

The 12th Executive Seminar in Thailand
February 11 - 16, 2024

Sunday, February 11, 2024
(Dress code: casual)

- 17:30 – 18:30 Meet with undergraduate students from MUIC at the hotel lobby
(Students will wear black T-shirt with MUIC) in the front
Groups will be led to MRT Samyan to MRT Asoke (36 mins)
Walk to MRT station with MUIC students and take MRT Blue Line from Samyan
(BL22) to Sukhumvit (BL27) **Walking shoes, or comfortable shoes are recommended
for this evening.**
- 18:30 – 20:30 Welcome dinner at the award-winning '*Cabbages and Condoms*' a restaurant
acknowledged as one of the finest Thai restaurants in Bangkok
- 20:30 Leave for hotel
**Note:* MRT train will be used for transportation, and you will receive a ONE-WAY
JOURNEY TICKET from MUIC staff for your travel from and to hotel

Monday, February 12, 2024
(Dress code: Business Casual)

- 09:00 – 09:30 **Welcome note** by Assoc. Prof. Dr. Claus Schreier
Venue: Meeting room Atelier 01, Floor 05
- 09:30 – 12:00 **Lecture and Workshop:** “Living and doing business in Thailand – Country
specifics and Cultural Patterns to be taken into account” by Assoc. Prof. Dr. Claus
Schreier (MUIC)
- 12:00 – 13:20 Lunch break (will be provided)
Venue: Floor 02, food & beverage area of the *Le Méridien* Hotel
- 13:20 Leave from Le Méridien Bangkok Hotel to Swiss Embassy by MUIC vans
- 14:30 – 16:00 **Swiss Embassy Bangkok Thailand – Company visit, speech, and group discussion:**
“Thailand’s business context – Swiss-Thai bilateral relations & recent trends” by
an Embassy of Switzerland in Thailand representative and Mr. Marco Rudin,
Executive Director of the Swiss-Thai Chamber of Commerce (STCC)
- 14:30 – 14:45 Arrival of the group & coffee buffet
- 14:45 – 15:00 Remarks by an Embassy representative

15:00 – 15:15 Remarks by Mr. Macro Ridin, Executive Director of
Swiss-Thai Chamber of Commerce

15:15 – 15:30 Q&A

15:30 – 16:00 Mingling/discussion with coffee and cookies

16:15 Leave from Swiss Embassy to hotel by MUIC vans

17:15 – 18:15 **Le Meridien Bangkok Hotel**; meet with the **Director of Food & Beverage**,
Mr. **Akarawit Jintanakarn (Khun O)**, *Le Méridien* Bangkok Hotel; “*Le Méridien*
Bangkok’s / AWC’s Growth and Sustainability Strategy in the context of the Thailand
Tourism Sector”
Venue: Tempo Bar, Floor M, drinks and “apero” offered

Tuesday, February 13, 2024
(Business Casual)

09:00 Meet up at hotel lobby and leave for Central Bank Thailand by MUIC vans

09:45 – 11:00 **Visit: BOT Central Bank Thailand, speech, and group discussion:** “Digital Cross
Border QR Code Payment – a joint venture Thailand and Singapore” by *tbd*

11:00 – 12:00 **Visit: BOT Central Bank Thailand Museum guided by BOT staff**

12:00 – 12:45 Lunch break (will be provided)

12:45 – 13:30 Leave to MUIC Salaya Campus

13:30 – 14:45 **Lecture and Workshop (I):** “Business Environment in Thailand” by
Assoc. Prof. Dr. Nuntana Udomkit (MUIC) at MUIC Campus

14:45 – 15:00 Coffee break

15:00 – 16:30 **Lecture and Workshop (II):** “Business Environment in Thailand” by
Assoc. Prof. Dr. Nuntana Udomkit (MUIC) at MUIC Campus

16:30 – 17:15 Mahidol University Salaya Campus tour

17:30 – 19:00 Authentic Thai Dinner at Salaya

19:00 – 19:45 Back to Bangkok Downtown by MUIC vans

Wednesday, February 14, 2024
(Morning: Business Casual, Afternoon: Casual)

09:00 – 10:20 **Lecture and Workshop (I):** “Navigating Digital
Disruption: Strategies for Business Digital Transformation”
by Assoc. Prof. Dr. Shu-Hsiang (Ava) Chen, Entrepreneur College (Taichang) XJTLU

Venue: Meeting room Atelier 01, Floor 05

10:20 – 10:40 Coffee break

10:40 – 12:00 **Lecture and Workshop (II):** “Navigating Digital Disruption: Strategies for Business
Digital Transformation”
by Assoc. Prof. Dr. Shu-Hsiang (Ava) Chen, Entrepreneur College (Taichang) XJTLU

