



Dr R. Venkataraman, alumnus in AeU PhD (Business Administration) from India.

A PhD endeavour

> An AeU alumnus shares his experience

BY DR R. VENKATARAMAN

WHAT should I do with my life during the golden years? This was a question that haunted me for some years during my last phase in the corporate world.

Having had a bright career in the logistics industry for nearly 40 years starting from a sales representative to the levels of a Director and Board Member in India and Singapore, the point of inflection did dawn upon me. I realised the opportune time has arrived to decide on what I should do in the golden years ahead after I leave the corporate world.

After a prolonged introspection, I decided I must make a conscious attempt to give back something within my ability to the society which had all these years given me so much comfort. I decided in my next phase I should endeavour to share the knowledge in management that I have accumulated over the years with the students in management schools.

At the age of 55 I started to plan my retirement by enrolling for a Masters programme in logistics offered by University of Aston, UK and successfully completed it. I felt this will help me brush up my theoretical knowledge as I need to stay up-to-date in my teaching career.

I also decided to relocate to India from Singapore to leverage on my management degree I had acquired from Xavier School of Management. As luck would have it, I was offered a teaching assignment by Xavier Institute of Management and Entrepreneurship, Bangalore which I gladly accepted.

I initially started as a professor and gradually moved up the ladder to become the director of the institute. It was at this point of time I realised the need to do a PhD in Business Administration as it will complement my academic work and also

help me to gain respect among the peers in the academic world.

I therefore started my search for a suitable course to continue while in employment. I realised it is not that simple unless I give up my job and take up full-time studies, and I was not very keen to do this.

I was fortunate enough to stumble upon the dual mode of education offered by Asia e University (AeU). The advantage was I could retain my job and also do it in India through AeU's learning centre.

My five-year long journey with AeU had its twists, turns, surprises, achievements, lessons and growth, and I finally came out unscathed and successfully received the degree in September last year.

In my mission to enrich the lives of my students I have also published a book titled "Musings of a Strategist" which gives an insight on application oriented strategy formats. The chapters are replete with industry examples so students can understand how theory is put into practice, so they can be more realistic in their approach.

Words will not suffice to convey my gratitude to the Dean of AeU's School of Graduate Studies, Prof Dr Siow Heng Loke in particular as he was a constant source of inspiration for me as well as all the AeU staff both in Malaysia and India.

Today, I can proudly proclaim the dual mode of education offered by AeU has helped me to achieve this. I am now a proud PhD who graduated from a reputable multinational educational institution with all the associated honours and privileges. AeU thus is a boon for people like me who aspire to obtain their degrees while in employment.

I always believe in taking my dreams as my roadmaps to envision the script of my life. For dreams to come true we need to grab opportunities and AeU has given me the opportunity to live my dream.

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