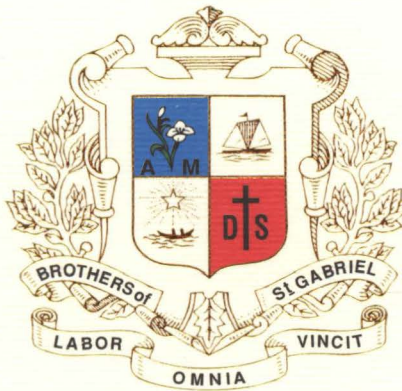


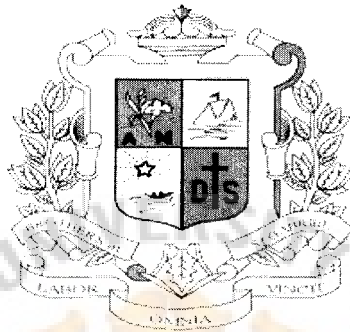
Assumption University of Thailand



Conferral Ceremony of Au Awards for Excellence

*December 24, 2016
Chapel of St. Louis Marie de Montfort
Suvarnabhumi Campus*

Assumption University of Thailand



Conferral Ceremony of AU Awards for Excellence

*December 24, 2016
Chapel of St. Louis Marie de Montfort
Suvarnabhumi Campus*

AU Awards for Excellence 2016

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 for Illustrious Service

St. Michael Award for Public Service

St. Hilaire Award for Distinction in Writing

St. Martin de Tours Award for Excellence in Performance

St. Bernard Award for Special Merit

St. Thomas Aquinas Award for Research

St. De La Salle Award for Commendable Service

St. Joseph Award for Dedicated Service

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 faculty members 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 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 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, 2016**

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
- Garland 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

Rev. Brother President - Rector Magnificus

Rev. Brother President Emeritus

Faculty Members and Distinguished Guests

It is an honour that the President graces the conferral ceremony for AU Awards for Excellence 2016. 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 award 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 faculty members 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 2016's AU Awards for Excellence, the University takes great pleasure in conferring

1. St. Michael Award for Public Service to two faculty members,
2. St. Hilaire Award for Distinction in Writing to one faculty member,
3. St. Martin de Tours Award for Excellence in Performance to two faculty members,
4. St. Bernard Award for Special Merit to five faculty member,
5. St. Thomas Aquinas Award for Research to three faculty members,
6. St. De La Salle Award for Commendable Service to eleven faculty members,
7. St. Joseph Award for Dedicated Service to nineteen staff members.

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

Vindhai Cocracul, D.M.

Vice President for Academic Affairs

24 December 2016

St. Michael Award for Public Service

Assistant Professor Dr. Poom Moolsilpa

Awarded St. Michael Award for Public Service (First Class)

Citation

Assistant Professor Dr. Poom Moolsilpa was awarded the LL.B. degree at Chulalongkorn University in 1996, M.C.L. in Comparative Law in 1999 and S.J.D. in Judicial Science in 2005 at Indiana University, USA. In 2007, he was awarded Public Law Certificate from Thammasat University. He was appointed to an Assistant Professorship in 2011 by Assumption University.

Assistant Professor Dr. Poom has been working at Assumption University since 1999. At present, he is an Associate Dean and Chairperson of the Master of Laws Program in Business Law, Faculty of Law, Assumption University. In 2008, he was awarded St. Michael's Award for Public Service (Second Class) and continued provided public services in the following areas:

1. Member, Sub-Commission on studies Legal Measures to facilitate justice. National Legislative Assembly. 2016
2. Member, Sub-Commission on screens research operation for the National Legislative Assembly. 2015-present
3. Member, Sub-Commission on evaluates research operation for the National Legislative Assembly. 2015-present
4. Moderator, Thailand's Research Expo. 2014-2016.
5. Member, Working group on modifies Private University Act B.E. 2546.
6. Member, Control and Evaluate Committee in Legal Analysis for Reforming Country Project. King Prajadhipok's Institute. 2015
7. Judge, Jessup International Law Moot Court Competition 2015
8. Member, Working Group on studies for legal issues to build peace society. National Legislative Assembly. 2015
9. Member, the National Reform Council committee on studies for national reconciliation. National Legislative Assembly. 2014
10. Member, Working Group for Reforming Chapter. Constitution Drafting Committee 2014
11. Member, Sub-Commission to reform Estate Law. Law Reform Commission of Thailand. 2014
12. Member, Academic Sub-Commission on International Rule of Law. Independent National Rule of Law Commission 2013
13. Thesis Advisor and Thesis Defense Committee in various Institutions.
14. Guest Speaker in various academic events.

Due to his efforts to further aggrandize Assumption University's image and reputation as the First International University in Thailand, Assumption is pleased to confer the St. Michael Award for Public Service (First Class) on Assistant Professor Dr. Poom Moolsilpa on this auspicious date of December 24, 2016.

Dr. Apichart Intravisit

Awarded St. Michael Award for Public Service (First Class)

Citation

Dr. Apichart Intravisit has served Assumption University since 2005 as Director of Knowledge Development Center, Graduate School of Business. He earned Doctor of Philosophy in Communication (Rhetorical Study) from Bangkok University, with joint program by Ohio University, in 2004. Apichart's earlier background is in Political Science (International Relations) and Public Administration respectively from Chulalongkorn University (1983) and Long Island University, New York, USA (1986).

For nearly 30 years Dr. Apichart has been recognized in public stage of arts and culture in Thailand as Master of Ceremony, whose works are original and crafted with careful use of both Thai and English. His service to the state functions hosted by Ministry of Foreign Affairs and Ministry of Culture in the past 10 years has brought to the nation and Assumption University a wide commendation.

In 2006, Dr. Apichart joined the concert tour project to bring the Royal Compositions of HM King Bhumibol to the stages over ASEAN (2006, 2014), Asia (2007, 2008), and Europe (2012). Despite the concerts' repeated repertoire at every stage, he re-crafted his scripts to suit the context of each venue and its specific ties with Thailand. In 2015, The Royal Thai Government selected Dr. Apichart to compere the historical Khon Performance at The Royal Albert Hall to commemorate the 500th Thailand-British Diplomatic Ties. In 2016, Dr. Apichart was entrusted again by The Royal Thai Government to compere at the Brass Symphonic Band Concert Tour of HRH Prince Baribatra's Musical Compositions in Federal Republic of Germany, including a performance at the Berlin Philharmonic Concert Hall.

Dr. Apichart was invited by the Office of Prime Minister to serve as a member for Prime Minister Abhisit Vejjajiva's Speech Writing Committee from 2009 to 2010. Dr. Apichart's service to government's functions since 2008 includes: ASEAN Anthem Contest, The 14th ASEAN Summit at Hua-Hin, International Conferences of Supreme Administrative Courts, and, Asian Cooperation Dialogue 2016.

