ABAC TODAY

A PERIODIC PUBLICATION OF
ASSUMPTION UNIVERSITY OF THAILAND
Vol. 30, No 3, May - June 2015

Assumption University Student Organization
AUSO 2015

NICKY
PATTLOM
PORCHE
MEW
MEAN
DUAN
JAISAI
A EY
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

The Montfort Brothers of St. Gabriel profess their First Vows at the end of a two year novitiate training. This profession of faith prepares them for lives of missionary service at a very young age. Many of the Brothers take their first vows when they are twenty years old. They are expected to dress in the white cassock, attend Holy Mass and devotional offices every day. They vow to lead religious lives of poverty, chastity and obedience. The charism of the Brothers of St. Gabriel is focusing on God alone, emulating Christ and their patron Saint, Louis Marie de Montfort and a "true devotion to Mary." We join our Rector Magnificus and his confreres in celebrating this truly once-in-life-time anniversary, while praying for them and committing ourselves to look to God, Jesus and Mary in our tenures at Assumption University.

Mr. Glen Chatelier
Director, The Office of International Affairs
Assumption University
July 7, 2015
ABACTODAY

ADVISOR
Rev. Bro. Dr. Bancha Saenghiran

EDITOR
Mr. Glen Vivian Chatelier

COPYWRITER
Dr. Abson Meesing

SECRETARY
Mr. Vrong Chinvathananond

GRAPHIC DESIGNERS
Mr. Naren Krinchai
Mr. Yutthanee Unsub

PHOTOGRAPHY/CONTRIBUTORS
Mr. Suwat Chuoykerd
Mr. Thanakorn Samanyat
Mr. Anusorn Chongprachuablap
Ms. Thanida Thuninjinda

TECHNICAL ADVISOR
Mr. Vichai Satthachatthinun

CONTENTS

4 University Highlighted Activities
• The new AUSO 2015
• AU signed MOU with IPSOS (Thailand) Ltd
• The New Colombo Exchange Program
• The 70th Anniversary of the Victory Day Celebrations
• "Faces of the BRICS"
• The 67th Anniversary of the Independence of the State of Israel
• Intellectual Tea Party at the Embassy of Russia
• Portuguese National day
• The Day of Russia

8 Faculty Activities
• "Stop Discrimination Against Nurses: We Are Professionals!"
• Workshop Session 1 on TQF7 and School SAR Writing
• ABAC Music Camp & Competition
• STRATEGIC PARTNERSHIP
• Advertising Workshop Showcase 2014 Exhibition
• Faculty of Law Seminar on How to Write Research Proposal
• The Graduate School Freshmen Seminar 3/2014
• AU Faculty to Register for Patents and Qualified for RRI-Research and Researchers for Industries
• Law School hosts a Seminar on Post 2015: Rule of Law Agenda
• Arts Night 2015: International Red carpet

12 Prizes, Awards and Honors
• AU Students Awarded 2nd Winners in DTN Business Plan Award 2015
• AU Law Student Top in Bar Examinations
• AU Marketing Students Won 3rd Runner Up in L’Oreal Finals 2015

Rationale
"ABAC Today" is a bi-monthly newsletter that features AU’s academic achievements, activities and development. The newsletter highlights student and faculty achievements, program developments, research breakthroughs innovations, international collaborations, international mobility agreements and other notable accomplishments. The two cornerstone characteristics of the newsletter are Relevance & Excellence. The newsletter is available in electronic forum on the internet www.au.edu
Congratulations to the New AUSO 2015

Assumption University Student Organization 2015
- Pongthep Lertkijmankong (President of AUSO)
- Pattaratorn Pornsirikul
- Tasthep Vachirabhaahu
- Rachaprana Chumanus
- Juggarin Tengwanich
- Thanarich Chetbundit
- Dujduean Kongthong
- Jaisai Majak
- Alina Sakornmanun

AUSO 2015
Vision
To be an approachable student center focusing on student life, student participation and building an international environment.

