



.RSU *Universe* 40th

ANNIVERSARY OF
RANGSIT UNIVERSITY

Rangsit Rangsang

40 Years of the Empowered Wisdom

1985 — 2024

- Education serves as a significant starting point for the development of humans, our most valuable resource. To aspire for our nation to pave the way for a Dharmacratia society, we must begin by cultivating people.



RSUniverse

THE SUN

TIMELINE

MULTIVERSE

SHOWCASE

DIVERSITY

ALUMNI

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Executive Advisors

Dr. Arthit Ourairat, Dr. Attawit Ourairat,
Kasin Chanruang, Benja Santidhananon, Sasawan Reunrerng

Editor in Chief

Asst. Prof. Dr.Somkeit Rungruangviriya

Editor

Pawarisorn Somsin

Editorial Assistants

Witsanuphong Suksakhon, Jiraporn Tulaphol

Editorial Team

Sirinapa Charoenkaew, Isaraporn Thongpienpong,
Wipanee Cheelan, Kanniyapha Kongka, Natsinee Sitthichailak,
Patsanee Bomrungtin, Kitiwan Anoraj, Dusita Jansiri

Photographers

Thirayakarn Sewataporn, Techapon Kaewmanee,
Attapon Danglerd, Somporn Sakkara, Panupan Kijisaweang

Proofreading and Translation Team

Pawarisorn Somsin, Witsanuphong Suksakhon, Pratsaneeya Jarumanee,
Vorapon Mahakaew, Nattapon Kuptanaroaj, Asst.Prof.Nareerut Boonchuay,
Jirayut Thangjit, Tiwphai Munkhongdee

Graphic Designers

Paveenrath Suwannaphum, Manassi Chidchom,
Wisut Chokdamrongsuk, Atthaya Soontarayon

Cover Designers

Manassi Chidchom

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Office of Library, Office of Alumni and Community Relations,
College of Liberal Arts, Rangsit English Language Institution,
College of Design

Production and Publishing

Pavman Design Studio | www.pavmann.com
RSU Publishing (Corporate Communications Department, Rangsit University)
52/347 Phaholyothin Road, Muang, Pathumthani 12000
Telephone (+66) 2791-5555

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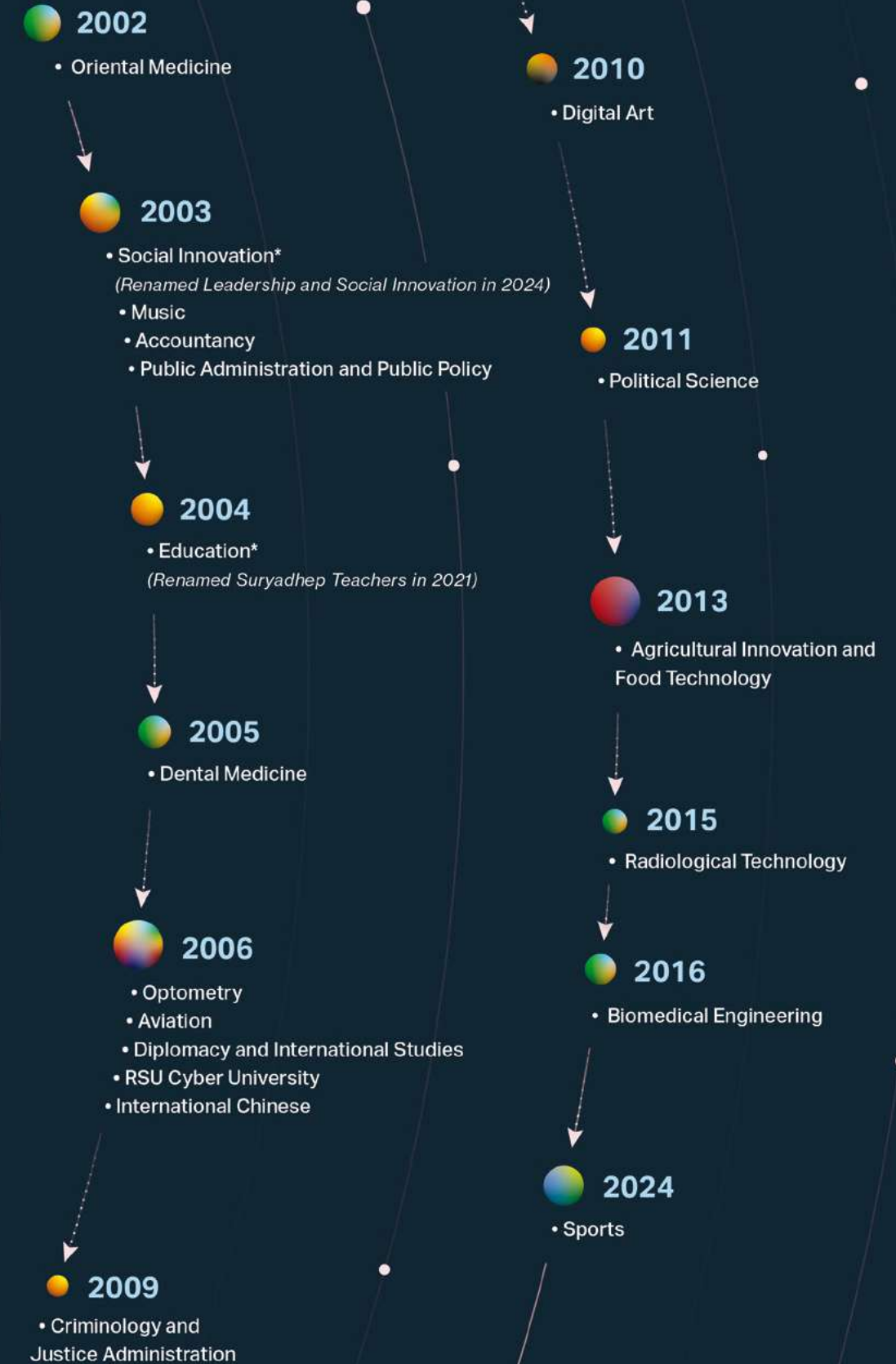
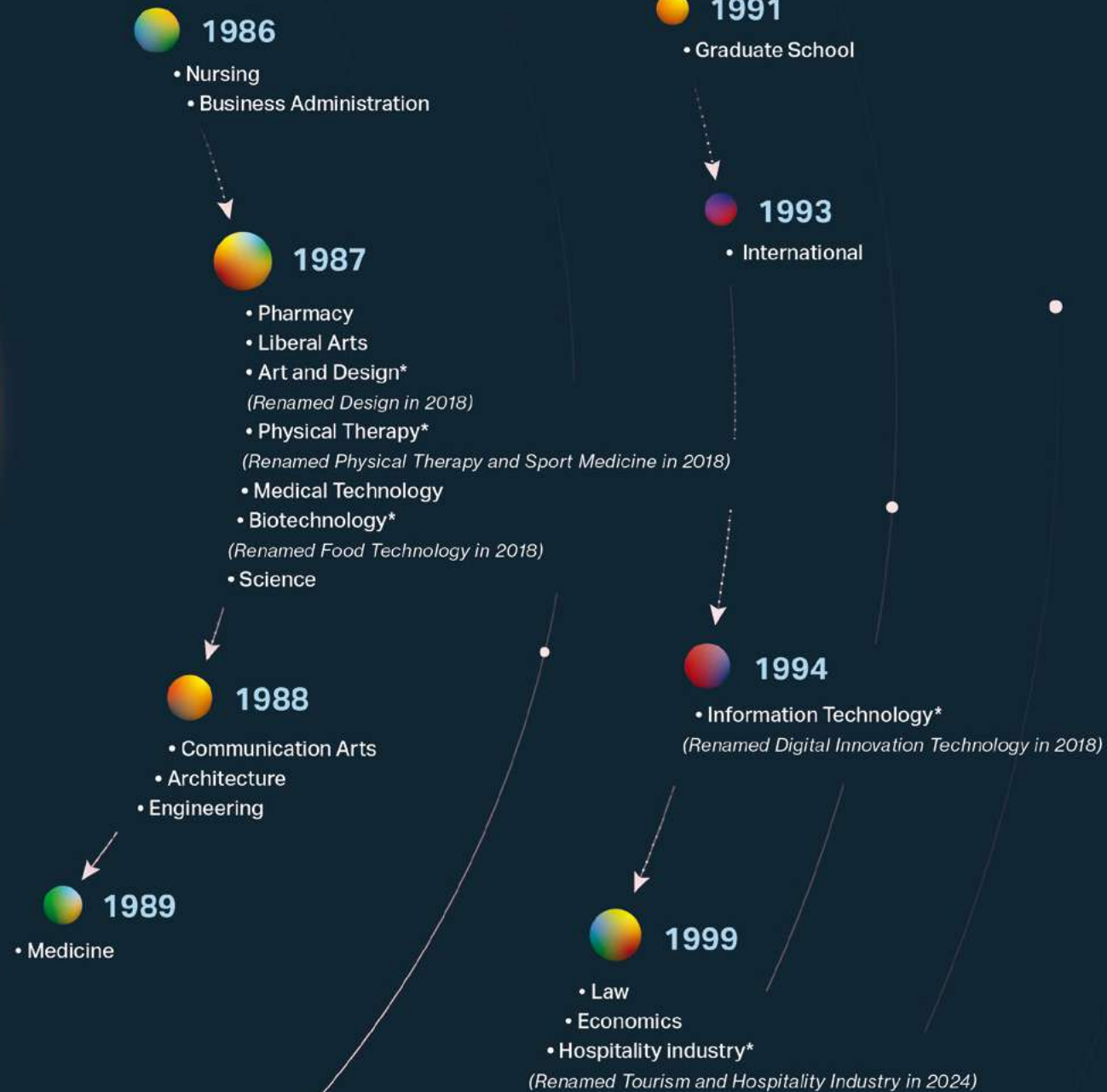
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TIMELINE

Establishment of Colleges/ Faculties/ Institutes

Currently Rangsit University offers 138 degree programs:
85 undergraduate programs, 37 master degree programs,
16 doctoral degree programs.



FACTSHEET

Rangsit University is located on Phaholyothin Road, Lak Hok Sub-district, Mueang District, Pathum Thani Province. The campus is nestled in the Muang Ake community, a well-developed area with an excellent environment and modern amenities, including a swimming pool, tennis courts, and a golf course. As a distinguished private higher education institution, Rangsit University is dedicated to cultivating graduates in disciplines that correspond with the nation's development goals, placing strong emphasis on science, technology, design, and management, as well as entrepreneurial professions that empower graduates to establish their own career paths. The university upholds the founder's vision: **"We will shape young individuals of the new generation into graduates well-equipped with academic knowledge and strong ethical values."**

A high-quality private university rated

EXCELLENT

according to the Quality Assurance evaluation

557

ACADEMIC POSITION HOLDERS

including professors, special professors, associate professors, special associate professors, assistant professors, and special assistant professors

1,167

LECTURERS

1,319

SUPPORT STAFF MEMBERS

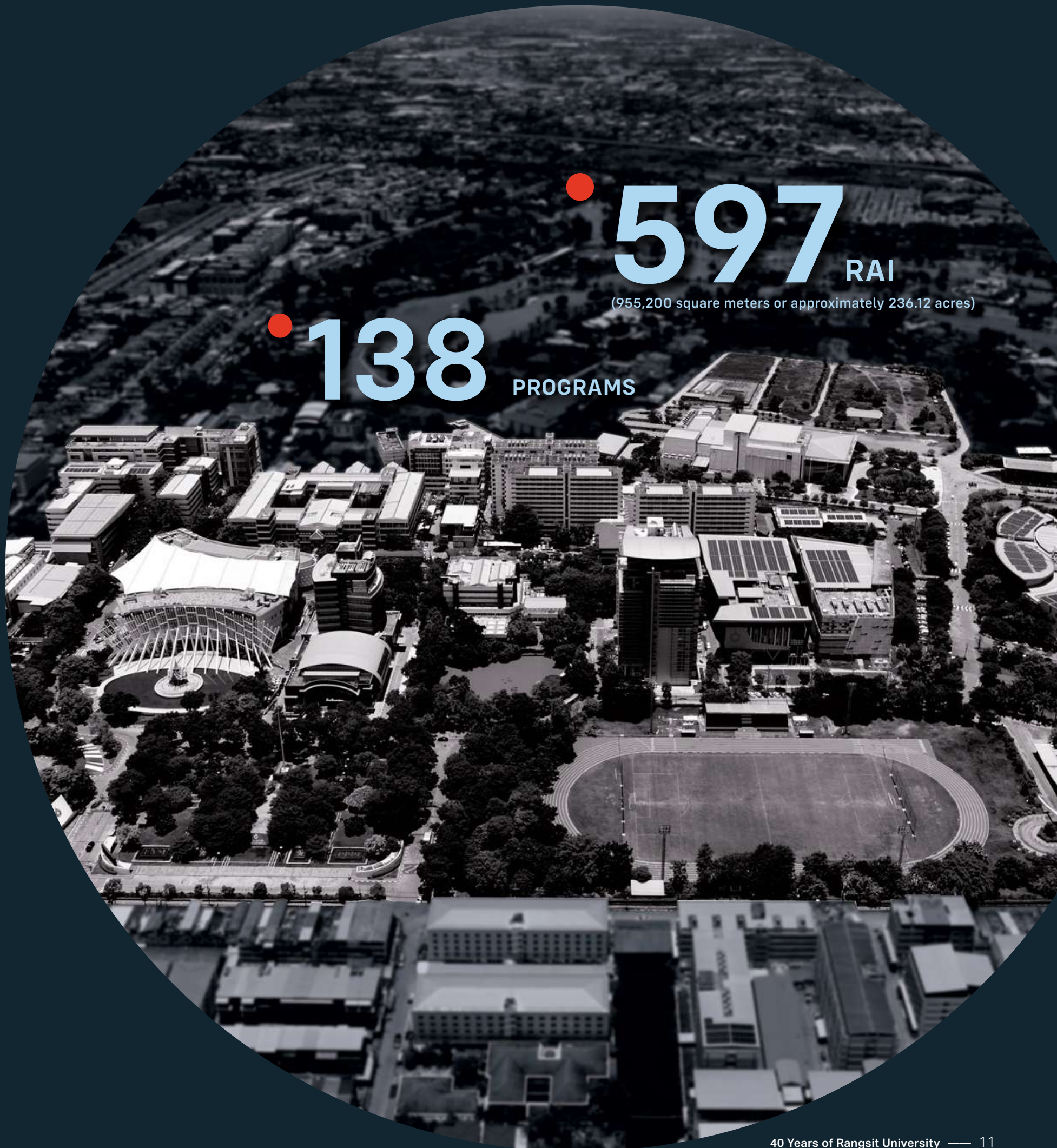
597

RAI

(955,200 square meters or approximately 236.12 acres)

138

PROGRAMS

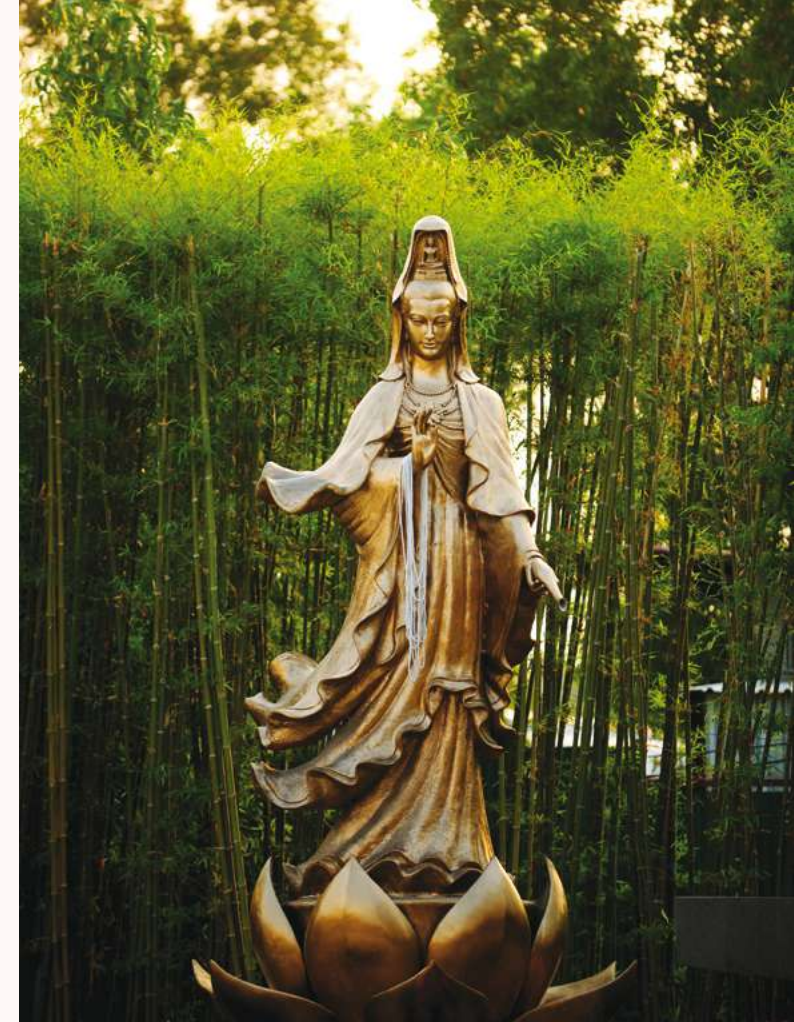




Phra Sri Sasda Shrine



(TOP) Suryadhep
(BOTTOM) Vessavana



(TOP) Guan Yin
(BOTTOM) Ganesh Sri Rangsit



BUILDING THE FOUNDATION FOR THE FUTURE

Prasit Ourairat



Reflecting on 1983, the vision of Rangsit University began to take shape through the collective efforts of administrators, academics, and educators. Prasit Ourairat, along with over 500 associates, contributed an initial investment of 150 million baht. The groundbreaking ceremony for the university's first building, Prasitthirat Building, took place on Saturday, July 7, 1984, in the vast fields of Rangsit, driven by a profound vision and an unwavering commitment:

**WE SHALL NURTURE THE YOUTH AND
FUTURE GENERATIONS INTO GRADUATES
WHO ARE NOT ONLY WELL-VERSED IN
KNOWLEDGE BUT ALSO RICH IN VIRTUE.**

Every initiative I have undertaken is guided by two key principles: it must address both present and future national needs, and if an idea is beneficial with the right resources and partnerships in place, action should follow without delay. Instead of lengthy feasibility studies, challenges should be addressed as they arise to ensure continuous progress. Many might assume that founding a private hospital was my main ambition. However, my true passion has always been urban planning, infrastructure development, and, above all, education. Throughout my years in public service, no role has ever filled me with as much pride as that of a teacher. Being called "teacher" fills me with deep fulfillment.

In 1968, I visited Germany to study its education system. A professor described education as a bridge linking culture, civilization, and wisdom, enabling young minds to see beyond surface-level perceptions of the future. This philosophy stayed with me, inspiring me to explore ways to help Thai youth view the past, present, and future as interconnected. I envisioned an education that instills in them a deep sense of duty to their nation and humanity.



After successfully building a private hospital from the ground up and with the government encouraging private-sector involvement in education, particularly in producing professionals for high-demand fields, my long-held vision was finally realized in the form of Rangsit University.

The bricks, stones, soil, trees, and flowing waters of this land bear witness to the history and evolution of Rangsit University. The founders poured their hard work, dedication, imagination, and creativity into every aspect of its development. I personally oversaw the transformation of vast rice fields and marshlands into a thriving academic institution, harmoniously designed with water channels, green spaces, and ornamental gardens. Each building's placement was carefully planned according to its significance and necessity. Faculties were established based on real demand, ensuring resources were used wisely. This is why some buildings, though planned earlier, were constructed later, as we prioritized what was truly needed first.

The founders, myself included, take great pride in providing the nation's youth with access to quality higher education. I was determined to ensure that students would no longer have to face repeated disappointment from failing to gain admission to public universities or struggle to find a place to pursue their studies. We mobilized resources, particularly by collaborating with faculties from public institutions, to maximize their expertise and contributions. This not only ensured the best possible use

of academic talent but also provided opportunities for a large number of educators who exceeded the available positions in the public sector. It allowed them to fully utilize their potential in teaching, further their academic development, and secure stable and fulfilling careers to support their families.

From this moment on, whether I am here or not, whether I am aware or not, as the university continues to develop in all aspects, including its buildings, infrastructure, and academic programs, the bricks, stones, soil, trees, and flowing waters that form Rangsit University will stand as lasting witnesses to its evolution. In the future, when we all return to being part of the earth, water, wind, and fire, we will forever remain intertwined with every essence of Rangsit, preserving its spirit for eternity.

I would be truly happy if everyone, including students, teachers, staff, and all those who have been, are, and will become part of Rangsit University in the future, cherishes, values, and takes pride in Rangsit University as deeply as I do. May this shared love and dedication serve as a driving force in shaping its continued growth and success for generations to come.

LAY THE FOUNDATION,
MAKE THE FUTURE.



THE POWER OF THE SUN

Throughout the past, Rangsit University has been aware of the mission to produce high-quality graduates for society. We take this responsibility extremely seriously since we believe that education is the foundation of human development, which is the most valuable resource. Provided that we expect our nation to progress toward a Dharmacrat Society, we must prioritize the development of our citizens.

**EDUCATION IS NOT JUST ABOUT
STUDYING OR CONFINING LEARNING TO
A CLASSROOM. IN FACT, IT IS ABOUT
CULTIVATING WISDOM AND BUILDING
STUDENTS WITH BOTH KNOWLEDGE
AND THE ABILITY TO EXCEL
IN ALL ASPECTS OF LIFE.**

This ability should not be limited to a single area. It must integrate academic knowledge, professional expertise, and interpersonal skills. It must be effectively applied to achieve meaningful success since we are in a world where we collaborate with others. How can we collaborate with others in a way that leads to success while ensuring that everyone finds fulfillment and gains the benefits? Therefore, education must be geared toward success and the well-being of people, society, and the nation.

For this reason, education must be innovative. This is why Rangsit University has continuously changed over the years, particularly in the teaching methods. We must equip our students from today to explore the real world, both within and beyond the university, enabling them to become successful and high-quality entrepreneurs capable of achieving independent success.

Rangsit University serves as a model of educational innovation, continuously refining its learning approach that emphasizes both critical thinking and hands-on experience. The university lays a strong intellectual foundation for students in terms of Dharmacracy, creativity, culture, and society in order to ensure that students gain valuable experiences and are well-equipped to apply their knowledge successfully in their careers and daily lives. In addition to improving teaching methods, the production of high-quality research that benefits society is equally essential. Our research should not be limited to academic shelves but should instead reach the marketplace. Over the years, many research projects have been stored away without ever being put to practical use, raising the question of why they were conducted in the first place. At Rangsit University, our research must be truly applicable and beneficial to society since our goal is to be a comprehensive university that excels in every aspect. We must achieve world-class standards, state-of-the-art, and a model of excellence. Whatever we study, we must stand out and strive for leadership in every field, reaching a world-class standard. At the same time, our students must have a comprehensive understanding of the bigger picture. We believe in our students' potential to succeed and will ultimately develop their work into startups. Our university adheres to the principle that we do not just produce employees but rather create entrepreneurs. This is why our students must be highly capable in all dimensions, ready to enter the world with pride.

I would like to express my sincere gratitude to everyone for their cooperation and dedication in building and developing our university, leading to the progress we have achieved today. I sincerely hope that we will continue moving forward together. Let us shape our future together and build this home into "a comprehensive university," the innovative university cultivating the entrepreneurs who will be a driving force in driving our nation abidingly.



**• EMPOWERING THE NATION
WITH WISDOM TO
REFORM THAILAND INTO
THE DHARMACRATIC SOCIETY**

Dr. Arthit Ourairat
Founding President Emeritus

A UNIVERSITY'S ROLE IS TO LEAD SOCIETY •

Dr. Attawit Ourairat President

Since its founding, Rangsit University has transformed once barren rice fields into a thriving center of education. Under the leadership of Dr. Arthit Ourairat, the Founding President Emeritus, along with the university's executives and faculty, the institution has experienced remarkable growth. Its unwavering commitment to enhancing educational quality across various disciplines has propelled Rangsit University to the forefront, establishing it as Thailand's top-ranked private university and gaining national and international recognition.

"Over the past 40 years, I believe what has truly set Rangsit University apart and earned public recognition is not only the quality of our education but also our unwavering commitment to supporting society in times of crisis. We are a university that leads society. As an academic institution, I, as President, along with the university's executives, faculty, and students, am committed to driving social progress in all areas. Our goal is to contribute to the nation's sustainable development."

We continue to uphold our commitment to excellence and integrity. How can we continue to improve? First, we must drive innovation in both teaching and learning as well as in

organizational management. Innovation must be tangible, representing the pinnacle of research and invention. Second, we need to develop businesses that align with academic programs, integrating knowledge into new enterprises. This will allow the university to sustain and support its personnel, regardless of the challenges that arise. Third, students are the heart of Rangsit University. We are here to support them in achieving success, shaping raw potential into excellence. Beyond academic knowledge, we must equip them with life skills and hands-on experience. At the same time, every student should enjoy their university life to the fullest. Therefore, we must provide a fully supportive physical environment, making Rangsit University a vibrant and thriving institution around the clock. Fourth, taking care of our faculty and staff is essential. Rangsit University is one big family, and we must support one another with fairness and integrity while working together toward continuous development. Finally, Rangsit University must remain in the hearts of our students and their families. While we do not need to be the largest in terms of student numbers, we must be second to none in terms of quality.

Today, Rangsit University continues to advance, relentlessly enhancing its academic potential to produce high-quality graduates. Additionally, we strive to develop this institution into a truly comprehensive university, where education drives innovation and the university's role is to lead society.



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Dean, Institute of Aviation



THE SUN . MULTIVERSE . DIVERSITY

40 YEARS

RANGSIT UNIVERSITY



TIMELINE

FROM THE LIGHT OF
TRUSTWORTHINESS TO
**THE UNIVERSITY OF
SOCIAL LEADERSHIP**

1983 — 1985

The Vision to Establish a Higher Education Institution — Revitalizing the Land, Planting the Seeds of Education



INITIATION OF IDEAS MAKING DREAMS A REALITY



Like the golden rays of the rising sun, Rangsit University was born from the vision, dreams, aspirations, and determination of its founders – Mr. Prasit Ourairat and Dr. Arthit Ourairat. Their commitment was to establish an institution that would cultivate skilled professionals to meet the needs of society at a time when Thailand was experiencing a critical shortage of personnel across various fields essential for national development.

Transforming Vision into Reality

Mr. Prasit Ourairat's ideals seamlessly aligned with Dr. Arthit Ourairat's experiences. Between 1972 and 1975, Dr. Arthit served as the Head of Workforce Planning and Training and later became the Head of the Academic Affairs Division at the Office of the Civil Service Commission (OCSC). This role allowed him to understand that Thailand was lacking professionals in all sectors, not just in the medical and nursing fields.

Upon careful consideration, it became evident that Thailand's higher education system was insufficient, particularly in the fields of science and technology. The prevailing educational philosophy did not align with

the country's short-term and long-term developmental needs. The issues of graduate unemployment and underemployment were prevalent, while the supply of graduates in science and technology fell short of market demands and industrial expansion.

At the secondary level, vocational training institutions produced a significant number of skilled personnel. However, the lack of government funding for higher education meant that many students could only pursue degrees in social sciences, such as law and political science. This situation rendered the investment in vocational education ineffective.

Dr. Arthit Ourairat realized that while many discussions acknowledged the shortage of professionals, but no concrete actions were being taken. He and his team decided, "We must take action ourselves." This resolution became the driving force behind their initiative.

By the end of 1982, the aspiration to establish a private university to serve national needs had fully materialized. Dr. Arthit Ourairat announced to his team "After consulting with my father, we have decided to establish a university."

Like the first light of dawn, this decision illuminated the path for an educational endeavor that would benefit future generations. As Mr. Prasit Ourairat, the university's founding

visionary, declared, “We will nurture young minds, molding them into graduates who are not only knowledgeable but also uphold strong moral values.” Thus began the monumental task of establishing Rangsit University under the vision of a “comprehensive university.”

