



360°  
MUIC

Mahidol University

# THE FACE OF MUIC

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MAHIDOL  
UNIVERSITY  
INTERNATIONAL COLLEGE

# EDITORIAL

## BEYOND LEARNING: SERVICE IN ACTION

Being **The Face of MUIC** means embodying the values of Prince Mahidol, whose timeless words still guide us:

*"True success is not in the learning, but in its application to the benefit of mankind."*

This principle comes alive in our community. MUIC students, faculty, and alumni don't just learn—they serve. They harness their strengths across the arts, sciences, business, education, and technology to create meaningful change for their colleagues and society.

Their commitment to unselfish service is both our pride and our call to action. In the following pages, you'll find their inspiring stories—examples that challenge us all to go the extra mile for humanity.



### WHAT DO YOU THINK?

Let us know your thoughts about MUIC 360° Magazine by scanning the code.

**MU  
CORE  
VALUE**

**MAHIDOL**

#### ALTRUISM

The Merriam-Webster defines altruism as "unselfish regard for or devotion to the welfare of others." Indeed, the individuals featured in this issue who contribute much to society are correctly described as embodying the Mahidol Core Value of **Altruism**.

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3 MESSAGE FROM THE DEAN

5 LITERACY THAT LIFTS LIVES

6 STORIES THAT HEAL, STORIES THAT LEAD

4 THE FACE OF MUIC

8 TOWARD A GREENER TOMORROW

10 FROM INGREDIENTS TO IMPACT

12 LEVELING UP LIVES THROUGH LEADERSHIP

14 FEEDING HOPE, FIGHTING HUNGER

17 CYBER TRUST, HUMAN TOUCH

**39<sup>th</sup>**  
**MUIC ANNIVERSARY**

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# MESSAGE FROM THE DEAN

## DEAR MUIC COMMUNITY,

Welcome to this special issue of *MUIC 360°* with the theme, **The Face of MUIC**, where we highlight how members of our community are transforming knowledge into meaningful impact.

The stories featured here demonstrate the power of combining expertise with empathy. Across fields—finance, design, sustainability, tourism, diplomacy, science, technology, and community service—our students, faculty, and alumni show how skills developed at MUIC can uplift people, strengthen communities, and inspire real change.

What unites their journeys is a strong sense of purpose. Each begins with what they know, listens to the needs of others, and works collaboratively to make a difference. Their experiences remind us that impact does not always come from grand gestures; often, it begins with small, consistent steps taken with intention.

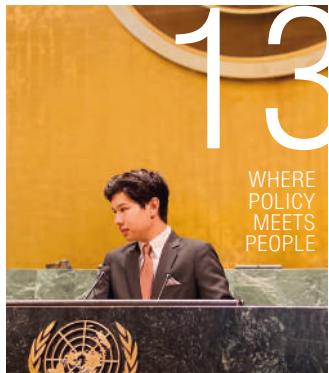
This spirit reflects MUIC at its best: innovative, compassionate, and committed to serving society. I hope these stories encourage you to reflect on your own path—how your passions and abilities can contribute to the world around you.

Thank you for being part of a community that continues to grow through learning, purpose, and service. I invite you to read on and be inspired.

**Warm regards,**

**PROF. CHULATHIDA CHOMCHAI, M.D.**

Dean, Mahidol University International College



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# THE FACE OF MUIC

## WHEN SKILLS MEET PURPOSE

Change rarely happens in a straight line. It emerges where skill meets purpose—when a researcher designs with users in mind, a manager optimizes for people and planet, or a student turns curiosity into service. The faculty members, students and alumni presented below—who have been selected to comprise **The Face of MUIC**—show how expertise which includes finance, tourism, supply chains, cosmetics, food systems, gaming, teaching, and campus life can uplift communities. MUIC wishes to recognize their impact on society by featuring them in this issue of **360° Magazine** and eventually inspire others in the MUIC community. Read their stories as playbooks for your own next step: start small, build consistently, and scale impact.



