

Connect

**GSB
NEWSLETTER**

YEAR

6

ISSUE 17

JUNE 2018

Reflection on Wildlife Importance
ICESDE 2018
ODI Summit 2018

MS IAM Insights
Expert Opinion
Feature Focus



Credit : Padoongkit Theeratum



**ABAC
GRADUATE SCHOOL
of BUSINESS**



Graduate Studies
Mobile App.



+66 (061) 2300 4543-62 Ext. 1347



abacgrad



au_grad_studies



www.grad.au.edu



abacgraduate



In less than six months, the second of Thailand's gripping episode of "Man versus Nature" has played out, this time involving twelve teenage football players and their 25-year old coach being held up in a dangerous cave in Chiangrai for well into two weeks now. In effect, the cave which was their recourse in the face of approaching hill side deluges became their trap, and thereby the entire world has been gripped by the Thai football story, other than the dramatic world cup in Russia. Two adept British cave divers, the death of a dedicated Thai navy diver, the hillside accident involving ten rescue team members, and the world's media, experts, critics and detractors of things humane have all engaged our attention. What stands out though, even as a multinational rescue team has begun operations on July 8, 2018 is the care, the empathy and emotions, bravery, sacrifice and the ingenious use of technology to actually save human lives, even as we at the Graduate School of Business prepare the release of this issue of Connect 17. Themed as "Caring Responsibility" we hope that readers will be reminded that the world and all its allurements and dangers in relation to nature will cherish caring, particularly for the responsibilities we face as enlightened individuals. All told, we accolade the rescue efforts of the beleaguered football team and their coach, with a sobering truism from the Saint Theresa of Kolkota "The hands that help are holier than the lips that pray."

The Editorial Team

Reflection on Wildlife's Importance

Somewhere in dark jungles, innocent fauna is preyed upon
Silhouetted miscreants predate the innocent without pity
The cracks of gunshots sound heavy and pithy
Dead nature is looked upon with hatred and scorn
Human nature today has turned victimizing and cold
The death of a wild animal is pleasure's play tool
Man the rational is indeed a poor fool
To tear down nature which is a part of him from old
Turn not your eyes away in shameless neglect
From nature's blood marked on killer's forehead
For though corruption's greed marks civility's death
Nature and wildlife our sustenance proves
If this reflection your human kindness moves
Support preservation of wildlife for humankind's fuller wealth

Aj. Glen Chatelier

Director

Office of International Affairs

04
Messages

06
Services by OGS



Connect

YEAR 6
ISSUE 17
JUNE 2018

08
AU Milestone



10
ICESDE 2018



16
ICESDE Insights



12
OGS Activities

- AU Social Work
- A Nowrooz Day Celebration with Iranian Traditional Music
- Myanmar Thingyan Festival Celebration 2018



14
ODI Summit 2018



18
MS IAM Insights



22
GSB Educational Field Trips

24
Speakers of the Month



30
Expert Opinion



32
Feature Focuses

- Empathy factor within organization behavior
- Impact of Colonialism on Asia; View from the 21st Century. A presentation at the Embassy of Russian Federation in Thailand by Professor Michael Share of The University of Macau 30th March 2018.



35
Book Review

36
Cultural Insights

38
Great Escape





Assumption University, an International Catholic University (ICU) has since its early origins in 1969 always espoused caring responsibility in its Whole Person Education platform, through mainly its interdisciplinary curriculum, its student activities and in its overarching vision to create through its educational vision, a new man and a new woman for the 21st century. We entrench our international character through English as the medium of instruction whereby the international community of scholars attracted to either teach or learn here are encouraged to collaboratively care

together towards the UNESCO goal of learning to learn and learning to grow as one. As a Catholic Higher Education institution, we emphasize Ethics as an essential component in the learning agendas for our students. We aim to form graduates who will train their minds and characters to leave our hallways of learning to further their careers in just and equitable societies through engaging in ethical and rightful professions and businesses. An Integral identity we bear as an institution is that we encourage our students in Entrepreneurship whereby they are challenged to go into the world and be the leaders who dare to make a difference by creating job opportunities through business enterprise and thrifty efforts in value creation through business and management.

I do hope that our students in the Graduate School of Business will elicit from our lecturers and staff services the tradition of innovative caring we attempt in the fabric of our institutional operations. We set and try to achieve standards which are extraordinary, but achieved in very ordinary and iterative ways.

I wish all readers the spirit of caring through the experiences shared in the newsletter

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



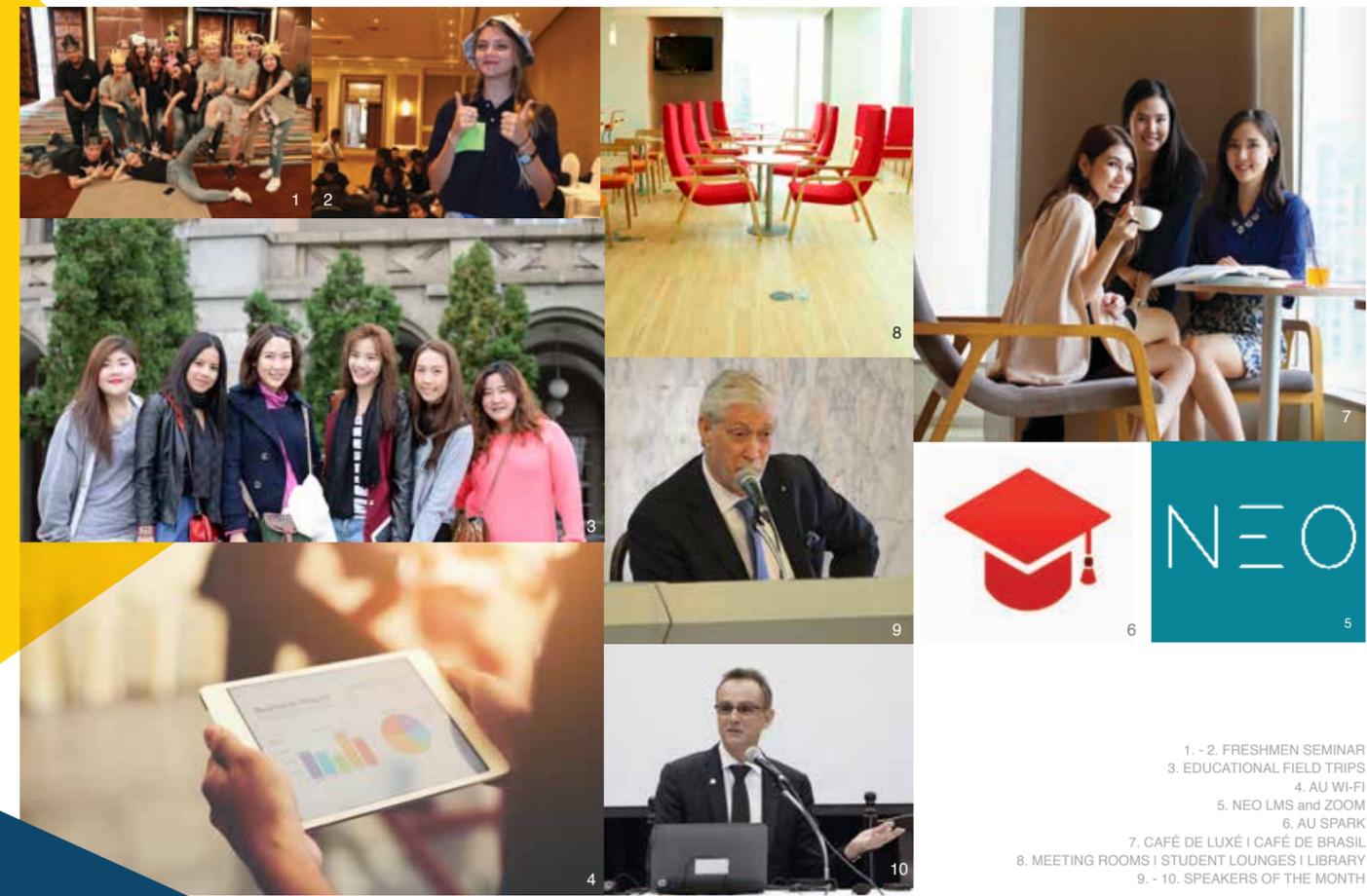
Valuing carers in the workplace seems to be the new demand in HR dynamics the world over. It is appropriate that the current issue of the newsletter highlights Caring Responsibility. At the Graduate School of Business we endeavor to watch out for, and to nurture carers. A carer has to be, by nature, highly organized. In many cases, they have to do everything at least twice – once for themselves, and again for the person (or persons) they look after. Often this involves having little or no time to themselves, making many personal sacrifices. While the life of a carer can

be difficult, sometimes frustrating, it's often rewarding. By definition, carers need to be focused, highly motivated, well organized and are more than capable of multitasking. It has been found that managers think that carers are difficult to manage as they are always thinking about the others, than themselves.