Laying the Foundations of Knowledge

With the decision firmly made, the next step was to find a suitable location for the university. Initially, the founders planned to establish the institution near the Phra Pinklao Bridge in Thonburi and name it “Pinklao College.” However, land acquisition issues arose, prompting a search for alternative locations. The area at Kilometer 8 on Ram Inthra Road was considered but faced several obstacles. Eventually, they settled on a 160-rai (approximately 64-acre) plot of land in Rangsit, which was adjacent to the “Muang Ake” residential area, a setting that harmonized well with an academic environment.

The chosen site was in Khu Khot Subdistrict, Mueang District, Pathum Thani Province, within the Rangsit Plains. The university was named “Rangsit College,” in honor of Prince Rangsit Prayurasakdi, Prince of Chainat, the son of King Chulalongkorn (Rama V).

If one were to look back 40 years, the Rangsit area was nothing more than vast, barren rice fields. However, through the determination and dedication of the founding committee, this desolate land was swiftly transformed into a thriving educational hub.

In 1984, development began on the designated land. The landscape was carefully planned – low-lying areas were excavated into ponds and canals, and various trees, plants, and vibrant lotus flowers were planted. Over time, nature and human effort worked together to create a lush, serene, and academically inspiring environment. Mr. Prasit Ourairat personally played a significant role in designing the university’s layout.

From Abandoned Fields to a Center of Learning

As construction progressed at the Rangsit site, academic planning took place at a temporary office on the 6th floor of Phyathai 1 Hospital. Educators, scholars, and professionals dedicated themselves to developing curricula and ensuring high-quality education.

Assistant Professor Dr. Suebsaeng Promboon recalled the early days of the university’s establishment:

“Between 1983 and 1984, I was working part-time at Phyathai 1 Hospital, drafting curricula, applying for permits to establish and operate the university. By 1985, the university faced numerous challenges, particularly due to the stringent regulations of the 1969 Private Higher Education Act, which was skeptical of private institutions. Establishing a private university meant overcoming numerous bureaucratic hurdles. However, many of these regulations were revised in 1984, making it easier for private universities to operate.”

On Saturday, July 7, 1984, the university council, president, and founding committee



conducted the foundation stone-laying ceremony for the university’s first building, named “Prasitirat Building.” Initially, it served multiple purposes, housing classrooms, a library, faculty offices, and administrative departments for Faculty of Business Administration, Faculty of Nursing, and Faculty of Liberal Arts.

During the same period, construction also began on Prasitpattana Residence Halls – four 12-story dormitory buildings – and a mushroom-shaped central cafeteria. These developments aimed to

● IN THE GOOD OLD DAYS

provide students from different faculties with opportunities to interact, study together, and engage in extracurricular activities.

Construction and environmental improvements continued alongside the establishment of various sports facilities, including football fields, tennis courts, and basketball courts. All of these efforts were driven by the goal of building a “comprehensive university” and ensuring that classes could commence by 1986.

At that time, scholars, academics, professionals, specialists, educational planners, and thinkers from various fields came together, each playing a crucial role in pioneering curriculum development, teaching methodologies, and supporting academic activities. Their goal was not only to meet established standards and regulations but also to embrace perseverance, courage, and innovation. They sought to create new perspectives and educational advancements for future generations – bringing ideas to life and continuously developing them – following the vision and commitment of Mr. Prasit Ourairat.

**If something is beneficial to society,
no matter how difficult or risky
it may seem, we must press forward,
act on it, and improve along the way.**

**There is no need to wait for the
perfect moment, as hesitation will
only delay progress. If challenges
arise, we address them step by step,
gaining invaluable experience that
cannot be found elsewhere.**

Finally, on July 25, 1985, the “Comprehensive University Project” under the official name “Rangsit College” was formally approved by the Ministry of University Affairs. The institution commenced its academic operations in 1986, initially offering programs in two faculties which are the Faculty of Nursing and the Faculty of Business Administration

Thus, the long-held dream and commitment to nurturing academic excellence became a proud reality—one that would continue to flourish and shape the future of education.

● **BRANCHING
FIELDS
OF STUDY:
ADDRESSING
THE SHORTAGE**



1986 — 1996

Branching Out and Rising to Become Rangsit University

**Transforming the Fields,
Planting the Seeds
of Education**

In 1986, who would have thought that an abandoned rice field, far from development, would undergo a complete transformation? Looking westward from Phahonyothin Road, one

could see the Thai national flag and the bright pinkish-blue flag of Rangsit College fluttering in the wind over the vast landscape. This was a signal that the seeds of education had taken root in this land.

In the academic year 1986, the name “Rangsit College” emerged in the higher education sector, backed by an investment of over 150 million baht from its founding members. They were determined and confident that Rangsit College would be an institution that nurtures quality professionals and addresses the national shortage of skilled personnel, particularly in the field of science.

At that time, Rangsit College initially offered courses in two faculties: the Faculty of Nursing and the Faculty of Business Administration, with five academic programs: Nursing, Management, Industrial Management,

Accounting, and Computer Information Systems. The college welcomed its first cohort of 319 students, supported by 99 pioneering faculty members and staff. The facilities included only one academic building, Prasitirat Building, while Prasitpattana Building served as a student dormitory. At the heart of the college, a mushroom-shaped pavilion functioned as the central cafeteria.

**Business Administration :
The Core of Management**

Dr. Arthit Ourairat, the founder, envisioned the establishment of the Faculty of Nursing and the Faculty of Business Administration as a response to the urgent need for trained professionals, particularly in the nursing field. At the same time, he recognized that successful operations in all sectors required strong planning and management. This led to the expansion of a variety of disciplines under the umbrella of the “Faculty of Business Administration,” the first faculty of Rangsit College. It became the foundation for the institution’s academic development, guided by the visionary leadership of its founders and administrators. They adhered to the principle that:

**Education does not begin and
end within the walls of a university.
True education begins at birth and
continues until death. Compared to
an entire lifetime, university
education is but a brief moment,
yet it is the most crucial.**

**Therefore, a university should not only
equip students with professional
knowledge but also instill moral
and ethical values, preparing them to
serve their country with integrity.**

Worthy of the White Cap

The Faculty of Nursing was the second faculty established at Rangsit College, receiving strong support from public institutions. It began operations in the academic year 1986, alongside the Faculty of Business Administration, with the goal of addressing the national shortage of nursing professionals. This initiative aligned with the university's commitment to contributing to the development of healthcare personnel in Thailand.

The establishment of the Faculty of Nursing was made possible by Dr. Arthit Ourairat and the founding team, who invited Associate Professor La-or Hutangkoonto to serve as the first Dean of the Faculty of Nursing. Although she had already retired from government service at the time, her outstanding expertise and significant role in pioneering nursing education in Thailand made her a crucial figure. She served as the first dean from 1986 to 1990, overseeing the admission of the first cohort of 50 students. The faculty received accreditation for its Bachelor of Nursing Science program from the Ministry of University Affairs and later from the Nursing and Midwifery Council in 1989. The curriculum continued to evolve over time, and in 2007, it was once again revised and accredited, ensuring that its graduates were truly worthy of the “white cap.”

A source of immense pride came on August 27, 1990, when the Rangsit College Council unanimously resolved to bestow an Honorary Doctorate in Nursing Science upon Her Royal Highness Princess Srinagarindra, known as the beloved “Princess Mother” of the Thai people, in recognition of her lifelong dedication to healthcare and nursing.

During its first five-year plan (1986–1990), Rangsit College expanded its academic offerings to address the country's urgent need for skilled graduates. New faculties were established, including Faculty of Liberal Arts, Faculty of Communication Arts, Faculty of Pharmacy,

Faculty of Fine Arts, Faculty of Physical Therapy, Faculty of Medical Technology, Faculty of Biotechnology, Faculty of Architecture, Faculty of Engineering, Faculty of Science, Faculty of Medicine, Graduate School. Within just five years, Rangsit College grew rapidly, opening 16 faculties in total. Many of these new programs were initiated based on the vision and experience of Prasit Ourairat, Dr. Arthit Ourairat, and the university's leadership team. Even faculties that were once considered beyond the reach of private institutions, such as the Faculty of Medicine, were successfully established despite widespread skepticism and public debate at the time.

The Rangsit Medical Epic

At the time, the Faculty of Medicine at Rangsit College was the first and only private higher education institution in Thailand to receive approval from the Ministry of University Affairs to offer a Bachelor of Medicine program, beginning on May 1, 1989. It received full accreditation from the Medical Council of Thailand in 1994.

The establishment of the medical faculty was driven by the critical shortage of doctors in Thailand. The number of graduates from public universities was insufficient to meet the needs of the country's growing population. This



challenge inspired Prasit Ourairat and Dr. Arthit Ourairat to take bold action toward their vision of a “comprehensive university.”

This vision was strongly supported by leading figures in Thailand's medical community, including Dr. Pairoj Ningsanon, Minister of Public Health, Professor Dr. Athasit Vejajiva, President of Mahidol University, Rear Admiral Professor Dr. Vitoon Sangsingkeo, Director-General of the Department of Medical Services, Professor Emeritus Dr. Pornchai Matangkasombut, Dean of the Faculty of Science, Mahidol University.

Liu Bei Invites Zhuge Liang to Aid in Battle

At the beginning of the establishment of the Faculty of Medicine and the Faculty of Nursing, as well as other science-related programs, another key figure was Professor Emeritus Dr. Pornchai Matangkasombut, who now serves as a Board Member of Rangsit University. He recalled the early days of founding the Faculty of Medicine:

“When we were setting up the Faculty of Medicine, we knew there would be both supporters and detractors because Rangsit was the only private educational institution attempting to establish a medical school.



We needed a highly respected expert to spearhead the effort. So, I took Dr. Arthit Ourairat to meet Professor Dr. Prasong Tuchinda, who had just retired from Mahidol University, to help us establish the Faculty of Medicine.”

Just as Rome was not built in a day, neither was the Faculty of Medicine. Inviting Thailand's leading medical experts to assist in its founding was not an easy task. Dr. Arthit Ourairat reminisced:

“When we were establishing the Faculty of Medicine, Professor Pornchai invited me to seek out Dr. Prasong Tuchinda for assistance. However, it took three attempts before he finally agreed – just like Liu Bei visiting Zhuge Liang three times before the latter agreed to aid him in battle. Dr. Prasong eventually saw the genuine commitment of our administration to solving the country's shortage of medical professionals. That was a pivotal moment in gaining broader acceptance for our Faculty of Medicine.”

As momentum grew, challenges and opposition to the establishment of the Faculty of Medicine also intensified. At the time, Dr. Arthit Ourairat had begun playing a more significant role in national politics, leading to harsh criticisms of Rangsit College's intentions, particularly regarding the medical school. Critics accused him of using his political position to pressure Rajavithi Hospital and Children's Hospital (now the Queen Sirikit National Institute of Child Health) into accepting Rangsit College medical students for clinical training.



The Storm of Criticism

Meanwhile, the Ourairat family was also involved in the Phayathai Hospital business. However, despite owning a private hospital, it was still not possible for them to independently train medical students at that time. Accreditation required partnerships with public hospitals, and there was strong societal resistance to private universities producing doctors. In Thailand, many believed that only doctors from public universities – especially Siriraj and Chulalongkorn – were truly qualified. The idea of a private university medical program was met with fierce opposition. Even though many viewed us as criminals, deceiving the nation, seeking profit, and promoting commercialized medicine, if one looks deeper, it is evident that those who developed the curriculum and established the Faculty of Medicine were entirely from the public sector.

“The establishment of the Faculty of Medicine at Rangsit University was never about business. I have never thought of it that way, and it should never be

thought of that way. In reality, we should work together to develop the country, and there should be no division between public and private institutions.”

The Faculty of Medicine faced numerous challenges, including gaining recognition from public institutions and overcoming skepticism from students and parents, which took many years. It was widely known that opening such a medical program could never be profitable, and Rangsit University operated at a loss for over 10 years. Additionally, securing partnerships with teaching hospitals for clinical training proved extremely difficult. When Rajavithi Hospital and Children’s Hospital agreed to partner with Rangsit University to train medical students, the decision was met with heavy criticism. However, Rajavithi Hospital understood that we were not in this for personal gain and had no ill intentions toward the country. The doctor shortage was severe, and we needed to act. Even if we had the best medical policies in place, they would be meaningless without

enough qualified doctors. However, earning Rajavithi Hospital’s trust was extremely challenging.”

“The tuition fees for fourth, fifth, and sixth-year medical students at Rangsit University were entirely handed over to the Joint Medical Training Foundation for management, meaning I personally gained nothing from it.”

At the time, Rangsit University was operating at a loss of 50–60 million baht per year, even though many believed it was making a profit. The total six-year tuition fee for the medical program was approximately 1 million baht. However, more than 50% of the expenses (around 600,000–700,000 baht per student) were allocated to the fourth to sixth years of clinical training. Moreover, there were hurdles in appointing faculty members with official academic titles due to bureaucratic regulations. This issue was eventually resolved, allowing for the recruitment of qualified medical educators.

When Rangsit University opened its first admissions cycle, there were 384 applicants, but the program could only accept 48 students. The selection process required candidates to pass a competitive exam, interviews, and a medical aptitude test. Despite the controversies, parents showed unwavering support, believing in Rangsit University’s mission to produce competent doctors for the nation.

The Storm Begins to Settle

In 1989, as things started to improve, the Faculty of Science, which was responsible for teaching fundamental medical sciences, was still integrated with the Faculty of Liberal Arts. During this time, Mahidol University invited Rangsit University to collaborate on medical education. However, Mahidol required that all graduates receive their degrees under Mahidol University’s name to ensure academic credibility. Professor Dr. Athasit Vejajiva advised against this, stating: “You must stand on your own two feet.”

“At that time, we realized that we had to take the Medical Licensing Examination to prove our standards and stand on our own feet. No matter how difficult it was, we

were willing to endure it—even if Rangsit University had to be the only institution required to take the exam. It turned out that 30% of our first batch of medical students passed the exam, while many foreign-trained doctors still struggled to pass. That made us think: If our students have to take this test, then every medical student from every university should be required to take it as well!”

“Why stand idly in the shade when you can step forward for a battle of strength? Let us engage in a true contest!” Following this, the Medical Council of Thailand mandated that all medical students from every university must take the Medical Licensing Examination. This was a turning point that set the standard for medical professionalism in Thailand. Ultimately, Rangsit University was able to disprove the accusations against it and demonstrate its credibility. More importantly, Rangsit aimed to be a model for other universities, encouraging them to join in the mission of producing high-quality medical professionals for Thai society.

Doctors Carrying the Nation’s Hopes

The vision of Prasit Ourairat and Dr. Arthit Ourairat, the founders of Rangsit University, was never about financial gain. Their goal was to train doctors not just for urban hospitals but also for rural communities. They instilled in their students the values of what it means to be a truly good doctor, always emphasizing:

A great doctor is not just someone who is highly skilled but also someone who is humble. Even Harvard doesn’t select doctors based solely on their abilities—it chooses those with compassion, those who do not chase after wealth alone. A doctor should never see themselves as superior to others; they are born to serve the people.

Despite being a private university with no government funding, Dr. Arthit Ourairat encouraged the first three cohorts of medical graduates to serve in rural areas, including the three southern border provinces of Yala, Pattani, and Narathiwat. This was in contrast to many public university medical graduates, who actively lobbied to avoid serving in these high-risk areas.

“There was a saying about Rangsit medical students: ‘They are knowledgeable, yet humble. Hearing that filled me with immense pride. Our students have truly contributed to society, fulfilling the very purpose for which we established this medical faculty. Today, we have proven to everyone that we can compete with the best medical schools in the country.’”

Expanding Academic Branches Easing the Nation’s Shortage of Skilled Professionals

The journey of Rangsit University, as a beacon of education, has never come to a halt. Instead, it has continually evolved over time. Despite facing storms of challenges – as a new private higher education institution struggling with recognition and acceptance of its academic standards – this guiding light has never dimmed. Through unwavering determination, it has continued to shine brightly, illuminating the path for its founders, administrators, faculty, and staff, allowing them to take pride in their perseverance and accomplishments.

The Rise of “Rangsit University”

This was a momentous milestone, and a hard-earned honor achieved through integrity and dedication which officially gives rise to “Rangsit University”. On July 31, 1990, the Ministry of University Affairs granted full recognition, elevating Rangsit College to the status of a fully accredited private higher education institution.

Like rainfall blessing the land, nurturing young seedlings to grow strong in this academic field, the university flourished. A truly historic moment occurred on Thursday, November 29, 1990, when Her Royal Highness Princess Maha Chakri Sirindhorn (holding that title at the time) graciously presided over the inauguration ceremony of Rangsit University. The event filled the administrators, university council members, faculty, staff, and students with immense joy and pride as they had the honor of witnessing Her Royal Highness’s royal presence. This gracious royal gesture remains an everlasting blessing upon Rangsit University.

Recognizing the importance of knowledge and academic resources, Rangsit University approved the construction of its central library building on December 23, 1987. Completed by September 1989, the project had a budget of over 37 million baht. To lead the new library, the university invited Dr. Uthai Dhutiyabodhi, who had retired as the Director of the Library Division at Mahidol University, to serve as the first Director of Rangsit University Library in 1987. Dr. Uthai devoted his expertise, effort, and dedication to developing the university’s library, ensuring it was well-equipped in every aspect.

Expanding the Branches of Knowledge

Just one day after Rangsit University’s establishment, Dr. Arthit Ourairat resigned from his position as President to take on the role of Minister of Foreign Affairs under the administration of General Chatichai Choonhavan on



December 15, 1990, serving until early 1991. He then became the Deputy Leader of the Samakkhitham Party while Narong Wongwan was the party leader.

From 1991 to 1992, Mr. Athorn Chonhenchob served as President of Rangsit University, followed by Assistant Professor Dr. Suebsaeng Promboon, who acted as Interim President from 1992 to 1994. During this time, Dr. Arthit Ourairat held the position of Speaker of the House of Representatives and Acting President of the Parliament, playing a pivotal role in guiding Thailand through the political crisis of “Black May 1992.” He submitted the name of Anand Panyarachun, a former interim prime minister, to His Majesty the King as a nominee for prime minister instead of Air Chief Marshal Somboon Rahong, the leader of the Chart Thai Party, who was perceived as the military’s candidate. Had Somboon taken office, the political unrest might have escalated further.

This decision earned Dr. Arthit Ourairat the title of “Hero of Democracy.” Later, he served as the Minister of Public Health from 1993 to 1995 under the government of Chuan Leekpai.

The Looming Crisis

As the number of faculties and academic programs expanded, Dr. Supat Poopaka, then President of Rangsit University, implemented a restructuring of faculties and departments to streamline administration. The university was reorganized into four academic divisions: Medical and Health Sciences Division, Engineering and Technology Division, Humanities and Social Sciences Division, Architecture and Design Division

However, when University Order No. W152/2540 was issued on June 21, 1997, outlining the new faculty structure, the first signs of turmoil began to surface. Notably, the Faculty of Biotechnology and the Hospitality and Tourism Program were excluded from the revised faculty groupings. Additionally, rumors spread that these programs might be discontinued due to low student enrollment, leading to student protests against the university administration.

Could this be a warning sign of a much greater storm approaching?

RANGSIT
UNIVERSITY



Just as the wounds from the first storm had not yet healed, the university administration announced a shift from a bi-semester system to a trimester system, starting from the 1998 academic year.

Most universities in Thailand followed the bi-semester system, which consisted of two main semesters and a summer session. However, the trimester system divided the academic year into three equal terms, increasing the number of credits per course.

Although faculty and staff had to work harder and adjust to the new system's demanding schedule, academic expansion continued. In 1998, the Faculty of Business Administration introduced extended programs in Marketing and Computer Information Systems as well as launched a Master of Business Administration (MBA) program. The Faculty of Engineering established a master's program in Telecommunications and Computer Networks. In the 1999 academic year, as Thailand's economy began to recover, Rangsit University established two new faculties: the Faculty of Law and the Faculty of Economics (International Program). Additionally, eight new academic programs were introduced: the Faculty of Science launched a Biomedical Science program, the Faculty of Information Technology introduced Information Technology, and the Faculty of Fine Arts added a Computer Art program. Meanwhile, the Faculty of Liberal Arts expanded its offerings with new programs in Thai Language for Communication, English, and Chinese. At the graduate level, the Faculty of Fine Arts introduced a Master's program in Design, and the Faculty of Architecture established a Master's program in Urban and Rural Community Design.

In the 2000 academic year, the Hospitality and Tourism Management programs separated from the Faculty of Liberal Arts to form the Faculty of Tourism and Hospitality Industry. The university also continued to expand its graduate programs, with the Faculty of Engineering launching a Master's program in Telecommunications Engineering, and the Faculty of Architecture introducing a Master's program in Computer-Aided Architectural Design.

Not long after overcoming a wave of misunderstandings, just as Rangsit University was recovering and moving forward in its mission to foster knowledge and innovation, the Thai financial crisis of 1997 struck. On July 2, 1997, the government of General Chavalit Yongchaiyudh announced the floating of the Thai baht, leading to a nationwide economic collapse. Naturally, Rangsit University was deeply affected as well.

A portion of the university's operating funds was in foreign currency, and when the exchange rate doubled, the cost of repaying loans in U.S. dollars skyrocketed.

The currency depreciation disrupted businesses across Thailand, and private universities faced a common crisis, a decline in student enrollment, which directly impacted administration, operations, and staff morale. To safeguard the university's financial stability, the administration froze salary increases, downsized staff, and reduced budgets for teaching, research, and academic support services.

Realizing the university's financial situation, all personnel endured and continued to work hard to push through this storm. Despite the financial crisis, the expansion of education was an essential endeavor that could not be put on hold. Each faculty at Rangsit University introduced nine additional academic programs, including the Faculty of Physical Therapy, which launched a program in Sports Technology, Health, and Management; the Faculty of Information Technology, which introduced a program in Computational Mathematics; the Faculty of Engineering, which established a program in Environmental Engineering; the Faculty of Business Administration, which introduced a program in Human Resource Management and extended-degree programs in Management, Industrial Management, and Banking and Finance; the Faculty of Liberal Arts, which introduced a program in Japanese Language; and the Faculty of Accounting, which added a two-year continuing education program.

[illegible]

Dr. Manit Boonprasert, Vice President for Development at the time, recalled: “The trimester system had advantages – it allowed students to graduate in three and a half years. Dr. Supat Poopaka, the president at the time, wanted to integrate cooperative education into the curriculum, making it more structured. However, challenges arose: Health Science programs found the system too intense, with limited training time. Faculty members were overworked, frequently complaining about the relentless schedule: midterms, finals, then only a two-week break before the next term began. There was a plan to have faculty members teach two consecutive trimesters and take a longer break during the third, but the concern was: When would the professors actually get to rest? Extensive data collection and faculty-student feedback were conducted, and discussions were held regarding the pros and cons of implementing the trimester system across the entire university. The master’s programs already followed this system for two to three years, but eventually, the university had to return to the bi-semester system. We must acknowledge the cooperation of all faculties even though central administration issued policies, everyone complied and adapted effectively.”

Fatigue and frustration spread among faculty, staff, and students, leading to mounting dissatisfaction with the administration. Students, parents, and faculty began to demand a return to the bi-semester system. Eventually, these concerns reached the university’s founding president, sparking a major turning point for the entire Rangsit University community...

2001 — 2004

Overcoming the Crisis and Advancing Education as a Powerhouse of National Intelligence



● FROM CRISIS TO EDUCATIONAL DEVELOPMENT: THE SOURCE OF NATIONAL WISDOM

Committed to Developing Education – Education Builds People, and People Build the Nation. As concerns and complaints from students and faculty reached Dr. Arthit Ourairat, the founding president, an evaluation of the trimester system was conducted to assess its advantages and disadvantages. Finally, on November 29, 2000, the University Council issued a resolution to revert to the bi-semester system, effective from the 2001 academic year onward.

This decision was like a refreshing balm for faculty and students, who had been exhausted and overwhelmed by the demanding schedule of the trimester system. The change revitalized their motivation to continue their academic and professional responsibilities.

Beyond reverting to the bi-semester system, Dr. Arthit Ourairat recognized that the previous crisis had taken a toll on both morale and unity within the university. Tensions had arisen among various groups of faculty and staff due to conflicting ideas, perspectives, and practices, leading to divisions within Rangsit University.

To address these issues, Dr. Arthit Ourairat instructed Professor Dr. Theerayuth Klinsukhon, the acting president at the time, to organize a university reform seminar on February 3–4, 2001, at Ambassador City Jomtien Hotel in Pattaya. All university faculty members were

invited to participate, with the goal of strategically planning the university's development and actively engaging in shaping the direction of its reform.

During this significant meeting, Dr. Arthit Ourairat officially announced his return as President of Rangsit University.

Commitment to Innovation and Development

Dr. Arthit Ourairat emphasized that biotechnology is a critical field for national development. Therefore, dissolving the Faculty of Biotechnology would be in direct contradiction to the university's founding mission. However, the faculty itself had to analyze the declining student enrollment and determine how to address and resolve the issue.

Dr. Manit Boonprasert, then Vice President for Special Affairs, explained that Dr. Arthit Ourairat believed biotechnology was the answer to societal needs, but too few students were enrolling because they were uncertain about career prospects. At the same time, the university had not effectively communicated the program's benefits to high school students and parents.

In response, the faculty members of the Faculty of Biotechnology collaborated to organize training programs, career counseling sessions, and community outreach initiatives. This made the Faculty of Biotechnology the first faculty at



Rangsit University to actively engage in education outreach and community service, setting a model for other faculties to follow. Not only did these efforts help increase student enrollment, but they also enhanced the university's reputation and public awareness.

With cooperation among faculty and staff, combined with Dr. Arthit Ourairat's visionary leadership, Rangsit University expanded its academic offerings, launching new faculties, programs, and curricula to meet societal demands.

In the 2001 academic year, the Faculty of Fine Arts introduced a Fashion Design program, and the Faculty of Information Technology launched a Master's program in Information Technology.

By 2002, as Thailand's economy fully recovered, Rangsit University expanded significantly, elevating three faculties to college status – the College of Medicine, College of Business Administration and Public Administration, and College of Engineering. Additionally, the university established the College of Social Innovation, offering a Philosophy, Politics, and Economics program. A new faculty, the Faculty of Traditional Oriental Medicine, was also founded. Several faculties introduced new academic programs, and for the first time, Rangsit University offered a doctoral degree, with the Doctor of Philosophy in Civil Engineering under the College of Engineering.

By 2003, Rangsit University continued to grow. The College of Music was established, while the International College introduced a Mass Communication program. The College of Business Administration and Public Administration launched the Master of Public Administration (MPA) program.

The expansion continued into 2004, when the Faculty of Education was established, offering a Bilingual Education program. Seven new undergraduate programs were introduced, including French Language (Faculty of Liberal Arts), Leadership in Society, Business, and Politics (College of Social Innovation), and Biomedical Science (Faculty of Science). Additionally, the International College launched a Master's program in International Business, and the Faculty of Information Technology introduced a Game and Multimedia Computer Science program along with a Doctoral program in Information Technology.

Beyond launching new programs, faculties, and colleges, the university emphasized the importance of "maintaining quality" in all aspects of education.

With comprehensive academic offerings across multiple disciplines, Rangsit University had become a full-fledged university, catering to various professional fields that society required. Looking toward the future, academic programs would increasingly integrate interdisciplinary approaches, as modern societal challenges had become too complex for any single discipline to address alone. This multidisciplinary focus became one of Rangsit University's core strengths, leveraging its diverse academic programs to foster innovation in education – a strategic advantage that positioned the university as a leader in Thai higher education.



PATHWAY TO EXCELLENCE QUALITY AND TRUSTWORTHINESS ●

From its founding days until today, Rangsit University has faced and overcome numerous challenges. The early struggles of establishing the institution were successfully resolved, and the economic crisis of 1997–2000, which severely impacted the university, was met with resilience. By 2001, the university had begun to recover, thanks to the visionary leadership of Dr. Arthit Ourairat and the unwavering cooperation of faculty, staff, and administrators. These collective efforts helped Rangsit University navigate its crises and emerge stronger. There may have been stumbles along the way, but every obstacle became a source of strength. After all, “no road is ever entirely smooth, and no path is filled with thorns forever.” What matters is how those who walk that path persevere through the storms.



quired a temporary slowdown. However, slowing down did not mean stopping the pursuit of academic excellence. Instead, it was a strategic pause – one that allowed Rangsit University to take an even greater leap forward. From this point onward, the university has implemented the “Roadmap to Excellence”, a strategic plan designed to elevate Rangsit University to the forefront of higher education in Thailand.

