Protect?</p> <p>Innovations and how to protect them.</p> <p>Dr. Law, Ph.D. CUHK (Hong Kong)</p>

* Schedule is subject to change. Please check the website for details.