



Mini Executive Development Program (Mini-EDP)

Strategic Management and Innovative Competitive Strategy in a Turbulent and Digital World

Fiscal Policy Research Institute (FisPRI)

1. Introduction and Overview

This is a novel four-day executive development course, composed of two interrelated two-day modules, for senior government officials and private sector executives on Strategic Management and Innovative Competitive Strategy in a Digital World. In an increasingly turbulent and complex environment, characterized by shifting globalization and disruptive technology, organizations must rethink their existing strategies to ensure their core business remains sustainable and competitive. Incorporating digital transformation into their strategy and operations, enables organizations to create and maintain resiliency, while navigating a more technologically complex and integrated world.

The first module is designed to address the various dimensions of strategic management for both private and public enterprises, where value creation through differentiation and cost competitiveness is impacted digitally. The second module presents key elements of innovative competitive strategy for global and regional markets. It discusses the transformation of global value chains, and develops innovative competitive strategy within the framework of value chains, and for particular characteristics of Asian emerging markets.

2. Description & Learning Objectives

Part I (2 Days): Strategic Management for a Digital World

Strategic management in private and public enterprises is being fundamentally transformed. Businesses in almost every industry and agencies in most government sectors are being reshaped by disruptive digital technology. Digital Transformation (DT) is near the top of the agenda for business executives and senior officials. Organizational leaders must formulate strategies for a digital world, including leveraging new technologies to ensure future competitiveness and relevancy.

A digital transformation process based on a practical framework and informed by the latest applied research, is fundamental to creating value and sustaining success. This session on Strategic Management for a Digital World helps participants understand both the urgency for, and the nature of needed reforms in business and government. It will identify practical capabilities that help create an organization that is innovatively agile and more digitally responsive.

Part II (2 Days): Competitive Strategy for Global and Regional Markets

Disruptive digital technology and shifting globalization are changing the nature of international competition, global production, and sources of competitive advantage for firms and economies. Global value chains, the organizing framework for international production, are evolving in important ways. The pace of technological change, emergence of new types of entrants, and evolving consumer demand, all challenge existing players. This process of global and regional transformation has been further accelerated by the COVID pandemic. Firm competitiveness and economic growth are driven to a large extent by innovation. Taking a competitiveness perspective on innovation, supported by digital technology, can create new opportunities for strengthening firm performance, including SMEs, in global value chains and in Asian emerging markets.



3. Program Outline

PART I : Strategic Management for a Digital World (2 Days)	Day 1: Tuesday, June 21, 2022 Time: 9.00 – 16.00 Hrs. Topic: Strategic Management Framework for Competitive Performance Dr. Atipol Bhanich Supapol
	Day 1 presents the foundations of strategic analysis, the first step in the process of strategic management.
	<ul style="list-style-type: none"> • Strategic analysis focuses on understanding the firm’s internal and external environment in order to formulate and implement strategy. Executives must make sense of the forces that shape the organization’s current environment and those that will shape it in the future.
	<ul style="list-style-type: none"> • Consistent with the basic tenets of strategic management, participants will examine stakeholder theory from the perspective of a profit-seeking firm. They will then analyze key aspects of a firm’s external environment and develop their understanding of threats and opportunities arising from economic, political, demographic, sociocultural and technological forces in the environment. The role of the government in the political/legal sphere is particularly important to understanding the firm’s environment.
	<ul style="list-style-type: none"> • Participants will examine the role of government and public policy in shaping industry dynamics and discuss the organization’s value creation and retention strategies. The focus will be on developing an understanding of the importance of firm-specific advantages and how an organization’s value-creating assets may be affected by disruptive technologies.
	Day 2: Wednesday, June 22, 2022 Time: 9.00 – 16.00 Hrs. Topic: Disruptive Technology and Strategic Management Dr. Atipol Bhanich Supapol
	Day 2 analyzing and understanding the strategic Impact of virtual technological disruption, appropriate strategies for firms looking to digitize.
	<ul style="list-style-type: none"> • Analyzing and understanding the strategic Impact of virtual technological disruption: Industrial boundaries are being redefined and opportunities and threats for incumbent and entering firms are constantly changing. Participants will examine the new digital operating environment and assess implications for firms and the related role of government. • Appropriate strategies for firms looking to digitize: What does this mean for firms with and without an on-line presence? Do CEOs and CDOs know how to identify and prepare for the changing digital landscape? How to choose the right digital approach for your company? Through examples of digital transformation, participants will engage in identifying organizational gaps and consider how to leverage digital technology to enhance the effectiveness of firm specialized assets. Learning to navigate and leverage digital technology is key to remaining relevant. This is about striking the right balance between deploying your current sources of competitive advantage for today and building up future digital competitive assets for tomorrow. What then are the implications for the role of government?
Conclusion/Wrap Up /and Lead-in to PART II	