Policies
1. To develop students’ welfare and quality of life
2. To be an effective source of news and information
3. To encourage an international environment
AU signed MOU with IPSOS (Thailand) Ltd

Rev. Bro. Dr. Bancha Saenghiran, Rector-Magnificus of Assumption University signed a Memorandum of Understanding with IPSOS (Thailand) Limited on May 8, 2015 at Room A52, Assumption Hall, Hua Mak campus. The MOU purpose is to build relationships with a business organization to inform the University of current private sector needs and practices and to help students explore various career options in their future. Attendants in the MOU ceremony were Dr. Uree Cheasakul, Dean, Martin de Tours School of Management and Economics and Faculty in the Department of Marketing.

The 70th Anniversary of the Victory Day Celebrations

Mr. Glen Chatelier and Dr. Ioan Voicu, along with Mr. Willy Meyer and Mr. Michel de Valliere shared a celebratory moment with two Assumption University undergraduate students, Ms. Daria from Russia and Mr. Sergei from Kazakhstan who attended and the 70th Anniversary of the Victory Day Celebrations hosted by The Diplomatic missions of Russia, Kazakhstan Belarus and Armenia on May 8, 2015 at the Dusit Thani Hotel.
University Highlighted Activities

“Faces of the BRICS” Photographic Exhibition in Bangkok

Rev. Bro. Dr. Bancha Saenghiran, Rector-Magnificus of Assumption University, Dr. Ioan Voicu and Mr. Glen Chatelier attended the “Faces of the BRICS”: a Photographic Exhibition of BRICS on May 19, 2015, at the Bangkok Art and Culture Center (BACC).

With them are the Ambassadors of the Federative Republic of Brazil & the Russian Federation and his wife.

The 67th Anniversary of the Independence of the State of Israel

Mr. Glen Chatelier, the Director of the Office of International Affairs, and Thai distinguished guests greeted His Excellency Simon Roded, the Ambassador of Israel to Thailand on the occasion of the 67th Anniversary of the Independence of the State of Israel at the Kempinski Hotel on May 19, 2015.

In Intellectual Tea Party at The Embassy of Russia

Mr. Glen Chatelier, Director of the Office of International Affairs and Dr. Ioan Voicu, Visiting Professor at Assumption University participated in an Intellectual Tea Party at the residence on the invitation of H.E. Kirill Barsky, the Russian Ambassador on May 20, 2015. The two expert interlocutors were Dr. Victor Sumsky, Director of the ASEAN Centre in MGIMO, Moscow and Dr. Ecaterina Koldunova, Associate Professor and Deputy Dean, School of Political Affairs, Senior Expert, ASEAN Centre in MGIMO, Moscow.
University Highlighted Activities

The Portuguese National Day

Rev. Bro. Dr. Bancha Saenghiran, Rector-Magnificus of Assumption University and Mr. Glen Chatelier, Director of the Office of International Affairs greeted H.E. Archbishop Paul Tschang-Inam, the Apostolic Nuncio to the Kingdom of Thailand and Rev. Fr. Joseph Nghi Dinh, O.P., the Superior of the Dominican Order in Thailand on the occasion of the Portuguese National day’s Diplomatic Reception hosted by H.E. Luis Barrera, the Ambassador of Portugal to Thailand, on June 10, 2015 on the lawns of the Portuguese Ambassador’s Residence.

The Day of Russia

H.E. Kirill Barsky the Ambassador of Russia to Thailand and family were greeted by Rev. Bro. Dr. Bancha Saenghiran, Rector-Magnificus, Professor Ioan Voicu, Visiting Professor to Assumption University and Mr. Glen Chatelier, Director of the office of International Affairs at the Day of Russia Diplomatic reception hosted by the Ambassador of Russia at the Dusit Thai Hotel on June 15, 2015.

Forum on Well-Being and Sustainable Development

Mr. Glen Chatelier and Dr. Ioan Voicu were delegated by the Rector-Magnificus to represent him at the Forum on Well-Being and Sustainable Development jointly hosted by the Mae Fa Luang Foundation and UN-ESCAP at the UNCC Building, Bangkok on June 25, 2015. The Assumption University representatives were joined by Fr. Giovanni Contrarin of the Camillian Home and Ms. Tanyatorn Tongwaranan, a reporter from The Asia Focus Section of The Bangkok Post while attending a very edifying presentation by Professor Enrico Giovannini, the Key Note Speaker at the Forum.
Faculty Activities

