

ASEM University and Business/Industry Forum

(Research and development enhancement)

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Siam City Hotel, Bangkok, Thailand

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Ministry of Science and Technology Supervisor Team

The Federation of Thai Industry Supervisor Team

NARESUAN UNIVERSITY



Naresuan University



Students about 35,000 (second number of students in Thailand)
Staff about 4,222 (PhD staff about 600)

NARESUAN UNIVERSITY

Global Environment Pressure

Technologies Development
• IT and Telecom - Wireless

Energy Demand increasing
• Oil / Electric power

More Motivation
• Global warming

Competitiveness
• Global Market
• AFTA



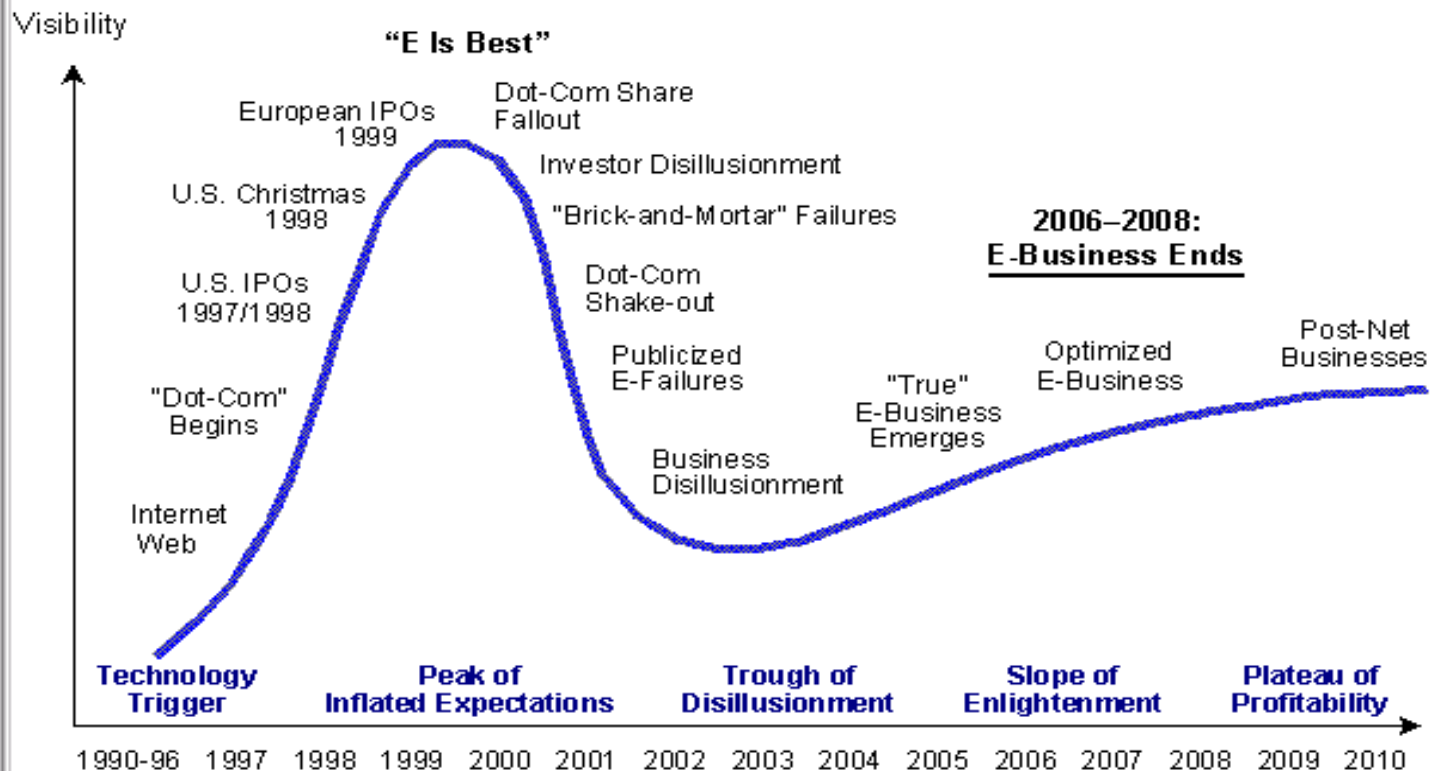
Poor people country movement
• China, Thai, India

