

CONNECT

YEAR 3 ISSUE 9 July 2015

Special Interview
ABAC-GSB
30th Anniversary
Gratitude, Ethics and
Futuristic Leadership

Spotlight
ABAC's Step towards
Virtual Classrooms
ABAC on iTunes U,
New Readily Accessible
Source of Knowledge

Feature
All you need to
know about AEC

AVAILABLE ON



30th Anniversary
1985-2015
ABAC GRADUATE SCHOOL
of BUSINESS

Gratitude, Ethics and Futuristic Leadership
สร้างสรรค้ผู้นำ ยึดมั่นกตัญญู คู่จริยธรรม

A Golden Anniversary Dedication
to Rev. Bro. Bancha Saenghiran, Rector-Magnificus

*It is a life chosen by God but lived by you
In close communion with God's children on earth
You swear by poverty yet live with no dearth
Of God's plentiful promises anew
You live in chastity, modeled by Christ
Sharing love in His Christian way
Through education you create a new day
Leading all scholars into the Savior's lights
With Marian devotion, you are obedient
To God's will for your life and others'
Fostering humility which pride's fall smothers
Your living in Christian charity is brilliant
Thus in celebration of your religious golden anniversary
Our love and respect for you is joyously aplenty*

Glen Vivian Gerard Chatelier
Director, The Office of International Affairs
Assumption University

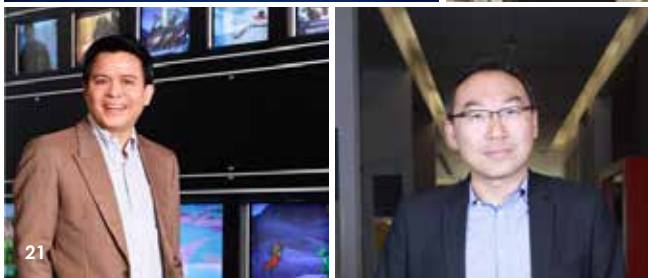
----- July 7, 2015 -----



GSB NEWSLETTER

CONNECT

YEAR 3 ISSUE 9 July 2015



2	MESSAGES Message from the President Message from the Dean Message from the Director, OGS
5	STUDENTS' COLLAGE
6	RECENT ACTIVITIES
8	SPOTLIGHT ABAC's Step towards Virtual Classrooms
12	STUDENT INTERVIEW
16	SPECIAL INTERVIEW WITH DR. KITTI ABAC-GSB 30th Anniversary Gratitude, Ethics and Futuristic Leadership
18	LEARNING EXPERIENCE OUT OF CLASS
22	SPEAKERS OF THE MONTH
24	OGS AROUND THE CAMPUS
26	FEATURE ALL YOU NEED TO KNOW ABOUT AEC 2015
30	GREAT ESCAPE
36	INSIGHT TECHNOLOGY 3D PRINTING
38	ACADEMIC CALENDAR

Contributors

Glen Chatelier
Dr. Perla Rizalina Maturan Tayko
Dr. Sirion Chaipooirutana
Dr. Voravee Pattaravongvisut
Dr. Adarsh Batra
Dr. John Barnes
Dr. Marissa L. Fernando

Editorial Team

Glen Chatelier
Rangsan Traibutra
Dang Thi To Uyen

Graphic and Printing

Pressociate Co. Ltd

Executive Committee

Dr. Kittti Phothikitti
Dr. Soonthorn Pibulcharoensit
Dr. Kitikorn Dowpiset
Rangsan Traibutra

02 MESSAGE FROM THE PRESIDENT



As the economic integration of ASEAN approaches its target date of December 31, 2015, the ten member states of ASEAN are readying themselves for the early yields of economic expansionism. There are however, two other pillars of ASEAN, the political and the socio-cultural and it is within the realms of educational institutions such as the Graduate School of Business to encourage scholars to add value through their studies to the socio-cultural factors within ASEAN.

The Graduate School of Business which this year marks its 30 years of operations is in an unenviable position to attract ASEAN scholars among others to

train them in the wherewithal skills to become ready and well prepared citizens in the ASEAN reality. This can be well achieved through projecting connectivity within the spheres of business and economic sciences using IT and other technologies to bridge knowledge with practice.

I wish all readers of the CONNECT newsletter the spirit of connectivity and probity of learning so that they will train themselves to become responsible and proactive leaders of the future of ASEAN with all its promise to be a major trade bloc in the world with the highest diversity of cultures and the youngest population range, to usher in the new culture of promise.

Rev. Bro. Bancha Saenghiran, f.s.g., Ph.D.
President



I deem it a privilege and pride to lead the Graduate School of Business into its 30th year of existence. As the only comprehensively international Graduate School of Business in Thailand and in the region, the Graduate School of Business has educated students from all countries in the world, with a strong concentration of the ASEAN nations and the surrounding regions.

As part of our 30th Anniversary celebrations, we have instituted the ASEAN Scholarships program to attract students from the ASEAN nations in our effort to equip them with sound knowledge to contribute

to the growth of business and industry in ASEAN. At the same time, we have launched the first ever on-line academic journal for Business Studies with our prestigious partner, the Yangon Institute of Economics and with this we hope that research and scholarship will be enhanced.

While noting that our intakes to the graduate programs in Business Administration, Tourism and Organization Development have become increasingly diverse, I would like to wish all the new entrants to our degree programs productive study experiences with us. The more you invest in your knowledge development, the more you will grow in capacity to intelligently change the world.

A handwritten signature in black ink that reads "K. Phothisakitti". The signature is written in a cursive, flowing style.

Kitti Phothisakitti, Ph.D.
Dean, Graduate School of Business

04 MESSAGE FROM THE DIRECTOR

OF THE OFFICE OF GRADUATE STUDIES



I welcome all students to the new academic semester with warmth and encouragement to study diligently and to grow in their search for knowledge. The Staff of the Office of Graduate Studies is ready to serve the academic support needs of all students and we encourage you all to enjoy every facility we have provided you.

In the context of the facilities and amenities we have facilitated, we hope that all students can fully exploit

these, but with courtesy and politeness to each other, which have been our key behavior attributes. Within this newsletter you will find the full range of our services for your benefit, use them for your growth.

On the other hand, it is our hope that as you continue to study here, you will discover the dreams you aspire towards, and the success which you should truly merit through your hard work and relentless persistence to strive for greatness.

Mr. Rangsan Traibutra
Director, Office of Graduate Studies
Assumption University

Why did you choose to study in Thailand?



Roland Hohmann

Home country: German
Program: Double degree

My life and work is in Thailand and i have always enjoyed studying to develop myself and broaden my horizon. I looked at different master and MBA programs, and ultimately decided for Assumption University. Convenient location and the chance to earn a double degree intrigued me. I am hoping that I will be able to arrange it with my work so that I can combine my MBA with another degree in marketing or international management. I believe this is a great chance.



Hamidreza Dehghan

Home country: Iran
Program: MBA day

I chose Thailand for some reasons. The ever hot weather it has, nice statements about Thai people's hospitality that I had heard, and also affordable university tuitions and daily expenses in Thailand were some important factors. The highly world ranking of Assumption University also was an influential element.



Janosch Feldmann

Home country: Germany - India
Program: MBA Exchange

I have never been to Thailand before but it was always my wish to come to Thailand for living some months there. Therefore, I could easily decide on the destination of my semester abroad. Furthermore, the Assumption University provides a huge variety of different courses, so that I can do all required concentration courses in Thailand and don't need to add a further semester at the end of my studies. I think, I will have a great time here at ABAC and in Thailand.



06 RECENT ACTIVITIES



ABAC ODI AND ADECCO, THAILAND 2ND JOINT RESEARCH COLLABORATION

The ABAC Organization Development Institute (ODI) in partnership with ADECCO, Thailand launched its 2nd JOINT RESEARCH COLLABORATION on "Values Based Leadership in the ASEAN CONTEXT" on April 8, 2015 at the ABAC City Campus.

The main researchers are Dr. Sirichai Preudhikulpradab and Dr Marissa Fernando, Associate Directors of the OD Program and OD Institute. The research aims to (1) seek to understand the current organization practitioners' perception between what managers actually do and the value they place on these managerial practices. The result will give a view on the alignment between actual practice and valuing; and (2) map out how current management practices can be understood using Brain-based tool for the purpose of formulating a set of recommendations for high performance teams .

The research outputs will be published in an ADECCO White Paper and as a full research article in the ODI Vision, Action, Outcome Journal (www.odijournal.au.edu). Dr Sirichai and Dr Marissa will also present the research during the 2015 World Summit of the International OD Association and OD Network at Portland, USA in October 2015.



THE "WOW" FORUM

The "WOW" FORUM sponsored and organized by the OD Institute of ABAC Graduate School of Business held at City Campus on Wednesday, 3 June 2015 from 13:30 to 17:30 is a celebration for multiple reasons ... 1) Knowledge sharing of the WOW Experience, the blending of Whole Brain Literacy (WBL) and Whole Systems Transformation (WST) as an OD intervention in G-Tech Group of Company, the first in Thailand and in the world, with Guru Roland Sullivan, (founder of Whole Systems Transformation); 2) the soft launch of the 30th Anniversary of Graduate School of Business, 3) the soft launch of the 18th Anniversary of the OD Program at ABAC GSB and 4) the Launch of the book authored by Dr. Perla R. M. Tayko, OD Program and OD Insti-

tute Director - "A Butterfly & Collective Effect" – a story on the I-I Connection at Personal.Professional.Positional levels to initiate and implement the OD Program at ABAC GSB. The WOW Forum was an interactive knowledge sharing led by Guru Prof. Roland Sullivan, the Founder of Whole Systems Transformation (WST) and Dr. Perla Rizalina M. Tayko, the Creator/Designer of Whole Brain Literacy (WBL) with the 'WOW' Team composed of the two Gurus with Ms. Maja Balasi of WST, Dr. Gloria S. Chavez of ODI and Ms. Voranit Voraphornthanyapat, ODI Project Manager who individually and collectively shared their reflections and insights in the use of WOW (WBL.WDT) in G-Tech Company, first in Thailand and in the world.



