มหาวิทยาลัยอัสสัมชัญ จัดพิธีประกาศปริญญาบัตรรุ่นที่ 39 เมื่อวันที่ 21 มกราคม 2555 ณ ศูนย์การประชุมแห่งชาติสิริกิติ์ โดยมี พระยา ดร.บัญชา แสงหัวจิ อธิการบดี เป็นประธานในพิธี พร้อมด้วยกรรมการมหาวิทยาลัยอัสสัมชัญ ผู้บริหารและคณาจารย์ รวมในพิธีซึ่งมีดุษฎีบัณฑิต มหาบัณฑิต และบัณฑิต สำเร็จการศึกษารวม 3,943 คน
ประมวลภาพ
พิธีพระราชทานปริญญาบัตร รุ่นที่ 39
เมื่อวันที่ 21 มกราคม 2555 ณ ศูนย์การประชุมแห่งชาติสิริกิติ์
Report on University Development
Academic Year 2010

Chairman of the University Council
President
President Emeritus
Faculty Members
Distinguished Guests and Graduates

It is my honor to present to you the report on Assumption University’s Academic Development during the Academic Year 2010.

Inspired by Catholic intellectual tradition, Assumption University for more than 40 years has educated students from different nationalities worldwide to become intellectual, responsible and moral men and women who think critically, act wisely and work skilfully to advance the common good. The University has played an important role in this intellectual and spiritual development. On this day we recognize the fulfillment of the University’s mission.

There have been significant developments worthy of mentioning:

1. Curriculum Development

In order to broaden and enrich academic programs and to provide quality and updated curriculums, 7 programs have been modified in compliance with the Thai Qualifications Framework for Higher Education and all programs are due to be completed by 2012. One new academic program, MA in Professional English Media Studies, was offered to give students a wide choice of fields of study.

In the Academic Year 2010, the University offered 88 programs comprising of 38 bachelor’s degree programs, 3 graduate diploma programs, 32 master’s degree programs, and 15 doctoral degree programs.

2. Human Resources Development

The attainment of the University’s foremost mission to be the leading international university lies in the presence of well-qualified and competent faculty with diverse cultural backgrounds. Currently, the University has 1,109 full-time faculty members performing either or both academic and administrative duties, 737 (66.46%) of whom are Thai nationals and 372 (33.54%) are foreigners who come from a total of 34 countries. Of the total, 345 are Ph.D. holders, while 619 and 145 are master’s degree and bachelor’s degree holders with the ratio of 31 : 56 : 13, respectively.

Furthermore, to ascertain a relentless development of the faculty members’ qualifications so as to make them prominent and well-accepted scholars, the University employs both consolidated recruitment policies and
committed human resource development programs whereby scholarships for higher education, seminars and trainings are regularly provided to competent and dedicated full-time faculty members and supporting staff. This academic year, 12 faculty members have received scholarships for further education, and 190 faculty members and supporting staff were sponsored to attend academic seminars and professional trainings organized both locally and abroad.

3. Research Support and Development

Assumption University acknowledges that the quality of research and development in the University is the key to advancing the standing of the University in the academic community, both national and international. Thus, the University is committed to supporting faculty members in advancing their academic status through research funding and grants, support for presenting and publishing research papers locally and abroad, assistance when applying for academic titles and by recognizing their valuable contribution to the University’s research environment.

Currently, there are 73 full-time faculty members holding academic titles, 7 of whom are professors, 17 are associate professors, and 49 are assistant professors. There are 190 research and academic articles published in local and international academic journals and proceedings, and 72 research papers presented in local and international conferences.

4. Statistical Data on Graduates of Class 39

In the academic year 2010, the University had a total of 18,698 students. Of these, 16,935 were taking Bachelor’s degree programs, 1,544 were taking Master’s degree programs and 219 were taking Doctoral degree programs.