His role in public communication has been extended to the Catholic Church of Thailand, especially on the Church's international conferences (UCIP, Asian Mission Congress and SIGNIS) in Thailand. Since 2007, Dr. Apichart has been invited to chair a communication workshop for the annual sabbatical seminars for the priests at Bangkok Archdiocese and Chantaburi Diocese. Having served the forum of Catholic Media

Awards since 2005, Dr. Apichart was appointed as an executive committee member of Catholic Social Communication in 2012.

In addition to his dedication in teaching at MBA of Graduate School of Business, Dr. Apichart has offered his academic mission to impart his knowledge of communication, public-speaking, and personality development to other schools at Assumption University. His role as moderator, speaker, and compere at the university's notable events has been recognized and broadly appreciated by faculty members and students alike.

With his astute writing since 2001 in the column "Q&A with Mr. Manners" at Gentleman Magazine (GM), Dr. Apichart published in 2010, under Amarin Printings, the book titled "Questions Frequently Asked by Nice People" (คนน่ารักมักถามเรื่องนี้)—a manual for personality development, communication, and mannerism. Dr. Apichart's workshop on mannerism, communication, and cross-cultural communication has entailed him a dynamic involvement with publics, businesses and academics over the country.

Dr. Apichart's public service to the Catholic Church of Thailand was recognized by the Holy See. In June 2010, His Holiness Pope Benedict XVI conferred upon Dr. Apichart with "Knight of St. Gregory the Great."

In appreciation for his contributions and dedication in enhancing the prestige of Assumption University through his public services, Assumption University is pleased to confer the St. Michael Award for Public Service (First Class) to Dr. Apichart Intravisit on this auspicious date of 24th December 2016.

St. Hilaire Award for Distinction in Writing

Assistant Professor Dr. Sthianrapab Naluang

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

Citation

Assistant Professor Dr. Sthianrapab Naluang received Doctor of Laws (LL.D.) from National Institute of Development Administration, Bachelor of Laws (LL.B.) and Master of Laws (LL.M.) in Business Law from Ramkhamhaeng University. He received a scholarship from Assumption University to attend Comparative Business Law Program in Central University of Finance and Economics in Beijing.

Assistant Professor Dr. Sthianrapab Naluang has joined Assumption University, as a lecturer in law, since 2003. At Assumption University, he consecutively produced various forms of academic works, including academic titles, textbooks and research papers. His legal academic articles were published in law journal on CTI. He wrote two textbooks on commercial law in light of the Civil and Commercial Code. His research papers have brought great contribution to the Faculty of Law, Assumption University, and the regulatory agencies, and legislative authorities of the nation.

Assistant Professor Dr. Sthianrapab Naluang's academic performance in law has been recognized by national authorities. In 2015, the Extraordinary Commission on Petroleum Law Implement of the National Legislative Parliament had appointed him a legal advisor. In the same year, Software Industry Promotion Authority or SIPA (Public Organization), had invited him to write E-learning course for software-entrepreneurs.

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 Assistant Professor Dr. Sthianrapab Naluang on this auspicious date of December 24, 2016.

St. Martin de Tours Award for Excellence in Performance

Associate Professor Dr. Vissnu Poommipanit

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

Citation

Associate Professor Dr. Vissnu Poommipanit received his Bachelor degree in Business Administration majoring in Accounting from Assumption Business Administration College in 1980, a Master of Business Administration in Finance and Controllershship and a Doctor of Management in Education Management from De La Salle University in 1986 and 1992, respectively.

Since 1981, he has made significant contributions in difference academic and administrative roles at the university as Vice-chairperson of Accounting Department and Director of English Language Center during its early stage. During 1994 to 1997, he served the university as a part-time lecture throughout. And in 1997, he re-joined the university as a fulltime lecture at the Department of Accounting, Martin de Tours School of Management and Economics. As a Catholic lecturer in the Catholic University, he occasionally inserted in his teaching a valuable Christian inspiration and spirit.

Associate Professor Dr. Vissnu dedicated himself not only for the excellent quality of teaching, but also the academic works and researches. Some of his researches and publications are as follows:

Researches:

- Vissnu Poommipanit, (2013), **Average Cash Conversion Cycle, Economic Value Added and Equity Growth of the Listed Companies in the Communication and Technology Industries**, *Journal of Graduate Study of Commerce*, Graduate School of Commerce, Burapha University.
- Vissnu Poommipanit, (2012), **The Quality of Earnings and Performance Measurements Under Accrual Accounting of the Listed Companies in SET50**, *Journal of Graduate Study of Commerce*, Graduate School of Commerce, Burapha University.
- Vissnu Poommipanit, (2002), **Financial Budget Utilizations and Analysis of the Higher Private Institutes in Thailand**, Ministry of the University Affairs, Thailand.
- Vissnu Poommipanit, (1988), **The Control on Trade Payable of the Department Store in Bangkok**, *Accountant's Journal*, Certified Public Accountants and Auditors of Thailand Association.

Books and Book Chapters:

- Vissnu Poommipanit (2014). **Fundamentals of Management Accounting**. Digital Production Press, Assumption University, Bangkok.

- Prapan T. and Vissnu P., (2006), **Managerial Accounting and Financial Statement Analysis**, Graduate School of Business Administration, Burapha University, Burapha University Press, Chonburi

Publications:

- Vissnu Poommipanit, (1996), **Tax Reform and VAT in Indonesia**, *Accountants' Journal*, Certified Public Accountants and Auditors of Thailand Association
- Vissnu Poommipanit, (1995), **Framework and History of Auditing in Southeast Asia**, *Accountants' Journal*, Certified Public Accountants and Auditors of Thailand Association
- Vissnu Poommipanit, (1994), **Value Added Taxed in Asia: Experiences, Effects, Problems, and Issues**, *Accountants' Journal*, Certified Public Accountants and Auditors of Thailand Association.
- Vissnu Poommipanit, (1994), **Thailand Certified Public Accountants: A Must of A Need**, *Accountants' Journal*, Certified Public Accountants and Auditor of Thailand Association.

Invited guest speaker

- Vissnu Poommipanit (2003), **Aggressive Approach to Information Technology Development in Accounting and Auditing**, Annual Conference of the Philippines Institute of Certified Public Accountants and Auditors.
- Vissnu Poommipanit (2002), **The Need of Professional Ethics of Accountants during the Economic Recession**, Asia Business Forum: Thailand Chapter.

For his valuable contributions and tireless efforts in improving the quality of teaching and learning, Assumption University is pleased to confer the St. Martin de Tours Award for Excellence in Performance (Third Class) on Associate Professor Dr. Vissnu Poommipanit on this auspicious date of December 24, in the year of our Lord 2016.

Assistant Professor Dr. Sirion Chaipoopirutana

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

Citation

Assistant Professor Dr. Sirion Chaipoopirutana received her Doctoral level in Business Administration with a major in Marketing from Nova Southeastern University, USA in 1998. She earned her Master of Business Administration in Finance and Master of Business Administration in Marketing from Mercer University, USA in 1996, Master of Education in Science from Srinakharinwirot University in 1984, and Bachelor of Education in Science degree from the same university in 1979.

