

THE GAZETTE OF

CHULALONGKORN UNIVERSITY



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THE GAZETTE OF
CHULALONGKORN UNIVERSITY
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Cover : Balinese dancers performing at culture and arts festival near Tanah Lot
(Photo by Getty Images)

Newest CU Alumnus: World Economic Forum Founder and Executive Chairman



Professor Klaus Schwab receives an honorary degree from the chairperson of the Chulalongkorn University Council.

It was a great pleasure for Thailand to have been chosen as the official host for the World Economic Forum on East Asia 2012 on the topic, "Shaping the Regions Future Through Connectivity". The forum, held in Bangkok between May 30 and June 1, 2012, drew more than 500 participants, including political and business leaders and members of the press from all over the world.

The forum presented Chulalongkorn University with the opportunity to welcome Professor Klaus Schwab, the man who has been behind the success of the World Economic Forum since its inception. As Founder and Executive Chairman of the World Economic Forum, Prof. Schwab was presented with an Honorary Doctorate in Business Administration by Chulalongkorn University in recognition of his predominant contribution to the business community both in Asia and throughout the world.

This honorary doctorate degree acknowledges the greatness of Prof. Schwab's achievement. He has dedicated himself to the WEF since he founded it in 1971 as an independent organization committed to improving the state of the world by engaging business, political, academic, and other leaders of society to shape global, regional and industrial agendas.

While receiving the award, Professor Klaus Schwab remarked:

"I am delighted to be here in Bangkok, and you do me a great honor in granting this Honorary Degree from Chulalongkorn University. Obtaining a university degree is always a moment of intense pride in any scholar's life, at whatever level; but receiving an honorary doctorate, especially when it comes from one of the most respected universities in Asia, is of particular significance. While this distinction today is nominally bestowed to me, I believe it reflects the collective efforts and the achievements of all who work at the World Economic Forum, the organization I founded more than 40 years ago with the aim of improving the state of the world."

Reflecting on the WEF's mission statement, "committing to improving the state of the world", Prof. Schwab expressed the view that the world needs a paradigm shift to make entrepreneurship the driver of economic progress, but always at the service of society.

In conclusion, he referred once again to his newly-conferred degree: "I know that Chulalongkorn University strongly reflects this new paradigm, and I am therefore deeply honored to now count myself one of your newest alumni."

Nursing by Music

Dementia is a set of symptoms representing brain dysfunction. Often diagnosed among the elderly, patients suffering from dementia will exhibit various cognitive problems that impair their thought processes and memories. Some patients also show clear behavioral signs such as forgetfulness or unusual aggression, with agitation being the most common trait.

Elderly dementia sufferers are exhibiting agitated behaviors in response to abnormal physical, mental, or environmental stimuli, resulting in unusual alterations to their cognitive abilities and thus causing confusion, fear, restlessness, physical and mental discomfort, and a sense of insecurity.

Chutima Thongwachira, a graduate of Chulalongkorn University's Master of Nursing program, utilized her expertise to carry out an in-depth research into dementia with the goal of seeking effective therapy methods. Her thesis, titled "The Effect of Nursing Intervention by Using Music and Environmental Adjustment on Agitated Behaviors of the Dementia Elderly", received the 2011 Outstanding Paper Award, Master's Degree Section from Chulalongkorn University, plus a grant supplied by the Office of the National Research Council of Thailand (NRCT) and Chulalongkorn University's Graduate School.

Chutima explained that the research was conducted to study a therapeutic nursing method that uses music and environmental management to reduce anxiety in elderly adults with dementia. Bangkhae Home Foundation was chosen as the site of the study thanks to its full facilities for taking care of residents with dementia, a number of whom was chosen with a specific set of conditions to take part in musical and environmental activities.

The research began with training courses designed to help caretakers spot behavioral changes in the patients. To minimize the chance of such changes, interior environments were changed to eliminate possible stimuli, such as rooms that were too well-lit and annoying sounds or odors. The caretakers then began to interact with the elderly patients regularly over a period of 2-3 months to familiarize both sides with each other. This eventually led to various planned activities, such as group sessions where patients were drawn to pay attention to songs they loved – e.g. Suntharaphon tracks – instead of other external stimuli. Their focus was further enhanced by activities such as use of tools or instruments to create rhythms that matched those of the music or encouragement for the patients to sing along. These exercises – performed three times a week



Research by a CU Nursing graduate shows that music helps reduce anxiety in elderly adults with dementia.

