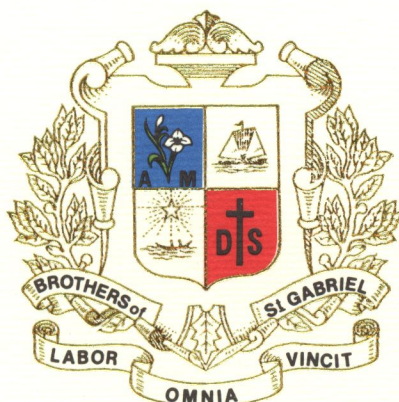


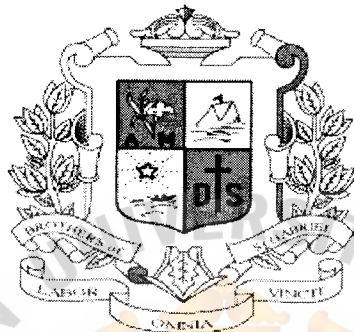
Assumption University of Thailand



Presentation of AU Awards for Excellence

**December 24, 2011
Chapel of St. Louis Marie de Montfort
Suvarnabhumi Campus**

Assumption University of Thailand



Presentation of AU Awards for Excellence

December 24, 2011

Chapel of St. Louis Marie de Montfort
Suvarnabhumi Campus

The 2011 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

St. Montfort Award

St. Michael Award

St. Hilaire Award

St. Martin de Tours Award

St. Bernard Award

St. Thomas Aquinas Award

St. De La Salle Award

St. Joseph Award

Research Fellow

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 the 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.

AU Awards for Excellence

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, St. De La Salle Award and St. Joseph Award, the awards are given in three classes. The second and third class awards are meant to recognize mid-level and junior AU faculty members 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 Grignon 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 twenty-five years.

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

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

The 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.

This 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)**

The St. Hilaire 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.

This 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 Christianity 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 St. Bernard 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 St. Thomas Aquinas 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.

St. De La Salle Award Commendable Service Award

The St. De La Salle Award is named in honor of St. De La Salle, a learned man and Patron Saint of all teachers, who is credited with writing the pedagogy of the teaching profession and the twelve virtues of teachers.

This award recognizes and rewards faculty members who have served exclusively as lecturers for over twenty-five years at Assumption University, maintaining high standards of excellence in their profession.

St. Joseph Award Dedicated Service Award

The St. Joseph Award is named after St. Joseph. The bible mentions him as a humble and just man. The Catholic Church has proclaimed Saint Joseph as the Patron Saint of all workers.

This award recognizes and rewards full-time staff members who, having served at Assumption University for at least twenty-five years, in their everyday work and roles, go beyond themselves in bringing service with satisfaction to their colleagues and students, in selfless ways.

Research Fellow

The title “Research Fellow” is conferred upon a distinguished Professor or Lecturer before he retires from active service at the university.

Individuals appointed to this honorary position display a deep love for research as a pathway to truth. Their endeavors in revealing inspirational truths through research are indeed commendable and worthy of recognition.

This recognition also includes individuals who have contributed, through their intellectual works, to the strengthening of the university’s expertise either through writing textbooks, creating a faculty or setting intellectual standard for academic connaisances.

**Conferral Ceremony of AU Awards for Excellence
Felicitation on the President Emeritus' Birthday
and
Christmas Greeting
December 24, 2011**

Programme

- 10.00-10.30 hrs.** **Assemblage at the Chapel of St. Louis Marie de Montfort,**
- Suvarnabhumi Campus**
MC takes the floor
- 10.30 hrs.** **Arrival of the President and the President Emeritus**
- Song: Assumption University Anthem
- 10.35-11.30 hrs.** **Report by the Vice President for Academic Affairs**
Conferral of AU Awards for Excellence
- Reading of Citations by the Vice President for Academic Affairs
- Awards Conferral 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 by AU representatives
- 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 John XXIII Conference Center**

End of the Programme

Report

Brother President

Brother President Emeritus

Faculty Members and Distinguished Guests

It is an honour that the President graces the conferral ceremony for AU Awards for Excellence 2011. Prior to the awards conferral, I would like to present you the historical background, philosophy and objectives of the AU Awards for Excellence and the significance of the awards for Assumption University's community.

