



September 21 – October 5, 2014



Activity News Report

Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I

On September 10, 2014, Prof. Dr. Chira Hongladarom took the Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I participants to have a study visit on the Operation of Toyota Gateway Assembly Plant in Chachoengsao. Thanks to Mr. Sutin Henprasert, Director of Toyota Motor Asia Pacific Engineering & Manufacturing Co., Ltd. and team for warmly welcoming the study visit group and sharing good lessons from Toyota Way.



On September 10, 2014, Prof. Dr. Chira Hongladarom took the Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I participants to have a study visit at Bangchak Petroleum Public Company Limited. It was a great honor to have Mr. Yodphot Wongrukmit, Senior Executive Vice President, Corporate Administration and Information Technology Education, Ms. Pornrudee Utharawuthipong, Organization Innovation and Operation System Management Division Director to welcome the study visit group and share knowledge.



On September 11, 2014, the Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I participants had a study visit at Giffarine Skyline Unity Co., Ltd. It was a great honor to have Jackrapong Paiboon, MD. and Jaitip Paiboon, MD. to welcome the study visit group and share experience, business philosophy and success of Giffarine Skyline Unity Co., Ltd.



On September 12, 2014, Prof. Dr. Chira Hongladarom took the Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I participants to have a study visit on SCG Human Resource Management. Thanks to Ms. Thantarat Photanan, Head of Executive Briefing Center & External Relations.



On September 12, 2014, Prof. Dr. Chira Hongladarom took the Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I participants to have a study visit at Office of the National Broadcasting and Telecommunications Commission (NBTC). It was a great honor to have Mr. Takorn Tantasith, Secretary General of the Office of National Broadcasting and Telecommunication Commission (NBTC) to host lunch and Director Sutisak Tantayotin to make presentation on Communication Progress and Thai Medical Sector and Public Health Development. Mr. Kokij Danchaivijit, Deputy Secretary General of NBTC exchanged views and welcomed the study visit group. Thanks to NBTC on this occasion.



On September 14, 2014, it was the third time for Prof. Dr. Chira Hongladarom to teach students in Ph.D. Program in Innovation Management, Suan Sunandha Rajabhat University Class 9. In this class, Prof. Dr. Chira Hongladarom shared ideas with students on the book “LYNDA GRATTON: The Shift The future of work is already here”.



On September 14, 2014, Prof. Dr. Chira Hongladarom, the 1st Vice President of Basketball Sport Association of Thailand (BSAT) was invited to join and cheer basketball teams Division I and Division II of 2014.



On September 16, 2014, Prof. Dr. Chira Hongladarom and Assoc. Prof. Dr. Somchai Phagaphasvivat were speakers at the Panel Discussion on "Change Management & Leadership in New World Order" for TCC Land.



After that, there was workshop on Change & Leadership in the New World Order and Application to TCC land context.






On September 20, 2014, Prof. Dr. Chira Hongladarom and team came to make a presentation on Human Resource Development toward High Quality Education and the 21st Century at the meeting room on the 4th floor of Language Center, Muban Combueng, Rajabhat University to teachers in several provinces like Ratchaburi, Nakhonpathom, Phetchaburi and Prachuap Khirikhan and Master's Program in Education Management students. There were more than 200 participants.



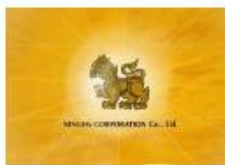
On September 21, 2014, it was the second time in which Prof. Dr. Chira Hongladarom taught MBA Program Rajamangala University of Technology Krungthep. His student, Dr. Prattana Srisuk invited time to make a presentation on Conflict Management.



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	<p><input type="checkbox"/> Human Talk Radio Program Broadcast every Sunday at 06.00 – 07.00 hrs. on FM 96.5 MHz. or Internet</p>