Thus far, the University has conferred degrees to 38 classes with a total of 71,433 graduates. For the academic year 2010, 3,943 graduates will receive their degrees. The number of graduates categorized according to their degrees and areas of specialization are as follows:

- 26 Doctoral graduates
  - 4 in Business Administration
  - 1 in Computer Information Systems
  - 1 in Philosophy
  - 1 in Religious Studies
  - 6 in Educational Leadership
  - 3 in Information Technology
  - 3 in eLearning Methodology
  - 7 in Organization Development
- 940 Master graduates
  - 558 in Business Administration
  - 53 in Technology Management
  - 25 in Tourism Management
  - 32 in Organization Development and Management
  - 7 in Computer Information Systems
  - 11 in Computer and Engineering Management
  - 18 in Internet and E-Commerce Technology
  - 10 in Investment Analysis Management
  - 8 in Counseling Psychology
  - 2 in Individual and Family Studies
  - 2 in Religious Studies
  - 38 in English Language Teaching
  - 23 in Information Technology
  - 5 in Telecommunication Science
  - 2 in Food Biotechnology
  - 6 in Public Law
29 in Business Law  
7 in Taxation Law  
21 in Management  
9 in Information and Communication Technology  
1 in eLearning Methodology  
35 in Supply Chain Management  
5 in Financial Economics  
11 in Curriculum and Instruction  
10 in Educational Administration  
12 in Teaching Chinese as a Foreign Language  
• 11 Graduate Diploma graduates  
in Teaching Profession  
• 2,966 Bachelor graduates  
1,559 from 14 majors in the School of Management  
722 from 4 majors in the School of Arts  
59 from the School of Nursing Science  
63 from 6 majors in the School of Science and Technology  
45 from 8 majors in the School of Engineering  
283 from 5 majors in the School of Communication Arts  
141 from the School of Law  
18 from 2 majors in the School of Biotechnology  
50 from 2 majors in the School of Architecture  
26 from the School of Music

Among these graduates, there are 246 outstanding academic achievers who will receive the University Council’s and the President’s Certificate of Honours.

Having attained a cumulative grade point average of 3.80 and above, 49 graduates will receive the Summa Cum Laude honours.

Another 158 graduates who have attained a cumulative grade point average between 3.50 and 3.79 will receive the Magna Cum Laude honours.

The 148 graduates who have attained a cumulative grade point average between 3.25 and 3.49 will receive the Cum Laude honours.

The University has always been committed to her mission of providing international quality education and has made rapid progress in several aspects as presented in this report. This, clearly, can be attributed to the unwavering perseverance, devotion, commitment, and integrity of administrators, faculty members, and staff to their roles and duties, and more importantly, the trust of students, parents, and other stakeholders.

On this auspicious occasion, I would like to call upon the President of the University, Rev. Bro. Dr. Bancha Saenghiran, to confer the degrees and the certificates of honours to the successful Graduates of Class 39.

Dr. Sompit Porsutyarak  
Vice President for Academic Affairs
Address by the President of
Assumption University of Thailand at the 39th
Commencement Exercises
Queen Sirikit National Convention Center
Saturday, January 21, 2012

Chairman of the University Council,
President Emeritus,
Administrators,
Members of the Faculty & Staff,
Members of the Alumni Association,
Parents, Family, and Friends,
Honored Guests, and
Dear Graduates, Class 39

Let me first acknowledge and thank those who are present at this graduation ceremony. We have Rev. Bro. Sirichai Fonseka, Chairman of the University Council. He is also the Provincial Superior of Montfort Brothers of St. Gabriel, Province of Thailand. Then, we have our respected Bro. Prathip Martin Komolmas, the President Emeritus; Administrators; faculty and staff; representatives of the AU Alumni Association (AUAA), including your near and dear ones, and friends who are gathered here in this august assembly to witness and honor your achievement.

All of you are here in part because your parents have recognized the importance of education and been willing to make sacrifices to ensure you have solid academic credentials. Rightly so, the diploma you have just received gives you an advantage over many others in the workforce. So, on behalf of our honored guests, administrators, faculty and staff, allow me to acknowledge your parents’ unselfish contribution to your achievements and then extend my sincere congratulations to each and every one of you for graduating from Assumption University.

This year’s graduation ceremony comes in the aftermath of the worst flood Thailand has experienced for decades. Some have labeled it an “economic tsunami,” not too strong a term given the tragic loss of many lives and the extent of the devastation, which runs in the billions. Others have referred to it as a “political flood,” and many considered it as “mismanagement” of the floods due in part to ignorance of flood crisis management. Any crisis of that magnitude calls for non-partisan solutions. Politicians should have risen above their divides, worked together, and acted for the common good. So should have citizens. Recall the rift over sandbags with one side piling them up and the other removing them. The elevated expressways which were turned into the largest – and most unregulated – parking areas in the world provides further evidence of the need for more coherent planning and civil discipline.

Still, the failure of the political process to ensure effectiveness is not specific to Thailand. Take the debt crisis in Western Europe. Obviously, governments there cannot keep spending more than they earn forever. Yet, the political stalemate over austerity measures has sent markets stumbling and put the global economics recovery at risk. Clearly, these are cautionary tales for all of us to learn from.
These economic, political, technological, and environmental shifts which are reshaping the 21st century also raise the issue of what kind of world awaits you.

