

Connect

**GSB
NEWSLETTER**

YEAR

6

**ISSUE 18
SEPTEMBER 2018**

**Executive DBA Program
with BSIL**

AU Grad HTM Insights

ODI Insights

MS IAM Insights

Expert Opinion

Feature Focus

- A Chinese perspective on relationship
- Relationship challenges and study environment
- Why do French people aim to sustain relationships?
- The factors influencing the sustainability of relationships: A general overview from an ASIAN perspective
- Relationship Sustainability in a Multicultural context



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A birthday song we sing to celebrate
Our King, born to be great
Ascending the Throne ancient and elaborate
King who to his people life does dedicate
The kingdom's skies light up in sun's glory
Re-living the grand story
Of this birthday, and His life complementary
To the Kingdom's wellbeing salubriously
Our King we fete with hearts of love
Invoking blessings of divinities above
To his joys we pledge our affiliation
A kingdom we cherish to life's fullest satisfaction
Our greetings of fealty and loyalty thus we sing
On this birthday, for our beloved King

*(Dedicated to His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun
on the auspicious occasion of His birthday, July 28, 2018
by Glen Chatelier on behalf of the Academic community
of Assumption University of Thailand)*



Canopied in the years of your grace
Cherished Queen we greet you this festive day
The brilliant sun shows us the way
To oriental gardens ensconcing you, vestal place
Here in the gathering of musicians with lilting tunes
Choristers sing of the fortunes of your succor for all
Nary can one suffer nor tear fall
Your care for us saves us from ruins
Thus our greetings for this your birthday
Is our choicest for you Queen our Mother
Above your grace, beauty and charm is no other
Queen of legendary beauty in exquisite way
Our lives, our songs, our poems of praise
We gift to you on this the happiest of all birthdays

*(Dedicated to Her Majesty Queen Sirikit on the occasion of Her birthday
on August 12, 2018
by Glen Chatelier, Director of the Office of International Affairs
on behalf of the Academic Community of Assumption University of Thailand)*

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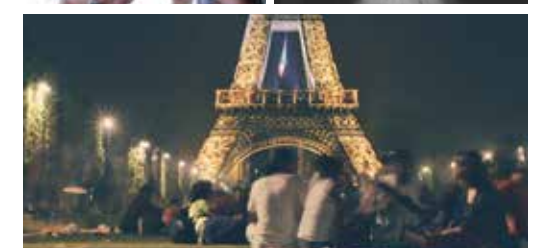
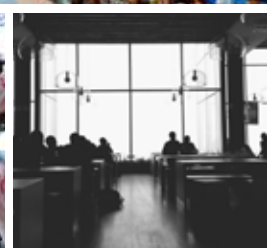
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- Why do French people aim to
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context





The 18th edition of the AU-GSB Connect Newsletter addresses a timely and important topic of Relationship Sustainability. At the core of the topic is the ethics of sustainability which in essence is the meeting of human needs in a socially just manner without disenfranchising ecosystem health. At tension are two opposing forces of needs and desires in the contexts of society, the haves and the have-nots and a plethora of interest groups. To maintain an equitable and just ecosystem, we need to engender virtuous sustainability which seeks to exploit as little as necessary to maintain a meaningful life. As such, the ethics of relationships will consist of actions which empower through appropriate personal responsibility. We are a time in the 21st century where tried and tested relationships are being re-examined and questioned as to whether or not they have been too lofty. At Assumption university of Thailand where we placate ethics as one of our unique identities, we need to raise debates not to cause division, but rather to hash out and deepen the right attitudes through knowledge. I wish the readers of this edition of CONNECT a useful excursion into the various discussions on relationship sustainability so as to be formed in new ways to meet the challenges of change.

Rev. Bro. Bancha Saenghiran
f.s.g., Ph.D.
RECTOR MAGNIFICUS



The Graduate school of Business through this issue of the CONNECT newsletter raises our awareness towards relationship sustainability. The human system today across all continents is coming into realization that the ideal is in the nested relationships between the economy, society and the natural environment. All efforts be they in government or civic bodies like education seem to be working towards and for robust and resilient economies. Human beings themselves are paying more importance to health and well-being. Overarching all of these is the aspiration to environmental integrity Academe and all academic efforts themselves are reforming studies and academic efforts in the directions of nesting relationships in sustainability rather than disruption. It is hoped that this issue of CONNECT newsletter will help build further awareness towards not just relationships and their importance, but more to try and evolve models that will help entrench sustainability in relationships.

Kitti Phothikitti, Ph.D.
Dean, Graduate School of Business

EXECUTIVE DBA PROGRAM WITH BUSINESS SCIENCE INSTITUTE LUXEMBOURG (BSIL)

On July 31, 2018 a Memorandum of Understanding (MoU) agreement was signed between the Graduate School of Business (GSB), Assumption University of Thailand and the Business Science Institute Luxembourg (BSIL).



How the Executive DBA creates business value?

The Executive DBA can create considerable value for businesses. Over the two-year programme, managers conduct research that, in the majority of cases, focuses directly on their respective companies. Businesses thus benefit from research led by Managers who are themselves shaped under the quality control of an international faculty. Managers enrolled in the programme can in turn produce and develop innovative ideas, as well as engage analytical tools within frameworks in the context of their career that they would otherwise not have had the opportunity to develop. This unique research-action position can be compared to the mission of a consultant, benefiting from an additional conceptual perspective.

Moreover, the programme takes place over five periods of three-day weekends, during its first year, and is thus entirely compatible with professional activity.

It is for these reasons that many of the managers enrolled in the Executive DBA programme are being financed by their companies.

