

theSun

Education Focus

The AeU experience

> 'PhD opened up my mind in juggling variety of roles'

THE highest degree one may earn in the academic field is the PhD, and Asia e University (AeU) offers quality PhD programmes by research in Business Administration, Finance, Humanities, Education, and Information and Communication Technology.

Dr Lim Kai Hoe is a recent PhD graduate in Business Administration. Besides being a family man with two young daughters aged seven and two, Lim works full-time in Zurich Life Insurance Malaysia Berhad as a department head for its Agency Impact Team, which is responsible for driving the productivity and activities of the agency force via incentives or rewards for both conventional and Takaful segments.

AeU was his preferred choice as it is a well-recognised multinational university and the PhD fee is affordable. It suited his needs in fulfilling one of the items on his must-do-list - completing his education at the highest level as well as realising his lifelong aspiration.

"AeU also offers me the flexibility to advance at learning at my own pace. I can manage my career, family and other commitments without having to relocate or take time off from my work," he said.

His biggest challenge was the initial loneliness and thoughts of giving up his studies, that led him to question why he had put himself into such difficulties and sacrificed a comfortable life. "The thought of quitting my studies halfway stopped after I

managed to overcome my challenges through advice and direction on how to manoeuvre the tough seas of PhD from my supervisor."

AeU's staff was also helpful in giving guidance and assistance for him to persevere and focus 100% in completing his PhD. "My supervisor and wife's constant motivation and moral support was the boost I needed to complete my daunting task. For that I am grateful to all," he said.

The most rewarding part of his studies was when he knew he had achieved the peak of education and fulfilled his lifelong goals. "I am happy my PhD study has opened my mind to a new frontier by bridging practice and academic," he said.

To sum up, the AeU experience had taught him to balance all responsibilities the best he can. It also enabled him to cultivate a better sense of discipline as well as time management.

"My PhD has opened up my mind to be more flexible in terms of juggling between a variety of roles as a part-time student, full-time executive manager, husband, father, son and son-in-law. It makes me a stronger person, have more empathy and understanding as a whole while I reap the fruit of my hard work by earning a 'Dr' in front of my name," he said.

Intake for all postgraduate programmes by research are open throughout the year. For enquiries, call 03-5022 3456 or 013-3507270, email enquiries@aeu.edu.my, or apply online at www.aeu.edu.my



Lim with his wife Swa Lee Lee (left) and daughters, Lim Zi Xuan and Lim Zi Qi. On his left is his mother Kang Shoo Eng and father Lim Kok Heng.



AeU's 8th Convocation saw 2,669 students graduating recently.