

Connect

**GSB
NEWSLETTER**

YEAR

5

ISSUE 13

JANUARY 2017





A Tribute to King Rama X

Valiantly the new Sun risen
Ascending the fresh skies of day
Joyously birds sing in the morning shine
Incessant is the chorus of singers on ornate way
Rapturous are the people that their new King has arrived
Ascending the Throne of Chakri in ebullient flair
Long may the King reign in his ancestor's pride
Onerous may his achievements be
Numerous the beatitudes of his subjects rich
Generous may the Divinities be in blessing him
Kindness assist his shouldering the Kingdom's affairs
Oriental pearls be at his feet in rejoicing
Resilient may he be to the challenges that may emerge
Now and forever, may goodness and success bless him

Long Live the King

Ajarn Glen Chatelier
Director, The Office of International Affairs
Assumption University of Thailand

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**ASSUMPTION
UNIVERSITY
ACTIVITIES**

Mourning the passing
of H.M. King Bhumibol
Adulyadej.

HONORS CALL

- 10th ASIAN OD
Network Summit
- Future forward
with IODA

**INCLUSIVE
EDUCATION**

Dialogue in the
Dark - An Experience
Center worth visiting!

FEATURE FOCUS

- The Sustainable
Legacy of the Late
King Bhumibol
Adulyadej the Great
- Reflection of SCG's
operation towards
Green Business



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GRADUATE SCHOOL
of BUSINESS**

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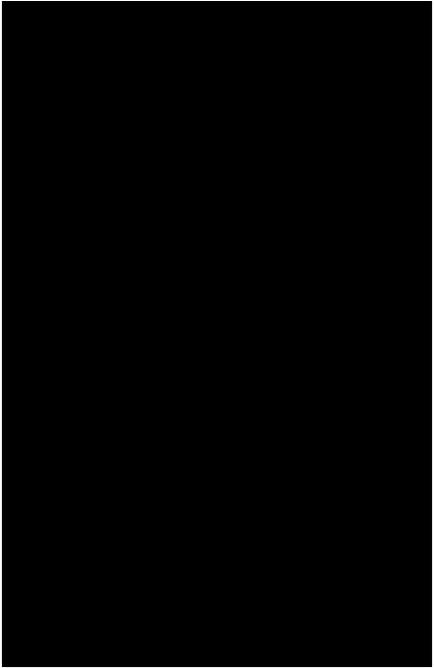
A Tribute to the Late
Majesty King Bhumibol Adulyadej the Great

We mourn your passing away Great King
You who were our protector in this beautiful land
Your life enhanced our hopes on many a strand
You gave dignity to every living being
Our hearts are heavy O Loving King
Our sorrows are insurmountable
You were our sustenance stable
You gave us reasons to sing
Now with your passing our songs end
Silent dirges accompany our memories of you
We look for your hope in each day anew
Perseverance is the only message fate heralds without end
The hope we espouse is engraved in this Kingdom's history
Your grandest life will be our never ending story

Ajarn Glen Chatelier
Director, The Office of International Affairs

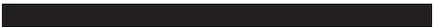
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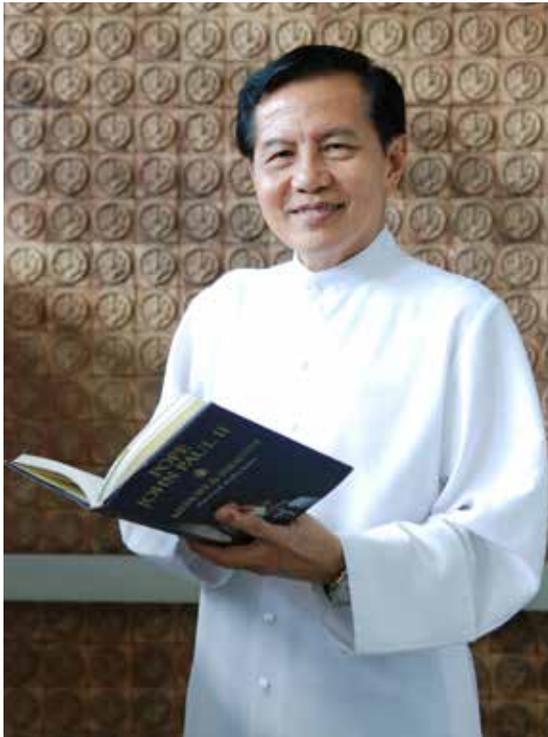
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The 13th Edition of the AU-GSB Connect Newsletter focuses on Green Business and one of the highlight articles addresses the Late King Bhumibol Adulyadej's work through his theory of Sufficiency Economy. In the passing away of Rama IX we witness the closing of a chapter in the life of a Royal figure who engaged with farmers and ordinary people like a folk hero to motivate them to care for the earth and to care for the means of production of agriculture which forms the backbone of the Thai economy. The late King's efforts have produced great results which

showpiece Thailand as one ASEAN Economy which can balance both the traditional and emerging economic agendas quite compactly. The UNDP had awarded the Late King with a lifetime achievement award for turning around agricultural activity in this country, thus setting the model for other agricultural economies to follow. King Bhumibol will be remembered forever through the UN World Soil Day on December 5, each year, the birthday of the late King of Thailand. It is indeed hoped that all learners and those who leaf through the pages of this newsletter can take with them the resonating the wisdom of King Bhumibol's counsel, to carry out meaningful activities in line with what the local environments can provide for more balanced living.

I wish all readers a Happy, Green 2017.

Cordially,

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

PRESIDENT-RECTOR MAGNIFICUS



“Going Green is Good Business” is a new slogan for the AU-Graduate School of Business.

On the face of it, the green business market amounted to as much as \$1 trillion in 2015, and projections reveal that the market will expand to around \$1.4 trillion in 2020. Asia's current share is 22 percent, if Japan is included. But without Japan, it is only 12 percent. How do we expand this growth market of environmental goods and services to help sustain, as well as restore, our oceans, our forests, our lands?

With investments needs ranging from \$300 billion to \$1 trillion on a current year basis, this sizable investment gap clearly makes a very strong call for very robust, very active investments, but more so, private investments.

The United Nations Environment Programme Executive Director Erik Solheim encourages businesses to go green, for which the private sector must change its mindset. This change in mind-set should think about going green as a legitimate business opportunity rather than a liability or cost to the company.

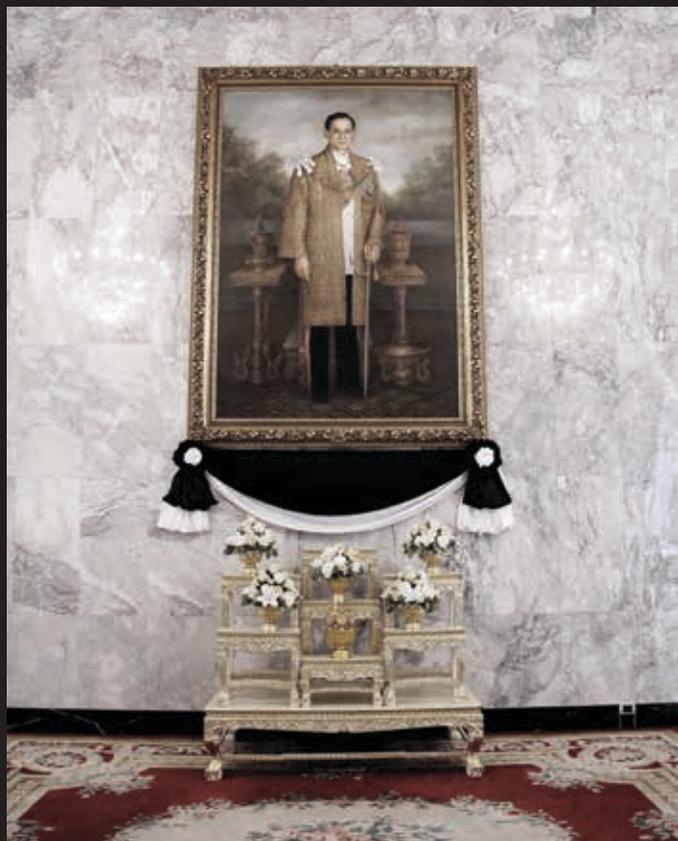
For us the Graduate School of Business, the shift must begin in information provision of what firms around the world are doing to go green—whether it is investing in new green ventures or transforming their existing companies into green businesses.

At the Dawn of the 2017, let us all hold hands together to extend what the late King Bhumibol Adulyadej set out to do, build a greener world for a greener future. The building begins within each individual teacher and learner, into the Thailand around us, and the world beyond us.

Happy New beginnings in 2017 for a greener world !!!

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

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



MOURNING THE PASSING AWAY OF H.M. KING BHUMIBOL ADULYADEJ

The Assumption University Community gathered at the King's Room, Cathedral of Learning, The Sala Thai and on October 20, 2016 at the Chapel of St. Louis Marie de Montfort to pray for the repose of the Late Majesty King Bhumibol Adulyadej. The community of worshippers at the Chapel remembered the generosity and selflessness of His Majesty King Bhumibol Adulyadej while also praying for the grieving Thai nation.





Freshmen at their Best!

The Freshmen Seminar for the academic year 1/2016 was held over the weekend from October 14-15, 2016 at the Holiday Inn Hotel, which is located at the Hub of the Pattaya City.