The six data sets obtained revealed that the patients displayed fewer signs of agitated behavior after the therapeutic program by statistically significant margins, thus confirming the program's effectiveness in reducing anxiety among elderly dementia sufferers.

(on Mondays, Wednesdays, and Fridays) over the course of five weeks – allowed the elderly to give their facial and arm muscles a workout along with their memories.

Chutima evaluated the program's results by comparing data on the patients' tendency to exhibit agitated behavior before, during, and after each week's activities. The six data sets obtained revealed that the patients displayed fewer signs of agitated behavior after the therapeutic program by statistically significant margins, thus confirming the program's effectiveness in reducing anxiety among elderly dementia sufferers. While the patients did not show drastic improvements in the first two weeks, the third week brought about a remarkable drop in agitation, which continued at a more gradual pace over the remaining weeks.

Today, Chutima continues to build on the results of her work with the goal of introducing this therapeutic technique at other nursing homes. She also plans to carry out further research into new therapeutic activities that can reduce agitation among elderly dementia patients.



Chutima Thongwachira



The effect of AEC on occupational freedom

Ready for the ASEAN Community?

“I have full confidence in Chulalongkorn University’s ability to produce quality people for the entire ASEAN region,” declared ASEAN Secretary-General Dr. Surin Pitsuwan in his speech on February 24, 2012 concerning the university’s role in preparations for the inauguration of ASEAN Community.



Dr. Surin Pitsuwan, ASEAN Secretary-General

Earlier this year, Chulalongkorn University’s ASEAN Studies Center organized a special event titled “Chula and the Road to ASEAN Community” at the Mahitaladhibesra Building with the objective of raising awareness of the coming ASEAN Community initiative and strengthening the university’s readiness for Thailand’s entry into the Community in three years. ASEAN Secretary-General Dr. Surin Pitsuwan himself delivered an address at the event, underlining the important role that academic institutions play in the development of top-notch human resources for an open ASEAN market.

As a leading figure on the ASEAN stage, Dr. Surin described integration into the ASEAN Community as a challenge for all ten nations in the region to create a ‘New Southeast Asia’. Development of the ASEAN Economic Community (AEC) will be of particular interest due to its direct connection to the economy and the livelihood of the people. The member nations must assist each other in joint development in order to transform ASEAN into an influential economic region that is tightly integrated into the global economy, leading to worldwide investor interest and significant technological advancements. In addition to

initiating major economic changes, the ASEAN Community will allow member nations to trade products, services, and production resources freely among themselves as a single ASEAN market, thus helping close the gap in economic development between ASEAN countries.

These proposed changes have led to the creation of Mutual Recognition Arrangements (MRAs) for the purpose of lifting restrictions in the provision of services and the transfer of skilled labor among professionals including doctors, dentists, nurses, engineers, surveyors, accountants, and architects across the region. With this in mind, ASEAN nations are required to quickly develop the quality of their human resources to ensure competitiveness on the regional stage. This, of course, also applies to Thailand. From a labor market largely composed of 60 million locals, the country is now on the brink of entering a much larger market with a workforce of over 600 million people. This massive change will bring about greater employment opportunities as well as risks created by more intense competition.

Another major factor that will come into play is geography. Thailand is located right in the heart of ASEAN, making it a vital destination for all investors and almost automatically the region's hub and leader. While this is undoubtedly an outstanding opportunity, one cannot help but

wonder if we will be able to take full advantage of this status.

As a pillar of the Kingdom in quality education, Chulalongkorn University has been actively supporting the country's ASEAN Community preparations. In addition to knowledge in their respective disciplines and English communication skills, Chulalongkorn students are also given new perspectives on life, enabling them to become true global citizens capable of adapting to a wide range of circumstances. Through preparation in cultural, psychological, ethical, and communication-related matters, graduates will possess the ability to work in any ASEAN nation alongside other people, even in unfamiliar social conditions. Most importantly, they will be able to do so without forgetting the unique identity all Thais possess.