To know more about the Executive DBA program, please check from <https://en.business-science-institute.com/.../bangkok-thaila.../>



FRESHMEN SEMINAR 3_2017



CULTURAL IMMERSION PROGRAM

The cultural Immersion program for MBA Students of Vels University to visit Assumption University of Thailand in order to understand the way South East Asian Businesses work and to gain a better understanding of the culture of South East Asia during 2nd - 5th July, 2018

2nd July: Assumption University, Suvarabhumi Campus

3rd July: Hua Mak Campus Graduate School of Business and School of Biotechnology

4th July: Toyota Motor's Thailand - Chacheongsai Plan

5th July: Lazada Thailand and Bloomberg



THE EDUCATIONAL
FIELD TRIP TO
CHINA TOWN

by Dr.Ruangyot Sanposh
and MBA HTM students



ENHANCING TOURISM
EXPERIENCE

Dr. Nancy Stevenson from the University of Westminster, London was invited as the Guest speaker for MBA HTM and Ph.D. HTM students who presented a topic "Enhancing the Tourism Experience" on 18th July 2018.



SUSTAINABLE TOURISM
MANAGEMENT STUDIES

Guest speaker for MBA HTM & Ph.D HTM, Topic: "Sustainable Tourism Management Studies" by Dr.Christina T. Cavaliere



FIELD TRIP TO AYUTTHAYA

MBA-HTM students class TR 6001 Field Trip to Ayutthaya, Wat Chaiwatthanaram to investigate cultural heritage resources, through interview international tourists and tourism police as part of sustainable tourism development on 4th of June 2018.



FROM AYUTTHAYA TO BANGKOK: CONTINUATION AMID DRASTIC CHANGE

A Talk by Prof. Tongthong Chandransu

Date: Thursday, 26 July 2018 Location: Siam Society Soi Asoke.

A full house was treated to an informative and entertaining presentation by Professor Tongthong Chandransu. Who took us back to the Ayudhaya Period 1351 to 1767. And showed us maps of the island city-state and diagrams of the layout of the principal palace and religious buildings and royal documents and accoutrements of that era.

As most of Ayudhaya was destroyed in 1767 by the invading Burmese very similar buildings located elsewhere in Thailand remaining from that period, were graphically pictured in the Professor's presentation to depict what we believe Ayudhaya looked like.

Fast forward to the establishment of Bangkok as the capital city in 1782 by King Phutthayotfa Chulalok (1736-1809) but more specifically Rattanakosin island, the original centre of then Bangkok was designed and developed to replicate Ayudhaya just prior to its fall. In fact settlement of Bangkok began as a port area for the transshipment of goods between Siam and China. in the 14th century in the area now known as Sampeng.

The orientation and layout of the Grand Palace, The Emerald Buddha Temple and other principal religious and administrative buildings within the Grand Palace replicate those originally located in Ayudhaya.

Very brief mention was made to King Taksin (1734-1782) and the establishment of Thonburi in 1767 because the focus of the presentation was on the Ayudhaya and Bangkok layout and architectural parallels and the Chakri dynasty so little

time was devoted to the initial 15 year Thonburi period before the capital was relocated to the Bangkok side of the river from Thonburi in 1782.

A variety of colorful slides were shown of the principal building within the Grand Palace compound of today and compared with those originally in Ayudhaya or replicas located elsewhere.

Many of the historical documents, religious objects, ceremonial swords and helmets of war were destroyed in the fall of Ayudhaya and had be recreated and refashioned. The emphasis has been to restore as accurately as possible that which was lost in the war with Burma. A series of interesting and probing questions were asked from the floor and were very adroitly answered by Professor Tongthong.

One of our Tourism and Hospitality MBA student's Mr. Ciril Kurian Binoy attended the presentation as he was interested in understanding the early trade and cultural connections between Ayudhaya to India at that time. The Siam Society library offers free entry to students attending their presentations and offers a deeply discounted student use of the excellent quiet and well provisioned library for Bht 500/year

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Khoman, Athada, 2011, Ayudhaya: A Pictorial Odyssey, 1907-1920, Siam Renaissance Press Bangkok.
Smith, Robert, 2017, The Kings of Ayudhaya: A Creative Retelling of Siamese History, Silkworm Press Chiangmai.

TOURISM PRODUCT DEVELOPMENT OF SINGHA

MBA HTM proudly invited Khun Chutinant Bhirombhakdi, The Executive Vice President of Singha Corporation and Chairman of Singha Estate as Guest Speaker for TR6211 The New Tourism Product and Development to explain on the topic "The New Tourism Product and Development of Singha and share insights of your personal success."



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WHAT DOES RELATIONSHIP MEAN IN YOUR CULTURE?



LIU CHANGYUAN
MBA FAST TRACK STUDENT

Relationship in Chinese culture, means the network of friendship or connections among people. It's an indispensable connection among Chinese people, even the modern Chinese society. The more important, is to keep a such relation to be long-lasting. It is the honest. But nowadays more and more people are losing honest, meanwhile, the others is finding honest back.

A real example is followed here. Today I lend you only 10 RMB and you tell me pay me back tomorrow, but you disappear the second day and will not talk about the payment back anymore. This man who borrowed my money was lost of honest and I will not lend him next time. In a result, this net of relationship is broken.

So, in order to keep a long-lasting relationship, we must be honest to others, because the honest is the basement to get touch with others and we cannot make it alone in such modern society.



NOHA BOUKADUDA
MBA EXCHANGE STUDENT FROM TSM

To sustain a relationship, I believe that you have to put trust, communication and respect in the middle of the relation.

Trust that the other person's intention are right and that wherever they does, they are trying their best with what they know. A relationship won't last long if you can't trust the person. It means you won't be able to be fully yourself, communicate what you truly want to say and be comfortable with them.

Trust leads to communication. Communication is really important in a relationship. You must be able to say what you want and express your feelings. You will leave no misunderstanding and it will bring more value to the relationship.

Not everything should be shared, it has to make sense and be purposeful. If it can't bring any good, you should keep it to yourself. Sharing is good for you but also will make them feel valued because it shows that you trust them enough to communicate with them your inner thoughts.

