Assumption University of Thailand

Presentation of Au Awards for Excellence

December 21, 2007
AU Awards for Excellence

St. Montfort Award
St. Michael Award
St. Hilaire Award
St. Martin de Tours Award
St. Bernard Award
St. Thomas Aquinas Award
The 2007 Au Awards for Excellence

In recognition of greatness of spirit
Shown in service to the university

Ordinary things done in extraordinary ways
AU AWARDS FOR EXCELLENCE

Philosophy and Objectives

“Those who have sacrificed their lives and time by their creative loyalty and positive contributions to the institution must be recognized, promoted and rewarded.” So wrote Rev. Prathip Martin Komolmas in the Faculty and Staff Development Policies, July 22, 1993.

The philosophical underpinnings of the AU Academic Awards were simply that good deeds and achievements must be recognized and awarded. The President had often expressed his wish to establish academic awards as incentives for the academic community. Evaluation of job performance for this purpose was undertaken. After a considerable length of time, the administrators decided to introduce the awards. These awards aim to both reward for past performances and encourage future efforts. As a reward, it demonstrates our belief that those selected have met and surpassed the standards of excellence for the award given. The awards are also meant to encourage future efforts of not only the reward recipients but others who may take note that they, too, will be recognized for superior performance. The AU Academic Awards are granted periodically to those who met the selection criteria.

Historical Background

One of philosophies of Assumption University is that good deeds and achievements done by any member must be recognized and awarded. The first conferment of awards was initiated in 1997 under the name AU Academic Awards. Only lecturers were nominated for these awards under six categories. Then, three-tier system of achievements (first, second, and third class with the first as the highest in each category) was announced in 1999 to take effect in 2000 (Au Academic Awards, December 24, 1999, p. 12). In the year 2000, the name of the awards was changed to Au Awards for Excellence. The purpose is to reward not only teaching staff but also the non-teaching staff who daily facilitate in the management and operation of the institution.

So far the awards committee is chaired by the President with Brothers in the University administration serving on the committee (Au Academic Awards, December 24, 1999, p. 12). The sole right and prerogative on selection of the awardees reside in the committee.
THE SIX AU AWARDS

Each award was named after an illustrious person found in Catholic Church history and also in memory of our predecessors who had worked long and hard to carry out their teaching mission. The general policies governing each award were laid down by the AU Academic Awards Committee in 1997. These policies are subject to review, re-interpretation and modification as may be called for. Except for the St. Montfort Award, the awards are given in three classes. The second and third class awards are meant to recognize mid-level and junior AU faculty and staff who have performed well above the norm as compared to their peer group. The awards are as follows:

St. Montfort Award
Illustrious Service Award

The St. Montfort Award was named after St. Louis Marie Grignion de Montfort (1673-1716), the founder of the Brothers of St. Gabriel. He is our spiritual master who walked before us toward the Living God. Following in his footsteps, we can proceed on a path to union with God. The Brothers of St. Gabriel in Thailand consider him to be a model for a religious life and for their educative mission.

This award is given for faithful, dedicated and outstanding services rendered to the University by senior administrators whose career spans more than 25 years.

St. Michael Award
Public Service Award
(First, Second, and Third Class)

The award was named after St. Michael the Archangel, the protector of the people of God.

This award also honors the name of Brother Michael, one of the 13 French Brothers who moved from Thailand to India during World War II. He was appointed master of novices at Eachinkadu, Yercaud, South India, tasked with the training of a number of senior Brothers of the Province of Thailand.

The award comes in three classes and is given to University members who have provided academic and/or other significant services to society, and who have represented the University in academic and supporting activities that are acknowledged by the public. In so doing, they uphold and promote the University's reputation and stature.
St. Hilaire Award
Distinction in Writing Award
(First, Second, and Third Class)

This award was named after St. Hilaire who was born at the beginning of the fourth century at Poitiers in France. He was a bishop and Doctor of the Universal Church.

Brother Hilaire was one of the first five pioneering Brothers to arrive in Thailand in 1901. He was a well-known educator at Assumption College, Bangkok. He mastered the Thai language so well that he became an unparalleled Siamese Linguist. He wrote Thai language manuals, the first of which, Darun Suksa, was considered by all as the very best source for the learning of the Thai language.

The award comes in three classes and is designated for those who achieved distinction through academic writings in the form of articles and books.

