

ABOUT THIS BOOK

This book was written with the ordinary readers in mind although it was a research project it was based on. It focused on the baby-boomer generation of Ethnic Chinese with business entrepreneurship in Australia. The goal was to seek a better understanding of the key forces and factors that shape and influence this generation of Ethnic Chinese business entrepreneurs in Australia.

The readers of this book will gain a good understanding of those Ethnic Chinese who have emigrated to Australia and made a success of settling in a new land.

In addition to creating a framework for better understanding the baby-boomer generation of Ethnic Chinese business entrepreneurship, a model emerged from the study. It is called the **Tri-Cluster Model** and is a useful tool as a basis for further study and understanding of Ethnic Chinese business entrepreneurship.

While there have been previous studies and publications on Ethnic Chinese business entrepreneurship, there has not been any study focused specifically on the baby-boomer generation of Ethnic Chinese business entrepreneurs. Consequently, there had not been a book on the topic until now.

ABOUT THE AUTHOR

Dr. Geoffrey Chow is the **Founder and Chief Strategist** of the New Silk Roads World Forum, and the **Founder** of the New Silk Roads Global Institute (NSRGI), a thinktank based in Australia. He is also an author, working on his 5th book currently.

Dr. Chow has a keen interest in world affairs, especially those in **Northeast and Southeast Asia**. He has been involved with, and being, an **Advisory Council Member** of the World Chinese Economic Summit for 13 years.

Dr. Chow had been a **business and marketing educator** at Swinburne University and other Australian higher education institutions. He holds a doctoral degree (**PhD**) from Swinburne University, **Master of Business Administration** from Victoria University, **Bachelor of Science** from Monash University, and a Diploma in

Programming Technology from Control Data Institute. He is also an **Adjunct Research Fellow** of Swinburne University. Dr. Chow is a **Fellow**, Graduate Management Association Australia; **Senior Member**, Australian Computer Society; and **Ordinary Member**, Chinese Professional and Business Association.

Dr. Chow had **extensive commercial experience** in several industries for decades before joining the **academic world** where he has taught postgraduate as well as undergraduate classes. He also had a background in **ICT industries**. His interests in ICT continued into **mobile computing and mobile learning** in recent years.