

AU AWARDS FOR EXCELLENCE 2018

THE AU AWARDS

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. Monfort 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 and staff who have performed well above the norm as compared to their peer group. The awards are as follows:

1. St. Monfort Award for Illustrious Service
2. St. Michael Award for Public Service
3. St. Hilare Award for Distinction in Writing
4. St. Martin de Tours Award for Excellence in Performance
5. St. Bernard Award for Special Merit
6. St. Thomas Aquinas Award for Research
7. St. De La Salle Award for Commendable Service
8. St. Joseph Award for Dedicated Service
9. Research Fellow

AU AWARDS FOR EXCELLENCE 2018



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Dr. [Name]





Asst. Prof. Dr. Uree Cheasakul
Dean, Martin de Tours School of Management and Economics

Citation

Dr. Uree Cheasakul has served in Siamswatana University for over 20 years and a full-time, full professor in the area of International Business, marketing, consumer and a leader's remarkable. Served as a faculty member, worked as a lecturer and her commitment to service and research primarily work for the School of the Management Department for many years. Further, her leadership skills and passion for her job led her to be the Director of the School of Management and Economics for the last 10 years. Her dedication, hard work and strong performance in her role as Dean of the School of Management and Economics.

Her determination and hard work in serving the university, the students and the "working for good" with her students, always working for excellence, dedication, hard work, and a leader's remarkable. Served as a faculty member, worked as a lecturer and her commitment to service and research primarily work for the School of the Management Department for many years. Further, her leadership skills and passion for her job led her to be the Director of the School of Management and Economics for the last 10 years. Her dedication, hard work and strong performance in her role as Dean of the School of Management and Economics.

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**St. Martin de Tours Award
Excellence in Performance Award
(First, Second, and Third Class)**

The Martin de Tours, the school St. Martin de Tours Award is named, was a Roman Catholic priest in Italy. From 1564, he converted to Christianity and became a Jesuit priest. Later he was a disciple of Ignace of Loyola and, still later, became the Father of Tours. The award was also named in memory of Brother Martin de Tours, one of the first brothers who first entered Siam on October 20, 1901.

The award is designated for faculty and administrators who discharged the duties and responsibilities conscientiously and superbly who exhibited high standards of efficiency, teaching and quality in teaching, counseling, and other academic activities of the university, training of examination papers and other academic related issues. The award is due for non-teaching staff who add to the University's glory.

• Dr. Nattapong Taphing Taphing





Dr. Henzel Tagalog Embalzado

Deputy Chairperson, Department of Marketing, Martin de Tours
School of Management and Economics

Citation

Dr. Henzel Tagalog Embalzado joined the Department of Marketing, Martin de Tours School of Management and Economics, Assumption University of Thailand in 2006. He finished his Bachelors' degrees in Mass Communication and Psychology at University of Mindanao, Davao City, Philippines and his Master of Psychology at Ateneo De Davao University, also in Davao City, Philippines. He obtained his Doctor of Philosophy in Counseling Psychology degree from Assumption University of Thailand in 2016.

Dr. Henzel has had two decades of teaching experience starting as a lecturer in Psychology and Communication in the Philippines before coming to Thailand and joined Assumption University. He has since been appointed as the course coordinator of Consumer Behavior subject, a psychology-based marketing subject, where he introduced the structured lesson planning through a Discussion Activity Manual, which contains well-designed classroom learning activities for students. He is currently writing his textbook on Consumer Behavior.

Dr. Henzel has been noted by his style of teaching. He has always been regarded by his wit, sense of humor, dynamism and energy in conducting a class. Anchored through the humanistic perspective, Dr. Henzel believes that each student has the capacity to achieve their full potential and actualize their self-capacities if given the right classroom environment and proper motivation to learn. Thus, it is evident in his teaching methodologies and techniques the system of making every student an active participant of learning. He also adheres to the belief that education is not the filling of a pail, but rather a venue where students discover, produce and share useful and valuable knowledge. This is gleaned from the activities he introduces in the class that directly relate to students' experiences, projects that simulate real-life situations, lessons that empower the mind and wisdom that promotes students' sense of well-being.

