

## **2-month incentive course with winter-programme of Kyoto University**

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### **(a) Academic outcomes**

I'm excited with every class in Kyoto University. Everything is new for me. The course that I took in this programme was very interesting, and especially, I was most interested in Environmental Management. The subject provided us a concept of sustainable development via real case studies which meant the concept could be adopted in real business in the real world, not only on paper. Based on my professional skills on brand management, environmental management had not been given much focus in Thai companies as well. They focused on profit and reputation based only from their products and services. For me, I'm interested in this field, and I want to continue in my other master's degree or Ph.D. in the future as well.

### **(b) Experiences in Kyoto University**

This is my second time to study in Kyoto University; last time it was too short compared to this time. This time I could think more seriously and focus on the academic matters. The reputation of the university is well and always is one of the best university in the world. In the class, discussion is the main thing that we learn. Professors tried to push us to speak out our ideas and that is great thing, I feel.

### **(c) The content of the program**

According to what I mentioned above about Environmental Management. In the class we were required to read a lot of research papers, and we read case studies that came from around the world. For me, this content made my eyes open and gave me some ideas to develop my own business with the concept of sustainability. On the other hand, we discussed a lot on nuclear energy; is it really sustainable or not? I have never thought about the problem of energy that we are facing in Japan and also in Thailand. And also I think we need to find alternative energy than using nuclear power. I visited nuclear power plant. My impressions was "Wow." They made the characteristic of the power friendlier and gave me some ideas of sustainability as well. The system and facilities that we saw seemed very safe.

### **(d) The impact of the program on career plans**

Sustainable development will be one of the topics that I will share and present my ideas to my clients for sure. At Y&R, I have handled clients such as Ichitan – RTD green tea market leader in Thailand, Dtac or Telenor telecommunications, and Tipco juice company. I will try to summarize and adopt some ideas to all of them. One thing I love of Japanese style is they try hard and are serious on everything. I want to adopt these to my team as well. "Focus on the real problem, find-out the cause, analyse and find the scenario for the solution."

Furthermore, the experience at Kyoto University is the very best one in my life. I think I cannot find this from others. The programme and university always supported me to see the world in the other side only on business. Macro picture of the economy or the environment always impact the society and people as well. I thought that kind of information was far from me but at present I have realised that it was not true. All are close to me and I have to be concerned about it; not only government's part but also my responsibility as well.