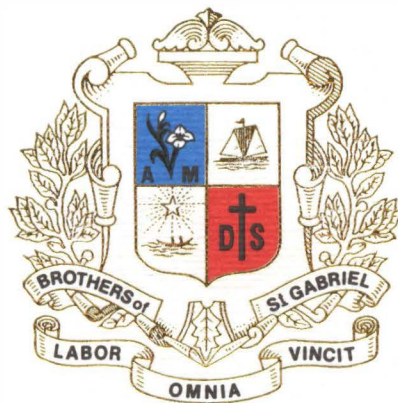


Assumption University of Thailand



Presentation
of
Au Awards for Excellence
December 24, 2010

Assumption University of Thailand



*Presentation of
AU Awards for Excellence*

December 24, 2010
Chapel of St. Louis Marie de Montfort
Suvarnabhumi Campus

The 2010 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 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
Dedicated 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 connoisseurs.

**Conferral Ceremony of AU Awards for Excellence
Felicitation on the President Emeritus' Birthday
and
Christmas Greeting
December 24, 2010**

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 2010. 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.

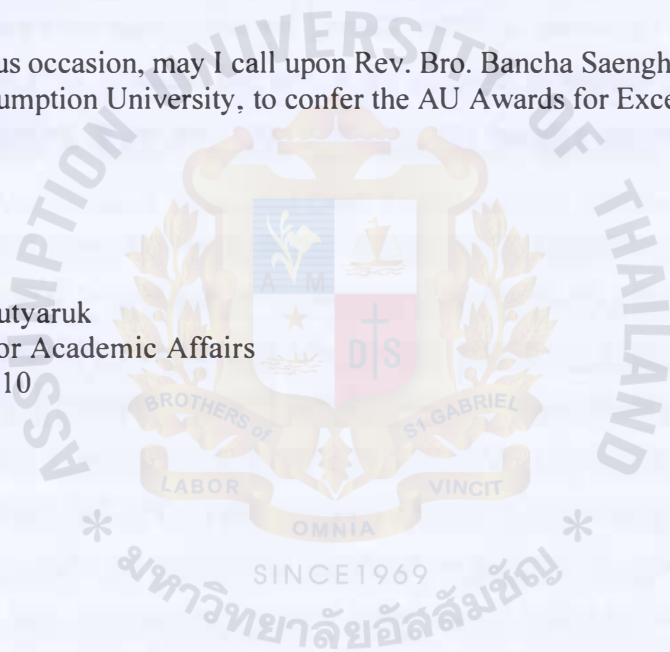
In 2009, Rev. Bro. Prathip Martin Komolmas, President Emeritus, initiated two additional distinguished awards namely, St. De La Salle Award and St. Joseph Award which would be conferred to faculty members and staff members who have made valuable contributions to the university and have been committed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

For the year 2010's AU Awards for Excellence, the University takes great pleasure in conferring

1. St. Martin de Tours for Award Excellence in Performance to one faculty member,
2. St. Bernard Award for Special Merit to four faculty members.
3. St. Thomas Aquinas Award for Research to one faculty member.

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 Porsutyaruk
Vice President for Academic Affairs
24 December 2010



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

1.1 Mrs. Mika Tanasarnsanee

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

Citation:

Mrs. Mika Tanasarnsanee earned a Bachelor's degree in English Literature and a Master's degree in English Language Teaching in 1987 and 2002 respectively. She started her teaching career in Business Japanese Department at Assumption University in 1996. During her early years with the department, she designed the courses of Japanese for Hotels and Japanese for Tourism in response to the increasing demand for personnel who can speak Japanese in the travel industry.

Her outstanding achievements include designing major requirement courses such as Japanese IV, Business Communication, and Report Writing which are task and project-based curriculum because she believes in active and student-centered learning. In addition, she conducted two research projects in 2002 and 2005 to confirm her philosophy of learning by doing and collaborative learning for students to gain competence in Business Communication. She has been in charge of JA 4790: Seminar in summer at Ryukoku University in Japan since 2003. The students who took this course were exposed to language and culture of Japan through interaction with the host families and host university students.

Through her hard work and inexhaustible dedication to effective teaching and learning, Assumption University granted her St. Martin de Tours Award for Excellence in Performance on December 24, 1998. In addition, she recently earned fame to Assumption University by winning the Association of Southeast Asian Institutions of Higher Learning (ASAIHL) Best Lecturer Award in 2009. She was highly praised for her emphasis on equipping students with knowledge and skills of the Japanese language and cultural values.