The Graduate School of Business (GSB) invited Dr. Charnsid Leelakasemsant as a guest speaker to discuss the topic on "Big Ideas and Big Brands".

The traditional Bai Sri ("Bi See") Ceremony was held during the freshmen orientation of AU-GSB students. Bai Sri Su Kwan is a welcoming Thai ceremony. It is a ritual ceremony passed through generations. Thai people believe that the rite of 'bai sri su kwan' is a ritual activity that would encourage their mental strength. The strong mind would support them as they wish to succeed in their lives.

The student Organizing Team known as the "Team Leaders" and the Freshers participated in many student activities and workshops which led to the creation of friendship and team effort. The office of graduate business (OGS) held a competition between student groups who were advised to record an AV on their freshmen seminar experience with creativity and top four teams were rewarded by the OGS.





Induction Day 1/2016

The Induction Day for the Freshmen students who enrolled in the MBA Day and Evening, MBA Fast-Track, MBA Professional Day and Evening, Double Degree Day and Evening, MBA Exchange, MBA Twining, MBA TRM, MMOD in the first trimester (1/2016) of the academic year was organized by the Office of Graduate Studies (OGS) at the Auditorium, D-Building, 2nd floor, Hua Mak Campus on September 3, 2016.



10th Asian OD Network Summit

23-26 September 2016, Shanghai University of International
Business and Economics, Shanghai, China

DR. PERLA RIZALINA M. TAYKO

CURRICULUM INSTRUCTION/ORGANIZATION DEVELOPMENT CONSULTANT
PHD OD PROGRAM INSTRUCTOR

A 60-delegation of ABAC.GSB.ODP Faculty, Alumni and OD Learners led by Dr. Bro. Sirichai Fonseka, actively participated and engaged in the 10th AODN Summit held at Shanghai University of International Business and Economics in Shanghai, China.

At the opening ceremony on the morning of 24 September, Vice President Xu Yonglin, on behalf of Shanghai University, extended a warm welcome to the delegates from around the world. Dr. Lee Lu, Rotating President and Conference Chair of AODN, Professor Sirichai Fonseka,

Vice President of the Assumption University of Thailand, Professor Jiang Bo, Vice President of Tongji University in Shanghai, Professor Phyllis Lin, the University of Indianapolis in the United States, and Professor Zhou Haiyi, Dean of School of Business at Hohai University in Nanjing, delivered keynote speeches. The welcome dinner was sponsored by Assumption University GSB in the Chinese Style of Hospitality held at Vienna Hotel.

In the topic-specific sessions that

followed the plenary, more than 100 experts, scholars, doctoral students, and business executives from such countries as China, the United States, India, Thailand, Myanmar, Malaysia, Indonesia, Cambodia, and the Philippines discussed in details a wide range of issues, for example, Developing Leadership in Asia, Exploring the Dynamics of Change, Transforming Organizations in Asia, Building Diversity and Respecting Culture, and Creating a New and Extensible Organization Development Learning Model in Asia

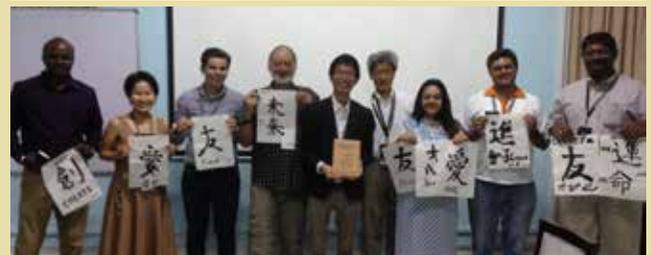
On the first day of Conference, Two strategic training sessions were lead by Whole Systems Transformation Guru, Mr. Roland Sullivan, MSOD, RODC and Dr. John J. Scherer, Wiser at Work Leadership Development Institute President on "Self as an Instrument of change: You are the Intervention."

Two other plenary sessions were held and facilitated by Roland Sullivan, Dr. Lee Lu, Prof. Irham Dilmy, with a panel composed of OD Practitioners and Guru namely Mr. Ric Abadesco, from the Philippines, Prof. Vijayakumar from India, Dr. Perla Rizalina M. Tayko, Thailand & Philippines and Dr. Phylis Lan Lin of United States and Taiwan.

An Interactive Plenary Session on "Engaging OD in Asia/ Engaging Asia inOD" led and facilitated by our own GSB OD Program Director, Dr. Perla Rizalina M. Tayko, Dr. Edgar Schein keynote the Interactive Plenary Session with Mr. Roland Sullivan, Mr. Michael Chen, Mr. Irham Dilmy and engaged Seven CEOs from among the participants to engage in a dialogue by groups as a follow through of the keynote message of Dr. Ed. Schein on virtual link. Also Dr. T.V. Rao of India presented the Evolution of HR and OD in India.

Eighteen presentations from ABAC.GSB Alumni and current OD Students were presented on concurrent session in five tracks. Dr. Kampon Ruethaivanich, Dr. Wutt Yi Soe, Dr. Nandy Lynn, Dr. Aung Ye Zaw, Dr. Pirata Phakdeesattayaphong., Dr. Jaresak Songwuttichai, Dr. Vasu Keerativutisest, Dr. Devie, Dr. Shwe Hein, K. Lukpat Kamolsiri, K. Pattarada Rungruang, K. Veeraya Manapajon, K. Wilawan Khewsomboon, K. Tamonwan Somsriruen, Mr. Dong Lin, Mr. Zhaoyang Li, Mr. Xiaolong Feng, Ms. Chudan Chen, Ms. Ting Huang and Mr. Jin Shi as well as Dr. Perla Rizalina M. Tayko with Dr. Gloria S. Chavez delivered their presentations.

The concluding plenary on MOVING FORWARD: INTEGRATING THE LEARNING was lead and facilitated by Dr. John J. Scherer and with the presentation of the succeeding AODN Summit in Bali, Indonesia in 2017, Manila Philippines in 2018, Mumbai, India in 2019 and Bangkok, Thailand in 2020.



Future Forward with IODA

DR. SEONGDOK KIM

PHD LECTURER

DEPARTMENT OF ORGANIZATION DEVELOPMENT

The 30th International Organization Development Association (IODA) Conference was held in Mysore, India from August 22-27, 2016 with the concept on Future Forward Organizational Development (OD) in the Changing Global Landscape. 30 PhD OD students from Thailand (Batch 9) and Myanmar (Batch 2 & 3) with two leading faculty members, Dr. Seongdok Kim (PhD OD faculty) and Mr. Bhumiphat Gilitwala (GSB Faculty & Batch 6) attended the conference. PhD OD students actively participated in all aspects of the conference that included the introduction of the speaker, cultural dance performance, interactive session with OD professionals & practitioners, and presentation of conference proceedings.



MEMORIES FROM
THE GRADUATES (CLASS 44)





Assumption University organized the 44th commencement exercises on 20th November 2016 for the graduates of class 44 at Queen Sirikit Convention Center (QSCC). Rev. Bro. Dr. Bancha Saenghiran, President - Rector Magnificus of

Assumption University handed out the degree certificates to all graduates of Ph.D., Master and Bachelor levels. Present on the occasion was the Deputy Prime Minister and Minister to the Prime Minister's Office H.E. M.L. Panadda Diskul.





CONQUERING CONFERENCE JITTERS

HERMAE AQUINES
MBA-TRM

"Anything that gets your blood racing is probably worth doing."

– Hunther Thompson

I've been working as an instructor in a hotel school for the past few years. Facing a group of listeners isn't new and Presentation stuff is part of my routine. But with all honesty, this experience I am going to share is far distinct.

Taking up MBA-TRM program with thesis track, the course required me to present my work in a research conference. I am fortunate enough to have my paper entitled "Impacts of Film-Induced Tourism: The Case of Sagada in the Philippines" be presented during the three-day 14th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) Conference in Dusit Thani Bangkok during 11 - 13 May 2016.

Hundreds of attendees came from all over the world whose visions towards hospitality and tourism are profound and impressive. Being a part of this community has made me feel both proud and humbled.

As it was my first time to attend such huge event, everything seemed to get me bewildered. I was notified that my presentation was set on Day 1. My initial thought was to reply back saying, "Can the schedule be moved?" Having the date changed to latter would probably make me more prepared, more at ease. After a period of battling against my courage, I accepted the challenge.

"I can do this. Everything will go well," I told myself.

We were received the guidelines of presentation. Knowing that the presentation will run for only 10 minutes, my anxiety was somehow lessen. I did my visual aid, and had some sort of practice speaking just before the presentation day arrives.

The conference was officially unveiled and the concurrent presentations were set to start right after lunch period in respective conference rooms.

Delegates made their queue on the buffet lunch, but I just had slices of fresh fruits on my plate, which I wasn't even able to finish. I was purely tensed at that moment and there is no food that can entice me when I feel nervous. I couldn't think about anything except the presentation which will happen anytime soon. I left the spacious dining area and went straight to my presentation room. The moderator first checked the presence of 4 presenters (including me). Roughly 25 random persons occupied the room to listen. My name was called. I got on my feet.

