

Assumption University of Thailand



*Presentation
of
Au Awards for Excellence
December 24, 2004*

The 2004 Au Awards for Excellence

In recognition of greatness of spirit

Shown in service to the university

Ordinary things done in extraordinary ways

The Six AU Awards

St. Montfort Award

St. Michael Award

St. Hilaire Award

St. Martin de Tours Award

St. Bernard Award

St. Thomas Aquinas Award

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 footprints, 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 24, 2004**

Programme

- 09.30 hrs. Assemblage**
M/C takes the floor
- 09.40 hrs. Arrival of the President and the President Emeritus**
- *Song: March Assumption*
- 09.50 hrs. Au Awards for Excellence Conferral Ceremony**
- Report from Vice President for Academic Affairs
by Deputy Vice President
- Announcement of Awardees and Reading of Citations
by Deputy Vice President for Academic Affairs
- Awards Presentation by the President
Song: May God Bless You and Keep You
- 10.20 hrs. Celebration of Christmas Festival**
Song: We wish you a Merry Christmas
- Garlands Presentation by representatives (5 groups)
- Speech of Appreciation by the President
- 10.40 hrs. Celebration of the President Emeritus' Birthday**
Song: God is Love
- Speeches and Poems to felicitate the President Emeritus
- Bouquet Presentation to the President Emeritus by the President
Song: Happy Birthday
- 11.00 hrs. Speech of Appreciation by the President Emeritus**
Song: Assumption University Anthem
- Group Photograph Taking
- Cocktail at John XXIII Conference Center

End of the Programme

Report

24 December 2004

Rev. Bro. President:

It is an honor that you grace the conferral ceremony for Au Awards for Excellence 2004.

The Au Awards for Excellence is held annually to recognize achievements and dedication of outstanding faculty and staff members for their achievements and good deeds.

Prior to the awards conferment, I would like to present an update on the University's efforts to upgrade its faculty and staff members' qualifications for the achievement of excellence through quality and competence. These efforts are part of the strategies that the University undertakes to retain its leading position in the education arena.

I. Human Resources

Part of the University's strength is in its diverse, qualified and competent Human Resource. Currently, the University has 1,257 faculty members doing either or both academic and administrative duties. From the total, 885 members are Thai nationals and 372 members are foreigners coming from a total of 34 different countries from all over the world. The Bachelor : Master : Ph.D. ratio is 11 : 60 : 29.

II. Human Resource Development

The University recognizes the need to develop its human resource in terms of qualifications and skills to meet the demands of its stakeholders. For Academic year 2003, there were 19 successful members for Master's Degree and 20 for Ph.D. In addition, 5 new applicants for Master's and 11 new applicants for Ph.D. scholarships were approved. A total of 89 faculty and staff members are presently pursuing their studies: 10 members taking Graduate Diploma in Teacher Education, 35 members taking Master's programs, 33 members taking Ph.D. programs and 11 members in Joint programs. The Master's and Ph.D. programs are being taken in countries such as Thailand, Australia, USA, England and New Zealand.

For seminars, conferences and training programs, out of 447 faculty and staff participants, 49 attended these gatherings abroad and 398 nationally.

III. Research and Academic Presentations

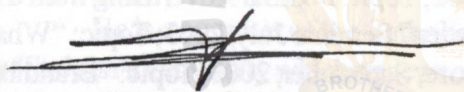
In support for an academic's quest for new knowledge, in the same academic year, 10 researches were approved for funding, 2 of which have successfully completed and submitted their final reports. Final reports for the other researches are due this year-end. Acceptance and schedules for presentations abroad have already been submitted.

Throughout the year, a total of 18 faculty members did academic presentations abroad and 29 members within the country.

IV. Academic Titles

For the year 2004, the University proudly acknowledged the achievements of 4 faculty members and appointed them to the rank of Professor, Associate Professor and Assistant Professors.

For this year's Au Awards for Excellence, the University takes great pleasure in conferring various awards for excellence on 9 outstanding faculty members and 11 deserving staff members.