St. Martin de Tours Award
Excellence in Performance Award
(First, Second, and Third Class)

St. Martin de Tours, for whom St. Martin de Tours Award is named, was a Roman soldier raised in Italy. Finding God, he converted to Christ and became an unwilling soldier. Later he was a disciple of Hilaire of Poitiers and, still later, became the Bishop of Tours. The award was also named in memory of Brother Martin de Tours, one of the five Brothers who first entered Siam on October 20, 1901.

This award is designated for lecturers and administrators: who discharged their duties and responsibilities conscientiously and superbly: who exhibited high standards of efficiency, excellence and quality in teaching, counseling, and duties such as composition of test materials, framing of examination papers and other academic related factors.

The award is also for non-teaching staff who add to the University learning process.

St. Bernard Award
Special Merit Award
(First, Second, and Third Class)

The award was named after St. Bernard (1090-1153), an abbot and later named Doctor of the Church. He was a Cistercian monk. He wrote profusely and movingly concerning the Lord Jesus, spirituality, the Scriptures, and the Blessed Mother.

The award also recognized Brother Bernard Mary whose idea of adding a degree program to the existing Assumption Commercial College (ACC) program that eventually led to the establishment of ABAC and hence Assumption University.
This award is intended for University members: who exhibited special managerial skills; and who performed their tasks and assignments beyond the normal calls of duty such as initiating, restructuring or reengineering of programs for an office or department, or providing voluntary services for improving, upgrading systems and procedures, and participating in other artistic or scientific activities for the welfare of society.

**St. Thomas Aquinas Award**

**Research Award**

*(First, Second, and Third Class)*

The award was named after St. Thomas Aquinas in respect for his special talents that he devoted in full measure to the search for the Eternal Truth.

St. Thomas Aquinas was a great Dominican teacher (1225-1274). He traveled and wrote extensively. His two *Summas* should not obscure his other biblical, theological and philosophical writings. He dedicated his brilliant talents to the investigation of the sublime truth of God in the light of faith and the human intellect. He is the patron saint of all Catholic schools. This award is given to those who contribute through their research to the promotion, enhancement or the reputation and prestige of the University. Their research should result in publications, patents and/or other innovative materials or feature.
Award Presentation
and
Felicitation on the President Emeritus’ Birthday
and Christmas Greeting
December 21, 2007

Programme

9.30-10.00 hrs. Assemblage
MC takes the floor

10.00 hrs. Arrival of the President and the President Emeritus
- Song: Assumption University Anthem

10.05-11.30 hrs. AU Awards for Excellence Conferral Ceremony
- Report by the Vice President for Academic Affairs
- Announcement of Awardees and Reading of Citations
  by the Deputy Vice President for Academic Affairs
- Awards Presentation by the President
  Song: God Will Make A Way

Celebration of Christmas Festival
Song: We Wish You a Merry Christmas
- Garlands Presentation by Au representatives
- Speech of Appreciation by the President

Celebration of the President Emeritus’ Birthday
Song: Bouquet of Hearts
- Speech and Poems to felicitate the President Emeritus
- Bouquet Presentation to the President Emeritus by the President
  Song: Happy Birthday

Speech of Appreciation by the President Emeritus
Song: You Are the Light of My Soul
- Group Photograph Taking

11.30-12.30 hrs. Cocktail Reception at Salle d’ Expo

End of the Programme
Brother President Emeritus
Brother President
Faculty Members and Distinguished Guests

It is an honour that the President graces the conferral ceremony for Au Awards for Excellence 2007.

Prior to the awards conferral, I would like to present you the philosophy and objectives of the Au Awards for Excellence.

On 22 July 1993, Rev. Bro. Prathip Martin Komolmas initiated the policy which he wrote: “Those who have sacrificed their lives and time by their creative loyalty and positive contributions to the institution must be recognized, promoted and rewarded.”

The first conferral of awards was initiated in 1997 under the name AU Academic Awards, under six categories. Then, three-tier system of achievements: first, second, and third class, with the first as the highest in each category was announced in 1999 to take effect in 2000. In the year 2000, the name of the awards was changed to Au Awards for Excellence.

The philosophical underpinnings of the AU Awards for Excellence are simply that good deeds and achievements must be recognized and awarded. These awards aim to both reward for past performances and encourage future efforts. As a reward, it demonstrates our belief that those selected have met and surpassed the standards of excellence for the award given. The awards are also meant to encourage future efforts of not only the reward recipients but others who may take note that they, too, will be recognized for superior performance.