Special Thanks to



STOCK *Review*



Human Talk Radio Program

Human Talk Radio Program broadcast on September 7, 2014

On this program, Prof. Dr. Chira Hongladarom shared his experience in participation in FIBA World Congress 2014 hosted by FIBA. This Congress is organized every 4 years. This year, it was organized in Spain, the venue for Basketball World Championship which is organized every 4 years. All FIBA member countries are required to send the representatives to join. The President and the Secretary-General of Basketball Sport Association of Thailand (BSAT) nominated Prof. Dr. Chira Hongladarom to participate in this Congress. He traveled to Dubai by advanced quality Emirates Airline. The Middle East is very prosperous. It took 6 hours from Thailand. Then, he transferred flight to Madrid. From the map on the airplane, he knew that the plane flew past the North African countries like Egypt and Tunisia before arriving in Madrid. The map on Emirates was very beautiful. His destination was Seville located in the South of Spain. It was adventurous trip providing geographical knowledge. This Congress took total one and 4 half day. The tablets were distributed to the participants for electronic vote and becoming souvenir. These tablets did not have SIM Cards but needed Wi-Fi. Galaxy might be sponsor. At that Congress, the President, Vice President, Secretary-General and Central Board sat upstairs. Central Board in this Congress came from America and South America. The seating was like UN Conference with country labels. Prof. Dr. Chira Hongladarom had chance to raise his hand like he was in the former meeting in Turkey. He represented Thailand in the Congress and promoted Thailand. Bravery was needed. There were 200 countries joining this Congress. People sitting downstairs were given 15 minutes for sharing ideas. Prof. Dr. Chira Hongladarom asked about the new rule requiring all match results in Thailand from school, university and province level to be reported to the Association and FIBA. However, some matches were informally organized by schools. They were under the Office of the Basic Education Commission (OBEC). We cannot follow everything because the Ministry of Education may not know or recognize Basketball Sport Association of Thailand (BSAT). The Secretary-General said that Thailand's case was good. There should be linkage. We should not follow FIBA's all rules. FIBA works like the world leader. It is like FIFA which has a lot of rules. If we do not follow them, we will be removed. These Associations mostly focus on sanction. Prof. Dr. Chira Hongladarom said that, sometimes, universities and Tambon Administrative Organization organized by them so the Association should request for cooperation to send the match results. If they do not send, how can we remove them? They understood that competition in each country especially youth level like OBEC's thousands of tournaments were hard to report FIBA everything. Formerly, the boards were stressful why we did not report them. Even though we are appropriately established based on FIBA's rules, they need to understand Thailand's reality. It reflected that Thailand gained more recognition. In Youth Olympic, 3x3 Thai women basketball team ranks ninth in the world and second in Asia. They passed to the second round with 7-8 victory. Nowadays, the modern basketball is designed to be 3x3 basketball because its game can go faster. It does not need tall players. Thai women basketball team has become SEA Games Champion but the men team has problem. Therefore, they greatly honor us for our rank in Youth Olympic and the world's ninth rank. From now, FIBA and BBA will cooperate. Formerly NBA did not accept FIBA. Later, famous NBA players play in Spain.

Prof. Dr. Chira Hongladarom shook hand with NBA representatives, provided self-introduction and exchanged name card. The Association planned to send representative to negotiate with 2 NBA teams to play in Thailand. It was not inviting them to play against Thai teams. They came to Taiwan once. NBA is powerful. Every sport association like football and volleyball which joins the World Congress should come back to report to people. Prof. Dr. Chira Hongladarom is academic with international conference experience so he can apply academic knowledge to support sports to have continuity. In the future, sport associations must practice themselves. It does not matter of the president is not good at English but the Secretary-General and advisors should be able to represent the association. When they join the meeting, there are informal discussions. At the present, many businesses took place. Sports bounce to tourism. A company from Utah, U.S.A. comes to business in Thailand. Their business is basketball court floor decoration with wood. Thailand can make it like basketball backboard. In the future, 3x3 basketball will expand. Metal basketball backboard's sales will increase. The more than 50% of related sport business like uniforms, shoes, balls and FIBA jerseys are exported from Thailand. The world's trend is to honor the handicapped. Therefore, 2 boards were set up like Wheelchair Basketball. Prof. Dr. Chira Hongladarom will organize Wheelchair Basketball Tournament. The deaf and dumb can play basketball very well. International boards were set up. There are seminars. This time, the deaf and dumb were invited to become board members. There are sign language interpreter when they raise hand to share ideas. It reflects that, at the present, the handicapped do not look sympathy any more as I think. They have honor and dignity. Basketball Sport Association of Thailand (BSAT) do not have wheelchair, deaf and dumb board. In the future, there will be 3x3 basketball at shopping center, community and Tambon Administrative Organization. 10 years ago, basketball courts were used for futsal events. One day before this broadcast, Prof. Dr. Chira Hongladarom met Deputy Governor of Sports Authority of Thailand (SAT). He did not think that basketball would come back because it has been forgotten for a long time. Prof. Dr. Chira Hongladarom was elected to be the 1st Vice President of Basketball Sport Association of Thailand (BSAT) because his value has been seen through media. When he came back from the conference, he came to organize Division I and Division II tournaments which used to disappear. Division II is provincial area which has gone. 5x5 and 3x3 basketballs must be often held. Tall youths who used to play volleyball will become more interested in playing basketball. In fact, the world regards that basketball is more popular than volleyball. Only in Thailand, volleyball is more popular. Basketball is interesting and easy to play. It allows more exercises, jumps and teamwork. It is not expensive. Within only 10 seconds left, 5-6 shots are made.

