

| セッション

📅 2026年8月6日(木) 11:10 ~ 12:30 | 🏢 J304(本館3階)

**[SS-13] DX and EdTech solutions for internationalizing Japanese universities: Digitalizing international admissions**

本セッションは英語で行われます

◆ 英語発表

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[SS-13-01] DX and EdTech solutions for internationalizing Japanese universities: Digitalizing international admissions

\*太田 浩<sup>1</sup>、\*Lias Eva<sup>2</sup> (1. Hitotsubashi University、2. Stockholm School of Economics)

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キーワード：留学生アドミッション、デジタル・ソリューション、組織文化、デジタル・トランスフォーメーション（DX）、留学生リクルーティング

**受講者に求められる 事前の知識・経験等**

None

**受講者が受講前に取り組む 事前課題等**

None

**概要**

This session examines the advancement of an agile startup that is digitizing international admissions at universities in the Japanese higher education market. While East Asian countries are promising markets for digital solutions in international admissions, Japanese universities pose several challenges to their adoption. This research examines the barriers that foreign educational technology (EdTech) companies face when seeking to enter traditional Japanese universities. It also examines the attitudes, reactions, and decision-making factors of Japanese universities when introducing ICT-based software for international student admissions. The study provides potential strategies and solutions for startups to enter difficult and traditional markets and discusses the enablers that facilitate the development of digital solutions for higher education institutions in Japan.