12:00 – 13:00 Lunch break

13:15 Leave for CirPlas Tech Company Limited, waste management company

14:00 – 16:00 Talk with the founder of **CirPlas**, Mr. Thosaphol Suppametheekulwat

16:10 Leave to the hotel and free evening in Bangkok downtown

Thursday, February 15, 2024
(Business Casual)

09:00 – 12:00 **Lecture and Workshop:** “Building Employee Experience through Organization and
Digital Transformation” by Dr. Wallapa Suengkamolpisut (MUIC)
Venue: Meeting room Atelier 02, Floor 05

12:00 – 13:00 Lunch break (will be provided)
Venue: Lastest Recipe Floor 02

13:15 Leave from hotel to AIS by MUIC vans

14:00 – 16:00 **Intouch Holdings PCL** – Company Visit, speech, and group discussion: “Digital
workplace and digital Learning Platform for new generation workforce” by
AIS representatives

16:00 Leave to the hotel and free evening in Bangkok downtown

Friday, February 16, 2024
(Business Casual)

09:00 – 10:00 **Lecture and Workshop:** “Asia and Thailand’s progress on SDGs”
by Mr. Arman Bidarbakht Nia, Head of the Statistical Data Management Unit,
Statistics Division, UNESCAP
Venue: Meeting room Atelier 01, Floor 05

10:15 – 10:30 Coffee break

10:30 – 12:00 **Lecture and Workshop (II):** “Challenges and Opportunities for Sustainable Development in Asia – a Microeconomic Perspective”
by Asst. Prof. Dr. Isabel Rodrigues (MUIC)

12:00 – 13.30 Lunch break Check-out of the *Le Méridien* Hotel

13:30 Leave for **Thai Union Group**

14:00 – 16:00 Introduction to Thai Union Group and innovation on plant- base protein at Thai Union

16:15 Group is sent to the *Le Méridien* hotel by MUIC vans (pick up luggage)

End of the study week

.....

MUIC Lecturers' Profile
The 12th Executive Seminar in Thailand
February 11-16, 2024



**Claus Schreier, Assoc. Prof. Dr.,
Assistant Dean for Research and Academic
Services, Lecturer Business
Administration Division**
Mahidol University International College
Mahidol University, THAILAND
Salaya, Nakhon Pathom, Thailand
Tel: + 66 2 700 5000 ext. 4478
Email: claus.sch@mahidol.ac.th

Lucerne University of Applied Sciences and Arts
Zentralstrasse 9
6002 Lucerne, Switzerland
Email: claus.schreier@hslu.ch

**Lecture: Living and doing business in Thailand –
country specifics and cultural patterns to be taken
into account.**

Monday, February 12, 2024

Claus Schreier earned his Doctorate in Economics (Dr. rer. pol.) in 2001 from the European Business School, International University (www.ebs.de). In 1997 he graduated with a Master Degree in Economics from University of Konstanz and 1999 with a Master Degree in Business Administration from University of Hagen. After his doctoral studies, he spent 3 years as a Senior Business Consultant for CSC Switzerland and another 3 years as a partner and management consultant for Prime-IT Consulting. Claus is an adjunct Professor at Lucerne University of Applied Sciences and Art and part-time lecturer for Intercultural Management at the Institute of Management and Regional Economics (IBR) (www.hslu.ch). He lectures at various institutions in Switzerland, Germany, the USA, and Thailand.

Since September 2017 Claus is a full-time lecturer for the Mayor International Business and a lecturer for International Strategy at Mahidol University International College (MUIC) in Bangkok / Thailand (www.muic.mahidol.ac.th/eng/).

Important steps in his professional experiences include CSC Switzerland, Prime IT as well as Bosch GmbH, Winterthur Life & Pensions and Swiss Life. He was also the founder and owner of the consulting company “Die Kulturarchitekten” dealing with all kinds of international & intercultural issues.



***Nuntana Udomkit, Assoc. Prof. Dr.,
Lecturer, Business Administration
Division***

*Mahidol University International College,
Mahidol University, THAILAND
Tel: +66 2 700 5000 ext. 4433
Email: nuntana.udo@mahidol.ac.th*

**Lecture: Business Environment in Thailand
Tuesday, February 13, 2024**

Nuntana Udomkit received her Doctoral Degree in Economics and International Development from the University of Bath, United Kingdom in 2002, Master Degree in Economy and Society from Lancaster University, United Kingdom in 1998, and Undergraduate Degree in Public Administration (first class honours) from Chiang Mai University, Thailand in 1995. Nuntana also received a certificate in Foreign Trade Development from Japan International Cooperation Agency (JICA) and Kobe University, Japan in 2008 and Bachelor of Laws from Thammasat University, Thailand in 2011.

Nuntana started her career with the Bank of Thailand in 1995. After the completion of her higher education, she worked for the Ministry of Commerce, the Royal Thai Government from 2002 to 2008. Through her works with expert teams of several Ministers of Commerce, she gained extensive experiences and insights on trade and development.