Before joining in FIBA World Congress 2014, Prof. Dr. Chira Hongladarom organized Public Hearing. 3 main conclusions are as follows.

First, in the future, radio will have 2 systems: Analog and Digital Systems. It will not 100% migrate to digital system because it needs boxes and equipments. Digital system will lower interference in the future. Analog users still have time for preparation. The proposal has been already presented that dual systems will continue to be used for 10 more years. Then, they will be ready when digital technology comes in.

Second, even though radio seems out-of-date, it converges with Internet and TV. We can use radio to link to Social Media. This is called Convergence. In the future, we can see each other's face on radio. Radios will not standalone anymore. Now, Human Talk Radio Program could be listened from Internet and on demand. This technology will be also used for community radio.

Last, Prof. Dr. Chira Hongladarom proposed the Human Capital Development Project for Radio Broadcasting and Community Radio. The current stakeholders will be entrepreneurs, broadcasters and NBTC regulators who live in provincial area. Formerly, they were technicians from Postal Authority. Now, they must understand laws and regulations. If advertisements are not appropriate like presenting political propaganda, negotiation is needed to control. If they cannot be self-control, the stations have to be closed. Prof. Dr. Chira Hongladarom has proposed this project to Mr. Takorn Tantasith, Secretary General of the Office of National Broadcasting and Telecommunication Commission (NBTC). Radio is still useful in rural areas. Some farmers carry transistors to rice paddies and listen. If they listen to economic, social, political and cultural and ASEAN knowledge which is useful for their communities, the radio will never die. NBTC has a fund for the research team to organize activity. Human Capital Development Project will be free of charge. It will be academic activity for develop NBTC people on morality, ethics, high quality broadcasting, Google Search, university linkage and local leader network creation. These will be useful. The broadcasters and frequency owners' ethics will be developed to be public-spirited. Thai Society must be knowledge-based society instead of labor intensive. Radio will be lifelong learning, people aged 50, 60 and 70 years can listen to the radio.



Kid Pen Kao Pen with Dr. Chira TV Program

Kid Pen Kao Pen with Dr. Chira TV Program Column summarized interesting issues on the program. On Thursday 25 September 2014, this program presented FIBA World Congress 2014 in Spain Episode.

Thinking for Stepping Forward Session presented the activity in which Prof. Dr. Chira Hongladarom as the 1st Vice President of Basketball Sport Association of Thailand (BSAT) went to participate in the FIBA World Congress 2014 in Sevilla Spain. This is the Congress of FIBA International. An important agenda of this Congress is the new FIBA President election. The majority voted for Mr. Horacio Muratore, the Argentine to become the new president. Financial report reflects FIBA's current financial status which has high security and has potential to be ready to host the World's great tournaments. Besides, there is basketball matches results report. It is very great that 3x3 Thai women basketball team ranks ninth in the world and second in Asia. The participation in this Congress reflects the future of Thai basketballs which has high potential players and sport personnel who can be developed to go to international level with sustainability.

