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PDC Award in Bangkok

Another Award Ceremony by European International University - Paris (Official) conducted on 27 November 2021 in Bangkok presenting EIU's unique & most coveted professional award, the Professional Doctoral Certificate (PDC).

The Professional Doctoral Certification Ceremony was attended by Business leaders & professionals in their respective fields who have now graduated with great honour.



PDC Awardees:

Asst. Prof. Dr. Yupa Saruno

P.D.C. in Financial Accounting

Dr. Bhakamin Sweatpattanayotin

P.D.C. in Financial Accounting

Dr. Robert Martin Machulik

P.G.D. in Real State Management

Dr. Wimol Suthamrit

P.G.D. in Real State Management

Dr. Charuwan Tongkum

P.D.C. in Business Administration

Dr. Joao Jose Ip lau Tchun

P.D.C. in Business Administration

Dr. Choangravee Karnasut

P.D.C. in Political Science

Dr. Dacho Sapsin

P.D.C. in Social Work

Dr. Kittisak Bunkoed

P.D.C. in Community Resource and Development

Dr. Rdanat Worransaphanita

P.D.C. in Business Administration.

Dr. Salakruethai Poonakhok

P.D.C. in Religious Studies

Dr. Khanit Srimuang

P.D.C. in Applied Management

Dr. Nopnarist Apiwongsavanich

P.D.C. in Social Work

Dr. Pannipat Taithongchai

P.D.C. in Social Work

Dr. Sorawan Phansomboon

P.D.C. in Business Administration

Dr. Rassamee Ruxbuncha

P.D.C. in Business Management

Dr. Woradul Chanyaman

P.D.C. in Corporate Law

Dr. Surin Laopattarakasem

P.D.C. in Social Work

Dr. John I Sachtouras

P.D.C. in Business Administration

Dr. Steven William Martin

P.D.C. in Sales & Marketing

Dr. Setthapongsin Natchattayar

P.D.C. in Management

Dr. Monthira Kitchadussadee

P.D.C. in Business Development Marketing

Dr. Anan Ramphan

P.D.C. in Tourism Management

Dr. Pornlapat Nararatwanchai

P.D.C. in Special Education

Dr. Thanitcha Kangkasuwanno

P.D.C. in Business Administration

Dr. Sm1 Prasit Buathong

P.D.C. in Marketing

Dr. Panukorn Parisutee

P.D.C. in Health Care Management

**Dr. Phrapalad Audomsak Satthatiko
(Bunphithak)**

P.D.C. in Religious Studies

Dr. Nichapa Singnarong

P.D.C. in Community Resource & Development

Dr. Ekkrit Narairaksa

P.D.C. in Community Resource & Development

Dr. Chanathat Boonrattanaakittibhumi

P.D.C. in Management

**Assistant Professorship Dr. Somkid
Chiewpanyathong**

P.D.C. in Public Administration

Dr. Supanut Donchan

P.D.C. in Self-Improvement

Student Testimonial

Meet Dr. Daniel Chew Chee San - When the learning continuum encounters a force for good.

"All we are doing is looking at the time line, from the moment the customer gives us an order to the point when we collect the cash. And we are reducing the time line by reducing the non-value adding wastes." ~Taiichi Ohno, father of the Toyota Production System (TPS). But to hear Daniel say it as logistics management is simplifying the behaviour of an organisation & becoming more efficient & excelling in delivery to customer.

After gaining wealth of experience in logistics, operations, manufacturing & strategy development queezing a bachelor's in mechanical engineering and few double master's in industrial engineering, hrm, psychology Dr Daniel CS Chew who was born in Singapore and is currently a Senior Professional & consultant started a joint doctoral in logistics & supply chain management at European International University-Paris this fall. There he hopes to marry his expertise in material logistics, supply chain management and his love for teaching. He currently runs a consulting & corporate training organization sharing the treasure of his career experiences enabling corporations learn and grow

Daniel has no doubt in his heart that teaching is his Calling. After his Bachelor's Degree, he started out in manufacturing for 7 years and then moved into Logistics for about 14 years, cumulatively. He thoroughly enjoyed solving the logistics operational problems

using his knowledge from Engineering, Manufacturing and Statistics. After 22 years in the industry, he decided to move to his origin love – Teaching. What better discipline, then Logistics and Supply Chain itself as he already had the necessary experience. He became a full-time academic lecturer for 3 years and now, he is an Adjunct Lecturer with more than 8 private and public institutions in Singapore.

