

## **Media Release**

### **SMU and Fudan Launch Region's First Tech-Focused DBA**

*New doctoral programme targets senior executives seeking to lead strategic innovation and research at the intersection of business and technology.*

**Singapore, 2 March 2026** – [Singapore Management University \(SMU\)](#) and [Fudan University](#) have jointly launched the [SMU-Fudan Doctor of Business Administration \(Technology\)](#), a programme that prepares senior leaders to navigate the complex intersection of business and technology.

Across industries, senior executives are facing a structural shift where emerging technologies such as artificial intelligence, data platforms, Web3 and digital infrastructure are no longer peripheral tools, but core drivers of competitive advantage, governance and organisational design. Yet many leaders find a gap between fast-moving technological innovation and the ability to translate it into rigorous, evidence-based strategy, policy and long-term value creation. At the same time, organisations are increasingly expected to address ethical, regulatory and societal implications of technology, creating strong demand for doctoral-level leaders who can combine deep technological understanding with advanced business research capabilities.

The [SMU-Fudan DBA \(Tech\)](#) directly addresses this demand by equipping experienced executives with practice-driven doctoral research training focused on real-world technological challenges. By integrating advanced business research methods with deep exposure to AI, data, digital platforms and governance frameworks, the programme enables participants to generate actionable insights grounded in their own organisational and industry contexts. Graduates are trained not only to understand emerging technologies, but to critically evaluate their strategic, regulatory and societal impact, allowing them to lead technology-driven transformation with confidence and responsibility.

“Technology today is no longer a functional tool. It is reshaping strategy, governance and the social contract between business and society,” said **Zhu Feida, Programme Director of the [SMU-Fudan DBA \(Tech\) Programme at SMU](#)**. “This programme is designed for senior leaders focused on the narratives beyond the numbers and coding – to go beyond adoption to generate research-driven insights that shape how technology is governed, scaled and applied responsibly in real-world business contexts.”

For Singapore-based leaders, the [SMU-Fudan DBA \(Tech\)](#) provides a strategic platform to strengthen Singapore's role as a trusted hub for digital innovation, regulation and cross-border business. Through rigorous research and exposure to China's innovation ecosystem, participants gain the ability to design scalable, compliant and globally relevant technology strategies that reinforce Singapore's position as a leading digital economy and regional decision-making centre.

For China-based leaders, the programme offers a structured pathway to engage with global research standards, international governance perspectives and Southeast Asia's regulatory and business environment. As Chinese enterprises expand internationally and adopt advanced digital technologies, leaders increasingly need research capabilities that go beyond execution

to strategic reflection, governance design and long-term innovation. The [SMU–Fudan DBA \(Tech\)](#) enables executives to translate China’s rich innovation and scaling experience into globally informed, research-backed strategies, supporting sustainable international growth and cross-border collaboration.

By cultivating a network of high-calibre doctoral graduates across Singapore, China and beyond, the programme strengthens academic–industry linkages, enhances the global visibility of both universities, and positions SMU at the forefront of doctoral education at the intersection of business, technology and governance.

### **First DBA at SMU focussed on technology**

The [SMU–Fudan DBA \(Tech\)](#) is the first DBA at SMU with a dedicated focus on technology. By combining rigorous academic training with applied technological insights, the programme equips candidates to generate impactful knowledge that addresses complex business and societal challenges.

Offered jointly in collaboration with Fudan University, the programme melds SMU’s strengths in computing, data and digital regulation with Fudan University’s long-standing leadership in economics, management and industry engagement, creating a distinctive platform for practice-oriented research, cross-border learning and industry collaboration.

“In the era of AI, seeking answers externally has become effortless, making the inward quest for insight all the more precious. As technology readily provides solutions, true leadership returns to its essence: the ability to ask the right questions with profound vision,” said [Liu Yu](#), **Programme Director of the [SMU-Fudan DBA \(Tech\) Programme at Fudan](#).**

“By bridging Fudan’s economic insights with SMU’s technological expertise, this programme empowers leaders to move beyond adoption toward deep strategic reflection. We enable them to transform innovation experience into rigorous, research-backed strategies that define the future of global business.”

The [SMU–Fudan DBA \(Tech\)](#) holds three defining features:

- **Technology-integrated business research**  
Candidates develop deep understanding of AI, Web3, FinTech, cybersecurity and digital platforms, while conducting industry-focused doctoral research that informs strategy, policy and innovation, ensuring graduates can immediately apply their research to drive organisational transformation.
- **Cross-border and cross-cultural learning**  
As a programme structured across Singapore and Shanghai, the SMU-Fudan DBA (Tech) leverages the distinct advantages of two global innovation hubs. Candidates will gain dual exposure to Singapore’s ecosystem of FinTech and regulatory trust, and Shanghai’s dynamic environment of rapid technological scaling and entrepreneurship. Joint supervision by top-tier faculty from SMU and Fudan offers candidates deep access to alumni networks and industry resources in both China and Southeast Asia.

- **Responsible and sustainable technology leadership**  
A focused doctoral pathway covering AI, Data Science, Web3 and Sustainability, distinct from broad-based DBAs. The curriculum emphasises ethical, regulatory and governance dimensions of emerging technologies, preparing leaders to balance innovation with trust, resilience and long-term value creation.

### ***Feedback from industry practitioners***

“What makes this programme distinctive is its strong integration of technology, business strategy and governance,” said [Tony Tang, Group CFO of G.H.Y Culture & Media](#), a Singapore-headquartered, SGX mainboard listed entertainment company. “For executives operating across Asia, the combination of Singapore’s regulatory leadership and China’s innovation scale provides an invaluable perspective for leading cross-border digital transformation.”

Applications for the inaugural August 2026 intake are now open. Find out more [here](#).

###



### **About Singapore Management University**

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that addresses issues of global relevance, impacting business, government, and society. Its distinctive education, incorporating innovative experiential learning, aims to nurture global citizens, entrepreneurs and change agents. With more than 13,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with six of its eight schools - Accountancy, Business, Computing, Economics, Law and Social Sciences. Its seventh school, the SMU College of Integrative Studies, offers degree programmes in deep, integrative interdisciplinary education. The College of Graduate Research Studies, SMU's eighth school, enhances integration and interdisciplinarity across the various SMU postgraduate research programmes that will enable students to gain a holistic learning experience and well-grounded approach to their research. SMU also offers a growing number of executive development and continuing education programmes. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through its partnerships with industry, policy makers and academic institutions. SMU celebrates its 25 years of meaningful impact this year, and remains committed to its vision of driving innovation, transcending boundaries and transforming lives. <https://www.smu.edu.sg/>

### **About Fudan University**

Founded in 1905, Fudan University is one of China's most prestigious and internationally influential research universities. Consistently ranked among the top 50 universities worldwide in the QS World University Rankings and positioned within the top three institutions in Mainland China, Fudan is widely recognised for its academic excellence and global reputation.

As a comprehensive research university, Fudan upholds the tradition of integrating humanities and sciences, fostering interdisciplinary innovation and cultivating leaders with global vision and social responsibility. The University comprises a full spectrum of disciplines across humanities, social sciences, natural sciences, engineering, medicine and management, supported by a strong research ecosystem and world-class faculty.

With an extensive international network spanning over 40 countries and regions, Fudan actively promotes global academic collaboration, joint research initiatives and international mobility programmes. Through its commitment to advancing knowledge and addressing critical societal challenges, Fudan continues to contribute meaningfully to China's development and to the global academic community. <https://www.fudan.edu.cn>