As I stood in front, the jitters started fading. I smoothly delivered my presentation. At some point of my presentation, I recognized a feeling of pride, especially when I flashed slides about my country which was my research study area. Through this research, I was able to tell people of different nations about my home, and I am genuinely glad to be a bridge for people to know more about

the Philippines. After the presentation, I received a round of applause from the crowd and was given the certificate of recognition.

I made my way out of the conference room with breathe again and a huge smile. I'm finally done! There were snacks provided during the afternoon break which I was very thankful for. (I can eat now!)

The rest of the conference days kept me listening since prominent speakers were invited to share their insights.

This experience taught me the courage to embrace the challenges comes my way. Not because you've done public speaking once or ten or thirty times, means that you can flawlessly do the same on every event. And that is okay. It is very important to face your fears no matter how big it looks. So what if you're first on the list? Take the challenge and Step out of your comfort zone. Be free to do your own style as long as you share the core points of your presentation. This is about expressing what you discovered, not echoing what others have already spoken.

I admit to fear presenting in an international conference at first, but now, I can completely say that I do hope this wouldn't be the first and the last. At this point, I am looking forward for the next conference.

It can be your turn next time. Take your step, too!



Community, Society and Family with
INTERNATIONAL TENNIS LOVERS!



"International Tennis Lovers (ITL)" was an original idea that started in 2012 by a group of Alumni students from Assumption University. The purpose of ITL is to create a community sporting platform that gives information for amateurs, semi professionals, professionals and sport enthusiasts. The website is a six development process which is currently functioning at the third level of development.

International Tennis Lovers is a non-profit organization, which was created to share with you our interest, love and passion for this beautiful and noble game that is tennis. Our organization is not about the strength of your strokes, your years of practice, or the trophies you have won. What really matters for us as Tennis Lovers is to be able to share different experiences, moments and memories with you, all gathered around our strong passion for tennis.

International Tennis Lovers being mostly family-oriented, we organize family tournaments in which everyone can participate: children, teenagers and grown-ups. The main purpose of the tournament being to have fun and to spend wonderful moments all together! So far, ITL already organized 18 tournaments and is looking forward to organize bigger family tournaments with a larger number of participants. This will be possible thanks to you and your deep love for sport. Last year we have organized a big international and family tennis event between the 17th and 18th December 2016.

ITL organizes also social responsibility programs and has been working closely with foundations like the Father Ray Foundation, to help orphans and people with disabilities. This year, as a special year for Thailand with the

passing of the beloved King H.M. Rama IX, our association are making sure that his teachings, values and beliefs will be kept and cherished to the next generations. Therefore, we also have changed our theme from green to 'black' for all activities. We hope that at the annual donation event last year at the Father Ray Foundation on the 19th of December, 2016, will be supported by the AU graduate professors, staff, alumni and students in the special event.

This year we have expanded ITL from our original TTL organization. This due to the support and growing demand of people around the world that are interested in events and activities that we are organizing. ITL is now a fully functioned multi language organization which gives service in English, Thai and French language. We hope you will enjoy our events and looking forward to welcome you all.

Stay tuned and check out at www.international-tennislovers.com for more details about International Tennis Lovers upcoming events. In addition, please stay connected with the Facebook fan page.



SERVICE ATTITUDES AND HOSPITABLE PERSONALITIES FOR THE BURGEONING TOURISM INDUSTRY

DR. ADARSH BATRA
PROGRAM DIRECTOR
MBA-TOURISM & PHD HTM

The Tourism Management Program from the Graduate School of Business (GSB) celebrated 'World Tourism Day' on September 27, 2016. The session was arranged with the objective to raise awareness of World Tourism Day by inviting a guest speaker from Bangkok Airways K. Nuchanart, to share views on "Service Attitude and Hospitable Personality for the burgeoning Tourism Industry". World Tourism Day has been celebrated on 27 September by United Nation World Tourism Organisation (UNWTO). Thailand had been a member of the United Nation World Tourism Organisation (UNWTO) since 1975 and is represented on many of UNWTO's committees. The theme for this year

is "Tourism for all". 'Accessible Tourism for All' in simple words means the creation of environments, products and services that cater for the needs of both travellers and local population, whatever their abilities may be. The purpose of the session was Creating awareness among the students on World Tourism Day, to understand the importance of service attitude and hospitable personality, how to dress based on how you want to be addressed, manner and service attitude tips for a hospitable personality and run a workshop on Service attitude and hospitable personality. The guest speaker session was attended by highly enthusiastic 16 MBA-Tourism students from





Independent study I, II and marketing stream. Students were informed in advance about the topic, presenter, date and venue of the event.

K. Nuchanart shared her day-to-day experience through a lecture cum PowerPoint slide presentation as a workshop activity in L-51 (5th floor of the ODI Office/ building on Huamak campus, opposite to Saint Gabriel library). In her 15 slides walk and talk presentation, she quoted a study by John Maxwell & Florence Littauer for introducing theory of Personality Plus and compared core characters of an eagle, bull, mouse and a bear. She stressed that their nature is different and wanted each and every one present to assume what type they are, learn and adapt how to live and communicate with others.

Thereafter to ice breaking the participants, she divided students into different small groups. Students were asked to think which personality types they are facing three hypothetical situations' and translate themselves into different types of animal; and create an agreement or disagreement scenario. All groups participated and enjoyed at the same time.

The event therefore, rather than being a stand-alone workshop exercise with an outcome, became an initial step in realizing importance of pleasing personality in the service industry. Before close she explained 10 rules of customer service and guidelines of hospitable personality. The session was brought to an end with all present their posing for a group photograph. The forum offered a unique opportunity for the students to meet colleagues, share experiences and ideas, and network on tourism issues. Once K. Nuchanart completed her scintillating presentation, she was thanked and presented with an ABAC souvenir as a mark of appreciation for sharing her time with the students.





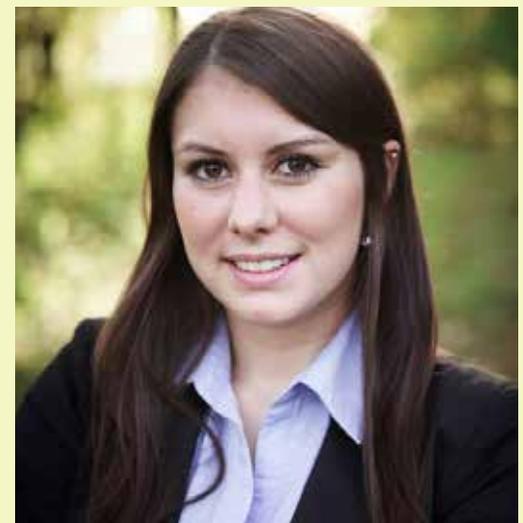
FEI CHEN HUANG

MBA DAY
Taiwanese

"There is no business to be done on a dead planet" a quotation from David Brower, which I found to convey the importance of why business should go green. To celebrate this year's World Ocean Day, Adidas and Parley released the first batch of running shoes made by recycled ocean waste. I feel proud that the shoes are made in my homeland, Taiwan. Taiwan is the 7-th largest textile exporter and also one of the key fabric providers of many famous brands such as Adidas, Nike, Reebok, Under Amour, etc. Taiwan's textile industry can maintain its advantage in the global market, one of the reasons is the ability to fulfill continually updating environmental standard, which is highly valued by most of the international brands. Going green is inevitable, especially for the export-oriented economy like Taiwan, if you can't catch up with the environmental standards or regulations, then you will be kicked up from the global supply chain. It's happy to see more businesses have taken on the environmental responsibility, and for every individual we can also contribute by supporting eco-products, or bring your own bag when you shop. Together we can make the world a better place.

ON

PERSPECTIVES



SONJA KNIEPER

MBA EXCHANGE STUDENT
German

A few years ago, going green was just trendy, but today firms realize that there is a significant importance to the world to be green. If we have a closer look to the European countries, many companies intend to be a model of environmental protection and practice an open information policy toward its staff, its market partners, the official authorities and the general public.

People might think that England is the greenest nation, while they do have a lot of modern businesses and a high recycling rate, but many studies have shown that my home country Germany is arguably the greenest of the EU nations.

BUSINESSES

GOING GREEN



EHSAN KARIM

MBA DAY
Bangladeshi

A lot of German companies have already realized, that there are several benefits of going green. For example, Germany hopes to raise the amount of green energy it uses from a quarter at present to as much as 60 percent by 2035, and will spend €550 billion on developing renewable energy over the next 26 years.

In my opinion going green and producing environmentally friendly is getting more and more important for businesses. Besides there exist many creative ways organizations can embrace environmental sustainability and use it to their advantage.

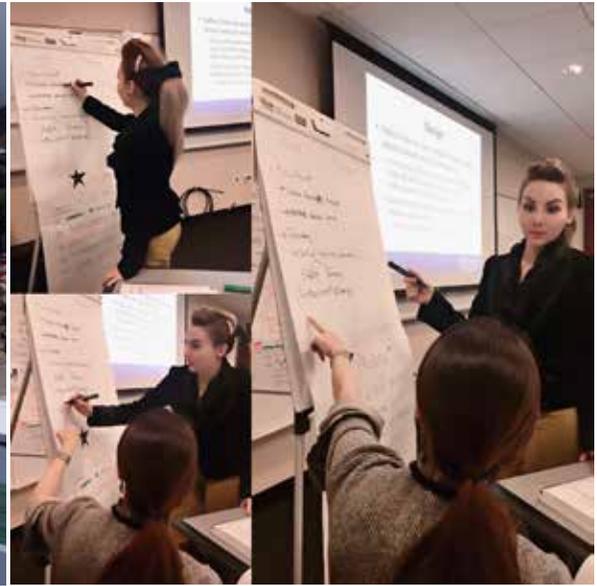
We all can agree upon the aspects of green business which has minimalistic impact on external environment, allied community, society and economy. However, there are certain practical terms to this phenomenon. Eventually all products will die in the long run unless they are driven through innovation. While incorporating innovation, in most cases they end up conceptualizing Green Business Innovation Model. This model helps businesses not only to capture economic value, but also to reduce ecological footprints in a life-cycle perspective.