If a tree needs high-quality fertilizer to grow strong, then adopting the “Roadmap to Excellence” as a strategic framework can be seen as the essential nourishment that enables Rangsit University to continue its development with quality in every aspect.

As competition in higher education intensifies, universities across Thailand have undergone significant transformations. Some state universities have transitioned out of government control, while others have restructured as over 40 Rajabhat Universities and 7–8 Rajamangala Universities of Technology. Many institutions have introduced new programs tailored to market demands, formed partnerships with international universities, expanded their reach to attract foreign students, and emphasized multilingual and multicultural learning to equip graduates for global career opportunities. Rangsit University has positioned itself as a key player in this evolving landscape.

Overcoming the Crisis: A New Era Towards Excellence

A great tree that provides shade and shelter can only grow strong and withstand the force of the wind if it is nurtured by those who tend to it – watering, fertilizing, and cultivating the soil. Likewise, Rangsit University has flourished because of the collective efforts of all who have contributed to its growth and development, strengthening its foundation in education, enhancing the quality of teaching and learning, and expanding its academic programs without ceasing. Throughout its journey, the university has faced numerous challenges, whether from social situations or unexpected crises that re-

2005 — 2007

ROADMAP TO EXCELLENCE

After the storm passes, the sky always turns bright and clear. Likewise, Rangsit University has weathered many challenges and emerged stronger. The years ahead would be a time for faculty, staff, and students to unite in nurturing, creating, and advancing the university toward excellence. These aspirations echoed in the hearts of everyone at Rangsit University during the “University Reform” seminar:

**From now on, we must forget the past.
Keep it as a lesson but start anew
to build a legacy of success.
We must achieve greatness.
We have already set our shared
aspirations, and if we fail, our lives
will be unfulfilled. The prosperity of
Thailand depends on us. Even though
we are just a small part of this nation,
we must be a force that drives it forward.**

The remarkable achievements in education that Rangsit University has accomplished are not a result of mere coincidence. Rather, they stem from a clear and visionary strategy outlined in the Roadmap to Excellence. This strategy has translated into tangible successes and innovative developments, earning the university high rankings and recognition for its academic quality and institutional potential.

Beyond the Roadmap to Excellence, Rangsit University invested over 300 million baht in new campus infrastructure to support teaching and research development. This included relocating the Office of the President and administrative units to the Arthit Ourairat Building, while repurposing the Prasitirat Building for the Faculty of Business Administration, the Faculty of Accounting, the Faculty of Economics, and the Institute of Public Administration. Additionally, the Ourairat Building and the Science Building underwent renovations, and a new Science Building was constructed near the biomedical research and prototype factory.

Rangsit University's commitment to educational advancement did not stop there. In 2002, when the Thai government launched an educational reform initiative focused on teacher training, the university recognized the critical role of highly skilled educators in shaping the quality of education. This realization led to the establishment of the Faculty of Education and Rangsit University Demonstration School, aiming to train a new generation of highly competent teachers.

The Faculty of Education introduced bilingual programs and initially offered only master's and doctoral degrees, reflecting a bold and strategic move. Rather than merely taking a risk, this decision was a calculated investment in

the future of Thai education. More importantly, this initiative positioned Rangsit University as the first private university in Thailand to establish a Faculty of Education, marking a groundbreaking milestone in the country's educational landscape.

**Rangsit Model:
A Training Ground for
a New Generation of Teachers
Elevating the Quality of
Thai Education**

Every step in the field of education has been a matter of great importance to Dr. Arthit Ourairat. One crucial aspect he has continuously emphasized is the role of teachers, who serve as the primary agents in shaping students'



intellectual growth. To enhance the quality of education in Thailand, the first and foremost priority must be the development of teachers. Without improving the teachers themselves, it would be impossible to expect them to elevate the learning experience for students or advance the overall education system. Recognizing this, the "Rangsit Model" was introduced as a progressive initiative to reform and advance Thai education.

"Teachers must come from the best and the brightest." This is the guiding principle behind the Rangsit Model, a pioneering initiative at Rangsit University that aims to produce high-caliber educators. The program ensures that teachers undergo rigorous thesis-based training, receive scholarships for further studies, and secure job placements upon graduation. Those who complete their Master's in Teaching are guaranteed immediate employment at Rangsit University Demonstration School. Since its inception, this initiative has successfully cultivated a strong cohort of high-quality educators, who were officially appointed to teach at the Rangsit University Demonstration School in the 2007 academic year, covering both primary and secondary education. The program is designed as a bilingual teaching system, reinforcing academic excellence and linguistic proficiency. Undeniably, the Rangsit Model has played a transformative role in reforming teacher education in Thailand, strengthening the quality of educators and reshaping the nation's academic landscape. This successful initiative continues to drive forward the mission of educational excellence, reinforcing the belief that quality is the pathway to trust and progress.

● **RSU MODEL**



● CREATING THE DHARMACRATIC SOCIETY

2008 — 2021

The Powerhouse of National Intelligence: Reforming Thailand into a Dharmacrat Society

After an era that could be described as the peak of Rangsit University's prominence, establishing itself as one of Thailand's leading universities with diverse academic disciplines, the institution continued to expand its faculties and programs to meet the country's needs. By 2008, Rangsit University offered 78 undergraduate programs, 36 master's programs, and 7 doctoral programs, totaling 121 programs. Additionally, in 2008, the university announced a 10-year quality development plan under the concept of "A University Dedicated to Building Human Capital."

Dr. Arthit Ourairat firmly believes that education is the root of a nation's prosperity, as it determines the country's future, fosters sustainable growth, and forms the foundation for democracy and economic efficiency. Thus, only high-quality education can resolve national issues in social, economic, and political dimensions. However, achieving quality education requires multiple key factors: the quality of faculty and staff, the development of effective teaching and learning processes, impactful research contributions from faculty and students, the excellence of graduates, and the institution's responsibility toward society.



The Triangle of Success

With the implementation of the 10-year strategic plan, Rangsit University started to achieve the quality standards it had aimed for over 25 years since its inception. This achievement can be likened to a Triangle of Success, comprising three key aspects.

The first aspect is academic excellence. Reports from the Office for National Education Standards and Quality Assessment (ONESQA), indicate that institutions of higher education in Thailand exhibit distinct levels of quality. In a press conference summarizing the second round of quality assessments among 63 universities focused on producing graduates, ONESQA found that 52 universities, including 34 public universities and 18 private universities met accreditation standards. Additionally, six universities were under review, and five universities failed to meet the required standards. Among them, only four universities were rated “Excellent”, with Rangsit University being the only private university to achieve this distinction.

The assessment panel summarized that, across seven key quality standards, Rangsit University achieved an “Excellent” rating in

graduate quality, academic services, cultural preservation, and institutional and personnel development. Meanwhile, the university received a “Good” rating in research and creative work, curriculum and teaching quality, and internal quality assurance systems.

The second aspect is the success of students and graduates, which reflects the quality of education on both national and international levels. Many Rangsit University graduates have gained recognition for their accomplishments, serving as inspirational figures for future generations.

However, Dr. Arthit Ourairat's definition of success extends beyond professional achievements. He believes that every graduate of Rangsit University should also be morally upright and socially responsible. This philosophy embodies the ideal of producing graduates who are “Skilled and Virtuous.”

If “Skilled and Virtuous” were to be represented in action, it would manifest as “Social Responsibility”, a core value deeply ingrained in Rangsit University's students and leadership. Among the many inspiring stories of alumni making a difference, two notable figures including Dr. Note and Dr. Mong – stand out as examples of “Doctors Who Give Back.”

Dr. Thanat Withayanuluck (Dr. Note) is a shining example of professional and social success. He dedicates his weekends to driving up remote mountain villages, using his own funds to purchase medicine and cover travel expenses, enduring hardships to bring medical aid to those in need. His belief that

“Doctors should go to patients, rather than waiting for patients to come to them” has shaped his humanitarian efforts. His philosophy “Being a refuge for the poor is better than serving the rich” has made him a symbol of selfless service.

Another dedicated physician, Dr. Kantapong Laoluepongsiri (Dr. Mong), widely known as “the Hmong Doctor”, has dedicated himself to caring for the underprivileged Hmong ethnic community in Thailand. At the age of 34, he received a scholarship from Rangsit University to study medicine under the sole condition that he would return to serve his home community upon graduation. At 41, he completed his medical degree in 2007 and was stationed as a physician at Samoeng Hospital in Mae Rim District, Chiang Mai Province. He later transferred to a hospital in Phetchabun Province, where he continues to provide medical care and health consultations for the marginalized Hmong population.

The third aspect of Rangsit University's success lies in its commitment to shaping visionary leaders. Dr. Arthit Ourairat envisions the university as a “Beacon of Knowledge”, actively fostering a Dharmacrat Society, a term he coined to reflect a governance system

● RANGSIT UNIVERSITY'S STANDPOINT: COMMITTED TO GENERATING INVALUABLE RETURNS

rooted in both moral integrity (Dharma) and democracy. In times of national turmoil, Dr. Arthit has sought to provide solutions for Thailand's challenges, advocating for “Dharmacrat Society” as a path forward. This vision goes beyond conventional education. It transforms Rangsit University from merely producing graduates to creating role models who embody both excellence and social responsibility.

Through its unwavering commitment to intellectual empowerment and social reform, Rangsit University has redefined its purpose, evolving from an educational institution that “produces people” into one that “creates exemplary leaders” who will drive meaningful change within society.

GREAT FLOOD CRISIS

The Biggest Crisis for Rangsit University
Water levels rose over 3 meters,
lasting more than 2 months.



THE GREAT FLOOD CRISIS

The Biggest Crisis of Rangsit University

On October 25, 2011, Rangsit University faced one of its greatest crises – the devastating Great Flood. No one anticipated that the massive influx of water would overpower the collective “spirit” of the Rangsit community. Volunteers did everything possible to protect Muang Ake village, but ultimately, the floodwaters could not be contained. The entire university was submerged for nearly two months, with water levels reaching even the base of the towering Surya God statue.

This was truly “the greatest crisis for the Rangsit University community.” The enormous damage caused by this flood remains not only in the memories of those who experienced it but also as a historic event recorded in the annals of Rangsit University.



AVATAR GARDEN



Avatar Garden: The Garden of Rebirth

After Rangsit University was impacted by the devastating flood for nearly three months, almost all the trees on campus perished. Replanting new trees would take a long time, so Dr. Arthit Ourairat consulted with Associate Professor Pisraipai Sarasalin, then Dean of the College of Design, to conceptualize and redesign the landscape. This initiative aimed to revive the lifeless trees, bringing new vibrancy to the campus in time for the reopening of the academic term and serving as a scenic backdrop for graduates celebrating their commencement. Rangsit University transformed the post-flood landscape through a creative art project – spray-painting the dead standing trees. The project was themed “A New Beginning,” symbolizing rebirth and renewal, and was named “Avatar Garden” or “The Garden of Rebirth.” It stands as a testament to resilience, breathing new life into what once seemed lost.

A NEW BEGINNING

Golden Fourth Estate Award

Beyond his commitment to education, Dr. Arthit Ourairat recognized that the media plays a crucial role in shaping societies, determining either victory or downfall. The way news and information are presented – whether through traditional or digital platforms – depends on journalistic ethics, professional responsibility, and a commitment to honesty, accuracy, and public benefit.

To honor media professionals who produce work that contributes positively to society, Dr. Arthit established the “Golden Fourth Estate Awards”, presented annually since 2009.

In 2012, Rangsit University launched RSU Wisdom TV, a satellite television station, with its first broadcast on January 25, 2012. The station serves as a platform for insightful content, fostering awareness of social change and expanding knowledge, reinforcing the concept of a “Dharma Democracy Society.”

Rangsit University is not merely an academic institution standing apart from society; it is a university that nurtures quality individuals, planting the seeds of hope and establishing deep roots in Thai society. It continues to grow into a great tree, spreading its branches and providing shade without end.

Rice-for-Tuition Program for Farmers' Children and the “Lan Bear Mangosteen Market” to Support Fruit Farmers

During times of social and national crises, Rangsit University stands ready to be part of the solution. In 2016, the university launched the Rice-for-Tuition Program to assist its students from farming families by allowing them to pay tuition fees with rice. Additionally, the university provided special “Farmer’s Children Scholarships” and opened a marketplace for farmers to sell rice at fair prices.

In 2019, an oversupply of mangosteens led to a drastic drop in farm prices, causing widespread hardship among fruit farmers. Dr. Arthit Ourairat took immediate action, mirroring the university’s 2016 efforts to support rice farmers. This time, four urgent measures were introduced to aid fruit farmers: (1) “Lan Bear Mangosteen Market”, a direct farmer-to-consumer market set up at Rangsit University; (2) online pre-orders to connect farmers with buyers and facilitate direct sales; (3) “Mangosteen-for-Tuition” Program, allowing students from fruit-growing families to exchange mangosteens for tuition fees; and (4) free training courses on processing techniques to add value to mangosteens, helping farmers navigate the crisis and establish long-term solutions.

In 2021, during the COVID-19 pandemic, Rangsit University played a crucial role in public health efforts. The university was designated by the Ministry of Public Health as a vaccination center for the general public, providing free vaccines to faculty, staff, students, and residents of Mueang Ake community and Pathum Thani



REMOVING TEARS OF FARMERS: THE PROJECT, “RICE FOR TUITION FEES.”



province for over six months. The university also actively promoted vaccine awareness, assisted infected individuals in quarantine, deployed medical teams, and distributed essential supplies, food, and survival kits to those in need.

Beyond the vaccination campaign, Rangsit University has consistently prioritized community welfare. In 2021, it launched the “Lak Hok Transformation Project”, an initiative aimed at improving the quality of life for local communities by applying academic expertise from various faculties. The university is committed to growing alongside its surrounding communities, ensuring that development is inclusive and sustainable. In addition to establishing the public vaccination center in 2021, Rangsit University also launched the “Lak Hok Transformation Project” to develop the community by applying academic knowledge from various faculties, improving the quality of life for local residents.

“168 Days: Hand in Hand, Overcoming the Crisis Together” with the Public Vaccination Center

The establishment of the Public Vaccination Center stemmed from the COVID-19 outbreak, which created widespread fear within the community. In response, Dr. Arthit Ourairat initiated a policy for the university to support and care for the neighboring communities. This led to the formation of a volunteer network, gathering individuals with the skills needed to help. The first step was launching the “Lak Hok COVID-19 Coordination and Monitoring Center,” which included a Call Center and Line Official Account to provide information to the community. At that time, the COVID-19 crisis was severe, with cases of people dying at home due to the inability to reach public health services. This situation prompted the idea of establishing a center dedicated to ensuring no more people would suffer such a fate. The goal was to provide primary assistance to COVID-19 patients until government agencies could intervene.

Assistant Professor Dr. Naret Pantharathorn, the head of the COVID-19 Vaccination Service Center at Rangsit University, explained that the initiative was driven by passion rather than obligation. The team was determined to do their best, even in the center’s design. Through this experience, they learned that when work is approached

with dedication and compassion, obstacles can be overcome. This commitment was felt by those who received services. Every detail, from reception to vaccination, was carefully planned. A Fast Track service was provided for the elderly and disabled, ensuring a seamless process. Even bedridden patients could receive vaccines in their vehicles, with medical staff assisting with documentation and administering the vaccine without requiring them to leave their cars. This was a testament to the team’s dedication and heartfelt service.

Reflecting on 168 days of operation, the team realized that when work is done with sincerity and determination, it leaves a lasting impact. Dr. Arthit Ourairat had set the goal of providing the best service, ensuring that every individual who came for vaccination would leave with a positive memory of their experience. The COVID-19 pandemic was a global crisis, and without true dedication, this mission would not have succeeded. The “Vaccination Center with a Heart” was more than just a facility – it was a place built on compassion and unity. Even after its closure, those who worked there will remember this period as a time of shared effort, resilience, and commitment to overcoming adversity, just as they had done in previous crises.



Rangsit University Shapes the Future

On May 9, 2022, during his farewell as President of Rangsit University, Dr. Arthit Ourairat passed the leadership baton to Dr. Attawit Ourairat. Reflecting on his 37-year tenure (1985–2022), he stated, “Throughout Rangsit University’s journey, our commitment has been to establish a comprehensive institution where education is innovation. We strive to be a powerhouse of national intellect, leading Thailand toward a society of Dharma Democracy. Although we have yet to reach our ultimate goal, we are on the right path and have never lost our way. From the day we embarked on this journey, we have come remarkably far. It has been a path of perseverance, endurance, and relentless effort – navigating through challenges, forging ahead through difficulties, and overcoming countless obstacles. Yet, our dedication has never wavered. We have sacrificed, committed, and given our utmost. Soon, we will reach the society of Dharma Democracy, the land we have always dreamed of.”

●
**RANGSIT
UNIVERSITY
AS THE SOURCE
OF NATIONAL
WISDOM**

2022 — PRESENT

A University Leading Society



● OUR STUDENTS AS THE HEART OF RANGSIT UNIVERSITY



**DR. ARTHIT OURAIRAT REMAINS
A LEGEND OF RANGSIT UNIVERSITY AND
OF THE NATION. HE WILL CONTINUE TO
BE THE PILLAR OF OUR UNIVERSITY
FOREVER, AS A PIONEER AND
A CREATIVE VISIONARY.**

These were the words of Dr. Attawit Ourairat
on the day he assumed the position of
President of Rangsit University.

With the visionary leadership of Dr. Arthit Ourairat, the founding President, he set a strong direction for Rangsit University to contribute to society and be a powerhouse of knowledge for the nation. As leadership transitioned to a new era, Dr. Attawit Ourairat, the current President, remains steadfast in carrying forward this commitment. He has encouraged executives, faculty, researchers, and students to take on thought leadership. Whenever society or the nation faces challenges or crises, Rangsit University, as a center of knowledge with experts across various disciplines, is ready to contribute, provide insights, and offer solutions. Whether in medicine, tourism, law, economy, politics, social issues, or industries, the university plays an integral role in ensuring sustainable progress.

This marks the next step in Rangsit University's journey – continuing its mission as a “thought leader in society,” shaping perspectives and leading intellectual discourse. Furthermore, President Dr. Attawit Ourairat emphasizes students' physical and mental well-being, ensuring that students – the heart of Rangsit University – have the best environment for their growth. The aim is for the university to remain a center of knowledge that leads society, igniting and realizing the dreams of all.

This vision highlights that, beyond being a center of national intellect and supporting society in various ways, Dr. Attawit Ourairat has established a five-year strategic plan (2023 – 2027). This plan aims to produce graduates who meet the demands of the global workforce while also expanding learning spaces, integrating digital transformation into all curricula and professions, and positioning the university as an educational hub of the future. To maximize learning opportunities, the university has opened its facilities for students' full use 24 hours a day.

With a 24-hour university model, student safety is a top priority. Rangsit University has established the Rangsit University Police Office (RSU Police), the first of its kind in Thailand, to ensure crime prevention within and around the campus.

Physical infrastructure, services, and safety are priorities. We will ensure that Rangsit University remains a completely safe space. Every student will be cared for as our own family. We will provide all necessary facilities and support for education at every level.

Rangsit University is committed to fostering intellectual growth in students, who are the future of the nation. The university provides learning and recreational spaces within its 24-hour secure campus, ensuring both physical and mental well-being. It has created Dream Space, an environment designed to encourage creativity and innovation. Rangsit University believes that “education is innovation.” It promotes the Future Design concept, enabling students to shape their own learning paths, enhance their skills, and become smart entrepreneurs. Students can design their education to develop future-ready competencies. At the same time, the university is strengthening its international focus by integrating multidisciplinary learning with diverse languages and cultures. This enables both Thai

and international students to exchange knowledge and experience multiculturalism at a global level. All of this stems from the belief that “students are the heart of Rangsit University.”

In addition to RSU Dream Space, the university plans to construct new academic buildings, including the Business Administration Building, designed to offer a complete business education ecosystem. This facility will include an advanced business laboratory, a seminar hall, an exhibition room, collaborative spaces, and areas for entrepreneurial development. Additionally, the university plans to construct a four-story building dedicated to the study of Physical Therapy, Pharmacy, and Science to further enhance learning facilities.

On the path to educational excellence, an institution’s success is not just a vision of its leadership but a shared goal embraced by all members of the organization. Rangsit University continues to progress with determination, striving for continuous educational improvement. It has been a powerhouse of national intellect for decades and aims to be a comprehensive university that nurtures individuals with knowledge, skills, character, and a strong sense of social responsibility. Rangsit University is a thought leader in society, offering guidance and intellectual support to the community – not merely an institution that grants degrees. Graduates

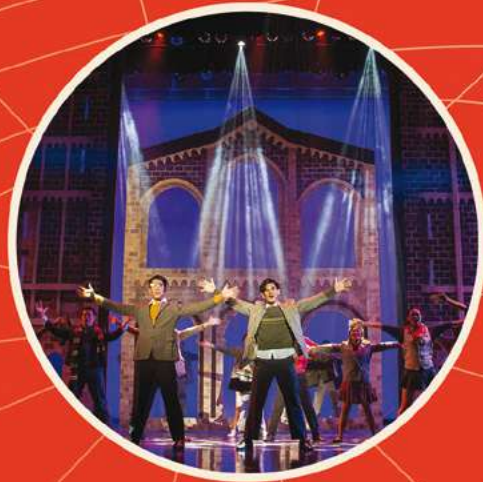


● **WE ARE COMMITTED TO BEING THE SOURCE OF WISDOM AND SOCIAL LEADER WHICH INSPIRES ALL STUDENTS TO ACHIEVE THEIR DREAMS.**

must be well-rounded in academics, professional skills, life competencies, and social consciousness. The university seeks to foster growth and development, ensuring progress toward a new and just society, one that aligns with the modern era – a society based on Dharma Democracy. All of this is to ensure that Rangsit University remains a “Powerhouse of Knowledge”, dedicated to reforming Thailand toward a truly Dharmacrat Society.







SHOWCASE

Medical Cannabis

Cannabis provides immense value and numerous benefits, as evidenced by research studies demonstrating its effectiveness in treating various diseases, leading to its increasing use in medical applications. Recognizing its potential early on, Rangsit University became the first university in Thailand to officially apply for permission to conduct medical cannabis research in 2016 and the first to receive approval in 2017. The university's mission is to develop high-quality, safe, and effective cannabis-based medicines and medicinal formulations. Rangsit University's achievements in medical cannabis research have been widely recognized and serve as a model for interdisciplinary collaboration across various faculties and colleges. To further advance research, the university established Thailand's first **"Institute of Medical Cannabis Research"**, fostering comprehensive cannabis studies that contribute to global healthcare advancements, enhance disease treatment, and improve patients' quality of life.



Innovative Prototype Products from Cannabis Extract

Identifying Cannabinol (CBN) from cannabis as a potential inhibitor of lung cancer cells, the College of Pharmacy, Rangsit University, has made a groundbreaking discovery which marks a significant achievement in cannabis research which ignites the development of four pioneering cannabis-based pharmaceutical products: wafer tablets, Prasa cannabis medicine, cannabis oil, and Cannabinol oral spray.

Containing cannabis extract, **wafer tablets** can rapidly disintegrate in the mouth, allowing for quick absorption and faster onset of action. It can be placed sublingually or

buccally, allowing absorption of the active ingredients through the oral mucosa without the need for water. This pharmaceutical product enhances convenience for patients, particularly those with swallowing difficulties or oral mucositis caused by chemotherapy.

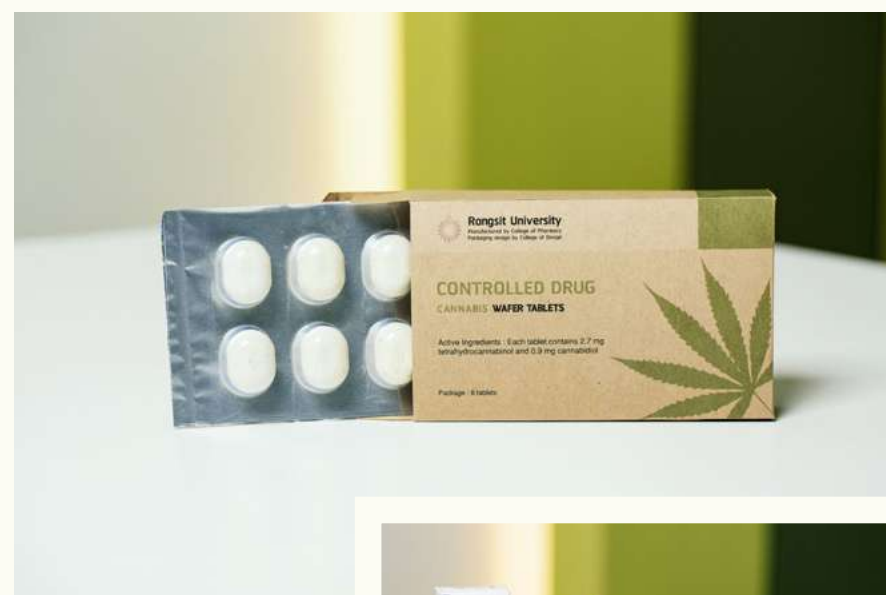
Prasa-Kancha Medicine is a university-developed formulation approved by the Food and Drug Administration (FDA) of Thailand for research. This formulation is derived from the ancient Thai medicinal scripture, *Lae Maha Phikat*, which documents the therapeutic properties and applications of medicinal herbs. It is one of the fourteen classical medical scriptures compiled in the *Royal Thai Traditional Medical Textbook*, originally published under the decree of King Chulalongkorn (Rama V) for use in the Royal College of Medicine. This textbook has long served as a primary reference for Thai traditional doctors in diagnosing and treating diseases. Recognizing the invaluable wisdom of Thai medicine, the university's research teams has developed the cannabis-based Prasa herbal medicinal formulation, aiming to preserve Thai medical heritage while producing high-quality pharmaceutical products that are effective, safe, and widely accepted by both doctors and patients.

Cannabis oil is also a source of pride for Rangsit University. This product is carefully regulated to ensure safety, meeting the same pharmaceutical standards as conventional medicines. Its key active compounds include THC, CBD, and CBN. To guarantee accurate dosage, efficacy, and optimal therapeutic effectiveness, the research team has conducted an analysis of these three compounds and

CANNABIS WAFER TABLETS PRASA-KANCHA RECIPE CANNABIS OIL CBN OROMUCOSAL SPRAY

investigated the stability of the cannabis oil to maintain its quality over time.

Cannabinol oral spray is the fourth formulation invented by Rangsit University's research team under the project entitled, "Development of a Cannabinol Oral Spray Formula and Its Effects on Sleep." This project aims to develop a product that helps alleviate anxiety, improve sleep quality, and enhance patients' well-being. CBN is a key compound found in dried cannabis, resulting from the transformation of THC. International research studies reveal that CBN improves sleep quality, especially when used in conjunction with THC. Oral administration of cannabinoids results in a slow onset of action, with a significant portion of the active compound being degraded. Therefore, to ensure a faster and more effective response, the product has been developed in the form of an oral spray. This allows the product to be absorbed directly through the oral mucosa, providing immediate effects while also reducing degradation by the liver. The oral spray was found to be safe in experimental animals. Therefore, this product has reliably been developed, effectively improving sleep quality and reducing anxiety. Furthermore, the Institute of Medical Cannabis Research is responsible for developing and standardizing medicinal formulas, as well as



producing medicinal products such as Sanan Tri Phop oil, Suk Siyasana medicine, Amarit O-sot medicine, and Thamlai Phra Sumeru medicine. Recognizing the value of wisdom and knowledge inherited from ancestors, the institute is committed to preserving and advancing traditional Thai medicine and medicinal formulas. This dedication ensures the effectiveness and safety of its products, earning the trust of doctors, pharmacists, and patients alike.

Collaboration on Medical Cannabis Research and Development

The main priority of Rangsit University is to conduct research and development on medical cannabis products. Hence, the College of Pharmacy at Rangsit University has entered into



CANNABIS SCIENCE

a memorandum of understanding (MoU) with the Defence Pharmaceutical Factory, part of the Defence Industry and Energy Center under the Ministry of Defence, to facilitate the production of medical cannabis products. This collaboration marks a significant breakthrough in Thai public health, as both organizations share the common goal of producing internationally standardized medical cannabis products that meet patient needs. It also contributes to reducing the import volume of raw materials, expanding the export of medical cannabis products to international markets, promoting job creation, boosting the economy, and applying research and development technology to innovative production processes.

