TALK ON "THE CHALLENGES AND REWARDS OF ENTREPRENEURSHIP"
Organised by the Engineering Education Technical Division, IEM
BEM Approved CPD/PDP: 2 hours Ref: IEM16/HQ/560/T

Date : **31 October 2017 (Tuesday)**
Time : **5.30 p.m. – 7.30 p.m.**
Venue : **C&S and TUS Lecturer Room,**
2nd Floor Wisma IEM, Petaling Jaya, Selangor
Speaker : **Ir. Dr. Ling Chen Hoe**

SYNOPSIS

Joseph Schumpeter introduced the modern definition of "entrepreneurship" in 1934. He described entrepreneurship as the ability to break away from routine, to destroy existing structures, to move the system away from the even, circular flow of equilibrium. According to him, "the essence of entrepreneurship lies in the perception and exploitation of opportunities in the realm of business". The rapidly changing and constantly evolving world puts entrepreneurship on the position of one of the most dynamic forces in an economy and society. The rapid globalization of world markets and the New Normal affecting economies has encouraged entrepreneurial organizations of all sizes and national origins to foster entrepreneurship for every application. Entrepreneurship requires an entrepreneur to be a person of superior ability who pursues his or her goals despite of obstacles, opposition, setbacks, and failures. He or she must persist in the face of adversity, confront unknown challenges, risks and learn from failures, have confidence in his or her capacity to deal with the world, and take practical, rational steps in the pursuit of the goals. The successful entrepreneur must be visionary, creative, innovative and passionate, focused on attaining the set goals. While countless have failed, those whom have succeeded have reaped big rewards. This talk will discuss the theories & models, classifications & dimensions, behavioural skills & attributes, aspects & process, the challenges, as well as the rewards of entrepreneurship.

SPEAKER BIODATA

Ir. Dr. LING Chen Hoe

Summary of Work Experience

Since 1990, employed by Meiden Malaysia (www.meiden.com.my), a company in the electrical engineering and construction industry in Malaysia. The company is a subsidiary of Meidensha Corporation, Japan (http://www.meidensha.com/index.html), a manufacturer of electrical equipment and provides electrical engineering products and services to both the private and public sectors in Malaysia. Currently holds the position of Senior GM and Director in the company.

Educational Background

Doctorate in Business Administration (DBA), SEGi University, Malaysia (2012 ~ 2015)
Master's in Business Administration (MBA), University of Lincoln, United Kingdom (2001 ~ 2003)
Bachelor's Degree in Electrical Engineering (Degree), RMIT University, Melbourne, Australia (1986~1989)

Professional Membership

Chartered Professional Engineer, Australia (MIEAust CPEng) (2013)
Competent Engineer (132kV), Energy Commission, Malaysia (2013)
Competent Engineer (33kV), Energy Commission, Malaysia (2010)
Professional Engineer with Practising Certificate, Board of Engineers, Malaysia, BEM (2004)
Member of the Institute of Engineers (M), IEM (2004)
Construction Manager with Construction Industry Development Board CIDB), Malaysia (1998)

Ir. Assoc. Prof. Dr. Mandeep Singh
Chairman
Engineering Education Technical Division

ANNOUNCEMENT TO NOTE

FEES

(Effective 1st October 2017)

Members
Registration Fee : FOC
Administrative Fee :
Online RM15
Walk In RM20

Non-Members
Registration Fee : RM50
Administrative Fee : RM20

- Limited seats are available on a "first come first served" basis (maximum 100 participants).
- **To secure your seat, kindly register online at www.myiem.org.my**

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