Respect has to always be shown in the relationship in the way you behave with them, the way you speak to them and the way you speak of them.

Finally, we shouldn't take our relationship for granted. We should always be grateful that we have a family, friends, be grateful for every person that has cross our path and that we have learned from.



A TRANSFORMATIONAL STORY OF A PHD CANDIDATE FROM AU ODI

During the 1st week of September, the Connect managing editors had a chance to get in touch with one of the brilliant PhD OD alumni Hsu Win Phyu, dearly known as 'Stella' among the teachers and friends. Let's hear it from Stella what she has to say about her study, experience and achievements.

Name: Hsu Win Phyu
Status: Ph.D. OD Candidate, Batch 1, Myanmar Campus.
Advisor: Dr. Kitikorn Dowpiset
Program: Ph.D. OD, Assumption University of Thailand.

Let's get personal first!

Stella is a Myanmar girl with kind heart and life mission to help people improve their quality of life through education, counselling, training, and employment. She was born and raised in Mandalay, Myanmar (previously known as Burma). She has completed her B.A (English) as her undergrad degree which gave her a great foundation to shell out from her comfort zone and embracing the opportunity to communicate with the world.

Stella entered Temasek Polytechnics in Singapore as a study abroad student where she spent more than 4 years concluding her Postgrad in MBA at James Cook University

from Australia. Back in her school days, she was fond of conducting research projects as a group leader and received High Distinction (HD) in Strategy and Leadership subject.

In terms of work experiences, Stella worked not only as a strategic planner and an internal consultant within her companies but also as a business development professional who typically focuses on negotiating deals, business alliances, potential M&A and JV with foreign companies. She also had an experience in setting up her own business for three years as a Myanmar sole distributor of hospitality and tourism supply business from abroad. Currently, Stella took a break from work and pursuing a doctoral degree in Organization Development at Assumption University of Thailand.

Motivation towards PhD OD

Since 2012, with the new economic and political transformation in Myanmar, Stella returned to Myanmar for good. So far, Myanmar is undergoing an exciting transformation. Recent economic and political reforms include adopting international business practices, removing JV restrictions and barriers for foreign business entry, and significantly increasing expenditures on human capital skill training and development. Thus, Myanmar represents a clear opportunity for those in organization development field as one of the most attractive and exciting destination in Asia.

With this notion, Stella's strong passion toward uplifting the lives of Myanmar people, she is very keen to learn current growing challenges, functions and dynamics of the organizations on what, how and why these organizations are needed for positive change.

Stella believed that the PhD program in organizational development at Assumption University can offer her an academic discipline, insightful critical thinking, and qualitative and quantitative evaluation processes of organization development and management at the doctoral level.

Additionally, to fulfil her life objectives, this program has created an awareness and commitment towards achieving organization and management strategic thinking skills. Stella is really grateful to have her mentors and adjuncts; especially her PhD supervisor Dr. Kitikorn, Programme Director Dr. Lee Lu, the committee members and visiting professors; Dr. Kim, Dr. Bruce Hanson, Dr. Marissa, and Dr. Vorapot for their endless mentorship and guidance along the PhD journey. Upon completion of this program, Stella would like to be a professional business consultant, social influencer, author, and OD speaker to inspire positive changes in the lives of people and organizations.



The Chicago memory

Being a PhD. OD candidate at Assumption University, she was fortunate enough to be selected to present her thesis paper at "Organization Development and Change Doctoral Consortium" during the 78th Annual Meeting of the Academy of Management with the theme of "Improving Lives" on August 10-14, 2018 in Chicago, Illinois, USA. The Academy of Management is the prominent professional association for management and organization scholars and a privilege to become a member of such an esteemed association. As part of the Organization Development and Change Division, the ODC Doctoral Consortium was officially held at the AOM Conference. Stella presented her dissertation on the topic of **"Designing a High-engaged and Performing Organization with a Focus on Developing Leadership, Structure, Non-monetary rewards to Enhance Employee Work Engagement and Employee Job Performance: A Case Study of an Organization Design Effort at AA Group Co., Ltd in Myanmar"**.

"At the Doctoral Consortium, I could show my research interests to world's well-known scholars and mentors for getting their feedbacks and helping further advance my work toward successful completion, publishable results, and smooth transitions into my academic careers."

There were altogether 24 PhD candidates from 14 different countries around the world who presented their respective papers like Stella and she felt proud to represent her paper not only as a PhD candidate from Assumption University but also as an OD researcher from Myanmar. Besides, Stella had a marvellous opportunity to meet and greet in person with prominent organizational change scholars and legendary OD gurus who published and delivered the outstanding text books and had a chance for one-to-one conversation with them about the trends of current OD perspectives. Moreover, I could also have a network and a close connection with their PhD OD fellows from different countries all over the world.

BONUS TIPS FROM STELLA

It's all about a self-discovery of my story in Organization Development and I am so glad to get this exciting study journey with Assumption University.

- **A dream is a wish, our hearts make.**
I always have a faith in my dream. I just would like to share with anyone that the dream that we wish can come true one day if we keep on believing.
- **Feel your fear and take action anyway.**
Our human reaction is to stop doing anything once we get fear. But, throughout the hardship that I get from my doctoral study, I have learned that we should embrace our fear and do the best out of it.
- **Don't set limits to your unlimited potential.**
We will have no idea that what future will hold for us. So, we got to unleash the uncertainty and have a positive mind toward our potential future.
After all, I believe that life is a magnificent journey not only to see the world but also to find myself, my place in the world, and my happiness.



BEYOND THE CLASSROOMS

Experience sharing sessions at MslAM program

On 21st July 2018, Strategic Corporate Finance class concluded the course with experience sharing sessions to enable students to understand the application of corporate finance in practice. The morning session featured "Corporate Governance & Sustainability – understanding the International Standards & Analysis Framework" by Khun Weenarin Lulitannonda, thought leader in sustainability with over 10 years of international investment experiences.