THE CELEBRATION OF GOLDEN JUBILEE OF THE FIRST PROFESSION OF REV. BRO. ALBERT LAURENCE BANCHA SAENHIRAN PRESIDENT-RECTOR MAGNIFICUS

H.E. Francis Xavier Cardinal Kriengsak Kovitvanij, Archbishop of the Bangkok Diocese presided over the Eucharistic celebration of the Holy Mass to commemorate the Golden Jubilee of the First Profession of Vows by Rev. Brother Dr. Bancha Saenghiran, f.s.g. the Rector Magnificus of Assumption University at the Chapel of St. Louis Marie de Montfort, Assumption University Suvarnabhumi campus. The Holy Mass on July 7, 2015 at 10 hours, was attended by the Provincial Superior of the Montfort Brothers of St. Gabriel in Thailand, the Rector Emeritus of Assumption University, representatives of the Brothers of St. Gabriel Community in Thailand, Alumni from both the Schools and Assumption University, Faculty, staff, students and well wishers of Bro. Bancha from Thailand. After the Holy Mass the University hosted a Congratulatory Lunch for Brother Bancha Saenghiran at the John XXIII Conference Center, attended by many.



The President of Alumni Love ABAC Club extended warm greetings and wishes to Rev. Bro. Bancha on the

auspicious occasion of his Birthday and Golden Jubilee.



FRESHMAN SEMINAR (3/2014)


Graduate School of Business & Vincent Mary School of Science and Technology



On June 13-14, 2515, all freshman graduates participated in the freshman seminar, held at Evason Hua Hin. Rev. Bro. Amnuay Yoonprayong, Vice President for Moral Development Education, gave a welcome speech with care. Students, from different nationalities, MBA programs, and occupancies enjoyed a good time together. There were various team building activities to break the ice and make new friends. After lunch, there was Bai Sri Ceremony to welcome all freshman participants. In the evening, students enjoyed dinner, group performances and entertainment organized by the students from City Campus. The activities enlarged students' self-confidence, creative and decision skills. This is one of the important ABAC graduate events that students should not miss.

ABAC'S STEP TOWARDS VIRTUAL CLASSROOMS





ABAC Graduate School of Business is enhancing its education with another step for learning with the virtual classrooms for students to learn from actual business specialists under the cooperation with UOBHK, an initiative towards more cooperation in 2015.

Assumption University (AU) has cooperated with UOB KAY HIAN (Thailand) Co. Ltd to launch the Cyber Learning Center to provide inside knowledge regarding Investment in the stock exchange as one of the university's objectives to encourage students interested in investment opportunities. The objective of the Cyber Learning Center is to be an insurance knowledge of the Investment in the stock markets under the supervision and advice by finance specialists with real-time information data on the big screens and students can at the same time, have real experience on the investment market.

Dr. Kitti Phothikitti, Dean, ABAC GSB stated that, on the 30th anniversary of the ABAC GSB, we have cooperation with the UOBHK in opening the Cyber Learning Center as a real-time resource for Investment on the stock market for students, teachers and any interested persons. This is one of the strategic objectives of AU on how collaboration with the private and government sector can provide the students a learning-centered education in which they can learn from experts or specialists in the real world business field.

"I think the new method of learning today should be in the same context of the real business world. With the teaching method of the past, when students graduated, the company had to spend more time for training them to be qualified for the job. This is quite a waste of time. In ABAC GSB we provide real knowledge through real experience not just knowledge from theory, learners can find it at the new Cyber Learning Center."

Dr. Kitti said that this new way of learning is called "virtual classroom" which consists of many components, one of them is the real experience learning through the cooperation and support by the business sectors such as: True, which is the leader in Information Communication Technology and more, in the near future ABAC will have cooperation with retail management businesses and organization leadership management.

“ New way of learning is called “virtual classroom” which consists of many components, one of them is the real experience learning through the cooperation and support by the business sectors. ”

Dr. Kittti Phothikitti
Dean, ABAC GSB



AU-GSB also has cooperation with finance sectors, such as Bank of Ayudhya, under the “training for leadership of tomorrow” project in which GSB has a training program for the middle administrative staff of BAY. The AU-GSB can learn from their organization culture and management, lessons to be applied in GSB teaching for our students.

AU also has academic cooperation with leading universities around the world as a member of the association of Christian University and colleges in Asia (ACUCA) which is a network of international collaboration of Christian institutions.

Through the international training and seminar for GSB faculty and staff and invited visiting professors in various fields to teach at AU, there is the exchange of knowledge of culture. This can make AU an international learning community.

Apart from this virtual classroom, which creates new methods of learning, AU also has the real-time broadcasting system to support teaching and learning. Students can access class, communicate and interact with teachers real-time even when they are not attending the class on campus.

Dr. Kittti said that young generations want new and advanced methods for learning to fulfill their needs.

We used to learn from case studies in the book but now this method does not fulfill their needs for knowledge anymore and business sectors also require quality graduates. Clearly, virtual classroom is the answer to this. When they have learned from the real business experience, from specialists in the field of their interest, they can be quality learners even while they are still in the university.

Apart from these business sectors, AU also has collaboration with the airlines; ANA and Nok Air to train pilots for aviation business. Now the university has one flight simulator, and another 8 sets will be set up in the near future as AU will become a hub for Civil Aviation Training center in this region.

Dr. Kittti said that, in graduate studies level, among all 1500 students, there are 900 graduate students in GSB programs. There are around 3000 international students which strengthens the university reputation of an international community learning campus. This make ABAC be different from other Thai universities and technology can support new methods of learning because they can learn from anywhere and anytime around the world.

*Interview by Business Plus Magazine, February issue
Edited by Mr. Rangsan Traibutra, CONNECT Newsletter
Expert technical writing advisor, Mr. Glen Chatelier*





iTunes U

Special Interview with Dr. Soonthorn Pibulcharoensit,
University Registrar



ABAC iTunes U

NEW SOURCE OF KNOWLEDGE
READILY ACCESSIBLE FOR YOU
TO LEARN

If you are a non-stop learning person, you will know that knowledge is not just to learn in the college or university, but the huge resource of knowledge now is in the online Internet resource despite no good tool to manage or classify them for you to learn.

In This CONNECT issue # 9, we would like to express our sincere thanks to Dr. Soonthorn Pibulcharoensit who is known as the iLearning technology resource person who always generate the new tools and technology to support learning and teaching at ABAC-GSB for over a decade. He is introducing to us the iTunes U application on which the knowledge resources taught at Assumption University are accessible easily anywhere and anytime via iOS device, smartphones and tablets amongst all content taught by other top universities around the world.

"iTunes U is one of the resource tools developed by Apple for gathering and sharing various kinds of knowledge contents taught in universities and colleges around the world.

iTunes U is a public resource tool provided for all universities and colleges to upload contents free of charge for everyone who is seeking for knowledge without any charge as well". Dr. Soonthorn said.

"Assumption University has developed many information technology tools and system to support our education process for students such as iTouch & Learn system, ABAC app, AU e-Book Store. iTunes U is one of new tools which ABAC provides knowledge contents as a supplementary channel for everyone to

learn, however, this is not considered as the main Learning Management System. Therefore, iTunes U is the resource of free public contents for Anyone, Anywhere and Anytime via Apple devices and Personal Computer". Dr. Soonthorn added.

Using the iTunes U in the beginning when Apple introduced this tool, we found that all contents were in English so it was difficult for Thai people to understand the contents. Now many Thai Universities have uploaded their contents in Thai on iTunes U. And, Assumption University is the first Thai University who uploaded most of contents in English on iTunes U. Contents provided by Assumption University are in English and in Thai, including class contents, lectures, textbooks and entertainment contents. All contents are free to learn for everyone to access, not just only for ABAC students or faculty members but this is open for everyone.

"Reason why chosen iTunes U is that it is currently the biggest public knowledge management tool on which everyone can easily access and gain knowledge and ABAC is the resource of various knowledge contents" Dr. Soonthorn said. For people who are eager for knowledge, iTunes U is like a very big library, as a knowledge warehouse that knowledge contents are continuously developed and stored by the universities and colleges around the world. If you are a person who loves learning and seeking for new knowledge, you are welcomed to access via the ABAC iTunes U.



Scan to download iTunes U

How to access to ABAC iTunes U iOS Devices (iPhone, iPad, iPod)



1. Download iTunes U application

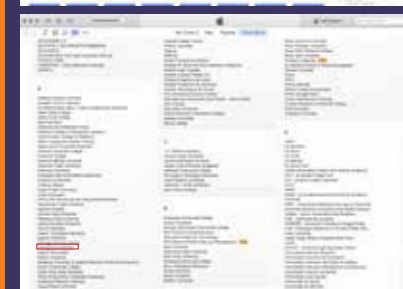


2. Catalog > Assumption University

Mac/PC



1. Download iTunes



2. Click iTunes U, select University or College then select: Assumption University

012 STUDENT INTERVIEW

DIMA ASSAD

Exchange Student
from France



Could you tell us briefly about your background?

Yes, of course. My name is Dima, I am 24 years old, and I come from France. I just graduated with a Master Degree in Political Science and International Relations at ICES, which is my home university. I first came to Assumption University as an exchange student from January to August 2014 and I then went back to France in September to finish and defend my Master Degree Thesis. In fact, I completely fell in love with Thailand and particularly with ABAC, and that is why I decided to come back to Thailand.

Why did you choose to study at Assumption University?