For this year’s Au Awards for Excellence, the University takes great pleasure in conferring
- St. Hilaire Award for Distinction in Writing, Second Class to Dr. Joseph Fernando Graduate School of Philosophy and Religion
- St. Martin De Tours Award for Excellence in Performance, Third Class to Dr. Viyada Kunathigan Faculty of Biotechnology
  Dr. Virach Wongpaiibool Faculty of Engineering
  Mr. Chaiwat Pongcharoenkijat School of Management
- St. Bernard Award for Special Merit, Third Class to Dr. Yokfar Phungphol School of Management
  Dr. Suwanna Kowathanakul School of Management
- St. Thomas Aquinas Award for Research, Third Class to Asst. Prof. Pitiporn Pakdeepinit Faculty of Science and Technology

On this auspicious occasion, may I call upon Rev. Bro. Bancha Saenghiran, the President of Assumption University, to confer the Au Awards for Excellence.

Dr. Sompit Porsutyaruk
Vice President for Academic Affairs
ANNOUNCEMENT OF THE AWARDS

1. St. Hilaire Award for Distinction in Writing
   1.1 Dr. Joseph Isidore Fernando
       Awarded St. Hilaire Award for Distinction in Writing (Second Class)

Citation:

Dr. Joseph Isidore Fernando earned his B.Ph. (Philosophy) from Pontifical Athenaeum, India in 1973, M.A. (Ancient India Culture) from University of Pune, India in 1975, M.Phil (Philosophy) from University of Pune, India in 1988 and Ph. D. (Philosophy) from University of Pune, India in 1998. At present Dr. Joseph is a full-time lecturer of Graduate School of Philosophy and Religion, Assumption University.

Dr. Joseph Isidore Fernando has authored a number of academic papers. He has also written articles published in Prajna Vihara, Journal of Philosophy and Religion, Assumption University. His papers and articles are cited below:


For the valuable writings on and contributions to philosophy and religion, St. Hilaire Award for Distinction in Writing (Second Class) is conferred on Dr. Joseph Isidore Fernando in the Christmas Honours announced on December 21, 2007

2. **St. Martin de Tours Award for Excellence in Performance**

   2.1 **Dr. Viyada Kunathigan**

   Awarded St. Martin de Tours Award for Excellence in Performance (Third Class)

   **Citation:**

   Dr. Viyada Kunathigan joined the Faculty of Biotechnology in November, 1995 after obtaining her B.S. (Biology) from Chiang Mai University in 1993 and M.S. (Microbiology) from Chulalongkorn University in 1997 and Ph.D. (Microbiology) from University of California, Davis, U.S.A. in 2005

   Dr. Viyada Kunathigan is highly devoted to teaching profession. Throughout her long service, Dr. Viyada Kunathigan has shown selfless devotion to her students. She proves herself to be efficient, reliable and accountable. She has prepared her own teaching materials and made the most use of audio-visual aids for the better understanding of the students. Her explanation of the subjects taught is clear, precise and easy to understand. Based on the students’ feedback, Dr. Viyada Kunathigan is also nominated the best teacher.

   In addition to her excellent teaching performance, she has also carried out some researches and other special works. Some of her special assignments and duties are as follows:
   - Laboratory Handbook for BS2011 (2007), and BT3014 (2005)
   - Member of Biotechnology QA team (2005-2007).
   - Curator for Faculty of Biotechnology website (2005-2007).
   - Supervising herbal medicine test for issuing of certificate (certified with Thai FDA). 2005 – 2007
   - IPUS 2 (2006) undergraduate project support from TRF (Thailand Research Fund) for the project entitled “Shelf life determination for liquid biofertilizer from vegetables waste.” The project is the collaboration between the Faculty and the industrial sector (Varee(87)) Co., Ltd
   - A committee member for thesis proposal examination in the Master’s degree program of Food Science and Technology at Chulalongkorn University. (2006)
   - Supervising the undergraduate students’ researches.

   For her long and devoted services, St. Martin de Tours Award for Excellence in Performance (Third Class) is conferred on Dr. Viyada Kunathigan in the Christmas Honours announced on December 21, 2007.
2.2 Dr. Virach Wongpaibool
Awarded St. Martin de Tours Award for Excellence in Performance (Third Class)

Citation:


Throughout his service, Dr. Virach Wongpaibool has shown selfless devotion to the teaching profession. He has an excellent teaching performance based on the students' feedback. He comes to class on time especially morning classes although he needs to drive from his house in Bang Saen, Chonburi province. On teacher-student relation, he is very close to students. He gives strong encouragement to the students to apply their engineering knowledge into practice. He also initiates and participates in many student extracurriculum activities as an advisor.