The focus of the afternoon was Corporate Treasury and Liquidity Management by Khun Sakdipat Krishnachinda, currently an entrepreneur with over 7 years of experience in finance unit of PTTEP and SCG.. understand functions of finance department and how concepts such as NPV and IRR are being used in corporate setting. , with prior experience in Corporate Finance function of SCG and PTTEP.

Participants discussed international outcry for corporations for effective corporate governance that consider the Environmental and Societal impacts, and obtained insights into some of the worlds' alarming environmental issues. Case studies brought to light how corporations, even the leading and respected ones, were taking ESG for granted, and how public and governance authorities in different countries responded.

The afternoon session extended familiar concepts discussed in classes such as making investment decision, feasibility analysis and treasury operation. Khun Sakdipat shared details of how treasury functions played important roles in managing funding and investing activities within the organization.

As the session draw to the close, corporate finance and sustainability, despite being seen as two distinct concepts, were indeed among the critical elements of successful organizations around the world. We thank Khun Weenarin for powerful messages on ESG and Khun Sakdipat for insights into strategic corporate finance.



"INSIGHTS INTO INVESTMENT BANKING IN THAILAND WITH TMB INVESTMENT BANKING TEAM"



As part of Investment Banking course at Ms.IAM, we proudly welcomed Khun Yongyoot Luangrattanamart, Executive Vice President, Head of Investment Banking, TMB Bank PCL and his team to share insiders' stories of investment bankers, a highly competitive career path in the capital markets.

Khun Yongyoot brought with him over 15 years of experiences. With his exposure to high profile deals, his experience sharing had brought to life several challenges he encountered in structuring a win-win deal for his clients and the counter-party. Several examples highlighted the critical needs for integrity, professionalism, perseverance and creativity for achieving successful deals.

Towards the second half, we chatted with Khun Thanavadee Rewatbawornwong – Senior Vice

President – Investment Banking and Khun Piyapat Pornpipatpong – Senior Associate on the challenges that they faced in their role. As a team, both had played their part to the max. Many a times, it meant working around the clocks and answering calls at unusual of the nights.

For those who could cope with pressure and enjoy competitive environment, IB career is worth consideration. According to TMB team, degree and certificate are merely a door opener. Characters, integrity and commitment to excellence are among the key qualities of successful investment bankers.

We sincerely thank Khun Yongyoot Luangrattanamart, the alumni of MBA program, Assumption University and his team for insightful & fun-filled afternoon.

CALENDAR FOR THE UPCOMING ACTIVITIES

27th October 2018

"The Future of Retails"

by **Mr. Sanchai Thiewprasertkul**

President
Siam Piwat Co.,Ltd.

13.30 - 15.00
ABAC City Campus
@ ZEN Central World

28th October 2018

"Competitive Intelligence"
Unlocking the power of analysis

by **Mr. Susheel Narula**

Investment Advisor -
the Hunter Group
Program
Advisory - MslAM

13.30 - 16.00
ABAC City Campus
@ ZEN Central World

COMBINING TECH & FINANCE FOR MSIAM THROUGH SEMINAR IN FINANCIAL TECHNOLOGY AND INNOVATION



Ms.IAM joined hand with Ajarn Tapanan Yeophantong, the Director of Intelligent System Research Laboratory, School of Science & Technology to introduce tech for non tech students.

Seminar in Financial Technology and Innovation brought together students of IAM program and intelligent system from Vincent Mary School of Science & Technology to expand students' perspectives on the interaction between technology and finance, resulting in new business ideas. Through a 3 day workshop and guest speakers' sessions, students were introduced to basics of modern machine learning, concepts of design thinking, mentoring and hearing from practitioners on how the future trend in technology. We are proud to welcome Khun Weerasakol Chawanotai, Senior Vice President – Head of Digital and Innovation Department, Bank of Ayudhya Public Company Limited; Khun Patcharin Boonlumsun, Senior Vice President – Commercial Digital Solutions - Bank of Ayudhya Public Company Limited; Khun Paul Kittiwongsunthorn Co-founder at TenX.

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THE FINANCIAL LITERACY PROJECT @AU

As part of the nationwide initiative to strengthen financial literacy among University students, the Thai Bankers' Association is launching "Learning by Gaming", the Financial Literacy Project since 2017. As part of the pilot implementation, the TBA's dedicated trainers team is now on tour among participating Universities in Bangkok.

Assumption University welcomed the TBA's dedicated trainers team to Suvannabhumi Campus on 23rd August 2018.

The afternoon was fun-filled, engaging and packed with practical tips for taking control of personal finance. Over 200 junior and senior students from Faculty of Business Administration and Faculty of Arts were a proud part of the project.



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- ผู้วางแผนการลงทุน (INVESTMENT PLANNER)
- นักวิเคราะห์การลงทุน (INVESTMENT ANALYST)
- วาณิชธนกร (INVESTMENT BANKER)
- ผู้ดูแลและปฏิบัติงานด้านหลักทรัพย์ (COMPLIANCE OFFICER)
- เจ้าหน้าที่ปฏิบัติงานด้านหลักทรัพย์ (OPERATION OFFICER)

*Chartered Financial Analyst
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DISRUPTIVE TECHNOLOGIES AND THEIR IMPACT ON RELATIONSHIPS

BY DR. PARVATHY VARMA.S



The 21st century witnessed an exponential growth in different technologies that revolutionized how we live and interact on a daily basis. With the rise of Internet, it has hosted a multitude of platforms over which data gathering, communication, marketing and social networking can take place seamlessly. Artificial Intelligence has taken over mankind's need for mass processing of data and has provided us a virtual organ that thinks by itself, leading to faster solutions and enhanced productivity. Robotics has reduced manual labor by astonishing magnitudes and has facilitated the state-of-the-art technologies that we enjoy today. In a comparatively very short time span, we have gone from a society where only a small elite had access to information to a society where anyone with an internet connection can have access to most of the world's information. This will obviously have implications on our social and business relationships, privacy, and lifestyle.