PART II : Competitive Strategy for Global and Regional Markets (2 Days)	Day 3: Thursday, June 23, 2022 Time: 9.00 – 16.00 Hrs. Topic: Competitiveness Perspective on Global and Regional Value Chains Dr. George Abonyi
	<ul style="list-style-type: none"> • <i>What are global value chains (GVC) and why should we care</i> <ul style="list-style-type: none"> ▪ Strategic perspective on GVCs <ul style="list-style-type: none"> • Structure and competitive dynamics of GVCs
	<ul style="list-style-type: none"> • <i>Transformation of global value chains (GVC) in a post-COVID world</i> <ul style="list-style-type: none"> ▪ Key drivers: shifting globalization and disruptive technology
	<ul style="list-style-type: none"> • <i>From global to regional value chains</i> <ul style="list-style-type: none"> ▪ Competitive opportunities for Thai-based enterprises <ul style="list-style-type: none"> • Example: CLMV-T/GMS – GMS Southern ‘business corridor’ - Linking economic cooperation, role of special economic zones (SEZ), and corporate performance • Example: RCEP – opportunities through single Rule of Origin
	<ul style="list-style-type: none"> • <i>Implications for corporate strategy, public policy and the role of government, and government-business collaboration</i>
	Day 4: Friday, June 24, 2022 Time: 9.00 – 13.30 Hrs. Topic: Competing in Global and Regional Markets: an Innovation Perspective Dr. George Abonyi
	<p>(1) Competitiveness perspective on innovation: From a “closed” to “open” innovation process for competing in a digital world.</p>
	<p>(2) Competing in global value chains: Supplier innovation involving specialization in different stages of global value chains presents significant opportunities for strengthening competitive performance for regional and global markets, including SMEs.</p>
	<p>(3) Competitive strategy for Asian emerging markets: A deep understanding of Asian emerging economies presents new types of opportunities for competing through innovation in these markets. This involves a demand-driven, market-responsive approach to innovation; linked to digital technology (e.g. additive manufacturing/3D printing).</p>
	Time: 13.30 – 15.00 Hrs. Topic: Implications for business-government relations: An expanded perspective on results-oriented innovation by firms also shifts the framework for an effective role of government, and for government-business relations Dr. George Abonyi & Dr. Porametee Vimolsiri
<ul style="list-style-type: none"> • <i>Thailand’s coming economic, social and technological challenges: implications for business-government relations (13.30 – 14.00 Hrs.)</i> <i>Dr. Porametee Vimolsiri</i> 	
<ul style="list-style-type: none"> • <i>Dialogue (14.00 – 14.30 Hrs.)</i> <i>Dr. George Abonyi & Dr. Porametee Vimolsiri</i> 	



	• Q&A with Dr. Poramettee Vimolsiri (14.30 – 15.00 Hrs.)
	Coffee Break (15.00 – 15.15 Hrs.)
	Conclusion/Wrap Up of the 4 Day Program (15.15 – 16.00 Hrs.) Dr. George Abonyi & Dr. Poramettee Vimolsiri

4. Honorary Speakers

Dr. George Abonyi, Senior Research Fellow and Visiting Professor, Sasin School of Management and Senior Advisor, Fiscal Policy Research Institute (FisPRI). Professor Abonyi has extensive experience in Asia relating to public policy, public investment management, public private partnership (PPP), and corporate strategy. He has been deeply involved in regional cooperation /integration programs and projects, particularly in the GMS/CLMV-T economies. He has worked closely with the Royal Thai Government (particularly with the National Economic and Social Development Council, and the Eastern Economic Corridor Program), Asian Development Bank, various UN agencies, and with Asian governments (e.g. extended advisory role with the Government of Myanmar). His work has included an on-going focus on “appropriate innovation” for Asian emerging markets; and competitive strategy linked to global value chains.

