

KNOWLEDGE EXTRACT AND DISSEMINATION

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Seminar-Training Topic / หัวข้อการสัมมนา-การฝึกอบรม:

9th Thailand International College Consortium (TICC): « Global Transformational Leadership through Sustainable Development Goals (SDGs) »

Date / วันที่: 24-25 July 2025, Royal Orchid Sheraton, Bangkok, Thailand

Content Summary / สรุปเนื้อหา

1. Keynote Speech Section (Sustainable Creativity in the Age of AI):

"The keynote speaker emphasized the urgent need to foster innovation through collaboration. While AI technology rapidly advances, its potential to drive sustainable development across all sectors is immense. There is a call for leaders and experts to explore how Thailand can leverage AI to address environmental challenges, promote social equity, and ensure responsible economic growth. The discussion covers both the opportunities and complexities of integrating AI into sustainability strategies, aiming to provide attendees with actionable insights and collaboratively shape a vision for a resilient and technologically advanced Thailand. AI for sustainability is becoming a crucial factor for efficient, effective, and environmentally responsible operations. Furthermore, it can support climate action and ESG (Environmental, Social, and Governance) goals. The speaker showcased their design work during the lecture as part of a joint campaign to define Thailand's future direction, serving as a starting point for driving national-level strategies."

2. Pragmatic Analysis Section (Gricean Maxims):

"Grice's Cooperative Principle (Gricean Maxims) is a theory proposed by philosopher H. Paul Grice to explain how people communicate effectively and understand each other. These maxims are guidelines speakers should follow to ensure smooth and goal-oriented communication.

Grice's Four Key Maxims:

1. Maxim of Quantity: Provide sufficient information—neither too much nor too little.
2. Maxim of Quality: Speak truthfully with supporting evidence; avoid false or unverified statements.
3. Maxim of Relevance: Speak about matters relevant to the ongoing discussion.
4. Maxim of Manner: Speak clearly, avoid ambiguity, and organize thoughts logically and concisely."

3. Semantic Development of Chinese Characters Section:

"Chinese characters are the writing system used for the Chinese language. Each character (汉字, Hànzì) typically carries its own meaning, and many originated from pictorial representations of concepts.

Writing System: Chinese characters are logograms where each symbol represents a word or phrase. Many characters evolved from pictographs depicting their meanings—e.g., an image of the sun might become the character for "day" or "sun." Though pictographic in origin, their forms have transformed and stylized over time.

Examples:

- The character for "mountain" (山) resembles the shape of a mountain.
- The character for "sun" (日) resembles the sun with rays.

Summary: Chinese characters are a writing system historically linked to pictorial forms but have evolved stylistically. Understanding their pictographic origins aids in comprehending their meanings and development.

Professional Application / การประยุกต์ใช้ในการทำงาน

- This conference provided insights into AI applications beyond linguistics, such as architectural design, broadening perspectives on AI's versatility."

Critical Feedback on Conference Presentations:

The presentation of research results in the field of linguistics at this international conference offers nothing new; it consists of basic knowledge presentations. Some research works seem not to adhere to research principles very well. For example, the data collection uses an excessively small number of respondents, which has a significant impact on the research results. The presentation of research works contains far too much information on the slides, making them

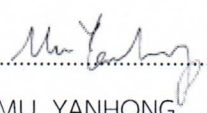
boring and uninteresting. Only truly necessary and important information should be included.

These points will be conveyed to me that as a researcher, I need to collect real data from actual sample groups for writing the final projects and present the research results in a format similar to that used in academic conferences.

