

Proposal

Smart Business

Jorge Heredia P., Ph.D

Email.

ja.herediap@up.edu.pe

Professor Management Science

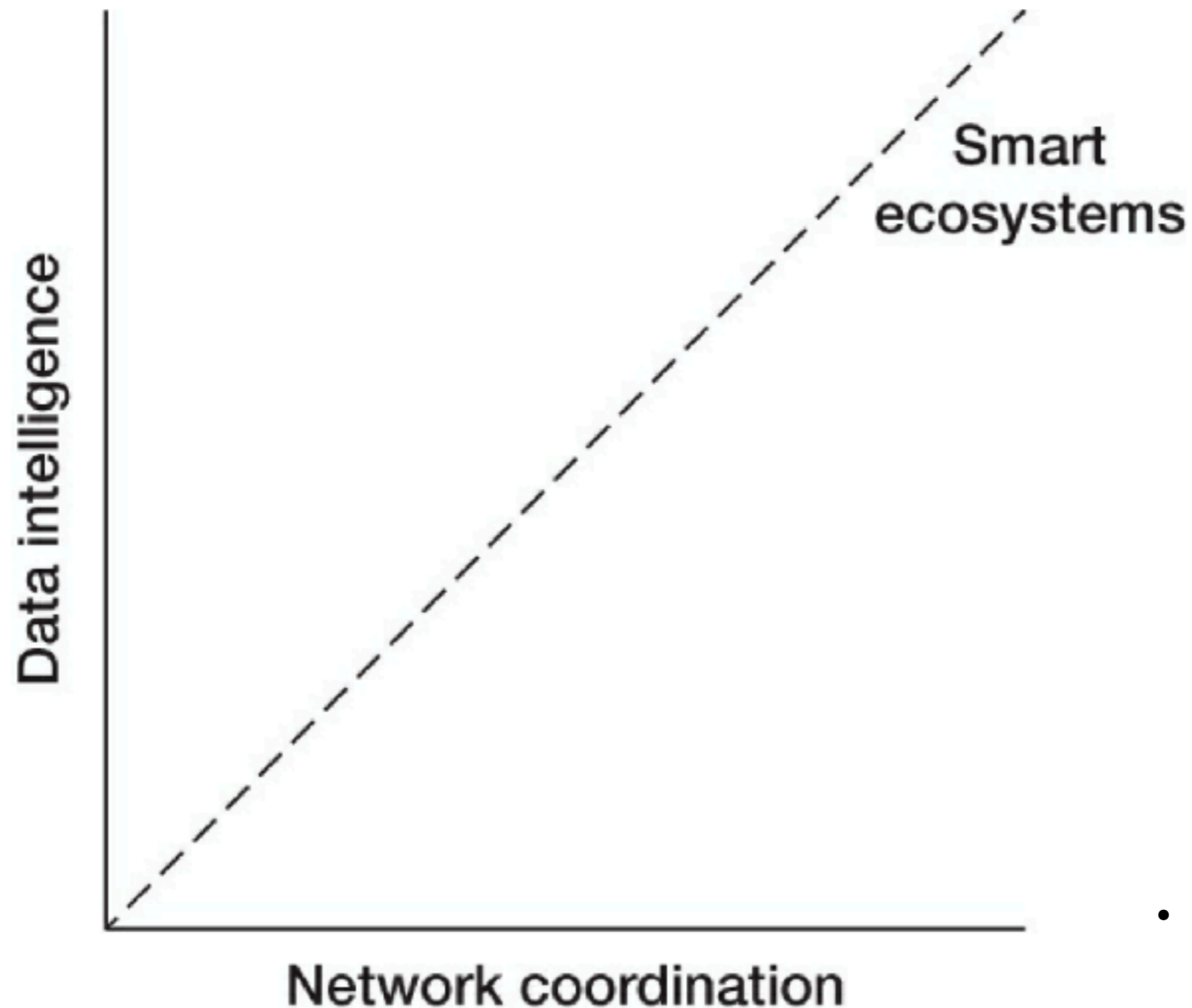
Oportunidad

- Crecimiento del e_comerce
- Plataformas digitales y vacíos institucionales
- Economía informal, inestabilidad económica y estrategias de no mercado
- Innovación disruptiva, nueva normalidad

Objetivo de smart business

- Network Coordination + Data Intelligence = Smart Business
- Formar líderes en el diseño e implementación estratégica de los smart business en economías emergentes

Why Smart Business



- Zeng, M. (2018). Smart Business: What Alibaba's Success Reveals about the Future of Strategy. Harvard Business Press.

Diseño. cursos

- **Network coordination**

- Design Platform ecosystem
- Application programming interface (API) design

- **Data intelligence**

- Artificial intelligence tools
 - Deep learning
 - Natural language generation
 - Robotic
- Artificial intelligence for business

- **Smart Business (the integration)**

- Platform strategy position
- Capstone project
- Academic Research

Referencias

- Zeng, M. (2018). Smart Business: What Alibaba's Success Reveals about the Future of Strategy. Harvard Business Press.
- Cusumano, M. A., Gawer, A., & Yoffie, D. B. (2019). The business of platforms: Strategy in the age of digital competition, innovation, and power. New York: Harper Business.

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