

Asst. Prof. Dr. Pannawit Sanitnarathorn
Awarded St. Michael Award for Public Service (Third Class)

Citation

Asst. Prof. Dr. Pannawit Sanitnarathorn received his Ph.D in Industrial Business Administration (specialised in Music Industry) from KMITL, Master of Arts in Music Industry Studies from the University of Liverpool, MA in Communication Arts and Innovation from NIDA, BA in Business English with first-class honours from BUIC, Diploma in Audio Engineering from SAE, Multiple Certificates from Berklee College of Music in Music Business, Artist Management, Music Marketing and Vocal Styles, and Certificate in Teaching English to Speakers of Other Languages (CELTA) from the University of Cambridge. He received his assistant professorship specialised in Music Business Management in 2017.

He joined Assumption University as a full-time lecturer in the Department of Music Business, School of Music in 2011 and has since made significant contributions in activity and academic roles to school, university, and the society. Since the first year he has started his job, he has initiated and organised a large number of activities for the School of Music and Assumption University students, for instance, “ABAC Music Training Camp No.1-8”, the 4-day music camp that serves high school students throughout Thailand to experience and develop their music talents through our music students, faculties, and invited renowned guest artists at Suvarnabhumi Campus, “ABAC Singing Talent No.1-5”, the singing competition that allows any Assumption University with a talent in a vocal performance, come and join the competition to win a scholarship, 8 off-campus study in abroad projects, training music to students of the Convent of the Holy Infant Jesus School as a public service project for 5 consecutive years, and many more.

Asst. Prof. Dr. Pannawit Sanitnarathorn also had experiences in music industry as a marketing supervisor to a number of music labels in GMM Grammy and Muzik Move and took care of the promotion part for various artists such as Season Five, Crescendo, Jetset'er, Lula, Playground, Atom, Apartment Khunpa, Zeal, ABnormal, Lomosonic, Ae Jirakorn, Oat Pramote and so on. He had several chances to play a main role in organising and being an MC for plenty of charity concerts and events for victims from natural disasters, people with disabilities, abandoned pets, and etc. He also founded his ensemble named SPiRiT in which he plays viola and gave a variety of concerts from classical to pop for educational purpose and charity purposes.

For his effort and service to students, the society, and the University, Assumption University is pleased to confer the St. Michael Award for Public Service (Third Class) on Asst. Prof. Dr. Pannawit Sanitnarathorn on this auspicious date of December 24, 2019.