

Faculty Information

RUIZ-NAVAS Santiago

■ Specialization:

Entrepreneurship, Innovation and Operations Management (EIM)

■ Research Area:

Managing emerging IT to solve social issues. For example, current project is about using LLM powered up games to improve entrepreneurship skill building.

■ Keywords:

Emerging IT, digitalization, management of technology and innovation, scient metrics and natural language processing

■ Seminar Topic:

Yours. You can leverage my knowledge of analyzing text from scientific articles and patents to identify trends in emerging Information technologies or my interests in entrepreneurship, games, and other topics to power up your interests but in the end, this semi is about you and what you want to do.

■ Seminar Teaching Method:

In this seminar, I will guide you to identify topics that genuinely interest you and align with your future. If you're considering a thesis, we'll focus on finding a subject you're passionate about. If you're more inclined towards projects—such as starting a company, developing prototypes, building your own data analysis portfolio for example dashboards or building data products based on machine learning, statistics or AI—I will support you in bringing those ideas to life.

You'll have opportunities to present your topics of interest so we can monitor your progress together. I'll check in from time to time to see how things are going and offer any assistance you might need.

You will have the chance to work in tandem with undergrad students if your objectives and interests align.

Assessment: Your ongoing progress on your thesis or project will determine your score, much like in the third year. My goal is to support you in achieving a successful and fulfilling outcome.

■ Possible Research Topics for Students:

In the seminar, we work on various themes, for example

Previous outstanding thesis title:

- Sensory immersion: A theoretical Approach on a digital Art Museum teamLab Inc

Previous thesis titles:

- 'Automation of Financial Reporting for accuracy and efficiency in Companies (Data Analysis Dashboard)
- Generative AI Usage and Impact on the Japanese Animation Industry (Thesis)
- Analysis of business opportunities for bringing traditional food (Martabak Manis) to fast food establishments in Indonesia (Business Creation)
- An exploratory study about the mobile financial services market in Bangladesh and

- age-related usage patterns of users.” (Thesis)
- E-Sports: The Future of College Athletics in Admissions (Thesis)
- Measuring Workers Engagement Against Traditional Japanese Companies Policies (Thesis)

In short, you will work on a theme that you want to learn, or that is crucial to your career path after graduation. I have topics of preference, such as how to use AI in Games to Improve Entrepreneurship, if you find those relevant then we could find ways to collaborate.

■ Research Method:

We do not have a specific research method; I am familiar with quantitative research techniques.

■ Comments:

Send me an email if you want to know more and feel free to visit my semis and ask semi students questions. The door is always open. This semester is on Tuesday 3rd period room SPR3, building B, 3rd floor.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001642&Language=2>