Assistant Professor Dr. Sirion Chaipoopirutana has served as a faculty member of the Graduate School of Business since 2000. She has conducted many research projects which have resulted in publications in several national and internationally recognized journals. In 2011, she was awarded the St. Thomas Aquinas Award for Research (Third Class) for her numerous research endeavours and paper awards. In 2014, she was awarded the St. Thomas Aquinas Award for Research (Second Class) for contributing immensely and increasing the research capacity of the University. In 2016, she was awarded the Outstanding Researcher Award on the occasion of AU GSB 30th Anniversary: Assumption University of Thailand, ABAC Graduate School of business. In today's ceremony, Assistant Professor Dr. Sirion will be awarded the St. Martin de Tours Award for Excellence in Performance (Third Class) for her excellent teaching performance.

Her achievements has involved in various academic services to other academic institutions as a guest lecturer at Chulalongkorn University, Mahidol University, Sri Nakhonvithayalai University, and other universities. Besides her teaching duties and responsibilities, her efforts can be seen not only in excellence in teaching performance but also help many graduate students to accomplish their research works successfully.

Based on the superb academic works that she has written and published as she has worked on various research activities with other Professors and with many graduate students. This has resulted in numerous presentations at both national and international conferences. Worth mentioning are fourteene of her papers as the author and co-author with students and other Professors, which received The Best Research Paper Awards.

❖ **THE BEST PAPER (RESEARCH) AWARD IN USA.: ASBBS 2008**

- A Study of Chinese Advertising Practitioners' Perspectives on the Selection of Celebrity Endorsers.

Presented at the American Society Of Business and Behavioral Science Conference (ASBBS), Las Vegas, Nevada, USA. for February, 21 to 24, 2008. (with Song, G. and Combs, H.)

❖ **THE BEST PAPER (RESEARCH) AWARD IN USA.: The E-Commerce and Technology track of the 17th Annual Conference of ASBBS, 2010**

- A Study of the Factors Influencing Online Purchase Intention of Consumers in China. Presented at the E-Commerce and Technology track of the 17th Annual Conference of ASBBS, Las Vegas, Nevada, USA during February 18 to 21, 2010 (with Ying, P. and Combs, H.)

❖ **THE BEST PAPER (RESEARCH) AWARD IN USA.: The American Institute of Higher Education – The 6th International Conference 2011**

- Green Product Consumer Buyer Behavior in China. Presented at the American Institute of Higher Education – The 6th International Conference. Charleston, SC, USA. April 6 - 8, 2011 (Zhu, B. and Combs, H.)

❖ **THE BEST PAPER (RESEARCH) AWARD IN USA.: The 19th Annual Conference of ASBBS, 2012**

- The Factors Influencing Consumer Trust of Internet Shopping in Thailand: Presented at the American Society of Business and Behavioral Sciences the 19th Annual Conference, Las Vegas, Nevada, USA during February 23 to 25, 2012 (with Chanidapa, P., Nattapong, S. and Combs, H.)

❖ **THE SESSION BEST PAPER (RESEARCH) AWARD IN INTERNATIONAL CONFERENCE IN THAILAND: ICTEHM'14, 2014**

- Building Brand Loyalty through Selected Marketing Activities: Case Study of a Soft Drink Brand in Hyderabad, India. Publicized at Proceeding of the International Conference on Trends in Economics, Humanities and Management (ICTEHM'14), Pattaya, Thailand on August, 13-14, 2014 (with Swamy, S.)

❖ **THE SESSION BEST PAPER (RESEARCH) AWARD IN INTERNATIONAL CONFERENCE IN THAILAND: ICBLCR'14, 2014**

- A Study of Factors Affecting Towards Young Customers' Purchase Intention of Domestic-Branded Smartphone in Shanghai, Republic of China. Publicized at Proceeding of the International Conference on Business, Law and Corporate Social Responsibility (ICBLCSR'14), Phuket, Thailand on October, 1-2, 2014 (with Xie, X.)

❖ **THE SESSION BEST PAPER (RESEARCH) AWARD IN INTERNATIONAL CONFERENCE IN THAILAND: ICBLCR'14, 2014**

- A Study of the Antecedents of Customer Loyalty towards an Internet Service Provider in Timor-Leste. Publicized at Proceeding of the International Conference on Business, Law and Corporate Social Responsibility (ICBLCSR'14), Phuket, Thailand on October, 1-2, 2014 (with de Costa, P. C.)

❖ **THE BEST PAPER (RESEARCH) OF A TRACK IN USA.: ASBBS 2015**

- A Study of Factors Influencing Line Stickers Purchase Intention in Thailand. Publicized at Proceeding of the 22nd Annual Conference of American Society of Business and Behavioral Science (ASBBS), Las Vegas, Nevada, USA. On February 19 to 22, 2015 (with Kunaboot, W. and Combs, H.)

❖ **THE BEST ORAL PRESENTATION OF RESEARCH PAPER AWARD AT THE 2ND INTERNATIONAL CONFERENCE IN THAILAND: SEPSA 2015**

- A Comparative Study of Repurchase Intention Concerning Luxury Products Between Thai and Chinese Customers. Publicized at Proceeding of The 2nd International Conference 2015 July 28th – July 29th: The Social and Economic Prospects in Southern Mekong Sub-Region of Southeast Asia, at Hotel and Tourism Training Center, Ubon Ratchathani University, Warinchamrap, Ubon Ratchathani Province, Thailand (with Sun Di)

❖ **THE BEST PAPER (RESEARCH) OF A TRACK IN USA.: ASBBS 2016**

- AN EXAMINATION OF THE INFLUENCE OF JOB-RELATED FACTORS, LEADERSHIP STYLES, AND JOB SATISFACTION IN INDIA. Publicized at Proceeding of the 26TH Annual Conference of American Society of Business and Behavioral Science (ASBBS), Las Vegas, Nevada, USA. on February 19 to 22, 2016 (with Komolmas Martin Prathip, and Lukose Saji)

❖ **THE BEST PAPER (RESEARCH) OF A TRACK IN USA.: ASBBS 2016**

- THE INFLUENCE OF BRAND ATTRIBUTES, PERCEIVED CONGRUENCE, WEBSITE IMAGE, ADVERTISING, EMOTIONAL ATTACHMENT, AND CONSUMER-COMPANY IDENTIFICATION ON CORPORATE IMAGE OF NEW MODEL SHOPPING MALL IN BANGKOK.. Publicized at Proceeding of the 26TH Annual Conference of American Society of Business and Behavioral Science (ASBBS), Las Vegas, Nevada, USA. on February 19 to 22, 2016 (with Vilasai, Kannanat)

