

# Bangkok Post **ฉบับพิเศษ**



## Towards the 21st Century

by  
**Dr. Chira Hongladarom, Executive Director, Human Resources Institute, Thammasat University.**

Congratulations to Khun Kwangyuth Pan and Khun Lumpoon Wongdaeng for winning seats at the "Strategic Thinking and Action" seminar I am organising on 27 September 1994. The seats were offered as prizes to people answering our "Feedback" questionnaire. Many thanks for everyone's cooperation.

I hope and trust that after attending 77 hours of practical seminar the winners will be both full of ideas for improving HR in their own organizations and also able to advance their careers.

The idea for the seminar came from a situation that has become very familiar in my 15 years of research and consultancy, namely the narrowness of the function performed by a majority of HR managers, which simply revolves around personnel administration. As a result, other senior managers show little regard for the importance of HR. Our seminar will show how HR professionals can make the kind of contribution to productivity and profitability that is sure to get them noticed in any organization. The seminar will address both micro and macro perspectives, including globalization and government policies on education and training etc. Delegates who bring with them a background in finance or marketing but are less familiar with HR should find the seminar particularly stimulating as they may never have previously approached their own profit-oriented goals from an HR perspective.

I am looking forward to personally orchestrating the seminar and being on-hand to exchange ideas. In addition, we are extremely fortunate to be able to welcome some of the most successful of all Thai businessmen as guest speakers, including Khun Paron Isarasena Na Ayudhaya and Khun Kasame Chatikavanij, who will be joined by foreign HR experts living and working in Thailand.

### HR in the media

It seems that the HRI/Post Cooperation idea is catching! This week we cannot avoid talking about the *Asian Wall Street Journal's* recent front page article on education written by Raphael Putra from Kuala Lumpur. Actually I was among those he interviewed. But while I applaud all efforts to increase awareness about the importance of HRI in sustainable development, I personally thought the article over-emphasized the supply side of the HR equation, formal education and training, and neglected the workplace or "hands on" side of things. While I agree that we need more engineers, I would like to ask the writer how many more we need when a lot of them only end up in MBA Programs at Thammasat University and elsewhere?

We cannot afford to rely wholly on the government to produce the labour our services and industries need. For one thing, unlike in some countries where government sector jobs are actually preferred, the civil servants who might accomplish what we need in Thailand are opting in large numbers for better paid jobs in the private sector. At least I am happy to say that even were I to retire tomorrow the work accomplished by the HRI department at Thammasat would endure and continue to help generate improvements. It is indeed heartening to see how more individuals are seizing on our flow of information and applying it with positive results to their organizations.

### Our guest today

This week we have a rather special guest columnist. For one thing Dr. John E. Butler is currently associate professor of business at the University of Washington, Seattle where I myself studied; for another he frequently attends Thammasat as a visiting professor; and for yet another he is also a regular contributor to another English language newspaper in Thailand, which we must thank for agreeing to his visit with us. I hope one day to be able to repay the favour.

The point Dr. John makes in this article that Thailand's policy makers need carefully planned and executed strategies in order to improve the educational situation and thereby the nation's competitiveness is a vitally important one. However I also believe that for the best results the government should use such means as tax incentives to stimulate private sector involvement both in a variety of educational establishments and in the workplace.

### HR on TV

Finally, watch out at 08.30 p.m. on Channel 11 tonight for my television program. This week it deals with "Quality of Life and Traffic". Guests include Colonel Winai Sompong, Minister of Transport and Communications and Dr. Yongyuth Sarasombath, Secretary-General of the Commission for the Management of Road Traffic. Traffic is very much an HR issue but the toll it takes on our well-being is surely just as important.

See you next week...

