

Blockchain expert says seize the day

Leo Yeung's DBA studies allowed him to take his already robust technology and business expertise to even greater heights.

The vice-president of Business Network Sales at APAC Open Text Inc said the programme taught him skills and knowledge that executives "easily overlook or ignore in the business world".

"The DBA has helped me build my ability to understand and appreciate academic research conducted through vigorous methodology," Yeung said. "Those research papers may seem boring at first, but

they explain phenomena objectively, so they are trustworthy when you want to look for reliable knowledge, not novel thoughts."

Like others, he cited CityU's strong academic standing and unique programme design as reasons for selecting its DBA programme over the alternates.

"The spiral learning in research methodology helps candidates to grasp the essence in each research method so we can produce vigorous research," Yeung said. "Also, I learned from former CityU DBA graduates that the professors and members of the

CityU DBA teaching and support team are extremely helpful in providing guidance and support."

Yeung's thesis project was entitled *An Empirical Study on the Adoption Determinants of Permissioned Blockchain as Inter-Organisational Systems in Hong Kong*. He said it was one of the first research projects focused on permissioned blockchain – blockchain with preapproved participants to ensure secure and immutable business transactions. This technology could revolutionise business-to-business transactions around the world.

"The World Economic Forum predicted 10 per cent of global GDP will be kept in blockchain technology by 2027," he said. "While the timeline may be aggressive, the goal is not unrealistic.

Blockchain is developing very rapidly. We are no longer talking about just bitcoin."

Yeung said his new-found research skills help him a lot in his daily work, as he relies on external information to formulate business strategies, especially when dealing with new technologies in the space of digital transformation.

"With this ability, I can qualify and differentiate trustworthy sources from the massive information available as well as identify my reliable information sources.

"This helps me to make better decisions."

Finally, Yeung has some simple but poignant advice for anyone considering a DBA.

"I would just say if doing a DBA is on your bucket list, do it now and don't wait. While I was hoping my parents could attend my DBA graduation, my



Leo Yeung's research examined permissioned blockchain.

father passed away last year. He will still see me from the sky. However, I would have had no regrets if I had started my journey a few years earlier."