In the second year of my Master Degree at ICES, all the students are required to choose any country in the world and study there as international students for at least six months. I was therefore deeply interested in Asian countries such as Thailand because I've never been to Asia before and I knew that in Thailand most people speak English. I was attracted by Assumption University very much due to the pictures of Suvarnabhumi Campus that I saw on the website. It looks very friendly and inviting!

Could you tell us briefly about your life at ABAC as well as in Thailand?

At ABAC I have studied mainly in the MBA evening program and chose different types of classes including Negotiation, Strategic Management, or Human Resource Management for instance. All of my classes were very rich and interesting, different and similar at the same time. But what I really

liked about them was that they were completely different from what I was used to in France. Here in Thailand, education focuses a lot on presentations for example, which is not the case in my country. And that is why I improved a lot in presentations and in group work since I came to ABAC. Generally speaking, student life at ABAC is rich and relaxing especially thanks to the sport facilities provided. This is something that I did not have in my home university as it was a very small university in a very small town.

I have really appreciated is that all the friends that I met at ABAC, international or Thai, helped me a lot on campus, explained to me how everything works and taught me about Thai culture. Although we come from different countries and backgrounds, the friends that I met at ABAC have always been there and helped me adapt to this new environment. Now, I feel Thai in some way, although I cannot speak Thai like Thai people do...yet.

What is your plan after graduating?

After graduating from the Master Degree, I have always wished to teach, and in fact, I started teaching in January 2015 in ABAC Suvarnabhumi Campus. Then, after a few months of teaching experience, I would like to start a Doctoral Degree in Education Leadership here at ABAC Hua Mak as I need to gain both practice and theory in teaching.

As an advice to the freshmen students, I would say that it is very important to learn and be aware of cultural differences and accept them. Being open-minded is not always easy, but by travelling, discovering other cultures and learning new languages, one can open him/herself to the world and accept difference better. Each time one travels abroad, he or she must learn about the local culture and open his/her mind to accept difference.

One last thing that I can give as an advice to younger students is the following: "Do your best to save your energy. The more energy you have in the future, the better".

“
DO YOUR BEST TO SAVE
YOUR ENERGY. THE MORE
ENERGY YOU HAVE IN THE
FUTURE, THE BETTER.
”

FA Prime

Financial Advisor Prime: Awaken financial services

We both graduated from Assumption University, Tam with a BBA majoring in finance and myself, Pui, with MBA ,2-year program which represent the very best minds in business with many going on to become successful entrepreneurs, to assume the leadership positions, analytical thinking and creative skills.

We started life in the insurance career since we were studying on campus and have qualified for the membership of the Million Dollar Round Table which is an association formed to help financial advisors establish best business practices and develop ethical and effective ways to increase clients interest in financial products, especially risk based products.

With skillful and a rich learning environment in the academic years, ABAC actively fosters academic excellence and stimulates the rigorous and differentiated learning which helps us generate a continuous stream of outstanding work.

Success is really the matter of choice! Despite being successful in the insurance career, we see the opportunity of growing our business as a financial advisor – the power of having and working a system with those clients that you can create value for. We take responsibilities in rendering financial services in term of leading our clients to their financial freedom. As such financial advisors help people sort through and choose investments, insurance and other financial products to achieve their goals in retirement planning, college funding, estate planning, tax planning and long-term care.



The process of planning starts from gathering clients' information, investigating their goals, analyzing their personal financial situation, recommending strategies, implementing the plans, and periodically monitoring their plans as to ensure that plans are effective and identifying any necessary updates.

Financial advisors can be a great profession for someone who wants to head down a new career path. Due to the increased investment by business and individuals, the rising number of self-directed retirement plans, the growing number of seniors, baby boomer save for retirement, better-educated and wealthier population financial advisors play very important role to serve people with their knowledge and wisdom. The advisors will be trained the top 5 skills: speaking, critical thinking, reading comprehension, active listening and writing. The advisors compensation fall into each with its own unique advantages but the rewards and benefits that come with the business can be substantial and can earn with high compensation a year. It is the profession ranking the top 10 highest average income in America.

Our team culture is to build the professionals and those who work with passion and truly wanted to thrive the very best in this career as to change their lives and ultimately change other people's lives from our trust-worthy advice.

For those who are interested in this career, you are most welcome to visit us, "FA Program" and experience the environment that prepares you for "The Best Financial Advisor" in the future financial service world.



Addwealth301 Co., Ltd.

(partnership with AIA Company Limited)

Email: financialteam@numthong301.com

Tel. 081-6337900, 02-6372569-70



016 SPECIAL INTERVIEW WITH DR. KITTI

ABAC-GSB 30th Anniversary *Gratitude, Ethics and Futuristic Leadership*

An Interview with Dean Dr. Kittti Phothikitti on the 30th Anniversary
of the Graduate School of Business

- By David Ledesma, ABAC-GSB Lecturer -

On the occasion of the Graduate School of Business' 30th anniversary, I had the pleasure and honor of interviewing Dean Kittti Phothikitti. I was very interested in how the university's graduate program had grown so rapidly under his tenure and thus, my questions revolved around the GSB's history, challenges, success, and vision.

How did the GSB start?

We started in 1985 when we first launched our MBA program. At that time, we were the first MBA program in the country and we had not more than 33 students. It was already an international program at that time, with all classes taught in English. Brother Martin's vision was to produce the best entrepreneurs in the country.

True enough, many of the country's most successful business owners today have graduated from ABAC. What has happened since your appointment as dean in the mid-2000s?

After my appointment, we launched a lot of extension programs including double-degrees; this was in part as a response to the earlier crisis of the early 2000s. We felt that an ordinary MBA program was no longer enough

to fulfill the needs of industry, as we needed to be more competitive in the international arena. As a result, we spearheaded new programs which had both specialization as well as cooperation with other universities internationally.

What was your biggest challenge when you newly took over as dean?

At that time there were already many other MBA programs being offered by other universities in Thailand. But fortunately, we maintained our uniqueness and identity as we used English as a medium of instruction while maintaining quality. Moreover, we upheld an international curriculum. Furthermore, we actively built alliances with the business industry in order to foster confidence in our program and graduates.

Under your tenure, the GSB has grown tremendously. What is your secret in achieving this?

Very importantly, we have an international mindset. For example, we pushed to change teaching style from traditional one-way communication to a more international "interactive" style of discussion with hands-on activities. Furthermore, we strategically and continuously infuse more I.T. (information technology) into the learning system whilst recruiting more "new generation" professors who embrace change. It is very important to have modern lecturers with fresh teaching styles and updated material that encourage freedom of thinking and analysis among students. This is matched with good connections with companies and organizations, both locally and internationally.

What message would you like to share with our faculty, students, and staff on this anniversary?

For this I go back to the university's traditional slogan: Labor Omnia Vincit ("with hard work and commitment we shall have success"). It may be an old slogan but it is still important today, and it will still drive us to success. Professors must work hard in creating good, modern, updated curricula. As for the students, they must work hard in school as well as prepare their minds before coming to class. Every morning, before coming to the campus, they must ask themselves, "What is my aim today as I go to university? What do I want to take home from my class and my professor? What do I plan to achieve? How will this day change my life for the better compared to yesterday?" Both lecturers and students must have open minds and a good relationship so that learning can be more effective. Everyone here in the GSB should see each other as part of the same family.

How will you guide the ABAC Graduate School of Business for the next 10 years?

I shall guide it based on three very simple ideas: gratitude, ethics, and futuristic leadership. What do I mean by this? Even if a student gets all "A's" in class, he or she cannot be a true leader if he or she has no gratitude or ethics. Similarly, for our organization, these 3 ideas will guide us for the next 10 years as we overcome future challenges and propel us into the next decade.

“

*WITH HARD WORK
AND COMMITMENT
WE SHALL
HAVE SUCCESS.*

”



018 LEARNING EXPERIENCE OUT OF CLASS



THESIS, NON-THESIS AND CONFERENCE PRESENTATION

It seems to be an all-time question for students doing an MBA (Master of Business Administration), whether they should go for “Thesis” or “Non-Thesis”. Similar to most universities, here at Assumption University of Thailand (AU) the students also have these two options to select either one that best fits them, and I would say it all depends on the students themselves which they can consider and consult with their lecturers. However, they both require students to conduct a research in their field of study and report findings following the research methods applied.

In this article, we will talk about what both Thesis and Non-Thesis students can do when they have completed their research. Yes, it is writing an academic paper and presenting it in a conference. What is it like anyway? Well, academic conferences are an essential part of the research process. They give researchers a platform to meet with like-minded people and give them a chance to showcase their work among their peers. It gives researchers a chance to see how they are progressing in relation to other research being done in their field of expertise, giving them a platform to sound their ideas and using feedback to further develop their research. These academic and research conferences always excite and scare students though, as they are the last hurdle in graduating after completion of their thesis. We usually see students laboring for months on their thesis or individual research paper, and then move on to compressing the thesis or research paper into a mere few pages. Nevertheless, at the end of the day what students get from participating in these conferences is much more than what they have to give to get in. The exposure they get, and appreciation for their work helps them grow both as academics and researchers, and it is at these conferences where students are influenced about the possibility of striving for a higher degree such as a Ph.D. (Doctor of Philosophy). Interesting, right?

There are a lot of academic conferences out there that we can participate. A group of MBA students from our university recently joined an international conference on "Development of Global Economy and its impact on Social Inequal Trade, Law, Entrepreneurship, Commerce, Humanities, Environment, and other Social Issues" jointly organized by Faculty of Social Science, Srinakharinwirot University, Bangkok, Thailand, International Association of Academicians and Researchers INAAR (Asia-Pacific), Muslim Studies Center, Institute of Asian Studies, Chulalongkorn University, Thailand, where they presented papers to an international research community, getting much praise and appreciation for their work. Here are some thoughts from our friends!