With a bit of application and imagination, the carer in the workplace can be the model of efficiency and productivity. Don't think in terms of the cost of doing something; think instead in terms of the cost of not doing it. It does the business no favors to have a demotivated workforce. It's not that carers want special treatment, they just want fairness. Carers need understanding from managers and co-workers. In simple terms, just being valued is a great help. Managers however need not be over-protective. Nothing is more annoying than being told that you weren't considered for a course or other work because you, have more than enough work to take care of. In the final analysis value people - whatever their needs are is the best. Carers are a dedicated bunch, so make the most of them. And encourage them to make the most of themselves.

My encouragement to all learners in the Graduate School of Business is: Nurture caring responsibility, you will need this quotient in your career.

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



1. - 2. FRESHMEN SEMINAR
 3. EDUCATIONAL FIELD TRIPS
 4. AU WI-FI
 5. NEO LMS and ZOOM
 6. AU SPARK
 7. CAFÉ DE LUXÉ | CAFÉ DE BRASIL
 8. MEETING ROOMS | STUDENT LOUNGES | LIBRARY
 9. - 10. SPEAKERS OF THE MONTH

SERVICES BY THE OFFICE OF GRADUATE STUDIES (OGS)

A one stop service center for current and prospective graduate studies from Thailand and Overseas. This service booklet will facilitate your full-time and part-time study with us and makes it easier throughout the process

Mr. Rangsan Traibutra Director, Office of Graduate Studies Contact: 081-375-1555 Email: rangsantrb@gmail.com	HUA MAK CAMPUS Tel. +66 (2) 300 4543-62 Ext.1244 Tel. +66 (2) 719 1929 Website : www.grad.au.edu E-mail : mbade@au.edu	ABAC CITY CAMPUS Zen @ Central World, 14 th floor. Tel: +66 (2) 1009 115-8 E-mail : mbapro@au.edu
MBA Fast Track (D/E)	mbafth@au.edu	mbaftc@au.edu
MBA Digital Track	ekarim@au.edu	ekarim@au.edu
MBA Bilingual Track	trmadm@au.edu	trmadm@au.edu
MBA Tourism Management	sansaneerny@au.edu	mbadd@au.edu
Double Degree, Joint and Exchange Program	chalidassc@au.edu	chalidassc@au.edu
MS IAM	mmod@au.edu	mmod@au.edu
MMOD	phdod@au.edu	phdod@au.edu
PhD OD	sansaneerny@au.edu	mbapro@au.edu
MS Management	sansaneerny@au.edu	mbapro@au.edu
MS ITM	trmadm@au.edu	trmadm@au.edu
PhD HTM	trmadm@au.edu	trmadm@au.edu
PhD ITM		

NEO LMS and ZOOM

Access to information anytime, anywhere!

A simple yet powerful online platform that helps you to access course materials, upload assignments and increases communication with the instructors

AU SPARK

Making simple things simple, complex things possible!

AU Spark allows AU students to access their academic information, check class schedules, pre-register online and complete e-Payment

FRESHMEN SEMINAR

A weekend seminar worth remembering!

Freshmen seminar helps you to network with individuals and increase your leadership skills in diverse terms

CAFÉ DE LUXE CAFÉ DE BRÉSIL

Recharge yourself!

Complimentary coffee and refreshment allows you to recharge yourself during lecture breaks, group discussions and course consultation

AU WI-FI

Connectivity is Key!

Free AU-Wifi lets you access to internet in all three campuses. Please use "g[YOUR ID]" as username. For password, please contact A Bld. 4th Fl. Hua Mak Campus or ZEN Tower 14th Fl. Abac City Campus

EDUCATIONAL FIELD TRIPS

Shout out loud and explore yourself from out of classroom learning!

Educational field trips in and out of Thailand let you explore corporate and hospitality working patterns and cultural diversity

SPEAKERS OF THE MONTH

Learn from the Experts!

A monthly event organized by the Office of Graduate Studies (OGS) and the Office of International Affairs (OIA) where diplomats, experts from corporate marketing, finance, economics, communications and entrepreneurs share their opinions on global issues

MEETING ROOMS STUDENT LOUNGES LIBRARY

Learn and share resources together!

St. Gabriels Library lets you access to unlimited resources, books, journals, research papers and students can study and work at the meetings rooms (A Building 5th Fl.) and student lounges.



Seminar for Leaders, "Leading the Whole Person Way"

Assumption University of Thailand and the United Board for Christian Higher Education in Asia (UBCHEA), Hong Kong hosted the Advanced Leadership Seminar for Leaders, "Leading the Whole Person Way" from May 2-6, 2018 at the Assumption University Suvaranbhumi's King David Residence Hall. Attended by Senior Academic leaders from South East Asia, the leadership seminar involved 44 participants who engaged in wholesome workshop sessions and ample networking activities.



The 1st ever Continental meeting for the Dicastery

The first ever Continental Conference for Asia and Oceania on the Apostolic Constitution Veritatis gaudium was hosted by Assumption University of Thailand, The Sacred Congregation for Catholic Education and, the Central Secretariat of the Federation of Asia Bishop's Conference, Hong Kong, on May 11, 2018 at the UNESCO Honorary memorial Meeting Room, John XXIII Conference Center, Suvaranbhumi campus. The sixty six participants in the historic meeting were Rectors, Presidents and Deans of Ecclesiastical Institutions of Higher Education in Asia and Oceania.



DOUBLE DEGREE JOINT AND EXCHANGE PROGRAM WITH OVERSEAS UNIVERSITIES

HUA MAK CAMPUS
Tel. +66 (2) 300 4543-62 Ext.1244
Tel. +66 (2) 719 1929
gradadmission@au.edu

ABAC CITY CAMPUS
Zen @ Central World, 14th floor.
Tel: +66 (2) 1009 115-8
citycampus@au.edu

SUVARNABHUMI CAMPUS
Tel. +66 (2) 723 2323
admission@au.edu



Graduate Studies Mobile App. Download on the App Store or Google play.





AU INTERNATIONAL CONFERENCE ON SUSTAINABILITY AND ENTREPRENEURSHIP IN THE DIGITAL ERA (ICESDE 2018)



Friday, May the 25th marked one of the biggest event of the year, the AU international Conference on Entrepreneurship and Sustainability in the Digital Era (ICESDE) 2018, hosted by the Graduate School of Business, Assumption University.

The event was co-hosted by Toulouse School of Management, University Applied Science at Mainz and the AU OD Institute.

AU SOCIAL WORK

Social work at Thairat Witthaya 71 School educating primary school student as part of the academic service from Assumption University of Thailand.



FRESHMEN SEMINAR 2/2017

The Freshmen Seminar 2/2017 took place at the Hard Rock Hotel Pattaya on February 24-25, 2018 organized by the Office of Graduate Studies (OGS) alongside with the presence of the Dean and Associate Dean of the Graduate Studies, lecturers, freshmen students and organizing team friends.



"A NOWRUZ DAY CELEBRATION WITH IRANIAN TRADITIONAL MUSIC" ORGANIZED BY THE IRAN CULTURAL CENTER AND ASSUMPTION

University of Thailand was held on March 22nd, 2018 at Salle D Expo – Hua Mak Campus, Assumption University of Thailand. Iranian music band and AU students successfully created memorable moments for audiences. cultural, engaging and diverse.



MYANMAR THINGYAN FESTIVAL CELEBRATION 2018

On April 8, 2018, the Assumption University of Thailand celebrated the Myanmar Thingyan Festival 2018 commonly known as the New Year Festival of Myanmar at Dr. Choo Plaza, Hua Mak Campus.

The event was organized and celebrated by the entire AU Myanmar Community including lecturers, students and the presence of community members from different nationalities made it cultural, engaging and diverse.





ODI SUMMIT 2018



ABAC ODI SUMMIT 2018 was held on May 24, 2018 at Assumption University

With discussions on SOAR: Positive Transformational for Strategic Thinking, and Leading, to fuel productivity and meaningful engagement

Competitive Intelligence

SMES' TOOLBOX FOR COMPLETE PERFORMANCE DIAGNOSIS

On 25th May 2018, Graduate School of Business, Assumption University welcomed Dr. Jacqueline M. Starvos as a keynote speaker for the International Conference on Entrepreneurship and Sustainability in the Digital Era. The opening was filled with examples and discussion on using SOAR to achieve greater impact.