# LITERACY THAT LIFTS LIVES



“ ”

*Financial literacy is far more than a pathway to wealth—it is about dignity, security, and the power to choose one's future. When people learn to manage their finances wisely, they gain confidence, independence, and the ability to turn uncertainty into opportunity.*

## ASST. PROF. DR. BENJALUX “BEN” SAKUNASINGHA

Faculty Member, Finance Program  
Business Administration Division



A driving force in Thai business education, Dr. Benjalux helped lead MUIC's Business Administration Division to AACSB accreditation, elevating it to global standards. Her SET-CMDF project, Sustainability Transformation in Business, brought ESG case learning into Thai classrooms, equipping students and industry professionals with tools for ethical financial decisions. Beyond academia, she coaches major firms on governance and performance. As a SET-ESG Specialist featured on Mahidol Channel, Thai PBS, and NBT-2HD, she champions financial literacy nationwide. Dr. Benjalux's work proves that when knowledge meets purpose, education can shape wiser markets and stronger communities.



“ ”

*My creative work in film and stage explores deeper human and social dimensions: Gender and power, freedom and identity, class disparity, and the resilience of individuals within social systems.*



#### **ASST. PROF. DR. BHANBHASSA “NING” DHUBTHIEN**

Faculty Member, Media and Communication Program  
Fine and Applied Arts Division

Director of the award-winning 4 Minutes Series, Dr. Bhanbhassa creates films that blend artistic power with deep cultural responsibility. Her works champion authentic LGBTQ+ representation and expand Thai storytelling on the global stage. From Shine to Man Suang, her projects confront gender, justice, and identity with sensitivity and craft. A recipient of the IATC Thailand Best Director Award and Khukrit Award, she brings these values into the classroom, reminding students to “understand people before the script.” Through ethical filmmaking, she shows that stories can shift mindsets, nurture empathy, and set higher standards for the industry.

# DESIGNING CHANGE, ONE COMMUNITY AT A TIME

“ ”

These experiences strengthen students' portfolio work, accelerate their personal growth, and empower them to drive positive change.

**ASST. PROF. DR. DYNAYA “DOW” BHUTIPUNTHU**  
Faculty Member, Communication Design Program  
Fine and Applied Arts Division

Dr. Dynaya champions Design for Good, embedding human-centered and civic-minded practice across MUIC's Communication Design Program. Her community projects—from the Mahasawad Community Learning Center to the health-oriented Salaya One Innovative Space—help students create solutions with real users. She and her students were actively involved in the groundbreaking SZENSE Music Festival, Thailand's first sensory concert for Hard-of-Hearing audiences. By tying design to the UN SDGs and fostering cross-faculty collaboration, Dr. Dynaya empowers students to turn empathy into innovation. Her work proves that creativity becomes transformative when designers build not just visuals, but opportunities for inclusion and public good.



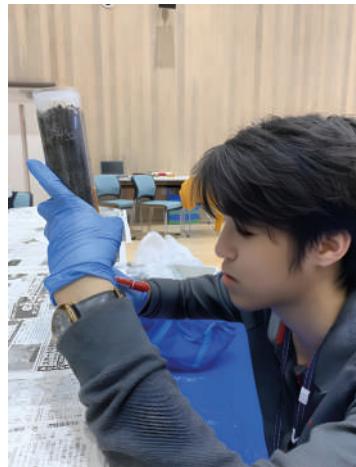
# TOWARD A GREENER TOMORROW

“*My dream is to see Thailand's tourism sector become truly sustainable, creating a balance between local economic growth, environmental protection and management, and improved quality of life.*”



**ASST. PROF. DR. KAEWTA “KAEW” MUANGASAME**  
Faculty Member, Travel and Service Business  
Entrepreneurship Program  
Tourism and Hospitality Management Division

A national advocate for responsible travel, Dr. Kaewta leads key initiatives shaping Thailand's sustainable tourism future. Her Thailand Green Tourism Plan 2030 charts a clear pathway toward decarbonization and inclusive growth. Through STAC Thailand, she accelerates climate action and capacity-building for industry stakeholders. Her PMUC-funded Accessible Wellness Tourism project—conducted with Siriraj H Solutions—expanded inclusive travel for Chinese visitors, increasing participation sixfold. She also co-organized SZense Music Festival, Thailand's first fully inclusive music event, and created the Thailand Sustainable Tourism White Label. Dr. Kaewta demonstrates that sustainability, accessibility, and competitiveness can progress together.



