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# KaleidoScope

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Mahidol University International College Newsletter



# Editor's Note

## Best of Times

"It was the best of times, it was the worst of times". British author Charles Dickens could have been describing the flooding that submerged much of Thailand from September to December 2011. The deluge was the worst for the past 50 years, some authorities now claim. Hundreds of lives lost, billions of Baht worth of property and livelihood wasted; it was certainly the worst of times.

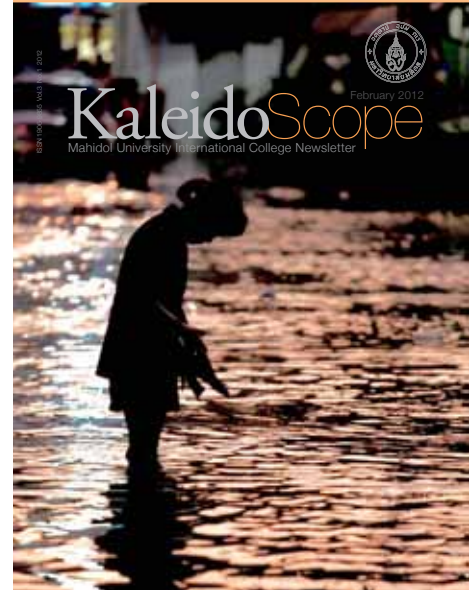
It was no different in the Salaya area, where MUIC's campus is located. Waters rose to a meter, sometimes higher, keeping the neighborhood around the campus (which had remained dry) under water for more than a month.

Looking back, it can be said that it was also the best of times. For amidst the death, despair and destruction that the flood brought, man's concern for his fellowmen became more evident. Members of MUIC's community—the executives, the faculty members, the students and the staff—joined hands, pitched in, and gave whatever they could to help those in need. It might be giving donations of food and money, or repacking relief goods, or making sandbags under the sun, or wading through the floods to reach evacuees, or even sharing words of encouragement—indeed, deeds big and small counted for much in those desperate days.

KaleidoScope dedicates this issue to the triumph of the human spirit in the face of disaster.



## Cover Photo



A child tries to cross the flooded Bud-dhamonton 4 Road even as sunlight shimmers on the dark waters, an apt symbol of hope amidst despair.

Cover photo by Mr. Korrachai Lek-etch. Cover design by Mr. Pratchaya Lee laprachayanont. KaleidoScope wishes to acknowledge the sources of pictures of the flood used in this issue: Mr. Korrachai Leketch, Dr. Ramesh Boonratana, Dr. Laird Allan, Ms. Diana Kazina, MUIC Student Association and International Relations.



# MU's *New* President



**M**ahidol University has a new President. Prof. Rajata Rajatanavin, MD, was officially appointed to head the state university on December 9, 2011.

Prof. Rajata was the Dean of the Faculty of Medicine of Ramathibodi Hospital in Bangkok before being selected as university president. He is concurrently a Professor of Medicine in the Division of Endocrinology at the same hospital.

A holder of a Bachelor of Science degree from Mahidol University, Prof. Rajata obtained his Doctor of Medicine degree (2nd class honors) from the Faculty of Medicine in Ramathibodi Hospital in 1975. He holds a Certificate of Fellowship Training in Endocrinology and Metabolism from the University of Massachusetts Medical School and a Diplomate from the Thai Board of Internal Medicine.

He is also a member of several medical societies and associations concerning endocrinology both in Thailand and the US.

Prof. Rajata also received scholarship grants in Thailand and Switzerland, with his alma mater recognizing his academic excellence by awarding him Best Alumni in 1997.

A prolific author, the new university president is credited with 150 publications in the English language and 14 in Thai. He has also written chapters in several medical textbooks.

## Achievements

### Ajarn Awarded *for* MUIC Work

**M**rs. Analiza Perez-Amurao, a lecturer in the Humanities and Languages Division, was recently conferred the Bagong Bayani ("Modern-day Hero") Award for Outstanding Employees in Manila, Philippines on December 1, 2011.

Philippine President Benigno Aquino III handed Mrs. Perez-Amurao a medal and a trophy during ceremonies held in Malacanang Palace. The award is given to overseas Filipino workers who have "earned the respect, trust and confidence of his or her employer, superiors and co-workers".

The Bagong Bayani Foundation that grants the awards said it pays tribute to the country's outstanding Overseas Filipino

Workers (OFWs) "as the new heroes of our time. It gives due recognition to their significant efforts in fostering goodwill among peoples of the world, enhancing the image of the Filipino as a competent and responsible worker and contributing to the nation's foreign exchange earnings."



### BBA<sup>Team</sup> *Wins 1<sup>st</sup>*

Place in Business Case Tilt

**B**usiness Administration students won first place in the Global Leader Challenge 2011, a business case competition held at Assumption University's Suvarnabhumi campus on September 8, 2011.

MUIC's team, composed of Ms. Natcha Rujichaladol, Mr. Tinnapope Chammuangpuk, Ms. Thanita Poonkulpong, all majoring in International Business, and Ms. Karn Piluntanadilok, a Marketing student, bested rivals from other universities. It was the first time MUIC won first prize in this contest.