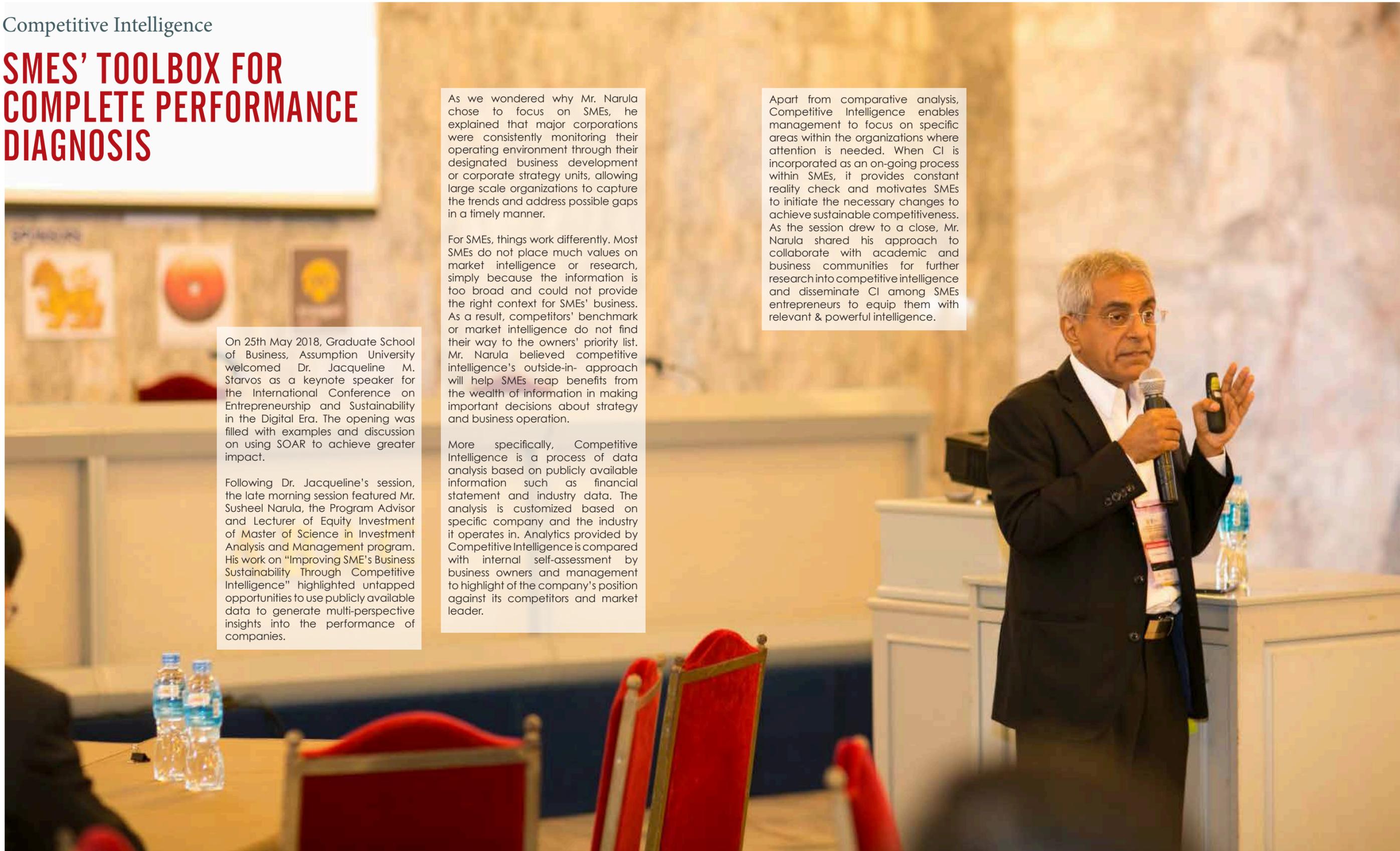
Following Dr. Jacqueline's session, the late morning session featured Mr. Susheel Narula, the Program Advisor and Lecturer of Equity Investment of Master of Science in Investment Analysis and Management program. His work on "Improving SME's Business Sustainability Through Competitive Intelligence" highlighted untapped opportunities to use publicly available data to generate multi-perspective insights into the performance of companies.

As we wondered why Mr. Narula chose to focus on SMEs, he explained that major corporations were consistently monitoring their operating environment through their designated business development or corporate strategy units, allowing large scale organizations to capture the trends and address possible gaps in a timely manner.

For SMEs, things work differently. Most SMEs do not place much values on market intelligence or research, simply because the information is too broad and could not provide the right context for SMEs' business. As a result, competitors' benchmark or market intelligence do not find their way to the owners' priority list. Mr. Narula believed competitive intelligence's outside-in- approach will help SMEs reap benefits from the wealth of information in making important decisions about strategy and business operation.

More specifically, Competitive Intelligence is a process of data analysis based on publicly available information such as financial statement and industry data. The analysis is customized based on specific company and the industry it operates in. Analytics provided by Competitive Intelligence is compared with internal self-assessment by business owners and management to highlight of the company's position against its competitors and market leader.

Apart from comparative analysis, Competitive Intelligence enables management to focus on specific areas within the organizations where attention is needed. When CI is incorporated as an on-going process within SMEs, it provides constant reality check and motivates SMEs to initiate the necessary changes to achieve sustainable competitiveness. As the session drew to a close, Mr. Narula shared his approach to collaborate with academic and business communities for further research into competitive intelligence and disseminate CI among SMEs entrepreneurs to equip them with relevant & powerful intelligence.



MASTER OF SCIENCE IN INVESTMENT ANALYSIS AND MANAGEMENT (MS.IAM)

Ms.IAM - 10 YEARS AND STILL GOING STRONG

In 2007, a decade after the world had forgotten the 1997 Asian Financial crisis, the subprime meltdown in the US was on the verge of economic implosion. During those turbulent times, Dean of Graduate School of Business, Dr. Kittikorn Phokikitti felt that there was a need for a specialized master degree program in Finance and Investment. With the increasing complexities and continual changes in financial markets, graduates must be better equipped with concepts, tools and insights in managing their own wealth and be ready to pursue career in financial services industry.

With the guidance from the Stock Exchange of Thailand, Graduate School of Business has launched Master of Science in Investment Analysis and Management in 2008. Ms.IAM program aims to:

- provide theoretical foundation and focuses on applications of concepts and tools in financial and capital markets
- engage from professionals and co-lecturers to share their experience and practical issues encountered in real-life.
- align curriculum with leading professional certification such as Chartered Financial Analyst and Certified Financial Planner.
- keeps abreast of key developments in rapidly digitizing economy and integration of technology into the financial markets.

Today, Ms.IAM has seen several key changes from its initial curriculum. Greater emphasis has been placed on courses such as Valuation & Financial Modelling, Alternatives Investment, Start up Valuation and Seminar in Financial Technology and Innovation to ensure that students in the program are well verse with

key developments in financial and capital markets. The program continues to explore opportunities to work with local and international professionals or institutions to create unique learning experiences.

On the curriculum alignment, Ms.IAM has been welcomed to CFA Institute – University Affiliation Program on 14th June 2018. This recognition, by the world's leading professional accreditation Chartered Financial Analyst®, testifies the program's success in achieving its objectives to provide students with theoretical knowledge as well as impart well-rounded insights into the real world environment.

Ms. IAM is committed to creating a platform towards successful careers for professionals and enabling entrepreneurs with the skill sets and tools to better understand the competitive landscape and be able to make better decisions.



MASTER OF SCIENCE IN INVESTMENT ANALYSIS AND MANAGEMENT

IS PROUD TO BE PART OF

University Affiliation Program  CFA Institute®



2009



2013



2018

February 2009

The MOU ceremony between Thailand Securities Institute, the Stock Exchange of Thailand and Assumption University

May 2009 - Present

Proudly welcome executives & investors in financial markets for guest lecturing and experience sharing sessions

November 2016

Participation in the Inaugural Singapore FinTech Festival

September 2017

Incorporating Start-up Financing & Seminar in Fintech and Innovation in MsIAM curriculum

June 2018

Participation in the University Affiliation Program, CFA Institute

UPCOMING ACTIVITIES

September 2018

De-mystifying Blockchain & Crypto Currency with Khun Paul Kittiwongsunthorn, Co-Founder & CPO Ten X

November 2018

Field trip to Nan Jing & Shanghai

FOLLOW US AT msiam.au.edu



CAREER TALK Disruption in Financial markets and changing skill requirements.

IAM Boot Camp has brought together top-notch executives from financial services industry and seasoned investors during 28th – 29th April 2018. As part of the program's aim to create "engaging learning experiences", IAM program organized "Career Talk" – led by Khun Umapan Charoenying, Executive Vice President – Muang Thai Life Assurance PCL, Khun Sam Tanskul, Managing Director, Krungsri Finnovate co.,Ltd, Khun Sumetha Liewchalermwong, Country Manager Templeton Asset Management co. Ltd. and Khun Win Phromphaet, the Chief Investment Officer of CIMB Principal Asset Management co.,Ltd. Joining the panel as special MC, Khun Kingpai Koosakulnirund, Board Member of CFA Society Thailand and the panelists discussed industries' trends and challenges, particularly the potential disruption from Robo-Advisory and Algorithm trading on Asset Management and Insurance industries. The panel explored how robotics process automation and Artificial Intelligence have transformed and the potential facelift to the industries. The discussion closed with the panelists' reflection on skill requirements of the current and future of jobs in financial markets.

