

ABOUT THIS BOOK

There has been increasing interest in the forces shaping the global shift of economic and financial power from the Western world to Asia since the end of the 20th century. Part of that focus has been on China and business entrepreneurship within China. Concomitantly, there has been a re-focus of interest on the Overseas Chinese or Ethnic Chinese outside of China – that is, people of Chinese ancestry who live in various countries such as Australia, US, UK, New Zealand, Canada, and especially Southeast Asia.

This book and the study that it was based on, has specifically 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.

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

Therefore, the study and this book is an important contribution to knowledge and understanding of the baby-boomer generation of Ethnic Chinese business entrepreneurship in Australia. It fills a gap in the existing research and literature.

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

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.