For all her brilliant contributions and dedication to teaching and learning and enhancement of the University's reputation and prestige, Assumption University is pleased to confer the St. Martin de Tours Award for Excellence in Performance (First Class) on Mrs. Mika Tanasarnsanee on this auspicious date of December 24, 2010.

2. St. Bernard Award for Special Merit

2.1 Dr. Chirapa Srikalasin

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

Citation:

Dr. Chirapa Srikalasin earned her Bachelor of Education in Physical Education and Audio-Visual Education from Chulalongkorn University in 1978, her Master of Education in Educational Administration from Louisiana State University in the U.S.A. in 1980 and her Doctor of Philosophy in Education from Adamson University in the Philippines in 2003. She joined Assumption University in 1990 as the Director of Career Development Center, Student Affairs. She was promoted to be the Assistant to the Vice President for Student Affairs and Acting Director of the Office of the Vice President for Student Affairs. Apart from Career Development Center, her present responsibility includes Center for Student Leadership and Experiential Learning and Learning Support Center.

Dr. Chirapa has served on several University committees and also other external committees namely, Student Affairs Committee of the Association of Private Higher Education Institutions of Thailand, and Committee of the 23rd International Olympiad in Informatics organized by the Institute of Promotion of Teaching Science and Technology.

Dr. Chirapa devotes her time and energy to the students' engagement in educational activities both inside and outside the classroom. She has proved herself among her colleagues and superiors as a motivational and dynamic leader who can build up strong teamwork spirit and synergy to accomplish challenging tasks. She

developed many programs and services for students to enhance their personal growth, leadership and entrepreneurial skills.

Dr. Chirapa is the advisor and trainer of many professional projects, especially, the ABAC DUMMY COMPANY, the student-run business enterprise project which has been recognized as one of the best career guidance programs in tertiary education. With her capabilities and expertise, since 2004 she has expanded the horizon of DUMMY COMPANY by initiating the “University Entrepreneurial Development” known as U-ED. It is one of the academically public services aiming at sharing the concept and value of the Dummy Company with other universities. Dr. Chirapa has gained the collaboration of various stakeholders including the alumni who are ex-dummy company managers, business organizations, government agencies, faculty members in assisting students to develop and improve their business plans required for successful establishment and operation of the companies in their own institutions. During 2004-2009 more than 4,000 students from 50 public and private universities including Thammasat, Mahidol, Chiangmai, Kasetsart, Prince of Sonkla, and King Mongkhut participated in the projects. The teams with the best performance each year are awarded the trophy of Her Royal Highness Princess Maha Chakri Sirindhorn and the Minister of Commerce. This self-subsidized project has brought fame to Assumption University because of its intensity and professionalism as well as the contribution of Au Alumni to the development of Thai youth.

Dr. Chirapa also develops and promotes many entrepreneurial development projects for Au students to create a sense of entrepreneurship, to stimulate them to learn to identify and alleviate their weakness and to build on their strengths such as U-MATE Super Convenience Store, AU SMEs Fest Contest, and University Innovative Leader Camp. Besides these projects, she has established strong networking and close cooperation with many leading business enterprises and organizations in the context of job application, internship programs, trainings and career workshops. She also makes use of IT to build the internal system to promote the use of Student Affairs Management Information System, CDCJOB WEBSITE and U-ED WEBSITE and E-LEARNING.

Over the past 20 years Dr. Chirapa has shown high enthusiasm and dedication for the professional development of students in Assumption University. In appreciation of her contributions, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Second Class) on Dr. Chirapa Srikalasin on this auspicious date of December 24, 2010.

2.2 Asst. Prof. Dr. Bu-nga Chaisuwan

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

Asst. Prof. Dr. Bu-nga Chaisuwan earned her Bachelor of Arts in Communication Arts in Public Relations (2nd Class Hons.) from Chulalongkorn University in 1996, her Master of Arts in Communication Arts in Advertising from Chulalongkorn University in 1998 and her Doctor of Philosophy in Communication Arts from the same university in 2003. She also got her Master of Education in Curriculum and Instruction from Assumption University in 2008. She joined Assumption University as a full-time lecturer in the Department of Advertising, Albert Laurence School of Communication Arts in 1997 and was promoted as Chairperson of the Department of Public Relations in 2006.