Each team was asked to come up with a strategic management solution on the topic,



"Inculcating the Nissan Way in Thailand".

Chulalongkorn University placed second while Assumption University got the third spot.

### FAA Alumna Wins Top Prize in Movie Fest

Ms. Natcha Chaiwongrote, an alumna of the Fine and Applied Arts Division, won first prize in the Animation Category of the 12th Movie Mania Awards hosted by the Faculty of Communication Arts, Chulalongkorn University, on January 7, 2012.

Her entry, "Free Up", a four-minute animation about a girl, a flower and a butterfly, was also her senior project. Ms. Natcha graduated with a major in Animation Production last year.

According to her, she wanted her audience not only to watch the "visual beauty" of her film but also "to feel the mood deeply in their hearts".



### Short Films at 9th World Film Festival

Seven short films directed by Film Production members of Batch 2011 were selected to be part of the 9th World Film Festival of Bangkok which ran from January 20-27, 2012.

Asst. Prof. Dr. Surapong Lertsithichai, Chairman of the Fine and Applied Arts Division, said the short films were screened on January 23, 2012, at the Esplanade Cineplex Ratchada 6.

#### The seven films include:

**1. Photoshop**

by Mr. Sopolnawitch Achira Ponglamjiak

**2. Thawan Duchanee**

by Ms. Siripa Intavichein

**3. Youth**

by Ms. Sutthinan Ampornchatchawan

**4. Illumination**

by Ms. Panpilas Pitayanon

**5. COAX**

by Mr. Kevin Vivis Visithsiri

**6. NSG-Never Say Goodbye**

by Mr. Sutthasin Tanmanasiri

**7. Amaranth**

by Ms. Lakkana Palawatvichai

### World Rabies Day Logo and Animation

MUIC supported the recently concluded World Rabies Day. The Fine and Applied Arts Division (FAA) provided the logo artwork and animated film for the event.

This year's campaign, spearheaded by Mahidol University's Faculty of Veterinary Science, promoted the theme, "Rabies, incurable but preventable; get your pets vaccinated against it." The university observed World Rabies Day on September 24, 2011, at the Mahidol Learning Center with a discussion on rabies prevention and free check-ups and rabies vaccination for pets.

FAA alumna, Natcha Chaiwongrote, who graduated this year with a major in Animation Production, designed the logo and also produced two episodes of animated film about rabies prevention.



## Wai Kru Ceremony and Academic Excellence

The annual Wai Kru ceremony was held on October 6, 2011 at the MUIC auditorium.

Prof. Prasit Watanapa, Vice President for Human Resources and Quality Development of Mahidol University; and Prof. Maleeya Kruatrachue, MUIC Dean, presided over this school year's Wai Kru ceremony, the traditional Thai way of thanksgiving and respect offered to teachers.

After the ceremony, the college presented awards to student achievers.

The following students received scholarships for achieving the highest Grade Point Averages in their respective majors in SY 2010-2011.

### Social Science (61-120 credits)

Ms. Thaniya Theungsang 3.93

Ms. Aiwa Pooamorn 3.78

### Social Science (exceeding 120 credits)

Mr. Nattawat Theeralerttham 3.90

Mr. Kraipit Lertsirworaphong 3.89

### Film Production (61-120 credits)

Mr. Natthaphon Sakulvanaporn 3.69

### Television Production (exceeding 120 credits)

Ms. Ornvera Assawaterakiat 3.82

### Animation Production (61-120 credits)

Ms. Jane Horsakul 3.61

### Animation Production (exceeding 120 credits)

Mr. Weerapot Chaoman 3.82

### Applied Mathematics (61-120 credits)

Mr. Carl Magnus Fredrik Larsson 3.80

### Applied Mathematics (exceeding 120 credits)

Mr. Saitsiri Sahi 3.89

### Biological Sciences (61-120 credits)

Ms. Tipwatoe Aramwittaya 3.98

### Biological Sciences (exceeding 120 credits)

Mr. Chan-Pin Hu 3.99

### Food Science & Technology (61-120 credits)

Ms. Kwanchanok Kanjanatit 3.94

### Food Science & Technology

(exceeding 120 credits)

Ms. Pintip Sevikul 3.87

### Physics (61-120 credits)

Ms. Chalitda Kanjanawongpaisan 3.80

### Computer Science (exceeding 120 credits)

Mr. Po-Lin Wu 3.74

### Business Economics (61-120 credits)

Mr. Teerapat Jirasirikul 3.81

Mr. Worrapat Pensawang 3.78

### Business Economics (exceeding 120 credits)

Ms. Suphakarn Varinpramote 3.59

### Finance (61-120 credits)

Ms. Hatairat Chansutham 3.83

Mr. Sipat Subhapholsiri 3.67

### Finance (exceeding 120 credits)

Ms. Jarawee Wong 3.79

Ms. Phuttiorn Siripipath 3.74

### Information Systems (exceeding 120 credits)

Mr. Rachasak Sachasiri 3.59

### International Business (61-120 credits)

Ms. Nanthaporn Watthanathavorn 3.88

Ms. Hathaichanok Wanichodom 3.87

### International Business (exceeding 120 credits)

Mr. Chinnawut Jedsadayanmeta 3.87

Ms. Dolaporn Euangkanakul 3.81

### Marketing (61-120 credits)

Ms. Issaree Poosiroj 3.88

Ms. Sasiyakarn Chanttasahawat 3.80

### Marketing (exceeding 120 credits)

Ms. Karn Piluntanadilok 3.94

Ms. Nattha Ulit 3.77

### Tourism & Hospitality Management

(61-120 credits)