“THE GRADE WAS NOT THE HIGHEST REWARD FOR ME. IT IS ACTUALLY THE CHANCE TO PROVE MYSELF THAT I CAN DO IT...”



“It was a wonderful experience to meet with scholars and researchers from different countries and listen to their presentations in different fields and different regions is rather precious because this short moment flourished me with abundance of knowledge from their years of research works which are up to date information of today’s world.

This gave me a renewed confidence in my work and allowed me to present my paper calmly and confidently. The conference taught me that hard work is always rewarded. The work I put into my thesis was recognized at an international conference, which should give inspiration to future researcher to do quality work for them and for the University.”

Mr. Nay Lin Aung
MBA Day Program



“The International research conference was an extremely worthwhile and different experience for myself as an MBA student. It facilitated a platform to share my opinions and also gave me insights into academic exchanges with an international audience. It was uplifting to get positive feedback from other participants, and other inputs to make the research better. It is a great opportunity for students who have finished their individual research or thesis, and I encourage others do so as the experience is worth it.”

Ms. Lanqing Hao
MBA Day Program



“I feel very grateful that I was able to participate in this international conference and present my paper. Before I started my presentation, I was a little nervous, but once I started presenting my topic, everything went smoothly. I am also extremely proud of my paper, and the positive feedback I received from the panelists. I suggest that presenters shouldn’t be intimidated by who is in front of them, take a deep breath and present like usual. Preparation is the key to success.”

Ms. Liqian Yang
MBA Day Program

020

Another group of MBA students from Non-Thesis track also attended and presented at an international conference organized by The International Conference of The Prachachuen Research Network International Conference in Bangkok on 28 May 2015 at Stamford International University, Bangkok Campus. Here are their thoughts!



that made me happiest and proud of myself the most.

If you want to participate in a conference today, let me share with you some quick tips!

1. Talk to your course instructor/advisor and have a detailed plan for your conference presentation. Find a conference that supports your study topic and check all the requirements you need to follow.
2. Write your abstract and full paper then submit them accordingly "within the deadline" (Introduction, Literature Review, Methodology, Analysis and Findings, Discussion and Conclusions are what you will usually have to provide in your paper). You may have to revise some parts as per the comments or advice of Paper Review Committee or Editorial Board.
3. As you will have to present your whole paper verbally in a given time of normally 10-15 minutes, constant and effective practice is definitely required. You may be able to communicate fluently, but speaking about all your work in a fixed period of time can be challenging. So, rehearse for the best.
4. Personality is important. You do need to look professional on the presentation day.
5. Smile and make it a lively and fun experience.

That is all. So, are you ready?



"I was so excited, kind of nervous at first but when the time of the conference had come, it was not that difficult and I found that it was a very useful and good experience. I was so proud of myself and I will make use of this experience as best as I can for my further study and for my career. Opportunities can be created!"

Mr. Norapat Yutanakornkul
MBA Evening Program



"It was really a great experience for me to present in front of international researchers. I met people from different countries and discussed several research topics with them. I got more ideas for my future career and future growth."

Mr. Shashi Gupta

MBA Day

Now these prove that academic conferences serve as our stages to present as researchers. Moreover, they are for both Thesis and Non-Thesis students. Take me as another example. I also did my independent research on Perspectives and Preparation of International Institutions towards AEC: A comparative study on selected Tourism and Hospitality Educational institutions in Bangkok. I wrote an academic paper (11 pages) based on my research and presented it recently in May at 2nd World Tourism Conference and 16th International Joint World Cultural Tourism Conference held in Pattaya. I was just thinking that "I put my effort into this work and I should share it". It was that much simple and it was my first time, too. Although we know that every student from my program who presents their research in a conference will get an A, the grade was not the highest reward for me. It is actually the chance to "prove" myself that I can do it and the hard work I did, along with my own inspiration and motivation to do what I think is valuable and worthwhile,

Written by :
Ms. Daosiree Chayasirisobhon, MBA TRM Student



A DAY IN THE LIFE AT TAT HEAD OFFICE

The MBA-Tourism students enrolled in the Independent study batches 564 and 562, Marketing Management batch 571 and Sustainable Tourism batch 572 accompanied Dr. Adarsh Batra to attend a guest speaker session as part of one day outside class educational visit to the Tourism Authority of Thailand (TAT) Head Office located on 1600 New Phetchaburi Road, Makkasan, Ratchathevi, Bangkok on January 19, 2015. Upon their arrival students were directed to the presentation hall equipped with audio-visual aids. The Morning session was addressed by Mr. Chattan Kunjara Na Ayudhya, Executive Director of the Advertising and Public Relations Department TAT. The Main topic of his presentation was - Thai Tourism in 2020. The important highlights of the power-point slides presentation are briefly reviewed here: UNWTO's Tourism 2020 vision forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. It was mentioned that Thailand ranked 7th position in the world earning 42.1 billion US\$ as tourism revenue in 2013. The same year also recorded 26.5 million (10th place on the world tourism standing) international tourists' arrivals in Thailand. Thailand has set a target to receive 28 million international tourists in the year 2015. The main tourist destinations frequented by tourists are Chiang Mai, Nakhon Ratchasima, Kanchanaburi, Bangkok, HuaHin-Cha Am, Hat Yai, Phuket and Pattaya.

The Thai government has declared 2015 the "Discover Thainess" year with the objective of accelerating national economic and social development under His Majesty King Bhumibol Adulyadej's Sufficiency Economy principal to achieve a more sustainable form of growth (www.tourismthailand.org/discoverthainess).

The plan also calls for all stakeholders to showcase "Thainess", or the distinct character of the Thai people and the unique culture as Thailand will become a part of the ASEAN Economic Community (AEC) in 2015. A combination of aspects of "Thainess" makes Thailand unique and sets apart from all other countries. Thainess goes beyond the easy smiles and tropical beaches. Thainess is an excellent reflection of the Thai way of living that has been rooted in the cradle of fertility of the land and inherited since ancient times. The everyday life of the Thai people can boast a similar mix of culture and traditions that epitomizes "Thainess" and makes the country stand out as offering unique experiences to all visitors who visit Thailand. With this in mind, TAT is encouraging tourists to come, discover and experience the distinct entity and characteristic of the Thai people and the nation's culture assets which are a fine combination of arts and culture, ancient traditions, as well as rich natural resources or "Thainess" which can be characterized in seven unique aspects namely:

- Thai Food
- Thai Arts (handicrafts)
- The Thai Way of Life (homestay)
- Thai Wisdom (Buddhism, beliefs, spirit house)
- Thai Festivity (Songkran, Loykratong)
- Thai Wellness (healing centers, beauty clinics, spa, massage)
- Thai Fun (riding Tuk-Tuk, elephant, shopping)

Before the close of the presentation, students were encouraged to ask questions. Gifts were presented to Mr. Chattan as tokens of appreciation for spending his precious time and sharing valuable information to all students. TAT officials arranged gift hampers for all students containing colourful postcards and information on 2015 Discover Thainess. That was followed by a quick tour of the main TAT counter where photographs were taken. Students enrolled in independent study were required to visit recently renovated TAT Tourism Library to search through study material to assist find topics of their research. The last activity on the card was a 'hard- to- miss lunch' (snacks and drinks) served at the TAT cafeteria before going back to the Huamak campus.

Written by : **Dr. Adarsh Batra**
Director of Research in Sustainable Business
M.B.A. Tourism Programme Graduate
School of Business



022 SPEAKERS OF THE MONTH

FEBRUARY

SPEAKER: COUNT GERALD VAN DER STRATEN PONTHOZ, THE CHAO PHYA ABHAI RAJA SIAMMANUKULKIJ FOUNDATION INSII THAI HOUSE
TOPIC: FROM 1 LOCAL BRAND TO NO1 BRAND IN THE WORLD

Count Gerald van der Straten Ponthoz, a third generation member of the world renowned AB-Inbev Plc brewery group spoke on how the family was successful in taking the single beer brand Stella Artois started by their grandfather in 1966 to today's huge and rapidly expanding AB-inbev group which now holds a portfolio of more than 200 different brands of beers as well as one of the leaders of the CMG all over the world.

The company's history can be summarized by three major acquisitions, the 1989 acquisition of Jupiter brand which changed the name of the company to Interbrew. The company also acquired Labalt, a Canadian brewery as well as other breweries in China, Russia and different parts of the world. In 2004, Interbrew made strategic alliances with AmBev of Brazil resulting in its capture of 13% of the world's beer market.



MARCH

SPEAKER: MR. ROBERT GILBY, MANAGING DIRECTOR OF THE WALT DISNEY COMPANY SOUTH EAST ASIA
TOPIC: CREATIVITY AND INNOVATION

It is the most wonderful thing to have a dream in. However, living our dream is even more practical. In March 2015, ABAC Graduate School of Business invited the biggest dream maker all over the world. Mr. Robert Gilby illustrated a lesson about creativity and innovation on the Disney way to further explore the mystery inside. Plenty of graduate students participated with great attention at this speech which gave them ideas creating vision and innovation.

Mr. Robert Gilby made our dreams come true on March 25, 2015 because he was brought animated characters into real life. The stories he told, "walked into our heart as well as soul". How Disney could accomplish a lot of difficult

missions such as Cinderella, Maleficent and Frozen. Disney is good at storytelling to respond to a variety of societies. The faith in optimism of core characters can make it valuable to the public in reality. The animation icons always dare to face all obstacles on the way and overcome it in order to chase their dreams.

From his lecture, we knew Disney provides special entertainment and is an incredible company with heart. They invest in creativity, embrace technology and expand globally. Disney engages in high quality to innovate cartoons and produce infinite fantasies in recent times. Today's audiences could watch Disney productions on smart phone applications and games. Furthermore, Disney also cooperates with other companies such as MARVEL so that it can integrate new elements into this industry. It receives the feedback from local communities for figuring cultures in the world. So now, start creating magical journeys and twist fate to achieve brighter future on your own, like Elsa !!!