Clears Belong Plus Product for Long COVID Patients

The College of Pharmacy has also signed a memorandum of understanding with Nareepharm Group Co., Ltd. to support the production of safe, high-quality products in compliance with the requirements of the Thai Food and Drug Administration. This collaboration ensures that the company implements its product policy effectively, commercially distributes its products in both national and international markets, and advertises them in accordance with relevant laws.

Rangsit University and Nareepharm Group have reaffirmed their success through their research study entitled “In Vitro Antioxidant, Anti-Inflammatory, and Anticancer Activities of a Mixture of Thai Medicinal Plants,” published in 2023 in BMC Complementary Medicine and Therapies, a Q1 international journal ranked among the top ten (Tier 1) in complementary and alternative medicine.

The research investigated the effects of five Thai herbal plants – galangal, lime, bamboo grass, pepper, and cannabis – on volunteers who were long COVID patients to evaluate the safety and efficacy of the product “Clears Belong Plus.” They also jointly published two additional studies: “Impact of Combined Plant Extracts on Long COVID: An Exploratory Randomized Controlled Trial” and “Evaluation of Antioxidant and Anti-Inflammatory Properties, Bioactive Compound Profiling, and Molecular Mechanisms of a Multicomponent Thai Herbal Formulation.”

“Clears Belong Plus,” a food supplement developed through this research, contains a mixture of herbal plants with antioxidant and anti-inflammatory properties. This product demonstrates the quality of Thai herbs and their potential application in the treatment of long COVID, bringing pride to Nareepharm Group and Rangsit University.

In conclusion, the statement “Thai herbs are comparable to those of international standards” is not an exaggeration – this product is proof of it.



CHEERLEADING A SPORT WHERE SUCCESS IS MEASURED NOT BY TROPHIES, BUT BY OVERCOMING ONESELF.

The spirit of cheerleading athletes is truly admirable, as they dedicate countless hours to practice, accumulating experience for just a few minutes on stage. They spend thousands of hours training until their bodies instinctively memorize every movement. Their discipline and dedication must come from within. **That's what they call... Success!**

The RSU Cheerleading Team's fierce shout of determination, "Our spirit, our driving force," can greatly inspire younger cheerleaders from generation to generation to strive for success. With 28 years of accumulated cheerleading experience, the team has reached the world-class stage – a journey everyone recognizes as rich and fulfilling. If it were a voyage, it would be a grand expedition worthy of being recorded.

Since its debut on the global stage at an international competition in Nottingham, England, the team has grown stronger and stronger, driven by physical and mental strength that has led it to victory. This unwavering determination has propelled the team to the forefront of the world stage. Achieving success requires meticulous preparation, including physical conditioning, mastering essential skills, and constant practice – from the simplest to the most difficult moves – ensuring their appropriate use for each competition. The team also carefully assesses competitors' skills before selecting and executing their most well-practiced and perfected moves to compete against opponents.

**WINNING OR LOSING DOESN'T MATTER,
AS LONG AS WE CONQUER OURSELVES.
WHATEVER THE RESULT,
WE HAVE GIVEN OUR BEST.**

In actual competition, every team is prone to making mistakes. That is why RSU athletes continually remind themselves: "Winning or losing doesn't matter, as long as we conquer ourselves. Whatever the result, we have given our best."

The RSU Cheerleading Team, supported by the Department of Physical Education, Ministry of Tourism and Sports, in cooperation with the Thailand Federation of Cheerleading and the Tourism Authority of Thailand, represented Thailand in defending its championship at the World Dance Sport 2013 in Kaohsiung, Taiwan – winning first place in the Cheerleading category.

In 2015, the team participated in the 8th Cheerleading World Championships (CWC 2015) in Berlin, Germany, representing Thailand in three out of ten competition categories: Doubles Mixed (two teams), Small Groups Mixed (two teams), and Mixed. The team successfully won one silver medal in Cheerleading Doubles Mixed, one gold and one silver medal in Cheerleading Small Groups Mixed, and one gold medal in Cheerleading Mixed.

In 2019, the team represented Thailand in the 10th Cheerleading World Championships 2019 in Takasaki, Japan, and won first place in the Cheerleading category.

Undoubtedly, the team's success is the result of their relentless hard work and dedication. Each of these competitions has featured over 100 teams worldwide, and Rangsit University has proudly earned its place as a world champion.



OUR SPIRIT, OUR DRIVING ● FORCE

**The Cheerleading Sports Hub
of Asia – Elevating Thai Youth
Cheerleading Standards
to the ASEAN Community Level**

The Rangsit University Cheerleading Sports Development Center upholds a policy of standardizing cheerleading coaching at an international level, ensuring proper and safe training while actively promoting the sport through various community and organizational activities. Additionally, the center provides judges and competition officers for both national and international cheerleading events and collaborates with domestic and international organizations to advocate for cheerleading's inclusion in the Olympic Games.

One remarkable example of the Rangsit University Cheerleading Sports Development Center's coaching efforts is the training provided to hearing-impaired students at Sotsuksa School in Nonthaburi Province. This initiative led to the creation of Thailand's first hearing-impaired cheerleading team. Despite their inability to hear, these students relied on visual cues to memorize routines, built a strong team dynamic, and ultimately had the opportunity to perform in Japan.

This achievement is a significant step forward in advancing the vision that cheerleading can reach even greater heights. It reflects Rangsit University's commitment to sharing its knowledge, supporting others, and achieving success together.



Krut : The Himmaphan Warriors

Thai animation film
from Rangsit University

"Krut: The Himmaphan Warriors" is the result of the integration of knowledge from various academic fields of Rangsit University, such as Faculty of Digital Art, RSU Animation, Conservatory of Music and Symphony Orchestra, and College of Communication Arts to drive the creation of a blockbuster animation film with the proficiency of Thais by Rangsit University. This is the first time in the Thai education circle that has demonstrated the ability and potential in creating this animation film.

RSU[●] ANIMATION



As Thai people have potential in many fields, especially in creating animation films, with our proficiency in both science and art, it is also second to none. Dr. Arthit Ourairat, the Founding President Emeritus of Rangsit University, has seen the potential and readiness in the field of creative production of the Faculty of Digital Art. Based on the idea that Thai craftsmanship is exquisite and elegant, this can be seen from the intricate patterns on the walls of beautiful Thai temples. If these details are integrated into the creativity of the animation film “Krut: The Himmaphan Warriors”, it is believed that the film created by genuine Thais will be able to demonstrate the impressive delicacy of Thainess to the world through the creative design of the characters and scenes.

The animation film “Krut: The Himmaphan Warriors” tells the story before humans ruled the world in the era of the Himmaphan creatures, which is a story about a war to seize the Ayutthaya Kingdom that is linked to history through the main character “Garuda” and creatures in the Himmaphan Forest, such as Kochasri (lion with elephant head), Kinnon (half-man and half-bird), and Kinnaree (half-woman and half-bird). Every diverse movement and pose

of each character are considered a combination of all the arts and realistic animation techniques along with beautifully imaginative designs of each creature’s characters.

With Ayutthaya being a world-renowned historic city, its depiction in a fantasy animation adds a unique cultural dimension. Krut: The Himmaphan Warriors was produced over four years with a budget exceeding 80 million baht. The project brought together talented students, faculty, and staff. The production team was led by Associate Professor Chaiporn Panichrutwong, Director of the Master’s Degree Program in Computer Art, and Digital Media Design’s 2023 Designer of the Year. Other key contributors included Assistant Professor Boonrat Sirirattanaphan of the Conservatory of Music, who composed the soundtrack; artist Keng Thachaya, who performed the theme song Pen Nueng; and Nadech Kugimiya, who voiced the protagonist, Watcharakrud. The aforementioned quality team made the animation film “Krut: The Himmaphan Warriors”, which took viewers into the imaginative world in the middle of the Himmaphan Forest, become a blockbuster animation film of the year that was proudly shown in theaters.





Suryadhep[•] Music Sala ASEAN-level Theatre

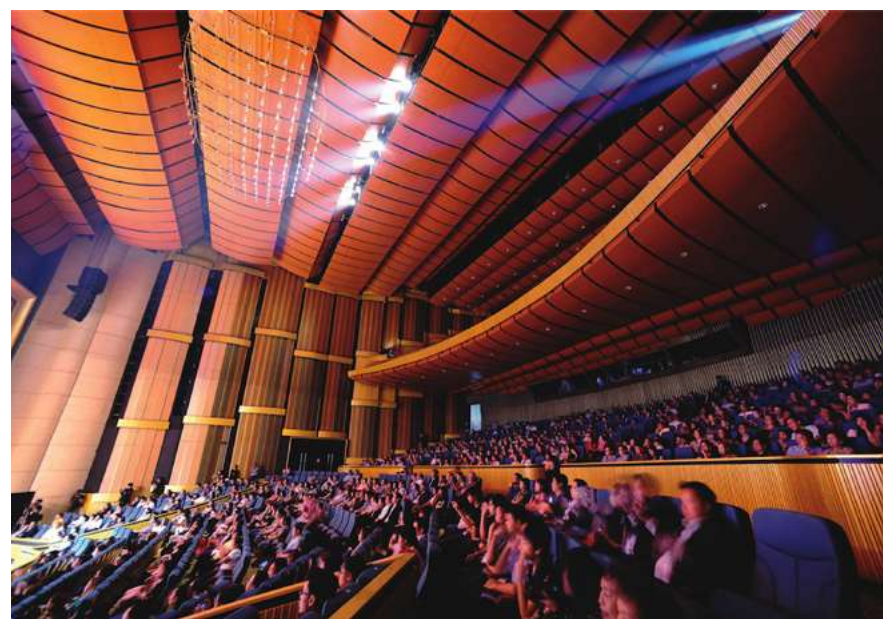
"Suryadhep Music Sala" is another source of pride for Rangsit University. The symbolic meaning of Suryadhep, the Sun God, reflects the university's identity, which is light and wisdom, intertwined with the radiating lines of sunlight, which are imbued with architectural phenomena. It resembles the aspiration of the moment when the setting sun rises from the horizon to a new one once again at Rangsit plain in the evening. Suryadhep Music Sala will illuminate alongside the cosmic journey of Suryadhep during the nighttime. This Music Sala serves as a radiant place, shining with golden light, representing pride and celebrating numerous achievements in innovation, education, and performing arts.



Suryadhep Music Sala is a place of modern cultivated arts, fully equipped with the effectiveness of various fields of science and art. Additionally, it serves as one of the prominent centers for arts and performance in Thailand, designed under the concept “All the Seats Are Also Well Designed,” featuring a distinctive design that can accommodate up to 1,100 audiences, comparable to the standard of ASEAN theaters. Moreover, it is capable of hosting all types of events. Suryadhep Music Sala is well-prepared to impart knowledge and act as a bridge connecting the dimensions of teaching and learning for students and faculty members to enter the world of music with pride.

The Suriyathep Music Sala has been meticulously designed in every detail, brimming with special features, including a balanced sound system and the best technological capabilities. It preserves the values of the artistic heritage in performing arts, music, and cultural promotion, which are among the main missions of Rangsit University. Consequently, the Suriyathep Music Sala can be regarded as an important symbol of esteemed art and performance that meets international standards. It is not only an asset of Rangsit University but also serves as a source of pride for the Thai people and Thailand as a whole.

● EXCLUSIVELY DESIGNED SEATS



Throughout the past period, Suriyatep Music Sala has been transformed into a stunning venue for a wide variety of performances. In addition to showcasing the academic capabilities of students, the Suriyatep Music Sala serves as a place for creative expression, featuring music performances of all genres as well as various forms of performing arts, including concerts, musical theaters, performances by the Rangsit Symphony Orchestra (RSO), and shows reflecting different eras both nationally and internationally.





Endless Opportunities for Passing on

“Building a nation and building a society must start from building people.” especially in the areas where there is less opportunity and high inequality. With the determination of Dr. Arthit Ourairat who perceives that the heart of education is not teaching those with better opportunities to compete to be the winners, true education must be able to develop people to be successful, and able to develop a society where everyone can live together happily. Therefore, over the past period, Rangsit University has provided many special scholarships to those who lack educational opportunities in remote areas, including Dr. Kantaphong Laoluephongsiri, the first Thai of Hmong descent who became a doctor for Hmong hill tribe people in remote areas. In addition, Dr. Muhammad Labaiji or “Dr. Mard” brought his professional knowledge to help people in need in the southern border provinces, and Pharmacist Hathai Suebboontawan received a scholarship for displaced Thais and was also given the surname “Suebboontawan” from Dr. Arthit Ourairat.

Ethnic scholarships **Dr. Kantaphong Laoluephongsiri —** **the story of Thailand’s** **first Hmong doctor**

Dr. Kantaphong Laoluephongsiri wrote a letter to the government. Later, the letter was sent to Rangsit University. The letter stated that he was of Hmong hill tribe descent and asked for an opportunity to study in the Faculty of Medicine so that he could have the opportunity to use his medical profession to help the poor. Dr. Arthit Ourairat, granted him a special scholarship without hesitation because Rangsit University realized that he was a person who

had the effort and the intention to bring back his knowledge and skills to develop his own society and community. No one expected that a 34-year-old man would start over by becoming a medical student. However, due to the inequality in Thai society, he had the determination to fight to achieve his goal, which was to help the hill tribe people in Samoeng District, Chiang Mai Province, who were facing various problems.

“I became the first medical student of the hill tribe people in Thailand. A person who was really old like this and wanted to study should be able to make the younger generation see him as an educational role model. What I reflected back while studying Medicine in my first year at Rangsit University was that when I had the opportunity to return home, the hill tribe people had more confidence in me. I also participated in some activities of the association for the development and creation of the Hmong in Thailand in Chiang Mai province.”

Studying medicine at an older age, he said, “Being an adult does not cause problems in studying, but it makes me feel calmer. The problem of brain agility is still the same because if the brain is used, it will never deteriorate. There is no such word as “too old to study for an educational opportunity.” I am really proud to be the first medical student of the Hmong hill tribe because the medical profession requires sacrifice for others. Those who decide to work in this field must have true determination and be ready to devote themselves fully.”

After graduation, he returned to work as a physician at Samoeng Hospital, Mae Rim District, Chiang Mai Province. He treats patients and acts as a coordinator with the hill tribe community to provide health consultations.



Dr. Muhammad Labaiji

Scholarship for the Three Southern Border Provinces Dr. Muhammad Labaiji

Dr. Muhammad Labaiji or “Dr. Mard” worked and studied hard to earn money to make his family happier and more comfortable. He received a 100% scholarship to study Oriental Medicine. Having graduated in 2012, he decided to work at Pattani Hospital because the three southern border provinces were severely short of doctors. His purpose was to use his knowledge to help people who were suffering from various impacts. In addition to helping people who are suffering, he develops himself as well.

Currently, Dr. Mard has many businesses, such as the health business, including a clinic, a wellness center, a circumcision center in the South, bloodless circumcision, a 110-year-old elderly care center, a drug counseling center, and a 100-bed drug addiction treatment center, and an education business, including Dr. Mard Academy for the development of children, youth and families, which provides knowledge and

advice on various problems to parents about raising children at different ages. In addition, Dr. Mard is the chairman of Toyiban Foods Co., Ltd., which operates a business producing and distributing processed soy milk “LABAN SOY” in Yala Province.

Dr. Mard has run many businesses. He has learned a lot, has had many ups and downs, and has had both successful and failed businesses. However, in the end, what keeps Dr. Mard going is his “family” because his goal in life is to make his family happy and take care of them as soon as possible. This is the driving force behind Dr. Mard to create various kinds of work. Until now, he has achieved great success in his career and can take care of his family as he had anticipated.

Scholarship for Displaced Thai People Pharmacist Hathai Suebboontawan

Pharmacist Hathai Suebboontawan as a scholarship student for displaced Thai people had received her surname from Dr. Arthit Ourairat. Her life changed after being granted full Thai citizenship.

“Suebboontawan” means “the inheritor of the goodness and beauty of the giver of life”.



Pharmacist Hathai Suebboontawan



Dr. Kantaphong Laoluephongsiri

It is the surname that Dr. Arthit Ourairat gave to a Karen girl who had not had a surname. At the same time, she also received a scholarship for displaced Thai people in the Faculty of Physical Therapy and Sports Medicine so that she could use her knowledge and skills to help society.

Her family are a Karen ethnic group living in Tha Song Yang District, Tak Province. Her father and mother are stateless people. She has one younger brother. The difficulties of stateless people are that contacting government officials must be communicated through the village. The only right is to receive medical treatment at the registered hospital, and going out of the area to study. They must apply for a permit and renew the permit once a year. After graduating from Ban Mae Usu Witthaya School, she worked at Tha Song Yang Hospital for about 1 year, receiving support from

Dr. Thawatchai Yingtaweesak, Director of Tha Song Yang Hospital. Her work involved communication to help stateless people at the hospital. After she met Dr. Worachat Chetchomchan, Dean of the Faculty of Physical Therapy and Sports Medicine, Rangsit University, who attended the meeting at the hospital together with Dr. Thawatchai Yingtaweesak, she said in the meeting... “I want to study, but I don’t have the opportunity. And even after graduating, I don’t have the opportunity to work because I don’t have Thai nationality, and I don’t have an ID card.”

Dr. Worachat Cherdchomchan recommended that she study Physical Therapy and Sports Medicine at Rangsit University. He personally supported her, thinking that she could study anything that would help people. Therefore, she decided to study physical therapy, at Rangsit University. Since she used the surname “Suebboontawan” and had her first national ID card in her life, she received full rights as a Thai citizen.

“When the life’s path and the future are invisible, Dr. Arthit Ourairat’s compassion is like the sunlight of love that shines like a father who encourages his children to grow up on a good path.”

This is just a part of the living products that have been given the opportunity by Rangsit University. With the foresight of Dr. Arthit Ourairat, he said, “The concept of Rangsit University’s scholarship is that we do it for the nation because education is about the future of the nation, not anyone’s business. We will look at what the nation needs and what will help the nation develop, and we will focus on that.”

Rangsit University has provided educational opportunities to pursue their dreams and bring their careers back to develop their hometown and the nation to progress in the future.

RSU Police[•]

Thailand's First and Only University Police



Driven by his desire to maintain peace and order within the campus and the surrounding community, Dr. Arthit Ourairat, President Emeritus and Founder of Rangsit University, who perceived the university not only as an educational institution but also as a source of national wisdom beneficial for the community, society, and the nation, acknowledged its significant role in ensuring security within the campus and its surrounding community. To foster the establishment of a model community that supports the public sector in crime resolution, and to promote individuals' safety of life and property through the application of technology and innovation, he subsequently founded the RSU Police Office in 2017. The RSU Police Office is responsible for maintaining peace and order within the campus, ensuring the security of students and personnel, as well as their property. The office also assists police officers in preventing crime within the campus and the surrounding community.



RSU POLICE ● YOUR SAFETY, OUR PRIORITY

Under the direction of the current President, Dr. Atthawit Ourairat, who places emphasis on students' physical and mental well-being and the provision of 24-hour learning spaces, the RSU Police Office prioritizes the significance of 24-hour security by ensuring the safety of students and staff at all times, thereby fostering parental trust in the security of their children throughout their studies within the university grounds.

All personnel of the RSU Police Office are trained to assist law enforcement officers, develop patrol plans and other security initiatives, and engage in collaborative projects with police officers to ensure the safety of all students, personnel, the Mueang Ake Community, and visitors, along with their property.

Rangsit University, as a model for security management, acknowledges the enhancement of unity and collaboration within the community. Following its inaugural year, statistical data indicated a decrease in crime incidents in the vicinity by over 70%.

The RSU Police Office is dedicated to safeguarding and professionally delivering quality 24-hour services for the safety of all students and personnel.



DREAM SPACE

24-hour learning spaces

Learning is the key that can lead Thailand to sustainable development in terms of economy, society, and better quality of life. Rangsit University realizes the importance of students' quality of life. In addition to being a source of academic learning, DREAM SPACE promotes learning of life experiences and unlimited knowledge, as well as enhancing social skills for students to learn outside the classrooms and use the university areas to their full potential in various activities and learning. In order to develop students' potential to be more efficient and promote academic knowledge to their full potential, Dr. Attawit Ourairat, the president, focuses on providing many learning areas outside the classrooms for students, focusing on their needs by creating **RSU DREAM SPACE** as learning support areas for students to use 24 hours a day.

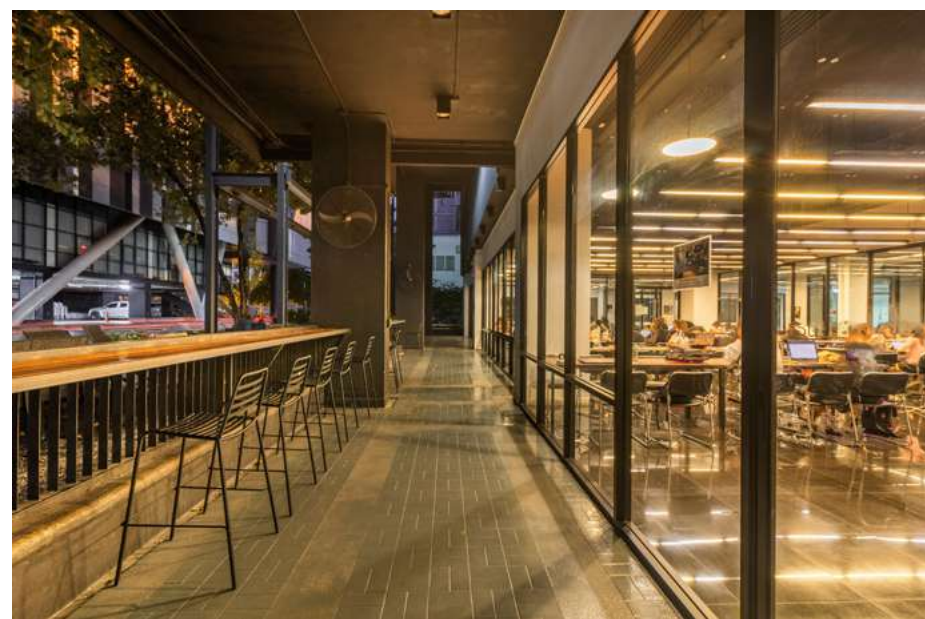


EVERYTHING STARTS WITH A DREAM[●]

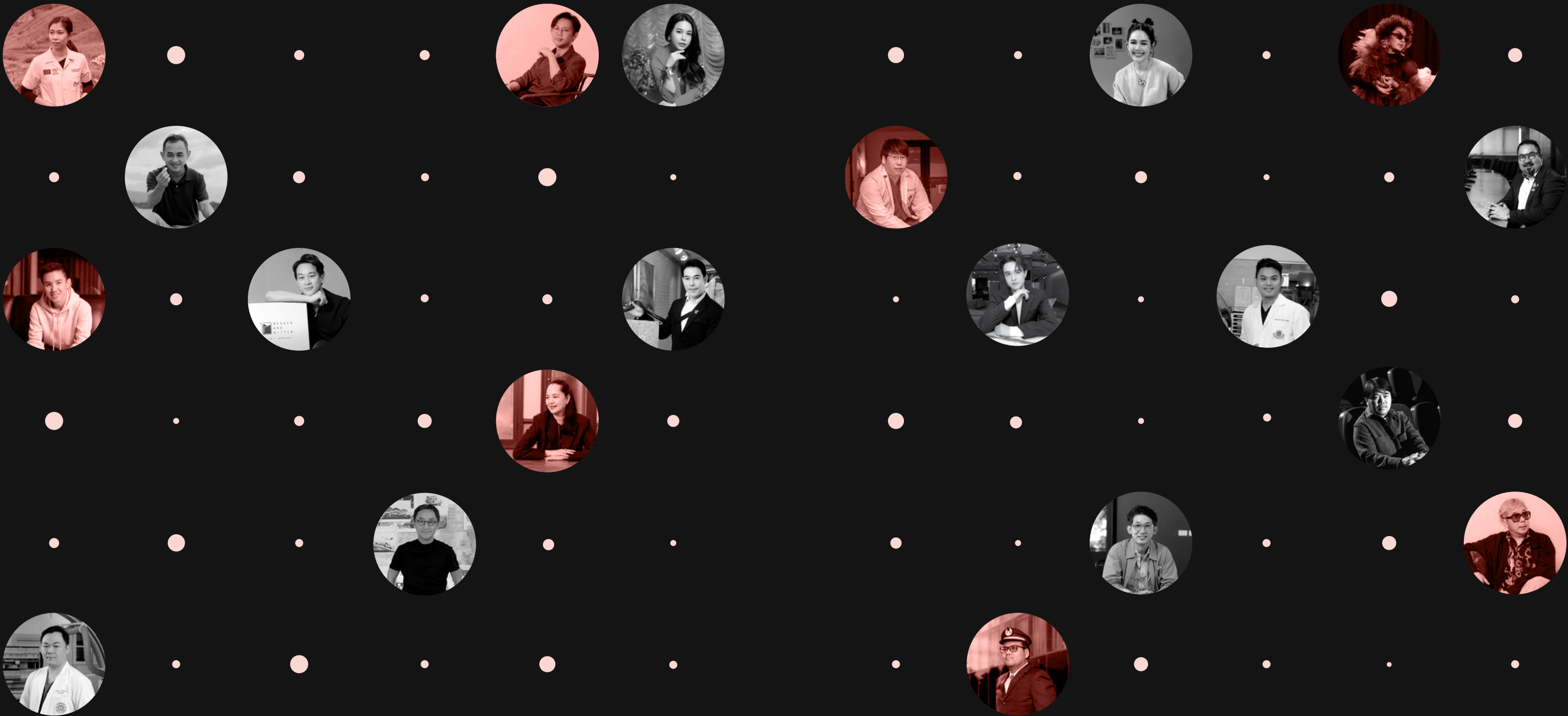
RSU DREAM SPACE has allocated spaces into different rooms to facilitate students' various uses, whether for doing homework, reading books, tutoring for exams, organizing workshops, exchanging knowledge with each other, etc. It is divided into a lounge zone and an outdoor zone, which are the areas for sitting and relaxing, waiting for classes, meeting friends, and a meeting room for small group meetings and project presentations, etc. Students can choose to use it according to their needs. RSU DREAM SPACE is therefore a learning space that never sleeps 24 hours a day, and can be used every day, including holidays. For the convenience of students in all faculties, Rangsit University has RSU DREAM SPACE in many areas around the university, including Building 3, Building 6 (2nd floor), and Building 10. In addition to the convenience of various uses for students, it supports the increase of knowledge and self-development in communication and working with others.

In addition to sources of academic knowledge, it is significant to consider knowledge outside the classrooms that will help enhance the quality of education for students. Rangsit University is ready to support and enhance real experiences so that students can develop their full potential. Rangsit University sincerely hopes that throughout the time that all students are studying at Rangsit University, they will be able to use this extracurricular learning space to facilitate maximum benefit in every aspect, and have fun and good memories from the activities they participate in. Students will gain happiness, warmth, and good experiences at this university before stepping out into the real outside world.

With the belief that Rangsit University is a higher education institution that develops human resources for the country, it is essential to create a good atmosphere around the campus so that students feel warm and comfortable. The atmosphere that allows youth to discover themselves, increase their potential, and develop themselves to progress in what they are particularly skillful, to prepare themselves to step into the world of work in the future, and to continuously and sustainably develop the quality of education.



THE SUN . MULTIVERSE . DIVERSITY



RSU **ALUMNI** THE MOST INSPIRING STORIES



26 YEARS OF iberry

Pla - Atchara Burarak

FROM HOMEMADE ICE CREAM SHOP TO THE EMPIRE OF **IBERRY GROUP**

During this difficult crisis, I've learned many things. Earlier, I didn't know how to do delivery at all, but now I've become an expert to the point of being a high-level professional, so more people know about the restaurant brands under the iberry GROUP.

THE BEGINNING OF **IBERRY GROUP** AND **PLA IBERRY** 'S ENTREPRENEURIAL JOURNEY

26 years ago, Pla - Atchara Burarak, a first-class honour alumnus from the Journalism Program at the Faculty of Communication Arts, was known as “Pla iberry,” the founder of a unique homemade ice cream shop. Today, Pla is recognized as the owner of the “iberry GROUP,” a food empire with 16 restaurant brands and more than 100 branches nationwide.