As a Roadmap Session presented interview with Mr. Thongchai Vatanasakdakul, the Secretary-General of Basketball Sport Association of Thailand (BSAT). Mr. Thongchai Vatanasakdakul explained the background of FIBA. FIBA is an international organization related to basketball. It was established 100 years ago. Its full name is Federation International Basketball Amateur. It is under Olympics. Nowadays, 204 countries all over the world are members. Thailand is one of them. Thailand is a first country which aware of basketball sport. Nowadays, basketball has 2 large organizations: FIBA and NBA. FIBA's last word is Amateur focusing on excellence. NBA promotes professionalism. We will see the difference. Nowadays, FIBA links to NBA. It starts with 3x3 basketball which NBA used to play as Street Basketball. After that, both organizations combine. FIBA management structure has been adjusted. NBA representatives are invited to be board members. Prof. Dr. Chira Hongladarom joined Extra Congress in Turkey. Restructuring will have another new product. Prof. Dr. Chira Hongladarom participated in FIBA World congress in Spain on August 28-29, 2014 which is held every 4 years. Invited associations from more than 200 countries sent the delegates to join. An interesting thing is that, formerly only Asians and South Asians were known. This time, they knew that Thailand has been qualified to 3x3 basketball competition in Youth Olympics. Therefore, our image has been improved. FIBA's new rule requires association in each country to monitor all matches. Prof. Dr. Chira Hongladarom cited an example for them to see that there are competitions at high school, university and community levels. Sometimes, they did not inform everything because they might be under the Ministry of Education and Local Administration Organizations. An important thing is that 3x3 Thai women basketball team ranks ninth in the world and second in Asia. Prof. Dr. Chira Hongladarom as the 1st Vice President of Basketball Sport Association of Thailand (BSAT) feels proud to see that many countries are more interested in Thailand. Many countries feel that Thailand is a country which plays more roles in sport. For 3x3 Thai basketball team succeeds, the credit must be given to the players and coaches. In April 2013, Thailand received honor to host 18-year-old Asian Youth

Tournament. Therefore, the players were invited. Most came from Sirindhorn School. Thailand was fourth rank. This was the first time in history. After Thailand team had rank, they became qualified to play for 3x3 youth event and got bronze medal. After becoming qualified, they went to Asian Zone U18 3x3 World Championship match. Thailand was the first country in Asia hosting World Championship event. Then, they became qualified to World Championship event in Russia. In Russia, it was for senior level. Therefore, Mr. Thongchai Vatanasakdakul asked for the permission from the board to continuously send this youth team. This team started from May to June. One team member was 6 days younger so permission must be requested.

Prof. Dr. Chira Hongladarom said that FIBA's core in the future would be the cooperation with NBA, restructuring and good governance promotion. Besides being qualified to Olympic level, 3x3 is a new product.

Mr. Thongchai Vatanasakdakul elaborated more that 3x3 basketball was basis. They can play without full team members. It is applied basketball. It has its own style. The rules are still changing. The disadvantage comes from different body size. The rules are set for smaller team members to take a long-distance shot and get 2 points and short-distance shot for 1 point. When the rules are settled, there will be training for coaches and all concerned all over Thailand. A working group called referees management board review rules and translate 3x3 basketball rules of 2014 to be standard to apply.

According to Prof. Dr. Chira Hongladarom, FIBA places high emphasis on this and organizes 6 teams. They are European's leading teams. World tours are organized in many countries. Last year event was organized in the Philippines. Then, it is China. This project has been already discussed with interested people. This is very good to do. This creates value added. The standard is 5x5 basketball. It promotes excellence and professionalism based on Sport Authority of Thailand's policy.

2-3 years ago, a youth was granted scholarship to study St. Thomas University in the U.S.A. This is the Association and this board's pride. The Association saw this youth at age of 17. The American coach saw potential. This is a success story of Thai basketball player. Other Thai youths should have opportunity like this in the future.

Human Capital Activity Session presented the activity in which Prof. Dr. Chira Hongladarom was invited by Dr. Klasak Jitsanguan, the Director of Triamudomsuksanomklao School and Mr. Kittisak Chanaksorn, the Director of Triamudomsuksanomklao Samutprakarn School on September 4, 2014. He was invited to integrate learning for teachers and educators in 8 schools of Triamudomsuksanomklao School network all over Thailand. The presentation topic was Thai Education Direction and Step to ASEAN. The objective was to change the view and attitude on ASEAN more than economic aspect by creating awareness for diversity context from cultural perspective, lifestyle, religion and politics. These factors are crucial for educators to continue to develop to build capacity for education. Then, Thailand will be integrated to be a part and leader of ASEAN region with sustainability.



From a student's heart to Dr. Chira



“I am Areerat Phuthamma. I am now working as a professor at Loei Rajabhat University. On this occasion, I would like to thank the top management of Loei Rajabhat University for granting me scholarship to further my study for Ph.D. in Social Science at Ramkhamhaeng University.

First of all, I would like to tell the background on how I met Prof. Dr. Chira Hongladarom. While I am studying at Ramkhamhaeng University, I select to do the thesis on human resource in Thai automobile companies. I need expert so I invite him to be my thesis advisor.