--Written by Mr. Kuen Feng Wu, MBA Student



Another major acquisition was through its purchase of Budweiser beer for \$45bn, making it the largest beer manufacturer in the world and the company changed its name of the present day AB-inBev.

Count Gerald attributes the success of his family business to the key mantra of "Dreaming big" as well as "always striving to achieve more than what we have". We as businessmen should be conscious of what we can achieve in a certain period of time and should work towards how we can maximize our input into the business in order for it grow and eventually gain higher revenue and higher success. This can be achieved by understanding the concept that "there is someone who is better than us", this implies although we might have a successful business venture, there are always other people who possesses more knowledge in certain areas than we do and hence can be more successful than us. This is very important for anyone who is looking forward to starting a new business venture or even for established businesses. The idea is to surround ourselves with good employees who have the ability to take the business to the next level as well as training these employees to reach their full potential.

This also implies us as owners or business leader should strive to learn and educate ourselves which is the only way we can move forward.

Adding value is yet another important area for us to focus on. Rather than patronage while hiring people in our business, we should always give preference to people with merit. This will not only add value to our business but will provide an opportunity to people who have the ability to work and be successful which in turn helps our business. Adding value should not only be the priority while hiring employees but we should look unto us as to how we can add value to our business, our family as well as the society as a whole. A successful business venture comprises of a dream which should be

worked on by the best people who works with passion to make the dream a success.

What can be done and what can be achieved is always a state of mind. We should constantly ask ourselves if we are happy with what we have or we are capable of doing more than this. Successful people always look to strive to be in a better position than before. With higher position comes more responsibilities but it is always good to have more than less which can lead us to contributing more to the society. The more we have the more we can give and humility is the key to success. Avoid being greedy!

--Written by Mr. Sanjog Jung Shah, MBA Student



APRIL

SPEAKER: MR. NAT RONGSAWAT, DEPUTY MANAGING DIRECTOR, ASIA BROADCASTING TELEVISION
TOPIC: THE BUSINESS OF MULTI-CHANNEL TV PROGRAM SERVICE IN THAILAND

The students showed great interest in joining and displayed willingness to participate in this session for the speaker of the month. On April 8th, the speech drew 36 attendees, who got to know a totally new generation of a range of television programs. Mr. Nat Rongsawat is Deputy Managing Director of Asia Broadcasting Television. The company is one of biggest firms which provides service to the Thai public in order to receive a strong signal throughout the rest of homes.

In recent times, watching television could be a different method through analog, digital, satellite, OTT and IPTV. People are in the trend to watch High Definition TV with sound fiction. Moreover, you could do video recording in advance of whatever you like and never ever miss watching any fabulous episodes or highlight replays of sport games. The television shows have been more diverse than before. Smart TV is going to apply to video-on-demand options.

Followed by the advance of technology and the innovation, we will have crystal clear 4K images in the near future. The new way of watching couldn't strain eyes anymore and just enjoy entertainment on a grand scale.

MAY

SPEAKER: MR. HIROYUKI SAKAI, HEADQUARTER OF ASIA PACIFIC REGION JTB COMPANY
TOPIC: THE POTENTIALITY OF TOURISM INDUSTRY

On May 21th 2014, Graduate School of Business (GSB) held a speaker of the month session with the topic "The Potentiality of Tourism Industry". Mr. Hiroyuki Sakai was invited to share his ideas and experience on this interesting topic with MBA students.

At the beginning of the session, it started with a brief review on Japan and his ideas about "every single country, town, region must have hidden charms" which sounds very interesting and full of knowledge for students to apply these concepts in their real lives. Next, he asked the students to present their hometown in terms of the speciality of their countries such as: Nepal, India and Switzerland. He also outlined that we can learn from the rest of the world by which going out around the world and seeing what can be an inspiration of our own ways of life.

He also explained that the power of tourism has impacted towards the particular country in terms of economics and hospitality. These factors are becoming tremendous opportunities as Thailand is one of the tourists' spot in Asia as well as Japan which nowadays has been very popular due to their culture and their ways of living. Moreover, Mr. Hiroyuki Sakai lets the students participate in creating a slogan for Japan and vote for the best one which have very good attention from students in the session.



During two hours of discussion, Mr. Hiroyuki Sakai provided useful information and ideas for students to think optimistically about how to live their life and one quote remained for students to find an answer by themselves "one travel changes your life".

--Written by Ms. Patcharapa Narumolsakulchai, MBA Student

024 OGS AROUND THE CAMPUS

OGS: A SERVICE CENTER FOR GRADUATE STUDENTS



ABAC DATA SIM

The OGS will provide special 3G Data Sim Packages (AIS and Truemove) exclusively for graduate students. Students will have the opportunity to purchase Data Sim Packages at a discounted price by showing their AU Student ID card.

COFFEE BREAKS & SNACKS - COMPLEMENTARY SERVICE FOR STUDENTS

The Service is available at Hua Mak Campus, 5th floor at Café de Brésil and 6th floor at Café de Luxe. Students who study at City Campus can have the service at the Student's lounge. You should contact the staff at each café for receiving your coupons with your registration slip when the trimester starts.

SELF-SERVICE COPY & PRINT

The OGS operates a combined self-service copy & print for graduate students to send print jobs from PC to self-service print stations located at Hua Mak Campus: computing lab, "A" building, 4th floor, and at ABAC City Campus: student lounge.

ACCESS TO THE INTERNET ON CAMPUS

To access WiFi Internet inside campus, the OGS provides a personal Internet User ID for each student. This ID is used for accessing the Internet while using AU WiFi internet on Campus as well as the student's personal mailing ID. In addition, another free WiFi access at 'A' Building is available exclusively for graduate students. When your device is connected to "Graduate Student wifi by OGS", you can log in with Username (your Student ID) and Password (your Citizen ID or Passport ID).

GSB MEETING ROOMS ARE NOW OPEN FOR STUDENT GROUPS

Graduate School of Business is offering unique areas for Student Groups to host meetings and discussions at "A" Building, A5. 5R1, 5th Floor.



Students can request a group reservation for up to 2 hours. All reservation requests can be made at the Office of Graduate Studies "A" Building, 4th Floor.

ONLINE PETITION

Graduate students can submit requests for the academic actions and approvals via petition online form on the graduate studies website. A separate petition is required for each request. Students can access the online petition after logging in with student user name and password on the current student page and click on the "Petition Requisition" on the left.

AU EBOOKSTORE

The newest version of the AU eBook Store provides free e-contents for every student of Assumption University as well as paid versions for other universities' students.

Students can buy any available magazines and books at student prices which will be cheaper than the price offered by other eBook Stores.





ABAC ON APP STORE

The new version of the ABAC iPhone App will be developed with more features and data integrating with the graduate website. AU Information can be easily accessed on iOS Apple mobile devices. The ABAC App provides users with useful information relevant to their study at ABAC, such as ABAC and Academic news, calendar, make up or cancelled classes, exam schedules and course information. Students can access seamlessly updated information on iOS device the same way they access information on the graduate website. Students can download the App from Apple App Store by typing the keyword "Assumption" and then click the App "Assumption University".

THE INNOVATION, CREATIVITY AND ENTERPRISE (ICE) CENTER

With support and cooperation from the government sector, GSB started the INNOVATION, CREATIVITY AND ENTERPRISE (ICE CENTER) which gives consultation and advice to Small and Medium Enterprises to compete at international standards. The agreement of cooperation between Assumption University and the Office of Small and Medium Enterprises Promotion (Office of SMEs) was signed on 27 April, 2006. In the first year, it successfully became the business incubator unit for 13 SMEs.

ORGANIZATION DEVELOPMENT INSTITUTE (ODI)

Only at Assumption University, we offer a real consulting body for enhancing multiple learning experiences. The Organization Development Institute (ODI) is our consulting institute that provides OD services to many well-known private and government organizations such as Singha Corporation, Krungsri Bank, IBM, Port Authority of Thailand (PAT), Designated Areas for Sustainable Tourism Administration (DASTA) and others. Therefore, students can learn from the real OD practitioners and experts and explore opportunities in assisting ODI.

ABAC BUSINESS LEGAL ADVISORY CENTER (BLAC)

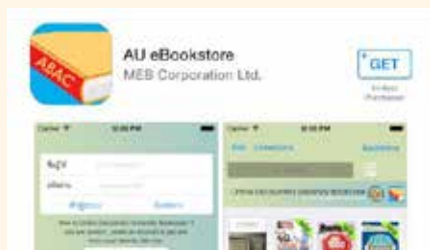
Graduate School of Business launched the ABAC Business Law Advisory Center (BLAC) on 19 June, 2009. The ABAC BLAC serves legal solutions and advice for Small and Medium businesses, entrepreneurs and professionals.

ABAC TRAVEL SERVICES (ATS)

The ATS office is the tourism service center aims at facilitating the students and faculty members' hotel and air ticket reservations, tours, and Meeting Incentive Convention & Exhibition (MICE).

Contact:

*i.f.c Assumption University, Office of Graduate Studies, "A" Building, 3rd Floor, Hua Mak Campus
Phone: 02 719 1089
Email: itc@au.edu*



The magazines can be easily accessed, downloaded and read via the students' iOS Apple as well as Android mobile devices anywhere and anytime. The eBook Store is available to download at Apple App Store and Google Play Store. Students can search by typing the keyword "Assumption" and then click the App "AU eBookstore".

ITOUCH & LEARN

GSB in cooperation with Apple (Thailand) provides exclusive portable devices for students to access class lecturing anywhere and anytime. All MBA students will have user name and password to access class content of MBA subjects. This allows students to access class content at real-time when accessible with public Internet using iPhone or iPad or on demand when accessible to website on PC.