Disruptive technologies have led to more industries. E-commerce has been a revelation that is still unfolding to a grateful population. Mobile apps have changed our life styles to the extent one can get the groceries delivered to your doorstep, have virtual physical training, medical advice, count your steps, do your personal accounting, find dating partners, send a document on short notice to the other end of the city, and so much more. Many more positive attributes have been linked to this wave of change, including increase in efficiency, reduction in labor, increase in productivity, and speeding up of the supply-chain. The Internet of Things has proven worldwide to be a key factor in operational productivity increase by improving project timelines and employee efficiency. Data analytics have highly improved market forecasts and sales pattern analyses. This means that supply is more reactive to changes in demand and brings out a fast-paced market. Employment has boomed in sectors that adopted new technology, for example, Uber generates over 30,000

new jobs per month. On the other hand, with the fast and overwhelming onslaught of changes, we are finding many business industries facing large uncertainties in the market. This reflects in various fields, from stock markets, to even political voting polls. Labor-supplanting technology has also led to a massive loss of jobs for unskilled laborers, creating an even bigger breach in wage gaps and highly destabilizing the labor market, adding pressure to public funding needs. On a macro-scale, disruptive technology is creating ripples that have pushed a large group of companies on safe shore to thrive, while also pushing out some key conventional industries out of existence.

The term 'disruptive' has a negative connotation when looked at it from psychological point of view and this innovative technology that has tremendous impact on human relationships both positively and negatively. The interactions we have today using social media apps that connect us to our near and dear ones

have taken a different dimension totally and is an absolute anomaly as to how we would have done a decade ago. From a micro-social level, an individual that is exposed to disruptive technology has changed the way they behave with their closest friends. Human interaction has reduced enormously among friends and families; there is an escalation on virtual interaction even during the family times. Seeing the families engrossed to their smart phones, while they are dining out is a common thing you see around these days. Social networks give an unprecedented exposure to our innermost thoughts and lifestyles. Opting to give away our identity has put our personal privacy at risk in ways we don't even realize because the extent of it is in small-print that we are more than keen to skip reading when we make an online account. It has redefined how we communicate and trust one another. The interactivity of our online maps systems have made us completely reliant on them for directions, highly compromising our in-built navigating skills.

Some online communities offer relief for many marginalized groups of people, for example, minorities or LGBT groups, while other online arenas are ruthless in defamation of character and online bullying. Easy access to online counseling services for those in emotional distress is another advantage. There are several support groups formed on line that provide one with all the necessary information of a medical condition. Research evidenced that people with Autism spectrum disorders have higher tendency to depend on online platforms to socialize, but it is also a fact those who belong to autistic spectrum disorder later have higher chances to develop online addictive disorders. Another restricting impact is how technology has reduced an individual's attention span. We are easily distracted by multiple online platforms and we are not able to put in the same sustained effort into a project or a task, as we would have in the past, which actually becomes counterproductive to being efficient. This is also true with relationships, when one has 500 friends in

their friend lists; the quality of relationship is compromised and sometimes even genuineness.

Disruptive technology continues to offer huge margins to many industries that are constantly investing and utilizing updated technology while other industries that are not flexible enough to adopt it often find themselves falling behind when it comes to competition. It has made our daily lives much easier but has also destabilized fundamental social and business relationships. Perhaps a large portion of users are not yet fully mature enough to selectively grasp the positive attributes of this kind of technology and it will be a continuous growth curve for many more years. However, the changes are real, and it is vital for individuals and businesses alike to learn how to optimize and maximize the potential for improvement from disruptive technology.

June



Driving Hospitality Business Across Cultures- Sales Dynamics

MR. OMAR YAMOUT

REGIONAL DIRECTOR OF SALES, MIDDLE EAST & AFRICA AND THAILAND & INDOCHINA
INTERCONTINENTAL HOTEL GROUP (IHG), BANGKOK, THAILAND.

Mr. Omar Yamout is our ABAC GSB alumni. Presently, he is handling more than 50 hotels in the region.

People are the heart of IHG, and the culture encourages them to bring each preferred hotel brand to life. The talented colleagues play a critical role in providing consistently high standards of guest service and delivering each brand promise. The six players are 1) Director of Sales, 2) Revenue Manager, 3) Guests, 4) Key Account Director, 5) Travel Manager/Procurement, and 6) Travel Agency.

Having big data at their fingertips, people do not always know what to do with it. To see what is driving their buying behavior and stay ahead of trends, it is important to tap into the data and turn it into actionable insights, such as developing targeted pricing or customer loyalty programs.

Customer expectations of the hospitality industry are guest experience and speed of service. Customers are driving the hospitality experience by expecting more each year and are not afraid to voice when they are dissatisfied.

Majority of IHG customers are willing to pay more for a great experience. Therefore, IHG listens to feedback and conducts research to not only anticipate visitor needs, but to go above and beyond their expectations. It is no surprise that there is a generation gap when it comes to the use of new technology. New generations use high technology at peer social site to make restaurant and hotel bookings. Older generations tend to use more traditional booking methods via travel agents or direct company websites. It is important to offer both new and old options to be inclusive of all guest demographics.

The IHG way of selling model is based on win - win solution that successful business relationships are created by providing customers with results that meet their unique needs.

At the end, he welcomes our ABAC GSB students to do internship at his hotels, while friendly promoting his hotels to be the best accommodation selection.