Ms. Chawannuch Saknarongdech 3.81

Ms. Nalin Maeteepatikul 3.74

### Tourism & Hospitality Management

(exceeding 120 credits)

Ms. Sasithorn Yongkhetkit 3.86

Ms. Kannarun Wongkhajornkai 3.72

### General Education (40-60 credits)

Ms. Nattanich Bunduwongse 3.93

Mr. Patsak Treyutwatana 3.90





# Weathering *the* Flood





Thursday, November 10, 2011, under the full moon of the 12<sup>th</sup> lunar month. Ordinarily, candlelit krathongs laden with offerings would have floated along Thailand's intricate network of rivers and canals. However, Loy Krathong 2011 was unlike any other for millions of Thais and thousands of foreign nationals living in the Central Plains, in parts of Bangkok and its surrounding provinces. As rivers and canals overflowed, major thoroughfares, country roads and city streets were converted into waterways, further inundating industrial parks, housing estates, school and university campuses, public parks and countless households. Nor was Mahidol University International College (MUIC) spared.



# Student Response

The flooding began in August, severely affecting a number of provinces in the Central Plains. In response, the MUIC Student Association, in collaboration with the Volunteer Club and the Khunaweero Kusol Songkroh Foundation, launched a major flood-relief campaign, raising 200,000 Baht for the purchase of food, drinking water and medicine, which were packaged into 800 survival kits, in addition to the purchase of four fiberglass boats.



On October 7, in a convoy of three vans and two trucks, 32 MUIC students and 5 staff members, along with volunteers from the Khunaweero Kusol Songkroh Foundation, traveled to the Sena District in Ayutthaya Province, where they delivered the boats and distributed the survival kits, along with donated articles of clothing.

Having witnessed the extent and severity of the flooding, members of the Student Association, under the leadership of its president, Mr. Nattawut Wetprasit, decided to engage in a second fund-raising effort, targeting the Don Muang Flood Relief Center. However, their concern was suddenly diverted as the floodwaters were fast approaching Buddhamonthon District. In response, approximately 250 MUIC students converged on the campus, sandbagging around the



university as well as in and around Salaya, evacuating residents from their homes and delivering them to the Mahidol University (MU) gymnasium, which served as a central relief center. In addition, students from the Volunteer Club and Event Management class solicited funds from the people in Bangkok, particularly in the Siam and Silom areas. Over 300,000 Baht was donated to the efforts of the Mahidol Relief Center, which included a task force of medical doctors and nurses to treat victims of the flood and a team to test the water quality and levels of contamination. (See sidebar story *"A Priceless Experience"*)

The MUIC student volunteers were primarily responsible for volunteer recruitment, soliciting donations over social networks and the care and distribution of donated goods, all of which demanded organizational expertise as well as long and exhausting hours of work.

As the waters continued to rise and spread both in and around Bangkok, staff and student volunteers were asked to leave and the evacuees were relocated to the Ratchabab Petchaburi University Evacuation Center.



Mr. Nattawut and seven other volunteers also traveled to Petchaburi; given their own experiences, they assisted and advised student volunteers at that evacuation center in terms of how to create a network for the donation of goods and money, along with maintaining an inventory system for the distribution of those goods in order to effectively serve victims of the flood. After several days, these last MUIC volunteers (at least one stayed behind to continue working in the center) also returned to their homes and like so many countless others waited out the final outcome of the floods.





# MUIC: A Haven

The MU gymnasium was not the only venue on the Salaya campus that served as a relief center; the premises of MUIC also functioned as a refuge for victims of the flood. A total of 110 people – nine staff and two faculty members, along with their families, one MUIC student and her family as well as MUIC security and housekeeping staff and their families – took refuge at the college from late October to the end of November.

Classrooms on the third floor of Building 2 were converted into living quarters and the open hallway served as an area for cooking; the ground floor of Building 1 was also accessible. Mr. Sittha Kutsang, Chief of Operations and Environment, who also sought shelter in the premises with his family, was responsible for the welfare of the evacuees, ensuring that there was adequate food and drinking water during their five-week stay. A group of MUIC faculty members comprising Dr. Chayanant Hongfa, Dr. Chulatida Chomchai, Ajarn Walanchalee Wattanacharoensil, Ajarn Poramin Bhenganan and Dr. Krittaya Leelawong, helped the evacuees by pooling their personal resources and brought food and medicines, braving the high floodwaters to reach the isolated campus.