Nursing Seminar

On May 1-2, 2015 at the Salle D’Expo, Assumption Hall, Hua Mak campus, Bernadette De Lourdes School of Nursing Science, Assumption University hosted a Seminar Entitled “Stop Discrimination Against Nurses: We Are Professionals!” Presided Over By Rev. Bro. Dr. Bancha Saenghiran, Rector-Magnificus of Assumption University who also delivered a welcome address. The Highlight of the Seminar was a presentation titled “Empowerment For Equality: We Can All Be Nurses” by Assoc. Prof. Dr. Sirion Sindhu, Board Member of The Thailand Nursing and Midwifery Council. Equally interesting were two Presentations in The Topics: “Advocating and Extending Political Opportunity for Nurses” by Assoc. Prof. Dr. Suchittra Luangamornlert, The First Vice President of The Thailand Nursing and Midwifery Council; and “Stop Discrimination Against Nurses: We are Professionals!” by Asst. Prof. Dr. Nanthaphan Chinlumprasert, Dean, The Bernadette De Lourdes School of Nursing Science, Assumption University. The Seminar was well attended by The Faculty and Students in Nursing Science.

Workshop on TQF7 and School SAR Writing, at Hall of Fame (C Building), Hua Mak campus.

The Center for Excellence hosted a 5-day workshop on TQF7 and School SAR Writing for program directors/chairs and interested faculty members from 15 academic units and one institute on May 6, and 25-28, 2015. The workshop aim was to assist faculty concerned in preparation of the self assessment report for scheduled Quality Assessment visit. The workshop was well attended by 60-80 participants each day and was officially opened by Dr. Sompit Porsuryaruk, Vice President for Academic Affairs on May 6, 2015.
Faculty Activities

**ABAC Music Camp & Competition**

Assumption University School of Music in cooperation with ‘WE RECORDS’ in GMM GRAMMY network hosted a music camp and contest entitled “ABAC Music Camp & Competition” for lower secondary schools during April 20-22, 2015 at Assumption University, Suvarnabhumi campus. In this round the winner was a band from Matthayom Satit Pattaya School, Chonburi who won a cash reward of 10,000 Baht and high potential recipient of 4-year scholarship to study in the School of Music at ABAC.

**Strategic Partnership**

Dr. Uree Cheasakul Dean, Martin de Tours School of Management and Economics, Assumption University and Mr. Michael Markets Country Manager-Emerging Markets, Chartered Institute of Management Accountants signed a Memorandum of Understanding for strategic partnership and academic cooperation on May 6, 2015 at Room A.51, Assumption Hall, Hua Mak campus.

**Advertising Workshop Showcase 2014 Exhibition**

May 8, 2015 at The campus, Grand Hyatt Erawan Hotel, Bangkok.

AU fourth year students in the Department of Advertising, Assumption University Faculty of Communication Arts organized an exhibition called “Advertising Workshop Showcase 2014” under the theme “Adverlicious” where students deployed an advertising technique called ‘pitching’ in their presentations. Representatives from leading advertisement firms were invited to provide valuable feedback and comments. The event was presided over by Rev. Bro. Dr. Bancha Saenghiran, Rector-Magnificus of Assumption University.
Faculty of Law Seminar on How to Write Research Proposal
May 8, 2015 at Room Q101, Queen Tower, Hua Mak campus

Faculty of Law Assumption University hosted a seminar on “How to write sound proposals to win research grants” presented by Prof. Dr. Amporn Thamrongluk, Head of Public Administration Department, Faculty of Political Science, Thammasat University.

Freshmen Seminar 3/2014

Rev. Bro. Dr. Amnuay Yoonprayong, Vice Rector for Moral Development Education presided over and gave an opening address at the Freshmen Seminar 3/2014 of the Graduate School of Business & Vincent Mary School of Science and Technology on June 13-14, 2015 at Evason Hotel, Hua Hin, Prachuap Khiri Khan. The Seminar lasted 2 days and was attended by Science and Technology faculty and students.