Frequently Asked Questions for Current Students

▶ When do I have to maintain status?

You have to maintain status when you do not register for a semester, including the times when you are doing an internship or if you drop the whole semester for whatever reason. For more information, you can follow this link: www.graduate.au.edu/maintain_status.pdf

▶ How do I extend my visa?

You must submit online petition first. It may take about 3 working days to process the petition. However, if you are taking courses during that semester, you just have to show payment slip to Window 10 at Registration Office without submitting online petition.

**NOTE: Immigration Office will check students' records and visa documents issued from Window 10 at Registration Office to decide how long they can extend visa for the students. Rules and Regulations may be changed without prior notice according to the Immigration Office of Thailand.*

026 FEATURE



ALL YOU NEED
TO KNOW ABOUT

ASEAN ECONOMIC COMMUNITY (AEC)

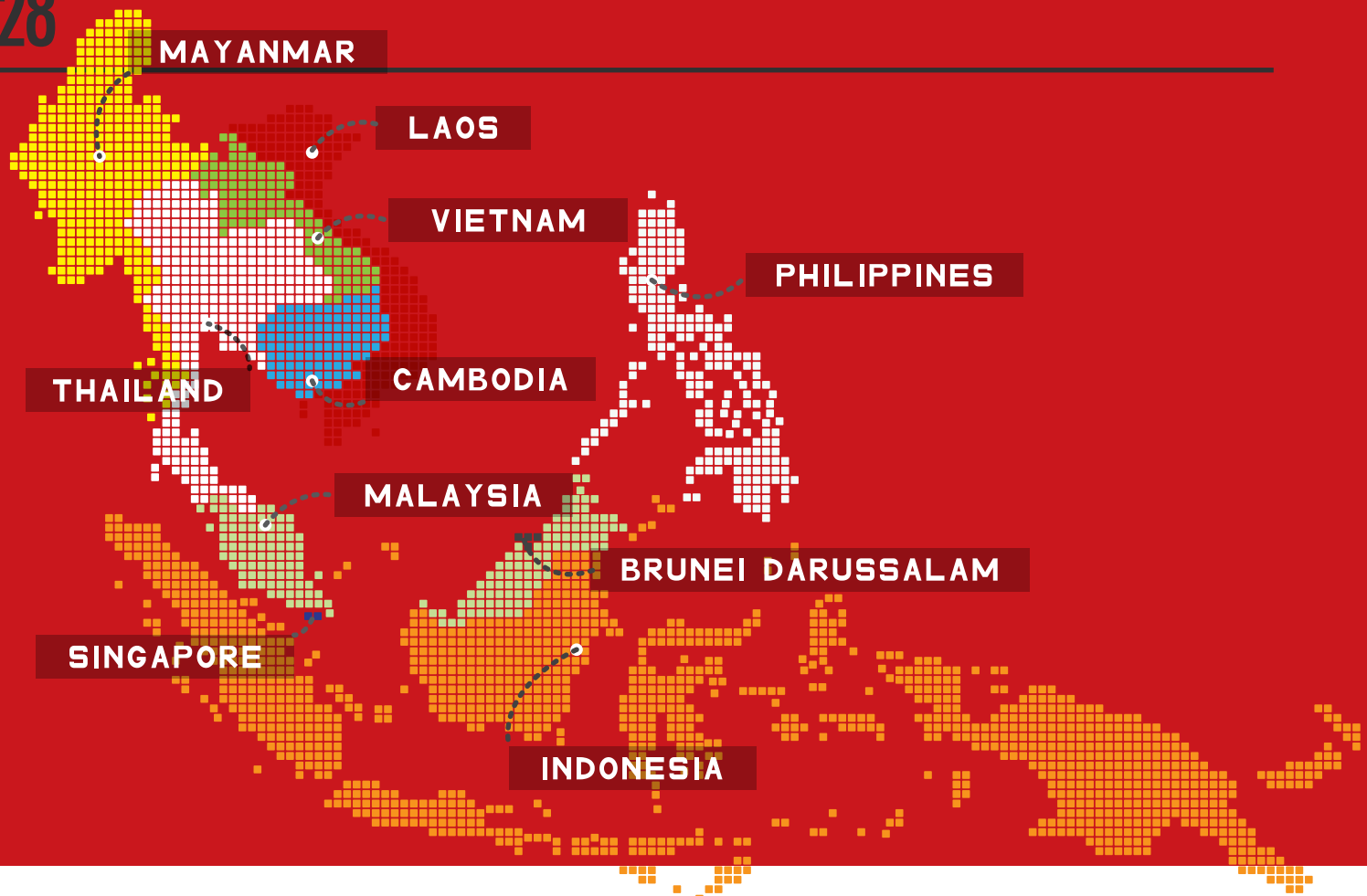
As we turn our attention to the emergence of the AEC and ASEAN Competitiveness in the World Economy, I shall take you on a journey into the recent past, to see the progress of development in Southeast Asia. I will also share with you some of my personal experiences with ASEAN.



PROFESSOR KANTATHI SUPHAMONGKHON

*the 39th Minister of Foreign Affairs of the Kingdom of Thailand (2005-2006)
University of California Regents' Professor at the University of California, Los Angeles (UCLA)
as well as Senior Fellow at the Burkle Center for International Relations at UCLA (2007-present)*

028



The ASEAN Community comprises of 3 pillars. The first pillar is the Political-Security Community. The second pillar is the Economic Community and the third pillar is the Socio-Cultural Community.

Southeast Asia, as a community of sovereign states, is actually a new phenomenon. Up until the end of the Second World War, there was only one sovereign state in Southeast Asia. It was Thailand, our beautiful land of the smiles. The rest of Southeast Asia was divided into colonies of Britain, France, the Netherlands, Portugal, Spain and the United States of America.

Southeast Asia has always been a land of diversity. In fact, it is the most diverse region on our planet.

Let's look at religion. Southeast Asia has all the religions one can think of Buddhism, Hinduism, Islam and Christianity.

Looking at the types of government, we have them all - absolute monarchy, constitutional monarchy, republics, military dictatorships, democratic countries and communist countries.

We have numerous languages. Indonesia alone has more than 350 languages.

Looking at wealth, Southeast Asia has very rich countries, as well as some of the poorest countries in the world.

During the Cold War, Southeast Asia was divided into three camps, the communist, the pro-American and the non-aligned camps. The United States initiated the formation of the Southeast Asia Treaty Organization or SEATO. Ironically, SEATO only had two Southeast Asian countries as members, namely Thailand and the Philippines. SEATO did not last long.

The end of the global Cold War, enabled Vietnam, Cambodia, Laos and also Myanmar to join ASEAN. Now, 10 out of 11 Southeast Asian countries are members of ASEAN. East Timor, the youngest baby in Southeast Asia, is the only Southeast Asian country still outside of ASEAN today.

ASEAN now has a population of 600 million people, larger than the population of the European Union, which is just over 500 million.

The ASEAN Free Trade Area or AFTA,

came into being in 1992, enlarging the ASEAN market, thereby enhancing our export competitiveness, as well as attracting substantial foreign direct investment. AFTA provided the foundation for the creation of the ASEAN Economic Community this year.

There are so many other things that ASEAN could do, to make the people of ASEAN see the relevance of ASEAN to their lives. ASEAN cohesiveness and competitiveness depends so much on the strengthening of this socio-cultural pillar.

ASEAN's goals can be summed up as follows: Manage relations between members. Manage relations between ASEAN and external powers. Avoid the use of force or war between members. Members were encouraged to settle conflicts when possible, or shelve away difficult conflicts to avoid the use of force.

ASEAN developed what we have called, "The ASEAN Way." This means sovereign equality of member states. This means non-interference in the internal affairs of member states. This means decisions by consensus.

ASEAN has refrained from interfering in the internal affairs of its member



ASEAN DEVELOPED WHAT WE HAVE CALLED, "THE ASEAN WAY." THIS MEANS SOVEREIGN EQUALITY OF MEMBER STATES. THIS MEANS NON-INTERFERENCE IN THE INTERNAL AFFAIRS OF MEMBER STATES. THIS MEANS DECISIONS BY CONSENSUS.



states. The latest example of this was the recent political conflict here in Thailand.

Nevertheless, ASEAN became rather creative, regarding its adherence to the non-interference principle, setting precedence for other regions to follow.

ASEAN can take up domestic issues of member states, if the issues have substantial impact on ASEAN at large.

ASEAN also became creative in the management of its relations with external powers. ASEAN built what is now known as the ASEAN architecture. This means the building of cooperation structures, to enhance ASEAN's relevance and therefore, its competitiveness.

ASEAN cleverly created the concept of "dialogue partners". External powers were invited to become ASEAN Dialogue Partners. It started with ASEAN + 1, in which 10 members of ASEAN, would together meet with one Dialogue Partner, at a time. In addition, external powers were invited to cooperate with ASEAN, within numerous structures. I will name them quickly.

ASEAN + 1, ASEAN + 3, ASEAN Regional Forum (ARF), East Asia Summit (EAS)

ASEAN would decide which countries to invite, to be members of the different cooperation structures. ASEAN would set agendas for discussions. ASEAN would host the meetings.

ASEAN invited China, Japan and the Republic of Korea to form ASEAN + 3.

The ASEAN Regional Forum, or the ARF, now has 27 members. Among them are the United States, the European Union, China, Russia, Japan, as well as both North and South Korea.

There was a general assumption, that the composition of the EAS, would be the same as the composition of ASEAN + 3. The difference would be that, the EAS would focus on identifying broad issues for cooperation, whereas the ASEAN + 3 would focus more on the nuts and bolts of implementation.

I proposed that the composition of the EAS should be different from those of the ASEAN + 3.