With all the super four panelists, two hours were not enough!



INVESTORS TALK: STYLES, DECISION MAKING AND TIPS FOR BEGINNERS

IAM program proudly welcomed Khun Pon Van Comperolle @Thai Capitalist, Khun Todsawat Thongsuk, Investor and Thai VI committee member and Khun Roongroj Rojkulpanichakul – IAM 7 for "Investor's Talk"- the highlight of IAM 3-day Boot Camp. The one-and-a-half-hour talk delved into their ups-and-downs throughout their investment experience paths, their decision making criteria and their discipline in saving and investing.

Towards the end of the talk, our seasoned investors shared their views of the market during 2H2018. They further shared their reflections on their ultimate goals over the next 3-5 years. We all wished for more time learn such great insights from them!!



START-UP VALUATION AND BEYOND In Cooperation with SET

On May 4, 2018 (Friday) the Stock Exchange of Thailand (SET) in Co-operation with the Graduate School of Business, Assumption University of Thailand hosted a special seminar on "Start-up Valuation and Beyond" at the SET HQ.

Rev. Bro. Bancha Saenghiran f.s.g delivered a welcoming speech to the present audience and start-up companies followed by a Valuation Talk by Mr. Douglas Abrams, Founder and CEO of Expara and Expara IDM Ventures.

Later, the panel session concluded Mr. Douglas himself along with the Special Advisor Chief Investment Officer Mr. John Kaiohelo and the Managing Director of Digital Ventures Mr. Paul Ark.



FINTECH AND INNOVATION FOR FUTURE A Tech Perspective

The afternoon of 29th April 2018 peaked with an exclusive session by Khun Chonladet Khemarattana on "Fintech and Innovation for Future". During the two – hour session, Khun Chonladet shared the existing trends in technological innovation in financial services industry, ranging from Robo-advisor, Crowd Funding, Algo-trading to the demystification of Blockchain, ICO and Crypto Currency.

The students were awed by new business models and the possible changes in some traditional careers in the financial markets. Amidst the fear that technology would replace human, Khun Chonladet has nicely put "It's not the competition between man and machine. It's the competition between man who uses the machine and one who doesn't".





THAILAND



GERMANY



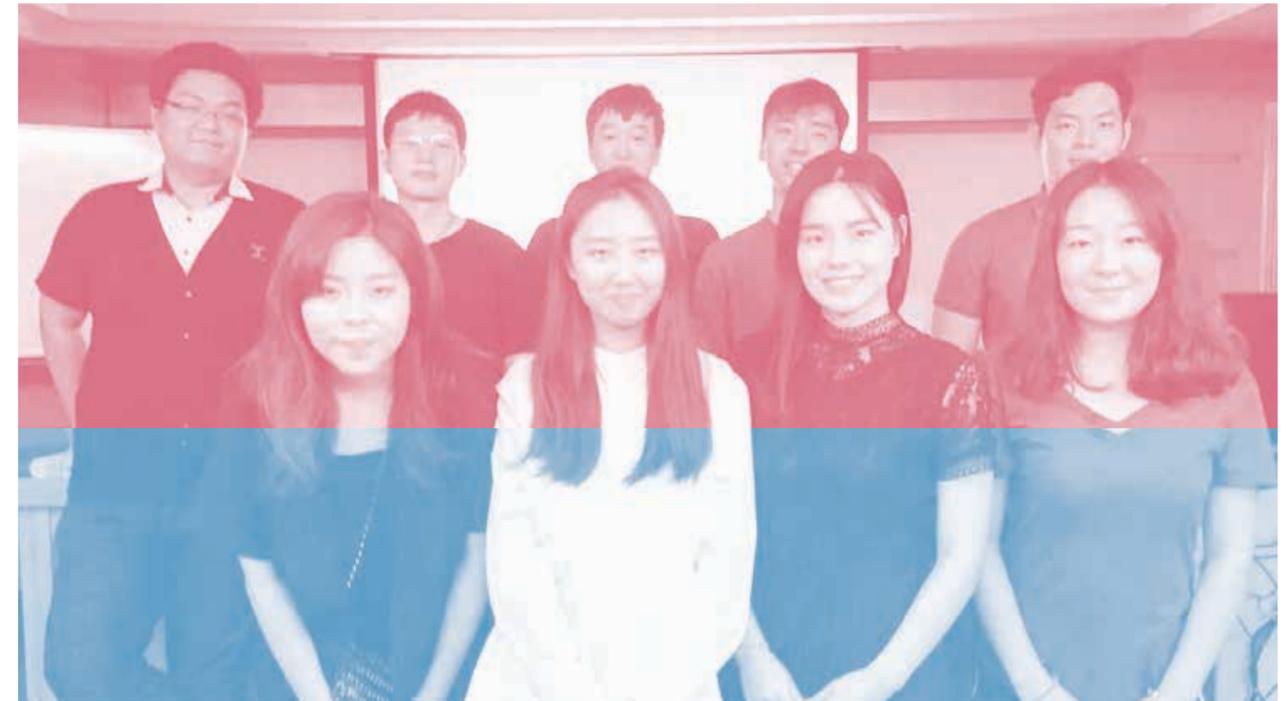
Educational Field Trip to Toyota Motors Ban Pho Eco Plant

One of the major value added mechanism offered by the Graduate School of Business is the Educational Field trips. This actually helps the students having a global perspective in terms of academics, corporate culture, operations and sustainability.

On June 22, 2018 the Graduate School of Business (GSB) organized an Educational Field Trip to Toyota Motor Thailand Ban Pho Sustainable Eco Plant to witness their "Fortuner" and "Hi-Lux" segment assembly line.

Here are some of the photos captured by the MBA Professional and Digital Track students during their educational field trip to the largest factory of BMW in Dingolfing, Germany (near Munich).

The trip was led by the Office of Graduate Studies (OGS) and accompanied by Asst. Prof. Dr. Chittipa, Dr. Thongdee, Dr. Dinesh and IBM, ME and OM MBA students respectively.



HOW MBA BILINGUAL TRACK MADE OUR STUDY EASIER?

FANG HAN

For the whole MBA program, the Bilingual Track is very helpful to me. It gives us a deeper understanding on what we are learning and the post-class explanation in Chinese really means a lot to me when it comes to ease of learning. This increases my interest for study as well and I can prepare myself well for midterms and final exams.

PENG JUNJIE

I think the Bilingual class is more suitable for me. If I study in the class only taught in English, then it may help me improve my English Language skills, but to some extent I may miss out the knowledge. When I study in Bilingual class, I can use both language and I'm not afraid to say wrong. Even if I am wrong, my teacher will also correct my mistakes. So, I think I study in ABAC need learn more about business, not in language.

ZHANG YING

I think Bilingual courses can help us understand what we learn more quickly and grasp the other language faster. In class, we communicate in English, but we can not communicate clearly in English. Then we can communicate in Chinese, which can help us to understand the problem quickly, so I think the bilingual class course is very good.

WANG FENG

I believe that Chinese and English versions of Chinese students who can help English students to improve their learning efficiency, reduce their language pressure, allow them to have more energy and time to learn knowledge and experience, and more thoroughly learn the essence of MBA courses. Therefore, the opening of Chinese and English classes at the school will greatly help student learning.



January

The Thailand Elite Card Strategy for the Global Tourism Market

KHUN PRUET BOOBPHAKAM
PRESIDENT THAILAND PRIVILEGE CARD COMPANY.

Khun Pruet presented us with details of The Thai Privilege Card range of products. The Thai Privilege Card Company consists of a Multi purpose card available to foreigners who regard themselves as friends of Thailand. The company is part of The Tourism Authority of Thailand located on Sathorn Road with offices at W Hotel in the same compound as Luang Sathorn's historical residence, which for many years was the home of the Embassy of USSR and more recently was redeveloped as a restaurant. Khun Pruet has two Master's degrees one in Business Administration from Chulalongkorn University and another in Aviation Science from The University of New South Wales.

Much of Khun Pruet's career was with Thai Airways in which he was posted to numerous locations abroad. He took the opportunity to learn and become proficient in French, German, Swedish and Chinese.

The initial focus of Khun Pruet's presentation was, of course, on The Thai Privilege Card company its target market and the development of products within its chosen market of wealthy individuals and families who wish to live in Thailand for extended periods of time. The Thai Privilege card offers numerous benefits for such individuals and families in fast tracking procedures through the Thai Bureaucracy in relation to visas, investment, accommodation, travel and shopping. An extensive range

of discounts are provided and the card enables purchased directly without the need of other credit cards.

