

**Dr. Vindhai Cocracul**

Awarded St. Montfort Award for Illustrious Service

**Citation:**

The twenty-five years of illustrious service by Asst. Prof. Dr. Supavadee Nontakao at Assumption University epitomize an academic and an individual whose actions are rooted in strong principles and whose service to the University is dedicated and unwavering.

Joining the University on June 1, 1981, after having accomplished two master's degrees from Pepperdine University, as a young lecturer with zest and passion for teaching, Dr. Vindhai Cocracul was spotted early for his leadership attributes and was made first, Acting Chair of the Marketing Department in 1982 and then Chair, from 1982 to 2000. Concurrently between 1988 and 1990 Dr. Vindhai served as Associate Dean of the Faculty of Business Administration. Having accomplished his Doctorate in Educational Management in 1990, Dr. Vindhai was promoted as Dean of the Faculty of Business Administration, a position he held till 2003 when he was promoted as Deputy Vice President for Academic Affairs, a position he currently holds, with additional responsibility as the Acting Dean of the School of Music since 2007. Dr. Vindhai has served on several university committees ranging from academic, administrative and student committees.

Dr. Vindhai's contributions to Assumption University are substantial. Foremost, in teaching and learning, Dr. Vindhai has taught generations of students who have graduated and gone on to serve in businesses, or run their own businesses with the trademark of Dr. Vindhai's rigorous and uncompromising standards of quality academe in Marketing.

At the time when Assumption University began its ascent to national and international repute, Dr. Vindhai managed the largest faculty in the university, encountering the swelling numbers of students in his own Faculty, while simultaneously anchoring the demands of the other fledgling faculties for business courses taught by the lecturers from the Faculty of Business Administration. Dr. Vindhai's steadfast and deep commitment to quality standards in teaching and testing has yielded strong reputational results for the Faculty of Business Administration and Assumption University at large, entrenching the reputation of Assumption University as the leader in undergraduate business education both domestically and in the region. Handed responsibility over the School of Music, the newest Faculty of the University in 2007, Dr. Vindhai as Acting Dean, has stabilized the academic performance of his colleagues, assured service quality factors, and kept both the faculty and students satisfied in their musical pursuits.

Deeply passionate about practical applications of business through the reputed ABAC Dummy Company which was set up in 1973 at Assumption University, Dr. Vindhai serves as Chair of the Advisory Board to the ABAC Dummy Company and has overseen the expansion of this activity as a national movement among universities across the length and width of the country.

On the strength of his inimitable performance over the past twenty-five years, and the laudable standards of teaching and administration she has set for generations of lecturers to follow, Assumption University is pleased to confer the St. Montfort Award for Illustrious Service on Asst. Prof. Dr. Supavadee Nontakao on this auspicious date of December 23, 2011.

