

Independent study title: Digital Transformation Strategy of A Fund Management Company

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Abstract

This research aimed to 1) study the environments and status of A Fund Management Company in terms of digital transformation, 2) conduct a SWOT analysis and digital transformation strategies of A Fund Management Company, and 3) propose guidelines to implement digital transformation strategies for A Fund Management Company. The researcher employed qualitative research methods, including interviews with senior executives, employee surveys, document analysis, and expert evaluations of the established guidelines.

The research findings revealed that 1) A Fund Management Company recognized the importance of digital transformation and took steps to digitize its corporate strategy, business platform, office ecology, and customer trading system. However, the company faced challenges related to top-level design, system autonomy, process optimization, talent integration, and meeting diverse customer demands, 2) the proposed strategies were digital optimization strategy, resilience and adaptation strategy, digital transformation advantage strategy, and agile resilience strategy, and 3) the researcher provided guidelines for their implementation, and experts evaluated the established guidelines to have high levels of consistency, suitability, feasibility, and usefulness. These strategies provided valuable knowledge for A Fund Management Company to navigate the digital landscape, improve competitiveness, and achieve sustainable growth.

Keywords: Digital transformation, Digital strategy, Fund Management Company

Student's signature

Independent study advisors' signatures 1) 2)