Dr. Abonyi received his Ph.D. in Strategic Management/Management Science, from the Graduate School of Management (now the Anderson School of Management), University of California at Los Angeles (1978), M.A. in Economics and Systems Planning from York University in Toronto (1972) and B.A. (Hons.) in Economics from the University of Toronto (1971).

Dr. Atipol Bhanich Supapol is Associate Professor of Economics in the Schulich School of Business, York University. He was previously a Director with PricewaterhouseCoopers Securities LLC in New York. Prior to joining PricewaterhouseCoopers, he was Country Manager and Head of Corporate Finance for NatWest Securities Asia/NatWest Markets Thailand.

Dr. Atipol Bhanich Supapol completed his PhD in Economics at Carleton University in Canada, and has held faculty positions at the University of Western Ontario and Wilfrid Laurier University. He was also a visiting professor at Chulalongkorn University and the Asian Institute of Technology in Thailand, and at Nankai University in China. Dr. Atipol Bhanich Supapol has served as a consultant to the United Nations (United Nations Conference on Trade and Development and ESCAP), and a number of government organizations.

Dr. Poramettee Vimolsiri graduated from Chulalongkorn University with a Bachelor’s Degree in Economics and Master’s Degree in International Affairs from Columbia University, New York, USA. He started a career as a policy and plan analyst in Overall Planning Division at NESDB in 1987 and then continued his study at Carleton University, Ottawa, Canada, where received his Ph.D. in Economics in 1994. After completing his doctorate, he continued his career at NESDB as policy and plan analyst in economic analysis and projection division and became Deputy Secretary General in 2009.

In October 2015, he was promoted as the Secretary General of the National Economic and Social Development Board responsible for formulating development strategies at the national level, providing recommendations and suggestions to the government, putting policies and strategies of the government into

practice and monitoring and evaluating policies and analyzing the in-depth national and international data which are relevant to economic and social issues.

He is a member of the Bank of Thailand board and the Electricity Generating Authority of Thailand board and The Public Private Partnership Committee. Concurrently, he joined the Monetary Policy Committee (MPC) at the Bank of Thailand in 2015 which is responsible for setting the monetary policy stance and formulating the monetary policy direction and joined the Board of Investment committee which is the principal government agency for encouraging investment and support foreign investors to set up their business operation in Thailand. Last but not least, he frequently gives lectures and speeches at various academic institution and economic outlook events in Thailand.

5. Dates and Venue

Mini-EDP is an executive education's short course with a duration of 4 days face-to-face sessions on [June 21 - 24, 2022 from 9.00 - 16.00 hrs. at Grand Fortune Hotel, Bangkok.](#)

6. Participant Qualifications

- Possess middle to high ranked positions of their organizations
- Good Command of English

7. Who Attends mini-EDP?

FisPRI aims to select participants based on their potential benefit from class membership, and also what they can contribute to the overall program experiences. Class size is limited around 20-30 people both from public and private sectors in order to ensure effective classroom discussion and make the most of participation in the study groups. Therefore, interested candidates are encouraged to apply early.

8. Application Journey

1. Complete your online application form through **LINE Official: @fispritraining**



2. Pay your application fee

- [Full price of 74,000 THB](#)
- **Payment shall be made by Cash, Cheque, or Direct Money Transfer**
- **Pay by Cash or Cheque at Fiscal Policy Research Institute**
For Cheque, kindly pay to the order of: Fiscal Policy research Institute Foundation
- **Banking Details for Direct Money Transfer:**
Bank Name: Krung Thai Bank Public Company (KTB)
Branch: Wongsawang Town Center
Account Name: Fiscal Policy Research Institute Foundation
Account Number: 766-0-35577-5 (Savings Account) Swift Code: KRTHTHBK



Please email a copy of your pay-in slip to

LINE Official: @fispritraining or Fax: 02-587-9799

For more information about payment, please contact

- Mr. Saravut Tothong, Finance Officer, Fiscal Policy Research Institute
Tel. 02-587-9788 Ext. 210, 086-035-8605

3. Get notified about your application by program coordinator

4. Confirm your enrollment and Receipt

9. Cancellation

1. Any cancellations with less than fifteen days (15 days) notice will be charged one-half (1/2) of the full price application fee.

2. Any cancellations with less than seven days (7 days) notice will be charged the full price application fee.

3. A no-show is equivalent to a cancellation of less than 48 hours (2 days) notice, which will be charged the full price application fee.

10. Program Coordinator

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