The AU Awards for Excellence was officially initiated on 22 July 1993 by Rev. Bro. Prathip Martin Komolmas. He 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**. In 2008, the President of Assumption University decreed the inception of the **Professor of the Order of St. Gabriel** as part of the annual awards ceremony to honour faculty members who are dedicated to teaching and providing service through other avenues within the university.

Since its conception, Assumption University has always deemed it appropriate to acknowledge the contributions of everyone within the university community, especially individuals who have contributed immensely to the success and attainment of academic goals of the university. Acknowledgement of such sacrifice, commitment and dedication to teaching, research, administration and service is a graceful act. Individuals who have shown such dedication and hard work are worthy of recognition and award.

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 award recipients but others who may take note that they, too, will be recognized for excellent performance.

In 2009, Rev. Bro. Prathip Martin Komolmas, President Emeritus, initiated two additional distinguished awards namely, St. De La Salle Award and St. Joseph Award which would be conferred to faculty members and staff members who have made valuable contributions to the university and have been committed and dedicated to their profession, roles and responsibilities for over twenty five years.

For the year 2011's AU Awards for Excellence, the University takes great pleasure in conferring

1. St. Montfort Award for Illustrious Service to one faculty member,
2. St. Hilaire Award for Distinction in Writing to two faculty members,
3. St. Martin de Tours Award for Excellence in Performance to one faculty member,
4. St. Thomas Aquinas Award for Research to three faculty members,
5. St. De La Salle Award for Commendable Service to seven faculty members,
6. St. Joseph Award for Dedicated Service to three staff members.

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 Porsutyarak

Vice President for Academic Affairs

24 December 2011

1. St. Montfort Award for Illustrious Service

1.1 Asst. Prof. Dr. Supavadee Nontakao

Awarded St. Montfort Award for Illustrious Service

Citation:

Asst. Prof. Dr. Supavadee Nontakao's twenty-five years of dedicated service and contribution to Assumption University is highly commendable and should be recognized. Her tireless efforts to make the Faculty of Science and Technology renowned for its academic excellence through her professional skills and leadership cannot be ignored.

After joining Assumption University in 1986 as a full-time lecturer of the Department of Business Computer, Asst. Prof. Dr. Supavadee has stepped up on the academic ladder through her administrative competence. In 1990, she became the Chairperson of the Department of Information Technology, and then took up the Associate Dean position in 1993. Currently, she is the Dean of the Faculty of Science and Technology.

The Faculty of Science and Technology has faced many challenges but under Asst. Prof. Dr. Supavadee's leadership, the Faculty has overcome obstacles and has tackled them successfully beyond expectations because of her strong will and high moral principles. Her administrative tracking systems have achieved outstanding results.

Asst. Prof. Dr. Supavadee has demonstrated a high level of respect for colleagues, students and support staff. Through her exceptional interpersonal skills, she has earned the respect and trust of those whom she interacts with. Her straightforward but honest and sincere opinions are the marks of her strong personality and leadership. Her faculty members, students and support staff are first in her priority because she believes that the Faculty's goals and mission can never be achieved without them as the backbone.

Asst. Prof. Dr. Supavadee has not only been active in her profession but has also been active in doing social services. She received the Royal Decoration as a Member of the Most Admirable Order of the Direkgunabhorn (Fifth Class) in 1995, the Royal Decoration Level of Companion of the Most Admirable Order of the Direkgunabhorn (Fourth Class) in 2001 and the Royal Decoration Level of Commander of the Most Admirable Order of the Direkgunabhorn (Third Class) in 2008.

With the passion she has for her role as the Dean of the Faculty of Science and Technology and her laudable performance in teaching and administration for the past twenty-five years, Assumption University is pleased to confer the St. Monfort Award for Illustrious Service on Asst. Prof. Dr. Supavadee Nontakao on this auspicious date of December 24, 2011.

2. St. Hilaire Award for Distinction in Writing

2.1 Dr. Ioan Voicu

Awarded St. Hilaire Award for Distinction in Writing (Second Class)

Citation:

Dr. Ioan Voicu earned his doctoral degree in Political Science (International Law) from Geneva University, Switzerland, in 1968. He was awarded the Doctor Honoris Causa in International Law by Assumption University in 1998. At present, he is a full-time lecturer of the Graduate School of Business and serves as adjunct lecturer at the Faculty of Law, Assumption University.

