



AeU's DBA graduate of 2018, Dr Joseph Tang is grateful to his wife Law Lee Min for her unwavering support.

# Flexible approach to a doctorate

ASIA e University (AeU) is a multinational multimode university offering a wide range of undergraduate and postgraduate degree programmes. AeU's Doctor of Business Administration (DBA) programme is among the highest degrees one can earn in the business field.

A DBA is the bridge that brings theory and practical disciplines together. Equivalent to a PhD, DBA allows you to use research methods to define, evaluate, analyse complex business issues and develop original and reliable solutions.

You will be able to generate an understanding of the synergies and insights from integrating different disciplines within the context of original research.

The DBA programme demands intelligence, diligence and determination. The rewards can be significant for your career and your organisation.

AeU's eighth convocation was held in Putra World Trade Centre on Oct 20 – a total of 2,669 students graduated. Malaysian graduates comprised 2,093 (78%) and international graduates from Canada, Egypt, Ghana, Myanmar, India, Indonesia, Mauritius, the Philippines, Somalia, Sri Lanka and Vietnam comprised 576 (22%).

Out of the total, 815 (31%) who took postgraduate programme, 18 (2%) graduated from AeU's Doctoral degree programmes. Nine obtained PhD (Business Administration), three PhD (Education) and two PhD (ICT). The other four obtained the DBA.

Dr Joseph Tang Kie Kuong, 59, is a recent DBA graduate. He has over 25 years of leadership and management experience in private and public sectors including manufacturing, construction and trading in Australia and across South-East Asia. He is currently the managing director of Supratechnic (M) Sdn Bhd, a marine company primarily involved in distributing mercury outboard as marine business.

During this DBA study, he also set up an enterprise called TrueVine Consulting – a human resource capital specialist focusing on succession and governance issues in family businesses.

Dr Tang says, "AeU is my best choice as it offers a flexible mode of learning, which is ideal for a working professional and family man with two children like me.

"I also took advantage of AeU's incentive offer of 50% off tuition fees for students aged 55 and over. Such offers will encourage more senior citizens to undertake further research study to enrich themselves and to contribute their knowledge to society.

"When I was a general manager of a previous company, it was the troubling issue of not being able to help Chinese family-owned outboard marine dealers with their problems on succession planning that motivated me to do my DBA.

"I did not feel adequately qualified then to offer them the right advice. This spurred me to undertake the DBA study and I wrote my thesis based on the title 'Succession Challenges in Small-Medium Outboard Marine Businesses of Malaysian Chinese Family Ownership'.

"My research is focused on the subject of business continuity and succession planning in Malaysian Chinese family businesses.

"The most rewarding part of the DBA is acquiring a greater depth of knowledge in succession planning. I improved my skills in problem-solving and critical reasoning from different perspectives. I also have a better understanding of theories through literature reviews, methodologies and practices.

"It was after my research study that I developed more confidence and professionalism in advising many dealers of family businesses.

**I improved my skills in problem-solving and critical reasoning from different perspectives.**

Dr Joseph Tang Kie Kuong

"My personal gratitude is extended to my wife, Law Lee Min for her support and encouragement that gave me the greatest motivation.

"I'm also thankful to my supervisor, Assoc Prof Dr Wan Sabri Wan Hussin for sharing his profound thoughts, generous assistance and encouragement to look at the thesis from different angles and posing questions that challenged the way I wrote my thesis.

"DBA senior lecturer, Puan Syadwan Hanani was very professional and helpful in guiding me through various stages of the programme. Lastly, I'm willing to mentor and supervise DBA students especially in qualitative research thesis if needed."

AeU is a leading Open and Distance Learning (ODL) university in Malaysia, and one of the premier ODL institutions in Asia.

Established in 2007, AeU is initiated by the Asia Cooperation Dialogue (ACD) to promote Asian co-operation through digital education.

AeU is recognised as an instrument for greater Asia-wide cooperation and a catalyst in narrowing the digital divide among communities and nations.

AeU is also seen as a successful outcome of the close collaboration between Malaysia and the ACD member countries.

Being an essential part of the Asian landscape for over 10 years, AeU is committed to working with higher education institutions in Asia and around the world to provide students the education they need to thrive in a digital and connected world.

AeU has a unique mission "to be a global university and a premier education hub in the promotion of quality, flexible and affordable learning".

AeU has brought into existence a new approach to tertiary education that gives rise to greater flexibility in learning. AeU leverages heavily on technology to deliver its programmes and students have the flexibility to study at their own time and pace.

Technology is also used intelligently at every stage of strategic planning efforts to keep the university community connected.

As one of Asia's premier universities in driving the digital frontier, AeU believes that innovation and technology have the power to make education truly democratised, personalised and borderless.

Today, AeU has a strong, equitable, high-quality education system with a vibrant international focus, proudly supported by 17,000 graduates and nearly 30,000 globally connected students from 100 different countries.

AeU prides itself on developing career-ready graduates who are innovative, resilient and well prepared to meet the needs of a rapidly changing workforce.

AeU also offers quality PhD degree programmes by research in Business Administration, Finance, Humanities, Education and Information and Communication Technology.

Intakes for all postgraduate programmes by research are open throughout the year.

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