Rev. Bro. Visith Srivichairatana
Vice President for Academic Affairs

ANNOUNCEMENT OF THE AWARDS

1. St. Martin de Tours Award for Excellence in Performance

1.1 Ms. Marissa Chantamas

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

Citation:

Ms. Marissa was recruited as a faculty member in June 1994 soon after her graduation from the Faculty of Communication Arts in the summer of that year. In September 1998 she took leave to pursue higher studies and in December 1999 secured her M.S. degree in Integrated Marketing Communications from Northwestern University, USA. On July 1, 2000 she was promoted as Acting Chairperson followed by confirmation in that position on July 1, 2004.

Ms. Marissa has cut out a neat record of performance as corroborated by her activities a few of which are detailed here. By way of research presentations she participated in TACT Seminar, September 2002; Topic: Popular Advertising from the Consumers Point of View, "Marketing to Women" Seminar July, 2003; Topic: "What Women Want" and Ideas Conference, Singapore, September, 2003; Topic: "Branding Formula". She made valuable contributions in the field of administration by assisting to increase student admissions from 100 in 2000 to 500 in 2004, helped launch three new majors namely Public Relations, Performance Communications, and New Media Communications, developed students performance in competitions since the academic year 2003 when two teams got into the final of Junior TACT Awards and again in 2004. Her social services were also appreciable as well as visible when she helped the Advertising Association of Thailand during the development of their Code of Ethics including holding seminars and working on documents for distribution in 2002. Ms. Marissa sat on the board of the National Energy Policy Office for scrutinizing and approval of advertisements during 2002-2003 and worked with students for presentations to UNICEF Youth Forum including reflection on the state of television and its effects on children. She was also activity involved in the "Staying Alive" project with MTV. to warn young people about the dangers of AIDS. and this assignment comprised management of filming schedules, locations, and collaborating with the government agencies.

In view of her excellent record and her highly effective activities in promoting the interests of students and the University, the administrators are pleased to confer the St. Martin de Tours Award for Excellence in Performance (Second Class) on Ms. Marissa Chantamas on this auspicious date of December 24, 2004.

1.2 Mr. Khajornsak Thirapanish

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

Citation:

Mr. Khajornsak Thirapanish graduated from Chulalongkorn University in 1992 with a B. Ed degree (Art Education) and later studied for and obtained his M.F.A. (Printmaking) from San Francisco Art Institute in 1994. He joined Assumption University as full-time lecturer on November 1, 1996 and was promoted as Chairperson of the Department of Visual Communication Arts on June 1, 1998.

In addition to successfully supervising and leading the Department of Visual Communication Arts, Mr. Khajornsak has engaged in the following extracurricular and social activities.

He is a member of the Catholic Media Committee set up under the auspices of St. John's University which reviews advertisements in Thai films and movies. It acts as an unofficial watchdog to examine advertising materials with a view to maintain moral standards and prevent transgressions against propriety and public decency. He also serves on the Committee attached to the Bangkok Metropolitan Administration scrutinizing exhibition of arts and designs meant for children.

Mr. Khajornsak is also ex officio arts director for ABAC, supervising and selecting photos, pictures, art works, designs and advertisements prepared for various activities and publications of the university. All books, pamphlets, posters, and designs of paintings including the colour scheme for pictures and art work on vans and coaches operating under A.U. banner are reviewed and changes suggested to achieve spontaneity, naturalness and harmony of artistic works and designs.

For his services and contributions in maintaining the imposing and sedate image of the University, the administrators are pleased to confer the St. Martin de Tours Award for Excellence in Performance (Second Class) on Mr. Khajornsak Thirapanish on this auspicious date of December 24, 2004.

1.3 Ms. Apinya Soithurum

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

Citation:

Ms. Apinya Soithurum has been in the teaching profession for the last 19 years without interruption. She joined ABAC in 1985 and since then has been actively involved in teaching English.

Ms. Apinya has regularly made innovations in her teaching methodology to suit her students' ability. She has designed and produced teaching materials that helped her students improve their English language skills. The classroom activities she has devised also actively involved her students in the learning process.

Because of her devotion to duties and her determined effort to bring about substantial improvement in teaching and learning English, she was duly recognized and promoted as a Deputy Chairperson of the Department of English in 1989 for one tenure and was reappointed to the same position in 1999. Her duties included designing the English I and English II curriculums, preparing teaching materials and writing quizzes and exams. Under her supervision she has about 50 instructors of different nationalities. Despite the diversity of the group, Ms. Apinya demonstrated strong management skill by conducting her work calmly and harmoniously. She also helped in advising students which she did very well. In 2003, Ms. Apinya was given administrative responsibilities at the Department of English. Currently, she manages the oral test assignments, teaching schedules, academic advising assignments, gives advice to students and assists instructors in solving all kinds of problems.