❖ **THE BEST PAPER AWARDFOR ACADEMICRESEARCH IN BANGKOK, THAILAND**

- Factors Influencing Repurchase towards Green Lifestyle Products of a Thai-Owned Business. Publicized at Proceeding of the Thirty-Ninth National Graduate Research Conference and Fourth International graduate Research Conference held on the 30th of June & the 1st of July 2016 at Assumption University of Thailand (Pramoj Na Ayudhaya, Sutinee, and Chaipoopirutana, Sirion)

INTERNATIONAL AWARD AS THE SUPERVISOR

❖ **THE BEST ORAL PRESENTATION AWARD IN UBON RATCHATHANI, THAILAND**

- A Study of Factors Influencing Behavioral Intentions to Repurchase towards Cat Café in Thailand: A Case Study of Cataholic Café. Publicized at Proceeding of “The 3rd International Conference on “Social Enterprise and Sustainability Economy” The Social and Economic Prospects in Southern Mekong Sub-Region of Southeast Asia 2016, Ubon Ratchathani, Thailand, July 15th, 2016 (Rattanasilpkalcharn, Ratravee)

❖ **THE BEST ORAL PRESENTATION AWARD IN UBON RATCHATHANI, THAILAND**

- A Study of Purchase Intention in the Context of Organic Food in Yangon, Myanmar. Publicized at Proceeding of “The 3rd International Conference on “Social Enterprise and Sustainability Economy” The Social and Economic Prospects in Southern Mekong Sub-Region of Southeast Asia 2016, Ubon Ratchathani, Thailand, July 15th, 2016 (Khaing Eaindra Min)

There is still quite a number of research and academic papers not mentioned in this citation. Her research performance in the last few years has been overwhelming and her desire to contribute more in research will not end here. Based on her knowledge, Assistant Professor Dr. Sirion has also made worthwhile academic contribution in many countries including Thailand as a peer reviewer.

For her valuable academic contribution, dedication to teaching, distinction in research activities, and enhancement of the University's reputation. Assumption University is pleased to confer the St. Martin de Tours Award (Third Class) on Assistant Professor Dr. Sirion Chaipoopirutana on this auspicious date of December 24, 2016.



St. Bernard Award for Special Merit

Dr. Perla Rizalina Maturan Tayko

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

Citation

For two decades has served as the mainstay of the Organization Development (OD Program) of ABAC. Graduate School of Business, who designed the first curriculum in OD in Thailand for a Masters of Management in OD (MMOD) upon the request of Bro. President Martin Prathip Komolmas in 1994 at the International Organization Development Association (IODA) conference in Barcelona, Spain. She did it in collaboration with qualified OD practitioners of IODA and when it was launched in 1997, she then pioneered and sustained the nurture and development of the program including the PhD OD and the OD Institute, which she has served as OD Program Director and also OD Institute Director.

Through the years and in all her engagements - be that in induction, interaction, integration as a , facilitator, she has been known for her clarity and commitment to her purpose of “discovering, enabling and sharing the gifts of thinking, learning, creating, caring and connecting skills enabling/engaging OD Learners/Leaders in “transformative learning & change” experience as individuals, teams and organizations to be and do the best of themselves in fullness of being, behaving and becoming in their respective human systems, making a difference in this universe.”

Her creative, nurturing, intuitive and encompassing skills using what she created as “whole brain literacy” – as the leveraging modality for an “inside-out approach” in transformative learning and change, has made her OD learners endearing call her “Dolphin Mother” – the guru of OD. Her international networks and linkages and unassuming leadership and support made it possible for ABAC.GSB to host

- The 15th IODA World Congress on the theme “Crises and Change” in Y2000 where ten our the MMOD Graduates made their presentations at the conferences;
- The 3rd Asia OD Network Conference in Y2008 engaging the both MMOD and PhDOD in holistic and interactive learning sessions and engagement ;
- The First Appreciative Inquiry (AI) summit with Dr. David Cooperrider, the AI Guru as the Key Resource Person in 2012;
- Two other Transformative Leadership Conferences with Dr. Behnam N. Tabrizi of Stanford University, as the resource person in 2010 and 2012
- The First SOAR (Strength.Opportunities.Aspiration.Result) Summit in 2013 with Dr. Jacqueline Stavros as the keynote Person and Resource.

With her leadership at OD Institute, Dr. Perla readily responds to requests and call for a design and conduct of a Learning Session as has been done a number of times

(five interactive sessions) by the Center for Excellence in Knowledge-sharing workshops held in Suvarnabhumi Campus as well as at Hua Mak on Research Writing, Ethics Teaching and Strategic Visioning process participated in University Faculty and Administrators. She has designed and conducted with the OD Institute Team on the Integration Workshop for Graduating MBA and made meaningful impact on students and such workshops have now been conducted with every graduating batch.

With her dedicated and sustaining leadership, she has enabled the OD Institute made great impact in the Ladder for Leaders Program of Krungsri Leadership Academy which programs have run through six waves or groups of participants as well as other OD-based training projects for bank executives and managers. She has led and inspired the ODI team with the Executive OD Programs for Talent Development of the Singha Corporation in four successful and impactful programs.

To her sense of fulfillment and pride, she takes pride, joy and pleasure to see 72 of her OD Learners now graduated the PhDOD Program since it started in 2006. She shares the same to her MMOD graduates from Batch 1 to 19 under her watch.

Dr. Perla moves about her mission and passion with the zest and dynamism in translating what she believes is her way to make a difference in using whole brain literacy in “educating intelligences and active minds to change the world.”

Due to her outstanding services and dedication, Assumption University is pleased to award Dr. Perla Rizalina Maturan Tayko the St. Bernard Award for Special Merit (First Class) on the auspicious date of December 24, 2016.

Dr. Songsak Channarukul

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

Citation

Dr. Songsak Channarukul is the Assistant Dean for Student Affairs and Public Relations of Vincent Mary School of Science and Technology. He received his Bachelor of Science in Computer Science from Assumption University in 1996. He got a scholarship from Assumption University to pursue his graduate studies in the U.S.A. He received his Master of Science as well as Ph.D. in Computer Science from the University of Wisconsin-Milwaukee in 1999 and 2005 respectively.

In addition to his teaching duties at all program levels of the department of Computer Science, he have been continuously mentoring and advising several student groups to participate in various national competitions. Some of the notable results include:

2016 Finalist, Project Deck (Krungsri Uni Startup 2016, ongoing)

2015 Fifth place, Project PeerShare (Krungsri Uni Startup 2015)

Winner, the Most Innovation Project (Albert Prize 2015)

2012 Finalist, Project inClass (Microsoft Imagine Cup 2012)
2010 Finalist, Project WiiPresent (National Software Competition 2010)
2009 Semi-finalist, Project WiiBrowser (National Software Competition 2009)

In 2011, he initiated the idea and mentored a freshman student (Mr. Kiratijuta Bhumichitr) in the department of Computer Science to develop a mobile application for students to access their academic record, class schedule, examination schedule, etc. This became the foundation of the renowned AU SPARK system.