Pla admitted that throughout the past 26 years, she encountered all kinds of problems. At the start, it was difficult to create an identity for people to know. Because at that time, there were no social media. We had to rely on traditional media, such as newspapers, magazines, and word of mouth. Also, she had just graduated and had no experience. Starting a business was a trial and error, not knowing whether the path ahead would be convenient and safe or not.

As iberry became more well-known, it faced the challenge of growing to expand its branches from 1 to 30. The quality of taste and service had to remain at an excellent standard because providing a good experience for customers to feel impressed is an important thing in running a restaurant.

In addition, the adjustment of different types of businesses from an ice cream shop to a restaurant has different management methods, which require team building, system building, and new identity building to lead to becoming a multi-brand restaurant chain business as the current iberry GROUP.

Among challenges she has encountered, she admitted that the most difficult crisis was the COVID-19 pandemic. She had to forget her old success and start doing everything she had never done before in order to adapt to the situation at that time, such as doing delivery, setting up hubs, doing Cloud Kitchens, and even selling in 7-Eleven stores.

“We have to forget a restaurant that everyone wants to come to because our restaurant is beautiful, and our food is delicious. We have to do something to make customers think of us when they are home. We have to make them want to eat this menu and order this brand. We must be the “Top of Mind” of all the types of food we have.”

Today, she has become an expert to the point of being a high-level professional. More people know the restaurant brands under the iberry GROUP. Because of her ability to handle with the crisis, she has created an identity that everyone recognizes even if they don't have to come to the restaurants.



TRANSFORMING **THAI CUISINE** TO REACH **BEYOND** **OUR WORLD**



Personally, I always say that everything coming into our lives has only positive aspects, depending on our perspective and mindset. Not everything that happens is always bad. There are also positive aspects to our lives. In a crisis, there is always an opportunity.

For the future of iberry GROUP, Pla's goals are to become an organization that has both food and beverages, and to become a destination for people around the world who must eat at this restaurant chain at least once when they come to Thailand. She has a determination to bring the tastes of authentic Thai food to foreign countries in order to promote Thai food to be more well-known. Now, she is planning to expand branches abroad as well.



THE SIMULATED WORLD OF ‘NIM’

Kanjanaporn Wutthi



What would happen
if we were not here,
if there were no refugee camps
and no medical units?

Restoring Fellow Humans’ and Displaced People’s Lives

In the real world, where life progresses normally, there exist small simulated worlds for certain groups of people. These worlds may not be large enough, but they remain the only hope for survival. This is the story of refugees, often invisible to many. Kanjanaporn Wutthi, a distinguished alumna of the Faculty of Physical Therapy and Sport Medicine at Rangsit University, has devoted herself to caring for thousands of displaced individuals, helping to rehabilitate both their physical and mental well-being. Today, we step into this simulated world together.

What is the first step into a new world like?

She shared her career journey with us, explaining that after graduating, she decided to relocate to the countryside. She currently works at Handicap International as a project manager for mobility rehabilitation for people with disabilities. Her role includes physical therapy, occupational therapy, and prosthetic limb assistance for individuals along the Thai-Myanmar border, particularly in refugee shelters in Mae Sot, Tak. Transitioning from urban life to a rural border community was both exciting and terrifying. She first longed for home in the unfamiliar environment, language, and people. However, despite the differences, she found an unexpected happiness, working for personal fulfillment and helping the underprivileged. She has now been in this line of work for eighteen years.

“Why did I choose to stay in terrible circumstances? I have asked myself this question many times. A Burmese mother, holding her feverish baby in one arm and a mud-stained sandal in the other, walked through the rain to the refugee center for help. How could I turn my back on that? People who had no other options came for help, which made me realize how important my role was in someone’s survival. What would happen if we were not here, if there were no refugee camps and no medical units? That is the answer that has made me stop questioning my decision.”



No one wants to be called a refugee. In times of conflict, people flee for their lives. How many people would willingly abandon their home? Their lives are in constant danger, and their bodies bear the scars of their travels. Thailand has become a beacon of hope to them. Small simulated worlds have been created as shelters, providing a simple way of life to aid survival.

The Happiness of a Borderland Physical Therapist

For many people, misty mountains, gentle breezes, and picturesque landscapes bring happiness. For her, waking up to such views every day without spending a single baht is a gift. She said this with gratitude rather than boastfulness. While others may spend a fortune on relaxation, her job her job affords her daily access to nature.

“Their smiles are one of the things that make me love my job even more. Some disabled refugees, unable to walk, feel lost in life. But when physical therapy plays a role in restoring both body and spirit, it gives them a chance to live normally again. Their smiles, filled with gratitude, are truly touching.”

I would like to recall a quote from Dr. Worachart Cherdchomchan, Dean of the Faculty of Physical Therapy and Sport Medicine at Rangsit University, who once described the work of NGOs by saying,



When physical therapy plays a role in restoring both body and spirit, it gives them a chance to live normally again. Their smiles, filled with gratitude, are truly touching.

“Sometimes in this line of work, we don’t always get what we want. There are sacrifices involved.” NGO work necessitates significant effort and sacrifice. Some team members must sleep in the forest, go through hardships, and face danger. But what they get in return is inner happiness.

“We are not the best, but we are good enough. This short-term mindset is what

I bring to my work. With a positive attitude, good things will naturally follow. However, if someone believes they are the best and refuses to adapt, they risk missing out on many valuable opportunities. What matters is the ability to grow and adapt in order to achieve one’s objectives.”

Success is beautiful, just like the wildflowers along the way. Her journey has not been easy, but what she has gained goes beyond the work itself. It includes friendships with her team, support from local villagers, and heartfelt smiles and words of thanks from the refugees she helps. She has transformed their small, simulated world into something new and beautiful.

Pure Ekkapan Wannasut

Education helped shape who I am today.

Pure Ekkapan Wannasut, a distinguished alumnus of Rangsit University Conservatory of Music, was awarded the Outstanding Alumni Award in Arts, Culture, Environment, and Innovation (Rangsit Alumni Awards 2023). Recognized for his exceptional talent as a neo-soul vocalist in Thailand's music scene, his journey from a small-town boy in Roi Et, immersed in Luk thung (Thai country music) and Molam (traditional Lao-Thai folk music), to a leading figure in soul and jazz has been nothing short of remarkable. His journey was shaped by a variety of encounters, challenges, and turning points.



Proud *to be* Pure

Ekkapan was first exposed to music by his mother, who frequently played Luk thung songs at home. The melodies became ingrained in his memory, and he naturally began to sing along, sparking an interest in music. He began by competing in traditional Thai melodic recitation competitions, with no intention of becoming a professional singer. However, a watershed moment occurred when an English teacher at a Christian language center in Roi Et suggested he seek formal voice training. Until then, Ekkapan had no idea that universities offered specialized music programs. Inspired by music students he saw on television, he decided to apply to universities that featured music programs.

“ Choosing to study Jazz Studies at the Conservatory of Music, Rangsit University, shaped me into the artist I am today.

His mother, a rice farmer, initially disagreed with his decision. She was unfamiliar with jazz music and couldn't see how her child could make a living off it. Ekkapan worked with his English teacher to convince her that studying music could lead to a successful career. His ability to obtain a scholarship to study at the Rangsit University Conservatory of Music eventually won her approval. Ekkapan's first exposure to jazz came through his English studies, where he heard international music. When he was 14, he joined a church choir and later studied at Rangsit University, which ignited his passion even more. He worked tirelessly to learn music theory, read sheet music, and understand jazz chord progressions after previously only being able to sing by ear. He even began composing his own music with Sibelius software. His university years were transformative, providing him with the skills to fine-tune his vocal technique and truly master his craft.

Studying at Rangsit University Conservatory of Music was a dream come true for him. The faculty included renowned musicians he had previously admired on television, and the program provided cutting-edge rehearsal facilities and a rigorous, internationally aligned curriculum. He immersed himself in jazz harmony, keyboard skills, and music arrangement, all of which helped shape his musical identity. Jazz, with its various branches, led him to find his specialization in neo-soul and R&B. Swing,

subdivision, and rhythmic phrasing became central to his vocal style and live performances.

During his first year, he maintained an impressive 3.5 GPA, but as he began competing in music contests and performing professionally, balancing work and studies became more difficult. He performed night jobs, earning 500 to 600 baht per show, and later formed his first band, *Déjà Vu*. Opportunities led him to audition for larger competitions such as the KPN Awards and *The Voice Thailand*, which marked a turning point in his career. While still attending university, he used to perform eight sets per night, each lasting 45 minutes, three in the morning and five in the evening and late night. Eventually, the overwhelming workload had an impact on his grades, causing his GPA to drop from 2.7 to 2.8, and he lost his scholarship. A defining moment occurred when he forgot the lyrics to a major university performance. After receiving harsh feedback, he realized that if he truly wanted to pursue music professionally, he needed to completely commit to his career. He continued in his studies, determined to graduate despite his family's financial difficulties. Winning the KPN Award for Best Vocalist in Thailand (2010) and later becoming the winner of *The Voice All Stars Thailand* solidified his place in the music business. Most importantly, it enabled him to support his mother and repay family debts.



Beyond personal achievement, obtaining a university degree represented not only his own accomplishment but also the realization of his family's dreams. Winning prestigious singing competitions proved his artistic abilities, but he understood that success was more than just recognition—it was about growth, discipline, and staying true to his musical path. Today, the once-small-town boy from Roi Et has established a respected career in music, constantly sharpening his artistic and performance abilities. He remains committed to learning, growing, and connecting with his audiences on a deeper level. If asked what kind of singer he aspires to be, his answer remains the same from day one: "A singer with heart." Pure Ekkapan Wannasut uses his music to tell stories and express himself as an artist.

Pure Ekkapan Wannasut

purenessly

If I ask myself what kind of singer
I want to be, from the very first
day until now, the answer remains
the same: a singer with heart.



Varisorn Rakphan

Chumphon Cabana

A Sustainable Community Enterprise



CHUMPHON CABANA

The Asian financial crisis of 1997, known in Thailand as the Tom Yum Kung crisis, severely impacted Chumphon Cabana Resort. At the time, Varisorn Rakphan, a graduate of Rangsit University's Faculty of Liberal Arts, majoring in Tourism and Hospitality Management (Batch 4), was managing the family business. The crisis brought the resort to the brink of collapse. Determined to turn things around, Varisorn embraced King Rama IX's sufficiency economy philosophy as the foundation for recovery. By applying these principles to resort management, he not only revived Chumphon Cabana but also transformed it into a learning center for sustainable business practices. The resort later expanded into a network of community-based enterprises, creating an economic model rooted in self-reliance and sustainability.

Following in the King's Footsteps on the Path of Sufficiency

"After graduating, I took over the family business. Not long after, the financial crisis hit, leaving us with over 200 million baht in debt. To survive, I had to rethink everything. I applied the sufficiency economy philosophy and restructured the resort. We repurposed our land into 'Ploen' Natural Farming Learning Center, where we grow rice, vegetables, and herbs. We also built a strong network with local farmers to promote sustainable agriculture. We raise free-range chickens and fish using natural methods and produce herbal liquid soap, shampoo, and multipurpose cleaning products. Nothing goes to waste. Food scraps are turned into organic fertilizer, and used cooking oil is recycled into biodiesel for our resort's vehicles, boats, and generators. Beyond self-sufficiency, we prioritize community support. Instead of buying ingredients from the market, we purchase directly from local farmers. If we need a kilogram of kaffir lime, we buy it from a nearby grower, ensuring a stable income for them. The resort handles marketing and distribution, using the produce to serve our guests and connecting farmers with larger buyers in our network."

Within a short period, Varisorn reduced the resort's debt by half. His success became a powerful example of how the sufficiency economy philosophy can be applied in business. By balancing profitability with community well-being,

he created a model where everyone benefits without exploitation.

“From a business perspective, some might say we are not maximizing profits. But for me, Chumphon Cabana is not just a family business; it belongs to all Thais. That is why I transformed it into a social enterprise, one that fosters a sustainable and self-sufficient economy.”

When the crisis hit, my life changed completely. However, having spent years in a boarding school, I had already become accustomed to discipline and self-reliance. During university, I kept myself busy with various activities, and during school breaks, my friends would often visit the resort whenever they had the chance. By my third year, I found myself taking the train back to Chumphon every weekend to help out at the resort, doing whatever needed to be done. My life was never too comfortable to the point that hardship became unbearable. Instead, those experiences became my shield and my source of strength. I began to view problems as a natural part of life, something to be tackled one step at a time. It felt like training myself and learning resilience and adaptability. When I had no clear direction, I realized the only way forward was to face the challenges head-on. But no one has to do it alone. Finding mentors, teachers, and guides to light the way is just as important as perseverance itself.

Defining Success: To Receive the Most or to Give the Most?

“I made a promise to myself: if I managed to overcome this crisis, I would dedicate my knowledge and abilities to helping others. Many believe that running a business is about maximizing profit, but I believe that giving is what keeps us going. At first, with such overwhelming



SUSTAINABLE DEVELOPMENT GOALS



Loss is gain. If you give,
you will receive
more in return.



debt, I thought, ‘If I am going to fail, I might as well do what I truly believe in.’ So I started traveling, searching for mentors, guidance, and inspiration. I studied the Royal Development Projects and read every book I could find on King Rama IX’s initiatives. The book *The Story of Mahajanaka* became a source of wisdom for me. By chance, I met Dr. Wiwat Salyakamthorn, the president of the Agri-Nature Foundation, when he visited our resort. He generously shared his knowledge. He said, “Loss is gain. If you give, you will receive more in return.”

Chumphon Cabana: A Social Enterprise Guided by the King’s Wisdom

Chumphon Cabana is in the process of registering as a social enterprise under the Social Enterprise Promotion Act. The resort is dedicated to operating as a business for society, guided by the King’s Sufficiency Economy Philosophy, with a strong commitment to establishing a self-sustaining economic system based on the Nine-Step Theory. The goal is to implement this model fully and effectively in the near future.

The redevelopment of Chumphon Cabana will be structured into three main zones. Zone A (50%) will encompass the resort and hotel facilities, restaurants, and marine activities. Zone B (20%) will include service apartments, a permaculture area, and diving training center. Zone C (30%) will house the “Ploen” Natural Farming Learning Center, a conference hall, and exhibition spaces. The resort aims to integrate sustainability across all aspects, covering food security, health, sustainable tourism, clean energy, marine conservation, coastal fisheries, fishing habitats, and artificial reefs by collaboration with experts from various fields, bringing in advisors to guide its development.

“I am very proud to have graduated from Rangsit University because its philosophy of fostering a society of giving and sharing is something I have always upheld and practiced.”

“Another policy that Chumphon Cabana has inherited from my parents is that almost all the resort’s employees are local residents who, sons-in-law, and daughters-in-law of people in the community. We provide them with an opportunity to gain work experience and vocational training, making the resort a kind of learning institution so that one day they can start their own businesses, whether opening a restaurant or practicing natural agriculture. This can help develop the local community, expand networks, and distribute income. Our growth should not be ours alone; it must be shared with the local community and the region. This is Business for All.”



Thailand is a strategically significant country with abundant food resources. If we restore balance to the soil, water, forests, and society to ensure sustainability and harmony, we will not only thrive but also set an exceptional example for the world.



ANURA CLUB: Advancing the Blue Carbon Ecosystem

Anura Club derives its name from the Thai word for “conservation” and focuses on marine and waste management efforts. It builds upon previous activities in natural agriculture and emphasizes the critical interface between land and sea, particularly among local fishing communities. The club concentrates on three key initiatives: 1) purchasing seafood from legal, environmentally friendly fishing practices, 2) establishing a crab bank or crab pawnshop, and 3) planting mangroves and coastal vegetation.

“Another crucial aspect of our efforts is waste management. At Chumphon Cabana, we conduct daily beach cleanups, particularly during monsoon season when massive amounts of waste wash ashore. Currently, when the local administrative organization collects and disposes of waste, it is simply relocated to landfill sites in the hills, which does not address the root problem. Instead, Chumphon Cabana has partnered with like-minded individuals to install a pyrolysis plastic incinerator. This system converts all types of plastic waste into alternative

fuel sources, producing gasoline and diesel that can be reused in engines such as generators, pickup trucks, and fishing boats, as well as donated to temples for cremation ceremonies. Non-plastic waste is managed using a low-emission incinerator, a research-based innovation developed by Khun Kosol Saengthong. This comprehensive waste management system has eliminated the need for OrBorTor to collect waste from our resort.”

Waste management at Chumphon Cabana has become a model for comprehensive waste disposal, leading us to focus on addressing the problem at its source in urban communities. In response, we initiated

discussions with the mayor of Chumphon and neighboring areas. The mayor was already promoting plastic waste separation programs, and as a result, we now receive a monthly delivery of sorted plastic waste. Local residents support this initiative because selling plastic waste yields minimal financial return, whereas sending it to us allows for greater utility and contributes to a shared environmental cause.

“Currently, the Chumphon Municipality has launched a waste bank program that purchases waste. The community has also come together to manage plastic waste by donating the remaining unsold plastic to the municipality, which delivers it to us once a month.”

Passing the Vision to the Third Generation: Looking Forward and Taking Action

Chumphon Cabana today is the continuation of forty years of dedication and is now being passed on to the next

generation. As global challenges continue to evolve, we have set achievable goals that align with these changes. When travelers visit for relaxation, activities, or exploration, they will leave inspired by the examples set here. We are creating a model that embodies the Blue Zone Lifestyle, a way of living that promotes well-being and happiness. This concept leads to a natural learning environment that serves as a successful example and a source of inspiration for action, expansion, and further development elsewhere.

Chumphon Cabana has been selected by Tourism Cares, a nonprofit organization in the United States dedicated to advancing sustainability in the travel and tourism industry, as one of the first fifteen hotels in Thailand to join its Impact Partner program. As a result, we focus on the Blue Carbon Ecosystem and Blue Zone Lifestyle by organizing tourism activities that blend enjoyment, knowledge, and meaningful experiences with the goal of inspiring further expansion.

“Thailand is a strategically significant country with abundant food resources. If we restore balance to the soil, water, forests, and society to ensure sustainability and harmony, we will not only thrive but also set an exceptional example for the world.”

CHAIRMAN OF THE FEDERATION OF **THAI SMEs**

SANGCHAI
THEERAKULWANICH



**In my perspective,
success is a shared
achievement that comes
from driving meaningful
change for the country.**

This definition represents the identity of an individual with diverse professional roles. Sangchai Theerakulwanich, an alumnus of the Faculty of Biotechnology (now the Faculty of Food Technology) at Rangsit University, class of 33, currently serves as the chairman of the Federation of Thai SMEs for a second term. He also holds executive positions at Right Solution Public Company Limited and Right Reactivation Public Company Limited. Through his various roles, he remains committed to a single mission, which is driving and developing the nation.

The Role of the Chairman of the Federation of Thai SMEs

Sangchai shared the beginning of his journey as the chairman of the Federation of Thai SMEs, saying, “Nine years ago, a friend who was the president at the time invited me to join. I saw the vision and believed that the federation could play a vital role in filling the structural gaps in Thailand’s economy. The Federation of Thai SMEs is a private sector network organization formed by dedicated business owners with a strong commitment to gathering and supporting SME entrepreneurs nationwide, including small business owners who make up the largest group of entrepreneurs in the country. The organization aims to provide them with access to both governmental and private sector mechanisms to reduce inequality, distribute opportunities and income, and bring prosperity to local communities, aligning with its slogan, Survive, Adapt Prosper, and Endure.”

Survive means having the ability to sustain businesses amid changes and potential risks.

Adapt means thriving comfortably by continuously developing oneself through knowledge and expertise.

Prosperity means living according to the philosophy of a sufficiency economy, avoiding unnecessary debt, and ensuring long-term stability.

Endure means upholding integrity, ethics, and honesty as core values in life and business.

Expanding the Nationwide Network to the District Level

Currently, Thailand has approximately 3.2 million SME entrepreneurs, accounting for 99.5 percent of all businesses. Among them, 85 percent are small business owners who play a crucial role in the economy by generating 12 million jobs, which represent 72 percent of private sector employment. The Federation of Thai SMEs has a membership base of approximately 100,000 entrepreneurs, categorized into general members and associate members.

“The Federation of Thai SMEs is committed to connecting knowledge, innovation, and fostering a business-friendly environment to enhance skills and capabilities at every level, from entrepreneurs to the entire workforce. The mission also includes securing funding from various agencies and providing access to low-cost financial resources from reliable banking institutions to support SME growth. Additionally, the federation works to expand market opportunities by helping SMEs export their products and services to global markets through collaborations with both the public and private sectors at all levels. Acting as a mentor and a voice for entrepreneurs, the federation identifies challenges, proposes practical solutions, and creates business opportunities that lead to the sustainable growth of both businesses and Thai society in the right direction. With a comprehensive network spanning from the provincial to the district level, the federation aims to bridge gaps and ensure that SMEs in remote areas, beyond urban centers, receive access to vital government information and support. This effort is designed to strengthen businesses, improve quality of life, and enhance competitiveness. Moreover, the federation serves as a representative for entrepreneurs, not only addressing problems but also presenting solutions to the government, contributing to sustainable and well-directed economic growth for the country.”

Executive Leadership in the Private Sector for the BCG Economy

With a forward-looking vision for Thailand and recognizing gaps in environmental business opportunities, over 20 years of accumulated experience and expertise within the family have led to executive leadership roles in two private sector companies focused on the BCG Economy. These companies align with the direction of modern business development and sustainability. The first company, Right Solution Public Company Limited, specializes in engineering system design, product manufacturing, installation, and environmental quality improvement consulting. Its services include air treatment systems, wastewater treatment systems, and waste management solutions. The company serves a broad industrial client base, with 90 percent of its customers coming from sectors such as food and beverage, textiles, electronics, and petrochemicals. The second company, Right Reactivation Public Company Limited, is a manufacturer and distributor of activated carbon, a material that can be regenerated and reused. This approach helps reduce carbon footprints and create advantages for business partners through carbon credit opportunities.

The company produces and distributes activated carbon derived from coconut shells, with its factory located in Rayong. By sourcing raw materials locally, the company adds value to agricultural by-products and processes them using advanced technology, contributing to the bioeconomy while also aligning with the circular economy. The company offers regeneration services for used activated carbon, allowing it to be restored and reused up to 5 to 10 times before proper disposal, maximizing resource efficiency, reducing imports, and minimizing environmental impact. With a comprehensive service model, the company fosters a learning organization, continuously developing product innovation that benefits both economic and social progress. Through various initiatives, it promotes sustainable environmental conservation, contributing to a green economy that aligns with His Majesty King Rama IX's sufficiency economy philosophy in a tangible and impactful way.



Discovering the Right Path Despite an Unexpected Start

At first, I never imagined studying biotechnology. My childhood dream was to become an engineer, which led me to choose the science and mathematics track at Amnuay Silpa School. By chance, a friend invited me to apply to Rangsit University. While selecting my preferred fields of study, a professor approached me and said, “The Faculty of Biotechnology is a great choice. It is a field of the future, and graduates will always have job opportunities.”

“With a mix of impulsiveness and curiosity, I ranked my choices as follows: engineering, architecture, and biotechnology. Confident that I would secure a place in engineering, I was surprised to be accepted into biotechnology, despite never having studied biology before. The first few months were extremely challenging, but as I adapted, I began to enjoy it. Looking back, I see this as a valuable opportunity, one that pushed me to learn something entirely new and kept me engaged throughout my studies.”

During my university years, I was actively involved in student activities and had the honor of serving as the president of the Biotechnology Student Union. One of the projects I initiated involved taking students and professors to Ban Dong Noi village in Kalasin province to support the local community. Our team worked on four key initiatives: 1) Introducing biological pest control using neem extract, 2) Encouraging farmers who grew watermelon and pumpkin for seeds to switch from chemical fertilizers to organic compost made from microorganisms, 3) Building a mushroom cultivation facility for the community, and 4) Teaching children during school breaks.

University Life as ID1990

Rangsit University has always provided a welcoming and serene environment. Although there were fewer buildings back then compared to today, the campus fostered a strong sense of community, where friendships remain strong to this day. The university's high-quality curricula, well-equipped learning facilities, and dedicated faculties played a crucial role in shaping us into skilled, competent, and socially responsible graduates. This would not have been possible without the commitment and dedication of professors, who not only served as educators but also as mentors and companions, always ready to offer guidance and support.

“I would like to express my deep appreciation for Dr. Arthit Ourairat, the Founding President Emeritus, along with the university's executives. Their strategic approach in establishing faculties that produce graduates tailored to market needs has been both sharp and forward-thinking. The Faculty of Biotechnology, where I studied, remains a highly relevant and essential field that continues to play a key role in Thailand's economic development, particularly in the BCG Economy, a critical S-curve industry. This sector is pivotal in enhancing product and service quality, driving economic growth, and ultimately improving the quality of life for people across the country.”

What I Do Today Is Not Yet Successful.

“I have not yet achieved success because true success is not about me alone. In my perspective, success is a shared achievement that comes from driving meaningful change for the country, driving its growth and ensuring its ability to compete on an equal footing with other nations. Another key aspect of success is lifelong learning. It is

essential to extract knowledge from every experience and apply it effectively. Maintaining a positive mindset toward challenges is crucial. We must learn from failures, correct mistakes, reflect on our experiences, and persist until we succeed. I do not claim that I have succeeded in everything I do, nor that every outcome has been positive. However, I ensure that I never make the same mistake twice.”

A Message from a Senior to the Next Generation

For the younger generation, I encourage you to explore your interests, assess your strengths, and envision the future you want for yourself. Set a clear goal and pursue your dreams with determination. The people around you, such as your parents, friends, mentors, and career counselors, are valuable sources of guidance. Challenges, whether at the national or global level, can serve as opportunities for young people. Growing up in an era of rapid change allows you to adapt more quickly and gain valuable insights at an early age. I encourage you to keep learning, elevate your quality of life, and contribute to positive change. Your efforts will not only shape your own future but also help drive meaningful development for the country.

Opportunities and Other Roles

Beyond my primary responsibilities, I have had the privilege of serving as an advisor, committee member, and working group participant for various public and private organizations including the National Innovation Agency (NIA), the National Science and Technology Development Agency (NSTDA), the Regional Science Park, the National Electronics and Computer Technology Center (NECTEC), the Department of Corrections, the Thailand Automotive Institute, the Market Organization under the Ministry of Interior, and as a committee member for monitoring and driving the 13th National Economic and Social Development Plan. Each of these roles plays a vital part in strengthening the foundation for national development, ensuring progress across various sectors, and fostering innovation and economic growth.



Thanawat Khantrum

THAI ANIMATOR WHO WON BOTH AN OSCAR AND A GOLDEN GLOBE

Speaking of the animated film Spider-Man: Into the Spider-Verse, it is undoubtedly well-known among Thai audiences. However, how many people are aware that behind the breathtaking and stunning animation – brimming with wit and playfulness – there was a Thai individual on the team? That person is Seng Thanawat Khantrum, an alumnus of the Computer Game Multimedia program at the College of Digital Technology Innovation, Rangsit University.



SPIDERMAN

INTO THE SPIDER-VERSE

THE THAI ANIMATOR: THE OSCAR AND THE GOLDEN GLOBE AWARD WINNER



Getting to Know

Seng - Thanawat Khantrum

Thanawat Khantrum made Thailand proud by winning both the Oscar and Golden Globe for Best Animated Feature in 2019 with his work on Spider-Man: Into the Spider-Verse. He is currently a Senior Animator at Sony Pictures Imageworks and has been active in the animation industry for over 10 years.

Thanawat shared his journey to becoming an animator at one of the world's top three animation studios. After graduating, he started working at The Monk Studios in Thailand for about 3.5 years before moving to Original Force in China, working there for another 2.5 years. Eventually, he secured an opportunity to work at Sony Pictures Imageworks in Canada, contributing to many globally recognized animated films, including: Hotel Transylvania 3 ,Spider-Man: Into the Spider-Verse (Oscar-winning), The Angry Birds Movie 2, The Mitchells vs. The Machines (released on Netflix), Spider-Man: Across the Spider-Verse.

