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# CELEBRATING OUR OUTSTANDING TEAM



It is an undeniable fact that faculty is the lifeblood of an institution. It is only the professors/instructors who are pillars of teaching, learning and research which are central to the existence of any university. In fact, faculty is considered to be the most significant resource and the chief factor behind the success and growth of any educational institution. The same stands true for European International University-Paris.

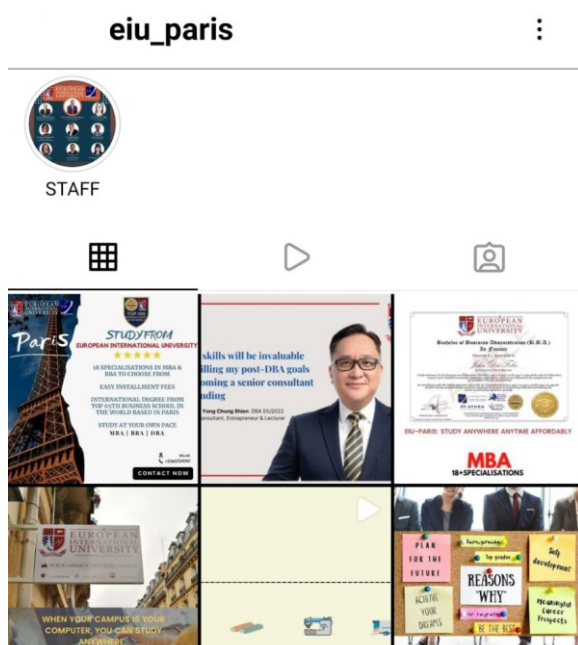
EIU-Paris has achieved tremendous success and reached remarkable heights in such a short span of 4 years. Among thousands of established business schools worldwide, many being decades or even centuries old still, EIU-Paris been ranked as #65 World's Best Business School for 2022. Additionally, 5 STAR rating in teaching and learning by QS Intelligence Unit. EIU-Paris stands tall for its glorifying success and all of this could not have been possible without our dedicated team of professionals and academicians.

EIU-Paris ardently believes that it is not the institution in itself but, the passion, hard work, sincerity of our team and their authentic interactions along with exemplary achievements that has brought laurels to European International University – Paris.

As a token of our gratitude towards them, EIU-Paris will be celebrating the professional accomplishments of our outstanding faculty, both on our campus and beyond. In addition to the in - campus celebrations, we also wish to rejoice by dedicating a post on their professional excellence through our social media.

This is our way of Thanking them for being an indispensable part of EIU-Paris. It is only because of our team that EIU- Paris has such a promising future.

So, stay tuned for future posts!! Being an extended family of EIU, your blessings and wishes are extremely important to us.





EUROPEAN  
INTERNATIONAL  
UNIVERSITY



**Prof. Dr Joel Farnworth**  
Chartered Fellow CIPD & M.A. In  
Management Learning. D.B.A



**Prof. Dr Edward Roy Krishnan**  
B.L.A, M.A, M.S, M.B.A, M.Phil,  
Ph.D, Ed.D., D.B.A



**Dr. Anastasia Maga**  
Ph.D. in Political Studies  
& Economics



**Dr. Katina Grigoraskos**  
Psy.D In Human &  
Organizational Psychology



**Dr Robert Brand**  
P.M.P & Prince 2  
Practitioner, D.B.A



**Dr. Paolo Euron**  
Ph.D In Aesthetics



**Cia Rodrigues**  
M.Sc., Ph.D. In Banking &  
Regional Economics



**Dr Paul Charles**  
B.Th., MA.Ed., Ph.D



**Ms. Tarntip Kongteveth**  
M.S. In Counselling  
Psychology

# FEATURED STUDENT

## “These skills will be invaluable in fulfilling my post-DBA goals of becoming a senior consultant in branding”

Having spent his formative years between Taiwan, China & Malaysia where he completed his secondary education, for Vincent Yong Chung Shien (DBA 2022) the love of training, brand consulting & previous business experiences along with teaching initially led him on a path towards Branding. Today, having worked as a Strategy & Brand Consultant at leading organisations for many years – he explains why he decided to continue his learning journey at EIU by enrolling into its prestigious DBA with the specialisation in Further Education & training development, the importance of enlightening the communities, and why he is devoted to creating more employment opportunities by training an endorsed branding and marketing programme helping entrepreneurs and companies in the region.