## Faculty *and* Staff

Days before the onset of the flood, MUIC lecturers and staff responded to calls for help from both the MU administration and Salaya municipal office. Numerous volunteers in the campus helped pack sandbags and place them in strategic areas to prevent floodwaters from entering the university premises. Several staff members stayed behind for the duration of the flood to maintain the facilities and help in manning the sandbag barriers around the campus. Those who went to the municipal office, like Ajarn Takayoshi Fujiwara, Dr. Hongfa, Ajarn Walanchalee Wattanacharoensil and Dr. Ramesh Boonratana along with staff like Ms. Veena Thavomloha and Ms. Supaporn Phomsurin, among others, joined sailors from the Royal Thai Navy and police cadets in making sandbags and bringing them to the barrier parallel to Mahasawat Canal and other areas that are likely to be inundated. Dr. Laird Allan led some of his students and members of the Cycling Club, along with other volunteers, in making sandbag walls to protect the Mahasawat Health Promotion Center located on the bank of one of the major canals. Volunteers also helped in other ways, like preparing and serving the food for those who worked on sandbagging operations. Several faculty members extensively used social networking sites like Facebook and Twitter to post updates and photos on the flood situation from late October to early December. Dr. Boonratana also sought assistance for an orphanage in Buddhamonton 4 Road which had been severely affected by the floods.





# Administrative Challenges

When the severe flooding necessitated the closure of MUIC on October 20, 2011, Professor Maleeya Kruatrachue, Dean of MUIC, and Assistant Professor Yingyot Chiaravutthi, Associate Dean for Academic Affairs, provided faculty, staff and students with regular updates via emails and the social network on the status of the academic schedule.

Dr. Maleeya attended several MU Deans Meetings regarding the rising floods at the Faculty of Science on the Phyathai campus; she also called for an Administrative Meeting of MUIC executives to address a wide range of academic, administrative and social concerns.

A decision was made not to cancel the first trimester for several compelling reasons. First of all, any cancellation would seriously affect the graduation process, especially for those students who expect to complete their studies at the end of the first trimester. Moreover, several courses in Trimester 1 are only offered once a year. A trimester cancellation would also disrupt students' study plans, particularly if they were unable to take prerequisites for their more advanced courses. Finally, a cancellation would create havoc for MUIC visiting and exchange students.

MUIC also issued a policy of allowing students to take a leave of absence for the first trimester, with a full refund. The deadline for paying tuitions fees for the trimester was also extended until the last day of class. Additionally, students were notified that if they required any special financial aid because of the flooding, they were to contact the Office of Student Affairs once Trimester 1 resumes.

Another issue was the inability to process the teaching remuneration for instructors and supporting staff. Several staff members were assigned to proceed to the campus, with considerable difficulty, in order to facilitate the necessary payments. The college also provided monetary assistance, in the amount of 5,000 Baht, for 54 faculty and 196 staff members who were victims of the floods.

Addressing all of these issues required a number of trips to the Salaya campus. Dr. Maleeya and Dr. Yingyot were able to commute on trucks provided by the Royal Thai Army and Navy, a daunting task through water levels of 1 to 1.5 meters. Staff members, too, spent long hours on a series of truck rides before reaching MUIC.

Given the unpredictable nature of the flooding, deadlines for the resumption of classes had to be postponed several times. However, on December 13, 2011, classes finally resumed with a revised academic schedule: the extension of Trimester 1 to the end of January 2012, followed by Trimesters 2 and 3 through the end of August, necessitating the cancellation of the regular Summer Session.





# International Students

As the floodwaters were fast approaching Buddhamonthon District and the university campus, Dr. Charles Windish, Associate Dean for International Affairs, mobilized his staff in order to ensure the safety and general welfare of MUIC's full-time, exchange and visiting international students. All information and updates regarding the flood situation were transmitted via the MUIC website, personal emails and the social network. Partner universities around the world were kept informed of the status of their respective students.

Anticipating the crisis, many of the international students either traveled to flood-free destinations in Thailand or visited other Southeast Asian countries. Those who remained were temporarily housed at the Salaya Pavilion Hotel and were later relocated to a resort near the Mahidol University campus in Kanchanaburi Province. They were subsequently moved to the Baiyoke Boutique Hotel in one of the flood-free areas in Bangkok.

Short-term exchange and visiting students who needed to complete the first trimester were offered three options: (1) to withdraw from MUIC, in which case they would receive a refund for tuition and fees, (2) to attend classes until the end of December, supported by make-up classes and additional instruction or (3) to complete the term with its revised schedule.

When classes resumed on December 13, 2011, 24 exchange and visiting students withdrew, 31 opted for special instruction and departed at the end of December and 41 were able to complete the trimester with its revised timelines.



# Honoring Volunteers

The Office of Student Affairs conducted a special ceremony, "The Giving Spirit of MUIC," on December 26, 2011, in the Mahasawasdi Room of the Salaya Pavilion in order to recognize the contributions made by student volunteers during the recent floods.

Ajarn Michael Naglis, Assistant Dean for Student Affairs, delivered a brief report. On behalf of MUIC Dean Maleeeya Kruatrachue, Dr. Yingyot



Chiaravutthi, Association Dean for Academic Affairs, congratulated the student volunteers on their courageous and unstinting efforts to assist others during the flood crisis. The student volunteers were presented with special certificates of achievement.