- The candidate must be a Dialogue Partner of ASEAN.
- The candidate must accede

to the Treaty of Amity and Cooperation in Southeast Asia (TAC).

- And here is where we used diplomatic words to give us more room for discretion - The candidate must have substantial relations with ASEAN. Naturally, we left "substantial relations with ASEAN" undefined.

India, Australia, New Zealand and Russia expressed immediate interest to join the EAS. They were all Dialogue Partners of ASEAN. They all would accede to the TAC as soon as possible. ASEAN had a consensus that India, Australia and New Zealand should join the EAS by the end of 2005. ASEAN had no consensus on Russia, and we therefore informed Russia that it needed to have "substantial relations with ASEAN," before it could consider joining the EAS.

The creation of ASEAN architecture for cooperation with external powers enabled ASEAN to host meetings and set agendas for discussions with external powers every year. In other words, the ASEAN architecture enabled ASEAN, to play leading roles in its relations with external powers. It enhanced ASEAN's global relevance, and thus its competitiveness under globalization.

030 GREAT ESCAPE



INSIGHTS THAILAND



NANG PHAYA HILL SCENIC POINT CHANTHABURI POINT - CHANTHABURI

A new view point in Thailand where many advertisements have been shot.

AO KHUNG KRABEN DEVELOPMENT STUDY CENTER - CHANTHABURI

Mangrove Forest: This is a plentiful nursery of sea animals which will return to nature and balanced ecology, when they grow up.

TALING CHAN FLOATING MARKET

is located on the canal Khlong Chak Phra in front of the Taling Chan district office, Bangkok. This market retains the traditional way of life along the canal. There are vendor's boats carrying Thai food, fruits and vegetables to be sold. It is opened only on weekends from about 8:30A.M.to 04:00P.M. There are live traditional Thai music performances from 11:00A.M. to 2:00P.M.



THE CATHEDRAL OF THE IMMACULATE CONCEPTION - CHANTHABURI

The most beautiful church in the Eastern province of Thailand



DURIAN - CHANTHABURI

The King of fruits in Chanthaburi, the land of fruits.

032 GREAT ESCAPE



THE KING PRAJADHIPOK MUSEUM

I have been spending each Sunday in recent weeks, when not teaching, by walking around parts of Bangkok and Thonburi to learn more about our wonderful city and history.

I was inspired to do so after reading a wonderful book, *22 Walks in Bangkok* by Kenneth Barratt and more recently another wonderful book, *Exploring Bangkok; An architectural and Historical Guidebook* by Robin Ward, has also assisted me. The Saint Gabriel Library has a copy of both books.



Sunday 11th January my visit included The King Prajadhipok (Rama V11) and Queen Rambai Barni museum located on the Rajdamnern Larn Luang road intersection, leading to the Pan Fah bridge and beside the original Thai International Airways Head Office.

Entry to the museum is free and you are provided with complimentary leaflets and a CD-Com.

The building was completed in 1906. It is a pale-green, French–Swiss style, three storey cement structure and features a central bay rising to a cupola. The architect was Mr. Charles Beguelin who was commissioned by John Sampson and Sons, who were Naval, Military, Court and Civil tailors by special appointment to HM The King of Siam. (Ward, 2014, p.89)

The store ceased trading in the 1920's, upon which the Public Works Department occupied the premises from 1933 until 2001. The building was then transferred to the King Prajadhipok Institute and was fully refurbished. (ibid)

The museum exhibits the life and major points of interest in the lives of both King Prajadhipok and Queen Rambai Barni (1904-1984) from their childhood to the end of their lives. Descriptive details are provided for visitors in both Thai and English languages.

King Prajadhipok, (1893-1941) was the first King in the Chakri dynasty to become a constitutional monarch, the first to abdicate and the first to have only one wife. He was interested in seeing the transition from absolute monarchy to

constitutional monarchy and for democracy to become the norm in Thailand. However, a coup d'état occurred and the Royal couple left for England, where they lived for many years. (en.wikipedia.org/wiki/Prajadhipok_accessed 13 January 2015)

During that period the King died and was cremated in England. Queen Rambai Barni lived on in England and returned to Thailand in 1949 bringing the Kings remains back with her, to be placed in the Royal mausoleum at Wat Rachbophit.

In the remaining years of her life, Queen Rambai Barni assisted King Bhumibhol Adulyadej and Queen Sirikit in many charitable activities.

Notable among Queen Rambai Barni's many achievements were that she was the first Thai Queen to accompany her King on official visits abroad and she was the first Thai member of the Royal family to play and excel at golf. (en.wikipedia.org/wiki/Rambai_Barni)

Everyone should visit this museum to appreciate a wonderful life and to have a better understanding of our Thai Royal heritage and history throughout the 1900's.

References:

Barrett, Kenneth, (2013), *22 Walks in Bangkok*, Tuttle Publishing, Singapore. en.wikipedia.org/wiki/Rambai_Barni_accessed 13 January 2015
en.wikipedia.org/wiki/Prajadhipok_accessed 13 January 2015

Ward, Robin, 2014, *Exploring Bangkok: An Architectural and Historical Guidebook*, Li-Zen Publishing, Bangkok
Wikipedia.org/wiki/King_Prajadhipok_museum_accessed 13 January 2015
Figure 1. The King Prajadhipok Museum Rajdamnern Road at Pan Fah Bridge intersection

Source: Wikipedia.org/wiki/King_Prajadhipok_museum_accessed 13 January 2015



Written by
Dr. John Barnes
(Head of Tourism Research, Assumption University, Thailand)

034 GREAT ESCAPE

TRIP BY QATAR AIRWAYS



Qatar Airways operates one of the youngest and most modern fleets of aircraft in the skies today. Since the planes are so new, they are really clean. Qatar Airways has won all kinds of awards and was recently named “Airline of the Year” by Skytrax.

At Hamad International Airport, Al Mourjan Business Lounge for Qatar Airways' Premium passengers offers a luxurious experience comparing to any five-star boutique hotel. Al Mourjan Business Lounge is about 10 times the size of an Olympic size swimming pool and the Lounge access is for Qatar Airways and Oneworld First and Business Class passengers. Qatar Airways' premium terminal is off the charts. It's my new favorite airline lounge and has everything you could think of: comfortable chairs, many food stations, free Wi-Fi, showers, kids room, family room, game room, smoking room, prayer room. I was welcomed by Mr. Ajay

Pal Singh Negi, the Duty Officer. He is a very friendly and attentive person.

First time flying Qatar Airways from Bangkok to Zurich via Doha and return the same route, the service on ground is excellent. Ranging from Mr. Danya, reservation staff at Bangkok office, he is a nice and service-minded person. At the check-in counter at Bangkok, the staffs are very energetic and process runs smoothly.

Prior to takeoff the flight attendants pass out amenity kits that have earplugs, lip balm and moisturizer. On long-haul flights, business class passengers are given soft his/hers, 100%



cotton sleeper suits, no-slip socks and an eye mask. The planes have mood lighting, which help you sleep better. The bathrooms are cleaned, are bright, have a full-length mirror and are stocked with toothbrushes, toothpaste, shaving kits and sanitary wipes. Economy passengers get between 32 and 34 inches of seat pitch (legroom) and seats are 18.9 inches wide. Business class passengers have 78 inches of seat pitch and 22-inch wide seats. The seats also have built-in massagers. There are power outlets for both plugs and USB and no adaptors are needed.

Qatar Airways' in-flight entertainment system is called Oryx Entertain-

ment. You can have personal seat-back television screens. Each seat has state-of-the-art entertainment systems with over 1,000 entertainment options—movies, television, video games and music. In business class, the screens are 17 inches and in economy, they are 10.6-inches.

Overall, I find Qatar Airways provide great service onboard but it was a pity on return flight which I expected that I would be on board of Boeing 787 Dreamliner. Qatar changed flight type on that day. So I had to board another type which is older. However it's a good chance for me to me with the nice and friendly flight purser Ms. Rupakhi, and flight crew Ms. Yesmine,