He has been collaborating with the Office of the University Registrar since the year 2014 to restructure and improve the registration process and system that had been one of the most critical problems for AU students every semester during the past decade. The new registration system implemented in AU SPARK has been well received by AU students and registrar's staff. The student queue during the adding period has been tremendously decreased.

Later he recruited more students to join the AU SPARK team to further develop the full fledged Student Information and Registration System. The second generation of AU SPARK team is now consisting of eight Computer Science students working together to modernize university's Registration and Advising System under his supervision.

In appreciation of all his remarkable contributions to the University as well as the teaching profession, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Dr. Songsak Channarukul on this auspicious date of December 24, 2016

Dr. Chanita Jiratchot

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

Citation

Dr. Chanita Jiratchot obtained her Bachelor in Business Administration majoring in International Business Management and minoring in General Management from Assumption University in 2003. She continued her study at Mahidol University and earned her Master of Management degree in 2007. To enhance and develop her career, she received scholarship from Assumption University and completed her Doctoral Degree in BusinessAdministration majoring Management from Assumption University in 2013.

Dr. Chanita Jiratchot has been working at the department of Management, Martin de Tours School of Management and Economics, Assumption University since 2003. As the course coordinator of Entrepreneurship course , , she has developed the

course for students to produce the competitive Business Plan Projects that enable students to win the national awards from many competitions.

In addition to her teaching duties, she is the Director of Assumption Business Leading Entrepreneurship Incubator Center (ABLE). ABLE was established in 2013 under the administration of Assumption University, with two-million baht funding and support from Office of Higher Education, Ministry of Education. She has created the center as a hub for innovation and business creation and also created ABLE Society for Assumption University's members; students, alumni, faculty members and staffs in order to give them opportunity to associate people with same goals to exchange ideas and assistance. Recently, two projects from ABLE which are Soothe Healthy Drink from Engineering Student and Archanai Boxing Gym from the alumnus of Communication Arts Faculty were accepted by OHEC according to stated key performance indicators. Moreover, ABLE meets all criteria during these three years and was continuously granted the fund and supported from OHEC.

Dr. Chanita Jiratchot has been the Advisors for Assumption University's students of many competitions in writing business plan projects. Some of the highlights of the awards from the competitions are as follows:

Year 2014

1st Prize Award

(1,000,000 Baht Cash Award)

GSB Business Plan Competition

Organized by Government Savings Bank

Project: Kaeng Thai Dip

Year 2015

1st Runner Up Prize Award

(50,000 Baht Cash Award)

DTN Business Plan Competition

Organized by Ministry of Commerce

Project: Eco-Liter

Year 2015

1st Runner Up Prize Award

(50,000 Baht Cash Award)

Krungsri Uni Startup 2015

Organized by Bank of Ayudhya

Project: Carrance Application

Year 2016
1st Prize Award
Young Entrepreneurial Support Idea Challenge
Organized by OHEC
Project: SPOUT Application

In appreciation of all her remarkable contributions to the University as well as the teaching profession, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Dr. Chanita Jiratchot on this auspicious date of December 24, 2016.

Mr. Tapanan Yeophantong

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

Citation

Mr. Tapanan Yeophantong received his Bachelor Degree of Science in Computer Science from Assumption University in 2001. He completed his Master Degree of Science in Computer Science, also from Assumption University, in 2005. He has worked in Assumption University for 14 years, starting in November 2002. In addition to his full-time lecturer duties, he is currently the director of Intelligent Systems Research Laboratory, or ISL, where he has published a number of research works in artificial intelligence and machine learning. He was previously awarded St. Thomas Aquinas Award (Third Class) for his research endeavour in 2006.

Thereafter in 2012, following the university's focus towards re-structuring the process to improve teaching and learning, as well as to improve the university's public recognition, Mr. Tapanan had then been engaged in projects and activities that emphasise hands-on experience in student learning, place students' works onto real-world stages, and encourage collaborative activities among faculties and students on innovative projects. He initiated a re-structuring of BSCS senior project system for better management and exposure of the students' works, and initiated Proactive Academic Advising Protocol for better handling of student's cases by academic advisors. As an ISL director, he also initiated a industry research program to provide graduate scholarships to prospective MSCS and MSIT students.

The following list contains some of his activities aimed to improve the learning process of students as well as to raise public recognition of the department, faculty, and Assumption University:

1. Founded Jammies in 2012. Jammies is a series of training programs on design thinking, UI/UX, and presentation skills for secondary school students countrywide. Since its founding, Jammies is held annually at Suvarnabhumi Campus, with 15 student volunteers.
2. Mentored 3 teams of students to participate in "Angel in the City" in 2014, a startup incubation by SiPA. One team reached Top-10, and 2 teams reached

- Top-25. All teams received seed funding for their startup ideas, and their works were showcased in Software Expo Asia held at Queen Sirikit's Convention Center.
3. Mentored 9 teams of faculties and students to participate in "Angel in the City" in 2015, a startup incubation by SiPA. One team won 2nd prize, 4 teams reached Top-10, and 4 teams in Top-25. All teams received seed funding for their startup ideas, and their works were showcased in Digital Lifestyle 2015 held at Siam Paragon Exhibition Hall.
 4. Co-organised CS Festival, an annual event that comprise of workshops, contests and competitions on topics relating to Computer Science, for Thai secondary school students countrywide. CS Festival has been organised annually from 2013 – 2016.
 5. Co-organised CodePlusPlus Challenge from 2012 – 2014. CodePlusPlus Challenge is a series of Olympic-like programming competitions for Thai secondary school students countrywide.
 6. Co-organised a startup incubation program called "Angel in the City" with Software Industry Promotion Agency, or SiPA for AU public recognition in startup innovations. The event spanned entire years and were held at ABAC City Campus during 2013 – 2015.

For his dedications towards the development of values and reputation of the university, Assumption University is pleased to award Mr. Tapanan Yeophantong the St. Bernard Award for Special Merit (Third Class) on December 24, 2016.

Mr. Pea Sitthikorn

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

Citation

Mr. Pea Sitthikorn is a full-time faculty member and a member of Internal Student-Activities Unit of the Department of Marketing, Martin de Tours School of Management and Economics. He earned a Bachelor of Business Administration degree from Assumption University and a Master of Mass communication administration from Thammasat University, Thailand. He joined Assumption University in 2012.

In addition to his teaching duties, as the member of the Internal Student-Activities Unit of the Department of Marketing, Mr. Pea assists in organizing several department and university projects and is responsible for initiating and organizing new projects that serve as the new ways for our students to learn and acquaint themselves with marketing theories and practices. All the programs initiated aimed at enabling our students to acquire both current and updated marketing knowledge and trends, as well as giving opportunities for our students to apply the in-class knowledge in a more practical context.

