

Assistant Professor Dr. Jirayu Poomontree Kasemsant
Awarded St. Michael Award for Public Service (Third Class)

Citation

Asst. Prof. Dr. Jirayu (Poomontre) Kasemsant is a full-time faculty member of the Department of Marketing, Martin de Tours School of Management and Economics and director of career training center of Martin de Tours School of Management and Economics. He earned a Bachelor of Applied Statistics (2nd Hons) degree from King Mongkut Institute of Ladkrabang, three post-grad diplomas from King Prajadhipok's Institute (Thailand) in Executive Program in Public Economics Batch 5 and AEC Batch 4 and Executive program in Real-estate Marketing from School of Architecture (Chulalongkorn University) Batch 6, three Master degrees from Chulalongkorn University in Statistics, Wollongong University (Australia) (AU Scholarship) in Business Information System and National Institute of Administration Development in Business Economics, and one Ph.d. in Administration Development (International Program) from National Institute of Administration Development (Thailand). He joined Assumption University in 1990.

In addition to his teaching duties, as director and founder of career training center of the Martin de Tours School of Management and Economics. Asst. Prof. Dr. Jirayu assists in organizing several department and university projects and is responsible for initiating and organizing new projects that serve as the new ways for MSME students to development for their career and for Marketing students acquaint themselves with marketing research theories and practices. For teaching, All the programs initiated aimed at enabling our students to acquire both current and updated marketing research knowledge and trends, as well as giving opportunities for our students to apply the in-class knowledge in a more practical context.

For outside Assumption Universities, Asst. Prof. Dr. Jirayu (Poomontre) Kasemsant have provided academic and/or other significant services to society such as Vice President in Academics of Thailand Marketing Research Society (TMRS) continuing more than 10 years, a Board Director of Marketing Association of Thailand (MAT) 2017 to 2018 and Board Member of School of Science, King Mongkut Institute of Ladkrabang Alumni Association.

In appreciation for his appreciable contributions and devotion in enhancing the prestige of Assumption University through his public services, Assumption University is pleased to confer the St. Michael Award for Public Services to Asst. Prof. Dr. Jirayu (Poomontre) Kasemsant on this auspicious date of December 24, 2017.