Food demand increasing
• Rice of Life

NARESILIAN UNIVERSITY

e-business more in the future

GartnerGroup E-Business Adoption Hype Cycle



IPO Initial public (stock) offering

Source: GartnerGroup

Business Pressure Environment

- AFTA (Education) : Y2009 (Thai 49% Foreign 51% Share) and Y2015 (Thai 29% Foreign 71%)
- World / Thai Population Reduce
- Business Competitor
- Foreigner Enterprise
- Modern Technology/ Human replacement
- Poor people country coming more
- Global Warming
- Oil increasing and more



An aerial photograph of a large university campus, identified as Naresuan University. The campus features numerous multi-story buildings, courtyards, and green spaces. The text is overlaid in a bold, red, sans-serif font. A blue horizontal bar is at the top, and a white horizontal bar is at the bottom. A green horizontal bar is also present at the top left.

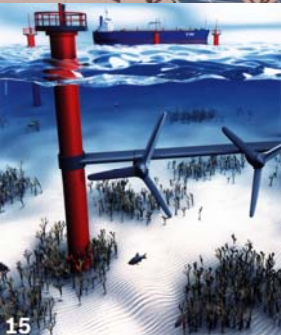
Degrees without JOBS
In Cambodia's post-war boom, the
Benefits of higher education are
Limited. I do not know when in
THAILAND country ???

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Source. Bangkok Post , 01.10.2007