When not busy with teaching, Dr. Henzel spends his time conducting counseling or having consultations with students. As a trained counseling psychologist, Dr. Henzel voluntarily takes in students who come for help with regard to their academic, personal and relational problems. He takes pride in this volunteer work because he is able to reach out to students on a personal basis, giving them valuable life lessons and helping them course through their problems. This, he believes is another important role of teachers in universities.

Dr. Henzel currently serves as the Deputy Chairperson of the Department of Marketing, Martin de Tours School of Management and Economics, Assumption University of Thailand. He has conducted several "teaching training" seminars, sharing some philosophies and principles in teaching to university lecturers.

For his valuable contributions and dedication to teaching and learning as well as giving reputation to the University, Assumption University is pleased to confer the St. Martin de Tours Award for Excellence in Performance (Third Class) on Dr. Henzel Tagalog Embalzado on this auspicious date of December 24, 2018.

**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 as follows:

- Asst.Prof.Dr. Sakuna Anuvareepong



Asst.Prof.Dr. Sakuna Anuvareepong

Director, IT Support for Student Learning Center, Department of Marketing,
Martin de Tours School of Management and Economics



Dr. Rawin Vongurai
 Program Director, Doctor of Philosophy in Innovation Technology Management,
 Graduate School of Business

Citation

Dr. Rawin Vongurai graduated with First Class Honor in Bachelor of Electronic and Communications Engineering from the University of Nottingham, United Kingdom. At the same institute, he pursued his graduate level with a full grant of Engineering and Physical Sciences Research Council (EPSRC) Scholarship, provided by the United Kingdom Government's leading funding agency. In 2013, Dr. Rawin completed his Ph.D. in Electronic and Electrical Engineering at the University of Nottingham.

Upon graduation, he joined Assumption University in 2014 as a full-time lecturer. Dr. Rawin currently serves Graduate School of Business as Program Director of Ph.D. in Innovative Technology Management. His academic service to Graduate School of Business also includes Risk Management Chair and Coordinator for Quality Assurance.

Since his tenure with the MBA Program, Dr. Rawin has been active in research studies for the classes and students' projects, as well as for his own interest. His areas of interest include Technology Management, Information Technology, Marketing, Supply Chain Management, Operations Management, Tourism, and E-commerce. Numerous pieces of his academic research works—both solely by himself and by group researchers—have received favorable response from academics and refereed journals.

The highlights of Dr. Rawin Vongurai's recent national and international journal publications are as follows:

1. Vongurai, R., (2018), "The Influence of Thailand's Image and Foreign Tourist Satisfaction on Foreign Tourist Loyalty for Thailand," *International Journal of East Asian Studies (IJEAS)*, 2(2).
2. Vongurai, R., Elangsi, D., Phothakim, K., Duansombson, U., (2018), "Social Media Usage, Electronic Word of Mouth and Trust Influence Purchase-Decision Involvement in Using Traveling Services," *Asia Pacific Journal of Multidisciplinary Research (APJMR)*, 8(4), 32-37.
3. Elangsi, D., Vongurai, R., and Srith, K., (2018), "The Factors Influencing Intention to Study Via Online Education: The Case Study of People in Bangkok, Thailand," *IOIV: International Journal on Informatics Visualization*, 2(4), 245-251.
4. Benjantorn, B., and Vongurai, R., (2018), "Behavioral Intention of Bangkokians to Adopt Mobile Payment Services by Type of Users," *AU-GSB e-Journal*, 11(1), 34-46.

5. Charoempitich, A., and Vongurai, R., (2018), "The Factors Affecting Healthy Lifestyle and Attitude Towards Organic Foods: A Case Study of People Living in Bangkok, Thailand," *AHAC ODL Journal*, 5(1), 102-116.
6. Pukapongpich, N., Vongurai, R., and Inthavadee, S., (2017), "An Influence of E-WOM and a Moderating Role of Brand Attitude on IT Product Purchase Intention in Bangkok, Thailand," *AU-GSB e-Journal*, 10(1), 56-66.
7. Thankeerchai, P., and Vongurai, R., (2016), "Manager's Preferences for Qualifications of New Graduates in Logistics," *Journal of Supply Chain Management Research and Practice*, 10(1), 24-41.