## “A Priceless Experience”

Diana Kazina is a 24-year-old International Studies freshman who decided to stay behind in Salaya and help make sandbags to help protect the community from the worst of the flooding.

She joined a group of volunteers at the Salaya District Office comprising Royal Thai Navy sailors from the Sattahip Naval Base and police cadets from a nearby training school.

*“I was given a pair of gloves and teamed up with one of the volunteers to shovel sand into bags,”* Diana said. “Later, we rotated tasks—opening and folding the sandbags, for example, or going out in the field with some of the trucks that carried the sandbags to where they were needed.”

For the freshman volunteer, it was hard work that was **worth the effort**. “That first day we worked until it got dark. I was tired, but the spirit of camaraderie that was alive in the district office made me feel better.”

During the course of her volunteer work, Diana met Dr. Ramesh Boonratana in person, who helped her deal with the language barrier and get a clearer picture of the situation.

Diana can only sing praises for the sailors and the police cadets. “The navy men worked every day, often late into the night, making sandbags, delivering them in boats to places which could

not be reached otherwise, building sandbag walls and fixing the breaches (which at times involved forming a human wall in the fast-flowing water, so that others could do the fixing).

“The police cadets worked non-stop and in a clockwork manner during their shifts, taking only lunch and dinner breaks.”

The efforts to hold back the water finally came to an end on the 26<sup>th</sup> of October. “Several big breaches in the sandbag wall proved to be hard to fix. [There was] news of the peak tide coming in and, finally, the flood waters entered the municipality. It took just a few hours for the waters to reach the other side of the elevated railroad tracks. I remember standing there and watching in disbelief as the waters rose steadily.”

Days into the flooding, Diana returned to Latvia, her home country. Asked about her experience as a volunteer, she said, **“Doing volunteer work was a priceless experience.** Tiring, terrifying at times, but the team we had was wonderful. In times like these, when people showed their better side, it was a blessing to have trustworthy, courageous people around. If I were asked to do that again, I probably would.”





## Profile: On the Trail of Taxi Talismans

It all started with getting caught in Bangkok's traffic jams. Trapped in taxis for hours on end, Ajarn Dale Konstanz thought of how he can best use his time inside a cab. Soon he started to notice the Buddha images and other talismans and trinkets that Thai taxi drivers place in their vehicles. Being both a visual artist and a college lecturer (he's the former Director of the Communication Design Program of the Fine and Applied Arts Division), he was attracted to the aesthetics of these vehicle decors. Also, he was fascinated by how the drivers arranged them and also the reasons why they placed them in their cabs in the first place.

That was four years ago. Thus began the 'field research' for what would become his first book, *Thai Taxi Talismans*, published in October 2011 by River Books.

But before the book, there was the blog. After Ajarn Dale got interested in the taxi ornaments and started asking the drivers about them, he began taking pictures of the miniature Buddhas, monks, animals, and other creatures from Thai and Buddhist mythology, not to mention the other odds and ends hanging, swaying and bobbing inside the vehicle.

Wondering what do with the growing number of pictures, he decided to create a blog (with much encouragement from a writer-friend) entitled, "Still Life Sitting In a Moving Vehicle" (<http://lifeinmovingvehicle.blogspot.com/>).

"As a visual artist, I saw these figures and objects as a form of art, a still life. They are unique because they're inside a moving vehicle, not in some display stand in a museum," he said. "**Thai culture is so rich.** There's also a profusion of different cultures here: Chinese, Indian and Southeast Asian. I just love the way Thais mix these influences with their own culture and come up with something new," he added.

At first, the blog was viewed only by close friends and family members, but it soon started attracting an increasing number of hits. Eventually, it was selected as among the top 6 Thailand food and travel websites by CNN GO.



Ajarn Dale said the readers of his blogs were diverse, from Thais based abroad to tourists who had visited Thailand or Netizens who have Thai friends.

In both his blog (and his book), Ajarn Dale offers an interesting commentary on the cultural and anthropological value of the talismans. "I've always been interested in superstitious beliefs and in the supernatural. Perhaps it's the Irish in me (he is Irish on his mother's side)."

So, what next? Ajarn Dale said the next one would still be about talismans and ornaments in taxis, but this time it would be in the form of an experimental film. In fact, he has already applied for a research grant at MUIC's Office of Planning, Research and Development to fund this next project.

And after that?

"**Tuk-tuk, most probably,**" he quipped.



# Science Serving Society

Three prominent Thai scientists spoke at the "Science Serving Society" seminar organized by the Science Division under its chairperson, Asst. Prof. Pakorn Bovonsombat, on September 30, 2011.

Prof. Maleeya Kruatrachue praised the speakers for agreeing to share with their audience their professional insights, adding that science remains a valuable tool in addressing problems facing society.



Dr. Smith Dharmasaroja, who had forecast the tsunami that hit the west coast of Thailand in 2004, delivered his keynote speech, "Disaster Warning System: A Possible Hazard Risk Reduction for Thailand," which was based on his previous work before the tsunami and also his own evaluation of the 2004 disaster. He is now chairman of the National Disaster Warning Council.