In his address, Dr. Surin expressed belief in Chulalongkorn University as a key player in developing Thais into global citizens. "The exhibition we have here today represents the combined efforts of Chulalongkorn University's faculties and departments," the ASEAN Secretary-General noted. "I can say with confidence that what I have seen is well beyond my expectations and deserve to be seen by the general public as a great reminder of the issues we face. The only thing that prevents us from becoming competitive is our own failure to prepare. If we cannot step up



According to ASEAN Secretary-General, ASEAN nations are required to quickly develop the quality of their human resources to ensure competitiveness on the regional stage.



The conference on the ASEAN Community draws a large audience at Chulalongkorn University.

our human development efforts, we stand to miss out on the opportunities presented to us in the coming integration with the region. However, given these capabilities and resources, I have no doubt as to Chulalongkorn University's ability to step up to the task."



The ASEAN Secretary-General and CU administrators view an exhibition at the "Chula and the Road to ASEAN Community" event.

ASEAN Studies Center of Chulalongkorn University



Students, academic staff and the general public attend the "ASEAN Beyond 2015" seminar at CU.

As the year 2015 edges closer, public interest in the ASEAN Community is bound to grow exponentially in anticipation of widespread changes it will bring. With all parties preparing for the coming transformation, Chulalongkorn University – in recognition of its responsibility as a pillar of the Kingdom in ASEAN studies – stands ready to provide support through the establishment of the ASEAN Studies Center of Chulalongkorn University.

The Gazette is ready to give you a glimpse into this new organization through Assoc. Prof. Dr. Suthiphand Chirathivat, the Center's Managing Director.

Assoc. Prof. Dr. Suthiphand told us about the Center's origins and purpose: "The ASEAN Studies Center of Chulalongkorn University was founded on May 26, 2011 in accordance with a resolution from the 734th meeting of the Chulalongkorn University Council. The Center serves

as the hub of all work concerning ASEAN studies carried out within the university.

"The Chula community has long been active in this field through classes and research works, but prior to this, there was no central unit to connect these activities into one whole. With the Center at its heart, the university's ASEAN studies activities can be optimized to develop an accessible ASEAN public knowledge base that

makes Chulalongkorn University a reference point for ASEAN studies on national, regional, and global levels.

While still relatively new, the Center has made a number of notable contributions to society, including:

- "Chula and the Road to ASEAN Community", an exhibition jointly held by all departments of the university. ASEAN Secretary-General



ศูนย์อาเซียนศึกษา
แห่งจุฬาลงกรณ์มหาวิทยาลัย

ASEAN STUDIES CENTER
OF CHULALONGKORN UNIVERSITY



Assoc. Prof. Dr. Suthiphand Chirathivat

Dr. Surin Pitsuwan himself delivered an address as part of the exhibition, which doubled as the Center's debut to the public and attracted considerable interest from lecturers and students alike.

- The ASEAN Week event, which featured an academic seminar titled "ASEAN Beyond 2015", shone the spotlight on the three key pillars of the ASEAN Community – changes and the dynamics of integration into the ASEAN Community after 2015, the role of the general public in supporting social and cultural development, and the role of the ASEAN Community in international and global politics. The event was warmly received by an audience consisting of both locals and foreigners.

- A seminar series titled "ASEAN Opportunities: New Occupational Challenges", which delved into the effect of the ASEAN Community on the occupational freedom that will be granted to professionals in seven major fields. Once again, the event aroused great interest among students, business owners, and the general public.

Additionally, the Center worked alongside other organizations – including some outside of the university – on more activities throughout this year, and its experts also helped spread awareness of ASEAN issues through regular articles in Krungthep Turakij newspaper. These examples are all part of the Center's initial plan to prepare Thai society for the massive changes that are sure to come in the next three years.

"The ASEAN Studies Center's long-term goal is to achieve all-round excellence in ASEAN studies, which will contribute to the development of quality personnel for future academic collaborations in this field," added Assoc. Prof. Dr. Suthiphand. "The Center gives Thailand a bridge that connects its academic efforts with fellow ASEAN nations as well as ASEAN Dialogue Partners like Australia, Canada, China,



Exhibitions are part of CU's effort to educate students, staff and the general public on the ASEAN Community.

"The ASEAN Studies Center's long-term goal is to achieve all-round excellence in ASEAN studies, which will contribute to the development of quality personnel for future academic collaborations in this field."