I must thank my husband, Mr. Kasem Phuthamma who told me about him that he used to be Khon Kaen University Council Board member and speaker on several topics for Khon Kaen University. My respected senior, Siriporn Sriun who works at Khon Kaen University introduce me to Prof. Dr. Chira Hongladarom.

I remembered the first day where I went to invite him to be my thesis advisor. He said that he was pleased to help me. I must greatly thank him for his kindness to a rural girl like me. Meanwhile, he kindly allows me to meet him at Foundation for International Human Resource Development in Bangkok.

On the first day I met him, I was very excited. When I met him, I felt that he was warm and kind. He told me to present thesis draft and update it.

From that day, I know that there are many things for me to learn. I am lucky to meet the teacher like him.

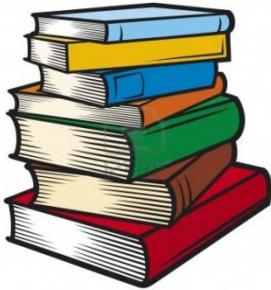
He is a giver. He gives me more than being my advisor. Whenever there are learning opportunities for useful knowledge for life, work and thesis, he allows me to join all of them.

Whenever he teaches or joins important meetings, he gives me opportunity to learn listen and join those activities. Therefore, I learn how to work, concepts, theories like 8K's, 5K's, 2R's, 4L's and many other important useful theories.

He is a valuable senior of Thailand. Whenever I join the same activities as him, I know that he is a famous and highly recognized person at national and international level. He is an HR and other areas guru.

I would like to greatly thank him for helping me understand concepts, theories related to my thesis. Whenever I have problems, he kindly allows me to meet him everywhere he works. Every time, he kindly teaches and advises good things to me including the life after graduation in the future.

I am proud to be his student. I promise to apply all good lessons from him to benefit my work and contribute to the country.”



Prof. Dr. Chira Hongladarom's Concepts

Emotional Capital

Prof. Dr. Chira Hongladarom's Concepts Column of this newsletter would like to present Emotional Capital which is an important capital of 5K's Theory.

Ethical Capital is emotional control and management without stress.

The Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I had Body and Mind Care Learning Activity in which Dr. Wanlop Piyamanotham recommended Emotional Capital development by stress management strategies as follows.

Firstly, drink warm water to relieve stress.

Second, put feet in warm water to better sleep.

Third, move all fingers and toes.

Fourth, focus on the present thinking to prevent worry.

Fifth, solve fear by avoiding regression, escape, elimination and blame.

Sixth, listen to Mozarts Symphony No.40 in G minor to cure mind.

Seventh, inhale, hold and exhale like 1-4-2 type. Breathe from nose, mouth, sinus, throat, chest and full stomach 5 times. Hold breath at chest, upper stomach and let it go to underbelly to become inflate 20 times. Exhale from underbelly, upper stomach and chest respectively.

Eighth, massage face by using 7 types of emotion and feeling. Say "What shall I do for today?"

Ninth, hug to get Oxytoxin hormone to become self-confident and prevent loneliness and depression.

Last, do what you love.

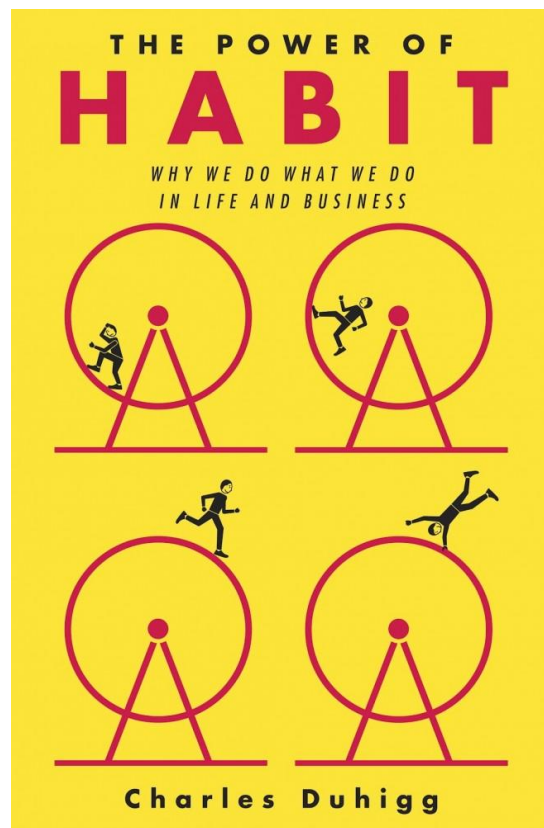
These approaches can be useful for Emotional Capital Development.