For her strong sense of academic duties and responsibilities, conscientious leadership, and management skills, the administrators are pleased to bestow on Ms. Apinya Soithurum the St. Martin de Tours Award for Excellence in Performance (Third Class) on this auspicious date of December 24, 2004.

1.4 Mr. Robert Mickle Miles

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

Citation:

Mr. Robert Mickle Miles received his B.A. (Arts and Letters) from Pennsylvania State University in 1994 and M.A. (History) degree from the same

institution in 1977 proving that a strong sense of commitment to an ideal can often triumph over the vicissitudes of human existence. Mr. Robert has had a diverse and wide ranging experience considering that he held such positions as Foreign Expert in English in Guangzhou Foreign Languages University, China, Visiting Professor in Pusan National University, Korea, Graduate Assistant Instructor, Pennsylvania State University and with such background and experience his services are bound to be very valuable and beneficial to students as well as the institution.

Mr. Robert has excelled as a teacher and discharged his duties and responsibilities conscientiously and superbly since joining Assumption University in 1999 as a lecturer in the Department of English. Apart from his teaching responsibilities, he distinguished himself by his devotion and efforts put into other academic activities like writing textbooks and editing novels.

A dedicated and imaginative teacher, Mr. Robert is also a keen scholar of Chinese history and language. He is always willing to embark on any innovative academic enterprise. This is reflected in his willingness to painstakingly edit two novels, *Family Business* and *Grafted Pine Tree*, written by students of Institute for English Language Education. For the Department of English, Mr. Robert has co-written the *English III (Business) Textbook*.

For his accomplishments and contributions the administrators are pleased to confer on Mr. Robert Mickle Miles the St. Martin de Tours Award for Excellence in Performance (Third Class) on this auspicious date of December 24, 2004.

1.5 Mr. William Jackson Denmark III

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

Citation:

Mr. William Denmark obtained his BA degree in French from Greenville College and his MA. in French and English from Southern Illinois University in Carbondale, USA in 1990. He first worked as a Teaching Assistant at Southern Illinois during 1983-1986, was then employed as an English teacher at University of United Arab Emirates during 1990-1991 and joined Assumption University on June 1, 1994 and has continued to work here up to now.

From time to time as we review the text materials used in the classrooms the teachers get different emotions and impressions and there are times when some one has strong feelings that a textbook is too arid or insipid and he is driven to strike out on

his own and produce something that will make good sense and encourage and motivate learners. A situation like this probably compelled Mr. William to embark on the Turnabout Series, novels based on Thai culture and context and their use as texts in IELE English II & III classes. To persuade students to write at some length, correct and revise the compositions and hammer them into the shape of a respectable book is indeed a tremendous effort. It is understood that several teachers from universities in Thailand and abroad have praised the idea of making students write short stories and novels as a unique and innovative approach to the learning of English as a second language. Currently two world renowned publishing companies have expressed an interest in pushing some of the novels for global distribution and this is bound to bring not only further recognition to Assumption University but result in spin-offs in the form of greater awareness of Thai arts and culture.

For the devoted services rendered and contributions made by him, the administrators are pleased to confer on Mr. William Jackson Denmark III the St. Martin de Tours Award for Excellence in Performance (Third Class) on this auspicious date of December 24, 2004.

2. St. Bernard Award for Special Merit

2.1 Dr. Cherdpong Sibunruang

Awarded St. Bernard Award for Special Merit (First Class)

Citation:

Dr. Cherdpong Sibunruang has already loyally served Assumption University for more than two decades having joined its roster as a full-time lecturer in the Department of Finance and Banking on October 1, 1984. Subsequently he rose in stages to be Chairperson, Associate Dean and Dean of the Faculty of Business Administration and he is proving to be an outstanding performer in this last position. Although he held a master's degree in Economics from the Pittsburg State University when he was first appointed, he has since upgraded his qualifications by obtaining a Doctorate in Educational Management from De La Salle University in 1990. He has also gone on stints of training in Malaysia and United States to keep abreast of trends and changes in management and in this way he remains attuned to and updated with latest developments in the subject of his specialization to prevent any possibility of obsolescence or retrogression in knowledge or refinement.