India, Japan, The Republic of Korea, New Zealand, Russia, the United States, the European Union, and various international organizations."

Our Five key strategies include:

- Supporting and encouraging knowledge development
- Creation of information hubs
- Dissemination of knowledge
- Establishment and promotion of intra- and inter-organizational academic collaboration networks
- Development of policies to handle changes in ASEAN

Chulalongkorn University and Thailand now stand on the brink of change, and the ASEAN Studies Center aims to aid in the preparation for this change by uniting the university's efforts and integrating their work into the big picture, thus paving the way to an efficient transition into the ASEAN Community and the establishment of a solid base in ASEAN studies in Thailand.



The CU ASEAN Studies Center aims to help Thai society to prepare for the ASEAN Community.

The 2nd Year of Success in Innovations for Halal



World Halal Research Summit 2012, Malaysia

Following two big wins in the 2011 World Halal Research Summit in Malaysia, Chulalongkorn University's Halal Science Center once again captured the "Best Innovation in Halal Logistics" award from the 2012 summit. With two wins in consecutive years in this category, the Center's achievements have underlined Thailand's status as a leader in the field of Halal science.

The World Halal Research Summit 2012 event was held by the Halal Industry Development Corporation (HDC) on April 4-5, 2012, with over 1,000 academics, scientists, industrialists, and businessmen from 40 countries around the world attending the event at the Kuala Lumpur Convention Center in Malaysia.

Halal Science Centre, Chulalongkorn University received the award for the research project titled "Two-Dimensional Barcode Application Incorporated with Najis Cleaning Procedure for Preparation of Promising HAL-Q Halal Logistics and Traceability System", which concerns the development of the SILK (Shariah-compliant ICT Logistics Kontrol) system. SILK consists of several software modules, one of which uses 2D barcodes instead of more expensive RFID (Radio Frequency Identification) technology to track shipments of Halal goods. Additionally, 2D



The CU Halal Science Center receives the "Best Innovation in Halal Logistics" Award for the second year in a row.



*Assoc. Prof. Dr. Winai Dahlan,
Director of the Halal Science Center*

barcodes can be read using mobile phones, thus eliminating the need for scarce and expensive RFID scanners. Scanned 2D barcode data is transferred to the SILK Cloud Office, which is located at the Center's office on the 12th floor of the Chulalongkorn University Research Building, to obtain the shipment's details and Halal qualifications of the goods within.

Thanks to its ability to inspire confidence in the quality and safety of Halal products among Muslim consumers, the Center's work was chosen as one of the five best innovations in the 2012 World Halal Research Summit. In addition to the honorary trophy presented by Dato' Sri Mustapa bin Mohamed, Malaysia's Minister of International Trade and Industry, the project was described Deputy Minister of International Trade and Industry Dato' Mukhriz bin Tun Dr. Mahathir – who presided over the Summit's opening ceremony – as a solution that will assure Muslim consumers in Malaysia and other countries around the world of the quality of Halal food products from Thailand.



A Business to Change the World

The Yutthasarn Na Nakorn Foundation and the Thailand Greenhouse Gas Management Organization together organized the "Green Business Plan" contest in May to give university students a chance to try their hand at creating business plans connected to eco-friendly products and to nurture an interest in green business among up-and-coming entrepreneurs. The contest featured 30 submissions from student teams nationwide.

Among those 30 was Chulalongkorn University's Green Life Society team, which comprises Chulalongkorn Business School seniors Thanaporn Roongruang, Thita Weesommai, Thicumporn Sumitilee, Wibunya Ounchokdee, Piyakarn Chama-phorn, and Tanawat Tangmettjittakul. Their plan for a green business using the "beleaf" brand name won the hearts and minds of the judges and earned them the competition's grand prize.

The team had lofty goals for their business plan. **"We wanted to create a store that can change how people think and also change the world. We immediately targeted teenagers, who are largely open-minded towards**



Artist's rendition of the beleaf Store



The Green Life Society Team from CU receive the "Green Business Plan" award.

new ideas. If we can get them interested in environmental issues now, then they will eventually become a major driving force behind a greener mindset for society," the group said.