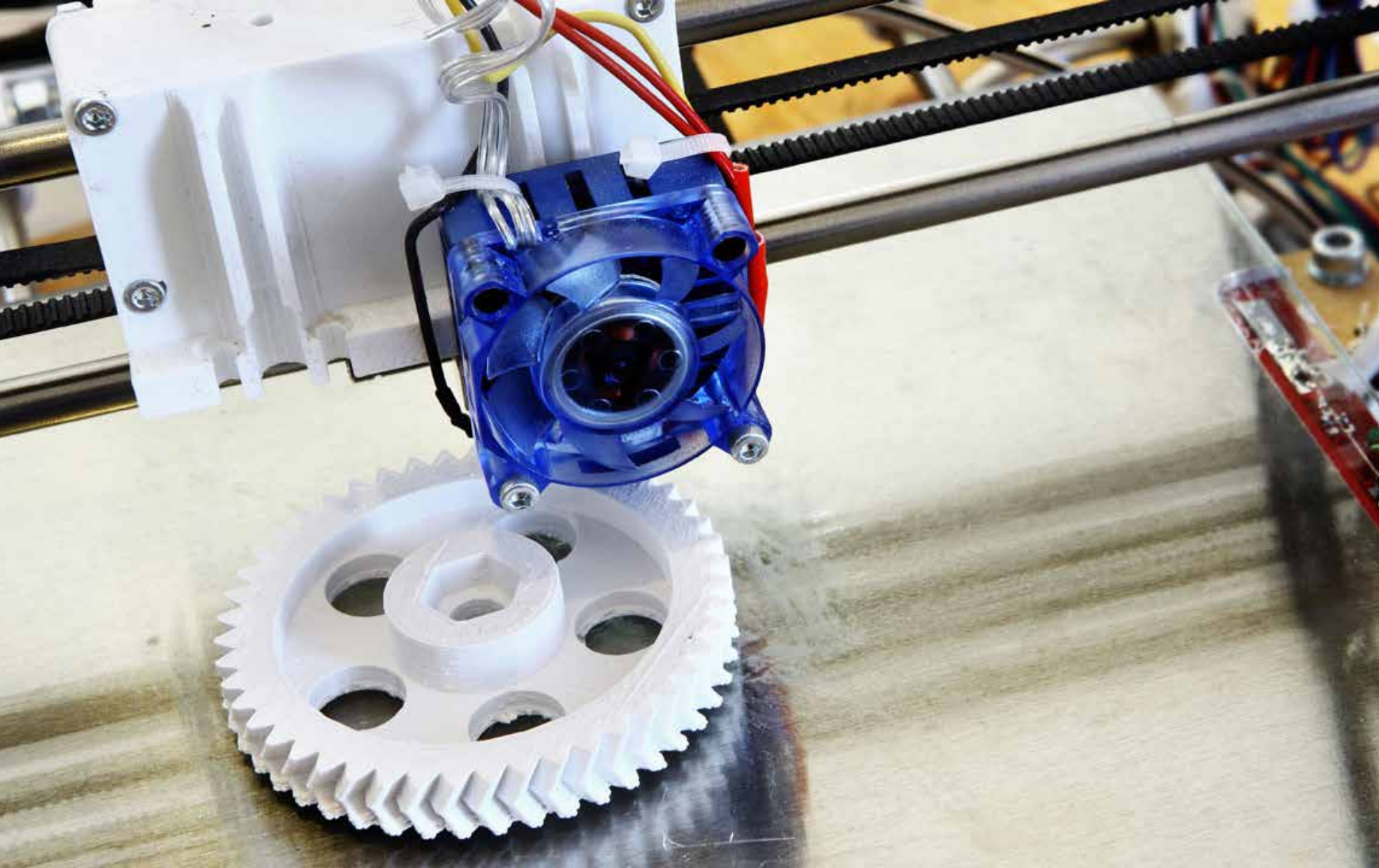
who had taken me during the flight. She is very nice and attentive to the passengers. Hence, the flight was flying with pleasant. Food on board is at best on these flights.

I've seen some recent comments that Qatar's very high standards have slipped quite a lot, but my experience is the complete opposite. I've always believed their services to be vastly superior to their rivals in the world and nothing on my trip has changed my opinion that Qatar Airways have by far the best cabin crew and ground staff around. I've already booked future flights with this favorite airline.



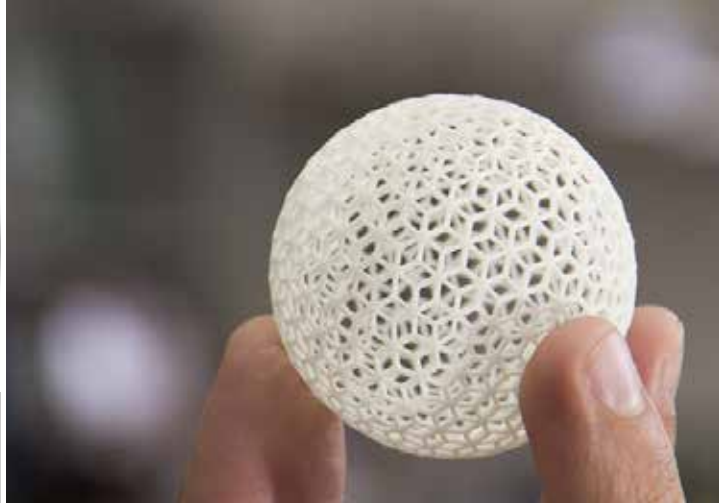
Written by: Dr. Voravee Pattaravongvisut
(MBA Full-Time Lecturer)

036 INSIGHT TECHNOLOGY

SOURCE : <http://gopro.com>

3D PRINTING

We are now entering a new technological era, which many people call: the "Third Industrial Revolution". 3D Printing moves us much away from the age of mass production and offers us a new reality of customization. Yet, a single production or product prototype could be produced almost instantly. Imagine if you need a spare-part of an uncommon washing machine; it is likely that you need to contact a distributor or a repair man to pre-order, which might take up to 15-30 days. After the manufacturer has received your order altogether with other customers', these parts are mass produced at once, probably, injection-molded from a customized mold. Afterwards, these products are shipped out from overseas before landing at your door step. Again, what if this process could be reduced by 90%? With 3D Printing technology, these complicated and un-complicated parts could be printed right in your home or at a local store.



3D Printing or Additive Manufacturing uses various types of additive manufacturing technologies. However, the output is common: they create three-dimensional objects by plotting-out successive layers of materials to form a solid appearance object. Each of these printed layers is a thinly-sliced, horizontal cross-section of the eventual object. To have a clear picture, this could be compared to a multi-layer cake which the baker bakes layer by layer until the entire cake is formed. 3D printing is somewhat similar, but it is more precise under digital control.

3D Printing could be constructed via almost any commercial material. For example, Plastics are the most widely used in additive manufacturing, including: ABS, PLA, PVA, PC and Soft-PLA. Furthermore, various types of Metals, Chocolates, Bio-Inks, Bone Particles, Glass, Hot Glue, Sand Stone and Skin are found to be parts of additive manufacturing materials. That's why, 3D Printing is not only applicable in media and art industries but across countless business functions. Food firms use 3D printing to form decorative, delicious food displays that are consumable. Doctors use this very similar tool for research purposes as well as using these

particles as part human-cell repairing procedures. Yet, for personal usages; 3D Printing or domestic 3D Printing is currently for hobbyists, enthusiasts and non-commercial artists. Since its price tag is dropping dramatically, 3D Printing is becoming more popular. Its price could range between 250 – 2,500 dollars. But, within the Thai territory, home-used machines are not yet widely available. However, 3D printing services are now accessible with a minimum price of about 1,500 THB, depending on printer materials, object sizes and scales.

From the perspective of additive manufacturing, such technology developments will transform the nature of commerce. Since users have capabilities to produce their own manufacturing objects rather than depending on manufacturing firms, 3D Printers are capable of outputting in color with multiple materials. With further development and effect use of energy, waste reduction, customization and pricing; 3D printing would gradually revolutionize the world of manufacturing as we know it today.

ACADEMIC CALENDAR

MBA PROGRAMS, GRADUATE SCHOOL OF BUSINESS 1/2015 ACADEMIC CALENDAR (September-December 2015)

Now - August 13, 2015	Application selling period for MBA (581-xxxx)
Sun, 16 August 2015	MBA Written Entrance Examination (English)
Sun, 23 August 2015	MBA Interview Entrance Examination
26 August 2015	Entrance Examination Result (English & Interview)
28 August - 5 Sept 2015	Registration for New students (student admission ID 581-xxxx)
14 September 2015	Last day for final examination grades submission for 3/2014
14-21 September 2015	Registration period for Written Comprehensive Examinations
Sat, 29 August 2015	Induction Day for student admission ID 581-xxxx
Mon, 31 August 2015	Instructions begins for trimester 1/2015 (For Weekday Program)
Sat, 5 September 2015	Instructions begins for trimester 1/2015 (For Weekend Program)
Sun, 27 September 2015	Late Final Examination for trimester 3/2014
4-14 September 2015	Sign up for Freshmen Seminar (581-xxxx students) at OGS
21 September 2015	Final examination grades release for 3/2014
14 September 2015	Last day to late register, adding/changing with fine and withdrawing courses without "W" on the transcript & to refund 50% of tuition fee (Apply for all MBA Programs)
27 September 2015	Internship Presentation (only for MBA Day students)
2 October 2015	Eligible students to take Written Comprehensive Examination announced
10-11 October 2015	Freshmen Seminar (for 581-xxxx students)
19-26 October 2015	Mid-term Examination period
Sun, 11 October 2015	Written Comprehensive Examination (MM)
Sun, 18 October 2015	Written Comprehensive Examination (FM)
Sun, 25 October 2015	Written Comprehensive Examination (SM)
2 days before exam date	Eligible students to take Oral Comprehensive Examination announced
1-8 December 2015	Submission of final examination papers for 1/2015
16-23 December 2015	Final examination period
14 December 2015	Last day to withdraw with "W" grade
4 December 2015	Oral Comprehensive Examination Period for MBA Professional Day (Batch 19) students
	Oral Comprehensive Examination Period for MBA Double Degree (Batch 16) students
12-13 December 2015	Oral Comprehensive Examination Period for MBA Fast Track, Hua Mak (Batch 17) students
14 December 2015	Oral Comprehensive Examination Period for MBA Professional Evening (Batch 20) students
15-16 December 2015	Oral Comprehensive Examination Period for MBA (Day/Evening) students
19-20 December 2015	Oral Comprehensive Examination Period for MBA Fast Track, City Campus (Batch 22) students
23 December 2015	Oral Comprehensive Examination results announced
14-24 December 2015	Registration e-payment for 2/2015 trimester (manual payment period for 582-xxxx MBA students)
Sat, 9 January 2016	Induction Day for student admission ID 582-xxxx
24 January 2016	Last day to petition for late Final examination
Mon, 11 January 2016	Instructions begins for trimester 2/2015 (For Weekday Program)
Sat, 16 January 2016	Instructions begins for trimester 2/2015 (For Weekend Program)
Sun, 31 January 2016	Late Final Examination for trimester 1/2015

The Academic Calendar can be downloaded to your PC, iOS or Android device To subscribe for the Online Calendar follow these Steps:

1. Visit <http://grad.au.edu/>
2. Click "Academic Calendar"
3. Click "MBA Online Calendar"
4. Follow Instruction in "Subscribe MBA Calendar Click Here" (<http://www.graduate.au.edu/onlinecalendar/gradcalendar.html>)