Driven by a desire to advance clean energy, Poomjai studies physics to help make nuclear fusion a practical reality. He trained at the Hamadori School of Radiation, worked on the TT-1 tokamak at TINT, and interned at Germany's GSI—supported by a prestigious 2025 grant from Her Royal Highness

Princess Maha Chakri Sirindhorn's IT Foundation. With expertise in plasma systems grounded in safety and ethics, he aims to pursue graduate studies in fusion and a career in research or cleantech. For Poomjai, physics is hope: A way to design better energy systems, translate science for the public, and help build Thailand's advanced energy future.



**MR. PITITARAS "POOMJAI" ATTAPON**  
4<sup>th</sup> Year, Physics

“ ”

*Some people might see nuclear power as a risk. However, I see it as the ultimate challenge: Harnessing the universe's most complex process to create the world's cleanest energy. That's the contribution I want to make to society.*

# FROM INGREDIENTS TO IMPACT

**MS. NATNAREE “JUNNIE” LERTYINGYOT**  
3<sup>rd</sup> Year, Food Science and Technology



brought nutrition education to 500 pupils at Yaowalak Wittaya Thonburi School. Junnie hopes to develop innovative, safe, and waste-conscious foods that improve family nutrition—proving that student leadership can strengthen health, sustainability, and community wellbeing.



Junnie blends food science with purpose, turning classroom learning into community impact. As president of the Innovative Design Cooking Club, she supported the previous club officials' project Local Bliss, Wellness Bites, a KCG-sponsored project creating sustainable foods from local ingredients. With Tonkla Facai restaurant, her team taught fellow students nutrition through fun, science-based cooking activities. Their club's Healthy Heals Project collaboration with STEAMHEALS and University of North Carolina



“ ”

*Food is the foundation of life. I strongly believe that by applying my knowledge in food science and creating safe, more nutritious, and sustainable food, I can help enhance public health, strengthen food security, and make a lasting, positive impact on society.*

# SMALL ACTS, BIG IMPACT

MS. PONDPAVEE “PIPI” VAJANAVICHARN

2<sup>nd</sup> Year, Biological Sciences

Pipi brings energy, empathy, and excellence to campus life. A second-year Biological Sciences student, she supports exchange students through the Buddy Program, welcomes visitors at MUIC’s Open House, and ensures safety as head medic during Rubnong activities. In the lab, she improves the department’s insect specimen curation, sharpening accuracy for future research. As an active Sigma Club member, she designs activities that help newcomers adjust academically and socially. Guided by her mantra “play a lot, learn a lot,” Pipi proves that meaningful impact doesn’t always come from grand programs, but from daily acts of care that strengthen community.



“ ”

*I'm driven by curiosity—I love tackling new challenges that expand my knowledge and perspective. For activities like Rubnong or Open House, I'm equally motivated by creating meaningful experiences for participants and connecting with new people.*



*I see volunteering as a form of shared growth. When you give your time and effort sincerely, you gain perspective and empathy in return. Real impact often comes not from grand gestures but from consistency and genuine care.*



#### MR. RAVISUT “BABE” UDOMRUNGRUENG

(Business Economics, Class of 2018)  
Managing Director, Royal Lacewood Co., Ltd.  
Strategy Director, Bonfire Gathering Co., Ltd.

Ravisut builds communities where creativity and opportunity meet. As co-founder of Bonfire Gathering, he nurtures Thailand's gaming ecosystem through localization and capacity-building. As Managing Director of Royal Lacewood, he drives product innovation for hospitality. His heart work is mPACT, MUIC's mentorship program, where he designs pathways connecting students with mentors who inspire growth. He also organized charity esports tournaments, proving passion can become purpose. Guided by servant leadership, Ravisut champions equal access to skills, networks, and confidence. His journey shows that when industries empower people, communities level up—one learner at a time.



# WHERE POLICY MEETS PEOPLE

**MR. KARIN KUNJARA NA AYUDHYA**  
 (International Studies, Class of 2012)  
 Counselor, Political and Security Division  
 Department of ASEAN Affairs,  
 Ministry of Foreign Affairs

Karin works at the intersection of diplomacy, human rights, and community wellbeing. As Counselor in the Department of ASEAN Affairs, MFA, he engages mechanisms like AICHR to advance youth empowerment and regional cooperation. His earlier work with Right to Play Thailand—using sport to build youth confidence— informs his people-centered approach to policymaking. In negotiations, he focuses on the families and communities affected by every agreement, ensuring decisions uphold dignity and peace. By bridging civil-society insights with ASEAN systems, Karin shows that effective diplomacy listens first, acts thoughtfully, and always remembers the people behind the policy.