In Bangladesh, green businesses are mobile. They actively participate in modification, re-design and substitution in order to have greener inputs in production and operation. From my own perspective, it will be a great opportunity for start-ups to raise funds pitching new ideas on product development. We have examples from real estate firms, energy sectors, non-banking financial institutions actively engaging in effective waste management, efficient energy system and product development to enhance and ensure the protection of the environment.

RISE & SHINE WITH PEPPERDINE

KULRISA SRISANGKAEW
PHD-TRM CANDIDATE





America has been my dream destination since I was young. This field trip - the great experience at the Pepperdine Graziadio School in both the campuses was amazing (Malibu, Hill campus & West LA campus) made my dream come true.



After arriving at LAX, I was so excited & couldn't resist myself from exploring California. I checked in at the Fairfield Inn & Suit by Marriott with my fellow workshopers. The hotel was small but convenient for us. A comfy bed was what I love the most I must say. Besides, what I like about California is the nice weather- I'd love to live all my life in a place like this.



The Pepperdine workshop plan was amazing! Dr. Julie Chesley appreciated me much and gave me my American nickname "Kristtie", which I liked. Educational program "Mindsets Matter" the Neuroscience of leading Change was the most interesting lecture. The blend of knowledge and incorporated theories in Organization Development changed my "mindset" towards change management. My mindset can change how I think, and that affects my brain pattern and behavior. Focusing on positive makes mindset shifts to good results. Another theory is AI or "Appreciative Inquiry", which I never heard about before. I think I gained so much worth knowledge from the workshop. The activities were amazing, the campus was a perfect learning environment with good facilities and qualified professors.



Apart from the workshop, we had educational field trips to hotels, schools, teacher associations, and conventions. The first visit was at the Fairfield Inn & Suit by Marriott LAX/El Segundo, where the station manager gave insights on property management and operations. The management brief at Marriott inspired me much to discuss over it during my lecture at ABAC as well. The second visit was at the Da Vinci School, where the school curriculum plan impressed me the most. The project based learning helps students to work on specific projects that deals with future development & sustainability . It is a great initiative by the school to transform youth towards future leaders. Next comes the Teacher Association at Long Beach, where we met teacher's union for negotiation, contract and evaluation, which may help to promote the quality of teaching and enhance the well-being of teachers in America. Our last stop was at the Long Beach Convention and Visitor's Bureau. We had a discussion with the marketing managers on business management, which can be applied to my teaching in tourism management.

During my free time in CA, I paid a visit to Hollywood in LA, Santa Monica, the Shopping Malls, and Malibu Coast. I have captured Hollywood moments during my stay which makes it worthwhile living each moment in California. It was such an amazing experience, the hospitality of the Americans the weather, culture & so forth will always be in my memory.



GREEN ACADEMIC TRIP

A CONTRIBUTION FROM DR. CHITTIPA NGAMKROECKJOTI
AND THE INTERNATIONAL BUSINESS MANAGEMENT (SEC 6) CLASS, TRIMESTER 1/2016

On Saturday, October 29th, 2016, the MBA Evening program's course in International Business Management (IBM) undertook an academic GREEN TRIP at the Hwa Fong Rubber (Thailand) Company Limited (HFT) located at the Samut Prakarn province. This included a cultural exchange at the Samutprakarn Crocodile Farm and Zoo.

Founded in 1945 with US\$114,948,000 and 3,700 employees, HFT had manufactured bicycle tires and tubes for consumers which included children (from four years olds) till seniors. With its high numerator chemical compound, HFT had highly contributed to the National Defense Program of Thailand. Moreover, the company had started to implement the green factory concept by installing air waste filters, waste water treatment, and planting trees around the factory.

Founded in 1950 by Mr. Utai Youngprapakorn, this farm is a crocodile zoo which had claimed to hold the world's largest crocodile in captivity, named Yai, measuring 6 metres and weighing 1,114 kilograms. Currently, there are more than 100,000 crocodiles together with various kinds of animals in this 300 acre edutainment center (<http://www.worldcrocodile.com/home.html> access on Saturday, November 12th 2016). The farm emphasizes environmental protection to preserve the natural habitats of wildlife.

GREEN TRIP OF MBA PROGRAM, AU

Green in this article means the concern for the green environment. Trip implies the journey that the AU had organized to fit with the students' satisfaction. Green trip means being concerned for the impact of environment while AU students travelled. In other words, our instructor and students had greatly awareness towards the environment through responsible behaviors and its offsets, or lessening the negative effects of tourism on the environment. Students had learnt how to give back step-by-step, to the environment. Starting from preparing this

project online, we continued to conduct eco-consciousness while travelling and returning safely to AU.

Students had the initiative to bring with them Thainamthip water, considered eco-friendly as a green package product. Its Eco-Crush bottle uses only 35% less plastic and they do not use film-wrapped lid of bottles by processing Ozone. Moreover, bottles can be twisted to save space in transit to be disposed and we prepared plastic bags to separate waste and also cultivate good habit for our society. Secondly, students used eco-black bags to reduce waste during the trip. Such bags use biodegradable plastics and waste segregation. However, they found that most students had thrown away their trash in the public bin replacing those bags. As a result, such behavior showed that students had high consciousness towards the green environment.

IT IS TRUE - BLUE AND MORE GREEN

The greater concern about the greener environment in ASEAN is increasing at a speedy rate. At the ASEAN summit in August 2016, The ASEAN Socio-Cultural Community (ASCC) Blueprint 2016-2025 stressed the importance of sustainable development by identifying many key indicators, such as sustainable climate as well as sustainable consumption and production. Also, the 2016 Nielsen Company's reported that younger generation, aged between 15-20 years, also known as Generation Z, are willingly to pay more for green products and services - up from 55% in 2014 to 72% in 2015. Thailand, one member of ASEAN has vigorously fine tuned environment policies to be accepted as environmental concerned in order to attract more foreign direct investment (FDI) volumes.

In 1983, World Wildlife Fund (WWF), the world's leading conservation organization in Thailand was established. The unique way of their work combines global reach with a foundation in science, involving action at every level

from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature. In 2016, WWF embraced a bold new strategy and transformation designed to make the organization stronger and even more effective in tackling the challenges ahead. Moreover, to gain more acceptance worldwide, in 1993, Thailand Environmental Institute (TEI) has been established to share environmental responsibility. TEI helps to formulate environmental directives and link policy with action to encourage meaningful environmental progress in Thailand. Because of these reasons above, Thailand manufacturers such as HFT have to challenge themselves by issuing new environmental policies not only to protect employees but also ensure efficient operations in their manufacturing activities.

HFT has achieved such changes of greater acceptable satisfaction of the green environment. Large manufacturers like HFT, whose chemical production directly affects the environment, have huge piles of work in keeping their factory greener. For example, HFT had initiated the campaign in planting trees around the manufacturing unit. They have limited the sound level inside, and have periodically conduct medical check-ups for their employees. Also, every raw material/semi-processed material which had been in stock for longer than the tolerated time, will be disposed off under the world standard requirement. Finally, HFT has continuously updated its policies and practices to exceed such standardization with the future plans to cooperate with customers especially western countries to develop the advanced green environmental systems.

The origin point to preserve environmental concerned has to be created by individual initiatives. Our MBA program and Office of Graduate Studies (OGS) will try harder to implement green issue connected to the heart of our students.



AUGUST

HIS EXCELLENCY CAVALIERE ENZO PERONI

Topic: Inner motivation – the passion which energizes organizations
Date: August 17th, 2016
Time: 13:30 to 15:30 Hours
Venue: Hall of Fame, Coronation Hall

It was honor to have His Excellency Cavaliere Enzo Peroni, the Group Managing Director, Founder and CEO of EP Group, as a speaker. He shared an interesting topic about inner motivation with the graduate students.

At the beginning of the session, he shared his experience of the lack of motivation in the company he worked. He explained how he and his assistant came up with idea to tackle the lack of employee motivations, and came up with the idea of inner motivation with positive energy. He expressed that inner motivation is "When you want to succeed as much as you want to breathe, then you will be successful." No one can inspire others, unless he or she can inspire himself first.

Passion is irresistible and contagious, and it is an essential key for inner motivation. He believes that employee must believe in the work he is doing, the company and himself. This will help create their passion, enthusiasm and motivation.

Lastly, he spoke about the remedies to tackle the lack of motivation, and suggested ways to make workplace more interesting and motivate the staff. He gave ideas on how to overcome demotivation and encouraged us to be passionate about what we do.



