

TALK ON "STRATEGIC MANAGEMENT OF THE ORGANIZATION"

Organised by the Engineering Education Technical Division, IEM in collaboration with
Engineers Australia Malaysia Chapter (EAMC), and Institute of Mechanical Engineers Malaysia Branch (IMechE)

BEM Approved CPD/PDP: 2

Ref: IEM19/HQ/043/T

Date : **09 April 2019 (Tuesday)**
Time : **5.30 p.m. – 7.30 p.m.**
Venue : **Auditorium Tan Sri Prof. Chin Fung Kee,
3rd Floor Wisma IEM, Petaling Jaya, Selangor**
Speaker : **Ir. Dr. Ling Chen Hoe**

SYNOPSIS

Why is it that some companies thrive while others fail, let alone survive? For those that didn't succeed, obviously something must have gone wrong. Strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of its owners, based on consideration of resources and assessment of the internal and external environments in which the organization operates. Strategic management provides overall direction to an organization and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives and allocating resources to implement the plans. Many models and frameworks have been developed to assist in strategic decision-making in the context of complex environments and competitive dynamics.

Engineer turned Management guru Michael Porter identifies three principles underlying strategy:

1. creating a "unique and valuable market position"
2. making trade-offs by choosing "what not to do"
3. creating "fit" by aligning company activities with one another to support the chosen strategy

Corporate strategy involves answering a key question from a portfolio perspective: "What business should we be in?" while Business strategy involves answering the question: "How shall we compete in this business?" Both are supported by Functional Strategies which underpin its implementation.

Engineers are undoubtedly good technically and logical in thinking. However, the complex and uncertain market environment today necessitate the development of Conceptual Skills: the ability to look beyond the events and to identify a vision for the future, and the understanding of the intricacies of Strategic Management.

This talk will look at the concepts of Strategic Management that can result in an optimized & aligned approach that can enable the organization to carve a competitive edge and be successful in its chosen market.

SPEAKER BIODATA



Ir. Dr. LING Chen Hoe has been working with Meiden Malaysia, a company in the electrical engineering and construction industry in Malaysia since 1990. The company is a subsidiary of Meidensha Corporation, Japan (<http://www.meidensha.com/>) a manufacturer of electrical equipment and provider of electrical engineering products and services to both the private and public sectors in Malaysia. He is currently the Senior General Manager and Director of the company, with roles for Business Development, Strategic Planning and overseeing of the Engineering and Corporate Departments of the company. Dr Ling obtained his Bachelor's Degree in Electrical Engineering, RMIT University, Melbourne, Australia in year 1989. He holds a MBA from the University of Lincoln, United Kingdom (2003) and obtained his Doctorate in Business Administration (DBA) in 2015 from SEGi University, Malaysia. He is also a certified Chartered Professional Engineer of Australia, a Competent Engineer (33kV,132kV) & Professional Engineer in Malaysia. Dr Ling also serves part-time in various universities' programs, namely in the engineering faculty and post-graduate business management studies.

Ir. Assoc. Prof. Dr. Mohamed Thariq Bin Haji Hameed Sultan
Chairman
Engineering Education Technical Division
Session 2018 / 2019

ANNOUNCEMENT TO NOTE

FEES

(Effective 1st October 2017)

Members

Registration Fee :	FOC
Administrative Fee :	
<u>Online</u>	RM15
<u>Walk In</u>	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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