"Our products are things we use in everyday life, such as stationery, design-focused gifts, and various household items. Every beleaf product



Every "beleaf" product must be eco-friendly either in the choice of raw materials, production techniques or disposability.



must be eco-friendly – either in raw material choices, production techniques, or disposability."

Aside from the selection of eco-friendly products, the Green Life Society team also meticulously laid out plans for the store's finances, marketing, location, and storefront management. This detail-oriented approach resulted in a realistic, usable business plan and won accolades from the judges.

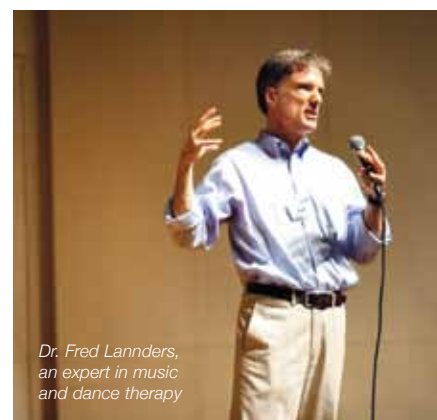
The Asian Music & Creative Arts Therapy Summit and the 2nd International Association for Music & Medicine Conference

The Asian Music & Creative Arts Therapy Summit and the 2nd International Association for Music & Medicine Conference held at Chulalongkorn University during June 27 - July 6, 2012, showed that the international medical community had clearly defined music and art therapy for use as clinical treatment techniques in conformity with the patient's knowledge of music and art and adapted to suit the patient's condition.

Both events covered a wide range of therapeutic techniques, including music, drama, movement, and dance therapy, through lectures and workshops featuring international experts.

The two international conferences represent a fine start to the development of music and art therapy in Thailand and the continuing expansion of the international music and art therapy community. Through the participation of medical experts from Thai hospitals, representatives of nine ASEAN member nations, and specialists from 30 countries in Asia, America, Europe, and Australia, both events have paved the way for Thailand to grow into Asia's hub of musical and art therapy development.

Participants join in the fun at the Sound and Movement Workshop.



Dr. Fred Lannders, an expert in music and dance therapy



CU Confers Doctoral Degree on China's Director of the Confucius Institute Headquarters

Her Royal Highness Princess Maha Chakri Sirindhorn presided over the opening ceremony of the 2012 Joint Conference of Asia Oceania Confucius Institutes and conferred an honorary Doctor of Arts degree on Madam Xu Lin for her outstanding contributions in Chinese language studies on an international level.

HRH Princess Maha Chakri Sirindhorn arrived at Chulalongkorn University's Main Auditorium on the evening of Sunday, June 24, 2012 to preside over the opening ceremony of this year's Joint Conference of Asia Oceania Confucius Institutes, which was held during June 24-26, 2012 at the Mahitaladhibesra Building and the Maha Chulalongkorn Building to provide a platform for the exchange of expertise in Chinese language teaching in Asia-Oceania countries with Confucius Institutes. The conference also offered Chulalongkorn University's teaching staff an opportunity to link up with fellow instructors from universities across the region. Notable figures in the Chinese language teaching community attended the ceremony, including Mr. Guan Mu, the Chinese Ambassador to Thailand, and 250 directors of Confucius Institutes from various countries.

HRH Princess Maha Chakri Sirindhorn then proceeded to the reception room of the Main Auditorium to confer an honorary Doctor of Arts degree on Madam Xu Lin, the director-general of



HRH Princess Maha Chakri Sirindhorn congratulates Madame Xu Lin.



HRH Princess Maha Chakri Sirindhorn confers an honorary Doctor of Arts degree on China's Director of the Confucius Institute Headquarters (5th from left).

Hanban and Chief Executive of the Confucius Institute Headquarters in the People's Republic of China. Her exceptional talents and notable dedication have been the driving force behind the establishment of over 350 Confucius Institutes around the globe in just eight years. With 500

Confucius Classrooms now spread across 105 countries, Madam Xu Lin remains intent on opening additional Confucius Institutes on a yearly basis.

Thanks to Madam Xu Lin's efforts, Chulalongkorn University and Peking University successfully established a Confucius Institute as part of Chulalongkorn University's Faculty of Arts on March 26, 2007. The Institute has consistently enjoyed strong support from Madam Xu Lin in its mission to promote Chinese language teaching, organize Chinese cultural activities, train Chinese-language college instructors, provide financial support for Thai personnel to attend special training courses in China, and supply a wide variety of Chinese-language learning materials for various academic programs.