July



SCG Innovation Management

DR. WILAIPOORN CHETANACHAN

DIRECTOR, CORPORATE TECHNOLOGY OFFICE
THE SIAM CEMENT PUBLIC COMPANY LIMITED

It is the fact that Thailand needs innovation to increase the country's competitiveness. SCG has a vision to become the regional business leader with emphasis on innovation and sustainability. The company is moving forward to living solutions from all combined businesses, medical solution, and packaging solution.

SCG ecosystem is consisted of cement – building materials, chemicals, and packaging. Innovation ecosystem is focused on collaborative network of the best people in each area, open innovation center, strategic investment, and stage of commercialization.

Strategic investment is to bring in the external innovation to suit business needs, driven by business units and growth rate. The bright side of acquired external innovation will increase value to customers and affordability.

The management committee, innovation committee and business unit innovation committee set up the percentage of key performance indicators for revenue, research and development expenditure, and return or increased contribution from research and development.

The team will select the right topic based on the World problems, followed by ASEAN, Thailand and customers, respectively, with consideration of the capability of SCG to be the high growth leader. They are testing all products and services in Thailand before actually launching them in other countries for good quality control.

In terms of information technology innovation, the Internet of Things for industrial solution are implemented based on better real time inventory management, effective supply chain and logistic planning, and improved safety in operations.

They also turn waste to value in forms of plant byproducts, innovative green technology, and superior products. In 2020, aging people in Thailand will be about 1/5 of the total country population, and it will be very good business opportunity to offer eldercare solutions e.g. housing innovation for the elders with superior products of high strength bricks and heat insulation.

She ended her presentation with kind invitation to visit SCG Open Innovation Center, Pathum Thani Province, to see the gateway of innovation community and discuss what can be collaborated together to find out the best of the best innovation.

A Chinese perspective on relationship

ZHIYUAN YU
MBA FAST TRACK

As the process of globalization accelerates, the connection among people is getting closer; therefore, relationship has become a social culture that everyone needs to understand it. From the aspect of development of interpersonal relationship, China and western countries have the similar developmental process; from the perspective of its characteristics and influence, however, Chinese people have its unique mode of interpersonal relationship in terms of its own culture. China has been known as a state of ceremonies since the ancient times and had a long history of culture. Therefore, as the constant change of social, the interpersonal relationship is influenced by the Chinese traditional culture. According to the aspect of blood relatives, it exists everywhere in the society, but the role of relatives relationship in China has far acceded other countries. There are three kinds Chinese relationship in terms of the closeness degree, including family, acquaintance and strangers, as such, people generally decide the allocation of interest based on the different degrees of relatives. From the aspect of developmental thought, the relationship is developed more according to the traditional Chinese culture, such as integrity, harmony, and morality.

Confucius, a great educator and ideologist in ancient China, laid the foundation for the development of traditional Chinese moral culture and had a profound influence on the development of interpersonal relationship. For instance, Confucius said that "isn't it a great pleasure to have friends coming from afar!", which is the attitude towards how to treat with the interpersonal relationship with others; Zhuangzi, as a famous ideologist, philosopher and litterateur in the middle of the Chinese Warring States Period, side that "The friendship between men of virtue is light like

water, yet affectionate; the friendship between men without virtue is sweet like wine, yet easily Broken". Therefore, the people should avoid demanding, forcing, and embarrassing friends during friendship, so for this reason, it has been seen that Chinese parents frequently educate their children with the sentences like sometimes it doesn't mean if you're giving more then taking, then its going to be something bad, because sometimes you'll never know when you need help, and therefore you can rely on those people that you had once helped".

development. Then, how to establish correct relationship in order to promote sustainable social development? Firstly, it is necessary to establish an society system that conforms to the trend of the times, regardless of domestic and international situations. Society system is the cornerstone of the development of relationship and determines the direction of relationship development. Secondly, establishing a cultural concept that originated from tradition and with the characteristics of the times. Because the different cultural backgrounds will inevitably produce

"The friendship between men of virtue is light like water, yet affectionate, the friendship between men without virtue is sweet like wine, yet easily Broken"

In a word, relationship plays an important role in our daily life. Not only a good relationship will strengthen people's communication and promote the establishing of a harmonious society, but also it can enhance the cohesiveness of social groups and promote the development of social productivity. Otherwise, interpersonal relationship is also important driving factors for sustainable social

the different mode of relationship, it will help to form a healthy interpersonal relationship and promote the sustainable development of society if it's background culture have advancement in times. In conclusion, The relationship must adhere to its own cultural traditions, and also needs integrate into the wave of globalization in the world.

RELATIONSHIP CHALLENGES AND STUDY ENVIRONMENT

SHANTANU THAKUR | AMAN SOSRIA

"NO SIGNIFICANT LEARNING CAN OCCUR WITHOUT A SIGNIFICANT RELATIONSHIP."

(JAMES COMER)

A lot can happen in the world of study environment in this era, but significant challenges remain, there is a complicated challenge for students and teachers to cope up with difficulties faced by them in environment of study. Students relationship with Professors has important, positive and long-lasting impact for both student academic and social development.

COMMUNICATION, PRESENTATION AND INTEREST

An effective communication and interactions with students makes them feel comfortable and familiar with their professors the way of presentations and teaching plays a very important role. If the class is interesting students enjoys the class and gains the maximum knowledge. But imagine a situation where students are not interested in learning or the professor is not willing to teach.

ENERGY, BEHAVIOR AND MOTIVATION

Positive energy brings positive effects in the learning process. An energetic professor helps a student in shaping his/her career well as of an unenergetic professors the same thing goes with students also positive energy makes a student learn more and gain more where as negativity creates the study environment and learning process complex.

A good and positive behavior for learning and teaching creates a happy student teacher relationship which makes them to respect each other. Motivation is the key feature which makes one professor different from others how good a professor can motivate students to achieve their academic goals and personal goals.