Universität Hannover 

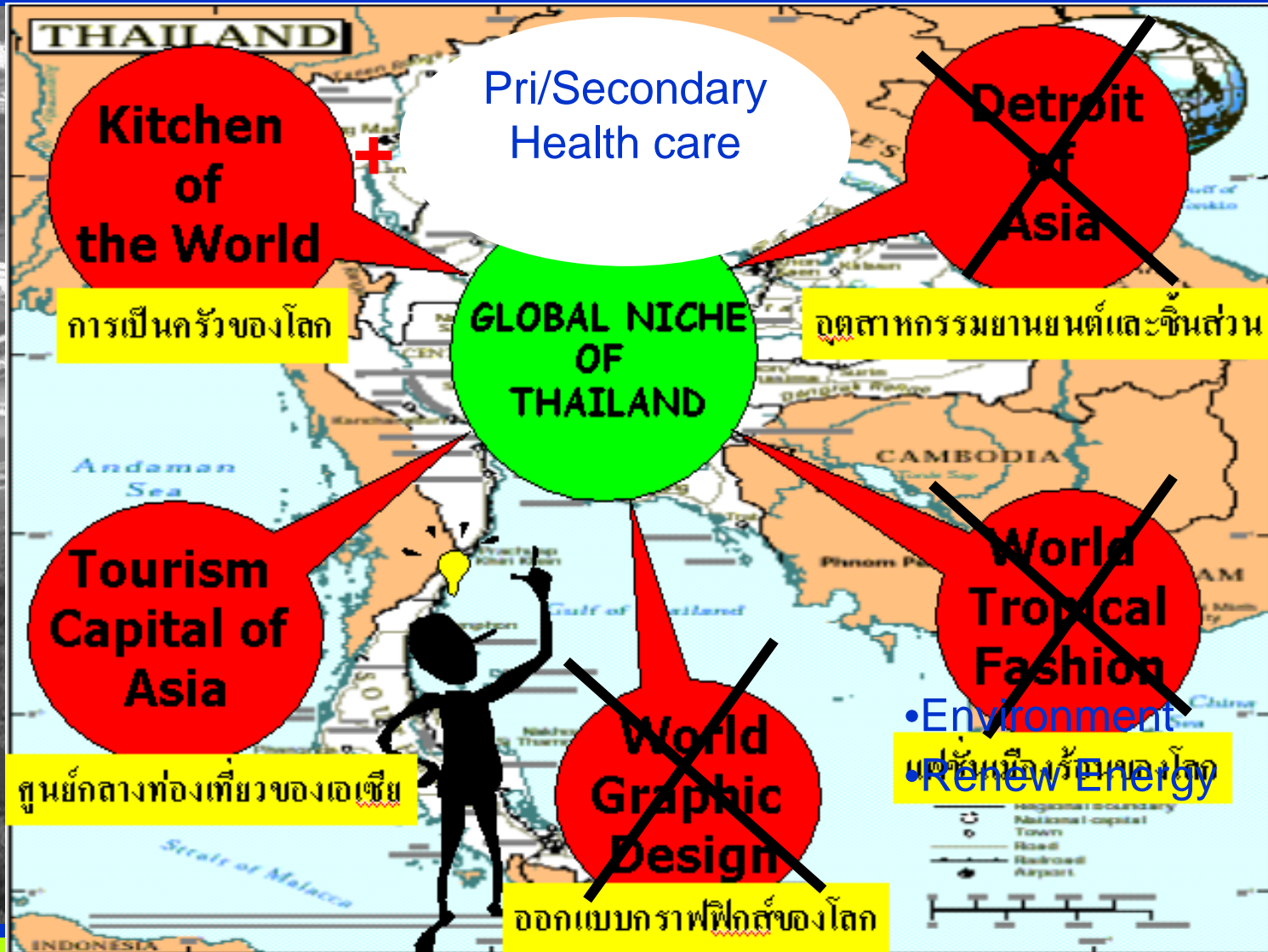
Future demand of Competitiveness



Global Niche of Thailand (Y2002)