“For Spider-Man: Into the Spider-Verse, the team worked 70 hours per week for 4-5 months straight. When I found out that the film was nominated for an Oscar, I wasn't too confident as there were two other strong contenders. On the day of the award announcement, the entire Spider-Man team, about 600 people, gathered

at the studio to watch the live broadcast. When we won, it was a moment that proved all our hard work was truly worth it.”

A Major Step Toward Becoming a World-Class Animator

“As a kid, I loved playing video games and was also interested in animation though I wasn't sure which one I liked more. After finishing high school, I wanted to create games. At that time, Rangsit University was probably the only university offering a Computer Game Multimedia program, so I chose to study here. During my studies, I realized I enjoyed animation more, but I didn't switch majors because I believed that the gaming and animation industries were closely related. The knowledge I gained could be applied to both fields. So, I took online animation courses to further enhance my skills.”

The moment that shifted Thanawat's mindset occurred during his third year of university when he met exchange students from Sweden. “Talking with them made me realize that being an animator could make it easier to find jobs



I never imagined I'd come this far—from a kid doodling cartoon characters in the back of the classroom, barely passing exams, to holding an Oscar in my hands.

abroad. Many major companies worldwide, like The Future Animations and Netflix Animation, were constantly seeking skilled animators. This made me see the advantages of working in animation internationally.”

What Qualities Should an Animator Have?

Thanawat believes that a great animator should possess the following qualities: 1) observant – as an animator, you bring life to inanimate 3D models, making them move and behave naturally. for example, if you're animating a dog, you need to understand its anatomy and movement patterns, 2) creative thinking – acting and action sequences require fresh and unique ideas. 3) expressiveness – animators are like actors, but behind the scenes. They must know just as much about acting and movement as on-screen workers.

“When I first worked abroad, I thought I would be at a disadvantage compared to animators from other countries in terms of skill. However, I soon realized that Thai talent is just as good as anyone else's.”

Future Plans

“I plan to work abroad for another 4-5 years before returning to Thailand to establish my own animation company. I believe I will have gained enough experience to understand the entire animation production process and I want to use this knowledge

to develop the animation industry and talent in Thailand, bringing our work to the global stage.”

After winning prestigious awards, Thanawat has gained more followers on Facebook (Thanawat Seng Khantrum), where he shares his work and experiences. “Younger generations have started seeing me as an inspiration. When I first became an animator, it was difficult to find sources of inspiration. That's why I believe having role models is crucial for young artists today.”

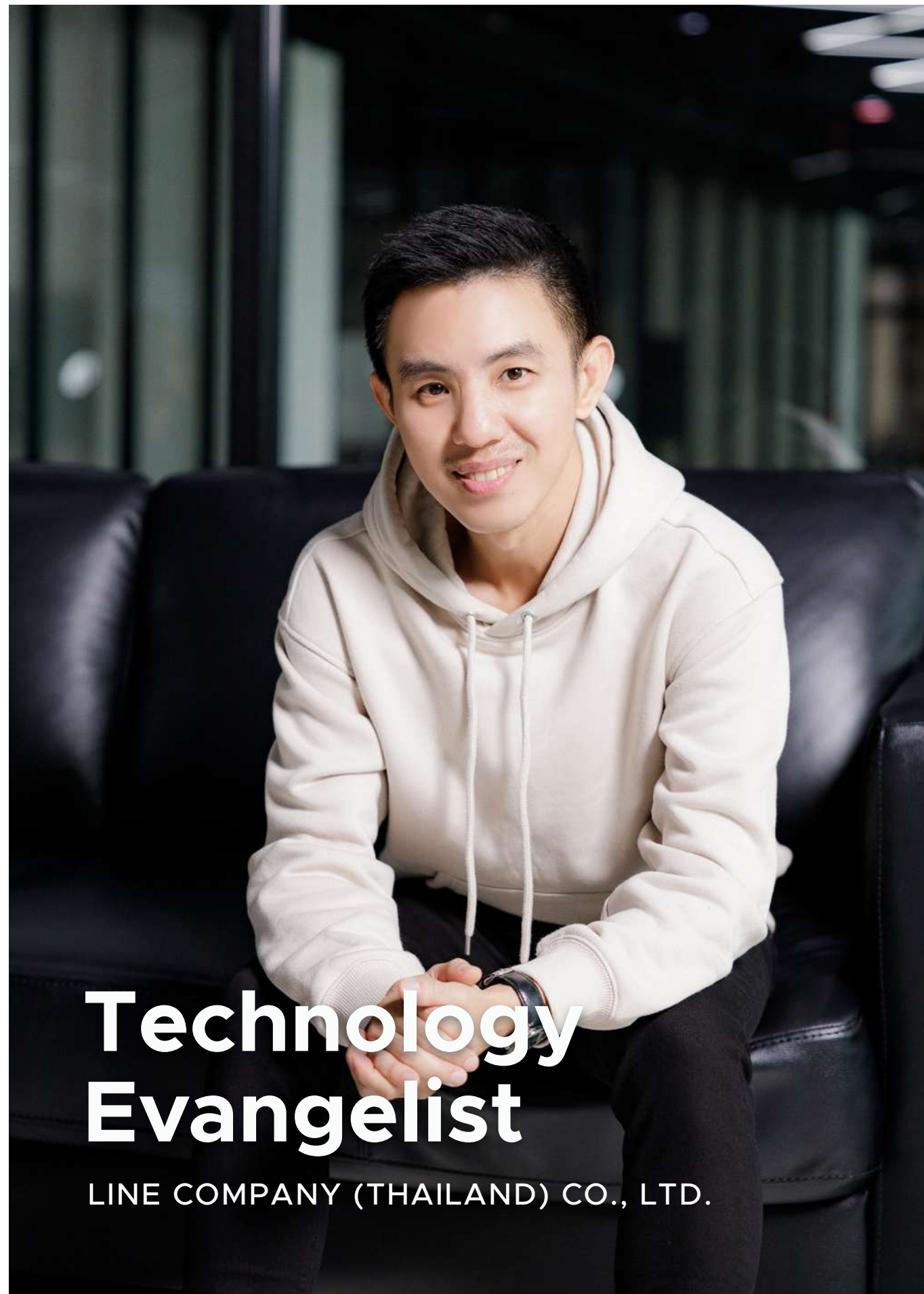
Frequently Asked Questions

Young animators often ask him “What is the best company to work for?”. He responded, “There's no single best company. The right company is the one that aligns with your career goals at the time. There are no companies that offer a high salary while maintaining perfect work-life balance as our life circumstances continue to change over time. In the first 1-5 years, you should focus on developing your skills. Look for a company that allows you to learn and improve. By the sixth year, you'll be more established and ready to move into a higher position or find a company that aligns with your long-term career growth.”

Notable Achievements

“I'm proud of every project I've worked on, but Spider-Man holds a special place in my heart. I've loved the character since I was a kid. Sony Pictures Imageworks turned Spider-Man into an animated film, so I was determined to be part of the project. When I finally got the chance, I gave it my all.”

“If I hadn't started back then, I wouldn't have been where I am today. Overcoming challenges and staying determined can make all the difference. Some may doubt whether their dreams are achievable, but I, Thanawat Khantrum, have proven that it is possible.”



Technology Evangelist

LINE COMPANY (THAILAND) CO., LTD.

Jirawat Karanwittayakarn

THE JOURNEY OF LIFELONG LEARNING

Another technology expert and a proud alumnus of Rangsit University, whose Rangsit spirit runs as strong as anyone's. Despite working in a field that requires constant awareness and adaptability to keep up with the evolving technology, his way of life remains simple, following the concept of work-life balance, fully dedicated to his career while giving his all to caring for his family.

Jirawat Karanwittayakarn (Tee), an alumnus of the Information Technology program at the College of Digital Technology Innovation, Rangsit University, currently serves as a Technology Evangelist at LINE Company (Thailand) Co., Ltd., a global communication company. Many may not be familiar with this role. In fact, a technology evangelist is responsible for promoting and communicating new knowledge and emerging technologies. This profession is relatively new and plays a crucial role in technology companies abroad. In Thailand, not many companies have started to introduce this position.

"Today's world is driven by information technology. At first, I wasn't fully aware of this. I chose to study IT because I liked it and thought it was fun, and studying IT would make using computers more enjoyable."

"Back when I was studying, just knowing how to build a website, create program interfaces for fun, and spend time immersed in computers was exciting. By the time I graduated from high school, IT-related studies were starting to boom."

"Many universities were offering technology programs, but everything seemed to align perfectly when I discovered Rangsit University. The curriculum and learning environment suited me best. More importantly, I wished to complete my degree in three and a half years, which made this university the perfect choice. Younger generations may wonder what IT students used to study in the past and how it differs from today's learning approach. In reality, the fundamentals of IT education have always focused on understanding structures and systems. During my undergraduate years, I really enjoyed working on assignments. Each task and project given in class challenged me. Some of these projects I even continued developing further and submitted to competitions after completing my studies."

"The perspective on technology among IT students today has certainly changed. They undoubtedly see things differently from when I was studying. However, I still believe that if we have a solid foundational understanding and can grasp how systems are structured and function, there will be endless possibilities for further development and innovation."

"As developers, we need to understand how far our work can go in its first stage and how much more we can push its limits. Technology is evolving at an incredible pace. It's always changing, always growing. With Generative AI now playing a major role in many industries, I can't help but be excited to see how fast



Helping others through our abilities brings true purpose to life.

everything is moving. If you're getting into IT, staying updated is not just a bonus. It's a must. But what's even more critical is a solid foundation that Rangsit University truly gave us."

"I started by joining Google Developer Group Thailand, where I gave talks on Firebase technology. My contributions led me to become a Google Developer Expert. Later, I was invited to apply for a role at LINE Thailand. The interview process was tough, with multiple rounds conducted by experts from Thailand and Japan, but I successfully joined the team. Now, I focus on educating Thai developers on how to utilize LINE's technology to create innovative solutions that improve daily life in Thailand."

"At LINE Thailand, I work as a Tech Evangelist, responsible for educating software developers in Thailand to ensure they have the knowledge needed to use LINE's technology effectively. Currently, LINE has over 56 million users in Thailand, so my role involves continuously learning about new developments from both LINE Thailand and LINE Global, including regions like Japan, South Korea, and Taiwan. I then transfer this knowledge into educational resources for developers whether through articles, videos, podcasts, or example source code. Additionally, I travel internationally to exchange insights and deliver lectures in various countries. I believe that contributing to the developer community by helping them create services that benefit Thai users gives life a deeper meaning. My own inspiration comes from seeing people use what



WORK LIFE BALANCE



I help create. When a service I contributed to improves someone's life, that brings me true fulfillment. As an IT graduate, I know that people in our field aren't always comfortable being in the spotlight or presenting in front of others. However, I have actively worked on developing my communication skills over time starting from university."

"If you ask whether working at a global tech company means I've achieved success, I would say that I've reached a certain level, but I believe there is still more to accomplish. I have had the opportunity to gain experience in IT across multiple companies, continuously learning and applying the knowledge from my studies in real-world scenarios."

"At some point, we all want our work to align with every aspect of our lives. Learning to manage time and balancing work, personal growth, and family are something I gained from participating in extracurricular activities during my university years."

"I still remember winning a national website development award, a proud moment as it became the first royal trophy for the IT faculty. When the chance came for an exchange program, I embraced the opportunity to study in Taiwan. Through these experiences, I met incredible people and built lasting connections. Even today, if I come across a fellow Rangsit University graduate, we share a knowing smile because we grew up in the same place."

"To me, Rangsit University was more than just a university. It was a simulated version of the working world. Beyond academics, it exposed us to real-life challenges, teamwork, structured workflows, problem-solving, and accountability. Sure, you could graduate with good grades and a diploma, but the experiences and relationships you build through activities become assets that stay with you for life."

"Even now, though I don't see my professors, seniors, or juniors as often, whenever we meet, it's like no time has passed. We pick up right where we left off, sharing memories and laughing together."

A photograph of Parkpoom Wongpoom sitting in the center of a theater filled with rows of empty red seats. He is wearing a brown jacket over a white shirt and has his hand resting on his chin, looking directly at the camera.

Parkpoom Wongpoom

THE JOURNEY OF A (Wannabe) FILMMAKER



Every time our film is screened, I can feel the adrenaline rush. Regardless of the outcome, whether the film successfully conveys its message to the audience or not, I know that the true joy lies in the process of making films.

Talking about Thailand's masters of horror-thriller films, one name that undoubtedly comes to mind is Parkpoom Wongpoom making his mark directing legendary films such as *Shutter* and *Alone*, co-directed with Banjong Pisanthanakun. His talent also shines in other iconic horror projects including *Phobia* (4bia), directing the segment *Flight 224*, *Phobia 2* (5bia), directing the segment *Second-Hand Car*, and the drama *Homestay*. In addition to his film work, he has also directed the Netflix thriller series *DELETE*. With nearly 20 years in the film industry, he continues to create hauntingly unforgettable cinematic experiences.

The Beginning of My Journey to Becoming a Film Director

Parkpoom Wongpoom graduated from the Film Program (at the time) under the College of Communication Arts at Rangsit University. Before completing his degree, he directed a short film titled *Luang Ta*, an 8-minute project that went on to win awards from the Thai Film Foundation and various short film festivals. The film was also screened internationally, giving him a broader perspective on filmmaking at a global level. This experience played a crucial role in shaping his vision and served as a stepping stone for his transition into feature filmmaking. Parkpoom began his directing career in the advertising industry, working with Phenomena, a well-known production company. He later made his full-fledged debut as a film director with *Shutter*, a horror-thriller that became a massive success, grossing over 100 million baht and reigniting Thailand's horror film industry. The success of *Shutter* extended beyond Thailand as it was licensed for a Hollywood remake. This milestone marked the moment when Parkpoom Wongpoom became a well-known name in the Thai film industry.



“Before making this film, my passion for filmmaking had already been with me since my university days. Watching other people’s films inspired me to create my own. There were times when I spent all my savings on making short films, fully aware that I might not gain anything in return. But to me, filmmaking was about pursuing a dream because what I gained in return was far more valuable experience. It was a journey of trial and error of experimenting, learning, and most importantly, actually doing it. If you ask where I find the energy to make each film, the truth is, that effort seems insignificant compared to the passion that drives me. Within that passion lies my confidence and purpose.”

Inspiration for Making Horror Films

For Parkpoom Wongpoom, the inspiration behind each of his films depends on timing and opportunity. For instance, when working on *Shutter*, he was given the creative freedom to make any type of film. At that time, the horror genre was booming, which naturally led to the film’s conception. On the other hand, the film *Alone* was born from a habit of collecting intriguing stories from everyday life. Whether encountering something unusual or reading about fascinating ideas, he would jot them down and revisit them when the time was right, developing them into screenplays and ultimately turning them into films. His ability to turn everyday inspirations into gripping cinematic experiences is what makes his films so memorable and impactful.

“I’ve always enjoyed horror and thriller films especially ones with unexpected twists. When I first started making short films, I naturally leaned toward these genres. My first feature film came at the perfect time when horror movies were booming, both in Thailand and internationally. Horror was no longer seen as just B-movie entertainment. It was starting to get serious recognition. I had a story idea I believed in, and I thought, why not give it a shot? That’s how it all started. But to be honest, I wasn’t obsessed with horror from the very beginning. It was just an opportunity that happened to come my way. In the early days, I wasn’t particularly attached to the genre, but the more I worked on it, the more I saw its depth. Horror isn’t just about making people scared. It’s about telling human stories. It delves into the psychology of people, their fears, their darkness. What amazes me the most is that horror is universal. You can take a horror film anywhere in the world, and people will understand it instantly because fear speaks the same language everywhere. The more I create horror films, the more I realize how much more there is to explore and experiment with in this genre.”

The Definition of Horror Films in Parkpoom Wongpoom’s Style

“To me, a horror film isn’t just about scaring people. It has to say something about human nature. It should reflect aspects of life, perspectives, and the hidden

darkness within people. Fear isn’t just about special effects. It’s about the stories of people and the emotions that drive them. I don’t know if this qualifies as a definition, but every horror story I tell begins with a human story.”

From Film Director to Series Creator

“As times change, I transitioned from directing feature films to working on series. The creative approach and storytelling methods in series are quite different from films. They each have their own unique charm and techniques. In series, you have to understand the flow, how to structure the story, how each episode should end to keep viewers engaged, and what kind of narrative keeps them coming back for the next episode. My series *DELETE* blends thriller, mystery, and drama, with its core idea stemming from a dark, thought-provoking question: Have you ever wanted to erase someone from your life? The story explores this idea through a mysterious mobile phone that allows users to make people disappear with a single photo. In the end, I’d say it was a successful experiment.”

“Working on a series has helped me grow in ways I didn’t expect. When I look back from my

days as a film student to directing movies and now series, I realize that everything I’ve learned and achieved comes from the work I’ve done. You gain experience by actually doing the work. In this fast-changing industry, what worked in filmmaking before may not work today, so we must understand the bigger picture while staying true to our storytelling style.”

Memorable Experiences as a Director

“What I love most about this profession is the opportunity to be a storyteller. There are countless stories I want to share with audiences. Stories that intrigue me, shaped by my perspective and interpretation of the world. Being a director allows me to continuously explore and evolve, to study human nature, emotions, and society. It’s a profession that requires deep analysis, filtering life’s complexities into narratives that people can watch, listen to, and connect with. That’s what makes directing so fascinating to me. Every time the lights dim, a new film begins, and as the credits roll and the lights come back up, I never truly know what will happen next. Will people love it? Will they hate it? That uncertainty and anticipation never fades. Each time my film is screened, the rush of adrenaline kicks in. Whether or not the film successfully delivers its message, I know one thing. This is what I love doing.”

Parkpoom Wongpoom wrapped up by sharing his thoughts:

“I’ve never really believed in the idea of success. I think people are always capable of more. It’s about constantly challenging yourself to see how far you can go. For me, no film is ever truly perfect. Every time I finish a project, I immediately think, I could have done better. Even when I revisit my past works, even the ones that were well received, I still notice things I would change. I always find myself thinking that this scene could’ve been stronger. That moment could have been handled differently. There’s always room to improve, to push further, to grow. There are always more talented people, more accomplished directors. Some have even won Oscars, and I haven’t reached that level yet. So, to me, success isn’t the goal. What truly matters is constantly learning, evolving, and getting better. And right now, I’m just happy that I still find joy in making films.”



Dr.Sun Soodket

The Master Designer behind Vanus Couture Wedding

VANUS COUTURE

“Our vision for Vanus Couture includes expanding internationally with a small boutique abroad. We wanted a name that reflects Thai heritage, particularly a connection to Thai a flower which led us to ‘Vanus’, a poetic synonym for the lotus flower. Nearly all of our designs are created by Thai artisans, supporting local talent and celebrating the beauty of handcrafted work to craft wedding gowns that make every bride feel elegant, graceful, and distinctively stunning.”

Keeping an Open Mind and Embracing Lifelong Learning

In 2011, after years in the industry, he felt the need to reignite his passion and enrolled in a Master’s program in Social, Business, and Political Leadership at Rangsit University.

This experience became a transformative moment, offering him fresh insights and inspiration that shaped his approach to business and creativity.

“The Leadership Program has been highly applicable, especially in managing a large team. At Vanus Couture, with over 80 employees, adapting to different situations is crucial. During the COVID-19 pandemic, many weddings were postponed, but thanks to our strong social media presence and well-stocked fabric inventory, we launched new collections with minimal costs, allowing clients to pre-order via Instagram. This strategy kept our business running and our employees secure. Post-pandemic, the focus shifted to workforce management ensuring that every employee operates at their full potential to keep the company moving forward. Strategic adaptation and leadership are key to handling change. The bridal industry is like a wedding itself, a once-in-a-lifetime event, where every detail matters. In today’s digital era, brand reputation, responsibility, and customer satisfaction are paramount. Clients should feel

In the world of bridal fashion trendsetters, there’s one name that always stands out, Dr.Sun Soodket. As a visionary entrepreneur and the owner of a renowned fashion house in Ladprao, Dr.Sun is also the master designer behind Vanus Couture, a prestigious bridal brand. His expertise in crafting both traditional Thai and Western-style wedding gowns has delighted countless brides and grooms, both in Thailand and internationally.

The Beginning of Vanus Couture

Before establishing Vanus Couture, Dr.Sun Soodket spent over a decade in the wedding studio industry during its peak. He worked his way up from sales to store manager, gaining invaluable experience. Recognizing the industry’s potential and armed with years of expertise, he took the leap to build his own brand.

“I launched my first store, Signature Bridal Atelier, as a full-service wedding studio. However, when I saw the pre-wedding photography industry reaching its peak and technology reshaping the field, I decided to evolve and that’s how Vanus Couture was born. I believe that while craftsmanship remains timeless, every creation must have its own signature. To perfect my skills, I pursued further studies in tailoring and design.”

The Best of Thai Wedding Dress

their experience with us is truly worthwhile. My education in leadership and business strategy has helped me refine problem-solving skills, adaptability, and a deeper understanding of both leadership and teamwork.”

The Signature Design of Vanus Couture

The signature of Dr.Sun Soodket and Vanus Couture lies in its exquisite Thai wedding attire. Brides looking for traditional Thai bridal wear naturally think of Vanus Couture first. Celebrities and public figures consistently choose Vanus Couture for its commitment to using authentic Thai silk. This not only preserves Thai craftsmanship but also supports local silk weavers, ensuring their artistry remains a thriving profession. Moreover, Vanus Couture collaborates with artisans, sharing expertise in color selection, weaving techniques, and modern bridal trends.

“At Vanus Couture, every gown is crafted with intricate embroidery and premium crystals, requiring meticulous hand-stitching by skilled Thai artisans. The process ensures that every design meets the highest standards of elegance and craftsmanship. Each gown is made from carefully selected premium fabrics and tailored to each bride’s unique proportions. We customize patterns to accentuate the most flattering silhouette

for every client. Brides actively participate in the design process, making their gown a true reflection of their personality. While each piece is uniquely crafted, every design still carries the signature elegance of Vanus Couture”

“My design inspiration comes from my travels, where I sketch and capture moments, as well as my admiration for past eras, from the 1990s to today. These experiences have helped me understand consumer behavior and what influences brides in choosing their perfect gown. A design that truly defined my signature style was the pink modern Thai bridal gown, which gained widespread attention when it was featured on the cover of WE magazine, worn by actress Nattaporn Taameeruk. Its soft, romantic elegance resonated with many brides, leading to countless requests to wear this exact gown.”

Another remarkable achievement by Dr.Sun Soodket of Vanus Couture is being the only Thai designer to create the Songkran Goddess Thai attire for Fan Bingbing, one of China’s most celebrated superstars. She took on a leading role in the Grand Songkran Festival Opening Parade 2024, an event organized by Thailand’s Ministry of Tourism and Sports. For this occasion, Fan Bingbing adorned an exquisite royal Thai Siwalai gown in celestial blue, embellished with golden Swarovski crystal lotus



motifs. This masterpiece not only celebrated the beauty of Thai heritage and craftsmanship but also brought the elegance of Thai fashion to the global stage. Beyond this, Dr.Sun Soodket has been involved in numerous prestigious collaborations with renowned international brands, further establishing his influence in the world of high fashion.



The Next Step for Vanus Couture

Under the vision of Dr.Sun Soodket, Vanus Couture continues to evolve refining its designs while adapting to the changing tastes of modern brides. The brand remains committed to creating gowns that stand the test of time, embracing both style and longevity. The Vanus Couture DNA is synonymous with timeless sophistication, a reflection of poise, grace, and enduring beauty. The goal is to design wedding dresses that remain stunning across generations. Whether a bride looks back at her gown 10 or 20 years from now, it will still feel as elegant and relevant as the day she wore it.

Through his dedication and creative vision, Dr.Sun Soodket has transformed Vanus Couture into one of the most prestigious bridal brands, earning admiration both locally and internationally for its exceptional craftsmanship and quality. As a business leader, he believes that lasting success comes from steady, thoughtful progress and a willingness to embrace change. In an ever-evolving world, those who continue to learn and adapt are the ones who will sustain their success.



Peamnapatch
Dhanachanvisith

3 Happy Idealization of Dr. Bew



I can enjoy working three jobs appearing at the same period. I've got the idea of putting a doctor role into a science cafe and then in an MC, a news broadcaster or a lecturer which combines different points in one spot.

Dr. Bew or Dr. Peem, Dr. Peamnapatch Dhanachanvisith, a talented alumnus of the College of Medicine, the 18th batch, truly originated from the DNA of Rangsit University. He is not only a good neurologist or a brain doctor, but also serves as a news anchor, MC, and has his own cafe called "Beaker and Bitter", in Aree area, Bangkok.

3 Occupations: The Difficulties and Differences

Although Dr. Bew has three different jobs, he can also get everything done perfectly within 24 hours, seven days a week. "I think being a doctor, a news anchor, and a café business owner has different aspects, but I need to harmonize the three things to become one solution of my life. Doctors have to be very responsible; sometimes, in emergency, I have to work all day and night without getting enough sleep with quick and accurate decision-making. On the other hand, the MC and news anchor's work needs a lot of skills and practice. Lastly, the cafe owner does administrative work with good

planning and practical ideas to keep the business running more effectively. So, these 3 jobs have so many differences. Anyway, I'm still happy to do all three things under the same framework by putting the roles and ideas of a doctor into the cafe as a science theme and in an announcer work or MC, which is a combination of different points in one place."

Lifestyle Changes after Doing Business

"I must say, doing business or having something new in life is shocking, especially a big change in my regular schedules. I need to manage my time and separate each period of time more effectively as well as better advance planning. Moreover, doing businesses will meet more people, especially the staff or my employees who I have to deal with. So, there are more administrative skills needed than being a doctor.

Life Path before Becoming Dr. Bew Today

Dr. Bew graduated from Rangsit University in 2012. After that, he had worked and gained more medical experience at a hospital in Pathumthani Province for 3 years before he furthering his study in Neuroscience at a Neurology Institute. After graduating, he worked at a private hospital. "From that day until today, I have been working as a doctor for about 6-7 years. Then I started my second job as a news anchor at MCOT HD 30 Channel. Finally in 2020, I became a business owner on a cafe called "Beaker and Bitter", where all the timelines of these



three jobs have been being done parallel to this day.”

From the Crisis to Opportunity

During the COVID-19 situation, Dr. Bew has faced one of the crises in his life. The cafe was newly opened and then his one-year plan was ruined. Everything had to be rebuilt, and changed from offline to fully online in overnight. At the same time, all doctors in Thailand had to work hard as a team to overcome the most challenging task in the healthcare system for coping with a new disease called COVID-19.

“At that time, I had to work at the hospital as well as ran the café about 6-7 days a week, plus news anchor job. Every day when I came home, I had to plan and calculate all the costs of the cafe. I was very exhausted for almost 6 months. Fortunately, after COVID situation was getting better and the hospital system was well organized. The customers could come back in the cafe, and everything was getting much better.”

At that point, we all got a life lesson which we couldn't find anywhere else.

There is no pattern to learn or no solution to be taught because COVID 19 situation never happens our parents' life time. So, we needed to learn from the real situation and deal with it by using our daily adjustment. In case of medical aspect, all doctors would be informed for the guideline's COVID treatment which had to be updated each month and from time to time. In the business part, the schedule of opening and closing the cafe had been changed several times. Anyway, we also saw the positive side that we could turn the crisis into an opportunity. Before the COVID 19, we planned to be offline and our customers could visit our café. Then we finally found out that doing online business could easily promote our marketing and more delivery.

At the same time, working as a doctor for both inside and outside the hospital was also challenging. The hospitals (hospital + hotel) were more needed for isolation during COVID 19 situation while the regular hospitals were all full. Last but not least, the news anchor was also a tough job to get it done during COVID19 situation. The news anchor was hardly to work from home. So, I had to go to the TV station under some restricted conditions, that was, I had to read the news while putting on a mask which I had never done this before. I could hardly breathe and felt really exhausted. However, I finally got used to it and could overcome that crisis.”



DR. NURO, NEWS ANCHOR, THE CHIC CAFÉ OWNER

Rangsit University in Dr. Bew's Perspective

Dr. Bew has been working with Rangsit University for more than 10 years such as an MC on RSU Graduation Day, a part-time teacher for Neuroanatomy (a branch of anatomy which studies the anatomical structure of the nervous system) in the field of his expertise for the past 7 years.

