

AS E-NEWSLETTER

CONSULTANCY PROJECTS

Employee Engagement Project



For CK Power, Bangpa-in Cogeneration Company Limited,
Nam Ngum 2 Power Plant & Xayaburi Hydroelectric Power Plant

Duration: September 1, 2022 - February 28, 2023

Budget: 1,213,000 Baht

Project leader: Asst. Prof. Dr. Malinvisa Sakdiyakorn

CFA Level 1 Mentoring for Current MU Students

For Capital Market Development Fund

Duration: November 1, 2022 - February 28, 2023

Budget: 5,468,000 Baht

Project leader: Asst. Prof. Dr. Kanix Bukkavesa



Consultancy for Engineering Document Digitization 8



For The Gang Technology co. Ltd

Duration: November 25 - December 5, 2022

Budget: 672,624 Baht

Project leader: Dr. Weerapong Phadungsukanan

Service Quality and Standards of Broadband Internet Service Providers in The Telecommunication Sector

For Broadcasting and Telecommunications Research and
Development Fund for Public Interest

Duration: November 29, 2022 - November 24, 2023

Budget: 9,213,449 Baht

Project leader: Assoc. Prof. Dr. Veera Bhatiasevi



Academic Writing of Gut Health Promoting Messages



For Synova Food co. Ltd

Duration: April 7 - 12, 2023

Budget: 19,800 Baht

Project leader: Asst. Prof. Dr. Tumnoon Charaslertrangsi

The 6th Metropolitan Waterworks Authority Enterprise Plan Preparation Project (2023-2027) with related master plans

For Metropolitan Waterworks Authority

Duration: December 2, 2022 - February 28, 2023

Budget: 11,639,370 Baht

Project leader: Assoc. Prof. Dr.Sarayut Nathaphan



Marketing Improvement of Responsible Tourism for Dissemination on Thai MOOC Platform

For Tourism Authority of Thailand

Duration: August 23 - December 23, 2022

Budget: 500,000 Baht

Feasibility Study and Determination of Social Enterprise Formation for Sustainable Development of Grand Sand Dune Tourist Attractions

For Tourism Authority of Thailand

Duration: May 27 - December 23, 2022

Budget: 1,528,940 Baht



Twenty-year Provincial Development Goals of Uthai Thani Province

For Uthai Thani Governor's Office

Duration: April 11 - June 10, 2022

Budget: 1,000,000 Baht

Project leader: Asst. Prof. Dr.Kaewta Muangasame

Activity Program for Professional Qualification Standards for New Graduates

For Thailand Convention and Exhibition Bureau

Duration: January 10 - November 5, 2023

Budget: 1,000,000 Baht

Asean MICE Academic Cluster Program

For Thailand Convention and Exhibition Bureau

Duration: March 8 - September 23, 2023

Budget: 1,200,000 Baht

Thailand MICE Youth Challenge 2023: A Hybrid National Competition

For Thailand Convention and Exhibition Bureau

Duration: April 5 - August 31, 2023

Budget: 350,000 Baht



Standard Development for The New Generation of MICE Professionals Through International MICE Study Network (iProgram2023)

For Thailand Convention and Exhibition Bureau

Duration: April 5 - September 30, 2023

Budget: 250,000 Baht

Project leader: Dr.Sarinya Sungkatavat

TRAINING PROJECTS

Generational Diversity training for Electrolux Thailand



The generational Diversity training was conducted on Thursday 24, November 2022 on Zoom channel for 86 participants from Electrolux Thailand Company by having Asst. Prof. Dr. Malinvisa Sakdiyakorn, a lecturer from Business Administration Division as a lecturer. In this modern day, there is a tendency of increasing of Gen Y as personnel in many organizations. Therefore, there are 4 generations including, Baby Boomer, Gen X, Gen Y, and Gen Z in the same organization, which turns out to be a challenging issue in terms of management and human resources management.

The objective of this training was to let participants evaluate themselves about generation diversity in their organizations so that they can be open-minded about attitudes and behaviors among different generations. Also, the participants learned about the best practices of Diversity, Equity, Inclusion, and Belonging (DEIB) management for working as teamwork.

Project leader: Asst. Prof. Dr. Malinvisa Sakdiyakorn

Digital Advertising Intensive in Cooperation with PAN PHO Co.,Ltd.

Digital Advertising Intensive training was held on November 26, 2022 on Zoom channel for 14 participants by having Assoc. Prof. Dr. Chanchai Phonthanukitithaworn, Associate Dean for Corporate Communication and Information Technology as a lecturer. In this modern era, it is significant that business owners and executives need to have skills to develop structure, strategies, tools, and techniques for successful online advertising by relying on teamwork and resources of the organization.

The objective of the training was to build up strategies and fundamental understanding of online marketing including tips and case studies. The training lesson supported people who were interested in strategy building for online marketing. The participants learned about the strategy of purchasing online advertising both in theory and practical terms. They learned about how to do advertising systematically and effectively which strengthens online marketing by utilizing resources that their organizations have to maximize the productive results in terms of business.



Project leader: Assoc. Prof. Dr. Chanchai Phonthanukitithaworn

Digital Marketing Strategies Gen3 in Cooperation with PAN PHO Co.,Ltd



Digital Marketing Strategies Gen3 training was conducted on November 18, 2022 on Zoom channel for 12 participants by having Asst. Prof. Dr. Dissatat Prasertsakul, a lecturer from Business Administration Division as a lecturer. Nowadays, many business owners face rapid change in the economy. Therefore, it is significant that business owners, organization leaders, and marketing officers have to review and adjust their business strategies in order to develop their businesses in this uncertain era by utilizing integrated knowledge and experience.

The objective of this training was to build marketing strategy by learning a fundamental understanding of online marketing strategy. The participants learned various tips and case studies of digital marketing to be adaptable to their own businesses.

Project leader: Asst. Prof. Dr. Dissatat Prasertsakul

Digital Advertising Intensive Gen2 training was held on April 22, 2023 on Zoom channel for 34 participants by having Assoc. Prof. Dr.Chanchai Phonthanukitithaworn, Associate Dean for Corporate Communication and Information Technology as a lecturer. The training was a continuative training from Digital Advertising Intensive. It is an undeniable fact that successful online advertising is a vital element of online marketing. Digital Advertising Intensive Gen2 training content starts with a fundamental understanding of digital marketing, useful tips, and case study. Moreover, they learned about how to utilize resources and tools that they have in the organizations to enhance digital advertising on online platforms.



Project leader: Assoc. Prof. Dr.Chanchai Phonthanukitithaworn

Intensive English Program

The Intensive English Program classes were held on campus every Sunday from February 5 – May 7, 2023 for 14 Thai high school students. The course was collaboratively taught by Mr. Mark Manning, Mr. Gary Waddell, and Mr. Steven Shearer, who are instructors from the Preparation Center for Languages and Mathematics at MUIC.



The course focused on TOEFL exam preparation for high school students, and supplementary English learning materials were often incorporated. The objective of this course was to improve the core English skills of listening, speaking, reading, and writing. Moreover, the course provided important tips and techniques for success in the MUIC Entrance Exam and other similar exams for students planning to attend universities in the future.

Project leader: Mr.Mark Manning