

My AeU Ph.D (Business Administration) journey

By **MUHAMMAD NUSRAN R.TUGILAN**

Asia e University's (AeU) Doctor of Philosophy in Business Administration or PhD(BA) programme has both local and international appeals that seek to admit scholars, business leaders, senior management and aspiring managers who are motivated to go through formal doctoral training to solve the business problems of their organizations or aspire to pursue practice-driven research with the potential to create business impact or make a switch to academia or take up affiliated faculty positions at academic institutions. Dr. Muhammad Nusran R.Tugilan (pictured with wife), aged 52 is an Indonesian Muslim who shares his successful journey in his pursuit of AeU's PhD (Business Administration).

Graduate from Indonesia shares his PhD (BA) journey

After much research and many competitive offers from various public and private universities, I decided to study at AeU for a PhD (BA) in Malaysia and not in Indonesia or other countries for several reasons. Firstly, Malaysia and Indonesia share close cultural similarities. Secondly, Malaysia is not so far from Makassar city in South Sulawesi. Thirdly, air travel to Malaysia is relatively short and inexpensive. Fourthly, AeU facilities are adequate, especially the online library facility system that can be accessed anywhere at anytime. Lastly, and most importantly, the excellent communication I had with the management of the university gave me the confidence to communicate effectively.

My wife, Agussari Henny who is also an AeU student of PhD (Education) and I "fell in love" with AeU due to its unique programmes and mode of eLearning.

As a senior lecturer who has taught for 25 years at the Department of Industrial Engineering at the Faculty of Industrial Technology University, Makassar City, Indonesia, the pursuit of PhD is a natural progression for lecturers to seek more knowledge and a much-needed network of research with different countries.

Malaysia is one research development centre that has ranked well in the world especially Malaysia's highly advanced research on the halal system in the field of food science and industry. I felt challenged doing what I was most interested in – my PhD research on the halal system by using simulation of system dynamics. The extensive research in the food industry today has led prompted Indonesia to have its own conditions to develop the system through the halal institution LPPOM MUI (Institute for Food, Pharmaceuticals and Cosmetics - Indonesian Ulama Council).

Despite the many challenges faced, I was very happy to be able to complete my PhD which is the highest academic achievement I have ever had. Of course I have to thank Professor Dr. Siow Heng Loke, the Dean of AeU's School of Graduate Studies and all the university staff, who were very helpful in providing me with the supervision relevant to my research and guiding me in completing my dissertation.



With AeU's good reputation of having a highly flexible learning mode, I am glad the results of my research enabled me to produce a model that can be used for the benefit for all, especially in the academic world.

Fast Facts on AeU

AeU is a unique collaborative multi-national university established under the auspices of the 34 Asia Cooperation Dialogue Countries (ACD). All academic programmes are internationally benchmarked, approved by the Malaysian Ministry of Education and accredited by the Malaysian Qualifications Agency.

Established since April 2007, AeU now has an enrolment of more than 22,000 students from 65 countries, and over 7,000 graduates. As one of Malaysia's leaders in Open Distance Learning, AeU has a diverse and international community of over 1,000 fellow doctoral

students from 46 countries.

In addition to AeU's presence in ACD countries, AeU has also spread its wings to 18 non-ACD countries such as Denmark, Hong Kong, Iraq, Kenya, Libya, Maldives, Mauritius, Namibia, Nepal, New Zealand, Nigeria, Sweden, Somalia, Taiwan, United Kingdom, Yemen, Zambia and Zimbabwe.

AeU's Financial Aid offered to Malaysian students

- * 10% discount available through student loyalty schemes
- * 50% discount for senior citizens who are 55 years of age & above
- * 75% discount for disabled people
- * EPF withdrawal assistance is available

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