The World of the 21st Century

As the Association of Southeast Asian Nations (ASEAN) is preparing for the ASEAN Community in 2015, the pressing issue is for Thailand in general and you, graduates in particular to keep ourselves ready for the Day. ASEAN will become a Single Market and Production Base in which goods, services and skilled labor will move freely. ASEAN’s economic integration will, among others, increase interdependence among member states. The ASEAN Community is expected to be people-centered and socially responsible with a view to achieving enduring solidarity and unity among the nations by forging a common identity and building and sharing society which is inclusive and harmonious, where the well-being, livelihood, and welfare of the peoples are enhanced.

Growing interdependence precisely characterizes today’s world. Take the recent flood crisis again! Although it occurred in one country, it affected people in many places around the world. Globalization is now one of the major forces shaping our time.

One of the main factors of globalization has been the advances in communication and transportation, which have been accelerating at a dizzying rate, information technology in particular. “Internet and the extranet have become the main pillars of globalization.” As we are setting into the digital era, the virtual world with its virtual offices, stores, etc., will keep expanding. Linkages will also become more intense, changing the way we learn, work, shop, date, and communicate.

Also reshaping the 21st century is an unprecedented global migration which is modifying the demographics of the workforce and markets. With it has come the need to develop a cross-national and cross-cultural mindset.

Moreover, the 21st century is experiencing climate instability. Scientists predict that the prospect of further climate change is high. The consequences will be alarming and adaptation difficult. Any sustainable solution will require furthering international climate agreements and enlisting all sectors of world societies in prudent resource use and sustainable innovation.

*What are the implications of all these developments for all of you?*

As twentieth-century assumptions about the world are rapidly becoming obsolete, you need to recast your understanding of economics, communication, security, cultural identity, citizenship, and the environment so as to be able to participate fully in the world of the 21st century. Globalization calls for a generation of individuals who can engage in effective global problem solving and participate simultaneously in local, national, regional and global civic life. In short, it requires global competence. What is global competence?

Global Competence

“Global Competence is the capacity and disposition to understand and act on issues of global significance.” It is a 21st century imperative. Global competence includes four core competencies: international awareness, an appreciation of cultural diversity, foreign language proficiency, and competitive skills, all of which are closely interrelated.
Functioning in today's global environment requires an in-depth knowledge and understanding of international issues as well as a solid comprehension of how local, national, and regional events can have international implications. Also needed is the capacity to acknowledge other points of view about pressing world issues, which in turn presupposes an ability to know, understand, and appreciate people from other cultures.

Attendant to these intercultural skills is the necessity to be cognizant of multiple contexts and traditions and be able to reflect on one's own worldviews and cultural traditions in light of others, knowing the differences in cultures one is living in and learning to appreciate and accept them, recognizing how these influence one's choices. Proficiency in foreign languages or in at least one other language is also essential to understand and manage this cultural complexity and enhance one's cross-cultural communication skills.

Competitive skills involve multiple skill sets, ranging from learning, thinking, analyzing, problem-solving, and innovation skills. Key to increasing competitiveness and growth is the need to engage in creativity and innovation. Although at this state in Thailand, the biggest gains are from applying, assimilating and adapting existing technologies, these skills may eventually enhance its capacity to develop new technology provided, however, higher education institutions know how to stimulate their high-level thinking skills and research activities.

"A global graduate is, [therefore], a person with a grasp of the global systems, global issues, the dynamics of how things are interrelated in the world, and how society can best address global issues."
- Ron Moffatt, Director of the San Diego State University International Student Center (Willard, n.d.)

Forming Global Graduates: Our Responsibility

The task of making you competent to live and work in the 21st century falls upon us. Contrary to a common misperception among students, the primary purpose of higher education is not to serve employability but to develop your intellectual capacity and creativity, all parts of being a global graduate.

Higher education cannot and should not be narrowed down to the mere acquisition of directly applicable skills. For one simple reason; while the cognitive, technical, social, and behavioral skills honed at university will allow you to acquire practical skills, the reverse is not true. Focusing solely on training you for the demands of the workplace will not nurture your academic skills. Besides, by doing so, there is also the danger of neglecting the key contribution of universities to political, cultural and community development and transformations.