Daniel is currently on his 14th year of teaching as a full-time occupation. The highlight of these years was when he published the Book, "Land Transport: A Practitioner's Guide" in 2013. This book is found in mainstream Polytechnics and Universities in Singapore and still being used today as a reference material for students' academic work. To teach well, he knows that he also has to learn well. Hence, he has adopted a life-long resolution to upgrade his academic qualifications once every seven years. Eventually, he attained 4 Master Degrees over a 28-year period.

Dr. Daniel's motto in Life is:

1. To honour those who came before us;
2. To invest in those who come after us and
3. To serve those who are amongst us.

The first is fulfilled through Life-long learning by "standing on the shoulders of academic Giants" from previous generations, who have so generously left us with a vast array of knowledge. The second is fulfilled through the combination of my academic knowledge with experience to invest in building up the future generation. The last is fulfilled through the devotion of my time to serve this current generation – through teaching.



Dr Daniel stated "My last Master Degree in Education was completed in 2014. Therefore, it would be timely for me to undertake another qualification in 2021."



A Doctorate's Degree is the next higher level of academic achievement and would benefit me with much wider opportunities to reach out to more learners. The recognition of a Doctorate qualification –particularly in Logistics and Supply Chain – is very valuable in the booming economies of South EastAsia. He accepts that it would open avenues for him to teach in other South-East Asian countries like Malaysia, Thailand and Vietnam.

“ Daniel has long applied science for good. In his words “Teaching forces him to learn more and become a master in that field because students will come at you with every sort of question.” Its like a power tool as when he teaches others to use things in real life, he’s enabling them to contribute to the act of discovery.

“Doing research at a younger age taught him a lot of skill & being resourceful learning how to culture cells or to do public speaking and be able to pitch an idea to someone.” Scientific communication and writing takes you so far. A lot of people might not understand the hard-core, in-depth science, but if you communicate ideas and inspire people, they’ll see what you see.

My career objectives are :

1. To develop a combined high-level knowledge in Logistics, Human Resource and Education.
2. To invest in the next generation through education, teaching and training of future leaders.
3. To write a second book (and a third and more) to share my experiences and leave a legacy for the future.



“A Doctorate's Degree would get me closer to achieving my motto.”

Dr. Daniel

Student Testimonial

Its the technology that is transforming you !

Meet one of our new Doctorate graduate Dr. Ekaphol Ekchamnong who has recently completed his thesis on "Investigating Factor influencing Real Estate Firm Survival in the Digital Transformation Era" & thus successfully completed his challenging Doctoral degree from European International University-Paris achieving one of the most coveted Grand & Global level Professional achievements

Here is what Dr Ekchamnong has to say: I completed my EIU-Paris DBA in 2021 through the AEM learning Platform, my thesis Investigating Factor influencing Real Estate Firm Survival in the Digital Transformation Era. The programme emphasis rigorous research and searching for new knowledge. The mentors had been always on my side with timely response to my queries and were supportive and well experienced. I made great friends and colleagues who shared similar ideas and thoughts.

“ It has been a perfect experience during my two years of DBA programme with the AEM learning platform to complete my EIU's DBA programme

“The Learning in completing the Doctorate in Business Administration thesis at EIU - PARIS has helped transform my career”

Dr. Ekaphol Ekchamnong DBA EIU 2021
Managing Director, EE Design Studio, Bangkok



Student Testimonial

I've lived one life already; I've lived one dream. And now I'm here to realize another.

Meet Dr. Silva Kumar, General Manager, Service & Eng Systems, AP GFFP wrapping up his Professional Doctoral Certificate Award in Corporate Social Responsibility (CSR) – EIU-Paris. Dr. Kumar who has many esteemed qualifications in his career has always been ascending in the corporate world because of a single mindset in his approach in business

which is his great focus and emphasis on social responsibility as a corporate.