Several academicians discussed the threats posed by earthquakes to Thailand. MUIC's Dr. Prinya Phuttaphiban in his presentation, "Thai Earthquake Risk: A Global Scenario" gave an overall view of why earthquakes happen.



Dr. Pennung Warnitchai of the Asian Institute of Technology (AIT) discussed "Thailand's Building Code," noting that northern Thailand faces a bigger earthquake risk. He said creating a seismic hazard map of the country would help mitigate any damage wrought by earthquakes.



Dr. Peeranan Towashirapon of the Asia Disaster Preparedness Center presented his paper, "Earthquake Risk Management Program," demonstrating how authorities and civilians can prepare for earthquakes.

The seminar also featured two faculty members from the Science Division who discussed their respective research papers. Dr. Ramesh Boonratana talked about biodiversity conservation and climate changes while Dr. Wayne Phillips presented a paper on coral reef conservation.

The Science Division also sponsored a poster-making contest for students. Mr. Risharb Krishna Shrestha won the grand prize while Ms. Serena Messiha was first runner-up and Ms. Lea Perret, third runner-up.





# Creative Economy



The Business Administration Division (BBA) held a seminar on "Thailand's Creative Economy: Past, Present, and Future" on October 7, 2011.

Dr. Narongchai Akrasanee, Chairman of the Board of The Office of Knowledge Management and Development gave his keynote speech on "creative economy," an economic system that inspires creative thinking and instills innovative practices, products and services.

A panel consisting of top Thai business professionals discussed the topic, "Creative Economy and the Path to Economic Development."

The theme of the seminar reiterated that creativity arises from talent and experience, learning and practice. Therefore, a creative economy is a creative investment that links the core foundation of culture, technology and society, which are mechanisms for driving direct and indirect economic growth. In terms of macroeconomics, businessmen can become more competitive with more creative exports under the "Creative Economy" concept. This will help small businesses and drive Thailand in achieving sustainable development in the global economy.



Mr. Tan Passakornnatee, Founder and Managing Director of Mai Tan Company Limited, said his motto, "You can fail, but don't give up," made him stronger. He said it is also important to build an interesting and credible brand.



Mr. Choke Bulakul, CEO and Managing Director of Farm Chokchai Group, said that creative people must also see the big picture in any business.



Mr. Kreingkrai Kanjanapokin, Co-founder and CEO of Index Creative Village Public Company Limited, noted that creativity comes from loving one's job. His advice: To achieve happiness, we should not just view everything in business terms.



## CONFERENCES AND SEMINARS

### VassarVisit



Asst. Prof. Dr. Pakorn Bovonsombat, Chairman of the Science Department, conducted a research seminar for the faculty of the Department of Chemistry, Vassar College, in New York on September 15, 2011.

Invited by the Department of Chemistry as a visiting professor, Dr. Pakorn talked about "Alpha-bromination and iodination of linear enals and enones" and discussed

research with two professors of the college. Dr. Pakorn also visited Harvard Medical School, Yale University and New York University.



### Mediasia 2011 Conference

Aarn Douglas Rhein of the Social Science Division presented his research paper at Mediasia 2011 in Osaka, Japan in early November.

Entitled, "Gender Representation in Thai Television Advertising", his paper highlighted statistical evidence of stereotypical portrayals of men and women in TV ads in the Kingdom. The results were culled from an analysis of over 5,000 ads in a five-year period. The conference included a visit to the headquarters of major electronics company Panasonic.

### AcademicTrip to Peru

Dr. Ramesh Boonratana of the Science Division went on a Latin America Study Program in Peru from September 2 to 19, 2011. Sponsored by the Royal Thai Embassy in Lima, Peru, the trip's objective was to allow the participants to gain more understanding of Peru and "provide input to strengthen the ties between the governments and the peoples of Thailand and Peru, and to identify opportunities that would benefit the public and private sectors of both countries."



### Social Science Lectures

The Social Science Division held two lectures during the 1st term, one on the 19th century cultural trade between Europe and Southeast Asia, and another on the Karen people.

Mele Yamomo, a researcher at the DFG Project - Global Theater Histories and a doctoral candidate at the Ludwig-Maximilians Universität in Munich, Germany, discussed his on-going research on "Global Currents, Musical Streams: Globalization, Nationalism,

and the Cultural Trade Route between Europe and Southeast Asia in the 19th Century" on October 17, 2011.

On December 28, 2011, Dr. Alexander Horstmann, who obtained his Ph.D. from the University of Bielefeld in Germany and who now teaches at the Mahidol University College of Religious Studies, discussed "Sacred Networks and Struggles Among the Karen Baptists Across the Thailand-Burma Border."



## INTERNATIONAL RELATIONS



### EAIE<sup>in</sup> Copenhagen

Prof. Chariya Brockelman, former MUIC Dean, and Dr. Charles Windish, Associate Dean for International Affairs, represented MU, MUIC, and the Asia Pacific Association for International Education (APAIE) at the annual European Association of International Education in Copenhagen (EAIE), Denmark, in September 2011.