Dr. Ioan Voicu held several honourable positions before joining Assumption University in 2000. He was the Permanent Mission of Romania to the United Nations from 1988-1992, the Ambassador to the Kingdom of Thailand from 1994-1999 and a diplomat of the Ministry of Foreign Affairs, Romania.

Dr. Ioan Voicu has contributed to several collective books published in Romania dealing with fighting terrorism, peaceful settlement of disputes, fighting organized crime and parliamentary diplomacy. He has authored a number of books and articles published in scientific journals in Thailand and Romania. The following is a selective list of his books and articles:

1. Good Governance and Multilateral Diplomacy, *ABAC Journal*, No.2/2001, pp. 13-37.
2. Academic Solidarity and Peace, *ABAC Journal*, No. 1/2005, pp.1-24.
3. Reforming the United Nations: Prospects and Limitations, *ABAC Journal*, No. 3/2005, pp.1- 28.
4. Solidarity and Sustainable Development, *ABAC Journal*, No. 2/2006, pp.13-30.
5. Diplomacy for a Safer World, *Prajna Vihara*, No. 1/2006, pp.151-176.
6. Towards a Dynamic ASEAN -EU Partnership, *ABAC Journal*, No. 1/2007, pp.1-23.

7. Asia and Europe: In Search for a New Partnership, *ABAC Journal*, No. 3/2007, pp.1-21.
8. ASEM and the Management of Global Crises, *ABAC Journal*, No. 3/2008, pp.1-24.
9. Can Multilateral Diplomacy Cope with Energy Security? *Romanian Journal of International and Regional Studies*, Bucharest, No.2-3/2008, pp 28-49.
10. A New Stage of International Cooperation in the Field of Youth, *ABAC Journal*, No.1/2011. pp. 1-19.

For his valuable contributions to the society by his writing, Assumption University is pleased to confer the St. Hilare's Award for Distinction in Writing (Second Class) on Dr. Ioan Voicu on the auspicious date of December 24, 2011.

2.2 Dr. John Arthur Barnes

Awarded St. Hilaire Award for Distinction in Writing (Third Class)

Citation:

Dr. John Arthur Barnes, after a distinguished business career with a number of both multinational and Thai companies, was invited to teach Strategic Management in the Master of Business Administration Program at Assumption University in 2005.

Dr. John Arthur Barnes earned his Master of Business Administration in Technology Management from Deakin University Australia in 1998 and his Doctor of Business Administration in Tourism from the University of South Australia in 2006. He was invited to join the Tourism MBA Program of Assumption University as a lecturer in Tourism Management and Ethics and International Tourism Environment. In 2008 he became the director of the program to take the MBA and PhD programs in Tourism forward.

Dr. Barnes was a founding member and member of the editorial board and contributor of the Asian Forum for Business Education (AFBE) in 2005. The following are the academic papers he has written and presented as well as book review he did in various journals:

1. Factors Important In Student Choice of International MBA Programs at 11 Universities in Bangkok: A Questionnaire Survey of Students and Faculty Members. Paper delivered at The Asian Forum for Business Education Conference Ubol Rachathani Thailand 29th November to 2nd December, 2005.

2. Factors Important In Student Choice of International MBA Programs at 11 Universities in Bangkok: A Gender Study. Paper delivered at The Asian Forum for Business Education Conference Jakarta Indonesia 2nd-5th December, 2007.
3. Dr. Barnes was a co-author and supervisor of the research article entitled: "Towards Ethical Tourism on the Kayan Tribe of Myanmar: An Application of Social Exchange Theory in Exploring the Kayan People's Outlook towards the Effects of Tourism at Mae Hong Son Province. This article was awarded "Best Student Paper Award" in Hospitality and Tourism and Business in the Third Annual Prince of Songkla University Phuket Research Conference 2010.

In 2008, when the AU GSB e-Journal was founded Dr. Barnes was invited to join the editorial board to which he is a regular contributor.

