

Afterword

The purpose of this 'Afterword' is to tie up some loose ends, describe some of the problems and issues that I have encountered within this thesis and give a richer picture or 'gestalt' of myself. Once more it goes without saying that this is not meant to be any form of post-facto rationalisation of my life, how it has progressed or how certain events have "coloured" subsequent outcomes thus, magically absolving myself of any responsibility. It may, however, serve as a useful direction sign for future researchers - if only to say "do not go this way".

For me, apart from the cycle of continuous improvement espoused by Deming, it is also part of the larger mission of my own self actualisation as proposed by Maslow (1954). As (Kuang, 2011) has identified, the pursuit of academic publications is usually driven by ambition for promotion and to gain respect and credibility, in later life it is done for self-fulfilment. But in addition, as Adam Smith identified, there is a rôle for a philosopher who understands the workings of political economy to safeguard the public interest from what he saw as the mutually conflicting objectives of Landowners, Wage Earners and Business. The latter in particular "*who should be long and carefully examined, not only with the most scrupulous, but with the most suspicious attention,*" and "*who have generally an interest to deceive and even surpress the publick*". (Campbell & Skinner, 1978, p. 283). This thesis will, hopefully, indeed provide the public with some greater understanding which derives from the Abductive form of research.

I could expound at length about the grief, grind and general pain associated with a PhD. But, this will educate few, and as far as I can determine 'goes with the territory'. For

those yet to embark on this particular sisyphusian mission I would like to quote the standard caveats; have you really got the time, endeavour, patience, pain threshold, tenacity, diligence and sheer bloody mindedness to complete this? Are your family at minimum understanding - if not actually fully onside? Are you sufficiently interested in the topic to have no other major interest for the next 5 years? And do you realise that even if you succeed that, your earnings potential (notwithstanding the opportunity costs) within the Corporate world are possibly even *less* than if you had *not* completed a PhD! (The Disposable Academic: Why doing a PhD is often a waste of time, 2010). If any of these answers are in the negative then you would be well advised to walk away and undertake a less onerous mission with a slightly higher probability of success. If all the answers to these questions are indeed positive, then you may still do well to think again anyway.

As one further final twist of the reflective cycle (and of course on a positive note to conclude)¹⁶⁷ I remember the seminal work by Huw Benyon (1973) 'Working for Ford', as I sit here one warm tropical evening before I press 'Print' and deliver my thesis to the book binders. His case study had an impact. I hope mine does too. Either way I sincerely hope you have enjoyed reading this.

ENDS



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¹⁶⁷ Consistent (I hope) with my Brand Map.