Dr. Cherdpong is a dedicated professional and early in his tenure as Dean he completely revamped the erstwhile Human Resource Development Centre and renamed it as the Business Training and Consulting Centre. The operations of this centre for the

first year alone brought in net receipts of \$12 million as against a series of losses incurred in the past. He then drew up blueprints for executive training programs and projects which caught the attention of business enterprises such as the Bangkok Hospital Group and Siriraj Hospital and these courses have proved successful and are being repeated to different levels and batches of officials belonging to these health care institutions. Dr. Cherdpong also launched research activities on a sound basis and under his bold initiative a contract was signed with Thai Airways International, the country's flag carrier, to undertake an extensive survey on attitude and morale of staff members in consequence of the company's decision to relocate operations from the current site in Don Muang to the new buildings at the Suvarna Bhumi airport. These are insightful and strategic moves which are proving very popular among corporate circles and at the same time bringing in substantial revenues to the coffers of the University in addition to enhancing the reputation and prestige of the School of Management.

Dr. Cherdpong is straightforward and forthright where teaching his students and sharing knowledge and information with colleagues and staffers are concerned. He also makes himself easily accessible and approachable to them which are characteristic of popular and outgoing executives. In addition to maintaining a spotlessly clean and irreproachable position, he has done all the right things and contributed a great deal to the success and achievements of Assumption University and for all his services and dedication, the administrators are pleased to confer on Dr. Cherdpong Sibunruang the St. Bernard Award for Special Merit (First Class) on this auspicious date of December 24, 2004.

2.2 Dr. Uree Cheasakul

Awarded St. Bernard Award for Special Merit (Second Class)

Citation:

Dr. Uree Cheasakul became a faculty member on June 1, 1993 in the Department of Management, Faculty of Business Administration; rapidly rose to the positions of Deputy Chairperson on June 1, 1995, Acting Chairperson on January 1, 1997, Chairperson on November 1, 1997 and Assistant Dean on June 1, 2003 respectively. She has made an early impact on her superiors by performing her duties superbly and at the same time building up an enviable track record. Although on first appointment she held only a master's degree in Technology Management from Mercer University, U.S.A. she has now fortified her position by securing a Ph.D. degree from the National Institute of Development Administration in October 2001.

The Faculty was farsighted and daring in sprucing up old courses and introducing new and innovative programs and Dr. Uree was there quietly working under

Dr. Cherdpong Sibunruang, ready and willing to face challenges, implement new theories and concepts and reap rich rewards and benefits for the University. She was the project director who outlined and dovetailed the executive training program for officers of Bangkok and Siriraj hospitals, drawing up schedules, fixing glitches, smoothing out incongruities, and harmonizing conflicting interests, issues etc. Dr. Uree was also closely involved in initiatives and activities concerning the setup of Business Research and Case Study Development Centre as well as Student Activity Units which enabled our students to demonstrate competencies and take part in Thammasat Undergraduate Business Challenge Cup and the L'oreal E-strat Competitions in which Assumption University achieved successes and scored coveted prizes offered for these events thus bringing fame and acclaim to the institution.

As a young and dynamic faculty member Dr. Uree has a rosy future and there is no doubt she will continue to enhance her entrepreneurial acumen, business pragmatism and profundities. In the meantime for her superlative performance and her contributions to the success of the School of Management, Assumption University is pleased to bestow on Dr. Uree Cheasakul the St. Bernard Award for Special Merit (Second Class) on this auspicious date of December 24, 2004.

2.3 Ms. Piyawan Puttibarncharoensri

Awarded St. Bernard Award for Special Merit (Third Class)

Citation:

Ms. Piyawan Puttibarncharoensri graduated “Magna Cum Laude” from Assumption University in 1993 majoring in Commercial Lines Insurance, continued her studies at University of Hartford, U.S.A. obtaining a Master of Science in Insurance in 1994 and returned to ABAC in 1995 as an instructor in the Faculty of Risk Management and Industrial Services. She was promoted as Chairperson in the Department of Industrial Management in June 1997 by which time she had completed the Certificate of Training in ISO 9000 Auditor / Lead Auditor Training Program conducted by Moody International Ltd. and the EAN Certificate in Supply Chain Management Instructors Training organized by the Federation of Thai Industries.