4. AU –GSB e-Journal Book reviews:
Asia Future Shock: Business Crisis and Opportunity in the coming year;
The Education of a Travel Writer: So you want to be a travel writer;
Teaching at university;
Understanding and Managing Tourism Impacts: An integrated approach.
5. Book reviews in various journals
Essential Skills for Management Research;
Small Farmers Secure Food: Survival Food Security; the World's Kitchen & the Critical Role of Small Farmers;
The MBA Oath: Setting a higher standard for business leaders;
Think Again;
The Medici Effect: What Elephants and Epidemics can teach us about Innovation;
The Literature Review: Six Steps to Success. Research Methods for Management 4e;
Asian Management in Transition: Emerging Themes.

For his valuable contributions and distinction in academic writing, Assumption University is pleased to confer the Saint Hilaire Award for Distinction in Writing (Third Class) on Dr. John Arthur Barnes on this auspicious date of December 24, 2011.

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

3.1 Dr. Perla Rizalina M. Tayko

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

Citation:

Dr. Perla Rizalina M. Tayko, a process consultant, coach, facilitator, trainer in curriculum, instruction, human and organization development and transformation, has devoted her over 25 years of experience in designing, conducting, facilitating, consulting, coaching and managing programs and services in the field of Human Development (HD), Organization Development (OD), Instruction Development (ID) and Curriculum Development (CD) and has touched learners out of her extensive experience in teaching at all levels from kindergarten to graduate school at both formal institutions and non-formal, national and international settings. She has been able to do these activities because of her educational background, experience and expertise.

Dr. Tayko was a faculty member and International Associate Program Director of the Master of Management Program in Organization Development and Management in 1997-2005 and presently the Program Director of the Doctor of Philosophy Program in Organization Development at the Graduate School of Business, Assumption University, where she has served since 1996.

Dr. Tayko received her doctorate in Organizational Development and Planning from the Southeast Asia Interdisciplinary Development Institute (SAIDI), Manila, Philippines in 1981, and her M.Ed. in Science Education from the University of Hawaii, USA. in 1969 where she attended as an East-West Center Scholar, a certificate in Curriculum and Instruction Development in Science Education from Lawrence Hall of Science, University of California, Berkeley, as a Fullbright Fellow.

She is recognized for her significant and outstanding contribution to Assumption University most especially for the forming of the Organization Development (OD) Program at Assumption University, the first OD Program in Thailand as a response to the challenging request by Bro. Prathip Martin Komolmas, in attendance of the 9th IODA (International Organization Development Association) World Conference held in Barcelona, Spain in 1994, to design a Master's degree program in OD for ABAC. She sought the assistance of 15 qualified IODA members whom she engaged in a workshop

to develop the curriculum during the next IODA Conference held in Eilat, Israel in 1995. Soon after the program was designed and endorsed by the Curriculum Committee, it was approved by the IODA Executive Committee and endorsed to Bro. Martin and the University Council for implementation. The program was subsequently approved by the University Council and the Ministry of University Affairs and launched in 1997 with 33 students for MMOD Batch 1. Later on, the Ph.D. OD program was also developed and launched in 2006 with the support and guidance from Bro. Martin and GSB Dean, Dr. Kittit Photikitti.

Since then, she has earned the admiration and respect of almost 400 MMOD and currently 33 Ph.D. OD graduates. She is given the credit for sustaining the rigors of course work, the challenges of action research, coaching and ODI processes for completion of dissertation and program requirements of Ph.D. OD graduates and candidates.

For her valuable contributions and dedication to program development as well as teaching and learning, Assumption University is pleased to confer the Saint Martin de Tours Award for Excellence in Performance (First Class) on Dr. Perla Rizalina M. Tayko on this auspicious date of December 24, 2011.

4. St. Thomas Aquinas Award for Research Award

4.1 Asst. Prof. Dr. Jirapun Daengdej

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

Citation:

Asst. Prof. Dr. Jirapun Daengdej earned his Ph.D. in Computer Science from University of New England, Australia in 1998. This was followed by Post-Doctoral Study in Computer Science in 1999. He has joined the Faculty of Science and Technology, Assumption University since 2000.