“ ”

*Giving young people opportunities changes their lives and transforms communities. Today, I carry that same advocacy into my diplomatic work by helping to ensure that youth empowerment and human rights remain central in regional discussions.*





# FEEDING HOPE, FIGHTING HUNGER

MS. NANTAPORN "PLOY" THIRAPONGPHAI BOON

(Marketing, Class of 2015)

APAC Food Systems Partnership Associate Director  
The Global FoodBanking Network

Ploy builds food systems where no one is left behind. As APAC Food Systems Partnership Associate Director at The Global FoodBanking Network, she strengthens collaboration among 17 food banks across 10 countries, forging impactful partnerships with global food companies to cut loss, prevent waste, and expand access. At Scholars of Sustenance Foundation, she co-launched the National Food Bank Project and helped advance BCG-aligned food donation policies with the Thai government. With experience in future proteins and circular food models in the UK and The Netherlands, and a Master's in Social Entrepreneurship, Ploy leads with vision: resilient food systems can nourish both communities and the planet.

*Sustainable food management is both about reducing waste and restoring balance. When we value food at every stage of the supply chain, we nourish not only people but also communities, ecosystems, and hope for future generations.*





# FROM WAREHOUSES TO WORKSHOPS

**DR. PAKORN “TEE” OPASVITAYARUX**  
 (International Business, Class of 2014)  
 Supply Chain Manager, Nutreco

As a distinguished supply-chain leader and scholar, Dr. Pakorn oversees complex end-to-end operations across 14 Asia-Pacific countries at Nutreco, advancing its ambitious “Feeding the Future” agenda. By optimizing intricate distribution networks and fostering regional collaboration, he ensures farmers, animals, and customers receive high-quality nutrition efficiently and on time. At Hayat, he spearheaded initiatives that significantly cut packaging waste and freight emissions, strengthening the company’s circularity model and delivering tangible environmental benefits. Previously at Danone, he was instrumental in expanding equitable access to critical medical nutrition for a vast network of hospitals, pharmacies, and partners across

“ ”

*Teaching and research are not just professional callings; they are powerful tools to inspire others, multiply impact, and help build a more resilient and ethical society.*



Thailand and Laos. In parallel, he actively contributes to academia by teaching, advising theses, reviewing manuscripts, and publishing impactful research on supply chains, IoT adoption, and sustainability. This dual focus translates real-world practice into classroom impact and SDG-aligned scholarship. With degrees from MUIC, the University of Liverpool (Distinction) and Chulalongkorn University, he models cross-cultural competence and ethical operations. Dr. Pakorn’s career powerfully demonstrates how smart logistics reduce costs and carbon, while education multiplies impact—preparing the next generation to design supply networks that are resilient, inclusive, and responsible.

# CHEMISTRY WITH CARE

**MS. KHANYA CORNELIA “ANYA” THANABOONSOMBAT**  
(BS Chemistry, Class of 2023)  
R&D Supervisor, Milott Laboratories Co., Ltd.

As R&D Supervisor at Milott Laboratories, Anya transforms scientific curiosity into products that improve daily wellbeing. She formulates safe, affordable personal-care items that meet regulatory standards, consumer needs, and production demands—then leads their scale-up from concept to factory line. She also researches trends and co-creates innovations with global brands such as Unilever, Revlon, and Kose. Overseas business trips, including to Singapore, strengthened her confidence in presenting science clearly to international partners. Guided by her belief that science serves people best when rooted in care, Anya turns chemistry into dignity, accessibility, and trust for everyday consumers.



“ ”

*Knowing that something I created with care can become part of someone’s daily routine makes me feel proud and fulfilled. It reminds me that science can directly touch people’s lives in simple but powerful ways.*





# CYBER TRUST, HUMAN TOUCH

“ ”

*I believe that giving back to the community doesn't always have to be on a large scale. Balancing work and volunteering can be challenging, but I find it fulfilling and worth the effort.*



**MS. PENPICHA “FERN” SITSAENGCHAI**  
(Computer Engineering, Class of 2024)  
Incident Responder (Cybersecurity)  
Secure-D Company

For Fern, whether online or onsite, the mission is the same—protect people. As a cybersecurity specialist at Secure-D, she safeguards privacy and defends communities from digital threats, guided by her belief that “cybersecurity is about protecting real people.” Her commitment to service began earlier through the MUIC Volunteer Club, where she helped build learning and play spaces for rural children during outreach camps. Even after graduation, she remains active in alumni charity and fundraising efforts. Fern’s journey shows that impact grows where empathy meets expertise—turning both technology and volunteering into tools for safety, dignity, and collective care.