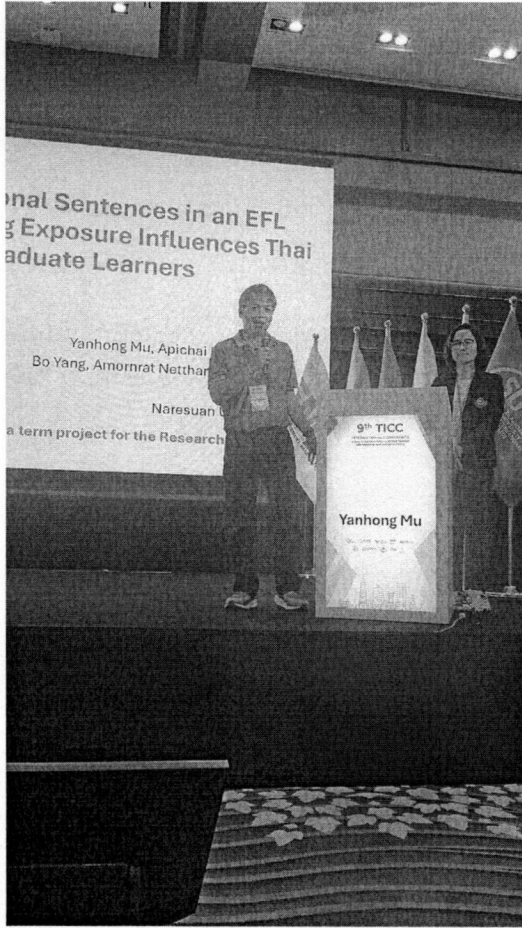
I would like to disseminate the knowledge gained from this seminar / training via the following channels:

ข้าพเจ้าประสงค์จะเผยแพร่ความรู้จากการสัมมนา/ฝึกอบรมครั้งนี้ด้วยวิธีการต่อไปนี้ :

- ☒ NUIC website / เว็บไซต์วิทยาลัยนานาชาติ
- ☒ NUIC Public Relations Board / บอร์ดประชาสัมพันธ์ในวิทยาลัยนานาชาติ
- ☒ NUIC Newsletter / จดหมายข่าววิทยาลัยนานาชาติ

Sign/ลงชื่อ 

.....MU, YANHONG.....



LEARNING: THINK DIFFERENT



• MATAS LESSONS

- HAD EVERYTHING THEY NEEDED TO BE A SUCCESS
 - BRANDS, SUPPLIERS, MARKET AWARENESS, PHYSICAL ASSETS...
- DIGITAL WAS A MATTER OF FOCUS
- ORGANIZATIONS OFTEN PREVENTS CHANGE
- ASSETS INVESTED WELL ARE MOST PRODUCTIVE
- CULTURE (COMPLIMENT V. COMPLETE)
- BOUGHT TECH COMPANIES
- SENT CFO TO TECH COMPANIES TO CHANGE INVESTMENT PHILOSOPHY
- CREATED A "BOOGY MAN"

NEW CEO (MATAS)

• NEW CEO

- DIGITAL HEADCOUNT INCREASED 10X
- OFFLINE HEADCOUNT STABLE
- VIEW OF ASSETS (BRANDS, SUPPLIER RELATIONS, AWARENESS, PHYSICAL STORES COMPLIMENT,)
- PROBLEM ORGANIZATIONAL RESISTANCE
- 50% + GROWTH QUARTERLY FOR 7 STRAIGHT QUARTERS
- TODAY 46% OF SALES ONLINE
- STOCK PRICE RECOVERED

HOSPITALITY: SIMPLE F&B DELIVERY AND APS?

- 2019 GROWING- BUT LARGE % OF NON-USERS

CRISIS- COVID

- TRANSFORMATION --SPED UP
 - SMALLER HOUSEHOLDS (LESS COOKING FOR 1)
 - DINE OUT LESS APPEALING
 - MORE SINGLES
 - SOCIAL DISTANCE
 - CONVENIENCE (HOUSEHOLD VARIETY)

nscriptions depict a
ie that exists in reality.

"Zhu" is composed of a pig and one foot, presenting a dynamic scene of a person chasing a running pig, vividly conveying the meaning of "pursuit and chasing".

te of Oracle Bone Inscriptions on the semantics of Chinese character

one. Inscriptions laid the semantic foundation of Chinese characters
semantic stability of Chinese core

Inscriptions recorded core social life at that time, covering basic fields such as natural animals and plants, human body and social activities, time and space. These core vocabulary were recorded in Oracle Bone Inscriptions and played a stabilizing role in subsequent writing, providing the most fundamental continuation and development of the semantic system.