Asst. Prof. Dr. Jirapun's research records started during his Ph.D. study where he published 8 research papers in which 2 of them received the "Best Research Paper Award" from two international conferences. To date, he has published more than 30 publications in proceedings of international conferences, international journals, and books in his field. His keen interest in "Software Engineering" leads to a number of publications that have been internationally recognized by both academic and commercial worlds. In 2009, he was the first researcher from Thailand who received the

IBM Faculty Award, which has been given to outstanding faculty around the world. Recently, he has also been one of the winners of the 2011 IBM Faculty Award. In connection with his expertise in software engineering, he is the founder of a series of seminars on “Problems in Software Development” organized by Software Park, Thailand. The seminars, which focus especially on failures occurring in software development projects in real-world environments, have caught considerable attention from industries. Apparently, the seminars have been classified as one of the most popular seminars with the highest number of attendees and satisfaction in Software Park’s records. His latest research in “Software Testing” has just been accepted by the Aerospace Conference, USA. Some of his recent publications are:

- Lawanna Adha. and Jirapun Daengdej. “Hybrid Technique and Competence-Preserving Case Deleting for Case Maintenance in Case-Based Reasoning.” International Journal of Engineering Science and Technology. 2.4 (April 2010): 492-497.
- Roongruangsuwan Siripong and Jirapun Daengdej. “Test Case Prioritization Techniques.” Journal of Theoretical and Applied Information Technology. 18.2 (2010).
- Roongruangsuwan Siripong and Jirapun Daengdej. “White-Box Test Reduction Using Case-Based Maintenance.” International Journal of Computer Science and Information Security. 8.6 (September 2010).
- Roongruangsuwan Siripong and Jirapun Daengdej. “A Test Case Prioritization Method with Practical Weight Factors.” Journal of Software Engineering. 4 (2010) 193-214.
- Roongruangsuwan Siripong and Jirapun Daengdej. “Test Case Reduction Methods by Using CBR.” Proceedings of the First International Workshop on Evolution Support for Model-Based Development and Testing (EMDT2010), September 16, 2010, Ilmenau, Germany.

For all his brilliant contributions and distinction in research activities and enhancement of the University’s reputation and prestige, Assumption University is pleased to confer the St. Thomas Aquinas Award for Research (Second Class) on Asst. Prof. Dr. Jirapun Daengdej on this auspicious date of December 24, 2011.

4.2 Asst. Prof. Dr. Sureepong Phothongsunan

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

Citation:

Asst. Prof. Dr. Sureepong Phothongsunan joined Assumption University in 1998. He obtained his Bachelor of Arts in Business English from Assumption University in 1996, Graduate Diploma in Teaching English as a Second Language from the University of Central Missouri, USA. in 1997, Master of Arts in Teaching English as a Second Language from the University of Central Missouri, USA. in 1998, and Doctor of Education in Teaching English as a Foreign Language from the University of Exeter, UK. in 2005. Receiving a full scholarship from Assumption University for his doctoral studies in the UK, he undertook several comprehensive modules on research in education and English language teaching and presented his research work at various well-recognized UK universities.

Asst. Prof. Dr. Sureepong's research interests embrace educational research, teaching English to speakers of other languages, English language training, English for specific purposes, applied linguistics, and research issues related to native and non-native speakers of languages. He has been producing research and academic articles and has had his research papers published in journals and international proceedings. Highlights of his research papers are as follows:

1. Phothongsunan, S. (2006). "Examining and Exploiting English Learning Strategies of Successful Thai University Student: The Role of the Social Context." *ABAC Journal* 26.2: 31-47.
2. Phothongsunan, S. (2007). "Exploring Liaison: An Investigation into Roles of Relationship Building and Management between English Teaching Colleagues in a Thai Educational Institution." *Proceedings of 7th Annual South East Asian Association for Institutional Research (SEAAIR) Conference*. Assumption University, Samutprakarn, Thailand. 315-328.
3. Phothongsunan, S. (2009) "Teacher Professional Development in Thai Universities: EFL Teachers' Perceptions." *Proceedings of the 9th Annual South East Asian Association for Institutional Research (SEAAIR) Conference*. Penang, Malaysia. 303-314.

4. Phothongsunan, S. (2010) "Communication Strategies by Thai University Students in English Language Learning." Proceedings of the 2nd International Conference on Language and Communication (ICLC 2010) "Dynamism of Language and Communication in Society. National Institute of Development Administration (NIDA), Bangkok, Thailand. 217-227.
5. Phothongsunan, S. and Suwannarak, K. (2008). "Native and Non-native Dichotomy: Distinctive Stances of Thai Teachers of English." ABAC Journal 28.2: 10-30.
6. Phothongsunan, S. and Suwannarak, K. (2008). "Attributions of High Achieving Thai University Students Perceiving Themselves as Failures in English Usage." Proceedings of 8th Annual South East Asian Association for Institutional Research (SEAAIR) Conference. 8: 587-599.