DISCIPLINE

Discipline is something which can make us or break us inside the classroom or outer world. Discipline requires both teacher and student to follow the rule of:

- Punctuality and consistency.
- Completion of work on time.

"These simple but effective things can make a classroom more than a classroom and converts learning into experiencing knowledge. One's choice of school and program will depend largely on what he or she seeks to gain from higher education, but before a person can make a good choice in this area, it's necessary to know about the different options available."



Why do French people aim to sustain relationships?

GAELLE AUGE

MBA EXCHANGE STUDENT FROM TOULOUSE SCHOOL OF MANAGEMENT (TSM)

In France like in the rest of the world, a friend is above all someone you can count on and someone you can be yourself with without any fear of judgement. To a lesser extent, a friend is someone that shares common values and opinions with you.

Sustaining existing friendship is necessary in a sense that giving your trust and opening up to new people is hard and somewhat spooky, as you can never be sure of the outcome. As such, a lot of French people keep in touch with their childhood friends all their life. They even use social media in order to reconnect with them. It is indeed easier to give your trust to someone who has seen you growing up and already knows who you are, what is your story and what matters to you.

However, French people are also open and willing to make new relationships. For instance, they often become friends with their co-workers, and small talks rapidly make way to more fruitful conversations. Making new friends is rewarding and acts on your self confidence and well-being. It is indeed relieving to be sure that in every areas of your life, some people care for you and have your back. In addition, friends can learn from you as much as you can learn from them, as you discover each other's tastes and interests and you open up to new experiences.

Moreover, friends will share their own friend circle with you. This is a virtuous circle that will most likely lead to meeting your partner in life. In France, most people meet their soulmates during their studies and thanks to their friend circle and work acquaintances.

THE FACTORS INFLUENCING THE SUSTAINABILITY OF RELATIONSHIPS: A GENERAL OVERVIEW FROM AN ASIAN PERSPECTIVE.

ANTARA CHOWDHURY

One of the crucial parts of succeeding in business is having a strong network. In this fast-paced online retail industry and having to combat challenges in this ever-changing and ever so competitive environment - quality service is the one of the key components to roll in the transactions and substantially maintain a brand's image.

Let's break it down to a simpler statement which makes intuitive sense - if buyers know and trust you, they are more likely to buy from you. If suppliers and industry connections know and trust you, they are more likely to refer you. Strong business relationships are an equal strong hold asset for a business like any other that can help the business progress. The status and size of your business should not matter to build a rapport for yourself and your business. Specially if you are to conduct business in the South Asian region - personal connections can benefit you in the long run, a cultural study of it to better understand business conduct is also an integral part to maintain a sustainable business relationship.

KNOW WHAT YOU WANT AND LOOK FOR

It honestly is all about the balance. In this fast paced era, everyone is busy looking out for the best prospects. Get in tune with your business environment, get to know the people in your network and their identities and status. Networking is a big strategy in Asia. It is important to be able to build up the skills and ability to recognize the people you need to connect with and converse with them accordingly to achieve the connection you need/want. Absolutely no harm in establishing networks beyond your work line, but it is best to know which connections to give priority first.

BE STRAIGHTFORWARD

As daunting as this might sound, especially for any entrepreneur who is more on the introvert side - but you also need to remember, your connections have also been in the same position as you once before. It is also quite daunting considering we are talking about this matter on an Asian perspective. Let's cut to the chase though, the small talk and genuine interest in their personal life also fairly plays an important role in building the rapport - however, pull it too long and you will bore your acquaintance. If anything, majority will not hesitate and be more appreciative to open and direct questions instead of wasting too much time.

IT'S A GIVE AND TAKE PROCESS

Networking cannot be one-sided. Be open and reach out to helping the people in your network and be in a mutually beneficial position. Besides, it always does not have to be give and take as per say, be open to impart knowledge and experiences to new entrepreneurs - it's a personal contribution to help sustain the entire business ecosystem and industry in general!

BE TRANSPARENT - BUT ACCORDINGLY

They say practice makes perfect and it applies to all situations - the more you practice your networking skills the better you will get in reading people and filtering who to share and trust information with. It is great to be transparent and open about your vulnerabilities in business as well - a perfect entrepreneur is an illusion, there's always multiple risks involved in all cases. Discussion about the problems you are facing might just help you achieve a solution for it that only a third-party perspective can provide with. However, it is important to be careful as well - at the end of the day, business is business, you do not want your rivals knowing your vulnerabilities and you do not want to be the one helping them get the edge over you!

On an ending note, banking on building a genuine personal interest in your stakeholders in Asia is always a helpful strategy to sustain a business. It is important to understand the basics of power and authority e.g - many factors such as age, gender still play a major role in many countries. However, setting aside basic relationship power rules, we must understand we are now in an era of extreme competition where there is availability of many substitutes. Sustaining relationships with customers, suppliers and other stakeholders can be the x factor to help set aside the business from its competitors. Customers seek more emotional bonds with their buyers now - they like to feel involved in the process. An open communication relationship and platform is definitely the best way to start in the sustainability process and help bring in transactions for the business as time goes.



RELATIONSHIP SUSTAINABILITY IN A MULTICULTURAL CONTEXT

Before talking about such a subject, a short definition has to be given in order to set up a context of the field. Human relationships represent the link that unify two human beings: it can be a couple, friends, brothers and sisters, teammates and so on. It's about interactions and exchanges between people and it can be in any field: personal, professional... Most of the time, wrong ideas about relationships in general can lead people to not have good relationships.

