Preface

For someone hailing from professional services and market practitioner background like myself, the opportunity to pursue a research-based Doctoral program is indeed much treasured, as it provides more than just an academic framework compatibly structured to allow for the comprehensive and methodical explorations into specific phenomenon and observation as might be encountered in the actual marketplace. Quite effectively, it also provides for the much valuable opportunity, for reconnecting with the substantive depth of scholarly knowledge and novelty research developments in specific field of research, within the confined of a structured and topical framework, and under an intensely interactive learning environment.

That has been my experience while completing my Research in conjunction with the DRM (Doctor of Research in Management) program at the Faculty of Economics and Business (FEB), Universitas Pelita Harapan (UPH). I'm in concurrence that, the course structure, delivery options and research support infrastructures are much aligned to the objective of encouraging topical research which are more than just being grounded on academically-sound hypothesizing frameworks, but which are also practical and applicative in terms of relevance to the actual market situation and real-world conditionality.

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Best Regards,

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