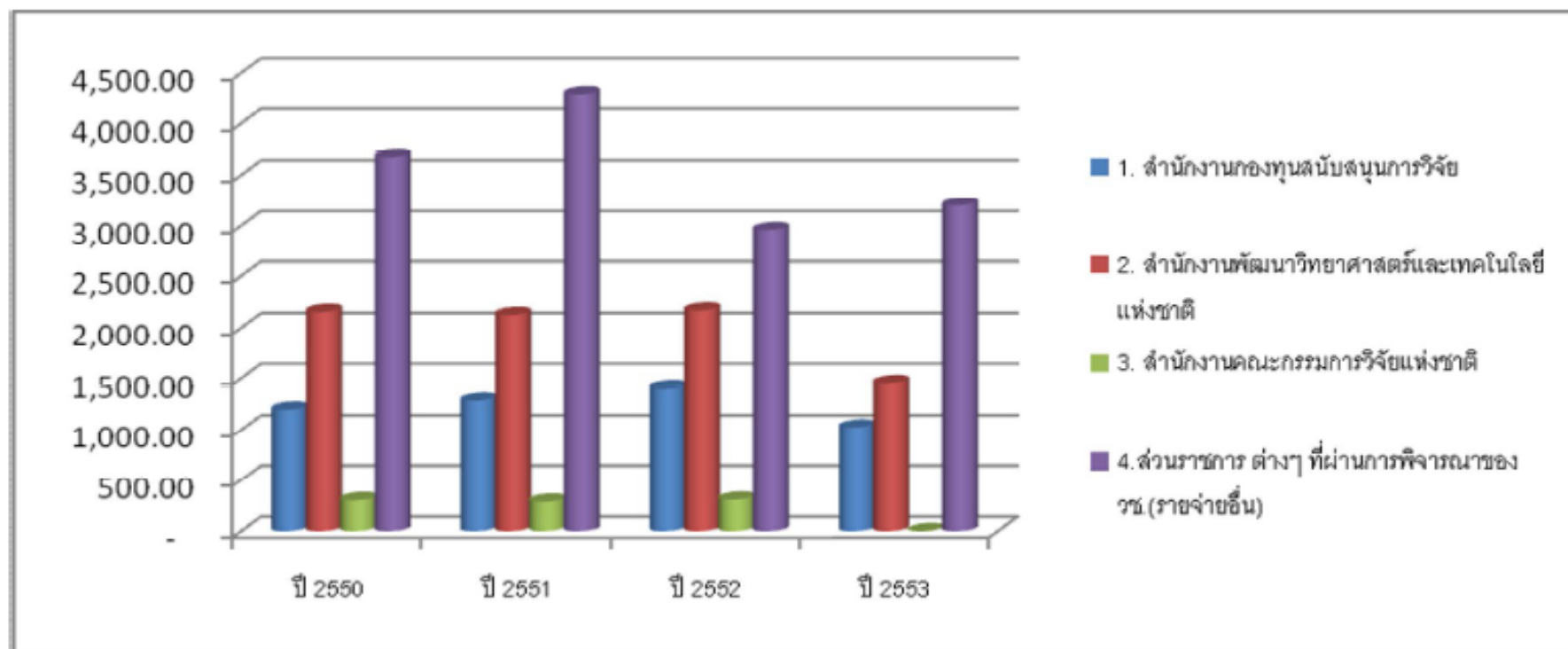


Thai Opportunity / Potential (Geo-geographical & Social)



Mission Thailand research

The research direction should be according of country development policy and NRCT have to do the strategic / and monitoring as well as the good research value + good impact value / GDP of the country



ภาพที่ 1 กราฟแสดงการจัดสรรงบประมาณการวิจัยของประเทศ ประจำปี 2550 – 2553

Research Development Enhancement

University Research Funding :

if you will go in Research University
=> THB 80,000 / academics staff / year

HOW TO DO ???????

- 1) Research funding agency such as NRCT, NSTDA, TRF..
- 2) Government support (under MUA)
- 3) Students fee income

Look in academics staff income :

Staff : Associate/ Prof. C9-C11 about THB 40,000 – 60,000 / months

How next to do ????? and how many year become ?

Research Development Enhancement

Academics staff direction :

if the budget research in => IP and next how to do ???

Naresuan University model :

- 1) Science / Industry Park of University (Phichit Industrial Estate)**
- 2) Building up the share holder in between University + Private Partnership (UPP)**

New direction : We can not take the student fee any more



12 2 2009



University –industry Cooperation



**Science & Industry Park
15 min. from University
(Direction to Bangkok)**



12 2 2009

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How to become Professor University

Thailand model :

Study of Bachelor => Master => Doctoral => Prof.

EU (German) Model :

**Study of Bachelor => Master => Doctoral =>
Go to work in industry 7-10 Years => Prof. (you have
More and more industry experience)**

NARESRIAN UNIVERSITY

Thailand industrial growth

- Aero space manufacturer
- Eco-Car Manufacturer
- Food safety
- Software (No good english / diff. in INDIA)
Microsoft direct to Vietnam
- Renewable energy (Bio-Energy / ...in Electric

NARESUAN UNIVERSITY

Innovation and Future Trend



Mobility



Fuel Cell Car



Help People



US\$ 2,500



Stem Cell



EU Public University research development

Hannover University

Muchen University

Berlin University

Kassel University as well as
In UK, USA, JAPAN

NARESILIAN UNIVERSITY

EU Private sector research development

Rexroth
Bosch Group

SCHOTT
glass made of ideas



Sheer
Driving Pleasure

KUKA



Das Auto.

SIEMENS

NARSIAN UNIVERSITY

Next EU- Thailand people Life



More Relax



Work hard



NARESUAN UNIVERSITY



**Thank you
for
your Attention !**

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