For his hardworking and valuable contributions to the students, St. Martin de Tours Award for Excellence in Performance (Third Class) is conferred on Dr. Virach Wongpaibool in the Christmas Honours announced on December 21, 2007.

2.3 Mr. Chaiwat Pongcharoenkiat
Awarded St. Martin de Tours Award for Excellence in Performance (Third Class)

Citation:

After completing his B.B.A. (General Management) from Assumption University in 1985 and M.B.A. (General Administration) from Pittsburg State University in 1987, Mr. Chaiwat Pongcharoenkiat joined the Department of Management, Assumption University as a part-time lecturer from 1993 until 1999. He decided to join the Department as a full-time lecturer in 2000.

Mr. Chaiwat Pongcharoenkiat teaches Strategic Management, Organization Theory and Leadership courses. He applies what he teaches in his class. He is the best role model of leadership for his students. He is admired by the executive program students who are in top management positions at global corporations. From his outstanding teaching performance, Mr. Chaiwat received positive feedback from his students' evaluation for five consecutive years.

Mr. Chaiwat Pongcharoenkiat has been a valuable asset of the Department. He assists the Department in many activities, for example, he was an advisor to the students, coaching them for Thammasat Undergraduate Business Challenge (TUBC), which was an international competition in 2003. With his commitment and expertise, he could lead his students to win the competition.

For his devoted services and valuable contributions, St. Martin de Tours Award for Excellence in Performance (Third Class) is conferred on Mr. Chaiwat Pongcharoenkiat in the Christmas Honours announced on December 21, 2007.
3. St. Bernard Award for Special Merit

3.1 Dr. Yokfar Phuengphol
Awarded St. Bernard Award for Special Merit (Third Class)

Citation:

Dr. Yokfar Phuengphol joined Assumption University as an Interim Administrative Supervisor of the Secretariat, Graduate School of Business in 1987. She was the Director of Office of Graduate Studies from 1990-1997. At present she is the Director of International Students Advising Center, School of Management. She is in charge of advising and guiding foreign students in the School of Management, especially Chinese students.

Over the past twenty years of service she has been dedicating herself to students. Talented in both Chinese and English, she is, therefore, able to understand foreign students, especially the Chinese who are very impressed with her service and teaching.

Dr. Yokfar Phuengphol is recognized and assigned by the Faculty to be one of the caretakers and counsellors for Chinese students even before being recruited to Assumption University and during their study at the university.

For her long and devoted services and valuable contributions, St. Bernard Award for Special Merit (Third Class) is conferred on Dr. Yokfar Phuengphol in the Christmas Honours announced on December 21, 2007.

3.2 Dr. Suwanna Kowathanakul
Awarded St. Bernard Award for Special Merit (Third Class)

Citation:

Dr. Suwanna Kowathanakul earned her B.B.A. (Marketing) (Cum Laude) from Assumption University in 1998, M.B.A. (Business Administration) from Senshu University, Japan in 1993 and D.B.A. (Business Administration) from University of South Australia in 2007. She joined the Department of Marketing, School of Management as a full-time lecturer in 1997. She was the Assistant Chairperson from August 2003 – March 2004, Deputy Chairperson from April 2004 – January 2005, Acting Chairperson from January 2005 – May 2005. At present she is the Chairperson of the Department.

Dr. Suwanna Kowathanakul has put all her interests and energies into her work. Some of her special assignments and noteworthy contributions during the recent years are as follows:

- Year 2005: Established SBU (Strategic Business Unit) within the Department to enhance more effective administrative work and services to the students and the university. There are Research SBU/Advising SBU/Curriculum SBU/Student Learning SBU/PR and Database SBU. They are all cross-functional team works.
- Year 2006: Created Monthly Guest Speakers – Each lecturer is encouraged to invite a corporate guest speaker for special lecture relevant to the subject content. The topic will be proposed by a subject coordinator in advance in order to arrange proper schedule and minimize duplication of the content. With the cooperation of each SBU, monthly guest speakers are promoted with posters, brochures, and also on School of Management Website. The activities are known as a common practice for the department and students as a whole now.
• Year 2007 : Utilized the core competency of the University’s IT by uploading all materials supporting student learning to SM websites -- such as course syllabus, powerpoint slides, assignments, marketing news and activities. This saves the cost of copying, printing and also creates self-learning for students and other faculty members.
• Year 2007 : Established Lecturers’ Website in order to support both part-time and full-time lecturers for more effective lecturing and cooperating among faculty members. The Website provides sharing website pool and links to many interesting marketing websites, marketing information, curriculum, courses, contact, etc.
• Year 2007 : Coordinated for faculty development: Contact qualified faculty members across the departments such as Management, Marketing, Finance to provide research knowledge (SEM, Research Proposal) to all faculty members. This workshop builds research culture, motivates their further studies and also creates better relationships among faculty members from different majors.