Dr. Kumar having handled, managed, coached and influenced various projects and positions in his career lifetime has a simple approach when it comes to an overall running of a corporation.

“I want to know why things are the way they are, and how we can steer humanity in the right direction,” In a senior position, I'll need to understand the history the organisation I am serving along with its employee morale's. This will govern my approach towards where we want to reach as a company”



Dr. Silva Kumar had meetings with the director of EIU-Paris Dr Edward Roy Krishnan and the Dean of business school Professor Dr. Joel Farnworth and was overwhelmed to discover the similar thought of the University leaders on their approach to CSR. Professor Joel added that Businesses that practice corporate social responsibility aim to improve communities, the economy or the environment. In today's socially conscious environment, employees and customers place a premium on working for and spending their money with businesses that prioritize CSR & one of the examples was Kumar's approach in his organisation.

With his conversations regarding the topic Dr. Silva thought & decided to take the next step in advancement of his already extensive career by applying to the EIU's Professional doctorate which obviously has certain strict entrance and criteria's to be met and has stringent application process based on managerial/leadership experiences, research skills, existing publications and reference portfolios.



Having met all the University criteria, It was most importantly a passion in helping others that drove him to qualify for the Honorary doctorate in CSR and Social Services. With the completion of the rigorous application and checks Dr. Kumar was awarded the doctorate.

Honestly it has meant a lot to me and I only wished my dad was around to see this. I used my applications knowledge from my 25 years work experience in food processing along with major write ups in applications for 3 books on food processing industry. I dedicate this to continuous education and wanting to learn and push excellence along with the mentors at EIU-Paris . Dr. Kumar Stated

"What people think about your company is critical to its success," Kumar told Tina Yang Senior writer at EIU-Paris. "By shaping a positive image that you trust in, you can make a name for your company as being socially conscious & responsible."

"What people think about your company is critical to its success," My passion in corporate CSR drove me to qualify for Doctorate at EIU-Paris

Dr. Silva Kumar PDC- EIU202
General Manager, Provisur Technologies Inc



The Power of Words: Feeding your Brain the Right Thing

By : Prof. Dr. Edward Roy Krishnan

I woke up yesterday morning, surprised and awestruck because I dreamed of a debate that was taking place in the 'malay' language – and one of the debaters shared the following quote to support her position:

what is said is more important than how it is said

It came as a shock because you usually dream of things that has happened to you in the past (during the day, previous week, or month) – but this was something altogether new. I had never heard this quote anywhere from anyone ever before... and the best part is, it was said in the 'malay' language!

Anyway, instead of trying to figure out if this was some kind of a vision or simply a dream, I decided just learn the lesson that was given to me.

Neurolinguistic Programming (NLP) followers and positive thinking authors and speakers have all understood and passionately advocate the power of using the right word to condition the mind to harness positive results for one's life. The brain functions on the instructions we give to it. And these instructions are given in the form of words. Words enter into the brain at both conscious and subconscious levels – and are processed, organized, and retained for future reference and use.

Whether or not I am generally positive, hopeful, and happy depends largely on the kinds of words I feed my brain, from the time I was born (fed by my parents, siblings, etc.) until I come to feed my brain by myself (school age – starts when I am able to reason). Words have inherent power in them. This is so because words are the very tool we use to think with. When the words that pre-occupy my mind are nasty, hurtful, and hateful – my brain starts thinking low about itself – and the rest is history – my emotion would be characterized by pain, trauma, agony – and my behavior would be characterized by disorder, guilt, and instability.



You take any successful person in this world; truly successful... if you have to ask him one thing that has brought about his success, he would say – without any doubt – that it is the kind of words he has fed into his brain, ever since he was a child. That explains why some very poor kids turn out to be very rich; that also explains why when the society gives up on someone, that someone can still rise up above the expectation of the norm, and be a great personality despite all odds – because he has harnessed the one free gift available for all, at no cost whatsoever – the gift of feeding our brains with only good words – words that would build, develop, and make us who



Positive words – constructive words – happy words – these do not cost a thing... but feeding my brain with these kind of words might make a world of difference – between a happy fulfilling life and a miserable guilt-ridden life.



