

## POSTGRADUATE OPTIONS

# AeU students learn by sharing research

**A**SIA e University (AeU) encourages its postgraduate students to keep abreast of the latest research methods and present their papers in conferences and seminars.

These initiatives will promote research culture among the AeU community and enrich the students' academic journey through sharing of knowledge.

In the AeU Postgraduate Research Conference last year, one of the presenters was Durairaj Veeraiyah, a PhD (Business Administration) student and BASF Southeast Asia Pte Ltd director in Singapore. He shares what he learned while presenting his research papers.

"I learned that academic conferences are different from practitioner and business conferences when I participated in AeU's Postgraduate Research

Conference. When there was a call for papers, I decided to give it a shot. At that time, I was preparing for my PhD viva voce," he said.

"After my abstract was accepted, I had to submit the full paper, keeping it within the limit of 6,000 words and delivering the message. That also included preparing a 20-minute slide presentation. Both required a certain format of delivery not normally essential in a professional conference."

His paper was entitled "How consistent supply chain strategy contributes to supply chain performance".

His study explored the effects of supply chain strategy on the relationship of supply chain integration and supply chain capability, and their impact on the firm's supply chain performance.

A thorough literature review was

conducted to ascertain the influence of these relationships and activities. He also carried out a quantitative analysis through a survey of manufacturing companies in Malaysia and Singapore.

His study found that firms could build operation capabilities and integrate with customers to obtain immediate and direct results. The results provided insight to supply chain managers on key focus areas needed to influence supply chain performance.

"When deriving a supply chain strategy, managers should build the required operational capabilities, internally to integrate their processes and seek opportunities to externally integrate with customers," he said.

By participating in a postgraduate conference, Durairaj had learned how to narrow his arguments and deliver



*BASF Southeast Asia Pte Ltd director **Durairaj Veeraiyah**, who is a PhD (Business Administration) student at **Asia e University**, presenting his research paper.*

key points in written and verbal forms.

Apart from the opportunity to present his work, the conference had also benefited him through the network that he created with fellow students and academics.

"I would encourage every postgraduate student to make an attempt to

present a paper at these conferences as part of their academic journey."

At AeU, enrolment for all postgraduate (by research) programmes are open throughout the year.

**For further enquiries, please call 1300 300 238, or apply online at [www.aeu.edu.my](http://www.aeu.edu.my).**