“I think it was as important as I could ride a time machine back to see myself when I was a student. I was determined that if one day I could have a chance to come back and teach, I would get all answers for the question -what kind of teacher I wanted to have at that time. So, I would do my best in my ways for teaching some difficult topics in Neuroanatomy to be much easier to understand.”

Many people might think this is one's successful story. On the other hand, he does not think he can use the word “successful” yet, as there are many opportunities still waiting ahead to prove his ability. “If I could go back in time about 10 years ago, I would have set a goal: to be a doctor, a news anchor, or one more job at that time. It could be a successful goal for the past 5-10 years. However, in the future, we can change, improve, or enhance the new goals all the time. So, the answer for now is, we can go on. I believe that everyone still has their own potential and there's still a chance to move on for the things that we may not be able to figure out yet, but tomorrow we may.”

Dr. Bew's Future Goals

Nowadays we have to admit that the online world plays an important role in everyone's life. Everyone spends more time on the screen the same as Dr. Bew who promotes his jobs of being a doctor, a café owner and a news anchor through all social media platforms. “One thing I'd like to do in the near future is to put my identity, my knowledge, my ability online for public sharing. I might have an educational channel, like other doctors, but I prefer to represent my ideas with a communication skill by explaining some difficult medical terms in easy ways to understand in normal Thai language. Everyone can learn a health education and get better understanding to have a healthy life as well.



A HEART DOCTOR, CURING BY HEART

Dr. Kay Powpuree

“When I was close to graduation, I began to see myself as a cardiologist (a physician who’s an expert in the care of your heart and blood vessels). Being a heart doctor was the thing I should have done well. So, after graduation, I found out that if I had been in Rajavithi Hospital, I would have been able to help tens of thousands more patients a year.”

This was the intention of a medical student who has become a medical professor today, “Doctor Kay” or Dr. Kay Powpuree, a former student of the College of Medicine, Rangsit University, the 20th Batch, and is currently a medical professor at the Department of Cardiology, Rajavithi Hospital.

Looking back in his school life, at that time there were many medical examinations which Dr. Kay was firstly applied in Consortium of Thai Medical Schools. “I missed out the score to admit to the regular university system. Then I just found out that there was a faculty of medicine at Rangsit University and there was also a scholarship announcement in the name of Her Royal Highness Princess Galya Niwattana Krom Luang Naradhiwas Rajanagarindra. So, I decided to apply for a medical student of Rangsit U. and submitted an application for the royal scholarship as well.”

While being a medical student, Dr. Kay had an opportunity to serve as a Brand Ambassador in the “Smart Team” project as a representative of the College of Medicine, working on public relation with the university. It was a challenging and fun job, and had the opportunity to share how to take the medical exam and how to become a medical student with the high school students.

After graduating, Dr. Kay worked as a doctor at Somdet Phra Boromarajathewi Hospital at Sriracha, Chonburi Province for 3 years. After that, he continued to study as a general medicine doctor at Rajavithi Hospital for 3 years and then continued to study specialist medicine in Cardiology at Rajavithi Hospital for another 2 years. Now he is currently a professor at the Cardiovascular department at Rajavithi Hospital.

From Medical Students to Medicine Professor

Since being a medical student, Dr. Kay have spent more than 15 years in studying until now as the treatment evolution keeps changing in the different period of time.

“I think there are many parts of the change. I may split them into two parts. The first part, in terms of knowledge, which is definitely more and

more, because we study something new all the time. 15 years ago until now, the treatment evolution has been changed every day and new treatments have been found every day. So, I think in term of knowledge, there has been quite a big change: yesterday's one thing, two months later we change it again, and that's the nature of studying medicine anyway. In term of knowledge I've learned a lot from 15 years ago. However, the second part, I think it's even more important than knowledge: in term of emotional growth, or EQ (Emotional Quotient) which our transition from learner to teacher requires the critical thinking, trial and error, advice from experienced professors, teachers, as well as medical advice. This will enable us to grow up to be medicine professors for all new medical students."

Obstacles to Growth

There were some difficulties in working or living but there were two events affected the life path. Firstly, when I was a medical student, I lived with my mother who was suffering from cancer. At that time, I was in my second or third year of new medical students who did not have enough knowledge to take care of her. During the treatment process, the cancer disappeared for a while, but then she became sick again when I was in the fifth year. Eventually, she was really sick and she passed away when

I graduated. I think it was an emotional barrier because I lived mainly with my mom and I felt lonely to live my life without her. Fortunately, there was a good support from my family and wife who made me go through that difficult time. The other obstacle was the health problem because when I studied hard, worked hard on duty without enough sleep and good diet, I finally had health problems. In addition to taking care of patients, I have to good care of myself by getting more exercises, eating more healthy food, and improving my lifestyle to be better and safer.

In fact, if we see things as obstacles, we will get obstacles more difficulties in life. Actually, I think it's

normal for us to move forward with obstacles. Life is a barrier anyway. If there is no obstacle, we will never learn and grow. Obstacles can make us grow if we can overcome those hard times in life. I have learned a lot to develop my thoughts and manage my emotion much better than when I was a student.

Work Life Balance in Dr. Kay's Lifestyle

Normally, doctors' work is very complicated and I think all doctors are busy, or even other occupations. From the heart doctor's point of view, there are many patients with some urgent problems or with urgent illness that need and urgent and intensive



I think the seeds on that day that Rangsit University buried them into the ground are now blooming as a result of good doctors for Thailand in the future.



care. Urgency is referring to the patient's life. Once my teacher said and I can remember very well that everyone has the same 24 hours. I still wonder why he can get everything done well. My teacher told me that one thing you need to do in your life is to prioritize. One day, you have to prioritize what you need to do properly in three parts: Firstly, at some points, you have to focus on work, on patient care. Secondly, you also need some time to spend with the family members, whether parents, wives, or children. Lastly, you should not neglect to focus on your own feelings or preferences. If we can properly prioritize each period of time properly, I think we can balance life or we can work happily.

Successful Story

I'm about 90 percent of success. But in my point of view, when we wake up in the morning, we are happy, or we are eager to go to work that was waiting for us, I think that is a real success as it is telling us what we are doing and we are doing it happily. When we do everything or work with happiness, it makes every day as good as we want. Nowadays, I think I am happy to get up and work at the hospital. I think I am successful at this point. In terms of education or further studies in medicine, we cannot stop learning. There will be constant knowledge updates, and I think I will study for the rest of my life to educate

myself to provide better treatment for patients in the future.

Impression towards Rangsit University

Rangsit University is one of the universities that gives me the opportunity in life. I would say that I am also Made in Rangsit & Rajavithi. I was given a significant opportunity to endure the study. Starting from that day until now, over 15 years, I have tried to be a good doctor and eventually become a medicine professor to teach medical students who are growing up to be well-qualified doctors to serve the country and society more and more in every day.

I think the educational seeds Rangsit University buried them into the ground on that day. Today is the day to blossom as the production of good doctors for Thailand.

Finally, Dr. Kay mentioned his pride at Rangsit University. "Looking back, I feel proud of what I have been through. I believe that without Rangsit University on that day, I could not probably be a cardiologist as I am now or a heart doctor who will take care of patients in the next 30 to 40 years ahead. Today, I think I am so proud of Rangsit University for creating me.



DEVOTEE'S LIFE TRACK

Dr. Wongthawat Liawrungrueang

**An outstanding spinal surgeon,
Asia-Pacific Spine Society**



One's life cycle will have commonly been through illness and working as a doctor will probably see many cases of patients. If we compare the medical profession as the branch of the tree, we will have many branches of medicine or many specialized doctors as well.

"Dr. Wongthawat Liawrungrueang", An Outstanding Alumni from the College of Medicine, Rangsit University, currently serves as Deputy Dean of Academic Research and Services, Faculty of Medicine, Phayao University; Head of Orthopedics and Physical Therapy Department; and a professor of spinal surgery, Faculty of Medicine, Phayao University Hospital. Today he will tell us about his university life as a freshman of Medicine. Most people remember him as a bookworm nerd with thick glasses. Let's see he will look the same or not.

Hyperactive Medical Student in Both Academics and Activities

"I would like to delete the picture of the nerd student from everyone's mind for a while because I was actually a medical student who loved doing all activities such as freshmen orientation, sport events, or even faculty volunteer activities in the community that I did not want to miss. I could apply those experiences into everyday life, especially as a volunteer doctor."

Ajarn Wongthawat is remarked as the shed light to College of Medicine at Rangsit University that can be found in the all kinds of activities. He also offered the concept of Studying Together by sharing and tutoring the medical students in different years. In addition, this activity could create a good connection among fellow



Surprisingly, the increasing number of patients does not parallel to the number of doctors, especially there is such a big gap in rural areas. I've finally found the solution to this problem and I'd like to dedicate myself to be one part of those specialized doctors.

thinkers, friends and siblings, even after graduating, they are always stay in touch.

"I graduated from the 20th batch of Rangsit Medical Students. Now, my friends are all specialists. Sometimes, there are cases of patients with complicated conditions. When you are not specialized in that case, you need to consult a specialist. A group of friends will play the role of a medical doctor, general surgeon, or psychiatrist. We can still work together."

When medical students complete the 6-year of course work, they will enter the general medical doctor. Throughout the career of Professor Wongthawat, a patient with different

diseases. There is a significant shortage of doctors, reflecting the increasing importance of the profession, so he decided to continue his studies in specialized medicine to renew his goals.

"The elderly in Thailand is constantly on the rise. The obvious disease problem is bone and joint deterioration, which is commonly found in older people. Surprisingly, the number of patients who are increasing, but there is no change in the number of doctors in some provinces. So, I realized the importance of this problem, so I chose to be a spinal surgeon."

ORTHOPEDISTS

Discovery, Progress, and the Move to AI Medicine

The multidisciplinary study that combines knowledge in many fields, especially science and engineering, such as the Artificial Intelligence (AI) system, which is complex in analyzing data and developing in the medical field, was invented and developed to help specialized doctors work more easily and effectively. During his further education, he found out how to combine medical knowledge with artificial intelligence. These studies were published in international journals that are highly recognizable and can continue to be an innovation in the future.

"It is the greatest honor in my life when I have the opportunity to report to Her Royal Highness Crown Princess Sirindhorn on orthopedic or joint medical innovations using artificial intelligence to analyze Spondylosis by using magnetic resonance images (MRI) or medical electro magnetic X-ray images."

This pride remains endlessly to reveal that Professor Wongthawat had been selected as an outstanding surgeon for the Asia Pacific Spine Society (APSS). In 2008, he was also an outstanding physician in spinal surgery. It was an unutterable achievement with a smile, an expression of the eyes, a voice that was represented with emotion. You can guess how much he devoted and intended to fulfill every moment of his life.

Happiness in Medical Profession

"Now, I'm the only spinal surgeon in the Faculty of Medicine at Phayao University. So, having a spinal surgery for a seriously sick patient who can finally recovered and normally return to his daily life is truly the greatest joy of being a doctor."

Being a doctor requires some flexibility. Sometimes we think there are better opportunities than others, so we should devote more time for treating patients. Apart from the role of a surgeon, the duty of being a teacher is another happiness of my life path. Studying medicine not only teaches us the courses of treatments but also helps to train ourselves to have more patience and discipline. When seeing a student's success in his or her career, it is also the pride of every medical professor. While Dr. Wongthawat is still moving forward on his life track, no matter where his finish line is, there will always be the voice of cheers and pride along the way. We believe that he will continue running beautifully on this track and will bring more benefits to the society in the long run.



We All Have a Diamond Within Us

Pharmacist Sopha Pimsiripanich

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*Give your best in everything
you do because life is not about
just settling for average results.*

Sopha Pimsiripanich is an outstanding woman who has made her mark in multiple industries. She first gained recognition as a successful entrepreneur, launching a well-known scarf brand. Soon after, she expanded into the digital marketing world, where she worked her way up to becoming an expert. Today, she holds official positions on global platforms such as LINE, TikTok, Shopee, and Lazada, proving her expertise in the field.

Sopha, also known as Zoe, is an alumna of the Faculty of Pharmacy at Rangsit University. During her younger years, she didn't have a clear life goal, but she was always active and eager to seize opportunities. As a pharmacy student, she engaged in various side jobs unrelated to her studies.

During her university years, Zoe took on many different roles including acting as a background extra, selling clothes at flea markets, running a Japanese restaurant, and even working in direct sales.

However, she admits that academics were never her strong suit. When she was involved in acting, she ended up failing a subject (receiving an "F"). Her family insisted that she stop acting, but she secretly continued selling products at weekend markets. Later, she was suspended from university for allowing a friend to copy her exam in a pharmacy preparation course. During her suspension, rather than going back home, she decided

ZOE

”

I admit that I felt anxious when competing against graduates from prestigious universities with better GPAs. I doubted myself at first, but I reminded myself that I had something valuable too.

to open a Japanese restaurant near Muang Ake. After that, she ventured into multi-level marketing (MLM) before eventually completing her pharmacy degree with a GPA of 2.37.

Although her final GPA was not outstanding, she was the first in her class to secure a job.

Looking back with pride, Zoe recalls that out of about 130 students in her pharmacy class, she was the first one to land a job interview. She applied for eight pharmaceutical representative positions, received interview calls from all eight companies, and was offered a position in each one. Ultimately, she chose to work for one of the world's top five pharmaceutical companies – AstraZeneca – where she worked for two years before moving to Pfizer for another two years.

Zoe admits she felt intimidated while waiting for her job interviews. Many candidates from prestigious universities with higher GPAs were also applying.



ZOE Digital Shortcut



“For a moment, I doubted myself. How could I compete with them? But then, I reminded myself to focus on my strengths. I believe that everyone has a ‘diamond’ inside them. The key is recognizing it and refining it.”

For Zoe, her “diamond” was the experience she gained at Rangsit University. Although she wasn’t the top student, the skills she developed through her many ventures helped shape her abilities and confidence.

Currently, Zoe is successfully managing five major roles: Digital Marketing Expert – She has established herself as a specialist in the field. Owner of Zoe Scarf – Though her scarf business is no longer booming, she maintains it as it was her first major success. While she no longer launches new collections, she has tapped into tourist and gift markets to keep the business running. Real Estate Investor – She builds apartments, as she prefers real estate over stock investments. All her earnings are reinvested in property development, a field in which she has high confidence. Social Work – She serves as an associate judge, contributing her time to legal and community efforts. Academic Leadership – She is the Director of a Digital Marketing Program at a private university. Despite juggling multiple roles, she ensures that the results of her efforts remain highly satisfactory.

Zoe firmly believes that anything worth doing should be done with full dedication. She refuses to settle for mediocrity and always strives to be in the Top 5 of whatever field she pursues – or, if possible, to be number one.



Five Steps to Five Groundbreaking Research Discoveries

Professor Chonlaphat Sukasem, B.Pharm., Ph.D.

Professor Chonlaphat Sukasem, B.Pharm., Ph.D., an alumnus of the College of Pharmacy, Rangsit University, is currently serving as the Head of the Pharmacogenomics and Personalized Medicine Laboratory at the Faculty of Medicine, Ramathibodi Hospital, Mahidol University. Additionally, he holds key positions, including Assistant Secretary-General and Chair of the Policy and Strategic Planning Subcommittee on Pharmacogenomics and Precision Medicine at the Pharmacy Council of Thailand. Today, he shares his challenges, experiences, and groundbreaking achievements in the field of pharmacogenomics.

Step 1: Academic Struggles without a Clear Goal

Looking back on his high school years, Dr. Chonlaphat humbly admits, “I was never an outstanding student, but I was hardworking and persistent.” In 1996, when he took the university entrance exams, he chose to study pharmacy at Rangsit University.

Step 2: Avoiding Academic Probation

Adapting to university life proved challenging. During his first semester, his GPA was just 1.69.

“If I got another semester with this GPA, I would have been forced to withdraw. I felt discouraged, but my mother continued to support me and praise my efforts. Her encouragement gave me the motivation to push forward because I didn’t want to disappoint my family.”

Determined to improve, he started focusing more on his studies. His grades gradually improved, and in some

semesters, he even achieved a 4.00 GPA. Eventually, he maintained a GPA above 3.00 until graduation.

Step 3: Following the Dream of Becoming “Dr. Chonlapat”

Pharmacy studies required extensive memorization, from drug names to their details. His strategy was to read through all materials, understand them, and integrate knowledge from different subjects.

“This method helped me teach and explain concepts to my classmates. Many of them asked for my help, and I enjoyed tutoring them. That’s when I realized I had a passion for teaching. I set my goal to pursue a Ph.D. and become a professor.”

Step 4: A Life-Changing Opportunity – Becoming a Professor

Near the end of his undergraduate studies, he was offered a teaching position at Rangsit University’s Faculty of Science. He was also given the opportunity to pursue a Ph.D. at the Department of Pathobiology, Faculty of Science, Mahidol University.

During his Ph.D., he received the Golden Jubilee Scholarship and was introduced to Associate Professor Dr. Vina Churdboonchart, his thesis advisor.

“Dr. Vina introduced me to Professor Emeritus Dr. Wasun Chantratita at the Faculty of Medicine, Ramathibodi Hospital. This connection changed my career and allowed me to conduct high-impact research.”

PREVENTIVE GENOMICS AND FAMILY CHECK-UP SERVICES



Step 5: Proving His Capabilities as a World-Class Researcher

In 2004, Thailand established the Thailand Center of Excellence for Life Science (TCELS). Dr. Chonlapat was selected as the Project Manager for Thailand's Pharmacogenomics Program.

"At that time, pharmacogenomics was a new and unfamiliar field with very few experts. Balancing my doctoral research while managing a national project was incredibly demanding, but it was a defining moment in my career."

Five Groundbreaking Pharmacogenomics Discoveries That Changed the World

1. The First Global Discovery of an HIV Drug Resistance Gene

Dr. Chonlapat's early research focused on HIV mutation analysis, using genetic data to adjust antiviral drug regimens for better treatment outcomes. His first major discovery was identifying genetic variations affecting the metabolism of Efavirenz, an HIV medication. He found that some patients metabolized Efavirenz slowly, leading to severe side effects, including depression and suicidal tendencies. On the other hand, some patients metabolized the drug too quickly, causing lower-than-needed antiviral drug levels, which could lead to drug resistance and ineffective treatment. Even if these patients did not experience immediate adverse drug reactions, they were still at risk of disease progression and death due to uncontrolled infection. This research marked the beginning of pharmacogenomics studies in Thailand.

"My first research study was the first in the world to identify a gene that causes HIV patients to eliminate antiviral drugs too quickly. This was particularly significant for the drug Efavirenz, which was commonly used in HIV treatment at the time."

2. Identifying Genetic Markers for Severe Skin Reactions to Medications

This research was the first in the world to identify a genetic marker associated with severe skin allergic reactions caused by Cotrimoxazole and Dapsone.

A team of researchers from multiple institutions collaborated on this study, making a groundbreaking discovery that the HLA-B*13:01 gene could be used as a genetic predictor for severe skin allergic reactions in patients taking these medications.

3. Transforming Research into National Healthcare Policy

This research focused on the pharmacogenomics of severe skin allergic reactions caused by Carbamazepine, a drug commonly used to treat epilepsy, trigeminal neuralgia (facial nerve pain), and certain psychiatric disorders. A pilot study, conducted by the Faculty of Medicine at Ramathibodi Hospital, led to the establishment of a national screening policy in Bangkok, Thailand. This policy mandated HLA-B*15:02 genetic screening before prescribing Carbamazepine to patients, as individuals carrying this gene are at high risk of developing severe skin reactions, such as Stevens-Johnson Syndrome (SJS)

and Toxic Epidermal Necrolysis (TEN). The research findings played a crucial role in integrating this genetic screening into Thailand's Universal Healthcare Coverage (30-Baht Health Scheme).

4. Pharmacogenomic Research on Allopurinol for Gout Patients

This research focused on Allopurinol, a medication commonly used in patients with gout and high uric acid levels. Among Thai patients, Allopurinol has been associated with a high incidence of severe skin allergic reactions. Dr. Chonlapat's research contributed to the implementation of genetic screening for HLA-B*58:01 in Thailand's Universal Healthcare Coverage (NHSO - 30-Baht Health Scheme). Importantly, this was the first Thai study to demonstrate that the HLA-B*58:01 genetic marker can predict various types of severe skin reactions to Allopurinol. These findings helped establish new clinical guidelines for accurate and safe drug prescription.

5. Personalized Medicine for Cardiovascular Patients

This research focused on patients with cardiovascular diseases, particularly those with blocked arteries that affect blood circulation and increase the risk of death. Some of these patients require coronary stents to improve blood flow, and in such cases, blood-thinning drugs like Clopidogrel are prescribed. Dr. Chonlapat's research identified that genetic variations in CYP2C19 play a role in how effectively patients respond to Clopidogrel. Some individuals with specific genetic mutations do not metabolize the drug properly, leading to reduced effectiveness and a higher risk of complications. As a result, CYP2C19 genetic screening has been integrated into Thailand's Universal Healthcare Coverage (30-Baht Health Scheme), along with additional pharmacogenomic markers from Dr. Chonlapat's research.

In addition to his five groundbreaking studies, Dr. Chonlapat has contributed to over 190 international research

publications in the field of pharmacogenomics. His extensive work includes studies on pharmacogenomics of medications used for children with autism and pharmacogenomics of various cancer treatments

Advancing the Role of Pharmacists in Precision Medicine

Beyond his teaching and research efforts, Dr. Chonlapat has established the College of Pharmacogenomics, to train pharmacists to specialize in pharmacogenomics, allowing them to play a greater role in patient care and personalized medicine. Additionally, he continues to push for the integration of pharmacogenomic research into Thailand's Universal Healthcare Coverage (NHSO - 30-Baht Health Scheme). He envisions a future where all Thai citizens have access to medical innovations that ensure sustainable healthcare solutions. He also aims to expand pharmacogenomic services in primary healthcare settings, including community pharmacies, to ensure that Thai patients receive the safest and most effective treatments possible, ultimately improving the overall quality of life for the population.

Professor Dr. Chonlapat concluded with his guiding life philosophy:

"Perseverance is a powerful tool. Pure dedication and relentless effort will drive us forward and lead us to success."



Fashionista Thai Superstar

Chompoo — Araya A. Hargate

If we are talking about famous movie stars in Thailand, we cannot skip mentioning her name: “Chompoo - Araya A. Hargate” who has been popular up until now. She is capable and talented in many fields, such as acting, MC hosting, and modeling, which is shedding light on her career and receiving the nickname of “the iconic figure on the Red Carpet in Cannes”. She has become an admirable celebrity in both domestic and international media because of her remarkable and memorable life and career stories. Today, Chompoo gives us a chance to recall her memory from the beginning until now.

Chompoo said that she began her working life in the entertainment industry when she was in high school by starting with a small commercial shoot before being allowed to become a full-time actress under a contract with Dara Video Camp in Channel 7. Later, there was a turning point when entering a university. At that time, she admired Kob Suwanan, a beautiful popular movie star who was her idol. So, she made her decision to follow Suwanan and chose to study at the same institution at Rangsit University, College of Liberal Arts, which was also the first batch of English major students.”

“While beginning my university life, I also became an actress as my full-time job. Therefore, I could not spend much time studying as I had to work and study at the same time. So, I just took a short period in class attendance and had less reading time than other friends. I had to be more responsible and more patient at a younger age.





For Chompoo, the university period was the first step in learning an adult life. Although it was not a very long time, it was a good chance to be trained in dealing with both studying and working experiences. Chompoo also found out that she was interested in studying psychology. It is a fun and practical subject, so she will further her study in the Master's Degree program at RSU in the Faculty of Psychology.

Nowadays, in the digital era, technology has been gradually developed, and the mechanisms or systems have been changed, including in the entertainment industry. When the number of online media platforms or channels has become easily accessible, entertainers and MC or announcers need to learn and adapt themselves to up-to-date digital trends, even for a talented superstar like Chompoo.

"I think we need to learn new things and adjust ourselves a lot to be sustainable in the entertainment industry. Sometimes you have to accept the painful facts that working hard, good manners, being punctual, and staying focused only on work, cannot

always lead you to be on Top; yet there are more factors relating to this solution. Unfortunately, they seem to be Sad-But-True factors, especially now that there is not only one platform for people to watch dramas, but the viewers have more options to choose from according to their preferences. So, it is very competitive in the entertainment business to call more people's attention or getting high profits which is so much different from the old days. We have to be open-minded and more comprehensible in the changing world. We just need to accept something new and try to live a happy life by combining the old and new things to be real you."

After graduation, Chompoo has been one of the most popular superstars in the Thai entertainment and modeling industry. Anyway, after the wedding to a businessman and giving birth to boy twins and, she has put more importance and priority on building a good family. Currently, she has got the youngest and cutest daughter, who has become as well-known as her mom.



"I now put the main focus on my children. I'm still working in the entertainment industry, but it's not as much or as hard as before. I'm also doing my own business while taking care of my family. Spending most of my time with my children has been the most precious time of my life. The key point is how to maintain a work-life balance, so we need to prioritize what we value the most to the least in our lives, including our bodies, which are the main driven mechanisms to get everything done. We spend our energy on something the most, then we will finally get that thing in return. So, you should make a smart choice on what you will waste your time for."

Throughout Chompoo's professional growth, in both the entertainment industry and her life, there may be some exhausting periods. Therefore, after this, Chompoo will mainly dedicate her time to raising her three children with good quality of lives. Of course, nobody is perfect, but we should do our best to balance all dimensions of life. Although she may face some hard times, we still believe that she can continue her life more beautifully and become an outstanding superstar, remaining in all people's hearts proved from her hard work and good reputation all year long.



During the beginning of my university and working life, I might have shorter periods for attending classes or reading for exams. Therefore, I had to be more responsible, more patient and stronger than the others at a younger age.





FLY TOWARD YOUR DESTINATION DREAM BIG, AND REACH FOR IT

Captain Aumpol Kumvilai

DARE TO DREAM

Aumpol Kumvilai, also known as ‘Yas’, is a third-generation alumnus of the Aviation Institute at Rangsit University and a prime example of perseverance and ambition. Despite the challenges, his unwavering determination turned his dream into reality.

Now a Captain at Thai Lion Air, Yas has successfully achieved his goal of becoming a pilot, working in a career he loves. His passion for learning led him to pursue master’s and doctoral degrees, opening doors to another fulfilling role, teaching. As an instructor, he helps shape the future of aspiring pilots while finding personal and professional fulfillment.

Beyond his career, Yas is a pillar of his family, fulfilling his roles as a son, husband, and father, and continuously strives to give back to society with his knowledge and expertise.

Strive toward the Dreams

Yas’s journey to becoming a pilot started with a distant dream. He discovered Rangsit University’s Aviation Institute, which accepted high school graduates, but the 2,350,000 THB tuition made it feel impossible. After finishing high school in Pattani, he moved to Bangkok, working at a hotel in Sukhumvit while studying at Ramkhamhaeng University. Still, his dream never faded. He applied in secret to Rangsit’s aviation program, unsure if he could ever attend. On the day of his entrance exam, he finally told his mother and brought her along. After passing the interview process, he received the news that he had been selected. At that moment, he made his choice that he would follow his dream, no matter what it took.

“I was determined to succeed and my greatest motivation was my mother. My father worked as a tuk-tuk driver, and my mother drove a songthaew (shared taxi) in the Ramkhamhaeng area. Everyone in the neighborhood said the same thing that there was no way I could ever become a pilot. Even my father believed it was impossible. But my mother never gave up, working almost 24 hours a day just to fund my studies. For the first two years, we managed. In my third and fourth years, the costs became unbearable. As the final registration deadline approached, it seemed like my dream would fly away. Then, at the very last moment, a close friend of my grandfather lent me 2,350,000 THB, giving me the chance to graduate with honors and earn my commercial pilot’s license.”

“Getting through those years was not easy. Among my classmates, I had the most financial struggles. There were days when my friends treated me to meals. To support myself, I relied on my knowledge and skills, working as a tutor to earn extra income while studying.”

The Path to Choose

“Right after I graduated, Bangkok underwent severe flooding, and Don Mueang Airport shut down for renovations. With airlines freezing recruitment, finding a job became nearly impossible. Still, I refused to give up. I applied for every position available, even as an aircraft cleaner, but was rejected for being overqualified. After nearly a year of unemployment, I was willing to do anything to repay the loan that had helped me chase my dream.”