Recommended Book

The Power of Habits

On the occasion of the Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I organized by Foundation for International Human Resource Development (FIHRD) in cooperation with the Faculty of Medicine, Prince of Songkla University, this column would like to recommend Charles Duhigg's *The Power of Habit* book which supports the organizational change and development.



This book compares organization to human's body. Therefore, the behavior and habit change approaches can be used for the organizational change and development. This book provides understanding in human nature as follows.

First, habits are often formed without intention, but understanding that they consist of a three-step loop of cue – routine – reward enables us to interrupt the loop, develop different routines, and change habits. Thus, organizational change and development should adopt these steps and put into the practice of the organization.

Second, Duhigg believes that habits cannot be erased; they must be replaced. The Golden Rule of habit change is to keep the cue, keep the reward, but change the routine. Organizational change and development needs to create organizational members' trust in target to gain cooperation for organizational change and development.

Third, keystone habits are the habits that, “when they start to shift, dislodge and remake other patterns”. Completion of each step in the routine is a little victory, and the actual race is simply the next step. Therefore, organizational change and development must be gradually done. The success of each step can motivate the next step.

Fourth, willpower is like a muscle and can become tired. Willpower can be strengthened by keeping a written record to encourage individuals' focus and self-control.

Fifth, willpower becomes a habit by choosing your behavior ahead of time.

Sixth, unhealthy habits are not usually freely planned but developed, and crisis can encourage habit change.

Seventh, companies influence our habits by nesting the new in with the familiar.

Last, if we realize our habits, then we are responsible for their results.

These recommendations will be useful for the future organizational change and development.



Special Article

The Faculty of Medicine, Prince of Songkla University Brand Image Case Study

Foundation for International Human Resource Development (FIHRD) cooperated with the Faculty of Medicine, Prince of Songkla University to organize the Faculty of Medicine, Prince of Songkla University Leadership Development Project for the Future Phase I. An important activity was presentation on “Effective Communication in Organization” by Dr. Phot Jaichansukkit. In this activity, the participants shared ideas in workshop to analyze the current situation, problems and Brand Image development approaches as follows.

Group 1

Corporate Image

- Tertiary medical treatment

Business Image

- Health team experts

Brand Image

- Hard to access medical treatment
- Patients as guinea pigs
- Death at Prince of Songkla University

Supporting reasons

1. A lot of patients
2. Complaints from the patients
3. Patient referral

Brand Image Development Problems

1. Manpower
2. Place
3. Reimbursement based on right

Methods, approaches and tools for clearly communicating Brand Image

1. Providing information about individual’s reimbursement based on rights like 30-Baht Scheme and Social Security
2. Adequately supply of manpower
3. Networking

Negative image and solutions

1. Premium service development
2. Mobile doctors

Group 2

Corporate Image

- The children of Prince of Songkla (Thai medical father): Name and Logo
- Expert doctors
- Nurses with good service, great experience and good manners
- Up-to-date medical appliances
- Systematic appointment
- More than 42-year continuous development

Business Image

- Producing national famous innovation and research
- Expert medical treatment
- Good service

Brand Image

- The children of Prince of Songkla (Thai medical father) focusing on the contribution to humanity as the first priority
- The southerners' supporter

Brand Image Development Problems

- The lack of brand awareness due to the focus on work effectiveness only
- The lack of shared value creation for awareness and participation

Methods, approaches and tools for clearly communicating Brand Image

- Media strategies development
- Community relation
- CSR

Negative image and solutions

- Service accessibility difficulty, limited beds, manpower shortage, networking with outside hospital, teleconference system, consulting service for patients and health promotion system development

Group 3

Corporate Image

- Leading medical school in the South
- Tertiary hospital in the South
- Research

Business Image

- Medical service for chronic and complicated diseases
- Training center
- Information system for medical service

Brand Image

- Being supporter
- Organization Brand Image

Supporting reasons

- Increasing annual service recipients
- The interested groups' participation

Brand Image Development Problems

- Limited beds
- Service accessibility difficulty
- The prohibition on the relatives' stay overnight with the patients at the hospital