### *In the words of Dr. Vincent..*

I was born in Sandakan, Sabah, a small town in East Malaysia and at the age of nine during the year 1978, I left for Singapore for my education. I was raised in Singapore and had been living there for 17 years.

Over the years, I had been a teacher, trainer, speaker and training consultant in several countries like Hong Kong, Taiwan and China. I had spent 10 years living in Taiwan and engaged in English teachers training courses, then I had lived in China for 7 years (Beijing, Shanghai, Hangzhou, Guangzhou & Shenzhen). In total, I have devoted myself in the field of education & training industry for 28 years.

At this age of 53 now, having gone through all the ups and downs including failure, I have never wanted to give up and still keeping up my spirit of learning as I strongly believe that failure make us stronger.

I have come to the stage in my life that I am seeking for an opportunity to serve the community to the best of my ability. Being a full-time business owner and brand consultant now, sharing knowledge and experiences has become part of my job, I enjoyed sharing branding knowledge with my clients and business people as this is part of the adults education for many companies and entrepreneurs.

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my clients and business people as this is part of the adults education for many companies and entrepreneurs.

Early this year, in March 2022, I have been appointed by IAQ and Lincoln University College to be teach an endorsed program in Professional Diploma in Brand Strategy & Management (DBSM). This program is open for all business owners, senior executives and CEO including those who have been involved in developing products for OEM and ODM industries. Upon completion of the program, graduates are entitled to receive the 'Chief Brand Officer' CBO Certification.

On 27th May 2022, during the 10th International Prestige Brand Award Ceremony held in Majestic Hotel Kuala Lumpur, I am honored to have been appointed as the Branding Advisor of the Asia Excellent Entrepreneurs Federation AEEF to provide consultation and training activities for SMEs in Asia region. Photos & Certificate of Appointment will be attached together with this submission.

I am preparing to excel and serve others in need of branding education and therefore, The EIU Doctorate degree has certainly allowed me to extend my ability and boundaries with no limit. Education is meant for all, especially working adults and for those who have engaged in businesses for some years. At the end of the day, no one shall leave education aside regardless of the size of your company. This in fact, is the ONLY way to maintain high efficiency of our staff and production team.

I am also involved in the F&B business since 2020 during the MCO period. It has been proven in my own business, with the concept of Brand Strategy, we were able to sustain business during a very crucial period. As such, I have had a mindset now that all business companies MUST engage in Branding Education to be conducted whether in house or online.

I would also love to explore to represent the European International University in all possible ways to promote or instil education awareness in the region.

I extend my heartfelt gratitude to EIU and I appreciate your kind consideration of my Doctorate Degree Application.

***“ These skills will be invaluable in fulfilling my post-DBA goals of becoming a senior consultant in this domain. After graduating, the transition to my career is taking better shape with more confidence, and I believe the technical skills I have earned during my DBA will go all the way in my career. My mentor Prof. Dr. Joel Farnworth gave me an insight into the world of education and training – not just in terms of theory, but also the practical side of what the job is like.”***

If I could pass on one of my key learnings about the DBA from prospective students, it's do your research – speak to mentors, coaches and work out what you want from the DBA, then have two or three key things you want to achieve while you're at EIU. Before you apply, speak to the recruitment team and check your CV aligns with what they want, but don't let anything deter you.