A second focus of Khun Pruet's presentation emphasized the need that, as managers, we must ensure that in any business our revenues must exceed costs and he illustrated the point from his own business experience with Thai Airways in some of his overseas postings. He mentioned that cutting costs is quick and relatively easy but that increasing revenues requires a clear understanding of the business and the market with insight into how the market can be diversified and grown. Khun Pruet provided us with numerous examples of how the Thai Privilege cards market has been diversified from Single members to families and associates who are contacted through a global network of regional and country specific representatives.

After successfully fielding numerous interesting questions from attendees, Khun Pruet was presented with a plaque by Dr Adarsh Batra Program Director of The TRM MBA and HTM PhD programs, after which group photographs were taken in front of The Hall of Fame with all attendees.

Our sincere thanks to Khun Pruet and his staff from providing us with valuable practical and inspirational business knowledge.



February

His Excellency Mr. Brendan Rogers Ambassador of Ireland and Myanmar

H.E. Brendan Rogers is the first Ambassador of Ireland to live in Thailand. He also currently serves as Ambassador to Myanmar. He is also Under Secretary of State for Foreign Affairs of Ireland.

H.E. Ambassador Rogers as a young man was bitten by the travel bug and after graduating first lived and worked in Africa as a young man and later lived and worked in the United States of America in the role of construction worker.

After returning from his travels and having earned sufficient money, he returned to university studies after which he returned to Africa where he was appointed to consular positions in several African countries representing Ireland.

Ambassador Ryan then informed us of the many changes in the Irish Diplomatic Corps. Most communication is today conducted through social-media and on-line inter-active web based sites.

Most of an Ambassador's role today, involves establishing close personal links with businesses in the host countries in order to encourage bilateral trade with Ireland.

His Excellency then elaborated on the relative key economic factors of both Ireland and Thailand and the respective trade balances. And how these had changed from the 1960's to the current time and why they had changed.

H E Brendan Ryan, then identified the need for a major revamp of the Thai education system in-terms of content and teaching methodology. In this respect Ambassador Rogers felt that Ireland could greatly assist Thailand. Ambassador Ryan believes that for Thailand to achieve Thailand 4.0, a greater number of computer and IT professionals must graduate in order to install and maintain the computerized information and robotic manufacturing systems required to take Thailand forward into the latter half of this century. H.E. believes that the greatest challenges facing young people today are global warming, immigration and political strife.

H.E. Ryan believes that Ireland has prospered today because of:

1. lower tax rates;
2. Industry and Commercial friendly establishment programs; for companies such as Microsoft; Apple; Hewlett Packard; Dell computer; Cisco, Twitter; Facebook; Linked In.

3. Worker and company establishment and export support programs;
4. Membership of The European Union;

Ambassador Ryan's next posting will likely be to The United Nations in New York where he will lead the Irish delegation seeking for Ireland to join the U.N. Security Council.

After screening four brief clips of Industrial and cultural shows the audience were invited to ask Ambassador Ryan a series of questions which related to employment opportunities and requirements in Ireland. Opportunity was taken for a group photograph whilst a plaque and vote of thanks were extended to H.E. Ambassador Ryan for his presence and presentation to us. That was followed by a visit to Rev. Bro Martin Komolmas who presented H.E. Ryan with a beautiful porcelain AU commemorative cup and saucer set. H.E. thanked Brother Martin for his hospitality and congratulated him on his foresight in establishing Assumption Universities campuses.



Trade Culture and the Roles of the Philippines in ASEAN

H.E. MRS. MARY JO A. BERNARDO - ARAGON
AMBASSADOR OF THE REPUBLIC OF THE PHILIPPINES

Her Excellency warmly welcomed and invited our ABAC GSB MBA students to visit her country. There are many beautiful tourism attractions in the Philippines.

Under the Duterte administration's infrastructure plan of "Build Build Build," the Philippines champions positive change in the lives of ASEAN citizens, and promotes cooperation with and among neighbors and ASEAN's dialogue partners with the current main theme of "Partnering for Change, Engaging the World."

There are six sub-thematic priorities: (1.) People-oriented, people-centered ASEAN, (2.) Peace and stability in the region, (3.) Maritime security and cooperation, (4.) Inclusive, innovation-led growth, (5.) ASEAN's resiliency, and (6.) ASEAN: A model of regionalism, a global player.

The main objectives are to increase trade and investment, integrate global value chains, and develop an innovation-driven economy.

This session was focused on the sub-theme of "Inclusive, innovation-led growth." Expected 110 million people in 2020, there are many trade opportunities in the Philippines for

the growth sectors of manufacturing and business processing outsourcing. The other growth sectors are construction materials and services, hotel development, logistics, food processing, and machinery for manufacturing.

Many highlighted achievements are completion of the Focused and Strategic (FAST) Action Agenda on Investment, operationalization of the ASEAN Roll-On, Roll-Off (RO-RO) route connecting Davao and General Santos in Mindanao, Philippines to Bitung, and Sulawesi, Indonesia. The country also adopts the ASEAN Seamless Trade Facilitation Indicators (ASTFI), develops the ASEAN Inclusive Business Framework (AIBF), adopts the ASEAN Work Program on Electronic Commerce (AWPEC) for 2017-2025, successfully conducts the first full and comprehensive country visit exercise under the ASEAN Economic Community (AEC) 2025 Monitoring and Evaluation Framework, and adopts the Action Agenda on Mainstreaming Women's Empowerment in ASEAN and the ASEAN Declaration on Innovation. Besides promoting the international trade, the Philippines also promotes "Go Lokal!" pop up store for domestic trading throughout the year.



Extreme Makeover Padaeng Industry PCL Bangkok

MR. FRANCIS VANBELLEN

We were privileged to receive this graphic and fully informative presentation by Mr. Francis Vanbellen, Managing Director of Padaeng Industry Bangkok.

Francis is without doubt, the best Speaker of The Month we have had for a long time. Even suffering a slight cold, he gave a robust and animated presentation that began with pictures of his own personal makeover from 2012 to the present day. He has lost 14 kilos in body weight, looks slim and trim through regular work outs in the gym; has given up on carbohydrates and has stopped smoking after 40 years. He believes that being happy is a very important quality of life and encouraged us all to practice happiness.

Under his guidance Padaeng Industry PCL which has had an extreme makeover, having changed from zinc mining and smelting to solar energy production and in the process has reduced from 900 employees and 15 managers to around 300 employees and 5 managers. The business has changed from solely Mae Sot in Thailand to now include two sites in Japan. More sites are planned to take output from 20 Megawatts to 80 Megawatts. All sites are remotely monitored from Bangkok. Since 2012 the company has achieved

very impressive financial results in terms of both ROE (10%) and ROA (14%). The company's share price has quadrupled in 6 years and continues to rise.

Our audience was treated to a practical demonstration of how the extreme make over was achieved and how the tools our students are taught in class, have been applied at Padaeng Industry.

Uniquely, Francis told us how honesty; facing up to taking hard decisions, informing people why an industry must close and layoff people before the event takes place; paying them a generous termination payment and helping them find alternative employment or retraining them for the new business.

Graphic pictures were shown of the Padaeng factory site in Mae Sot and how the original mining site was completely replanted as a park. The factory has been rebuilt as a museum. The company has demonstrated how a good company has taken care for the environment and its people and the local community.

Francis talked for around 90 minutes walking in amongst the audience as he did so and answered numerous

questions in detail for the next 20 minutes, after which a commemorative plaque was presented to him and two series of group photographs of all participants were taken.

Ajarn Glen Chatelier and friends conducted Francis on a tour of the Sala beside our lake and our Assumption chapel beside A Building. Ajarn Glen also detailed Bothe Martin Komolmas' (our Rector Emeritus) friendship to the previous Belgian King and Queen and their visits to our Hua Mark campus were also discussed.

Francis expressed his gratitude for our Assumption friendship to his Belgian Royal family connection.

We hope that this article for Connect Magazine will encourage all students to devote their energies to serious study and application of lessons learned by: Developing a happy demeanor;

Working hard and taking the hard decisions required in business;

Being honest in all their dealings with others;

Caring for their community and to our environment.

April



Globalization / Deglobalization?

DR. AARON LOH
ABAC GSB MBA LECTURER

Dr. Aaron Loh has been with ABAC for 11 years. He fluently speaks both Mandarin and English. He retired from doing business to teach at ABAC. His current career position has been shifted from teaching to monitoring the students. Being our guest speaker in this session was his privilege and honor.

Globalization started more than 100 years ago by doing business outside of the country. Exploring and conducting business and trade in other countries is about making products and services at the best quality and price. It is also about diversity of global citizens to produce safe and quality products and services in order to survive and increase the quality of life.

World Trade Organization (WTO) has encouraged people to do business and follow WTO rules.

Positive things are that globalization can globally reduce people's poverty that they can purchase good quality products and services with good deal or affordable prices. People grow their business, not just only making profit but also offering improved quality products and services. For example, in the past,

people used an electric fan to cool hot weather. Currently, they use an air - conditioner.