The Thailand representatives met with current exchange partners, potential partners, and representatives from various government agencies. The three-day exhibition and conference focused on

current issues in international education exchange and how they affect the various stakeholders including universities, government offices and students.

## GRADUATE CENTER

### Trip<sup>to</sup> Phuket

The MUIC Graduate Center sponsored an excursion for its students from September 30-October 2011 at the Hilton Phuket Arcadia Resort & Spa, Karon Beach, Phuket. With the theme, "Happy Together Trip," this activity was meant to celebrate the MM and MBA students who graduated in 2011. A total of 40 persons, including 32 students, five lecturers and three staff members, joined the trip.



## DONATIONS

### PCs<sup>from</sup> MUIC

Mahidol University International College (MUIC) recently donated personal computers and other educational materials to Kaengjor School in Kanchanaburi.

Mrs. Sumalee Visetratana, MUIC Associate Dean for Administration, together with the MUIC IT Community Service team and Mahidol University, Kanchanaburi campus, gave eight PC sets, 1 stereo, 1 LCD, stationery and books to Mr. Sompetch Chantajit, Director of Kaengjor School, on September 2, 2011, under MUIC's IT Community Service project. The MUIC IT staff also helped repair and upgrade some of the school's current PCs.





## Elephants *Get* Support

The Tourism & Hospitality Management Division (THM) turned over 28,000 Baht worth of donations to the Asian Elephant Foundation of Thailand on September 15, 2011.

The amount was collected from high school students who visited the THM booth during Open House 2011 held from August 19 to 21, 2011. Dr. Veerades Panvisavas, representing THM, turned over the donation to foundation representative Dr. Ekasit Tiyanun.

## ADMINISTRATION UPDATES

### CleanFood<sup>at</sup> *Cafeteria*

MUIC Associate Dean for Administration Sumalee Visetratana, Assistant Dean for Administration Somluck Lunsucheep and the MUIC Atrium Canteen Committee received the certificate of "Clean Food Good Taste" from the head of the Buddhamonthon District on January 6, 2012. All the food shops in the MUIC cafeteria passed the inspection of the auditors from the Buddhamonthon Public Health Sector in 2011.



### i2COM *hosts* Children's Day

MUIC's ICT Community Learning Center (i2COM project) hosted a Children's Day event for some 150 students of Thaiyawas Primary School in Nakhon Chaisri District in the province of Nakhon Pathom on January 13, 2012.

Mrs. Sumalee Visetratana, Associate Dean for Administration and the Chairperson of the i2COM project, presided over the opening ceremony. SIFE Mahidol, SCB Bank (MU branch) and students from the Faculty of Education, Silpakorn University, and the Bank of Thailand donated gifts for the children and sent representatives to the event.





## Field *Trip*<sub>to</sub> Ratchaburi

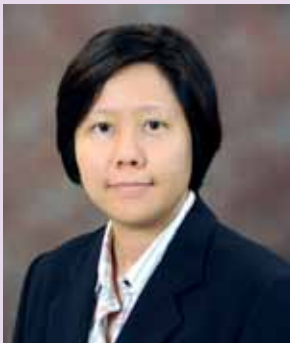
The MUIC Housing Unit under the Central Administration Section sponsored 20 exchange students to join a field trip to Ratchaburi Province on October 1, 2011.

The students are residents of MUIC's International Houses in Green Park Home and Chaipayruk. The group visited the Damnoensaduak Floating Market and Siam Cultural Park. Mr. Suthat Panma, MUIC Housing Manager, said the field trip was not only meant to familiarize the students with Thai culture but also to foster better relations between them and the Housing Unit staff.



## MILESTONES

### New *Program* Director



Ajarn Dynaya Bhutipunthu of the Fine and Applied Arts Division (FAA) was appointed Director of the Communication Design Program effective October 1, 2011. She said she will continue to uphold the program's vision and expand it to an international level. Ajarn Dynaya, who earned a Master of Fine Arts degree (major in Graphic Design) at Iowa State University of Science and Technology in 2000, joined MUIC in 2009.

### New *HLD Faculty*



Ajarn Matthew Ferguson joined the Humanities and Languages Division on October 3, 2011. An honors graduate (GPA 4.0) from the University of Victoria in Canada where he earned his MA in Education, Ajarn Matthew graduated with a bachelor's degree in English Literature from the University of Western Ontario, also in Canada, in 2001. He previously taught at Naresuan University in Phitsanulok and Mae Fah Luan University in Chiang Rai.

## Recent Resignations

Two long-standing and senior MUIC staff members have recently tendered their resignation, effective January 1, 2012.



**Ms. Udomrat Tivasub**, Assistant Dean for Academic Affairs, served in a variety of capacities for the Office of Academic Affairs for the past 23 years, culminating in an executive position.



**Ms. Gingpayom Rodklongtan**, Senior Chief of Academic Services, arrived at MUIC in 1999. She, too, served in the Office of Academic Affairs.

On behalf of the MUIC community, KaleidoScope expresses its gratitude for their long years of service and extends best wishes for their future endeavors.

