H.R.H. Princess Maha Chakri Sirindhorn opened the Fifth Thailand-US Education Roundtable with a very motivating and inspiring speech on March 29, 2011 at 09:00 hrs. In her speech, she shared her valuable experiences while visiting the University of Pennsylvania in 1998. She now serves as the Honorary Chairperson of the US-Thailand Education Roundtable Steering Committee and has given full support for activities related to this project. She emphasized the need for Thailand to emulate some promising teaching and learning innovations especially in the science and math courses that can be implemented in educational institutions in Thailand. These innovations mean transforming the teaching and learning process from being informative to being more transformative so that these new approaches in teaching and learning could help solve global environmental problems. Students should be taught to search for facts, analyze them and to think critically. In closing her address to the Roundtable participants at

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Songkran Festival Celebrations at Assumption University

Songkran Festival celebrations at Assumption University on April 11, 2011 were highlighted by the University’s top management, faculty, staff and students coming together as a family united and jubilant. An exquisite lustral water pouring ceremony at the Sala Thai, was the centerpiece of the occasion. The President of Assumption University spoke of his pride of the univer-

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Assumption University’s John XXIII Conference Center, H.R.H. the Princess expressed optimism that the Roundtable Projects such as the one in 2011 can establish collaboration between countries to learn from each other.

H.R.H. Princess Maha Chakri Sirindhorn attended the morning session of the Roundtable and then joined specially invited guests which included representatives from the Embassy of the U.S. in Bangkok and renowned scholars from overseas to a lunch hosted in her honor by the President and President Emeritus of Assumption University, at the Grand Salon, St. Raphael’s Hall. At the end of the lunch the participants joined the Assumption University choir in singing a Happy Birthday song to H.R.H. Princess Maha Chakri Sirindhorn and cutting a cake in anticipation of her birthday on April 2, 2011.

Overall the 2011 US-Thailand Education Roundtable meeting at Assumption University was very successful and all paper presenters and participants felt that the future of education in both countries, U.S. and Thailand would be boosted by fresh initiatives derived from the Bangkok meeting to take forward transformation learning to solve issues such as environmental problems and social disparities.

The photographs on the occasion of the 2011 US-Thailand Education Roundtable meeting at Assumption University are of souvenir value and speak volumes beyond the mere capacity of words, to highlight the Patronage of Thailand’s most beloved Princess for Interdisciplinary approaches to education, and the meaningfulness of networked initiatives in academia.

Wai Kru Ceremony at Assumption University, June 16, 2011

The Wai Kru Ceremony at Assumption University for the year 2011, celebrated on June 16, 2011 at the John Paul II Gymnasium Suvarnabhumi campus hosted by the Assumption University Student Organization, took on a special significance as it was a part of the University’s celebration honoring His Majesty King Bhumibol Adulyadej, as a “Great Teacher” in this His Majesty’s 84th Birthday Anniversary Year.

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The formal ceremony to pay respect to teachers and elders, featured student representatives presenting floral decorations which the various student clubs and service organizations created artistically and which also were judged and awarded prizes in a contest of traditional Thai floral arrangement.

Responding to the greetings and wishes expressed by the students, the President reminded them of their roles as students to obey their teachers and to work hard in emulation of His Majesty the King. The President Emeritus as well offered blessings for the students on behalf of the faculty.

The observance of Wai Kru was marked by Academic Merit Awards being handed out to academically superior performances among the students. The Dummy Company Management presented a report on the annual sales performance for the academic year 2010-2011 and awarded high performing sales personnel for the summer sales 2011 operations.

The occasion brought about closer bonding between the faculty, staff and students thereby setting the stage for the rest of the year for meaningful academic and student activities.
Assumption University Won the “Trusted Brand Gold Award 2011” as a Reputable and Most Trusted Private University from a Survey Conducted by Reader’s Digest Magazine on May 31, 2011

This year’s ceremony was the 13th consecutive year of this very influential consumer survey. It featured a total of 8,000 respondents in 8 countries, proving detailed information on over 40 product categories. 83% of respondents in Asia said that results of the Reader’s Digest Trusted Brands Survey have helped them to make purchasing decisions, with 64% believing they are more likely to select a brand that received a Reader’s Digest Trusted Brand 2011 Award.

