

Mr. Nattapon Thaweewat

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

Citation

Mr. Nattapon Thaweewat is a full-time faculty member and Head of Internal Student-Activities Unit of the Department of Marketing, School of Management and Economics. He earned a Bachelor of Business Administration degree from Assumption University and a Master of Economics degree from Kasetsart University. He joined Assumption University in 2007.

As the Head of the Internal Student-Activities Unit of the Department of Marketing, Mr. Nattapon is responsible for selecting and training a marketing-major committee to support the department's academic activities. One major contribution he has made to improve the selection process of the marketing-major committee is to re-engineer the recruiting process and the structure of the committee chart. He added the psychological and personality tests to select and appoint appropriately the right person for the right job. He added the position of Vice President for Academics to the committee structure in order to support both the committee and marketing-major students in their studies and also to support the Department of Marketing in all its academic activities.

In addition to his teaching duties, Mr. Nattapon also serves as the adviser of teams representing Assumption University in several business and marketing plan competitions. He has trained students to be leaders in their own field by giving them training and providing them activities that foster a greater understanding of academic pursuits, diversity, internationalism, and service to the community. The following are some of the awards the Marketing students have received so far under Mr. Nattapon's supervision and guidance:

1. Gold Award: You can change the world with Kiehl's 2011 (L'Oreal, Thailand)
2. Gold Award: University Fast Generation Contest 2011 by Express Authority of Thailand
3. Silver Award: The Chartered Institute of Marketing 2011 – Singapore: CIMs

4. Silver Award – Regional Category: 1-2-Call & BrandAge Business Development Plan 2010
5. Silver Award: DISNEY Marketing Academy Award 2010
6. Bronze Award and 3rd Runner-up: ISUZU Marketing Brains Challenge 2011
7. Champion of International Category: The Chartered Institute of Marketing 2010 – Singapore: CIMs
8. Eco Business Innovation Award: HSBC Young Entrepreneur Awards 2009-2010

Moreover, Mr. Nattapon is one of the crew producing the educational talk show “MKT Unplugged”.

In appreciation of all his valuable contribution to the development of students through the various activities he has organized and supervised, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) to Mr. Nattapon Thaweewat on this auspicious date of December 24, 2012.