**Dr. Vincent Yong Chung Shien DBA EIU2022**  
Branding Consultant, Entrepreneur & Lecturer



# STUDENT TESTIMONIAL

**“I always dreamt of the moment I will don EIU’s royal Regalia symbolising my honoured association with the esteemed University”**

In the words of Dr. Roy Goh, JP (UK one of the proud DBA graduate of European International University - Paris (Official) during the ceremony photoshoot said something memorable which we couldn't resist posting.

In the words of Dr. Roy Goh, JP (UK "The excitement & pride of earning your degree during Graduation Ceremony is doubled with the Graduation Regalia. Throughout the academic journey I always dreamt of the moment I will don the EIU-Paris robe & hat for the glorious award ceremony"

No matter what you are wearing, your Regalia represents the esteemed tradition of your association with the university and the honoured position you hold as a graduate. So wear it Proudly! said Prof. Dr. Edward Roy Krishnan Director General of EIU-Paris.

*"Graduation is not the end; it's the beginning."  
—Senator Orrin Hatch*

**Dr. Roy Goh, JP-DBA EIU-PARIS 2022**  
Tech & Legal Consultant - Singapore



# STUDENT TESTIMONIAL

## Dr. Stacey Ashley: The New Leader



Dr. Stacey Ashley is a High-Performance Leadership and Coaching Expert. With over 30 years' experience, Stacey has helped 1000's to develop their leadership competence, confidence and credibility.

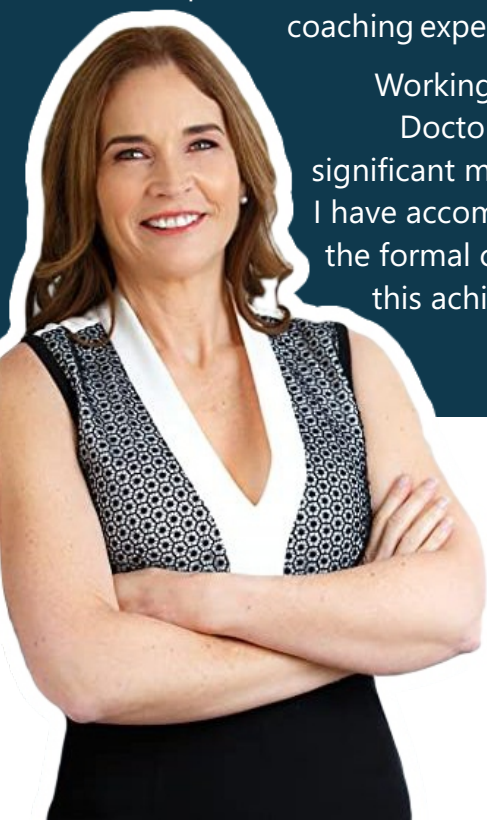
Obsessed with possibility, Stacey helps leaders to navigate the complexities of globalisation, technological advancement, social interconnectivity, massively accelerating change, and a multi-generational workforce. She is the author of five #1 Amazon best-selling books on leadership. Stacey typically speaks at conferences, runs workshops, consults and coaches and runs her consulting business Stacey Ashley – High-Performance Leadership and Coaching Expert ([ashleycoaching.com.au](http://ashleycoaching.com.au))

*Stacey having recently achieved her Professional Doctoral Certificate from European International University said:*



"A leadership philosophy that's been around for centuries is practiced by only a few successful global leaders". European International University, Paris, takes pride in presenting inspiring accomplishments of one such successful leader Dr. Stacey Ashley, High performance leadership and coaching expert, author of the Best seller.

Working with the European International University to achieve my Professional Doctoral Certificate was incredibly rewarding. I found that completing such a significant milestone opened up my prospective. I have a new appreciation of what I have accomplished and more broader view of the opportunities ahead. Attending the formal convocation in person, a prestigious occasion, was a real celebration of this achievement amongst peers from around the world. If you are considering undertaking the PDC, I highly recommend the experience.