Methods, approaches and tools for clearly communicating Brand Image

- Networking
- Strengthening the capacity for community
- CSR activities

Negative image and solutions

- Living on the ivory tower
- Out-of-reach

Solutions

- Networking

Group 4

Corporate Image

Positive Image

- Expert specialized doctors
- Smooth service system
- Up-to-date equipments
- Trust from service recipients
- National innovative research
- Medical service for chronic and complicated diseases
- Various choices of treatment
- Up-to-date technology
- Excellent center /one stop service
- PBL Learning
- Highly recognized educational institute

Negative Image

- Service accessibility difficulty

Brand Image

- Focusing on the contribution to humanity as the first priority

Supporting reasons

- Supporter for people of all levels

Brand Image Development Problems

- Internal and external communication

Methods, approaches and tools for clearly communicating Brand Image

- Communicating ME2U1 as the faculty's brand (internal and external)
- Media strategy: communicating to present the image of ME2U1 by using internal and external advertising spots, role model contest and academic conference

Negative image and solutions

- Medical service advertising ethics

Group 5

Corporate Image

- Excellent doctors
- Cleanliness
- Nurses with good service, great experience and good manners
- Shortage of beds and long waiting time
- No parking lots and confusing direction

Business Image

- Medical service
- Doctor training
- Leading the society

Brand Image

- Supporter for people

Supporting reasons

- Information from service recipients

Brand Image Development Problems

- A lot of complicated service steps

Methods, approaches and tools for clearly communicating Brand Image

- Word of mouth approach
- Transferring knowledge to community

Negative image and solutions

- Developing disciplines for staff members at all levels
- Core value communication

Dr. Phot Jaichansukkit concluded that Prince of Songkla University's strength were the medical school, hospital and research. Brand must always truly link to feeling. New process must be organized to create good image. Important brand image is to be supporter for high quality health in the South. Some problems cannot be promptly solved. Sometimes, feeling management is needed. What obstructs brand image success is negative image. Therefore, concrete actions are needed. Brand image is the attempt to communicate to create relation between us and the public. Good brand image must have these qualities: Brand Reflection and Viewer Media Coverage and the appropriate use of media. Communication: messages are contents, investment cost, and reputation. The best logo must best reflect what we want to communicate.

Pattaraporn Antarikanonda



FIHRD's Activity in Memory

Leadership Forum

The Leadership Forum is an activity initiated by the Foundation for International Human Resource Development (FIHRD). The objectives are to enhance the capacity of high level officers both from public and private sectors of Thailand and neighboring countries and to let them have chances to share experiences to explore the impact of global changes on economy, society, natural resources, and environment also share ideas how to manage those changes, share benefits and live peacefully and happily together. Foundation for International Human Resource Development (FIHRD) has already organized Leadership Forum 5 times and focused on interesting issues at that time.

The 1st Leadership Forum on February 24-26, 1999 at Imperial Queen's Park Hotel

This was an Inaugural Leadership Forum organized during the 1st year of establishment of the Foundation to formally introduce the Foundation to the world society. The theme of the forum was "New Thinking and Strategies for Dealing with the Economic Crisis". The forum brought together around 120 high –level policy makers and administrators as well as business executives from developed and developing countries to examine new ways of thinking concerning Asian crisis and its resolution through institutional and human capacity building.



H.E. Mr. Chuan Leekpai, the Prime Minister at that time delivered his opening remarks during the opening ceremony.

This Leadership Forum left various recommendations as follows.

Firstly, Asia should pay attention to the education which the human resource center was established to help improve human skills.

Secondly, establishment of social safety nets and unemployment insurance were also the interested areas.

Thirdly, information technology was very much important for Asia to prepare for competition.

Fourthly, there should be financial management training.

Fifthly, Asians' mindsets and attitudes should be changed to eliminate corruption.

Lastly, GMS countries should cooperate in various areas like agriculture, information technology and business and financial management.

The 2nd Leadership Forum on February 15-17, 2000 at Imperial Queen's Park Hotel

This was the second Leadership Forum. The theme of the forum was “New Realities of the Global Economy in the 21st Century: Implications on Human Resource Development Strategies”. This Leadership Forum was concurrently organized with UNCTAD meeting in Thailand.



It was a great honor to have Prof. Dr. HRH Princess Chulabhorn Mahidol to grace this extraordinary event, to give the royal keynote speech and declare the Leadership Forum 2000 officially open.

