

Dr. Akechai Judkrue

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

Citation

Dr. Akechai Judkrue serves as the Director of the ABLE Incubator Centre (Assumption Business Leading Entrepreneurship), the Business Incubator Center of the University. He joined the Martin de Tours School of Management and Economics as a full time faculty in the year 2006. He received his Bachelor and Master's Degree in Business Administration from Assumption University and graduated with Doctor of Philosophy in Computer and Engineering Management also from Assumption University in 2012. Dr. Akechai is extremely loyal and dedicated to his alma mater and truly strives to uphold the good name of the School and the University.

As an instructor, he teaches the capstone course of the BBA program 'Entrepreneurship'- a course designed to kindle the innovative spirit and develop the entrepreneurial skills of the students. He invites successful entrepreneurs from different sectors to share their success stories and experiences, which the students find very inspiring. As a project based course, his thoughtful and detailed comments and guidance are also appreciated by the students.

In addition to his teaching duties, as the director of ABLE Center, his contributions to the School; and the University are extensive. He has successfully initiated and implemented several activities and projects aimed at enhancing the entrepreneurial competency of students and faculty members.

His noteworthy contributions include:

- § Strengthening professional engagement of students with the business community by:
 - securing funding from Government Saving Bank (GSB) to develop goodwill and social responsibility projects in which both students and faculty are involved to help the local communities or startups in the proximity of the University's Suvarnabhumi Campus
 - developing experiential learning projects with SEG (South East Group) to enhance the learning experience of students and, concurrently, to incubate students' business ideas
 - collaborating with the industry to find placement or internship opportunities for graduates and students.
- § Enhancing engagement of faculty members with the business community to strengthening the School's industry engagement and linkage by:
 - organizing coaching/training projects to the industry to help re-skill and up-skill their employees.
- § Development of academic services to strengthen the presence and impact of the University's Incubator to help the country transform to an economy based upon knowledge and creativity by:
 - organizing arranging academic services to government agencies and business organizations.

- securing external funding, such as government grants, and sponsorships and donations
- securing a total of over 5 million THB government grants for the University's Incubator and a significant amount (over 300,000 THB) of business donations and sponsorships for the University and School

In appreciation for his valuable contributions and devotion to the prestige reputation of Assumption University through his public services, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Dr. Akechai Judkrue on this auspicious date of December 24, 2020.