Dr. Rawin's role as lecturer-researcher results in a fruitful outcome for students' learning and the university's reputation. His leadership in the research works recently brought him, his colleagues and students to several prestigious stages of national and international conferences. Notable academic conferences include the 15th National Kaohsiung University Kaohsiung Sun Conference (December 6 – 7, 2018), International Conference on Entrepreneurship and Sustainability in the Digital Era (ICESDE 2018, Assumption University (May 25, 2018), and NIDA International Business Conference 2016 Sustainability in Business (March 12, 2016).

For his valuable contribution to the field of research, students' improvement in quantitative analyses, and constructive effort in creating research culture among students, Assumption University therefore bestows upon Dr. Rawin Vongurai St. Thomas Aquinas Award for Research (Third Class) on this auspicious date of December 24, 2018.



Asst. Prof. Dr. Piyabute Fuangkhone
 Full-time lecturer, Department of Management Information Systems,
 Martin de Tours School of Management and Economics

Citation

Assistant Professor Dr. Piyabute Fuangkhone was awarded the B.S., M.S., and Ph.D. degrees in Computer Science from Assumption University, Thailand, in 2000, 2005, and 2013, respectively. He was appointed to an Assistant Professorship in 2013.

He has been working at Assumption University since 2000. At present, he is a full-time lecturer in the Department of Management Information Systems, Martin de Tours School of Management and Economics, Assumption University.

He has demonstrated good performance in research and professional services in the past several years, which are as follows.

1. Assumption University Research Grants
 - Fuangkhone, P. (2018). Data Normalization Techniques for Synthetic Boundary Vector Generators: A Data Mining Preprocessor.
 - Fuangkhone, P. (2017). Parallel Distance-Based Instance Selection Algorithm for Deep Neural Network.
2. Highlights of Research Publications
 - Fuangkhone, P. (2018). Parallel Reduced Multi-Class Contour Preserving Classification. *Applied Intelligence*, 48(6):1461-1490. doi:10.1007/s10489-017-1049-2.
 - Fuangkhone, P. (2018). A Study of Normalization Functions on a Distance-Based Instant Selection: A Data Reduction Technique. *Recent Patents on Computer Science*, 11(2):80-108. doi:10.2174/223275911666180914114322.
 - Fuangkhone, P., Tanprasert, T. (2016). Reduced Multi-Class Contour Preserving Classification. *Neural Processing Letters*, 43(3):759-804. doi:10.1007/s10091-015-0446-1.
 - Fuangkhone, P. (2017). Multiclass Contour-Preserving Classification with Support Vector Machine (SVM). *Journal of Intelligent Systems*, 26(2):323-334. doi:10.1515/jisys-2015-0087.
 - Fuangkhone, P. (2017). Parallel Distance-Based Instance Selection Algorithm for Feed-Forward Neural Network. *Journal of Intelligent Systems*, 26(2):335-358. doi:10.1515/jisys-2015-0039.
 - Fuangkhone, P. (2017). Parallel Multi-Class Contour Preserving Classification. *Journal of Intelligent Systems*, 26(1):109-121. doi:10.1515/jisys-2015-0038.
 - Fuangkhone, P. (2014). An Incremental Learning Preprocessor for Feed-forward Neural Network. *Artificial Intelligence Review*, 41(2):183-210. doi:10.1007/s10462-011-9304-0.
 - Fuangkhone, P., Tanprasert, T. (2011). An Outpost Vector Placement Evaluation of an Incremental Learning Algorithm for Support Vector Machine. In: *Proceedings of 2011 International Joint Conference on Neural Networks (IJCNN)*, 254-261. doi:10.1109/IJCNN.2011.6033229

3. Journal Reviewer for Science Citation Indexed (SCI) Journals and Scopus Indexed Journals

- *Applied Soft Computing*, Elsevier, Since 2016 (SCI)
- *Artificial Intelligence Review*, Springer, Since 2016 (SCI)
- *IEEE Access*, IEEE, Since 2018 (SCI)
- *IEEE Transactions on Neural Networks and Learning Systems*, IEEE, Since 2016 (SCI)
- *IEEE Transactions on Systems, Man, and Cybernetics- Systems*, IEEE, Since 2016 (SCI)
- *IET Journal of Research*, Taylor & Francis, Since 2016 (SCI)
- *International Journal of Machine Learning and Cybernetics*, Springer, Since 2016 (SCI)
- *Journal of Experimental & Theoretical Artificial Intelligence*, Taylor & Francis, Since 2017 (SCI)
- *Knowledge-Based Systems*, Elsevier, Since 2016 (SCI)
- *Journal of Intelligent Systems*, De Gruyter, Since 2017 (Scopus)
- *Recent Patents on Computer Science*, Bentham Science, Since 2018 (Scopus)