Moreover, this Leadership Forum had workshops on 5 main topics as follows.

The first workshop was on alternative approaches to the world development: good governance and social impacts.

The second workshop was on enhancing and empowerment appropriate sectors: SMEs and skill development and value added agriculture.

The third workshop was on core competencies for human resources in the 21st century: international/cross-cultural management and education/knowledge.

The fourth workshop was on implications of technology in the globalized world: e-commerce, and R&D/ product innovation

The final workshop was on tourism (service sector).

From this Leadership Forum, all participants gained valuable insights and better understanding as regards the incredible range of opportunities opening up to them, as well as the multi-dimensional challenges confronting them, through globalization and borderless linkages, fast-paced technological progress, the increasing importance of web-based commerce and transactions. In addition, they left with heightened sense of direction and readiness for the realities of the 21st Century.

The 3rd Leadership Forum on March 14-16, 2001 at Imperial Queen's Park Hotel

This was the third Leadership Forum. The theme of the forum was "The New Economy and the New Divide: Closing the Gap through Human Resource Development, Strategies and Action".



It was a great honor to have Prof. Dr. HRH Princess Chulabhorn Mahidol to grace this extraordinary event, to give the royal keynote speech and declare the Leadership Forum 2001 officially open.

Moreover, this Leadership Forum had other interesting activities as follows.

1. Panel Discussion on Asia Pacific Economic Development: the Role of Science and Technology for Sustainable Development
2. Panel Discussion on bridging the Widening Gap: Cooperation in Human Resource Development between Developed and Developing Countries.
3. Follow-up session presenting 3 projects
 - 3.1 The Establishment of Asian Center for Tourism Education and Research Project
 - 3.2 The Global Window Project
 - 3.3 Comparative Social Safety Nets Project
4. Workshops on 6 topics
 - 4.1 Agro-industry Supply Chain Management
 - 4.2 Research and Development
 - 4.3 Globalization and Entrepreneurship
 - 4.4 SMEs
 - 4.5 Multi-culturalism and Leadership
 - 4.6 Asian Crisis and New International Organizations

The 4th Leadership Forum on August 19-21, 2002 at Imperial Queen's Park Hotel

This was the fourth Leadership Forum. The theme of the forum was “Rethinking of Globalization: Networking and Partnership”.



It was a great honor to have H.E. General Prem Tinsulanonda, President of the Privy Council and Statesman to officially open the Leadership forum 2002.

In addition, this Forum had other interesting activities as follows.

1. VDO Interview Presentation with Dr. Supachai Panitchapakdi on “WTO: Development Role in Closing the Gap between Rich and Poor”
2. Panel Discussion on “Rethinking of Globalization” by Prof. Dr. Donald Hellman, Director of APEC Centre, University of Washington, Seattle and Dr. Olarn Chairavat
3. Panel Discussion on “China- The Great Power”
4. Panel Discussion on “GMS Countries-Maximizing Potential”
5. Concluding Remark: Charting the Future Course of Action by Mr. Thammarak Karnpisit and Prof. Dr. Donald Hellman, Director of APEC Centre, University of Washington, Seattle

The 5th Leadership Forum on March 3-5, 2004 at the Westin Grande Sukhumvit Hotel

This was the fifth Leadership Forum. The theme of the forum was “Cultivating Partnership for Competitiveness and Sustainability”.

The highlights of activity were as follows.

	
<p>Dinner Talk on “Globalization and The King’s Philosophy” by Prof. Kasem Watanachai, Privy Councillor</p>	<p>Keynote Speech on “The King’s Philosophy and International Understanding” by Dr. Sumet Tantivejjakul, Secretary – General of Chaipattana Foundation</p>

Besides, this Forum had other interesting activities as follows.

1. Workshop on R & D International Cooperation
2. Workshop on FTA / Thailand and Australia / Thailand and USA / Thailand and China / Thailand and India: Impact on HR
3. Workshop on Impact Studies / ECS
4. Workshop on Sufficiency Economy and International Cooperation
5. Workshop on Terrorism and Peace
6. Workshop on Leadership East and West
7. Workshop on EU Enlargement

Leadership Forum is an activity which Foundation for International Human Resource Development (FIHRD) is proud of. It is so valuable that it deserves to be recorded as an activity in FIHRD’s memory.