## Personnel Changes



**Mr. Songpole Sangthong** has been appointed Assistant to the Associate Dean for Academic Affairs effective December 6, 2011. He was formerly chief of the Education Management Section.

Also on the same day, **Mrs. Pathita Suwanwon** was appointed Registrar.



## Retiring Personnel Honored



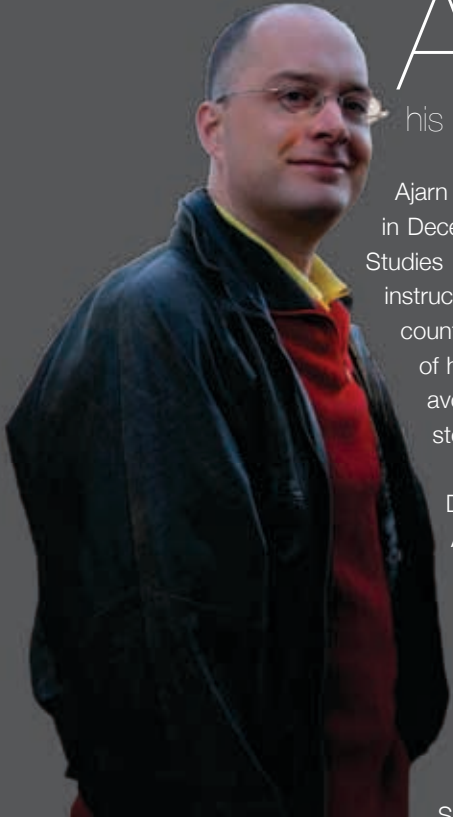
**M**UIC hosted a Recognition and Appreciation Ceremony for four of its retiring personnel on September 27, 2011.

In her speech, Prof. Maleeya Kruatrachue, MUIC Dean, lauded the services rendered to the university by Ms. Manee Mukd-tana-anant, Chief of the Finance and Accounting Section; Dr. Charles Harpole, lecturer in the Fine and Applied Arts Division; Ajarn Mary Stewart, lecturer at the Preparation Center for Languages and Mathematics; and Mr. Somkiat Songkhorsuk of the Operation and Environment Department.

Except for Mr. Somkiat, the others' services have been extended. Ms. Manee will stay on for another year; Dr. Harpole will continue to teach on a part-time basis while Ajarn Stewart has been transferred to the International Relations Section.



# In Memoriam



Ajarn Euan Harvey died of cancer on December 9, 2011, in Watford, England. He was 38 years old and is survived by his parents, siblings, his wife and three sons.

Ajarn Euan arrived at Mahidol University International College in December of 2000 and served as lecturer in both the English Studies and Pre-College Programs. He was a highly respected instructor, dedicated to the serious business of teaching - and countless numbers of our alumni are that much better because of his efforts and influence. He was equally successful in his avocation, writing fiction, having published a series of short stories.

Diagnosed with advanced metastatic melanoma in 2009, Ajarn Euan requested a leave of absence so that he could return to England with his family for further treatment. Over the past two years he battled that unforgiving disease with courage and continued with his writing until the very end.

On Thursday, January 12, 2012, MUIC executives, faculty, staff members and students gathered in the Seminar Room for a memorial service. Dr. Maleeya, Kruatrachue, Dean of MUIC, paid tribute to Ajarn Euan, followed

by testimonials from Dr. Gerard Fouquet, retired Chairman of the Humanities and Language Division, and several of Ajarn Euan's colleagues and friends.

The service was an opportunity for the MUIC community to mourn its loss, to celebrate Ajarn Euan's life, to honor his memory and give expression to its gratitude for his significant contributions, both professional and personal, to the college.

The Euan Harvey Fund has been established in order to assist his young family. Contributions can be made to Siam Commercial Bank, Account # 333-230510-8.

# MAHIDOL - UKM 5

## THE 5<sup>th</sup> THAI - MALAYSIAN INTERNATIONAL CONFERENCE ON SOUTHEAST ASIAN STUDIES

Re-Making Historical Memory  
in Southeast Asia  
16 - 17 FEBRUARY 2012

Salaya Pavilion Hotel

Mahidol University International College

Salaya, Nakhon Pathom

*Jointly organized by*

Mahidol University International College and Universiti Kebangsaan Malaysia

### Hitherto Online Literary Journal

Hitherto is the online literary journal of Mahidol University International College, published by the Humanities and Languages Division

It will feature writing—stories, essays, poems—and artwork—paintings, sketches, photographs. The first issue is scheduled to be released in early 2012. MUIC students, staff members, and faculty members can submit their writing and artwork for publication. Non-MUIC community members are also encouraged to send in their work.

Submissions can be emailed to:

**Poetry Section:** muicpoetry@yahoo.com

**Short Stories Section:** jingalinggaling@hotmail.com.

**Essays Section:** icbarbara@mahidol.ac.th

**Artwork Section:** analiza.amurao@gmail.com

For more information and detailed submission guidelines, please visit our Facebook Page:

<http://www.facebook.com/MUICHitherto>

The MUIC newsletter is written and produced by the faculty and staff of Mahidol University International College (MUIC).

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