SEPTEMBER

DR. RONALD GORDON ROSS

Topic: Value Investing: Investment Identification and Selection Strategic Towards Value Creation

Date: September 26, 2016

Venue: Room A 52

This MBA Speaker of the Month was suitable for Finance and Investment students. Dr. Ronald Gordon Ross comes from one of the most famous Australian Catholic Universities. He is a co-author of many textbooks for modern finance and portfolio theory.

Value investing is an interesting style of investment assets at a price below their calculated intrinsic value. The guest speaker recommended that his audience not easily lose their money by applying philosophy of moderate conservative investment principles.

Risk is a covariance rather than permanent loss of capital. Full diversification/ indexing are to leverage and enhance suitably acceptable rates of return with consideration of the alternative plausible hypotheses from behavioral finance & agency cost of delegated investment management, statistical test showing value outperformance, and financial wisdom.

The investors should not speculate making too much profit before studying the foundation and financial statements of prospective investment companies. The five – year investment projection is highly recommended with value investing tenets: circle of competence, margin of safety, patience and internal fortitude, detailed study of the company's financial position, reliance on solid and certain information with future prospects, and growth with franchise.

For example, the investors ought to be concerned about their margin of safety that is a risk of losing money, because they might too much pay. Sometimes, the stock market may be very volatile, when the investors panic and turn irrational due to certain economic situations.

The three elements of financial wisdom are: a good company, a safe company with no excess debts, and a worth – for – investment company. Such good, safe and worth - for - investment companies should be a strong establishment, according to modern investment theory that when the market is efficient, prices become equal to value.



OCTOBER COUNT GERALD VAN DER STRATEN PONTHOZ

Topic: Entrepreneurship : Power and Potential
Date: October 20, 2016
Venue: Salle D' Expo

Count Gerald van der Straten Ponthoz is a member to the Belgian family owning a major interest in AB InBev, the world's biggest beer company, which owns brands such as Stella Artois, Budwiser, Hoegaarden, Corona and Beck's. He was born in Brussels, Belgium, and has lived in several countries. He has lived in Thailand for 16 years. While his professional activities are mostly limited to the family holding, which also holds important stakes in other famous food and beverages companies, he also created a foundation in the north of Thailand, of which he is the Chairman. The foundation is named after the name of his great grandfather, who was General Adviser of King Rama V: The Chao Phya Abhai Raja Siammanukulkij Foundation. With the activities of the foundation, he tries to use his experience in business, and the knowledge he acquired during his studies at INSEAD Business School to make the lives of disadvantaged youngsters better. In his presentation, he discussed the topic of "Entrepreneurship : Power and Potential." Power is control, authority, dominance, leadership, or influence. His family business is a true global consumer goods company. The purpose of his family holding is not just only for his generation, but also for the next generations. Therefore, he has to carefully plan for the future business growth based on friendly acquisitions, mergers, better management and creativeness in moving forward.

The successful elements of the family business are family unity, long – term vision, continuous self – improvement, and education. Family unity is very important to keep business with power and control. Potentially, his family holding has grown with "Multi – Brand Strategy" of long – term partnership agreement to safeguard the controlled stake. His current family business product is focused on Beer. Other kinds of beverage product lines may be expanded with viable future acquisitions.

He keeps himself educated by life – long learning. Although he is very successful, he keeps himself humble to gain more knowledge from others.



NOVEMBER

PROFESSOR KALLAYA KIJBONCHOO, PH.D.
INSTITUTE OF NUTRITION, MAHIDOL UNIVERSITY

Topic: Nutrition for Exercise and Sports

Date: November 3, 2016

Venue: Room A 71

Professor Kallaya Kijboonchoo, Ph.D. described the importance of Nutrition for Exercise and Sports. She graduated in Physiological Nutrition from University of Glasgow in the United Kingdom, and Master Degree in Nutritional Biochemistry and Metabolism from Massachusetts Institute of Technology (MIT) from U.S.A.

Currently, she is a head of Nutrition Physiology Division. As a national and international consultant, she has been the director of Sports Nutrition Center under supervision of Sports Authority of Thailand since 2007. Her past achievement was that she was on the organizing committee of the Southeast Asian Games (SEA) Scientific Congress in Thailand in 2007.

She has promoted healthy life by being invited as a guest speaker, and has published many healthy nutrition papers in both domestic and international proceedings e.g. Sports Nutrition Pyramid, a guide to daily food choices for active people.

To stay healthy, we have to moderately consume food and beverage, have adequate exercise, and refrain from other unhealthy activities such as smoking or excessively consuming sugar and salt. Breakfast is the most important meal of each day.

The optimal nutrition habit is needed for sports training and competition. Good food and beverage are not just necessary for our healthy life, but we also consume them for pleasure. Sports people appreciate more carbohydrate and know their protein to gain their muscle mass, and they must stay hydrated and aware of fat that they consume. Nutrition during sports training and friendly competition are five food groups, healthy nutrition, adequate water replenishment, speedy recovery, and adequate sleeping hours.

Our life is a matter of choices to live well, and it will never go wrong. She has recommended investing in healthy lifestyle by sound nutrition, adequate sleep, less stress, and positive thinking. We are what we consume to help build a nutrition diet of moderation, balance, variety, controlled calories, and adequacy. She is very kind to recommend that we should never starve our children, because it will impede their healthy growth. If the parents are concerned about their overweight or obesity, they just have to cut down on foods with unnecessary fat and sugar.



NUTRITION FOR EXERCISE AND SPORTS

Dr. Kallaya Kijboonchoo, Dr. Thongdee Kijboonchoo

An Additional Content from the Speaker of the Month (November 2016)

Issues of physical inactivity, inappropriate food consumption habit, non communicable diseases and solutions in terms of food diet and important role of physical activity are discussed for non-athletes; while tips and suggestions for high physical performance from nutritious and balanced diet for athletes'/exercise enthusiasts are provided. The session deals with non-athletes to be healthy and productive, with athletes to attain high performance.

NON-ATHLETES

Currently, one serious issue of non-athletes/ordinary people that needs to be promptly investigated is non communicable diseases (NCDs) which are obesity, high blood pressure, high cholesterol, high blood sugar, among others. All of which make life unhealthy, suffering, unproductive, a burden to others and root cause of various diseases. They can be prevented and got rid of as early as possible.

The primary cause is $SE > DE$ where SE is the supply of energy, and DE is the demand for energy. This means ordinary people eat more food which provide a relatively high level of energy; but in daily activities, they expend relatively less energy. As a consequence, there exists a surplus of energy. If it is sustained for a long time, it will be the culprit that invites NCDs to the respective person.

One easy and very feasible solution is to minimize or zero in energy surplus or in other words try to keep $SE = DE$, that is, a balance between SE and DE. Thus, two paths are obviously seen to help reach the goal; one is to manage SE path and the other is DE path. To manage SE path which is the supply of energy, one should strictly consume food that provides nutritious diet. It includes adequacy that is enough nutrients, calorie control that is management of foods/energy factors, variety – different kinds of foods and wide selection, balance – optimal combination of food types, moderation – appropriate level of consumption, among others. To manage DE path which is the demand for energy or energy expended/consumed, one should eradicate the old habit of physical inactivity and begin new habit of increasing physical activity or physical exercise. To achieve this purpose, he/she is recommended to have a strong determination and self-discipline for going outdoor regularly and spending adequate time for physical exercise, such as, walking, strolling, aerobic, weight training, fitness, preferable and suitable sports, among others. This will increase DE and simultaneously decrease a surplus of SE. An effective management of DE would ultimately result in $SE = DE$ which implies no surplus in SE. Subsequently, NCDs disappear and a healthy, productive, as well as happy life will be assured for non-athletes.

In sum, a surplus of SE comes from both overconsumption and less DE which is the outcome of physical inactivity. NCDs, poor health, unproductive life are the consequences. The solution is to make $SE = DE$ by adhering to good diet, regular and adequate physical activity. This is the effective means for non-athletes/ordinary people to get rid of NCDs and to be healthy, happy and productive.

ATHLETES

A nutritious and balanced diet, highly recommended for the athletes and exercise enthusiasts, includes the adequacy of the nutrients, calorie acquired and the energy consumed, consuming a variety of foods in order to get nutrients from different sources, as well as to avoid the accumulation of toxic substance that might be present in one's monotonous food consumption. Moreover, the balance and moderation of nutrients are necessary to avoid that too much of one nutrient that might interfere negatively with the others.

The importance of choosing food wisely is highly recommended; and for the athletes the required energy should come from carbohydrate food source that provides quick energy lift and speedy recovery. However, most athletes always pay attention to building muscle mass, so they end up having too much protein along with taking additional protein supplements. One can go for those supplements when one doesn't have an adequate protein intake. Hence, it is important to assess one's daily protein intake before one ever thought of having more protein from additional food and other supplements.

Like general population, the athletes get all the nutrients from foods. However, the most important nutrient for athletes is water. In training and competition, when the athletes lose only 2% of their body weight without immediate water replacement, this will reduce their physical performance up to 90% of their potential capacity. Thus, to maintain the maximum physical performance, athletes with weight loss require immediate fluid replacement. This is also applicable and important for the young and the old athletes who are even not naturally sensitive to the weight/water loss.