As an administrator, Asst. Prof. Dr. Bu-nga Chaisuwan has been serving as the Chairperson as well as the key member of the School's administrative committee. She was part of the team who developed the new programs of the Bachelor of Communication Arts in 2008, namely Public Relations, New Media Communication, and Performance Communication. These new programs have increased the number of students of the School from the maximum of 150 to 450 per year. She was the leader of the team who developed the academic advising system and the Students Manual for the students of the School of Communication Arts, particularly the program called "Grade Prediction" that was initiated to support the advising system. She led the team who managed the School's Quality Assurance System along with improving the data and evidence collection system to be in line with the University's guidelines. She also led the team to develop the office management system and documentation system as well as the School's

website which contains information for lecturers, students and stakeholders. Besides, she initiated the graduate survey research and the employer survey research for the School of Communication Arts. The two surveys are conducted every year.

As a lecturer, Asst. Prof. Dr. Bu-nga Chaisuwan has devoted her time and her effort to the improvement of the teaching and learning of the School of Communication Arts. She has developed the standard teaching materials as well as guided the teams to teach the fundamental courses of the School such as Introduction to Communication and Introduction to Public Relations. She has spent a lot of time taking care of the students to help them carry on with their studies. In addition, she is an advisor of students who need special care and assistance such as probation students and transfer students. In her advising, she has guided the students through many extra-curricular activities to enhance their real-world skills.

Furthermore, Asst. Prof. Dr. Bu-nga Chaisuwan's service to society includes serving as member of many committees. To mention a few, she serves as Vice President of the Education of the Advertising Association of Thailand, member of the Television Commercial Censorship Board, committee member of the Promotion of Consumer's Right project of the Office of Consumer Protection Board, sub-committee member of the Public Relations Board for Eye Bank, Thai Red Cross as well as sub-committee member of the National Health Systems Reform Board to develop the action plan and guidelines to regulate the advertising directed at children.

Through her long sustained and substantial dedication to the development of the Albert Laurence School of Communication Arts and service to society, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Asst. Prof. Dr. Bu-nga Chaisuwan on this auspicious date of December 24, 2010.

2.3 Mr. Khajornsak Thirapanish

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

Citation:

Mr. Khajornsak Thirapanish earned his Bachelor of Education in Art Education from Chulalongkorn University in 1992 and his Master of Fine Arts in Printmaking from San Francisco Art Institute, U.S.A. in 1996. He has served as a full-time lecturer at Assumption University since November 1996 and as Chairperson of Visual Communication Arts, Albert Laurence School of Communication from June 1, 1998 till present. For the first 7 years of his devotion and dedication as lecturer and chairperson, he was awarded “St. Martin de Tours Award for Excellence in Performance Award (Second Class) in 2004.

During the past 7 years, his achievements were mostly in the field of art media and design. Below are some of his outstanding works and contributions:

In 2010, Mr. Khajornsak Thirapanish worked as the leader of the Public Relations Team and the Invitation Team of the Celebration Organizing Committee for the 40th Anniversary of Assumption University. He was also the Design Team Organizer and Manager for the Academic Exhibition entitled “The Flagship of Innovative Learning” to celebrate the 40th Anniversary of Assumption University and for the Communication Arts Exhibition.

In 2009, he was the Production Team Organizer to produce the Video Presentation for Graduate School of Business.

His other memorable achievements in art and design include the following:

- The Art Director to design ABAC Books on Sufficiency Economy presented to Her Royal Highness Princess Maha Chakri Sirindhorn,
- The Design Team Organizer to support World Refugee Day 2007 and Design Team Organizer and Manager for Academic Exhibition named “AU Beacon of Success” to celebrate the 80th Birthday Anniversary of His Majesty the King in 2007,
- The Art Director for University Annual Calendar in 2004-2007.

Presently, he is the Head of the Communication Arts Studio to manage and monitor the service of the Studio to reach its highest efficiency and profitability and to create the highest standard in the field of communication arts.

For achieving unique distinction through his consistent dedication, talents, enthusiasm and special contributions to the Albert Laurence School of Communication Arts and to the University as a whole, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Mr. Kajornsak Thirapanish on this auspicious date of December 24, 2010.

2.4 Mr. Porameth Tosupant

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

Citation:

Mr. Porameth Tosupant earned his Bachelor of Business Administration in International Business Management from Assumption University in 2001 and his Master of Commerce in Marketing from University of Sydney, Australia in 2003. He joined the Department of Marketing as a full-time lecturer in 2004. He has demonstrated good performance in teaching in class and successfully fulfilled all assigned tasks and responsibilities of advising and coaching students in their activities and competitions entrusted to him by the department.