*Stacey  
Ashley*

Leading Possibility



# Successful Life Versus a Life of Success

By: Prof. Dr. Edward Roy Krishnan



Success for most people is defined by their net worth. Some believe success is fulfilling their passions while others simply define it as being able to provide for their families. Simply put, the definition of success is very objective, but it can be agreed that success is highly associated with happiness. When a person is happy and satisfied with the life he lived, he can be considered successful.

People who aim for success in their lives define their goal to either be a “life of success” or a “successful life”. While these phrases are used interchangeably, there is a sea of differences between them. Knowing which of the two is your real goal can help you define the steps you need to take to realize it.

*Here's what sets a successful life apart from a life of success.*

## Living a Successful Life

A “successful life” is what many people imagine success to be. Wealth, a magnificent house, a lavish car, and impressive investment portfolios—a successful life can be evidenced by material possessions. Simply being rich, however, is not synonymous with a successful life. A person who has lived a successful life is not only able to benefit himself with his success but his family and those who he considered close to him as well. When a person who had a successful life dies, most of his possessions will be passed down to his family members, providing them with a convenient life or maybe even a luxurious one.

People who lived successful lives will be remembered by their families as someone who took good care of them and provided them with whatever they needed and wanted. In a nutshell, a successful life can be defined as a success that mainly benefits the person who lived it and those close to him, like his family.

Living a successful life means realizing one's vision of victory to ultimately provide himself, and those who he considers important to him, with sufficient resources for them to live a good life.



# Living a Life of Success

While a successful life is evidenced by material possessions, a life of success is proven through the lasting legacy it leaves behind. This doesn't mean that a life of success has nothing to do with being wealthy but the true measure of a life of success is not how much he leaves behind to his family but by how deeply he has moved or inspired them when he is gone.

A person who has lived a successful life can take care of those he left behind through his wealth but a person who lived a life of success can inspire others to keep going through the valuable lessons he had instilled in them. Ultimately, a life of success is evidenced by its legacy that gets carried on by the people it touched for years to come. A life of success transcends through different generations and leaves a lasting positive impact not only on the people it has inspired but on the very field it was nurtured upon.

An example of this is an educator. A mentor who lived a life of success is remembered by his students whose lives he touched. The teachings he imparted will continue to live on through the lives of his students, but this is not where his legacy ends. The field of education, where the educator dedicated his life, can benefit forever from his efforts. The effects the educator's life of success has given to the field of education will be evergreen and will continue to live on.



## Conclusion

Success is something everyone wants to achieve. It is the driving force that pushes people to continue living no matter how tough it gets because they believe they achieve it; they will finally be able to live a good life.

With the concepts of a successful life and a life of success defined, it is important to identify which type of success you truly aim for. Who do you want to benefit from your success? How long do you want your success to last? How do you want your success to affect others or the field you care for?

Once you decide whether you want to achieve a successful life or a life of success, take the next step by enriching your knowledge and skills on how to achieve it. People who want a successful life, the type of success evidenced by material possessions, must develop themselves by learning about entrepreneurship, stocks, investments, and other concepts that can build wealth.

Meanwhile, those who pursue a life of success, or a life of legacy, can grow themselves by learning from mentors who influence them to bridge the gaps in developing a successful mindset which could ultimately lead them to live a life of success.

In the field of higher education, educators who aim for a life of success should continue to be disruptive forces in the space of learning to leave a legacy that will positively impact the higher education sector for years to come.

# Disruptive Higher Education Practices: Real Life Case Studies

By: Prof. Dr. Edward Roy Krishnan



“Disruptive Innovation” is a theory by Clayton Christensen, a Harvard Business School professor. It has since been a buzzword in the business sector that is used to describe how new entrants in the market, such as small start-up companies, can disrupt established businesses and ultimately change their respective industries.