In sum, crucial keys for sound and healthy sport nutrition are as follows: appreciate more in carbohydrate, know your protein intake, gain muscle mass, beware of fat, eat small meals more often, breakfast is the most important meal of the day, and stay hydrated.

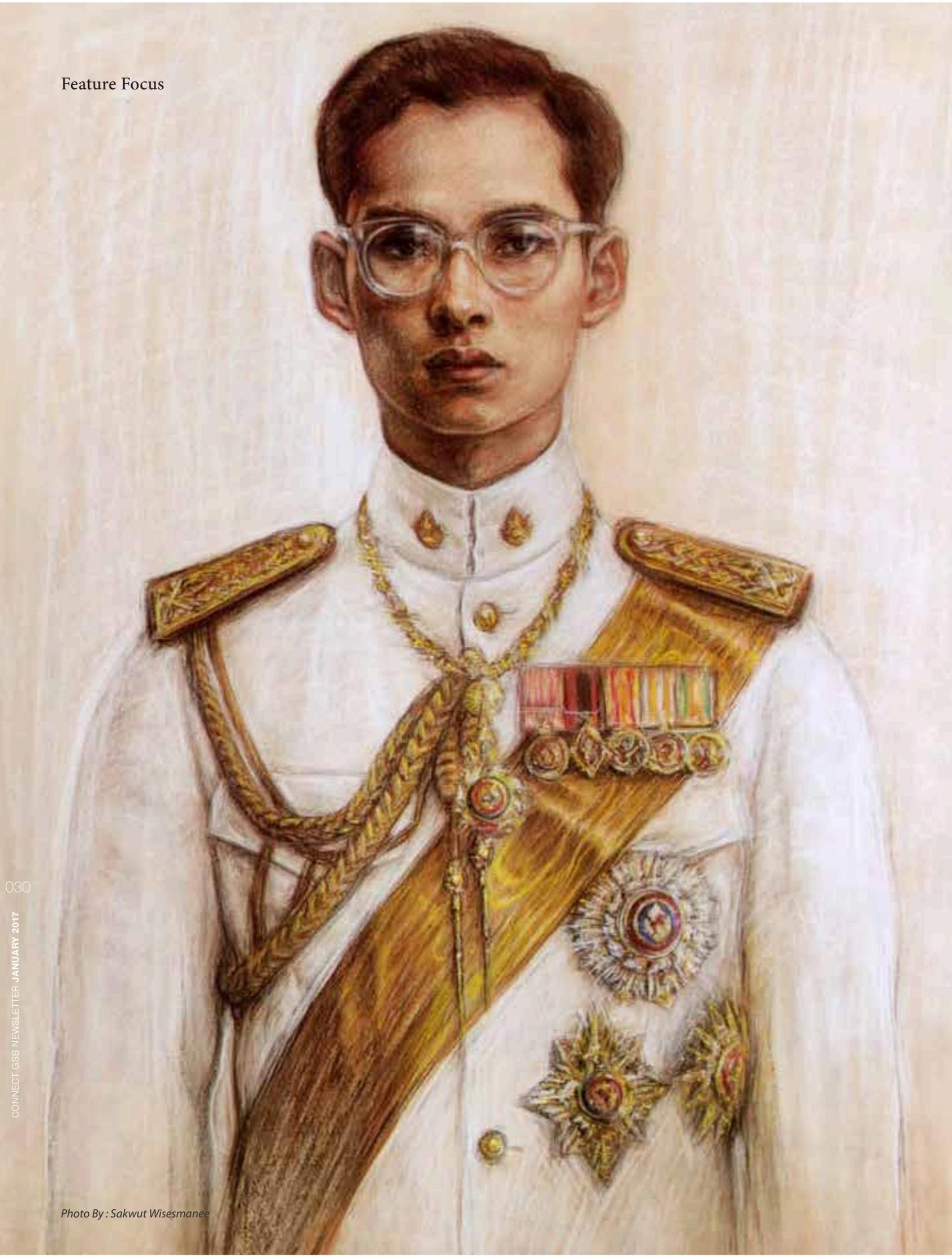


Photo By : Sakwut Wisemanee

Sufficiency Economy in Thailand's Cultural and Economic Ecology:

The Sustainable Legacy of the Late King Bhumibol Adulyadej the Great

AJARN GLEN CHATELIER
DIRECTOR, OFFICE OF INTERNATIONAL AFFAIRS

FARZIN HASSANZADEH KALASHAMI
MMOD STUDENT

His Majesty Bhumibol Adulyadej the Great of Thailand reigned for 70 years. Among his many achievements are the conceptualization and the application of the Sufficiency Economy concept in Thailand. The earliest indication of what is implied by Sufficiency was pronounced by the King in October 1975:

"Heavy development of advanced and more efficient machinery creates joblessness because people are robbed of their jobs by machines. . . Therefore we should think of tools and plans that are practical, expanding energy resources available in country. Such plans may not look glamorous or modern and give not much in terms of yield, yet the produce obtained would be enough for consumption. Moreover more people will have jobs and be able to earn the decent living they wished for."

Sufficiency Economy: An Ideal model

The philosophy provides guidance on appropriate conduct covering numerous aspects of life. After the economic crisis in 1997 known widely as the "Thom Yum Kung Crisis," His Majesty reiterated and expanded on the "Sufficiency Economy" in remarks made in December 1997 and 1998.

The philosophy pointed the way for recovery (circa 1997/98) thus leading to a more resilient and sustainable economy.



The Philosophy of the Sufficiency Economy

Sufficiency Economy is a philosophy that stresses the middle path as an overriding principle for appropriate conduct by the populace at all levels. This applies to conduct starting from the level of the families, communities, as well as the level of nation in development and administration so as to modernize in line with the forces of globalization.

"Sufficiency" means moderation, reasonableness, and the need of self-immunity for sufficient protection from impacts arising from internal and external changes. To achieve this, an application of knowledge with due consideration and prudence is essential.

His Majesty's work on the Sufficiency Economy covered five decades and more, and promoted moderateness in agriculture, and Green industry activities.

The Basics of Sufficiency Economy model included the following:

- It emphasizes Principles of Sufficiency
- It espouses H.M. The King's point of view about sufficient economy –To adhere to the sufficient way
- The way toward sufficient economy is through using the Buddhist doctrine

- The way to firm development on the basis of Sufficiency Economy was indicated through activities of The Human Center. This consists of five locations in Thailand where His Majesty was been able to implement Sufficiency Economy Projects.

The Philosophy of the Sufficiency Economy: Morality in one's deeds and actions

It is essential to strengthen the moral fiber of the nation, so that everyone adheres first and foremost to the principles of honesty and integrity.

In addition, a way of life based on patience, perseverance, diligence, wisdom and prudence is indispensable to create a balance and be able to cope appropriately with critical challenges arising from extensive and rapid socioeconomic, environmental, and cultural changes in the world.

Applications of Sufficiency Economy

Despite Thailand's emergence in recent years as a major trading economy in Asia, the King's encouragement of a self-reliant "sufficiency economy" attracted support in the countryside. Government programs support village recycling and low-carbon impact agricultural practices. A number of villages moved away from chemical fertilizers for environmental reasons, confident they have found comparable organic

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”

alternatives. In some parts of Thailand, sufficiency economy tourism became a growing phenomenon, with villagers eager to teach, and learn, about the best ways to increase garden production and introduce bio-fuel alternatives.

In the Northeast and upper South regions of Thailand, sufficiency economy principles are very much at the forefront of current village development efforts. In 2009 Thai government budget allocated nearly half a billion dollars for rural development; separate ministry budgets also set aside money tagged for sufficiency economy programming. The 5-Year National Economic and Social Development Plans have formally adopted the royal philosophy of Sufficiency Economy as a guideline. In nearly every village there are some efforts underway to switch away from chemical fertilizers. Village leaders realize that by teaching sufficiency economy skills young adults will be able to come back and make a living when economic times are bad.

For years, King Bhumibol taught his subjects to take the Buddhist "Middle Way" in economic matters, with a philosophy of self-reliance and "small is beautiful" ideas that became known as "The Sufficiency Economy." After the 1997 economic crisis, when Conspicuous consumption led to borrow massive unpaid fuel, the philosophy gained popularity as a solution. In all villages, village leaders share that they are implementing sufficiency economy principles to some extent. Baan Khoo Krom village in Krabi province has transformed itself into a training center for sufficiency economy living. The village head has set a goal for the entire village to preserve ancestral

knowledge about how to live off the land and share that knowledge. The villagers have built an education center which houses over 200 visitors who came to learn the village's ways of sufficiency living. The curriculum first requires training in changing one's mindset away from modern materialism. The training also stresses the need for friendliness, environmental preservation, and cultural and religious values, in addition to the practical skills of self-reliance.

The village is almost completely self-sufficient. More than 20 projects are creative in their utilization of the natural resources available within the local environment. Among them: Compost fermentation capable of producing gas to run a cooking stove for two hours from 50 kilograms of vegetable waste, production of a smoked orange wood liquor which can be sold for 600 baht per liter in the local market for use as a pesticide, fermented durian husks, which after one month can be used as fish food, only once a week water need for growing coconut husks, palm leaves ground up for cattle feed and the cattle manure processed for methane gas, and bio-diesel production from used cooking oils, with a by-product made into soap. It can be widely seen that the "sufficiency economy" agricultural techniques and lifestyles was readily adopted by villages throughout Thailand.