Asst. Prof. Dr. Sureepong has also written textbooks on English for specific purposes as approved by the University Editorial Board and many chapters in co-authored texts for Sukhothai Thammathirat Open University Press as follows:

1. Phothongsunan, S., Thongsri, N. and Maiklad, C. (2005). E-learning. In N. Thongsri & A. Wanichdee (Eds.) English for Computer Users (Revised Edition) (pp. 7.1-7.88). Nonthaburi: Sukhothai Thammathirat Open University Press.
2. Phothongsunan, S. (2006). Intermediate to Advanced English for Hotel Business. Bangkok: Assumption University Press.
3. Phothongsunan, S. and Thongsri, N. (2006). Business Communications. In A. Sitthiamnuay, J. Trairat & T. King (Eds.) English for Business (1st Revised Edition) (pp. 9.1-9.76). Nonthaburi: Sukhothai Thammathirat Open University Press.
4. Phothongsunan, S. and Kongpolphrom, N. (2007). Practical English for Tourism Insights Vol. 1. Bangkok: Assumption University Press.
5. Phothongsunan, S. (2008). Unit 14: Let Me Illustrate. In Interaction: Effective Communication in English in Real Situations (2nd Revised Edition) (pp. 215-230). Nonthaburi: Sukhothai Thammathirat Open University Press.
6. Phothongsunan, S. (2008). Unit 15: Have You Heard the News? In Interaction: Effective Communication in English in Real Situations

(2nd Revised Edition) (pp. 231-251). Nonthaburi: Sukhothai Thammathirat Open University Press.

7. Phothongsunan, S., Cleesuntorn, A., Achwarin A. N., and Preedeedilok, K. (2008). Thai Language, Culture and Professional Code of Ethics (Eds.) Bangkok: Assumption University Press.
8. Phothongsunan, S. and Kongpolphrom, N. (2008). Practical English for Tourism Insights Vol. 2. Bangkok: Assumption University Press.
9. Phothongsunan, S. (2011). Practical English for Tourism Insights (Revised Edition) Bangkok: Assumption University Press.

Asst. Prof. Dr. Sureepong has also made contribution to research and academic services at institutional, national and international levels. He has served as international journal reviewer of Foreign Language Learning and Teaching Journal of Language Institute, Thammasat University, paper reviewer of Panyapiwat Institute of Management, and external thesis advisor of Master of Arts Programs in Applied Linguistics and Teaching English as a Foreign Language of Kasetsart University and Srinakharinwirot University respectively. He has also been invited by Saint Gabriel's College to conduct oral English proficiency assessment for all Saint Gabriel's students every academic semester.

For all his brilliant contributions and distinction in research activities and enhancement of the University's reputation and prestige, Assumption University is pleased to confer the St. Thomas Aquinas Award for Research (Second Class) on Asst. Prof. Dr. Sureepong Phothongsunan on this auspicious date of December 24, 2011.

4.3 Asst. Prof. Dr. Sirion Chaipoopirutana

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

Citation:

Asst. Prof. Dr. Sirion Chaipoopirutana joined Assumption University in 2000. She is currently the coordinator of Business Research, Graduate School of Business of Assumption University. Asst. Prof. Dr. Sirion received her Bachelor of Education in Science from Srinakharinwirot University in 1979, Master of Education in Science from Srinakharinwirot University in 1984, Master of Business Administration in Finance from Mercer University, USA., in 1996, Master of Business Administration in

Marketing from Mercer University, USA., in 1996, and Doctor of Philosophy in Business Administration, majoring in Marketing from Nova Southeastern University, USA. in 1998. During her years of study in the USA., she received scholarships of the Honor Society for International Scholars: Phi Beta Delta for Master level from Mercer University, and the National Honor Society for Business, Management, and Administration: Phi Sigma Beta Delta for Doctoral level from Nova Southeastern University.