In late 1990s Ms. Piyawan succeeded in breaking out of the groove and got involved in the public service activities which enabled her to discover her organizing ability as well as her pedagogic proclivities. These activities included work as Head of the National Invigilation Team for Purchasing and Supply Chain Management Examinations, Coorganizer with Moody International Thailand Ltd. of ISO 9001: 2000 Training Program, Coorganizer with EAN Thailand Institute of Executive Certificate Program in Supply Chain Management, Guest Lecturer on “Risk

Management and Financing” and “Ethics for Life Assurance Agents” courses conducted by Thailand Insurance Institute.

While planning and organizing such ad hoc training courses brought plaudits to Assumption University, it also generated large revenues and even after deducting expenses, incidentals and apportioning a share of income to the project leader the overall profit to the University was quite substantial. For the success of her special courses and the bold initiatives taken by her, which resulted in good publicity for the institution, the administrators are pleased to bestow on Ms. Piyawan Puttibamcharoen Sri the St. Bernard Award for Special Merit (Third Class) on this auspicious date of December 24, 2004.

3. St. Thomas Aquinas Award for Research

3.1 Dr. Mohammad Asif Salam

Awarded St. Thomas Aquinas Research Award (Second Class)

Citation:

After obtaining his bachelor degree in economics from Chittagong University in 1991, Mr. Mohammad Asif Salam was offered a commission in the Bangladesh Army where he served for 7 years including a stint as a captain in the U.N. Operations in Mozambique. On being demobbed he enrolled in the Graduate School of Assumption University and secured his MBA in 1998. He joined the Graduate School as a Research Assistant in 1999 and was appointed as faculty member in the School of Management on November 1, 1999. He has since worked for a doctoral course in Thammasat University under our scholarship terms and won his DBA in Marketing in May 2004.

From the list of papers published during the past few years it would appear that Dr. Asif is an indefatigable research writer and that he is interested in a fairly wide range of subjects. A faculty member undertaking research on such a scale is likely to be highly fortified in areas of his specialization and we give below some of the titles that stand to his credit.

1. Salam, Mohammad Asif (2004), “Supply Chain Enablers, Competitive Advantage, and Firm Performance: An Empirical Investigation of Thai Garment Industry”, Proceedings of the Logistics Research Network Conference (LRN), September 8th - 10th, Dublin, Ireland.
2. Salam, Mohammad Asif (2004), “An Empirical Examination of Managing Supply Chain: A Thai Example”, Proceedings of the 16th Nordic Logistics

Research Network Conference (NOFOMA), Linkopings University, Linkoping, Sweden June 7th - 8th.

3. Salam, Mohammad Asif (2004), "An Empirical Investigation of Performance for the Thai Textile Supply Chain", Proceedings of the 33rd International Conference on Computers & Industrial Engineering (Code # CIE150), Jeju, South Korea, March 25th - 27th.
4. Salam, Mohammad Asif (2003), "An Investigation Of Service Quality In the Retail Supply Chain In Thailand," Proceedings of NOFOMA and NORDLOG (NORDIC LOGISTICS) Conference, Oulu, Finland, 11th - 13th June.
5. Salam, Mohammad Asif (2003), "A Conceptual Study on Determinants of Customer Satisfaction for Business-to-Business Professional Service: A Case for Soft Services." Proceedings of the International Seminar on Marketing and Development (ISMD), January 4th - 7th, Bangkok, Thailand.
6. Salam, Mohammad Asif (2003), "Broadening the Concept of Marketing: Environmental Orientation", Proceedings of the International Seminar on Marketing and Development (ISMD). January 4th - 7th, Bangkok, Thailand.
7. Salam, Mohammad Asif (2001), "An Empirical Study on Developing the Measurement Tools for Tourism Destination Image-A Case of Thailand." Proceedings of the Asia Pacific Tourism Organization (APTA 2001) conference: July 4th - 7th. Manila, Philippines.

For his endeavors in the field of research and the contributions made so far, the administrators of Assumption University are pleased to confer the St. Thomas Aquinas Award for Research (Second Class) on Dr. Mohammad Asif Salam on this auspicious day of December 24, 2004.