“I applied to Business Air four times before finally getting hired. However, the job came with a condition that I had to undergo simulator training in South Korea, which cost 1,000,000

MAKE YOUR DREAMS A REALITY

THB. Once again, I had to borrow money from my grandfather's friend, who kindly helped me. At just 22 years old, I was already 3 million THB in debt. But with determination and hard work, I managed to pay it all off within five years."

The Long Road to Becoming a Pilot

"During my flight training in South Korea, I was overwhelmed with stress and pressure. I worked hard, studied intensely, and thought I was doing my best, but it still wasn't good enough.

Then one day, my instructor said, "Even a monkey flies better than you." His words hit me hard. I ran out of the classroom, crying in the bathroom, and called home. My mother's words were simple but powerful: "It's okay, son. If you don't pass, I will take care of all the debt. Just promise me you won't give up on yourself." With her support, I pulled myself together, went back to class, and in the end, I passed the exam. My first flight as a commercial pilot had no passengers, but I was so overwhelmed with excitement that I forgot to fasten my seatbelt. Despite the nerves, I made it through, and that moment marked the start of my career in aviation."

An Unforgettable Impression

"The first time I piloted a small aircraft solo, taking off and landing on my own, was an unforgettable experience.



That day, I told myself, 'I can fly.' Flying with instructors and friends, gaining experience through storms and rain, made this journey incredibly fulfilling. There was no pressure, just the pure joy of flight under the guidance of my teachers. The most precious moment of all was when I flew with my mother, a one-hour journey from Bangkok to U-Tapao airport. Seeing her smile with pride remains one of the greatest memories of my life."

"My third flight from Suvarnabhumi to South Korea was unforgettable. It was my first commercial flight with passengers, and I couldn't have been prouder. On the return flight, a woman approached me. It was one of my professors from Rangsit University. She remembered me, and in that moment, I felt a deep sense of pride. Flying my professor home was not just a coincidence. It was a full-circle moment I would cherish forever"

"As a charter pilot, my missions differ from those of regular commercial airlines. One of the most meaningful experiences has been transporting Muslim pilgrims from various countries to Saudi Arabia for their pilgrimage. This experience has not only broadened my perspective as a pilot but also deepened my faith. As a Muslim, I was blessed with the opportunity to prostrate on sacred ground and perform my prayers in the Holy Land, a moment of profound spiritual significance. I have always



I always tell younger students: if you want to become something, stay close to it. Surround yourself with what you aspire to become, and soon, you'll find yourself living that dream.

prayed for such an opportunity, and with unwavering faith, I believe it was granted to me."

A Significant Life Lesson

"Being a pilot was everything I had dreamed of – a fulfilling career, a high income, and the ability to take care of my family. Then COVID-19 changed everything. The profession I once believed was stable and indispensable proved to be neither. Pilots were among the first to lose their jobs and the last to recover. It was a hard lesson, but it opened my eyes – no career is truly untouchable, and adaptability is key to survival."

"At that time, I had house and car loans, and my high income had led to a high-cost lifestyle. I was starting a family, so I had no choice but to fight through the challenges. At first, I tried driving my Benz for Grab, but when COVID-19 worsened, my pregnant wife asked me to stop due to the risks. I then switched to selling Northern Thai food and delivering orders myself, but the income was still not enough. With debt collectors calling and bills piling up, I turned to Lt. Dr. Praphon Jittaputta for advice. Following his guidance, I became a university professor, while earning a doctoral scholarship. This led me to become one of Thailand's first individuals to hold a bachelor's, master's, and doctoral degree in aviation."

Make the Most of This Life

"Born and raised in Bangkok, Yas struggled academically in primary school, often ranking near the bottom of his class. To instill discipline, his mother sent him to a religious school in Pattani for secondary education. Living independently, he learned resilience, responsibility, and adaptability, while also gaining fluency in Malay and Arabic. Today, as a pilot, he uses English daily but also finds value in the additional languages he acquired during his journey."

"At Rangsit University, I was fully committed to my studies reading every day, participating in university activities, and working part-time. I never broke the rules or arrived late to class. Family has always been my priority. I make time for my mother, wife, and child, ensuring that before every flight, I send them a message of love because in this career, you never know if it could be your last conversation. I plan to keep flying, no matter the challenge. Some pilots avoid high-risk destinations like Nepal, but I take them on with confidence. Only 100 Thai pilots are qualified to land there, and I am one of them."

Be Where Your Dreams Are

Dream big and chase your goals. The first step is to research schools and institutions that offer programs in your field of interest. Enroll, learn, and experience it firsthand. If you discover it's not the right fit, don't be discouraged. It's just part of the journey toward finding what truly suits you.

"I always tell younger students to stay close to what they want to become. I wanted to be a pilot, so I studied and trained in aviation, making sure I was always close to my goal. The closer you are to your dreams, the stronger your motivation to achieve them."

"I am deeply grateful to Rangsit University for making my journey possible. Without its commercial pilot program, I might never have been able to achieve my dream. This is the only program in Thailand where all instructors are active pilots, ensuring that students receive training aligned with international aviation standards. Beyond academics, the professors remain lifelong mentors, always available for guidance and support even long after graduation."

NONTAWAT CHAROENCHASRI



GRAPHITECT of the Thai Design Industry

/ DUCTSTORE THE DESIGN GURU

Within Thailand's designer community, "Moo – Nontawat Charoenchasri," a distinguished designer and proprietor of DUCTSTORE, a premier design studio, is well-known. A graduate of Rangsit University's Faculty of Architecture (RSU), class of 5, recently attained the esteemed Red Dot Award: Grand Prix 2024 for the Jorakay Pavilion 2024 at the Red Dot Award: Brands & Communication Design 2024 in Berlin, Germany. His responsibilities extend beyond graphic design, creative positions, or architecture. For the last two decades, he has continually engaged in extensive designs across several fields, leading to his self-designated term "GRAPHITECT" in the Thai designer sector.

Deep Dive into "RSU Architect"

"Initially, I did not have a clear image of myself as an architect. I opted to attend Rangsit University's Faculty of Architecture because I was inspired by former students in the entertainment industry who studied architecture and were charismatic. Simultaneously, in my second year, I was accepted into Chulalongkorn University's Faculty of Education's Art Education Program, concentrating in Art, Music, and Dance, and I pursued both activities simultaneously. During my architecture studies at RSU, I was assigned to that asked me to design a house and display it utilizing printing methods. After analyzing my work, an instructor suggested that my aesthetic approach would be more suited to fine arts than architecture since it lacked considerable substance.

Upon contemplating the professor's criticism, Moo had misallocated his attention. Architectural design, especially residential architecture, should stress substantive substance above aesthetic form. This revelation sparked his enthusiasm for architecture.

Design without Boundaries, Freedom to Create

Moo also discussed how his experience at RSU helped him establish his own conceptual design approach. The university fostered unlimited creative freedom, particularly instructors Ekarit Praditsuwon and Nopadol Limwattanakul, who taught him that there is no ultimate right or wrong in design. Unlike medicine or engineering, the institution where one studies design and architecture is less important. Creativity and conceptual innovation are essential, going beyond traditional forms such as squares and triangles.

"The chance to explore and think outside of traditional restrictions at RSU had a significant influence on my lifestyle. If you work in architecture, fashion, or graphic design, you will see that these fields are intertwined. Deconstruction has opened up new worlds for me, demonstrating that everything is interconnected, with the only difference being the medium – whether clothing, print, or objects," he explained.



Studying at RSU taught me to be **real, resilient, and unusual.** This is how I define being an RSU student.

Leaping into the Designer Profession

Every crisis presents an opportunity. After graduating from RSU, during Thailand's financial crisis, when many architects were laid off, Moo took advantage of the opportunity to return and finish his Art Education degree at Chulalongkorn University. He subsequently discovered his true calling as a designer, receiving influence from luminaries such as Mark Levinson and Philippe Starck.

He identified himself as an architect with a background in graphic design, which reflects his early desire to work in a variety of creative sectors. His approach, known as Graphic Architecture, combines 2D and 3D graphics, printed materials, and record covers. Tyler Brûlé developed Wallpaper magazine, and he was selected to serve as its Creative Director in

2005. The magazine smoothly blended lifestyle and publishing, having a tremendous impact on his design philosophy.

Returning to Architecture

Later, in 2011, “Moo” resumed his work as an architect, creating a trapezoid-shaped home for a buddy. Through this project, he learnt that architectural work in reality is difficult since it requires controlling multiple variables to properly build even a single home.

Moo also said that he had not been significantly engaged in architecture in almost 10 years, making his comeback initially difficult. It was tough to handle all factors necessary for the proper construction of a dwelling. However, after he finished, he felt enormous pride. His architectural work was highlighted in several periodicals, with DUCTSTORE receiving credit for the design. This accomplishment fueled his desire to pursue new architectural projects. He discovered that the higher the obstacle, the more interesting and appealing it got. This experience led him to invent the word “GRAPHITECT,” which refers to an architect who can design in a variety of forms.

Unique Character of RSU Students

What distinguishes “Moo” is his individual personality and lifestyle, which is not imitation (“Wanna Be”). He established an extremely stylish design company, not just a black-and-white



OB HOUSE

FOUNDER / DUCTSTORE THE DESIGN GURU / THE OTHERS / I AM EVERYTHING

JORAKAY PAVILION 2024



business or designer, but one in which everyone may show their own style and individuality. This resilient mentality derives from his schooling at Rangsit University (RSU), which is noted for instilling a sense of drive and individualism.

Moo added that his time at RSU developed him into a genuine, resilient, and unusual individual – this is his description of an RSU student. Today, the university provides complete services, but its architectural education remains separate from other universities. He was influenced by a distinct combination of culture, fashion, music, and art that went beyond conventional architecture. People in the design profession may not have a formal degree in design, but with refined taste and devotion, they might succeed as architects. Design success is achieved by constant effort and natural selection, rather than explicit right or incorrect criteria. RSU has been essential in helping him uncover himself, as well as comprehend his roots and identity. He believes that RSU graduates are both brilliant and distinctive.

“The establishment of DUCTSTORE, the design expert, in 2011 was not based on its literal meaning. I just loved these phrases and did not want to confine my effort to a single kind of design. Thus, DUCTSTORE covers all elements of design, including 2D and 3D, print media, exhibits, and architectural works. Every project is distinct and evolves from prior styles. ‘The design guru’ represents confidence, indicating our capacity and particular character, as ‘guru’ refers to a knowledgeable individual.”

As a result, he is unsure if the function of an architect now changes considerably from in the past, but he noted that all elements are conceptually interrelated, with new experiences being created all the time.



Jun Sekino

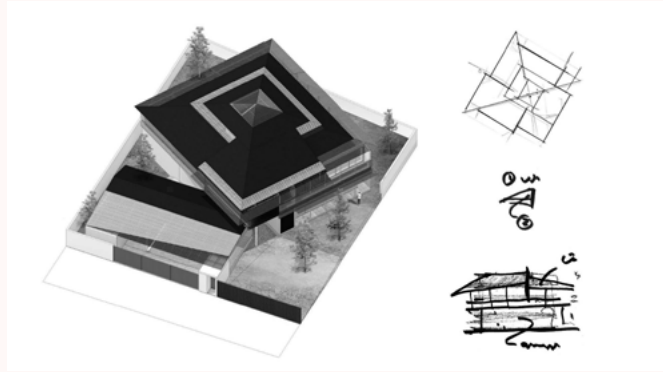
JUNSEKINO

ARCHITECTURE & DESIGN



Being an architect expands your life by generating identity, inspiration, and challenges that allow you to meet new people, work on innovative projects, and achieve achievement.

Life is comparable to design: we must begin by asking excellent questions, and it is much better if our responses exceed those questions. Jun Sekino, a distinguished alumnus of the Faculty of Architecture, Class 9, Outstanding Alumnus of the Year 2023, and founder of Jun Sekino Architect and Design Co., Ltd., is a professional architect whose outstanding work has received numerous national and international awards, including the Architizer Award (New York), German Design Award, Building of the Year 2018, and the Gold Medal for Social/Institutional Building at the ARCASIA Award 2018 in Japan. He is also often called to speak and give unique lectures on his experiences and how to inspire creativity in design, with a focus on how to stay happy in an architectural career.



Junsekino Architect
and Design



It started from
a belief that
architecture and
interior design
are intertwined,
equally important
and inseparable.

Entering Thailand's architectural community was difficult, but not impossible. His career did not begin with managing people; rather, he earned important expertise over a decade in corporate contexts. This taught him how to prioritize both people and tasks. Each architectural project he takes on goes beyond just using theoretical knowledge from his education; it incorporates insights, expert counsel, and considerable practical experience. Repeated practice has honed his distinct and imaginative architectural style, making him well-known in the field.

His initial inspiration to study architecture came from respect for world-renowned architects, which fueled his ambition to learn and participate

in the architectural community. This idea, along with ambition, led to the formation of Jun Sekino Architect and Design Co., Ltd., a complete architectural consulting and design business. He has effectively managed this organization for almost 24 years, guided by ideals applicable to a changing socioeconomic environment. He underlines that competition should not be just business-oriented, but rather focused on quality work and open-minded team cooperation, with the goal of delivering ideas that are both attractive and right. This direct approach to cooperation and management assures long-term success.

Creating inspiration entails keeping a love for architecture and design, ensuring that Jun Sekino Architect and Design Co., Ltd. stays a supportive environment for younger designers to flourish sustainably. He shares short-term (S), medium-term (M), and long-term (L) strategies with

the team while avoiding overreliance on measurements or expectations. The purpose is to continuously improve, solve problems, and enhance team members' customer relationships. Constant self-reflection and steady progress avoid long-term dissatisfaction or failure. Daily pride as an architect comes from overcoming inner doubts, embracing discipline, and turning routine into enthusiasm.

He considers his Rangsit University degree with greatly affecting his career development. The hard mix of academic study and activities that defines RSU's architectural culture inspired perseverance. Ultimately, life's events reinforced his choice to study design at RSU, establishing a sense of pride that he readily shares whenever questioned about his alma institution, hoping that others feel the same way.



TNOP WANGSILLAPAKUN

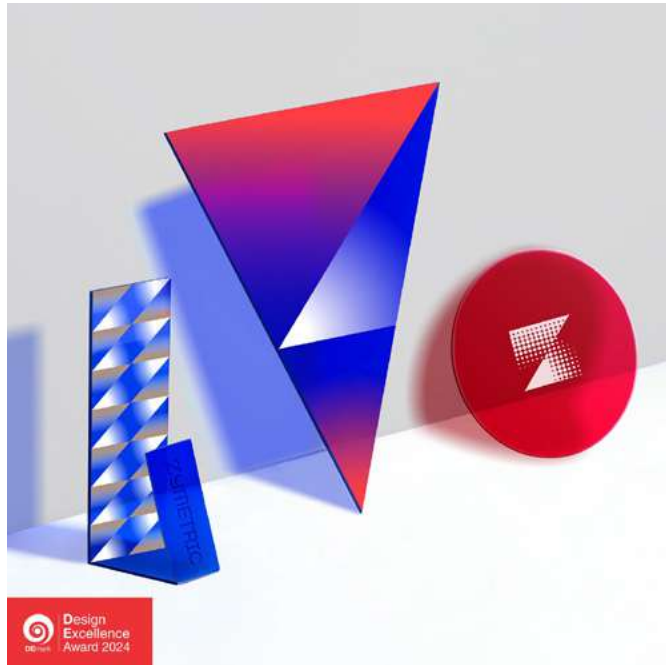
Design Director
and Founder of
Tnop Design



MOTIVATION: THE KEY TO GLOBAL SUCCESS

Tnop Wangsillapakun, a third-generation Visual Communication Design graduate from Rangsit University's Faculty of Art and Design, has established himself as an internationally renowned Thai graphic designer and the creator of TNOP DESIGN. His amazing portfolio includes partnerships with well-known Thai and international businesses such as Corbis, Ookla, and Singha Corporation.

He has won various important accolades, including the Tokyo Art Directors Club Award in Japan and the Red Dot Award in Germany. In addition to his professional accomplishments, Tnop has been asked to give a lecture at Rangsit University on his design experiences. He is also a member of Alliance Graphique Internationale (AGI), a distinguished worldwide network of premier graphic designers that includes well-known names like Stefan Sagmeister and Paula Scher of Pentagram.



“
As my visibility
increases, so do
the exciting
new opportunities.”



Childhood Passion for Art

I grew up immersed in the splendor of art. My father regularly guided my hand while we drew together, developing in me a strong respect for art at a young age. I've wanted to be an artist since I was a child.

As I got older, my passion in painting expanded. However, there was a point when I discussed with my mother the possibility of pursuing a profession in painting, something adults at the time considered perilous. As a result, even though my high school was not a specialist business school, I opted to study mathematics and English with a business concentration in order to meet people's expectations.

By grades 11 and 12, I had explored my hobbies and discovered that my passion of art had never waned. Rangsit University had just launched a new Visual Communication Design program, which had already been functioning for two years. I joined in the third batch of students, and it was really rewarding since I was finally learning what I had always wanted to do.

Impressions of Rangsit University

I've had a long history with Rangsit University and have taught here for over 10 years. Rangsit University, in my perspective, provides innovative study options that are well aligned with current trends. This individuality is what makes the university so appealing to me.

Keys to Success

I had less time to pursue painting and drawing than my peers since my previous educational background was in business studies. As a result, my talents were initially lacking, and I did not rank among the top pupils. However, my desire drove me to continue pushing myself to develop and obtain acceptance.

Understanding myself and understanding exactly what I wanted were critical to my success. I am certain that motivation leads me to continually do excellent work with strong enthusiasm.

After graduation, I worked in advertising in Thailand for around 2-3 years before relocating to Chicago, USA, where I sought wider recognition as a Thai graphic designer in the western design world. My life has always been about proving myself, seeking acknowledgment and admiration for my efforts. During that period, I completed numerous successful projects that were highly accepted by my managers and customers.

The First Work that Earned Global Recognition

My first assignment at a Chicago studio was creating a logo for a California-based software startup called "Yosho." I ingeniously utilized digits from zero to one, clipped and rearranged them to spell "Yosho," which appears as "90560."

The customer was very pleased with the logo and entered it in many contests. We also submitted the piece, which received honors in New York and from the Tokyo Art Directors Club. This was the beginning of my worldwide recognition.

Following that, numerous of my efforts were recognized with honors, including the German Red Dot Award. As my reputation increased, I was offered more intriguing chances.

Most Enjoyable and Proud Moment

My early advertising experience in Thailand emphasized concept-based thinking, while graphic design work in the United States was often creative and experimental. I found concept-driven graphic design exciting, profound, and complex, so I pursued it in Chicago.

The time from 1999 to 2004 was very fun since I was free to explore my conceptual design work. My bosses gave tremendous

assistance, allowing me to advance professionally. After over 20 years in the United States, I returned to Thailand and founded TNOP DESIGN in Bangkok.

Competition in the Graphic Design Market

Nowadays, competition is fierce, but I've never regarded new firms as rivals. TNOP DESIGN differentiates itself by communicating clearly with customers. Fortunately, we've had enough of business since returning to Thailand, despite the fact that countless new enterprises have emerged.

Respecting your audience is vital in graphic design. Our job should never be hurried. Always presume that our audience are informed and treat them with respect; this gives our work intrinsic worth.

Will AI take over graphic design jobs?

Currently, I do not see AI completely replacing graphic design tasks, but it does greatly aid us in our work, from making proposals using ChatGPT to designing backdrops and editing photos. I see AI as a tool for improving our capabilities.

With AI continuously evolving, designers must always remain ahead of the curve. Today's design school

should emphasize strategic thinking, conceptual understanding, and curatorial abilities rather than immediately competing with AI on style or aesthetics.

Designers who can collect and convey ideas effectively will be in great demand. Graphic design is based on human communication; we should emphasize developing engaging, one-of-a-kind communications utilizing visual tools such as AI-generated pictures, fonts, and colors. If we embrace this approach, graphic design will continue to flourish.

In graphic design, people must communicate. We should not focus primarily on the result or tools, but rather on creating an intriguing and distinctive message. Designers should be skilled at using visual components such as AI-generated pictures, typefaces, and colors. If designers position themselves as curators who artistically blend these aspects to successfully communicate, graphic design will have a long-term future.

"I encourage my staff to leave work on time, training them to plan their work schedules effectively and allowing them time for other activities after work."

”

I tell my staff to go home at a reasonable hour as practice for better time management, giving them space to enjoy other activities.



Work/Life Balance and Time Management

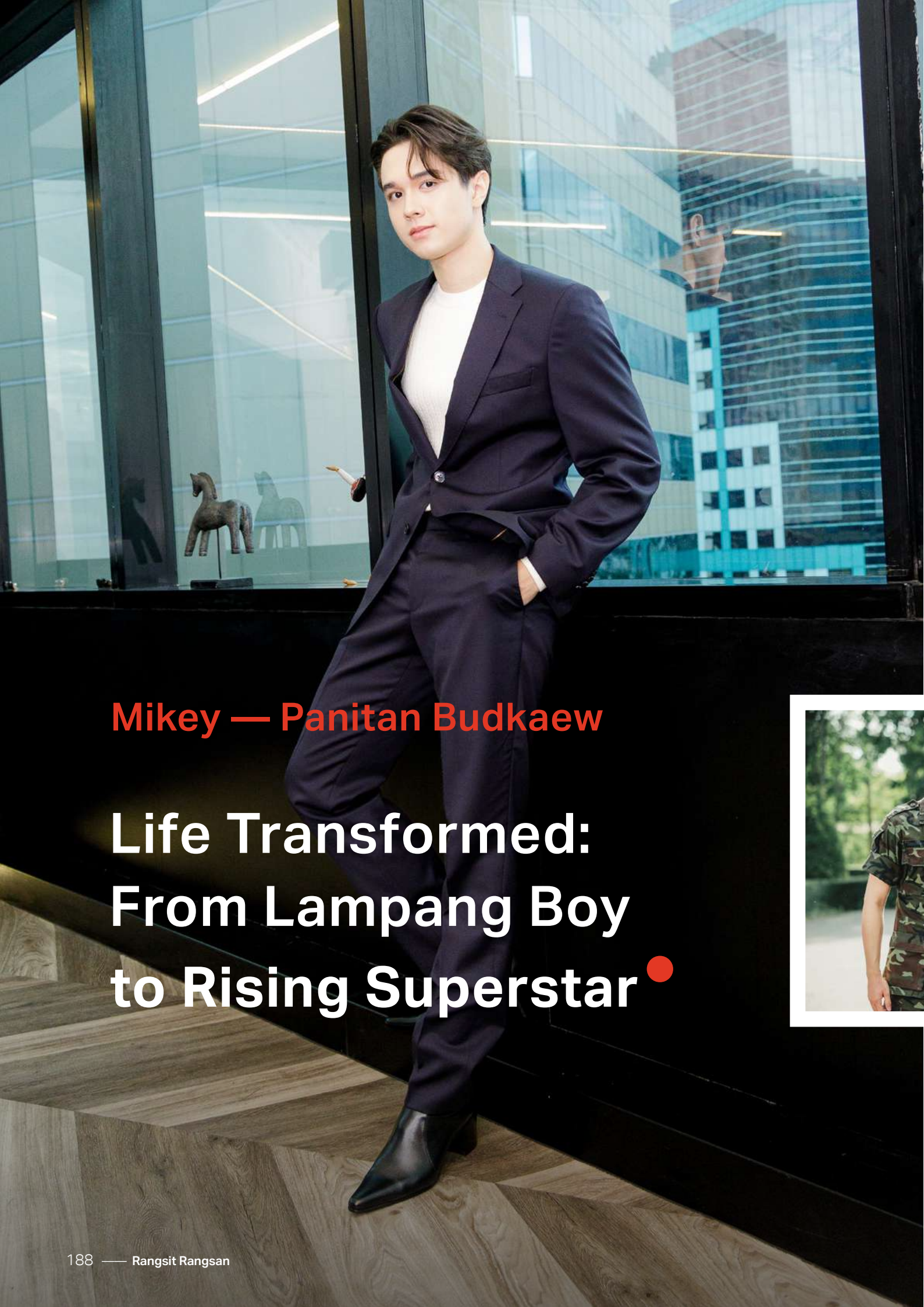
My studio has been open for 20 years. I constantly strive to adapt to newer generations and understand their preferences. Currently, our studio encourages workers to leave work by 6 p.m., teaching them time management skills and giving them time for other activities. Today's kids often combine their major employment with side ventures, which we encourage as long as it does not interfere with their primary obligations.

In my free time, I like jogging and cooking, with an emphasis on wellness. I find a similarity between artists/designers and chefs in that both improvise imaginatively. After years of working in commercial design, I now spend my leisure time painting with oils or watercolors.

Lifelong Self-improvement

The world is always changing, and we must adjust appropriately. Graphic designers should keep current and informed of advances while preserving authenticity, rather than just following trends.

Constant adaptability is difficult but important, and thankfully, it coincides with my interests. I like learning new things and sharing new perspectives with coworkers to keep our organization current.



Mikey — Panitan Budkaew

Life Transformed: From Lampang Boy to Rising Superstar●

MIKEY PANITAN



Mikey - Panitan Budkaew, a dynamic young actor from Lampang with German roots, is swiftly becoming a popular new star. Mikey unexpectedly entered the entertainment field and converted from a street musician to a beloved actor, drawing countless admirers with his role as “Major Doctor Mom Luang Chatklao Juthathep” in the TV series “Khwanruethai,” part of the “Duangjai Tewaprom” drama series. Mikey explains the background behind his incredible accomplishment, which has attracted international notice due to his enormous skill and charisma.

The Beginnings of “Mikey-Panitan”

Mikey’s innate charm drew the notice of celebrity manager Khun Pik (Chanchalad Thaweesap), known for unearthing talents like James Jirayu, who saw him singing music at a small market in Lampang. Recognizing Mikey’s talent, Khun Pik connected him to the business and set up his audition at Channel 3. Mikey’s remarkable talents earned him a position in the “Duangjai Tewaprom” series and a scholarship at Rangsit University’s College of Communication Arts.

“My ultimate ambition was not to become a singer or musician; street performing was just a pastime. Initially, I wanted to be an English teacher, someone who helped people. My dream hasn’t changed – I still want to make people happy. Everything occurred so fast, from busking to becoming an actor.”

First Steps toward Entertainment

“I am really thankful to everyone who has supported and loved my performances. From a professional standpoint, it’s really rewarding – I’ve never received such overwhelming affection and support. This encouragement motivates me to continue working and living enthusiastically. Everything I’ve done has seemed useful and brought me great delight.”

Mikey’s life changed beyond his acting profession to include his new experiences as an 18-year-old university student combining employment and studies. He believes that studying Digital Marketing and Branding was lucky since it provided useful insights relevant to his work. He views himself as a product called “Mikey Panitan,” in need of ongoing improvement and innovation – a perfectly balanced beginning to his adventure.

From my perspective as a simple working man, my heart is truly full. I've never received this much love and encouragement before. It energizes me, giving me the motivation and strength to keep working and moving forward.

BE
HAPPY
FOR
THIS
MOMENT

“Despite the fact that it has just been three years, Rangsit University has greatly enhanced both my academic and personal lives. It means a lot to me since it is the best private institution in my opinion.”

Balancing New Life Challenges

Mikey is no longer simply a young guy who casually performs music; he is now a busy actor involved in the thriving entertainment business. It has been difficult to transition from a small-town lifestyle to metropolitan life while maintaining a full schedule and hard academics.

“Balancing is difficult. Filming a single series takes five separate production teams and seven days per week. Despite my attempts to manage my time wisely, things do not always go as planned. I devote myself largely to acting while maintaining my studies, doing my best both physically and psychologically.”

Entertainment Industry Challenges

“As a new graduate, my primary interest is now acting. I want to constantly generate high-quality work. Given all of the great love and encouragement I've gotten, I want to return my fans by becoming a better actress each day.”

With his expanding fame, Mikey continues to astonish fans with his unwavering commitment and hard work. Mikey, while being fresh to the profession, is eager to embrace every chance and experience that comes his way. Mikey believes that hard work always pays off and recognizes that nothing good comes easy, stressing patience and persistence. His supporters will definitely continue to cheer him on as he continues his fascinating career in entertainment.







• DRIVING DIVERSITY







RANGSIT UNIVERSITY