His Late Majesty King Bhumibol the Great merits not merely our memory, but also our accolades for setting a pathway in Agriculture and Business for a greener and viable economy for Thailand.

Feature Focus

Reflection of SCG's Operation Towards Green Business

FARZIN HASSANZADEH KALASHAMI
MMOD STUDENT

034

CONNECT GSB NEWSLETTER JANUARY 2017

Photo : <http://landscapebangkok.com>

Global warming is a gigantic world problem which has gained the attention of various parties, especially the business sector. Having a green or sustainable business can mean a lot of different things, from high-tech firms developing new clean energy technologies to companies committing to go 100-percent paper-free. In essence, green businesses adopt principles, policies, and practices that improve the quality of life for their customers, employees, communities, and the environment. They're focused three things: people, the planet, and profit. A green business is any organization that participates in environmentally friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit.

SCG BACKGROUND

Siam Cement Group (SCG) was established in 1913, following a royal decree of His Majesty King Rama VI to produce cement. Their cement was used as the main building material for infrastructure projects at that time and the company and its projects greatly contributed to the progress of the country. SCG has grown continually since then and has diversified into three core businesses: SCG Cement-Building Materials, SCG Paper, and SCG Chemicals. SCG's four main business philosophies are: 1) adherence to fairness, 2) dedication to excellence, 3) belief in the value of individuals, and 4) concern for social responsibility, stressing on the importance of sustainable natural resource management and environmental stewardship.

SCG wants to be recognized as an innovative workplace and as a role model for corporate governance and sustainable development in the ASEAN region. The company is committed to contributing to sustainable progress and to creating value for its customers, employees, and stakeholders and enhancing quality of life and well-being of people in society. In order to accomplish its goals, a strategy has been adopted by the company with two main aspects: expansion into the ASEAN region and building competitiveness through high value-added products. SCG intends to become a leader among international organizations and to operate with strict adherence to corporate governance principles and high safety standards. According to them, this will ensure excellent operating results, transparency, and fairness; and by operating in accordance with sustainable development principles, they will be able to demonstrate their continued concern for safety, the environment, and the community. SCG wants to be a sustainable business leader in ASEAN and in order to achieve that, it has invested heavily in research and development.

THREE STAGES OF GREEN IMPLEMENTATION

Stage One: Green Manufacturing
SCG has chosen to use the best and most eco-friendly technologies as part of its green production processes. For

example, SCG changed its cement production process—from a wet process, which uses water and thus expends a lot of energy, to a dry process, which reduces fuel use. SCG has also researched alternative energy sources to replace coal.

Another important moment regarding SCG's environmental performance was in 2006 when the world began to become aware that climate change was an environmental crisis. At that time, SCG released its "Zero Waste to Landfill" policy, which was to find a way to dispose of individual waste without having an impact on ecological systems. Following guidelines for sustainable environmental management, SCG applied the "3Rs" principle ("reduce, reuse/recycle, replenish") in order to improve the efficiency of its production processes and to minimize waste. In 2012, SCG sent only 0.3 percent of its hazardous waste and 3.6 percent of its non-hazardous waste to landfills.

Stage Two: Sustainability Supply Chain
The plan regarding a sustainable supply chain was begun in 2004 when SCG was the first company in Thailand to launch a "green procurement" policy, meaning that the company strove to purchase from companies that were environmentally friendly. In other words, SCG used products and services that were considered, and certified as such, "green label" or that had passed SCG's green procurement standard. In this way, other organizations were encouraged to adopt eco-friendly practices. In the early stages, not many suppliers offered green products or services, but in recent years in Thailand, companies have adopted more environmentally-aware approaches. In 2012, there were 737 products and services on the green procurement list at a value of 3 billion baht. SCG has transferred the concept of sustainable development to its business partners, including producers, service providers, and distributors. They did this through what is known as the "Greening the Supply Chain" project which offers expertise, consultancy, incentive and encouragement regarding environmental management systems and safety measures.

Stage Three: Eco-Value Label and Eco-Value Products

Eco-Value Label

The introduction of the SCG eco-value label was part of SCG's attempt to encourage consumers to use products and services that contributed to a better, safer environment.

In 2009, SCG issued the "SCG eco-value" product label by adopting ISO 14021: Environmental Labels and Declarations

– Self-Declared Environment Claims standard. This was done in conjunction with the stakeholders' requirements and product lifecycle assessment. The word "eco" refers to both the economy and the ecology, while the word "value" refers to the value created for consumers, society, and the environment. In addition, the label ensured that the product would not harm the environment, possessed excellent quality, reduced the

The word "eco" refers to both the economy and the ecology, while the word "value" refers to the value created for consumers, society, and the environment.

consumption of the natural resources, and helped to save the consumer money. To date 87 items of products and services have been certified under SCG eco value. Currently, SCG's products, such as the SCG brand insulation, COTTO wall tiles and SCG and Tiger brand cement, have been certified with environmental labels from both national and international agencies, namely Green Label, Carbon Label, Carbon Footprint Label and Environmental Choice Label of Australia.

Success of SCG

As of 2013, SCG had 82 eco value-endorsed products and services and the revenue from these products comprised 26 percent of SCG's total sales. SCG forecasts that by 2015, the revenue from its eco-value innovations will reach one-third of its total sales. Additionally, 2013 will be the ninth year that the company has been ranked on the Dow Jones Sustainability Indexes (DJSI), which assesses the sustainable development performance of leading international companies, where SCG has been considered a leading company in sustainable development since 2004.

In 2011 and 2012, SCG was ranked as a sector leader in the building materials and fixtures category. This recognition is a strong indication of SCG's success in sustainable development and also evidence that it has achieved world-class standards in this field.

Source: Siam Cement Group official website:
http://www.scg.co.th/landing/index_en.html

Great Escapes to Temple Mounts in Japan

AJARN GLEN CHATELIER
DIRECTOR, THE OFFICE OF INTERNATIONAL AFFAIRS



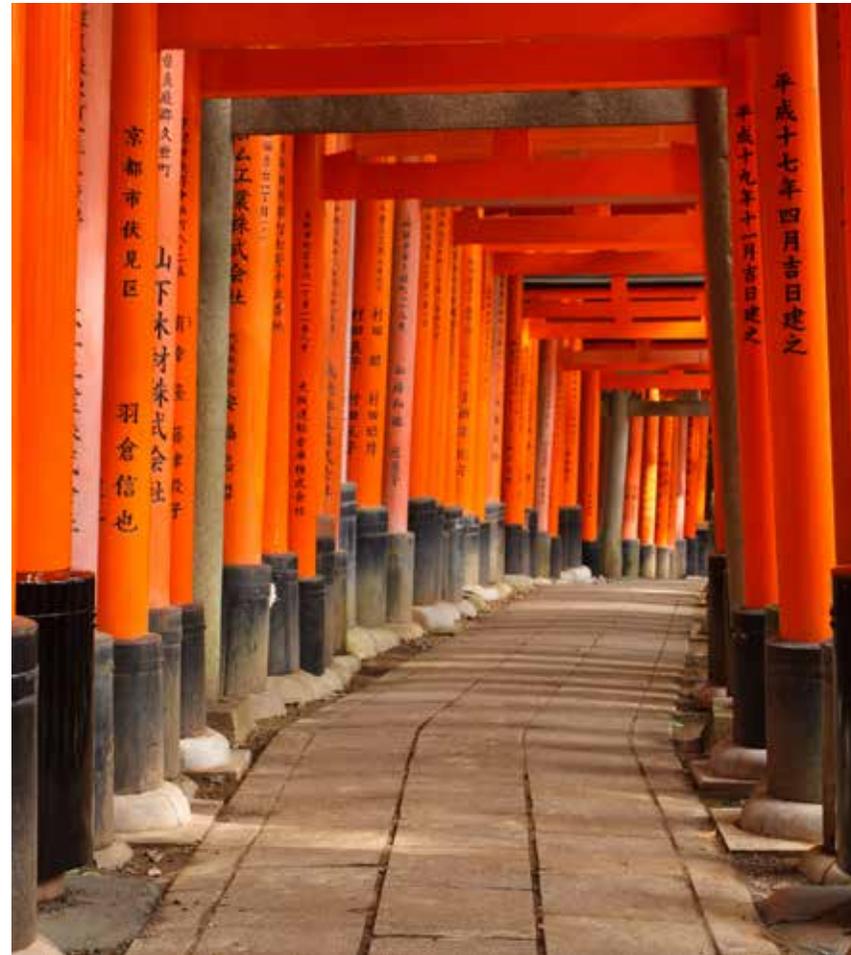
*The ascent to mountain
heights promising
The ecstasy of summer breeze and
lights allure
What have I to do with your
haphazard tricks
Your embellishment of niceties
like uneasy glue sticks*

The Haiku-inspired verse I wrote after descending mount Rokko just outside Kobe came to me after the nine hundred and thirty-two ascent by a pre-WWII tram line. The trip was visceral given that the mountain slopes led into receding day light and into a Japanese summer night sky. Once atop the highest Rokko mount in the neighborhood of an ornate temple I could not see, I looked down into the abyss of indistinct hill lines and tree tops and at the farthest reach of the eye, the Osaka Bay line emerged dotted by the evening lights from Kobe, Osaka and Kyoto. The evening haze soon disappeared subsiding into the urban vicinities and the residual vision that I saw was that of a leaping Jaguar.