In business game, there are two parties, if any party loses, the assets will be shifted, like playing Monopoly. People of both parties do not lose their life even though it is a zero - sum game.

Negative things can be happened when any party does not follow WTO rules by increased tariff with disagreement of the other party and made the other party's products and services more expensive to be imported. The unfair trade practice may lead to cutting reasonable prices, making the products and services of the other party uncompetitive. The guest speaker expressed his kind concern about these negative aspects, because people would like to deglobalize. Moreover, WTO will mostly likely intervene these negative situations to prevent these undesirable effects spreading globally. Our students are kindly requested to do business by following WTO rules and learn new things from different perspectives by offering innovative and user - friendly products and services to maximize safety and quality of life.

May



The 60th Anniversary Celebration for the Republic of Korea and Thai Diplomatic Relations

H.E. MR. NOH KWANG - IL
AMBASSADOR OF THE REPUBLIC OF KOREA

H.E. Mr. Noh Kwang - il is very proud of the Republic of Korea, and respects people. He kindly organized his speaker of the month session to be easy and relax for our students. He introduced the country's well - beings in terms of national GDP growth, economic evolution, education to literacy, reduced poverty and various developed industries.

On auspicious occasion of the 60th Anniversary Celebration for the Republic of Korea and Thai Diplomatic Relations, both countries established free trade agreements to promote and protect the investments between each other. Many imported and exported products and services between them are from cooperation of agriculture, infrastructure development, economic growth success, human resources development and quality education.

The Republic of Korea emphasizes on good governance. With His Excellency's optimistic point - of - view, sometimes crisis for example 1997 Asian financial crisis led to change for better or new things to survive.

To promote the Republic of Korea, he invited our students to learn Korean language and visit the country. Koreans

adopt new technologies, making them having good quality of life with high quality education.

During his question and answer session, the interactions between His Excellency and our students were very amicable that our students were free to ask the questions. Thanks to his kind presentation, there are many good job opportunities available e.g. big company like Samsung. The foreign investments are warmly welcome to build good businesses. Lately, there was a historical summit on the border that the leaders of North and South Korea met for peace talks, announced their commitment of denuclearization, and officially ended the North Korea's 68 - year war by North and South Korea unification.

His Excellency complimented that Thailand has many beautiful tourism attractions, and Thais are very friendly and happy. He would like Thailand to maintain good quality education and continuously improve for higher education standard. Thailand is also encouraged to develop good businesses.



AN INTERVIEW WITH CAVALIERE ENZO PERONI

Cavaliere Enzo Peroni, founder and CEO of EP group of companies, has been in Asia since 1977.

In recognition of his many achievements, Cavaliere Peroni was honored by the president of Italy and the Italian government with the "order of the star of Italian solidarity" and was made a "knight" or "Cavaliere" for his outstanding contribution to promote Italian culture to the world.

Caring in the mindset of the Corporate CEO

I believe that caring is an essential component of executive excellence. Caring can actually help improve your company's financial performance. Developing of interpersonal expertise is one of the key factors. A nurturing relationship by meeting each other's needs - and exchanging each other's thoughts, feelings and ideas is important and we must understand why people enter into a relationship. This is normally to have one or more of their needs met. The importance of identifying and responding to the needs of an employee is another key factor to show your organization you care for them. Identifying and responding to the needs of others is especially important in situations which call for conflict and resolution.

Caring in improving Corporate Performance

Management should analyze how to create motivation in the workplace. This is one of the first steps I always carry out when I set up or restructure companies.

(A). Involvement of employees I strongly believe that if employees are not deeply involved in the goals, targets and action plans of the company, they will not contribute to the company and feel part of it.

(B). Giving Staff More Responsibility Everybody likes to have more responsibility, to feel satisfied and to feel achievement. I always try to give staff more responsibility and involve them in planning, cost analysis, budgeting and management accounting.

(C). Training while Working, everybody wants to learn something new. The workplace should be a constant training field. Once employees feel that every day they can learn something new they will strive to improve and feel satisfied - performance of the company will also increase accordingly.

A winning formula for inner motivation and success in the company is a combination of autonomy and cooperation. The benefits of individual autonomy triggers flexibility and agility in staff.

what brings cooperation is synergy so that everybody's efforts are multiplied in the most effective way for the group.

Make employees feel you care for them

In workplace caring can be shown as coaching when staff are not capable to get a job done and manager is there for help and guidance. Caring and empathy would make people as a part of your organization. By this you are motivating them and increasing their loyalty to the company.

Applying emotional intelligence is one of the key factors in work. This means that you are open to ideas of others and that you can build and mend a relationship with others and build trust. Managers and team players and leaders who are attuned to the feeling of others can use this understanding to enhance the organization performance.

Your level of empathy or awareness of others emotions and your ability to manage relationship with others is always, a winning formula in my experience.

The 21st century CEO psychology in organization behavior

Psychology in simple term is understanding people. It is important to know how to meet people needs and the relationship with business. People need to feel important for the values they bring to organization. Leaders must act with honesty from what they believe inside as people can feel honesty easily. Respect always comes after actions not words.

Beside psychology, an entrepreneur must have sufficient knowledge on geography, history, literature, sociology and anthropology in order to understand behavior of mankind. Nowadays in order to have a very successful high performance we must realize that people come first and products and profits are second and third.

Successful leaders and managers are those who create work with and commit

to the "common cause" and have a set of goals and approach and hold the organization accountable.

Organizations cannot exist without an effective communication. People need to communicate for their needs and feelings with others. When communication is effective, it tends to encourage better performance and job satisfaction. I find this particularly important in Thailand.

Caring for both employee's satisfaction and stakeholder's satisfaction

During my time in Hong Kong, I was called upon to restructure a public company which was in a terrible shape and losing huge amounts of money. Employees were leaving on a daily basis and remaining staff were not cooperating.

My first analysis was very simple, besides cash flow problems and capitalization, the main underlying factor was that the staff did not believe in the Shareholders, the company, the products they were selling and themselves. In short, the whole organization was de-motivated. My first step was to restore confidence and create a special team which could lead and motivate others and in fact they helped me "turnaround the company" because they had a desire to do so and they were self-motivated. I spent a great deal of time in explaining the situation and what they should get back if we can turn around the company i.e. feel proud, be part of the organization etc.

The impact of the motivating tactics was dramatic, employees started talking proudly about their job with enthusiasm. They started to take initiative to tackle problems without waiting to be told what to do. Shareholders were also amazed and pleased, not only by the turnaround of the company, not only because of the financial results, but also because of the complete change in attitude of the employees!

Finally sharing collective passion and having a clear sense of purpose will trigger "inner fire" in all members of the organization and inspire everybody to achieve the unthinkable.

EMPATHY FACTOR WITHIN ORGANIZATION BEHAVIOR

MITRA ZERANG SAGHA PH.D.
PSYCHOLOGY STUDENT

Empathy is the ability to experience and relate to the thoughts, emotions, or experience of others. Empathy is more than simple sympathy, which is being able to understand and support others with compassion or sensitivity.

Empathy is a fundamental construct to leadership. Many leadership theories investigate the ability to have and display empathy is an important part of leadership. Empathy is also a key part of emotional intelligence that several researchers believe is critical to being an effective leader.

CONNECTION BETWEEN EMPATHY AND PERFORMANCE

One study that was done by the Center for Creative Leadership (CCL) has shown that empathy is positively related to job performance. Managers who show more empathy toward direct reports are viewed as better performers in their job by their bosses. An empathic manager is sensitive to signs of overwork in others and also willing to help an employee with personal problems.

The authors propose that a salesperson's ability to see the world from a customer's perspective and their ability to feel what a customer feels influences pricing, volume, and service quality outcomes. So leaders may need to develop the capability to demonstrate empathy to improve their performance and effectiveness.

EMPATHY CAN BE LEARNED

Fortunately, empathy is not a fixed trait and can be learned. If given enough time and support, leaders can develop and enhance their empathy skills through coaching, training, or developmental opportunities and initiatives. Organizations can create a more empathetic workplace and help managers improve their empathy skills in a number of simple ways:

- Talk about empathy. Let managers know that empathy matters. Explain that giving time and attention to others fosters empathy, which in turn, enhances your performance and improves your perceived effectiveness.
- Teach listening skills. To understand others and sense what they are feeling, managers must be good listeners. Skilled listeners let others know that they are being heard, and they express understanding of concerns and problems. When a manager is a good listener, people feel respected and trust can grow.
- Encourage genuine perspective taking. Managers consistently should put themselves in the other person's place. As Atticus Finch in Harper Lee's *To Kill a Mockingbird* famously said: "You can never understand someone unless you understand their point of view, climb in that person's skin, or stand and walk in that person's shoes."
- Cultivate compassion. Support managers who care about how someone else feels or consider the effects that business decisions have on employees, customers, and communities. Go beyond the standard-issue values statement and allow time for compassionate reflection and response.