She joined Business Administration Division, Mahidol University International College in 2008. Her interests are in the areas of International Trade and International Business Management. Nuntana also works as a legal consultant and a litigator. Her areas of expertise are arbitration, international trade, contract, insurance, and tax.



Dr Shu-Hsiang (Ava) Chen / 陈舒湘, PhD,
Assoc. Prof., Programme Director, MSc
Entrepreneurship & Innovation, XJTLU
University, China

Xi'an Jiaotong-Liverpool University (XJTLU),
China

**Lecture: Navigating Digital Disruption: Strategies for
Business Digital Transformation**

Wednesday, February 14, 2024

Shu-Hsiang (Ava) Chen obtained her Ph.Ds. in Educational Technology & Tourism Development from Chulalongkorn University and Maejo University in Thailand. Before joining the XJTLU Entrepreneur College Taicang campus, she served as Associate Professor at Shantou University Business School and ASEAN Marketing Director at Chilitag Technology Co., Ltd. She also serves as a business consultant for domestic and foreign companies and a board member of Chilitag Technology.

Her academic expertise and research areas include technology management and innovation, digital marketing, digital transformation, and emerging technology in business applications.

She has published as the first author/co-author of more than 30 academic papers and works. She has also participated in several industrial and academic cooperation projects, such as the National Natural Science Foundation of China, and funds projects of the People's Government of Guangdong Province.



***Wallapa Suengkamolpisut, Dr.,
Lecturer, Business Administration
Division***

*Mahidol University International College,
Mahidol University, THAILAND
Tel: +66 2 700 5000 ext. 4449
Email: wallapa.sue@mahidol.ac.th*

**Lecture: Building Employee Experience through
Organization and Digital Transformation
Thursday, February 15, 2024**

Wallapa Suengkamolpisut received her doctoral degree in Business Administration from Bradford University, United Kingdom, in 2018. She holds two MSc degrees in Leadership and International Management from the Baltic Business School, University of Kalmar, Sweden, and an MSc in Management with a major in Human Resource Management from the College of Management, Mahidol University, Bangkok, Thailand.

With over 25 years of experience in corporate organizations, Wallapa has specialized in strategic human resources across various industries, including multinational enterprises in automotive, hotel and hospitality, and telecommunications, as well as small and medium-sized family businesses. She is particularly skilled in strategic HR and organizational development, having initiated and designed strategic HRM practices in collaboration with top executive management teams for organizational, cultural, and people transformation. Wallapa has been at the forefront of initiating and leading employee wellness programs, seamlessly integrating them into corporate practices. In addition to her wealth of experiences, she serves as an HR advisor for several companies across diverse industries.

Wallapa joined Mahidol University International College as a part-time lecturer in 2017 and transitioned to a full-time lecturer role in 2022. Furthermore, Dr. Wallapa Suengkamolpisut has been invited as a guest speaker on topics related to HR by numerous leading organizations. Additionally, she has served as a guest lecturer in the Faculty of Engineering at Mahidol University. Her research interests encompass employee well-being, people analytics, and strategic HRM.



***Isabel Pereira Rodrigues, Asst. Prof. Dr.,
Lecturer, Business Administration
Division***

*Mahidol University International College,
Mahidol University, THAILAND
Tel: +66 2 700 5000 ext. 4424
Email: isabel.per@mahidol.ac.th*

**Lecture: Economical aspects of Sustainable
Development**

Friday, February 16, 2023

Isabel Pereira Rodrigues earned her Doctorate degree (PhD) in Economic Analysis in 2007 from the Universitat Autònoma de Barcelona (IDEA programme) in Spain. She also holds two Master degrees in Economic Analysis from Nova Business School, Universidade Nova de Lisboa in Portugal, and from Universitat Autònoma de Barcelona.

She started her professional career by working in the private sector as a technical analyst for bank insurance, and after completing her PhD, she worked for over 4 years for the United Nations system. Isabel performed the role of policy specialist at the Research Unit of the Human Development Report Office (HDRO) of the United Nations Development Programme (UNDP), and Statistician for the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). During her collaboration with the UN system, Isabel worked on sustainable and economic development issues in areas that included: climate change, migration, health, inequality and poverty.

Since 2014, Isabel has been a lecturer at the Business Administration Division of Mahidol University International College (MUIC) in Thailand. Previously, she was the Program Director of the Master of Business Administration (MBA) at MUIC, as well as the Program Director of the Business Economics Major of the Bachelor in Business Administration (BBA) at MUIC.

Her research interests focus on sustainable development and market incentives, economics of science, innovation, and entrepreneurship. Isabel is also a research fellow at the Center for Advanced Studies in Management and Economics of the Universidade de Évora in Portugal.