For her devoted services and valuable contributions, St. Bernard Award for Special Merit (Third Class) is conferred on Dr. Suwanna Kowathanakul in the Christmas Honours announced on December 21, 2007.

4. St. Thomas Aquinas Award for Research
4.1 Asst. Prof. Pitiporn Pakdeepinit

Awarded St. Thomas Aquinas Award for Research (Third Class)

Citation :

Asst. Prof. Pitiporn Pakdeepinit received her B.S. in Information Technology from Assumption University in 1997 and M.S. in Telecommunications Science from Assumption University in 2001. In 2002, she became one of a very few certified Cisco instructors of Thailand, who passed the certification program of this world leading Telecommunication company. In the same year, 2002, she also received an award in recognition of her outstanding contribution to the Cisco Networking Academy Program Asia Pacific. With her outstanding performance, especially in the field of Telecommunications Science, she was selected to be the main instructor of the very first Cisco Networking Academy Program of the country, which is located in Assumption University.

In the light of research in her field, Asst. Prof. Pitiporn Pakdeepinit has 7 research papers published in various prestigious international conference proceedings, one of which is the Aerospace Conference organized by NASA scientists. One of her publications has been awarded the “Best Academic Paper” for the session, namely Broadband Networks and Network Architectures, Topologies and Protocols, which was a part of the 6th World Multiconference on Systemics, Cybernetics and Informatics Conference, Florida, U.S.A. in 2002.

Some of her papers published are as follows:


For her contributions and valuable research writings, St. Thomas Aquinas Award for Research (Third Class) is conferred on Asst. Prof. Pitiporn Pakdeepinit in the Christmas Honours announced on December 21, 2007.
From every corner of the land,
    We come to pursuit truth.
For integrity, and progress we stand
    And learning's sterling worth
Up lifting virtue of mind and hand
    With the glory of our youth.

We are the salt of the glorious earth
    No task is too hard to do.
For Assumption and the land of our birth
    We remain ever loyal and true
For excellence in all realms of effort
    We give Assumption its due.

Assumption is
    the light that leads
Our youth to knowledge sure
    Ever mind full of all our needs
It brings us to learning shore
    Ennobling our academic deeds
Making our
    future secure!

**************************************************
GOD WILL MAKE A WAY

Words and Music by Don Moen

God will make a way where there seems to be no way.

He works in ways we cannot see.

He will make a way for me.

He will be my guide, hold me closely to his side, with love and strength for each new day.

He will make a way.

He will make a way.

By a road way in the wilderness, he’ll lead me, and rivers in the desert will I see heaven and earth will fade but his word will still remain.

He will do something new today.

********************

WE WISH YOU A MERRY CHRISTMAS

We wish you a Merry Christmas
We wish you a Merry Christmas
We wish you a Merry Christmas
And a Happy New Year...

Good tidings to you and whenever you are.
Good tidings for Christmas and a Happy New year. (repeat all)

********************

18
BOUQUET OF HEARTS
Composed by: Siripong Santiyothin
ABAC Alumus ID 3913763

Songs of bliss from the heart of our hearts sung in your memory on your rapturous welcome birthday. We wish you full of happiness.

May the Lord of joy bless you, bless you His special child.
Happy Birthday to you, Happy Birthday to you, Happy Birthday to you. (repeat all)

*******************************

HAPPY BIRTHDAY

Happy Birthday to you, happy birthday to you, happy birthday, happy birthday to you.

Happy is the man who loves the Lord. Happy is the man who walks in his way. Happy is the man who loves the Lord. Happy is the man who walks in his way.

Happy Birthday to you, happy birthday to you, happy birthday, happy birthday to you.

*******************************

YOU ARE THE LIGHT OF MY SOUL

You are the light of my soul, O Lord. You are the candle in my life.
You are the light of my soul, O Lord. You keep the flame burning bright.
You are the One who lights my path. You lead me in the way of truth.
You are the Rock on which I stand. For ever more, I’ll trust in you.
For ever more, I’ll trust in you.