

Preface

The word entrepreneurship brings forth thoughts and images that are associated with resources, risk taking, opportunity seeking, monetizing of ideas, and seed capital. The enterprises are far-reaching and wide-ranging. The entrepreneurs could well pitch their products and services, to and in, the industries and markets such as finance, education, manufacturing, healthcare and hospitality, mining, and the public sector.

Technology conjures ideas on thoughts and thinking towards automation, mechanization, computerization, convergence of hardware and software, noble technology, connectivity, and a borderless world. Indeed the onslaught of technology in the last three decades has been rapid and it has made significant changes that impacted our lives, living and livelihoods across the globe.

Combining the words of entrepreneurship and technology burst forth Microsoft and Bill Gates, Facebook and Mark Zuckerberg, Apple and the late Steve Jobs, Alibaba and Jack Ma, Dell and Michael Dell, Google and Sergey Brin, and Yahoo and Jerry Yang, and many more can be included in the list. There is a common theme in these individuals and their global brands. They have novel ideas. They are entrepreneurs who are able to marshal the resources and add deep technology research and development to conjure products and services that surround their ideas to reach the core of consumer markets. Through that process, they also achieved the monetization of both technology and ideas.

This book expounds technology research and development that fuels entrepreneurship in ASEAN. It extrapolates technological approaches to big data analysis, healthcare, trends in intellectual property, port management, manufacturing, land administration, and the influence of Confucianism on entrepreneurship. In short, there will be interesting essays on the combined force of technological ideas and ideological forces that is driving entrepreneurship in ASEAN and a wider Asia today.

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Entrepreneurship in Technology for ASEAN

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2017, VIII, 173 p. 34 illus., Hardcover

ISBN: 978-981-10-2280-7