Some of his contributions and achievements includes:

1. He was the event director and consultant of The Last Fashion Show: The Royal Ascot, which received the Albert Prize Award for the best event of the year 2015.
2. He was the event director of AU Run For Love 2016, providing an opportunity for students to organize social services and promoting this event to the public. There are more than 2,500 joined the event at campus.
3. He was the event director of the Fashion Runway, which was one of the department project, providing a hand-on learning opportunity for students from the Fashion Marketing and Event Marketing class.
4. He was the guest speaker about digital marketing and others digital media trend in many organizations such as the Nation Channel, the government public relations department, and the government SME project.
5. He arranged the Open House of “Digital Marketing” which is a part of department’s new curriculum and welcomed over 200 high school students.
6. He was the advisor of the marketing student committee who provided a new systematic method of planning and working, which enables them to coordinate in the team and pass their works to the next generation more effectively.
7. He was the coach and the judge for several student competitions for example, CIMS from Singapore, L’OREAL marketing competition, A.P. Honda competition, Sabrina Teen, Colgate Digital Marketing Contests, Isuzu Marketing Plan for Isuzu D-Max, for instance.
8. He was one of the public relations team who monitors and updates all information about the department of marketing, new marketing trends, and many interesting contents on social media.

For his endeavors and contributions to the University, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Mr. Pea Sitthikorn on this auspicious date of December 24, 2016.

St. Thomas Aquinas Award for Research

Assistant Professor Dr. Tatsaporn Todhanakasem

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

Citation

Assistant Professor Dr. Tatsaporn Todhanakasem received Bachelor's degree in Biotechnology (Agro-Industry) from Assumption University, Master degree of Science in Biotechnology from The University of New South Wales (UNSW), and Ph.D in Food Biotechnology from Assumption University joint degree with University of California, Davis.

She join Assumption University in 2001 and she is currently a Deputy Chairperson of Agro- Industry.

Assistant Professor Dr. Tatsaporn Todhanakasem's professional and research interests in Bioenergy, application of bioprocess in the production of value-added products from agricultural wastes, biofilm application, recombinant DNA technology and food safety. Her research have been continuously published in international recognized journal in SCI list.

Assistant Professor Dr. Tatsaporn Todhanakasem has always realized that pursuing professional development is an illumination of the inner work of teaching and advance research. In this regard, she has carried out numerous researches, improve practice and enhance her understanding. She has been receiving many government grants to support her researches including Thailand Research Fund (TRF), National Science and Technology Development Agency (NSTDA), Thailand Research Fund for RRI (TRF-RRI) to support her researches and student educations. She has been recognized as a medium level researcher from the research outsources. In the meantime, she has integrated knowledge from her research to the classrooms and academic services.

The highlights of Assistant Professor Dr. Tatsaporn's research publication as follows:

- Todhanakasem, T., Rashmi, T. and Thanonkeo, P. "Development of Corn Silk as a Biocarrier for *Zymomonas mobilis* Biofilm in Ethanol Production from Rice Straw". Journal of General and Applied Microbiology 62 (2) (2016) (Impact factor 0.94)
- Todhanakasem, T., Narkmit T., Areerat, K. and Thanonkeo, P. (2015) "Fermentation of rice bran hydrolysate to ethanol using *Zymomonas mobilis*

biofilm immobilization on DEAE cellulose". Electronic Journal of Biotechnology 18 (2015): 196-201. (Impact factor 1.403)

- Todhanakasem, T., Sangsutthiseree, A., Areerat, K., Young, G.M. and Thanonkeo, P. (2014). Biofilm production by *Zymomonas mobilis* enhances ethanol production and tolerance to toxic inhibitors from rice bran hydrolysate, New Biotechnology, Vol. 31, No. 5, pp. 451-459 (Impact factor 2.90)
- Todhanakasem. T., and G.M. Young (2008). Loss of flagellum -based motility by *Listeria monocytogenes* results in formation of hyperbiofilms. Journal of Bacteriology 190:6030-4 (Impact factor 3.64)
- Todhanakasem T, Puanglamyai N. (2012). Use of rice Hull Hydrolyzate in the Cultivation of *Lactobacillus acidophilus*. KKU Research Journal 17(5):778-786
- Todhanakasem T., Tammakrisada M. (2012). Isolation of Salmonella from Natural sources representing high potential for biofilm formations. AU Journal of Technology 15(4) 225-232
- Todhanakasem. T., D. Phositlimpakul and R. Jongsupangkarat (2009). Reduced Formation and Elimination of *Salmonella typhimurium* Biofilm Using Crude Garlic Extract. KKU research journal 15 (5): 331- 342.
- Todhanakasem T., Ninnetr S. (2013). Effects of levulinic acid and acetic acid over the growth and ethanol production by *Zymomonas mobilis*. Proceeding in Thai Society for Biotechnology 2013 Conference, The Emerald Hotel, Bangkok, Thailand P. 639- 645
- Todhanakasem T., Yongperakul A. (2014). Screening of Lactic acid bacteria produce antimicrobial compounds from chicken, fish and piglet intestine Proceeding in International Conference on Sustainable Global Agriculture and Food Security (ICSFA 2014), The Emerald Hotel, Bangkok, Thailand P. 178- 185
- Todhanakasem, T. and Tiwari, R. "Zymomonas mobilis Biofilm Formations on Different Types of Carriers." Proceedings of the 6th International Conference on Fermentation Technology for Value Added Agricultural Products, KhonKaen, Thailand, July 29-31, 2015.

The highlights of Assistant Professor Dr. Tatsaporn's research funding as follows:

- Advisor (Co-researcher) on a senior project of an undergraduate student (year 2009) The isolation and partial characterization of gene encoding xylanolytic enzyme from metagenomic library of termite Gut (under YSTP research grant year 2009)
- Advisor (Co-researcher) on a senior project of an undergraduate student (year 2010) The research is on the isolation of gene encoded xylanase from baggase compost soil using sequence based approach (under YSTP research grant year 2010)

- Project investigator under the topic of “Enhance in ethanol production efficiency from rice straw and rice hull by *Zymomonas mobilis* biofilm’ (under Thailand Research Fund (TRF) year 2011- 2013)
- Project investigator under the topic of “Evaluate on the cellulase production by *Zymomonas mobilis*” (under Assumption University Research Fund year 2015-2016)
- Project investigator under the topic of “Enhance bioethanol production and toleration on toxic inhibitors from lignocellulosic hydrolysate by *Zymomonas mobilis* biofilm and study on the ethanol production from rice straw by the biofilm reactor” (Under National Science and Technology Development Agency, year 2016- 2018)
- Project investigator under the topic of “Identification and Overexpression of endoglucanase and xylanase in *Zymomonas mobilis*” (under Assumption University Research Fund year 2015-2016)
- Research grant from RRI of Thailand Research Fund and Khon Kaen Sugar Industry Public Company Limited to support Ms. Apinya Sowatad for her Master degree study. The grant will be approved in academic year 2/2016 toward academic year 2/2018.