NABIL M'RABET
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And sometimes, you just need to change your point of view in order to have more sustainable relationships. In fact, the cultural aspect has an important role in our misunderstanding of the relationships. For example, common beliefs tend to make us think that, the more you'll show interest to people around you, the more you'll get attention from them. In reality, it's completely the opposite: the more you'll do everything for someone, the easier they will get rid of you (Statement from "Relations durables" book, 2006, Gerard Apfeldorfer, French psychologist). What about the relationships in a multicultural context? The theory of social penetration defined by Altman and Taylor (1973) explain that the development of an intimate relationship is strongly connected to a systematic evolution of the exchanges between two individuals. You start with a superficial relation, move to a more personal relation and end up in a really private relation. This theory highlights the fact that the more you'll share exchanges with someone, the more you'll get close to it, and, in other words, be more in a private relationship.

"ABAC, AS BEING THE FIRST INTERNATIONAL UNIVERSITY IN THAILAND, CAN BE CONSIDERED AS A HUB OF MANY NATIONALITIES AND CULTURES, SO WE CAN ASK OURSELVES IN THIS CASE, HOW TO DEVELOP AND MAINTAIN A SUSTAINABLE RELATIONSHIP IN SUCH AN INTERNATIONAL CONTEXT?"



ABAC, as being the first international university in Thailand, can be considered as a hub of many nationalities and cultures, so we can ask ourselves in this case, how to develop and maintain a sustainable relationship in such an international context? First of all, we have to take into account the most important point that is essential to the birth of any relationship: the communication. In fact, without communication, there are no exchanges, so the first step is to be able to communicate with the person you have in front of you. This can be a hard stage to reach, for example, when two people coming from two whole different countries try to create a link between them. Whenever this first step is done, when either there is a common language or one of the two individuals goes ahead and try to learn the foreign language of the second one, you can move to the second step which is also crucial to build a sustainable relationship: the trust. No concrete and sincere relationship can emerge without having trust as a fundamental value. The trust is the bridge that will bring the relationship from, superficial to more personal. And finally, the third and last step that will allow a relationship to be maintained in the future is related to: the culture. Knowing the culture of each other is very important because it will help to understand the differences that can exist and that has to be respected. Getting familiar with the cultural specificities of the person we have in front of us will make the communication easier and won't lead to any misunderstanding that can shut down a relationship. To conclude, these points are in fact not the only ones that have to be considered because there are so many others, but they are for sure, a solid foundation for anyone willing to create a sustainable relationship in an international context. (from the point of view of a Franco-Tunisian-Algerian student.)

CATHEDRAL OF ST. JERONIMOS

AJARN GLEN CHATELIER
DIRECTOR, THE OFFICE OF INTERNATIONAL AFFAIRS
ASSUMPTION UNIVERSITY OF THAILAND



St. Jeronimos



The stone that Vasco da Gama touched at
St.Jerónimos, Lisbon Portugal

*Touched I the stone that Vasco da Gama touched
At the sublime Cathedral of St. Jerónimos
Vasco da Gama sailed the unknown seas to discover new land
The spirit of the elixir of life infused through his hand
That voyage of discovery new cultures did yield
Seeding Portugal in the Far East, histories to defy
To this day's celebration of Portuguese –Thai friendship
Is the stone of St.Jerónimos' influence
Cutting across the aeons of age and climes
We look back at history only to guide us to new times
One act of faith the world will never forget
This chance to celebrate the 507-year anniversary
We may never again get
Lend our hearts and minds then to Portugal and Thailand
Touch we new pearls of friendship across the Occident and Orient lands
Glen Chatelier, Assumption University*

The poem written exactly four years after a memorable visit to the Cathedral of St.Jerónimos is in the context of the commemoration this year of the 500th Anniversary of the Treaty of Amity between Portugal and Thailand. My visit to Portugal in 2014 was three years after the Portuguese Diplomats and Community in Bangkok marked the 500th Anniversary of the arrival of the Portuguese in Thailand, for the first time in 2011. The Cathedral of St.Jerónimos was built in the 1400's and served as a monastery of the later Mediaeval Catholic Church in Portugal. The one main altar next to the crypt of Vasco Da Gama is decorated with white marble elephants, suggesting a resonant influence from trade with the East and lands of the Elephants-While Elephant, more especially. The size and expanse of the monastic Cathedral suggests a city in itself- a citadel of worship

and reverence. Vasco Da Gama on receiving the commission to sail to discover the new world, spent a night of prayer and meditation in the main Church here, in the company of his fellow sailors before they embarked on the voyage eastwards beyond Africa to Asia. They landed on the West coast of India, south of Bombay at Goa where they may have encountered the early Spice rich kingdoms in and around Goa. To travelers with the historic bent of mind, the Cathedral of St.Jerónimos is a must visit.

The other locale of note I visited was the magical Alhambra Palace in Granada, Spain. The visit, even in May, was an eye-dazzler for me. The Alhambra Palace was built by the Muslim conquerors of Spain and was at one time was a bastion of power to the Moors who of course were both

ruthless warriors, but tasteful builders. The Palace in which Queen Isabelle handed to Christopher Columbus captured my attention for its simplicity and yet is weighty importance to history in that Columbus was initially recalcitrant to Isabella's request, but the parchment and the pouch of money won him over, and thus he set out to discover in 1498, what he called the "West Indies" but which turned out to be present day North America – the United States of America as we know it to be. I evoke this memory in light of the present context that The United States and Thailand this year celebrate their 200 years of "Good and Great" friendship. The Embassy of the United States of America in Bangkok and the Smithsonian Institution in Washington put together a historic exhibition titled "Good and Great Friends" first coined by the Great Abraham Lincoln to one

of the Thai Kings in the 1800's. The Exhibition showcased valuable and cultural heritage gifts sent by the various kinds of the Chakri Dynasty to the American Presidents between the 1830's to the time of King Rama IX.

This "Great Escape" contribution I make is in keeping with the theme of the current edition of the CONNECT newsletter- Relationship Sustainability. The essence of what I aim to communicate in my memoir is that for relationship to last, the non-material over the material is essential, for relationships are built by accepting diversity and differences, but holding on to the common bonds of friendship and understanding, beyond fables or time.

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