Still, since higher education outcomes are the direct product of the interactions between universities and stakeholders, firms in particular, there should be no disconnection between higher education institutions and the skill needs of employers, which cannot therefore be ignored.

Recognizing how critical it is to interact with them, however, does not mean that some subjects are "irrelevant." While you may not have seen their relevance at the time you took them, these courses have greatly contributed to developing your academic skills, expanding your understanding of the world, and increasing your global competence. In fact, these subjects that you may perceive as disconnected from the practical world, are oftentimes those that will nurture your problem-solving, analytical thinking, and innovation skills.

According to a recent study by Michigan State University, most important to employers are resourcefulness and adaptability. Thus the initiative, inquisitiveness, open-mindedness and the skills to think critically and analytically, listen, observe, evaluate, analyze, interpret, and relate, which you have been taught at AU will make you adaptable and resourceful. So will your capacity to recognize perspectives and communicate ideas effectively across diverse audiences.
As the world demands new educational responses, AU is committed to implementing and preparing you for lifelong learning, meaningful work and citizenship in the world. We have equipped you with both the knowledge and skills to be able to live in the 21st century and face the challenges of a globalized, digitalized and interdependent world. You are fortunate to have been intellectually engaged by AU faculty members and exposed to new ideas with open-mindedness, creativity and dynamism.

Dear Graduates:

We enter virtually every cycle of life with many good intentions. Yet, experience shows that most of the time these good intentions fade away as time passes. Do not fall into the same trap as those who make a lot of promises but are unable to deliver on them. If you make promises to yourself and to others, stick to them!

You need to be anchored by a core set of values. Define them. You are still on a journey to moral maturity. It takes time and effort to clarify what you believe in, what puts meaning into your life and, ultimately, gives you integrity. Have the courage to listen to your heart, appreciate all that the world is capable of offering, and be open-minded and receptive to novelty and otherness. In short, be morally responsible for your actions.

You have achieved an important milestone, and you are about to embark on the next great adventure in life. Many of you may be thinking that since you have graduated, you will no longer be fettered by AU’s rules and regulations and be able to do whatever you like. But this is not so. As you move from one cycle of life to another, each one will have its own clear sets of do’s and don’ts that will subject you to the same social discipline.

The education you have received will serve you well in the years to come. You should also use it to serve your family and society. As Einstein once said, “the value of a man is in what he gives and not in what he is capable of receiving.” As you are leaving AU, it is your duty to dedicate your skills and talents to others and not just to yourselves. Do not remain comfortable in your well being and be indifferent to those in need. The world needs your leadership.

Once again, congratulations to all of you, graduates class 39 May God bless you and fill you with happiness, peace and prosperity always!

Bancha Saenghiran, f.s.g., Ph.D.
President
January 21, 2012

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เมื่อวันที่ 16 พฤษจิกายน 2554 ณ ห้องพักอาจารย์อาคาร เลค มิงฟอร์ด วิทยาเขตพัทยาเหนือ
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Dissertation:
The Role of Social Context in Person to Person Knowledge Diffusion
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Education:
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- M.B.A. (Finance), Assumption University, Thailand, 2006
- Ph.D. (Business Administration), Assumption University, Thailand, 2011
Employment History:
- General Manager, Fong Tong Enterprise Co., Ltd., 1991-1995
- Director of Finance and Administration, Cal-comp Electronics (Thailand) PLC., 1995-2007
- General Manager, Siam Fat and Oil Co., Ltd., 2007 - Present

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Management of the Initial Public Offering Performance: Empirical Evidence From the Thai Stock Market
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- Managing Director, H.K. & Thai Food, 2001-Present

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Doctor of Philosophy in Computer Information Systems

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Traffic Analysis for Real-Time Web Applications Using Green Ajak
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Doctor of Philosophy in Religious Studies

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Employment History:
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Doctor of Philosophy in Educational Leadership

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- English Lecturer, Business English, Various Organisations in Bangkok, Thailand
- English Lecturer, Various Business Courses, BP, Michelin, Bureau of The Budget, Hino, Hoya etc., Thailand
- English Lecturer, Inlingua Corporate/Adult/Childrens’ Teacher
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Developing A Model of Instructional Leadership with Reference to Differentiated Instruction of English at Life University in Cambodia
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- Lecturer, Korean Department, Asian Languages & Culture, University of Auckland, 1996
- English Department Head, Yanbian University of Science & Technology, China, 2004-2009
- Dean, College of Arts, Humanities & Language, Life University, Cambodia, 2011-Present