Get into 'the zone'

By : Prof. Dr. Edward Roy Krishnan

“Establishing the proper ambiance in classrooms and schools can lead to greater creativity.”

Creativity flourishes in a non-threatening environment that is characterised by high levels of positive emotional experiences and responses. But happiness is not the only ingredient to consider when we think about redesigning schools to cater to the needs of a new, more challenging future, where fluidity in thinking and learning define success.

Creativity is closely connected to another key concept known as “flow” – a state of being that gives birth to vivid creative thoughts and super-human actions, as set out by Mihaly Csikszentmihalyi, a Hungarian

Bliss and creativity

Top athletes like Michael Jordan, a former NBA champion, refer to this optimal state of bliss that contributes to maximum achievement as being in “the zone”. Jordan once described the moment when he made a championship-winning last-second shot.

Jordan said that as soon as the ball touched his hands everything switched to slow motion, all the narrow alleys to the basket opened as wide as a street, he began to soar into the air and the basket became enlarged in size, so much so that he knew he couldn't miss. There was no room in his awareness for conflicts or contradictions. He had full concentration on the task. He was in “the zone”.

psychologist who literally wrote the book on the topic, which is titled Finding Flow.

When one operates in the state of “flow”, one is highly motivated, focused and totally immersed in the task at hand. Total preoccupation with the task makes all other daily routines and activities unimportant. Because of this focused motivation and highly dedicated execution of a series of deliberate, purposeful actions, the quality of products (in the form of ideas and/or actual creation of something) reflects originality, invariably surpassing the ordinary.

Average people often get into “the zone” or feel “the flow” while performing music, playing cards, creating an object, formulating an idea, studying, or during an exam. Sometimes musicians and artists call this experience “aesthetic rapture”, while pious religious figures call it “ecstasy”. Many names. Same feeling.

Achieving this maximum state of comprehension and creativity can also occur when learning. Not surprisingly, being in “the zone” almost always occurs while the person is happy.



Doing it differently

One problem is that schools don't often get it right. The focus by schools on providing happiness to students is hedonistic in nature. Educators often hold the view that fun events and activities are sufficient to provide students with positive feelings and energy. Sadly, this kind of happiness is short-lived. Once the event is over or if the event is repeated over and over again, it loses its influence to aid students in getting into "the zone".

Schools need to look and act beyond external factors to make students happy. Indeed, says Csikszentmihalyi, one can be

merely happy being in the sunshine, which is an external factor, but the happiness that follows from "flow" or that occurs when one is in "the zone" is of his or her own internal making, and that the growth during "flow" or while being in "the zone" leads to increased mental complexity and consciousness.

Educators need to acknowledge that true happiness (or the higher level of happiness) that leads to genuine creativity comes from within an individual – particularly when a student feels capable of and competent in doing something worthwhile.

Enemies of 'the zone'

Unfortunately, there are hurdles to experiencing "flow" or being in "the zone" in the school system. The state of "flow" requires that one is not bound by time and space. In this sense, the nagging bell that announces the beginning and end of classes and the one-classroom-fits-all set-up are the enemies of ever getting into "the zone". Consequently, students frequently feel unhappy, and their overall creative abilities are diminished.

Another reason for this impediment is regimentation: students go from maths class to science to English without being able to switch back and forth across subjects. While efficient, this is harmful to creative learning and the development of higher-order thinking. Creativity requires an opportunity to be able to look at a number of possible views and scenarios from different angles, before a tenable solution is conceptualized.

Drastic measures needed



It is clearly evident that it is easier to claim to teach creativity than to actually teach it. Schools and educators who are serious about teaching creativity need to reassess their traditional practices – they may need to do away with alarm bells between classes and confining learning within the four walls of the classroom.

They may need to actively engage in cross-curricular instruction and allow students the liberty and opportunity to regularly experience the state of "flow" in an unstructured, resource-full and supportive learning space. Only then will the clarity of a true champion emerge on the playing fields of life.





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