# TEACHING WITH HEART, LEARNING WITH PURPOSE

MS. PAPITCHAYA "PARN" WIRIYAKRAIKUL

(Intercultural Studies and Languages, Literary and Cultural Studies Concentration, Class of 2024)  
Student, MA English Literature Program  
University of Bristol, UK

Parn embodies the spirit of liberal arts—wide curiosity, deep compassion, and steady service. With 383 AT hours across nine clubs, she co-founded the Intercultural Club and served as ICIC Ambassador with warmth and professionalism. Her volunteer teaching at the National Institute for Child and Family Development strengthened her belief in responsive facilitation and joyful learning. Academically, she completed all 10 LCS courses plus philosophy and French, weaving creativity with critical thinking. Now pursuing her MA in the UK, Parn strives to be the kind of teacher who listens first so students can discover their own voices.

*“* *”*  
*The young students would rush to hug me whenever I entered the classroom. One child nearly cried when his parents came to pick him up early. These students kept me fully present, helping me savor each moment. It was energizing, joyful, and deeply fulfilling.*



# MATH, MINDSETS, AND MEANINGFUL INNOVATION

**MR. NITTIWAT “NORT” HOQUE**

(Applied Mathematics, Class of 2023)

Head, AI at Sigma Hive

Founder, Sigma Learn under Sigma Hive Co., Ltd (Sky H Group)

For Nort, mathematics is a bridge—not just to algorithms, but to opportunity. A 2023 Applied Mathematics graduate, he now leads AI at Sigma Hive and founded Sigma Learn, an AI-powered teaching assistant that personalizes learning, generates practice problems, and identifies misconceptions so teachers can focus on real connection. His journey began in the classroom, where he saw fear limit students' confidence. Determined to change that, he fused math, empathy, and technology to create tools that uplift learners. Beyond business, he tutors underprivileged children for free, proving that innovation rooted in compassion can truly transform access to education.

“ ”

*Making a positive impact means applying one's skills to solve real problems. My ultimate goal is to transform the classroom into a better and more effective learning place where students eagerly anticipate arriving rather than impatiently waiting to leave.*

## EXPERTISE MEETS EMPATHY

Social impact thrives where expertise meets empathy.

These stories span classrooms, factories, festivals, farms, kitchens, consoles, and conference halls—yet share one pattern: start with what you know, partner widely, design for inclusion, and keep learning. As senior students, chart your next move, borrow these habits. Lead with competence; measure what matters; serve real people. Then go create your own case study of change—one action, one team, one community at a time.





# Looking Forward to 40 Years of MUIC

ENRICHING LIVES | EXPANDING POTENTIALS | SHAPING FUTURES

**2026**

## MUIC AT 40: A NEW CHAPTER AHEAD

MUIC looks toward a new chapter of innovation—advancing interdisciplinary learning, strengthening global partnerships, and embracing digital transformation to prepare the next generation of future-ready leaders.

**1986**

**ISDP: FORERUNNER OF MUIC**  
The Mahidol University Council officially endorses the formation of the International Students Degree Program (ISDP), offering seven majors in Sciences and Travel Industry Management.

**1996**

**FULL-FLEDGED FACULTY**  
ISDP is officially designated Mahidol University International College (MUIC), affirming its full academic stature within Mahidol University.

**2017**

**BREAKING NEW GROUND:  
ADITAYATHORN BUILDING**  
MUIC inaugurates the Aditayathorn Building, named in honor of Her Royal Highness Princess Aditayathorn Mahidol, a distinguished alumna.

**2018**

**30 YEARS AND BEYOND**  
MUIC expands to 16 undergraduate majors across Arts, Sciences, Communication Arts, Engineering, and Business Administration, with two master's degree programs serving approximately 3,000 students.

**2020**

**NEWEST MAJOR:  
CREATIVE TECHNOLOGY**  
The launch of Creative Technology, a transdisciplinary program integrating computer science, music, and communication design, prepares graduates for emerging careers of the 21<sup>st</sup> Century.



LEAD



LEARN

CREATE

INNOVATE

COLLABORATE