On reflection mount Rokko by evening has a fascination that one may not be able to enjoy in the full light of day. Rokko is indeed a must-see mount by day undoubtedly, but by night for natural niceties.

As a variation, the visit to a Otsu's mount Hiei was more of an adventure I would not advise to anyone who doesn't like sharp rays of the afternoon sun and 38-degrees of heat. The trek up mount Hiei was done in the afternoon. A land prospector while responding to enquiries on the route up-hill exclaimed "You must be out of your mind! Nobody does that". But while attempting the 840-meter climb I discovered the fecundity of Japanese nature and the attraction of forest land. When I reached the top, I encountered perhaps the most exotic of Japanese temples in



front before me: Hi Ei Zan Enryakuji. The original temple built by Saichō (767-822) as a Tendai Monastery for "marathon monks" was burnt sometime in the 16th century A.D. but was soon rebuilt to become one of Japan's most celebrated and yet controversial temples for its association with the Yakuza clan. Nevertheless, the temple is famed for having produced 3500 Buddhist monks who have served the Japanese Buddhist faithful.

A third temple worth visiting in Kyoto is the Fushimi Inari Shrine, which was founded on the 250-meter mountain Inari in February 11 A.D. The shrine is worshipped for large harvest and successful business. The outstanding feature of the Shrine is the large number of Torri-gates behind the main shrine. The gates are called "Senborn Torri" (thousand gates) which were refurbished from original structures, in 2011. The shrine is famous for "Kitsune" (foxes) as well as the "Kenzoku" or "Messengers of Gods" figures.

Great escapes in Japan are notably done for shopping sprees or luxurious gastronomies but visiting famous shrines can be the utmost enjoyment for they bring you into contact with unseen Japanese Buddhist faith structures and natural settings- something to be enjoyed irrespective of the world of increased global warming.

(Acknowledgments to Professoer Seiji Kakei (Kakei Sensei), my great Japanese "escapes ally," and Ehsan Karim, an Assumption University M.B. A student who patiently typed this article from my dictation !!!)



DIALOGUE IN THE DARK AN EXPERIENCE CENTER WORTH VISITING!

DR. JOHN BARNES
HEAD OF TOURISM RESEARCH, ASSUMPTION UNIVERSITY OF THAILAND

Did you ever wonder what it would be like to be born blind and face the difficulties of navigating the world of the sighted? Well now you can experience this by visiting "Dialogue in The Dark" (The Blind Museum located within The National Science Museum at Chamchuri Square Pathumwan Bangkok. The museum is open every day from 11:30 am to 4 pm.

Directions are: Take the MRTA and alight at Samyarn Station. Proceed up to Chamchuri Square exit and then upon entering the building take the escalators to the 4th floor. Proceed directly ahead through the archway of decorative balloons. On your right is a table where you pay attendants Bht 90/person. Proceed a few steps and take the stairway to your left up to the 5th floor. There you will meet two attendants who upon you presenting your tickets, will issue you with a blind person's white cane, the length of

which suits your own height. The attendants will ask whether you need a Thai or English speaking guide.

After short wait, you will be invited to enter the blind area which is completely dark. Inside you will meet your blind guide, who will invite you to follow his/her voice and use your cane to tap along the right perimeter and to use your left hand to feel the left perimeter. You will be gently guided by your guide's voice through a series of everyday community scenarios. A bus stop, a park, a street food-stall, an orchestral concert, a simulated samlor ride and more. You will have the opportunity to purchase a snack and drink and receive correct change, no matter which Thai notes or coins you tender.

I strongly suggest that all readers of this article, visit this facility to experience what it is like to be blind and appreciate

the gift of sight that most of us have and yet which we take for granted.

My own guide was a young lady, blind since birth, who attended the school for the blind and a local primary school for sighted children and who manages to reach the blind museum every day via several Bangkok buses and with the help of strangers navigates her way through the Chamchuri Square building to her work-place.

I am certain that after this visit, you will never again take your sight for granted and will be encouraged to help blind people find their way, when you meet them. Two of my TRM MBA students Mr. Andre (Swiss) and Mr. Steven (Myanmar) who visited the Dialogue in The Dark Museum during September 2016 declared it both a moving and educational experience.

ACADEMIC CALENDAR

(January-April 2017)

- Now - 21 December 2016** Application selling period for MBA (592-xxxx)
- Sat, 24 December 2016** MBA Written Entrance Examination (English): 2nd round
- Sat, 24 December 2016** MBA Interview Entrance Examination: 2nd round
- 28 Decemer 2016** Entrance Examination Result (English & Interview)
- 1-8 January 2017** Registration for New students (student admission ID 592-xxxx): 2nd round
- 13 January 2017** Last day for final examination grades submission for 1/2016
- 23-31 January 2017** Registration period for Written Comprehensive Examinations
- Sat, 7 January 2017** Induction Day for student admission ID 592-xxxx
- Mon, 9 January 2017** Instructions begins for trimester 2/2016 (For Weekday Program)
- Sat, 14 January 2017** Instructions begins for trimester 2/2016 (For Weekend Program)
- Sun, 29 January 2017** Late Final Examination for trimester 1/2016 (Time: 17.00-20.00hrs. Room: A 51)
- 23-31 January 2017** Sign up for Freshmen Seminar (592-xxxx students) at OGS
- 20 January 2017** Final examination grades release for 1/2016
- 23 January 2017** 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)
- 29 January 2017** Internship Presentation (only for MBA Day students)
-
- 15 February 2017** Eligible students to take Written Comprehensive Examination announced
- 18-19 February 2017** Freshmen Seminar (for 592-xxxx students)
- 21-28 February 2017** Mid-term Examination period
- 22 February 2017** MBA Thesis Overview (14.00-16.00hrs. at A 51.)
- 19 February 2017** Written Comprehensive Examination (MM)
- 26 February 2017** Written Comprehensive Examination (FM)
-
- 5 March 2017** Written Comprehensive Examination (SM)
- 12 March 2017** Written Comprehensive Examination (GM 1: MA, MIS, ME)
- 19 March 2017** Written Comprehensive Examination (GM 2: OB, OM, IBM) & Field Trip Examination
- 20 March 2017** Last day to petition for late mid-term examination
- 21-22 March 2017** MBA Online Pre-registration period for trimester 3/2016 (Only MBA Day/Evening Students)
Only for student ID.591-xxxx and below)
- Sun, 26 March 2017** Late mid-term examination day (Time: 17.00-20.00hrs. Room: A 51)
- At least 2 weeks before
defense date** Submission for IR Grammar Checking
-
- 5 April 2017** Written Comprehensive Examination results announced
- 18-25 April 2017** Period for Q & A on Written Comprehensive Examination papers
(only for students who failed) Registration period for Oral Comprehensive Examination
- 2 days before exam date** Eligible students to take Oral Comprehensive Examination announced
- 17-21 April 2017** Submission of final examination papers for 2/2016
- 24-30 April 2017** Final examination period
- 17 April 2017** Last day to withdraw with "W" grade
- 29 April 2017** Oral Comprehensive Examination Period for MBA Fast Track, Hua Mak (Batch 21) students
Oral Comprehensive Examination Period for MBA Professional Day (Batch 23) students
Oral Comprehensive Examination Period for MBA Double Degree (ID.571-572) students
- 30 April 2017** Oral Comprehensive Examination Period for MBA Fast Track, City Campus (Batch 26) students
Oral Comprehensive Examination Period for MBA Professional Evening (Batch 24) students
- 29-30 April 2017** Oral Comprehensive Examination Period for MBA (Day/Evening) students
- 3 May 2017** Oral Comprehensive Examination results announced
- 24-30 April 2017** Registration e-payment/ Pay in Slip only for 3/2016 trimester
(Pay in Slip period for 593-xxxx MBA students)
- Sat, 6 May 2017** Induction Day for student admission ID 593-xxxx
- 22 May 2017** Last day to petition for late Final examination
- Mon, 8 May 2017** Instructions begins for trimester 3/2016 (For Weekday Program)
- Sat, 13 May 2017** Instructions begins for trimester 3/2016 (For Weekend Program)
- Sun, 28 May 2017** Late Final Examination for trimester 2/2016 (Time: 17.00-20.00hrs. Room: A 51)

GSB NEWSLETTER

CONNECT YEAR 5 ISSUE 13 JANUARY 2017

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His Majesty King Bhumibol Adulyadej graciously inspected the Physics and Chemistry Exhibitions by the students of St. Gabriel's College in 1968, at the invitation of the Director, Rev. Brother Prathip Martin Komolmas. The montage of photographs of that are displayed in this exhibit recall His Majesty's graciousness not merely to the Community of the Montfort Brothers of St. Gabriel in Thailand, but to the cause of education in both scientific and humanistic fields.

At the passing of His Majesty King Bhumibol Adulyadej The Great, with heavy hearts we express our remorse while at the same time, we will always look to His light of wisdom to guide us in our search of learning and truth.







DOCTOR OF PHILOSOPHY IN INNOVATIVE TECHNOLOGY MANAGEMENT

Ph.D. ITM



**APPLY
 NOW**

CLASS STARTS MAY 2017

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