Survey respondents were asked to name their most trusted brands, and then to give each brand they identified a rating, from 1 (poor) to 5 (excellent), on six qualitative criteria: Trustworthiness & Credibility, Quality, Value, Understanding of Customer Needs, Innovative and Social Responsibility. Brands which scored clearly above competitors received a Gold Trusted Brand Award and Most Trusted Brand Award. The winners received Gold status.

Assumption University of Thailand or Au, is non-profit institution administered by the Brothers of St. Gabriel, a worldwide Catholic religious order devoted to education and philanthropic activities, founded in France in 1705 by St. Louis Marie De Montfort. Assumption University is the first institution to offer over 100 International courses from Bachelor degree to Ph.D. levels. Students from more than 88 nations around the world attend Au because with its comparatively low costs in tuition, the University’s sustains its academic excellence, drawing value from its English language medium of instruction, its outstanding study and IT facilities, and more than all, the faculty composition at Au is almost 50% non-Thai. Its international instructors bring with them a wealth of multi-cultural experience and education from more than 40 different countries. A good many degree programs offered have been recognized and accredited by world-class Universities.

Assumption University has equipped over 70,000 graduates with knowledge and virtue to serve the community and create positive impacts to the world. The university currently has a diverse student population of over 20,000 students from 88 countries.
"Student Roles in Peace and Community Building" on January 26, 2011 Organized by the John Paul II Center for Catholic Social Thought and The St. Martin Center for Professional Business Ethics and Service Learning at The John XXIII Conference Center, Suvarnabhumi Campus, Assumption University, Thailand

Taking cognizance from recent events domestically and internationally wherein societies have been fractionalized through discord and peace itself put at great strain, the John Paul II Center for Catholic Social Thought at Assumption University organized a conference with the following objectives:
1) Promote the educational, cultural, and social well being of all people.
2) Develop a strong support base for student’s academic, cultural, and social needs.
3) Serve students from clubs on campus and community through collaborative efforts.
4) Raising the political, social, and cultural consciousness of ourselves and that of all people.

Attended by 300 Assumption University students who emerged from listening to discussing, the conference was very productive and rewarding for the reflections on peace and the respondent standpoints and debates on peace. The uniqueness of the conference derived from interventions by senior students from the Graduate School of Business to presentations by Assumption University full time and Inbound Exchange students from Finland and Poland. Rev. Bro. Dr. Amnuay Yoonprayong, Vice President for Moral Development Education and Director of the John Paul II Center for Catholic Social Thought brought the conference to a close by celebrating a Holy Mass in the Chapel of St. Louis Marie de Montfort. The Thai symbol of peace, the Lotus which was floated on water in the morning, blossomed in fragrance to spread the message that peace is far more preferred over discord and disharmony. There is a peace that passes all other understandings. The program of the conference is provided for information and the pictures of the event illustrate far more than what words can portray.

08:50-09:10 hrs:
Registration

09:10-09:20 hrs:
Introduction to the Conference Theme by Rev. Bro. Dr. Amnuay Yoonprayong, f.s.g., Ph.D., the Director of John Paul II Center for Catholic Social Thought

09:20-09:50 hrs:
Resource Speaker Fr. Biju Joseph from the Graduate School of Business

09:50-11:30 hrs:
Panel presentations from undergraduate students, Mr. Thanai Jaijongrak, Mr. Na-Pajra Wangrungvichaisri, Mr. Thet Tun (Gregory), Ms. Susanna Hypponen, Moderator: Ms. Slywana Weronika

11:30-12:00 hrs:
Q & A Session on the Conference Theme

12:00-13:00 hrs:
Lunch at the Foyer of John XXIII Conference Center for Delegates