Arts Night 2015: International Red carpet

Rev. Bro. Dr. Bancha Saenghiran, Rector-Magnificus of Assumption University presided over the “Arts Night 2015: International Red Carpet” hosted by the Faculty of Arts on June 13, 2015 at S31 Hotel, Sukhumvit, Bangkok. Attendants were Dr. Chayada Thanavisuth, Dean, Faculty of Arts, Faculty, AU alumni and Students.
Faculty Activities

AU Faculty to Register for Patents and Qualified for RRI-Research and Researchers for Industries

Asst. Prof. Dr. Patchanee Yasurin, a faculty member in Assumption University, School of Biotechnology, is in the process of patent registration of four inventions as results of her latest research in food biotechnology. These four products are four formulas of vegetable sanitizer, liquids for washing and sanitizing vegetables and fruits from pesticides, food-borne disease and toxins in modern living. In addition, her research has made her pass the 2nd round screening to be appointed as research adviser for Ph.D. candidates in submission of research proposal for research grant under the government project called “Research and Researchers for Industries - RRI.”

Law School Hosted a Seminar on Post 2015: Rule of Law Agenda
June 19, 2015 at the Hall of Fame, C Building, Hua Mak campus

Assumption University Law School in collaboration with the Independent National Rule of Law Commission (NRLC) hosted a seminar and public hearing on “The Rule of Law Agenda” presided over by Rev. Bro. Dr. Prathip M. Komolmas, Rector Emeritus Assumption University who chaired the seminar and delivered an opening address. The event started with Assoc. Prof. Dr. Bhokin Bhalakula (former House Speaker) as a keynote speaker on the topic, “Post 2015 the Rule of Law Agenda - Sustainable Development : Consequences to Thailand”, then a discussion on “The Rule of Law in the Draft Constitution of 2015” by Dr. Buntoon Sethasirij (Constitution Drafting Commissioner), and a panel discussion on the topic, “The Rule of Law Agenda : Effect to Legal Profession and Education” by 6 panelists from different institutions, with Asst. Prof. Dr. Poom Moolsilpa, Assoc. Dean, School of Law, Assumption University as a moderator.
Prizes, Awards, Honors and Scholarship

AU Students Awarded 2nd Winners in DTN Business Plan Award 2015

Assumption University students participated in DTN Business Plan Competition organized by the Department of Trade and Negotiations, Ministry of Commerce. The “Eco-liter Team” won the 2nd Place in the DTN Business Plan Award with a trophy and 50,000 Baht cash.

“Eco-liter” stands for Eco-friendly Highlighter with the aim of decreasing waste and reducing the effect of global warming. Eco-liter is considered non-toxic highlighter because it uses ink made from natural raw materials and the penholder is made of bio-plastic.

Congratulations to Ms. Siripat Jamutai, Ms. Kantaporn Lertkovit, Ms. Kamolwan Apisitphon and Mr. Thitiwut Kiatvisansri, MSM&E students.

The Project Advisor was Dr. Chanita Jiratchot. Team Coaches were Dr. Akechai Judkrue and Dr. Maneerat Kor-Udom.

AU Law Student Tops in Bar Examinations

Mr. Nutaphon Udomsin, graduate student in Law, Assumption University, came 1st in the 67th examinations of the Thai Bar under the Royal Patronage, academic year 2015 with a score of 309. He was congratulated by Assoc. Prof. Pornchai Soonthompson, Dean, Faculty of Law, Assumption University and posted for photos with the Dean in the Dean’s office on June 4, 2015 at the Faculty of Law, Assumption University, Hua Mak campus.

Congratulations to the AU team “Compass” on winning 3rd runner up at the L’Oréal Brandstorm 2015 National Finals on May 14, 2015 with 10,000 baht cash prize.

The AU Team “Compass” consists of three undergraduate students majoring in marketing:

1) Ms. Lalit Matanapojanard
2) Mr. Teeranai Treepermsub
3) Mr. Pitchayud Ruttanon

Advisor: Dr. Arpavadee Visetbhakdi

L’Oréal Brandstorm 2015 is an International Marketing Plan Competition organized by L’Oréal. This year marked the 12th anniversary of L’Oréal Brandstorm Competition and the competition theme focused on Lancôme brand in travel retail industry. Student contestants had to propose their marketing strategies to recruit new customers while keeping loyalized existing customers.

There were 40 teams from six universities Chulalongkorn University, Thammasat University, Assumption University, Mahidol University International College, Bangkok University, and Stamford University with the total of 120 contestants participating in the contest.