The disruption innovation theory of the late professor Christensen has offered the field of higher education an opportunity to free itself from the binds that prevent it from realizing its maximum potential of providing students with a high-quality education at accessible and affordable rates. In higher education, disruptions are practices that challenge the traditional higher education system. Disruptive higher education practices are seen as both a threat and source of inspiration for higher education institutions.

Christensen lays out one of the most popular ideas in his book, *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. According to him, “real disruption to any industry usually comes from outside the existing sector.”, implying that it is often the newcomers who figure out an innovative way to provide a product or service which is essentially cheaper and radically unique. However, the professor also did not rule out the possibility that innovative disruptors could also come from within the higher education institutions themselves.





*Below, both outside and inside disruptors in Higher Education will be tackled:*

## Emerging Online Universities

Mega online universities, such as Western Governors and Southern New Hampshire, apply a potential disruptive practice in Higher Education with the profoundly different approach they offer to education. These universities enable education to be substantially cheaper because of their mode of delivery which is via the online platform. Not only are higher education students attracted to the cheaper tuition fees, but they are also attracted to the convenience, flexibility, and cost-effective benefits of online classes. These emerging online universities also have corporate versions like Coursera.

These online universities are disruptive innovators to traditional higher education seeing as how a major decline in higher education enrollees in the USA since the pandemic began was due to them. Because online universities make various courses more accessible to more students, their number of enrollees is expected to double even in a post-pandemic society.



## New Collar Jobs

Most people in older generations have spent approximately a quarter of their life completing their education. For decades, high-paying jobs across different industries have required at least a bachelor's degree from their applicants. Because of this, people were convinced they must finish higher education to secure their futures. But with the emergence of more innovative technology, new industries and jobs have presented themselves. Most of these new career paths no longer focus on a candidate's level of education but on the skills they possess instead. These jobs are called "new collar jobs".

Companies like IBM, Google, Amazon, and Microsoft who offer these "new collar jobs" are another external disruptor in higher education. Because most of their job positions don't require candidates to present degrees anymore, many students no longer have the motivation to complete their higher education. Instead, they enroll in skills courses, most of which are conveniently offered by online universities, to qualify for various "new collar jobs".

With this, higher education is challenged to mitigate the continually declining number of higher education enrollees.

# Increasing Affordability of Technology

When technology was first introduced, only massive corporations were able to afford it by hiring highly paid ITs and media experts. Now, advanced technology has become widely available to everyone, including universities of all sizes. This increasing affordability of technology has become both an internal and external disruptor for higher education.

To provide students with the best quality education, many universities upgrade their technological facilities, such as online learning management and collaboration systems. While this has proven to be beneficial for higher education institutions and their students alike, it is also the same contributor to the decline in higher education enrollees. More people can now access technology from their own homes hence, they are able to engage in various skills-development courses offered online which can help them land the same jobs available to higher education completers.

According to Oliver Matthews, a Frankfurt School of Finance & Management director, English language degrees mostly offered only by institutions in English-speaking countries, are now largely available to traditionally inaccessible countries such as France and Germany thanks to more affordable technology. Higher education can expect a decline in the number of enrollees in their English language programs.

## Conclusion

The emerging trends presented above offer innovative solutions to problems in higher education while disrupting the system simultaneously. This disruptive practice both have positive and negative impacts on higher education. To survive the rapidly changing environment of higher education, institutions should embrace and adapt to the advantages offered by these “disruptive” innovations. To mitigate the adverse effects, on the other hand, higher education institutions should be more attentive to how institutional structure and culture inhibit the needed changes and stifle new solutions.

Higher education establishments, including their administrators, faculty, and staff, should welcome change and experiment with novel approaches to ultimately thrive (not just survive) in the onslaught of a brighter future for higher education through disruptive innovation.





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### CONTACT US:

 +33-144-857-317

 +33-607-591-197

 [www.eiu.ac](http://www.eiu.ac)

 [info@eiu.ac](mailto:info@eiu.ac)