13:00-14:30 hrs:
Student Group Discussions

14:30-15:40 hrs:
Student Presentations

15:40-15:50 hrs:
Closing remarks to the Student Participants by Rev. Bro. Dr. Amnuay Yoonprayong, f.s.g., Ph.D., the Director of John Paul II Center for Catholic Social Thought
The Eucharistic Celebration of the Holy Mass to Commemorate the Chapel of St. Louis Marie de Montfort

His Grace Silvio Siripong Charatsri, Bishop of Chantaburi was the main celebrant at the Holy Eucharist commemorating the Chapel of St. Louis Marie de Montfort on April 28, 2011 at 10:00 hrs. at the Suvarnabhumi campus. In his homily on the occasion His Grace Bishop Charatsri praised Assumption University and the Foundation of the Brothers of St. Gabriel in Thailand for sustaining the duties of the Montfortian Community in serving and caring for others. The Assumption University Choir rendered very meaningful hymns to augment the prayerful atmosphere of the celebration. Following the Holy Mass the President of Assumption University, Rev. Bro. Dr. Bancha Saenghiran hosted a lunch for Bishop Silvio Siripong Charatsri, the representatives from the Foundation of the Brothers of St. Gabriel in Thailand, for special invited guests and the university community at John XXIII Conference center.

The John Paul II Center for Catholic Social Thought and The St. Martin Center for Professional Business Ethics and Service Learning Organized a Half Day Conference on the Topic “Information Technology and Environment Protection” on June 30, 2011 at the The John XXIII Conference Center, Suvarnabhumi Campus, Assumption University, Thailand

Proceedings got underway with the Welcome Address by Rev. Bro. Dr. Amnuay Yoonprayong, f.s.g., Ph.D., the Director of John Paul II Center for Catholic Social Thought. Thereafter there was a reflection paper, Impact of IT on the Climate Change by Danai Jeanpinitnan, a lecturer in the Un-

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The 20th Anniversary of the Assumption University - Loyola University, Maryland, USA Study Abroad Program

Rev. Fr. James Kelly S.J., Director of the Assumption University - Loyola University, Maryland, USA Study Abroad Program arrived on May 25, 2011 with a group of 24 Loyola University - Maryland undergraduate students who enrolled in Assumption University June semester courses in some of the faculties. The AU - LU program was initiated by Rev. Bro. Dr. Prathip Martin Komolmas and Rev. Fr. Ron Anton, S.J. in 1991. The study abroad program has been attractive to American students in that they are greater exposed to the Thai and South East Asia cultures through studies, travel and service learning projects in Bangkok, Chiangmai and Hong Kong.

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dergraduate degree program in Business Information Systems. Following the paper, there were panel presentations from undergraduate students: Mr. Sahib Anandsongvit: Birds eyes view on importance of IT on Society, Ms. Vindhi Dwivedi: Roles of students in using IT for environment protection; Mr. Yuan-Tung On: Green Computing Solutions; Ms. Ployrungo on Individual Contribution to Environment Protection and Mr. Vebhav Jain, Ethical Issues. The panel presentation was moderated by Dr. Vilasinee a full time lecturer in the Undergraduate degree program in Business Information Systems. The engaging conference came to an end after a vibrant Question and Answer session and the Closing remarks to the student participants by Mr. Glen Chatelier, the Director of the Office of International Affairs.

The Director of the Assumption University - Loyola University, Maryland, USA Study Abroad Program and the students were hosted to a Suvarnabhumi campus tour by the President Emeritus Rev. Bro. Dr. Prathip Martin Komolmas, assisted by the International Student Center Director, Dr. Samusa Nakasingh and the Director of the Office of International Affairs, Mr. Glen Chatelier, on Sunday, May 29, 2011.

The 16th IAUP Triennial Conference at New York

Rev. Bro. Bancha Saenghiran, f.s.g., Ph.D. the President of Assumption University participated in the 16th IAUP Triennial Conference between June 17 and 20, 2011 at New York City, New York, U.S.A. The theme of the conference was Building Bridges through Education and attracted participants from all parts of the world. The Assumption University President networked with his peers from all continents and spared a few moments to pose for a photograph with his Thai counterparts.
The academic component of the Annual Faculty Seminar on the theme “AU in the Next Decade (2009-2019) From Commitment to Sustainability” was held on May 25, 2011 at the Assumption University Suvarnabhumi Campus between 08:30 and 17:00 hrs.