Asst. Prof. Dr. Sirion's research interests include service quality in marketing, management, consumer buyer behavior, online purchase behavior, e-marketing, e-commerce, and marketing communication. She has got three awards of "The Best Paper Award" as follows:

1. "The Best Paper (Research) Award from the American Society of Business and Behavioral Science Conference (ASBBS) in 2008, Nevada, USA."
2. "The Best Paper (Research) Award in USA from the E-Commerce and Technology Track of the 17th Annual Conference of ASBBS in 2010, Nevada, USA."
3. "The Best Paper (Research) Award from The American Institute of Higher Education – The 6th International Conference in 2011, South Carolina, USA."

Some of her research publications are as follows:

1. Chaipoopirutana, Sirion. "A Comparison of Perception, Overall Satisfaction, and Consumer Behavior among Westerns, Asian, and Thai MRT's Passengers". AU Journal of Management 5 (December 2007): 1-9.
2. Chaipoopirutana, Sirion. "Cross-cultural Study of Western and Thai Subway's Passengers Perception, Overall Satisfaction and Consumer Behavior." Proceedings of the 2nd Annual PSU Phuket Research Conference 2009. Phuket, Thailand. November 18-20, 2009: 16 pages.
3. Chaipoopirutana, Sirion. "Pirated Software Purchase Behavior in the Asia-Pacific Region." Journal of American Society of Business and Behavioral Sciences. (ASBBS E-Journal). 7.1, USA. Spring 2011, ISSN 1557-5004: 131-142.

4. Chaipoopirutana, Sirion. "The Success Factors toward Higher Education in Business School." Association of Private Higher Education Institutions of Thailand Journal (ASAIHL). 14.1 (February 2011): 1-17.
5. Chaipoopirutana, Sirion, Howard Combs, Yuttapong Chatchawanwan, and Vikrant Vij. "Diffusion of Innovation in Asia: A Study of Internet Banking in Thailand and India." Innovative Marketing. 5.4 (2009): 27-31.

Asst. Prof. Dr. Sirion has greatly contributed to the research and academic services at both national and international levels. She has served as national journal reviewer for Journal of Management Sciences, Khon Kaen University, and international journal reviewer for Journal of Management and Marketing Research in USA. Furthermore, she has been a member of several research committees at Graduate School of Business in Assumption University including SPSS Workshop for Thailand's Graduate Schools.

For her valuable contribution to research, Asst. Prof. Dr. Sirion is awarded the St. Thomas Aquinas Award for Research (Third Class) on this auspicious date of December 24, 2011.

5. St. De La Salle Award for Commendable Service

The St. De La Salle Award is given to faculty members who have served AU as lecturers for more than twenty-five years. These faculty members have made invaluable contributions to the teaching profession and have maintained high standards of excellence in their profession. They have displayed exemplary attitude and professionalism for younger members of the University to emulate. Most importantly, they have been committed to the development of the total being of students academically, emotionally and morally.

On December 24, 2011, Assumption University is pleased to confer the St. De La Salle Award on 7 faculty members who deserve to be recognized for the long years of commendable service to the University as follows:

- | | |
|--------------------|----------------|
| 1. Mrs. Theresa | Thaneerananont |
| 2. Mr. Mohammad A. | Alshammary |
| 3. Ms. Prapha | Srisawangsap |

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|------------------|-----------------|
| 4. Mrs. Watinee | Limpoka |
| 5. Mrs. Piengsom | Bunnag |
| 6. Mrs. Him-Yock | Sawadsaringkarn |
| 7. Dr. Thongdee | Kijboonchoo |

6. St. Joseph Award for Dedicated Service

The St. Joseph Award is given to full-time staff members who have served AU for over twenty-five years. These staff members have fulfilled their work and responsibilities to the best of their ability and have rendered satisfactory service to the University, faculty members and students. They have shown exemplary work attitude, dedication and commitment to the University that are worthy of recognition.

On December 24, 2011, Assumption University is pleased to confer the St. Joseph Award on 3 staff members who deserve to be recognized for the long years of dedicated service to the University as follows:

- | | |
|--------------------|-----------|
| 1. Dr. Chiraprapha | La-Ongkum |
| 2. Mr. Raksak | Saksomvas |
| 3. Mr. Wichien | Prasert |

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 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!

*****9

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)*

BOUQUET OF HEARTS

Composed by: Siripong Santiyothin
ABAC Alumnus 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, 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, 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.