เพลง...สวดคือสัจธรรม

คำร้อง : ชิสเตอร์บุญเรือน หมั่นทรัพย์
วิสุทธิพร สันตศิริ
ทำนอง : แมนรัตน์ ศรีกรานนท์
เรียบเรียงเสียงประสาน : น.อ. วีระพันธ์ วอกลาง

ก้องกังวานขานใจชื่นชมพวกเรา	น้ำเงินขาวแดงเด่นสดสีสัมพันธ์
นามนั้นสถิตไว้สัจธรรม	แหล่งรวมสรรพวิทยาอนันต์
ด้วยศรัทธาบูชาศาสนิกษัตริย์	น้อมนมัสสเทิดทูนสถาบัน
อดทนซื้อสัตย์พากเพียรเราภูมิใจ	ปณิธานยึดมั่นไว้
** คุปประทีปส่องสว่างส่องทางกระจ่างฟ้า	สัจธรรมงดงามสดใส
เชนด้าคาเบรียลบันดาลใจสร้างสรรค์ไทย	ให้รู้เรื่องถาวรวิญญู (ซ้ำ **)

MAY GOD BLESS YOU AND KEEP YOU

Lyricist : Kittisak Poolsawat

Composer : Anonymous

The Lord blesses you and keeps you.
He will protect you from all enemies.
Peace be with you, peace be with you.
The Lord is with you and He will comfort you
by his mercy, and kind, and gentle.
And he who's mercy and kind will bless you.

Amen Amen Amen Amen Amen Amen Amen.

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 wherever you are.

Good tidings for Christmas and a Happy New Year

GOD IS LOVE

Lyricist: Kittisak Poolsawat, English Texts

Christian Worship Music
Arranged by Kittisak Poolsawat

The Lord is love, and He also loves us.
The Lord is love, and He also loves us.
It's the love of God, love of God.
He is the God of creatures,
the God of creatures The love not like as
It's the love of God, love of God.
He always be with us. He always be with us.
The Lord is love, and He also loves us.
The Lord is love, and He also loves us.
Because the Lord loves the world, he gave his
only son. For ones who trust on him, the Lord
Jesus Christ, will never missed eternal life.
Praise the Lord! Praise His love, His grace and
mercy. My life is yours, my life is yours.
The Lord is love, and He also loves us.
The Lord is love, and He also loves us.
Almighty God is love. He is the LOVE.

สุขสันต์คล้ายวันเกิด HAPPY BIRTHDAY

Refrain I

Happy birthday to you,
happy birthday to you,
happy birthday, happy birthday,
happy birthday to you

Refrain II

สุขสันต์คล้ายวันเกิด
ขอพรอันประเสริฐ
สุขสันต์คล้ายวันเกิด
ขอพรอันประเสริฐ

1. วันนี้วันดีเป็นศรีวัน
คล้ายวันเกิดของคุณ(ท่าน)
ญาติมิตรชิดคุณ(ท่าน)สุขสมปอง
ของจงสุขเกษมเปรมปรีดิ์

สุขสันต์คล้ายวันเกิด
จงบังเกิดแต่คุณ(ท่าน)
สุขสันต์คล้ายวันเกิด
จงบังเกิดแต่คุณ(ท่าน)

วันแห่งความฝันอันสดชื่น
สร้างกุศลผลบุญไว้ด้วยดี
ต่างร้องอวยพรให้สุขี
ชีวิตคงมาลีที่หอมกรุ่น

To Refrain II

2. อาวุธระณะพละแรง
พร้อมพระเดชพระคุณ
เกียรติยังยืนยงคงสมบูรณ์
ผองภัยอย่าได้พบพัวพัน

แข็งแกร่งดั่งแสงอาทิตย์อุ่น
เกิดมาหนูนี่ทางเหมือนอย่างฝัน
ลากยศเพิ่มพูนทุกสิ่งสรรพ
โชคร้ายไม่มีวันมาว่าวุ่น

To Refrain II

ASSUMPTION UNIVERSITY ANTHEM

Lyrics by : Thomas Khng

Music by : Lian Sek Lin

Arranged by : Capt. Veeraphan Vawklang

From every corner of the land
We come to pursue 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 mindful of all our needs
It brings us to learn-ing's shore
Ennobling our academic deeds
Making our
future secure!