When managers increase their awareness and understanding of empathy (particularly in their cultural context), they can identify behaviors, they can improve and situations where showing their empathy could make a difference. As managers hone their empathy skills through listening, perspective taking, and compassion, they are improving their leadership effectiveness and increasing the chances of success in the job. Talk to people. Ask them about their interests, pay attention to what they're doing and praise them for what they're doing well, and encourage them to speak up with their own ideas.





Impact of Colonialism on Asia; View from the 21st Century. A presentation at the Embassy of Russian Federation in Thailand

BY PROFESSOR MICHAEL SHARE OF THE UNIVERSITY OF MACAU
30th MARCH 2018

This presentation was the second in the current series and was delivered in the form of an Intellectual Tea Party at the embassy. There was not an empty seat in the room with a wide variety of attendees from the diplomatic community business, academia-both faculty and students and community service organizations.

Professor Share was very generous in providing his notes and power point with the audience. The lecture consisted of:

- I Introduction;
- II Legacies of British Rule: Myth and Reality;
- III The Indian Sub-continent (India, Burma, Kashmir, Sri Lanka, Pakistan and Bangladesh. A wide variety of colonial indicators were discussed for each country and a summary conclusion for each was offered as either positive/ mixed or negative. These indicators were taken from the recent literature (see reference list).
- IV Hong Kong "The Last Jewel in the British Empire
- V Conclusions

Reference List (see below)

DISCUSSION.

During the summing up and discussion session the case of Siam never having been colonized was discussed and particularly the role of King Chulalongkorn in achieving this result through means of balancing the influence of the colonial powers on the development of Siam and in transferring some previously held Siamese provinces to each of the colonial powers, in order that Siam remain independent.

Interestingly the venue for the presentation contained photograph of King Chulalongkorn (Rama V) together with Tzar Nicholas II.

Towards the end of the discussion one of the closing slides of the power-point presentation was

a picture of HM Queen Elizabeth II of UK and it was mentioned by Ambassador Kirill Barsky that it would be rare indeed to find such a portrait of Her Majesty in any other Russian Federation Embassy worldwide at this time but that he was happy that it be shown

The genuine and warm friendship of the Ambassador and staff to us all was obvious, and the sincere discussion and depth of Siamese historical knowledge of the H. E. Ambassador Kirill Barsky was remarkable.

We all applaud the initiative of the H E Ambassador Kirill Barsky in arranging this unique series of Intellectual Tea Parties as a vehicle for people of many countries to come together to learn and discuss topics of common interest to us all.

Reference List:

Brown Judith M. (1999). *The Oxford History of The British Empire, Volume iv, The Twentieth Century*, Oxford, Oxford University Press.

Carroll John M. (1999) *A Concise History of Hong Kong*, New York, Rowman and Littlefield.

Carroll John M. 2018, "Good Empire Bad Empire", *South China Morning Post*, "This Week in Asia", January 14th pp.8-9.

Darwin, John. (1988). *Britain and Decolonization: The Retreat From Empire in The Post War World*, London, Macmillan.

Ferguson, Niall, (2002). *Empire: The Rise and Demise of The British World Order and The Lessons For Global Power*, New York, Basic Books.

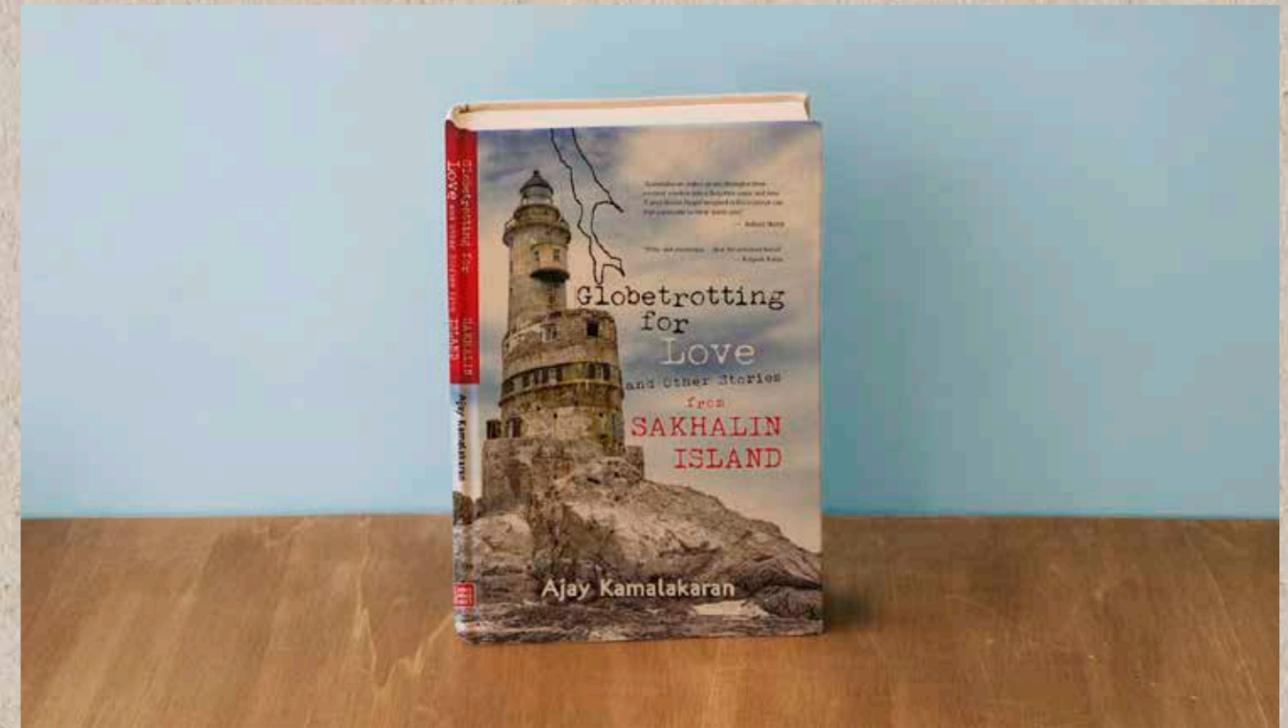
Gott, Richard, (2011). *Britain's Empire: Resistance, Repression, and Revolt*, London, Verso.

Keane, John. 2018, "Age of Empires", *South China Morning Post*, "This Week In Asia", March 18, pp.10-11.

Kwarteng Kwasi, (2011). *Ghosts of Empire: Britain's Legacies in The Modern World*, New York, Public Affairs.

Lloyd, T. O. (1996). *The British Empire 1558-1995, Second edition*, Oxford, Oxford University Press.

Thadoor Shashi, (2018), "There's No Debate To What The British Did to India", *South China Morning Post*, "This Week In Asia", January 14th, PP. 9-10.



Globetrotting for Love and other stories from Sakhalin Island Ajay Kamalakaran

REVIEWED BY JOHN BARNES
TIMES GROUP (AN IMPRINT)

This is a beautiful book, researched from life on Sakhalin Island at the time of its oil drilling era in the 1980's. The book has an interesting cover featuring an old light house of very unusual design. Unfortunately, it is not identified on the inside cover.

The book comprises a series of 11 short stories each of around 10 pages in length So it is easy to read whilst on the commute; waiting to enter a business meeting or in lunch breaks or before turning in to bed.

The book is claimed to be a work of fiction, but I suspect that the author based each story on people he knew. Characters in each story are developed quickly and in believable depth. The stories are quickly outlined and plot developed through the eyes of the young author. The tales unfold at a crisp pace.

At the time Ajay, was editor of the Sakhalin Times, the only English written newspaper on Sakhalin Island at the time. Ajay has both a keen sense of character development and a journalist's sense of getting to the heart of the matter quickly and economically.

- Each story is written through the eyes of a perceptive young man with a wide circle of friends and acquaintances.
- The Cleaning Lady (2 pages long)
- Globetrotting for Love (13 pages)
- Big Brother (10 pages)
- Marital Blunder (10 pages)
- Leap Year Syndrome (10 pages)
- The Mean Streets of Yuzhno-Sakhalinsk (12 pages)
- The Motherland (8 pages)
- April (14 pages)
- Love and Lust (10 pages)
- Gastarbeiter (10 pages)
- The Surprise Guest (10 pages).

To my mind there are shades here of the works of Paul Theroux the travel writer and of Jeffrey Archer the murder mystery writer.

Conclusion: This book is a small and precious gem. I hope that you will enjoy it as I did. I was fortunate too that I was presented his audience with beautiful pictures of the stunning scenery of Sakhalin Island. The author also discussed the history and racial mix of the island a place I would dearly love to see.