Over the past six years, he has been dedicating himself to students. With his talent in coaching students for the business and marketing competitions and his excellent support, the marketing student teams could win many awards from both national and international competitions. Below are some of his works and endeavors:

2010

1. Co-advisor of the First Runner-Up Award Winner team in “Disney Marketing Academy Award: Toy Story 3” 2010. (From more than 250 teams participating in this competition)
2. Advisor of the Merit Award Winner team in “Disney Marketing Academy Award: Toy Story 3” 2010. (From more than 250 teams participating in this competition)

3. Advisor of the Regional First Runner-Up Award Winner team in “1-2-Call! BrandAge Award (4th Year): Banana” 2010. (From 53 universities all over Thailand with 530 teams participating in this competition)
4. Co-Advisor of the Regional Merit Award Winner team in “1-2-Call! BrandAge Award (4th Year): Banana” 2010. (From 53 universities nationwide with 530 teams participating in this competition)
5. Advisor of the Creative Juice Bangkok Winner team in “SGG Green Read with Your Idea Challenge 3” 2010. (From more than 15 universities nationwide)
6. Co-advisor of the AU representative in Charter Institute of Marketing Singapore (CIMS) Competition 2010 in Singapore.

2009

1. Advisor of the Second Runner-Up Award Winner team in “Disney Marketing Academy Award: Master Cyber Up” 2009. (From more than 150 teams participating in this competition)
2. Advisor of the Winner Award team in “AOC Sales Plan Competition” 2009.
3. Advisor of the First Runner-Up Award team in “AOC Sales Plan Competition” 2009.
4. Advisor of the finalist team in the final round of “CIMS AU Internal Competition 2009” with highest score in report.

2008

1. Advisor of the First Runner-Up Award team in “JAYMART NexGen Business Plan Competition” 2008.
2. Advisor of the finalist among the 7 teams in the final round of “J-MAT Award 18: UFC” 2008. (From 330 teams nationwide participating in this competition)
3. Advisor of the finalist among the 10 teams in the final round of “ASUS Marketing Plan Competition” 2008. (From more than 50 teams participating in this competition)

4. Advisor of the 2 teams in the semifinal round of “Disney Marketing Academy Award” 2008. (From more than 100 teams participating in this competition)
5. AU Representative as the official observer of the Student in Free Entrepreneur (SIFE) World Cup 2008 Competition. (With more than 20 representatives from 20 countries worldwide)
6. Advisor of the Student in Free Entrepreneur (SIFE) 2008.
7. Honorable Judge and Business Trainer of the U-ED 3 Competition.

For his endeavors and contributions to the Martin de Tours School of Management, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Mr. Porameth Tosupant on this auspicious date of December 24, 2010.

3. St. Thomas Aquinas Award for Research Award

3.1 Asst. Prof. Dr. Vikanda Pornsakulvanich

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

Citation:

Asst. Prof. Dr. Vikanda Pornsakulvanich joined Assumption University in 1998. She is currently the Acting Deputy Chairperson of the Department of Marketing, Martin de Tours School of Management. Asst. Prof. Dr. Vikanda received her Bachelor of Arts in Political Science from Thammasat University in 1994, Master of Arts in Communication from the University of Dayton, USA., in 1997, and Doctor of Philosophy in Communication Studies from Kent State University, USA., in 2005. During her years of study in the USA., she received a scholarship from Kent State University and served as a research and teaching assistant. She gained extensive experience in both teaching and research and worked closely with a number of reputable professors from top universities in conducting significant research works.

Asst. Prof. Dr. Vikanda’s research interests include media uses and effects, new media technologies, marketing communication, and consumer behavior. She

has conducted research and has had her research papers published in both national and international journals including Mass Communication Review, Newspaper Research Journal, Computers in Human Behavior, International Journal of Innovation and Learning, Journal of Communication Arts, ABAC Journal, University of Thai Chamber of Commerce Journal, NIDA Developmental Journal, and Association of Private Higher Education Institutional of Thailand Journal. Moreover, her recent research project has received the research grant from the Thailand Research Fund, which is one of the most highly recognized research organizations in Thailand.