For all of her commitment and dedication to the research and academic production, Assumption University is pleased to confer the St.Thomas Aquinas Award for Research (Third Class) on Assistant Professor Dr. Tatsaporn Todhanakasem on this auspicious date on December 24, 2016.

Assistant Professor Dr. Adtha Lawanna

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

Citation

Assistant Professor Dr. Adtha Lawanna received Bachelor’s degree in Chemistry from Chiang Mai University, Master of Science in Chemical Technology from Chulalongkorn University, Master of Science in Information Technology from Assumption University and Ph.D. in Information Technology from Assumption University.

He joined Assumption University in 2000 and he is currently lecturer of Information Technology Department, Faculty of Science and Technology.

Assistant Professor Dr. Adtha’s professional and research interests include Machine Learning, Case-based Reasoning, Software Engineering, Software Testing, Software Maintenance, and Data Mining. His research studies have been published in proceedings of international conferences and international journals.

The highlights of Assistant Professor Dr. Adtha's research publications are as follows:

Academic Paper/Publication

- R. Lawanna , Preparation of activated carbon by reduction of SO₂ adsorbed on palm oil with microwave energy, Au Journal of Technology, vol. 5, no. 3, pp. 105-108, 2002.
- Lawanna , Hybrid Technique and Competence- Preserving Case Deletion Methods for Case Maintenance in Case-Based Reasoning, International Journal of Engineering Science and Technology, vol. 2, no. 4, pp. 492-497, 2010.
- Lawanna , Methods for Case Maintenance in Case-Based Reasoning, International Journal of Computer, Electrical, Automation, Control and Information Engineering, vol. 4, no. 1, pp. 82-90, 2010.

Academic Research/Publication

- Lawanna, The Theory of Software Testing, Au Journal of Technology, vol. 16, no. 1, pp. 35-40, 2012.
- Lawanna, The Body Knowledge of Software Maintenance in the Software Development Life Cycle, Au Journal of Technology, vol. 17, no. 1, pp. 10-15, 2013.

Research Journal/Publication

- Lawanna , Test Case Based Selection for the Process of Software Maintenance, SUSTJ, vol. 7, no. 2, pp.36-45 , 2013.
- Lawanna , Methods for Test Suite Selection in the Process of Software Maintenance, Chiang Mai J. Sci., vol. 40, no. 4, pp. 689-700, 2013.
- Lawanna , The Effective Selection Model for the Process of Test Case Selection, KKU Res. J., vol. 18, no 5, pp. 739-748, 2013.
- Lawanna , The Improvement of Test Case Selection for the Process of Software Maintenance, Information Technology Journal, vol. 10, no. 1, pp. 73-81, 2014.
- Lawanna , Simulation Techniques for Determining Numbers of Programmers in the Process of Software Testing, Engineering Journal, vol. 18, no 2, pp. 89-100, 2014.
- Lawanna , Technique for Test Case Selection in Software Maintenance, WJST, vol. 11, no. 2, pp.69-77 , 2014.
- Lawanna , ADTHA: The improvement of clustering algorithm, Electrical Engineering/Electronics, Computer, Telecommunications and Information Technology (ECTI-CON), 2015 12th International Conference on, IEE Explore, pp. 1-6, 2015.
- Lawanna , An Effective Test Case Selection for Software Testing Improvement, ICSEC-2015, IEEE Explore, pp. 1-6, Nov. 2015.
- Lawanna , An Effective Model for Case-Based Maintenance in Case-Based Reasoning Systems, ICIIBMS, IEEE Explore, pp. 129-134, Nov. 2015.

- J. Wongwuttawat, and A. Lawanna, IT Design Skills Selection for Professional Development, KST-2015, pp. 83-88, Feb. 2016.
- Lawanna , Filtering Test Case for Increasing the Performance of Regression Testing, IJAST, vol. 9, no. 1, pp. 1-7, 2016.
- Lawanna, B. Srisura, and J. Wongwuttawat, Deletion and Selection Model for Test Case Selection, ECTI-CON, pp. 1-6, July 2016.
- Srisura, and A. Lawanna, False-based Selection for Regression Testing, ECTI-CON, pp. 1-6, July 2016.
- Lawanna, Test Case Design Based Technique for the Improvement of Test Case Selection in Software Maintenance, SICE, pp. 1-6, Sept. 2016.
- Lawanna, Test Case Selection: Vital Model for Software Maintenance, TENCON, pp. 1-6, Nov. 2016.

For his contributions and valuable research writings, St. Thomas Aquinas Award for Research (Third Class) is conferred on Assistant Professor Dr. Adtha Lawanna in the Christmas Honours announced on December 24, 2016.

Dr. Rachsuda Jiamthapthaksin

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

Citation

Dr. Rachsuda Jiamthapthaksin joined Assumption University as a full-time lecturer of Faculty of Science and Technology in November, 1997 after obtaining her BSCS degree from the faculty, Assumption University. She received Master Student Scholarship from the university for her MSCS degree at Assumption University and graduated with Honors in 1999. She received GATF scholarship and Computer Science Doctoral Student Scholarship to pursue her PhD degree in Computer Science at University of Houston, USA and graduated in 2009 and re-joined Assumption University as a full-time lecturer of Vincent Mary School of Science and Technology in 2010. In academic year 2016, she has been appointed as Graduate Director in Computer Science and as Director, Computer Science Graduate Laboratory – Vincent Mary School of Science and Technology. She has demonstrated good performance in teaching and research and professional services in the past several years, which are as follows.

1. Assumption University Research Grant, 2015, "*A Framework of Incorporating Social Networking Mining in Lifestyle Segmentation Analysis of Assumption University Students*" by Rachsuda Jiamthapthaksin (PI) and Nitipan Ratanasawetwad (Co-PI)
2. Reviewers/ PC Member for International Conferences and Journals
 - International Journal of Knowledge and Information Systems (KAIS 2016)
 - IEEE International Conference on Data Mining PhD Forum (ICDM 2015)

- 39th National Graduate Research Conference : Science and Technology, Assumption University (NGRE 2016)
- International Journal of Knowledge and Information Systems (KAIS 2012)
- International Journal of Information Technology & Decision Making (IJITDM 2010)
- IEEE International Conference on Data Mining (ICDM 2010)

3. Session Chair:

- International Conference on Information Science and Application (ICISA2016)
- International Conference on Intelligent Technology (InTech 2010)