The book is also available as an e-book from Amazon.com

THE LITTLE TRAIN(S) TO NOWHERE

DR. JOHN BARNES
HEAD OF TOURISM RESEARCH

I first became aware of this journey through reading Kenneth Barrett's beautiful and interesting book titled 22 walks in Bangkok and Thonburi a few years ago.

This journey in-fact involves two train journeys and a ferry ride.

The journey began at the Thonburi railway station tucked in behind Wong Wia Yai market. The fare to Samut Sakorn (a journey of around 69 Km) cost Bht 6. Ventilation is had through open windows and overhead oscillating fans. The train was a noisy diesel rail-car and made numerous stops at small provincial outposts, some of which have no traditional station platform. Dense mangrove forests were the principal vegetation on this first leg of our Journey.

Fellow passengers included a group of cyclists ranging from middle aged to elderly, all very fit, slim and trim, who were clad in very sporty Lycra outfits and who had what looked to be expensive, light-weight cycles including some of the fold-up variety. The cyclists occasionally disembarked the train and cycled through the countryside, later rejoining us aboard the train. Our journey began at around 08:30 with the train full of people returning home with produce after shopping in Bangkok. The narrow gauge track comes perilously close to dwellings



and track side vegetation. So photo enthusiasts need to exercise caution when reaching beyond the window sill of their carriage.

At frequent rural stops, one can peer into track-side dwellings and observe people going about their daily lives. Grandma playing with her grandchildren; Mum and dad enjoying a meal together whilst watching TV; the elderly sharing gossip and memories and the like at the track-side coffee shops.

Such are the sights, sounds and smells we receive on this journey, so different from that had by taking a car, van or bus along Phetkasem Highway, parallel but out of sight nearby and certainly not as scenic or as interesting as the train journey.

Arriving at Samut Sakorn at around 09:30 we walked through the market and headed for the ferry terminal at the Ta Chin River. We purchase a ferry ticket at a cost of Bht 2 and along with an armada of motor cycles laden with produce, we headed across river to board our second train to our next destination Samut Songkram beside the gulf of Siam

Whilst waiting for the train, we had an interesting conversation with a group of smartly dressed tourist-police, who were friendly and genuinely interested in our various countries of origin. A few other European tourists couples with families were along for the ride.

This second train ride, is slightly shorter at 60 Km and was again a very similar diesel rail-car. The fare was a very modest Bht4. The predominant vista



was one of salt pans where sea water is evaporated by the hot sun leaving sea salt which is bagged and much prized in Thai cooking.

On approaching our destination after numerous stops, we passed through the umbrella or fold up market in which vendors move their awnings and wares from the track to let the train pass through.

After a cursory exploration of the nearby streets, we stopped for lunch and had a very tasty Kao Mun Gai, washed down with an icy mug of Chaa Manao yen. The Chinese Thai coffee shop was absolutely packed and was a family run affair.



We then explored the inner part of the city. Stopping at two local Wat to offer prayers to the deities and watch children and elders perform a Thai Classical dance.

Further meanderings brought us to a rental cycle shop, whose owner offered to take up us on an escorted cycle ride around the city (or further afield if we wished) for a very modest fee. The cycle shop owner's wife operated an adjacent beauty salon and obviously both were entrepreneurial in their respective fields.

Throughout the market the shop owners were lively and friendly, and the prices of goods were negotiable and generally moderate. I purchased some small stuffed toys as Christmas gifts for the children of friends.

The surrounding area offers many small resorts and home stay accommodation for those wishing to cycle or drive

around this fascinating part of Thailand. On the way back to our train we passed through a large fresh-seafood market adjacent to the nearby port. The pavement and stalls were brimming with huge quantities of crabs, fish of numerous varieties, prawns, shrimp, squid and octopus. All very tempting and had time permitted, we would have stayed for dinner.

Instead, we retraced our steps to our train, ferry and train arriving back at Wong Wian Yai at around 8pm, tired but very happy after a great excursion. It is interesting that the train fares are moderate and the stops at small local communities permit the elderly and poor rural folk (who cannot afford buses, vans, or cars) to visit Bangkok for leisure or for commerce.

All who take this journey will really appreciate this snap-shot of the Thai way of life for many living beside the gulf of Siam.



Enticing North Cyprus

REDOUVANE BOUDINA
MBA STUDENT

The island of Cyprus is a place of rich and fascinating history, with many interesting things to explore in cities such as Kyrenia, Famagusta, and Nicosia. The amazing weather for most of the year makes the island a perfect destination to visit throughout the year. One of my favorite places is the Old Town of Kyrenia. Kyrenia is located on the north coast of north Cyprus. I recommend Escape Beach Club and Club Acapulco for beach lovers and young tourists who will find many fun activities there. Both beaches have pleasant restaurants, bars and night clubs. For sightseeing I would recommend a walk along the Besparmak mountains, and St. Hilarion Castle. Kyrenia Harbor is also another

amazing place where visitors can sit in the cafés there and watch the breath taking sunset.

Nicosia is the Capital city of north Cyprus. The city is divided in two parts, one belongs to North Cyprus (Turkish side) and the other belongs to South Cyprus (Greek side). Visitors can have a chance to explore both areas of the city and observe the cultural differences and the different ways of living in a city that once was undivided. For history lovers, Famagusta (the Gothic Ghost Town) is a perfect place to visit. The city which is located on the east coast of Cyprus, represents the finest examples of old-

fashioned architecture in the Eastern Mediterranean. There visitors will have the chance to see the best preserved 15th and 16th century Venetian walls in the Eastern Mediterranean. There you can also visit enormous, honey-colored Lala Mustafa Pasha Mosque which originally was a Gothic cathedral from the 14th century.

There are many other interesting places to visit in the Welcoming North Cyprus. I would also recommend visitors to cross south to the Greek side of Cyprus where they can explore the beauty of both civilizations Turkish and Greek. Hope you visit North Cyprus Soon and I assure you won't regret it.

2nd ITL Sport, Health and Social Awareness Clinic 2017 (Charity Event)

When: Saturday 26 August 2017
Where: Fr. Ray Foundation Pattaya

Participant: A total of 400-450 participants from organizations, sponsors and children's

Why :

To have fun while creating cultural awareness, improve knowledge on sport (sport nutrition and fitness training for health) and learn skills in tennis (tips on various tennis elements from wheelchair tennis, professional coaches and athletes). This event is part of creating social awareness to give equal chances for people from all levels and background of society (to care for all).

Story:

Professor Dr. Kallaya Kijboonchoo, the president of this event said she welcomes everyone and is very happy with the atmosphere of this event.
Mr. Mark Kolenberg, the president of International Tennis Lover said the purpose of this event is to build a friendship among sports lovers.
Dr. Penguin said that he is glad to show the magic to children.
Miss. Naphapat Meesri said that she is happy to be able to organize activities for children and provide them with knowledge.
Mr. Tom Marshall said that it is a great pleasure to be teaching tennis to children.
Mr. Cazillac Renaud said that teaching new sports like beach tennis to children makes him very happy.

Organized By: International Tennis Lovers in partnership with team leader from various organization such as Prof. Dr. Kallaya Kijboonchoo, Dr. Penguin, Miss. Naphapat Meesri, Mr. Tom Marshall, and Mr. Cazillac Renaud
Sponsored by KAA, FBT Sports, Seara International, The Inspiration Group, Wilson and AIA insurance the event was able to succeed all expectation.



For more information see www.internationaltennislovers.com

GSB NEWSLETTER

CONNECT YEAR 6 ISSUE 17 JUNE 2018

CONTRIBUTORS

Ajarn Glen Chatelier

Dr. Piya Hirunwat

Dr. John Barnes

Mr. Susheel Narula

Prof. Michael Share

Mr. Mitra Zerang Sagha

Mr. Ehsan Karim

Mr. Farzin Hassanzadeh Kalashami

Mr. Redouvane Boudina

Ms. Fang Han

Ms. Zhang Ying

Ms. Peng Junjie

Mr. Wang Feng

EXECUTIVE COMMITTEE

Dr. Kitti Phothikitti

Dr. Kitikorn Dowpiset

EDITORIAL TEAM

Ajarn Glen Chatelier

Mr. Rangsan Traibutra

Mr. Ehsan Karim

Mr. Farzin Hassanzadeh Kalashami

GRAPHICS AND PRINTING

Pressociate Co. Ltd

มหาวิทยาลัยอัสสัมชัญ
เปิดรับสมัครนักศึกษาปริญญาโท หลักสูตรนานาชาติ



MBA FAST TRACK

EVENING PROGRAM, MON.- THU. 6.30 - 9.30 PM.
BLENDED LEARNING: CLASS BASED
ACTIVITIES BASED AND DIGITAL LEARNING

M.B.A. DIGITAL TRACK

PART-TIME PROGRAM (SAT.-SUN.) | OVERSEAS FIELD TRIP
HYBRID LEARNING
CLASS BASED ACTIVITIES AND DIGITAL LEARNING

 081 815 1237