Asst. Prof. Dr. Vikanda has greatly contributed to the research and academic services at both national and international levels. She has served as an international journal reviewer for Computers in Human Behavior, Asian Pacific Management Review, Journal of Computer-Mediated Communication, and Tourism Management, and as an international conference reviewer of the International Communication Association and the National Communication Association. Furthermore, she has been a member of several research committees at Assumption University including Research Support Committee, Editorial Board, Institutional Review Board for Assurance of Protection for Human Subjects, and Research Board Committee of Martin de Tours School of Management.

Some of her current research publications that extend the body of knowledge in the areas of media uses and effects and new media theoretically and practically are as follows:

1. Pornsakulvanich, V. (in press, 2010). Internet communication motives: The scale development. *Journal of Communication Arts*, 28(4).
2. Dumrongsiri, N., & Pornsakulvanich, V. (2010). Internet use for social support among people living with HIV/AIDS: How did individual differences predict support frequency and satisfaction? *Journal of Communication Arts*, 28(3), 57-76.
3. Pornsakulvanich, V., & Dumrongsiri, N. (2010). Attitude and social influence predicting the intention to blog in Thailand. *NIDA Development Journal*, 50, 71-87.

4. Dumrongsiri, N., & Pornsakulvanich, V. (2010). Social networking sites in Thailand: Motives and predictors of university students' behaviors. *International Journal of Innovation and Learning*, 8(4), 427-444.
5. Pornsakulvanich, V., & Dumrongsiri, N. (2009). Cultures and perceived values influencing mobile phone use and satisfaction. *University of Thai Chamber of Commerce Journal*, 29, 1-20.
6. Dumrongsiri, N., & Pornsakulvanich, V. (2009, June). Exploring bloggers' motivation and behavior in Thailand. *Proceedings at the annual conference of the Technology Innovation Industrial Management*, pp. 49-61.
7. Pornsakulvanich, V. (2008). Internet addiction, individual differences, and well-being among Thai students in a private university. *Association of Private Higher Education Institutions of Thailand Journal*, 18(2), 1-17.
8. Pornsakulvanich, V., Haridakis, P. M., & Rubin, A. M. (2008). The influence of dispositions and Internet motivation on online communication satisfaction and relationship closeness. *Computers in Human Behavior*, 24(5), 2292-2310.
9. Pornsakulvanich, V. (2008). Fright reactions to media coverage: Developmental differences among children. *Journal of Communication Arts*, 26(1), 90-96.
10. Pornsakulvanich, V. (2007). Television portrayals of ethnic minorities in the United States: The analysis of individual differences, media use, and group identity and vitality. *ABAC Journal*, 27(3), 22-28.
11. Pornsakulvanich, V., & Dumrongsiri, N. (2007, October). Motives and attitudes toward SMS marketing among Thai consumers. *Proceedings at the annual meeting of the International on Operations and Quantitative Management*, pp. 901-907.
12. Pornsakulvanich, V. (2007). Internet motives and use among Thai youths. *University of Thai Chamber of Commerce Journal*, 27, 29-41.

13. Pornsakulvanich, V. (2006). An analysis of the spiral of silence theory on people's willingness to express their political opinions. *Huachiew Chalermprakit University Journal*, 19, 90-96.
14. Pornsakulvanich, V. (2006). Testing the uses and gratifications model of online relationships. *Proquest/UMI*.
15. Rubin, A. M., Haridakis, P. M., Hullman, G. A., Sun, S., Chikomboro, P. M., & Pornsakulvanich, V. (2003). Television exposure not predictive of terrorism fear. *Newspaper Research Journal*, 24, 128-145.

For all her 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 (Third Class) on Asst. Prof. Dr. Vikanda Pornsakulvanich on this auspicious date of December 24, 2010.

4. 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, 2010, Assumption University is pleased to confer the St. De La Salle Award on 9 faculty members who deserve to be recognized for the long years of commendable service to the University as follows:

- | | |
|---------------|---------------|
| 1. Mr. Pirat | Amornsupasiri |
| 2. Mr. Tuang | Tuangthong |
| 3. Ms. Pusaya | Ritdee |
| 4. Ms. Ladda | Visittanon |
| 5. Ms. Sasima | Ratanasut |

6. Dr. Teresita Juan Bunyakarte
7. Ms. Naruemol Tridechapol
8. Ms. Apinya Soithurum
9. Mrs. Sunisa Niemprem

5. 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, 2010, Assumption University is pleased to confer the St. Joseph Award on 2 staff members who deserve to be recognized for the long years of dedicated service to the University as follows:

1. Mr. Witaya Rungruengcharoensin
2. Mr. Ronachai Homchantr



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.