In his brief Opening Address the encouraged all faculty members to extend “spirit de corps” which was the theme of the very successful 40th Anniversary Celebrations for Assumption University, with enthusiasm into the next phase of the university’s operations so that excellence in academics and services could be further strengthened.

Following the Opening Address, the University’s Quality Assurance Executive Committee Chairman and concurrent Dean of the Faculty of Religion and Philosophy, Asst. Prof. Dr. Warayuth Sriwarakuel presented the Assumption University’s platform for Quality Assurance in the context of recent changes by both the Royal Thai Ministry of Education’s Office of the Higher Education Commission and the Office of the National Education Standards and Quality Assessment. The targets for both Internal and External Quality Assessments were also discussed with the Chairman encouraging all Academic Units to be proactive and vigilant in sustaining the quality standards demanded by the profession of teaching.

The Closing Remarks by the President encapsulated scanning the University’s general external environment and the issues confronting the teaching and learning communities, to examining the university’s internal environment and the need to streamline operations in line with redefining utilization of resources involving the environment, the market and learning resources. The President counseled all faculty members to be updated in teaching and research methods while retaining and entrenching the University’s core competencies as an international academic community.

The afternoon session following a sumptuous Chinese lunch consisted of break away sessions in which the faculties and supporting offices deliberated in caucus groups on key issues such as responsibilities assigned, activities set for different periods, and participative communication channels for all Deans, Chairpersons and Directors under the rubric ‘From Commitment to Sustainability, From Understanding to Action’.

On May 26 and 27, 2011 the Organizers of the Annual Faculty Seminar, the Albert Laurence School of Communication Arts and the University’s Office of Human Resources Management hosted Faculty members to a memorable outing to Pattaya which involved a Gala Barbeque dinner, camaraderie and relaxation at a beach-city resort. The faculty body felt rejuvenated and spirited to take on a new academic year which began on May 31, 2011.

Reported by Mr. Glen Chatelier, Director, Office of International Affairs, Assumption University
This interesting activity implemented from the agreement and decision at the Assumption University, Bangkok 2010 NIBS Meeting featured the Rotterdam Business School and the Leuven Business School teams competing against each other with innovative approaches. Later in the day, Prof. Gideon Maas from the Coventry Business School presented on the NIBS Start Up Café activity. Day one ended with the NIBS Welcome Dinner at the Amrath Grand Emperor Hotel.

The one-day conference held on the campus of Zuyd University was opened by the NIBS President David Gillingham. Thereafter Mirjam Broersma delivered an address on Communicating in a second language: The hidden difficulties. Jurgen Moors, Marielle Germis, Mirjam Ubachs and Manon Niester then shared with the delegates their insights on Global Challenges for SME’s in the Eurzone Meuse-Rhine. The NIBS Vice President for Conferences Memo Diriker enthused the participants with his presentation on International Virtual Team Project and Multinational Faculty Research. The afternoon sessions’ presenters mostly addressed the conference theme on Multi-linguistic education. The day came to a close after a delectable and sumptuous Annual Banquet: Maastricht by night cruise, on the river Maas. Assumption University’s Graduate School of Business, the only member from Asia received its NIBS International Accreditation Certificate at the dinner.

The third day of the conference began with a business meeting which addressed the NIBS Business matters. Following the meeting the delegates were hosted to a visit and lunch at The Teaching Hotel: Chateau Bethlehem. The Mayor of Maastricht City, Onno Hoes delivered a closing address. Glen Chatelier from Assumption University, NIBS poet in residence, closed the conference with a poem about NIBS and Maastricht.