4. Awards and Recognitions

- Outstanding Award in Research, Martin de Tours School of Management and Economics, Assumption University, Thailand, December 2018.
- Outstanding Award in Science and Technology, Association of Private Higher Education Institutions of Thailand, Thailand, November 2018.
- Certificate of Outstanding Contribution in Reviewing (Applied Soft Computing), Elsevier, Netherlands, July 2018.
- Certificate of Reviewing (Applied Soft Computing), Elsevier, Netherlands, June 2018.
- Certificate of Reviewing (Knowledge-Based Systems), Elsevier, Netherlands, May 2018.
- Certificate of Outstanding Contribution in Reviewing (Applied Soft Computing), Elsevier, Netherlands, September 2017.
- Certificate of Reviewing (Applied Soft Computing), Elsevier, Netherlands, June 2017.
- Certificate of Outstanding Contribution in Reviewing (Knowledge-Based Systems), Elsevier, Netherlands, January 2017.
- Certificate of Reviewing (Knowledge-Based Systems), Elsevier, Netherlands, May 2016.
- Outstanding Ph.D. Dissertation Award in Science and Technology, Association of Private Higher Education Institutions of Thailand, Thailand, November 2013.

For his valuable contributions to research, Assumption University is pleased to confer the St. Thomas Aquinas Award for Research (Third Class) on Assistant Professor Dr. Piyabute Fuangkhone on this auspicious date of December 24, 2018.



Ms. Sasitorn Tassanaiyana
Director, Office of Thai Art and Culture, Student Affairs



Mrs. Swati Sriprasad Prabhu

Full-time lecturer, Department of Management Information Systems,
Martin de Tours School of Management and Economics



Mrs. Sujinda Wongkham

Full-time lecturer, Institute for English Language Education (IELE)



Dr. Me Me Khine

Full-time lecturer, Institute for English Language Education (IELE)



Asst.Prof. Kamolnut Noigraiprai

Full-time lecturer, Bachelor of Laws Program, Faculty of Law



Mr. Aung Moe Myint

Full-time lecturer, Institute for English Language Education (IELE)



Dr. Soe Than

Assistant to the Dean, Institute for English Language Education (IELE)



Mrs. Lampool Rungruengcharoensin

Staff, Office of the University Registrar



Mrs. Kwanrari Jarusit

Staff, Faculty of Biotechnology



Ms. Sucheera Thongsiri

Staff, Office of the Vice President for Legal and Privilege Affairs



Mr. Somsin Sripraphatsorn

Head, Electronic and Digital Library Department, The AU Library



Ms. Busarindre Phonrat

Head, Admission and Student File Department,
Office of the University Registrar



Ms. Phatchanee Kalayanamitra

Staff, Vincent Mary School of Science and Technology



Mrs. Yupin Oonsub
Staff, Institute for English Language Education (IELE)



Mrs. Jaruay Orachorn

Staff, Faculty of Biotechnology



Ms. Punchaliga Intanam

Staff, The AU Library



Mr. Somyod Yaimar
Staff, The AU Library



Ms. Valai Vilaivarangkul

Staff, Martin de Tours School of Management and Economics



Mrs. Patcharaporn Laohah
Staff, Faculty of Law



Mrs. Amporn Wutke
Staff, Vincent Mary School of Engineering



Mr. Kitti Suwanna

Head, Legal and General Business Department,
Office of the Vice President for Legal and Privilege Affairs



Mr. Phattrapol Buakhao

Staff, Vincent Mary School of Engineering



Mrs. Wilai Pruesapancha
Head, Information Service Department, The AU Library



Mrs. Samruay Tosart
Staff, The AU Library