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A Development of an International Character Education Implementation Model for ISAT Middle Schools
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A Model of Teacher Leadership in History Instruction
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An Investigation of Information Technology Project Management: Leadership, Team Diversity and Culture
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- Unit Manager, PMO, T.N. Information System, 2001 - 2004
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- Assistant Vice President, C.P. Intertrade, Co., Ltd., 2008 - Present

Dr. Theerasak Prasitratanaorn
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- Textbook Author and Editor, Saint Gabriel’s College, Thailand, 2005-2010
Doctor of Philosophy in Organization Development

Dr. Orphan Monphichit Pavaravadhana
Dissertation:
The Impact of Organization Development Intervention (ODI) on Leadership, Motivation and Employee Engagement to Enhance Organization Effectiveness: A Case Study of Rose Media & Entertainment Co.Ltd.
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- B.A. (Business English), Assumption University, Thailand
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Employment History:
- Vice President, Acquisition and TV Business, Rose Media & Entertainment Co., Ltd.

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Employment History:
- Vice President, Trade Business & Product Development, 2000 - 2007
- Faculty Members, Graduate School of Business, 2007 - Present
- Head of Channel Development, Standard Chartered Bank (Thai) PCL., 2010 - Present

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Employment History:
- Management Trainee, Krung Thai Bank, PCL., 1997 - 1999
- Account Officer (Level 9) - Special Asset Management, Bangkok Bank, PCL., Head Office. 2000-2001
- General Manager - Pricing Management, Tesco Lotus, 2002-2003
- General Manager - Trade Planning, Tesco Lotus, 2005-2007
- Senior Category Manager - Category Management, Big C Supercenter PLC., 2008 – 2010
- Senior Division Manager - Space Management, Big C Supercenter PLC., 2011 – Present

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- B.B.A. Strayer University, USA., 1999
- M.S.P.M (Project Management), The George Washington University, USA., 2001
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Employment History:
- Secretary to the Board of Director, Far East Knitting and Spinning Co., Ltd., 2001- 2005
- Director and Senior Executive Vice President, Far East Capital Advisory Co., Ltd., 2006 - 2009
Dr. Sawat Kengchon
Dissertation:
The Impact of Strategic Management Planning Process as an Organizational Development Intervention (ODI) on Employee Motivation, Satisfaction, Engagement, and Innovative Behaviors in a Family-Owned SME
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- M.B.A. (Marketing), Assumption University, Thailand, 1989
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Employment History:
- Lecturer, Accounting, Faculty of Business Administration, Assumption University, Thailand, 1980-1981
- Sales Representative, Thai Xerographic Systems Co., Ltd., Thailand, 1981-1984
- Marketing Trainee, Osothasapa Co., Ltd., Thailand, 1984-1985
- Account Executive, Mc Cann Erickson Co., Ltd., Thailand, 1985-1987
- Product Manager, Gillette Thailand Co., Ltd., Thailand, 1987-1989
- Senior Product Manager, Gillette Thailand Co., Ltd., Thailand, 1989-1990
- Group Product Manager, Gillette Singapore Co., Ltd., 1990-1991
- General Manager, 3 Media Co., Ltd., Thailand, 1994-1997
- Business Unit Manager, Duracell at Gillette Thailand Co., Ltd., Thailand, 1997-1998
- Sales Director, Gillette Thailand Co., Ltd., Thailand, 1998-1999
- General Manager, Gardenia Foods (Thailand) Co., Ltd., Thailand, 1999-2000
- Commercial Director, Sara Lee (Thailand) Co., Ltd., Thailand, 2000-2004
- General Manager, Nutrimetics International (Thailand) Co., Ltd., Thailand, 2004-2008
- Lecturer, GSB, Business Trainer and Consultant, Assumption University Thailand, Present

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- B.S. (Honors.) (Hotel Catering Management), University of North London, UK
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Employment History:
- Assistant Food & Beverage Manager, Indra Regent Hotel
- Food & Beverage Manager, Sol Twin Towers Hotel
- Executive Assistant Manager, D’MA Pavilion Hotel
- Resident Manager, Ramada D’MA Bangkok Hotel

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Employment History:
- CI Texmac (Thailand) Co., Ltd., 1994
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จัดโดยสมาคมศิษย์เก่ามหาวิทยาลัยอัสสัมชัญ
International Colloquium on Asian Cultures in Dialogue
In Commemoration of H.M. The King's 84th Birthday Anniversary
ณ ห้อง Common Room อาคาร King David วิทยาเขตสุวรรณภูมิ
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