Madame Xu Lin, China's Director of the Confucius Institute Headquarters



"Beaver", the official mascot of the CU Freshy Games 2012

CU Freshy Games, CU Creation!

And that was it for the 2012 Freshy Games! Held on an annual basis at the start of every academic year, the Games provide Chula's freshmen with a warm welcome through sporting activities that bring together new students from every faculty and foster a positive attitude toward constructive on-campus activities.

The 2012 Freshy Games were held during June 19-28 under the concept of "CU Freshy Games, CU Creation" and featured 23 sports: futsal, Thai fencing, badminton, table tennis, golf, boxing, basketball, athletics, shooting, water polo, pétanque, football, dance, swimming, taekwondo,

synchronized swimming, fencing, hockey, tennis, bridge & board games, sepak takraw, rugby, and volleyball.

In addition to sports, supporters from every faculty joined the action to compete for fan and cheerleading trophies, spicing up the week's activities with a fun mix of eye-catching fashion and creative fan routines. While an entire week of sports was quite exhausting, every student agreed that the fun and memorable experiences were more than worth it.

Snapshots of all the fun from the Games



Fans in their super fun and colorful costumes!



Football is always one of the highlights of the Freshy Games.



Freshmen fans in the neat & clean version



Lovely moments from the cheerleading teams



Impression from the Freshy Games



Arthittaya Kittithanatphum
Freshman
Faculty of Sports Science

The Freshy Games gave me a chance to meet a lot of new friends both in my faculty and from elsewhere. The atmosphere of friendship, sportsmanship, and unity was clear to everyone. I also got to try sports that I had never played before. It was great, especially with support from my friends. I wish everyone of us could experience the whole Games. I'm very impressed by this activity. Juggling classes and training sessions made me a little tired, but it's worth it in the end.



Pantita Thongmanee
Freshman
Office of Commission on
Agricultural Resource Education
(OCARE)

The Freshy Games taught me about duty, responsibility, and unity. Everyone has to help each other and work together. This introduced me to a lot of fellow freshmen and made us all close friends in just a few days. More senior students also helped take care of all of us. Our days on the stand were tough, but still fun all the same. All in all, I'm happy that I did it. The Games leave me with a lot of memorable moments that will always remind me of how I spent the freshman year with my great friends.



Patiphat Pothisan
Senior
Faculty of Sports Science

As one of the organizers of the Freshy Games, I'm delighted to see everyone come together and make it a success. The Games showed us a lot of things. There was the fun atmosphere, the sense of togetherness and unity, the shows of sportsmanship that meant a lot more than victories. Aside from all that, we also saw each faculty's expressions of identity and creativity. Essentially, the Games helped us students pass along great things from generation to generation.

// CALENDAR OF EVENTS

1

The SMEs Sector in the ASEAN Economic Community 2015, Ensuring Growth, Competitiveness and Sustainability

Date: 26-27 September 2012

Host: ASEAN Studies Center of Chulalongkorn University, Chula Global Network, Konrad-Adenauer-Stiftung, and Social and Economic Governance Programme Asia (SOPAS)

Tel: (66) 2218 3929

E-mail: seksan.anantasirikiat@gmail.com

2

The 3rd Chula International Workshop on Protein Expression and Purification Strategies 2012

Date: 1-5 October 2012

Host: Faculty of Medicine, Chulalongkorn University

Tel: (66) 2256 4475

E-mail: smedsuk@md.chula.ac.th, s.kramomtong@hotmail.com

3

The 9th International Conference on Environmental and Public Health Management: Towards Better Health and Well-Being

Date: 2-4 October 2012

Host: College of Public Health Science and Institute of Natural Resources and Waste Management, Chulalongkorn University, Hong Kong Baptist University, and Society for Environmental Geochemistry and Health (SEGH)

Tel: (66) 2218 8194, (66) 2218 8190

E-mail: info@geotrop2012.org

4

Chulalongkorn Accounting and Finance Symposium (CAFS) 2013

Date: 8-9 November 2012

Host: Faculty of Commerce and Accountancy

Tel: (66) 2218 5675

E-mail: anchulee@acc.chula.ac.th



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