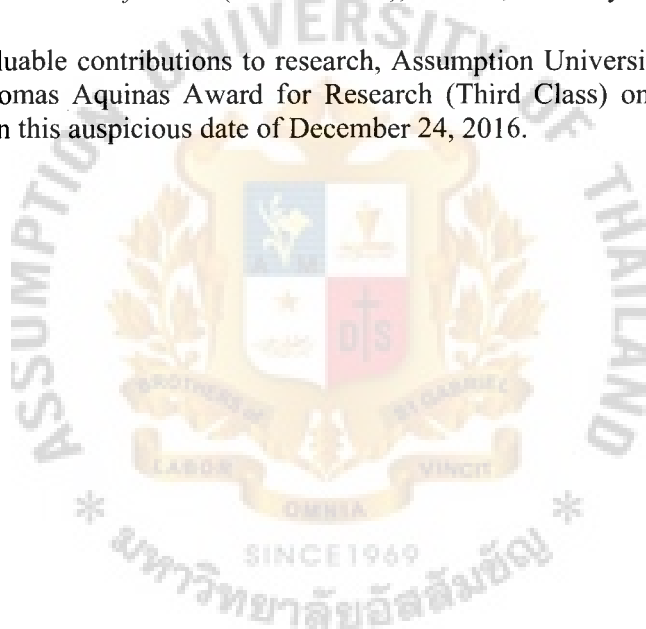
4. Research Publications

- Coetsier, J.C., Coughlin, R., and Jiamthapthaksin, R., “*Integrating Labeled Latent Dirichlet Allocation into Sentiment Analysis of Movie and General Domains*,” submitted to the 9th International Conference on Knowledge and Smart Technology (KST 2017) -- *under review*
- Jiamthapthaksin, R., and Aung, T.H., “*User Preferences Profiling Based on User Behaviors on Facebook Page Categories*,” submitted to the 9th International Conference on Knowledge and Smart Technology (KST 2017) -- *under review*
- Jiamthapthaksin, R. “*Thai Text Topic Modeling System for Discovering Group Interests of Facebook Young Adult Users*,” in Proceedings of the 2nd International Conference on Science in Information Technology (ICSITech), Balikpapan, October 26-27, 2016.
- Cong, S.N.D, Ngo, Q. H., and Jiamthapthaksin, R. “*State-of-the-Art Vietnamese Word Segmentation*,” in Proceedings of the 2nd International Conference on Science in Information Technology (ICSITech), Balikpapan, October 26-27, 2016.
- Mudjihartono, P., Jiamthapthaksin, R., and Tanprasert, T., 2016, “*Parallelized GA-PSO Algorithm for Solving Job Shop Scheduling Problem*,” in Proceedings of the 2nd International Conference on Science in Information Technology (ICSITech), Balikpapan, October 26-27, 2016.
- Jiamthapthaksin, R., Aung, T.H., and Ratanasawadwat, N., 2016, “*A Framework of Incorporating Thai Social Networking Data in Online Marketing Survey*,” in Information Science and Applications (ICISA) 2016, Volume 376 of the series Lecture Notes in Electrical Engineering, pp. 1169-1177.
- Jiamthapthaksin, R., and Setthawong, P., Ratanasawetwad, N., 2016, “*A System for Popular Thai Slang Extraction from Social Media Content with N-Gram Based Tokenization*,” in Proceedings of the 8th International Conference on Knowledge and Smart Technology (KST 2016)– IEEE XPlore, pp. 130-135.
- Fei, S., and Jiamthapthaksin, R., 2016, “*Dimension Independent Cosine Similarity for Collaborative Filtering using MapReduce*,” in Proceedings of the 8th International Conference on Knowledge and Smart Technology (KST 2016) – IEEE XPlore, pp. 72-76.

- Mudjihartono, P., Tanprasert, T., and Jiamthapthaksin, R., 2016, “*Clustering Analysis on Alumni Data Using Abandoned and Reborn Particle Swarm Optimization*,” in Proceedings of the 8th International Conference on Knowledge and Smart Technology (KST 2016) – IEEE XPloré, pp. 22-26.
- Aung, T.H., and Jiamthapthaksin, R., 2015, “*Alternating Least Squares with Incremental Learning*,” in Proceedings of the 12th International Joint Conference on Computer Science and Software Engineering (JCSSE 2015), – IEEE XPloré, pp. 297-302.
- Ko Ko, S., and Jiamthapthaksin, R., “A Categorized Item Recommender System Coping with User Interest Changes”, in the *Proceedings of The 3rd International Conference on Database and Data Mining (ICDDM2014)*, Pattaya, Thailand, June 7-8, 2014.
- R. Jiamthapthaksin, C.F. Eick, and S. Lee, GAC-GEO: A Generic Agglomerative Clustering Framework for Geo-referenced Datasets, *An International Journal of Knowledge and Information Systems (KAIS)*, 2011, 29:597-628.
- Jiamthapthaksin, R., Choo, J., Chen, C., Celepcikay, O., Giusti, C., and Eick, C., “MOSAIC: Agglomerative Clustering with Gabriel Graphs” in a book chapter, *Advances in Data Warehousing and Mining (ADWM) Book Series*, IGI Press, USA, ISBN: 1935-2646, July 2009.
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For her valuable contributions to research, Assumption University is pleased to confer the St. Thomas Aquinas Award for Research (Third Class) on Dr. Rachsuda Jiamthapthaksin on this auspicious date of December 24, 2016.



St. De La Salle Award for Commendable Service

The St. De La Salle Award is given to faculty members who have served Assumption University 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, 2016, Assumption University is pleased to confer the St. De La Salle Award for Commendable Service on 11 faculty members who deserve to be recognized for the long years of commendable service to the University as follows:

1. Assistant Professor Dr. Nucharee Supatn
2. Assistant Professor Dr. Firouz Baradaran Anaraki
3. Dr. Wasalee Chatsuthipan
4. Dr. Naree Achwarin
5. Mrs. Pimsiri Bhusiri
6. Mrs. Dhapanita Sanguanbhokai
7. Ms. Uraiphan Nawinprasert
8. Ms. Sanda Myint
9. Mrs. Khin Myat Moe
10. Ms. Uraiwan Hocharoen
11. Mr. Pattana Jaroenwatanamongkol

St. Joseph Award for Dedicated Service

The St. Joseph Award is given to full-time staff members who have served Assumption University 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, 2016, Assumption University is pleased to confer the St. Joseph Award for Dedicated Service on 19 staff members who deserve to be recognized for the long years of dedicated service to the University as follows:

1. Ms. Natthayamon Payonrak
 2. Mr. Vrong Chinvanthananond
 3. Mr. Kawis Surapraphan
 4. Mr. Thanut Panalikoon
 5. Ms. Boonchua Limpanaosot
 6. Ms. Natthanan Rungruengcharoensin
 7. Mrs. Phengjai Klaisamarn
 8. Mr. Thanaset Buanuch
 9. Ms. Pismai Saenchai
 10. Mrs. Wilaiporn Munsombat
 11. Mr. Amnuey Udbuawong
 12. Mrs. Maneerat Sitthisathidangul
 13. Mrs. Supitcha Suebwong
 14. Mr. Chamnan Panngam
 15. Mr. Boonyoung Pholmeeboon
 16. Mr. Thotsawat Phayonrak
 17. Mr. Vuthi Kanyala
 18. Mrs. Natrada Luangkesorn
 19. Mrs. Suchawadee Chinvanthananond
-

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!

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.