Pilgrimage to Entrench the Montfortian Spirit

Rev. Bro. Dr. Prathip Martin Komolmas and Rev. Bro. Dr. Ammuay Yoonprayong led thirty-five Assumption University Faculty and Staff on a pilgrimage to Rome, Italy and to the birthplace at Nantes, France of St. Louis Marie de Montfort, the founding Saint of the Montfortian Brothers of Gabriel. The pilgrimage also incorporating a visit to the holy shrine of Lourdes, included a brief sojourn to the Alps region of Switzerland and was organized between May 1 and 14, 2011. The overarching objective of the pilgrimage was to further entrench the Montfortian spirit in the Faculty and Staff so that could more fully understanding the raison d’etre of the Brothers of St. Gabriel while entrenching their loyalty for Assumption University through genuine and caring attitudes toward their fellow workers and more especially among the students. This brief report includes some of the highlights of the locations visited.
The Conference included the National Part on 31 May 2011 and the International Part on 1 June 2011.

For the National Conference on Research and Development on 31 May 2011, there were about 200 participants from 20 organizations with papers from Prof. Dr. Med. Yongyuth Vajaradul, Prof. Dr. Srisakdi Charmonman, and Assoc. Prof. Dr. Sangsit Phiriyarangsan, followed by progress reports from 7 regional groups of INRIT, and business meeting of INRIT.

In the International Conference on 1 June 2011, there were 148 papers submitted and 100 papers from 23 countries were accepted for presentation. The countries represented are Australia, Bahrain, Bangladesh, Hong Kong, India, Indonesia, Iran, Korea, Malaysia, Mexico, Mongolia, Myanmar, Nepal, Oman, Pakistan, Philippines, Taiwan, Thailand, Turkey, United Arab Emirates, UK, USA, and Vietnam. Twenty selected full papers and 80 abstracts are published in the Proceedings of the First International Conference on Interdisciplinary Research and Development. Seven selected full papers are published in the International Journal of the Computer, the Internet and Management (IJCIM) Volume 19, Number 2, May - August 2011. An example of the papers is “Perceptions of Assumption University Undergraduate Business Students towards the King’s Tenfold Moral Code: Ethics in Sustainable Action” by Glen Vivian Gerard Chatelier.

In September 2011, Prof. Dr. Srisakdi Charmonman was appointed Chairman of the Organizing Committee of INRIT2012 to be held 31 May and 1 June 2012.
The First International Conference on Interdisciplinary Research and Development

H.E. Air Chief Marshal Kamthon Sindhvananda, Privy Councilor, accepted a token of appreciation from Prof. Dr. Srisakdi Chammonnan.

On 31 May 2007, H.R.H. Princess Maha Chakri Sirindhorn graciously accepted the Interdisciplinary Network of the Royal Institute of Thailand (www.INRIT.net) to be under her Royal Patronage.

H.R.H. Princess Maha Chakri Sirindhorn Graciously poses for a group photograph with members of the Interdisciplinary Network of the Royal Institute of Thailand. Prof. Dr. Srisakdi Chammonnan is seen of H.R.H. the Princess.

In September 2007, Prof Dr. Srisakdi Chammonnan of Assumption University raised 300,000 baht to register the interdisciplinary network Foundation for Research and Development with himself as the Senior Chairman.

The Interdisciplinary Network of the Royal Institute of Thailand Under the Royal Patronage of HRH Princess Maha Chakri Sirindhorn and the Interdisciplinary Network Foundation for Research and Development appointed Prof. Srisakdi Chammonnan to be the Chairman of the Organizing Committee for “the First International Conference on Interdisciplinary Research and Development (www.INRIT2011.com)” with the theme of “Interdisciplinary Approach to Research and Development” held on 31 May and 1 June 2011, at Impact Exhibition and Convention Center, Muang Thong Thani, Bangkok Metro, Thailand.

Assumption University of Thailand and several learned societies were invited to join in hosting the event.

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Mr. Glen Chatelier attended the Conference as Assumption University’s Graduate School of Business representative.

Pre-Conference Activities included a workshop on Case Study Writing for the members followed by a Start up Business Competi-

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