

## Registration

**FREE**

### Reservation

Please send your completed registration form to Ms. Sasima Leelatanon, by 5pm 27th July. You will receive a confirmation.

### Contact details

Ms. Sasima Leelatanon, MES&D Secretary.

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Phone: 02 913 2500 Ext 2915

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### Registration form

Please PRINT clearly, or send all information by email.

Full name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Job title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please tick any of the following if you are a member:

ASME , IMechE , JSME , SPET , TSME .

KMUTNB , TGGS , Staff , Student .

## Presentation overview

In this research seminar, Dr Brian Hunt and Dr Thanaphol Virasa will present their on-going research into entrepreneurship in Thailand.

In their empirical research the presenters have identified entrepreneurs whose entrepreneurial efforts are radically different from those of their parents' generation.

In the scope and direction of their enterprises, these 'Generation Y' entrepreneurs represent a new phenomenon. Their ambitions and propensity to use technologies set them apart from the previous generation of entrepreneurs.

In this presentation the speakers will outline the background of Generation Y entrepreneurs. They will describe and discuss several case studies of Generation Y entrepreneurs in Thailand. They will present a framework for analysing this emerging type of entrepreneur.

In concluding, questions and comments will be invited from the audience.

## Program schedule

09:15-09:45 Registration.

09:45-10:00 Welcome introduction.

10:00-10:45 Main presentation.

10:45-11:15 Q&A session.

11:15-11:45 Open discussion on research & entrepreneurship.

11:45 Closure.

## Presentation materials

Presentation slides will be given to participants at the event. Copyright ownership is retained by the presentation authors and/or the authors' institution or funding body.

Materials and presentation language will be English.

## Mechanical Engineering Simulation & Design



The Sirindhorn International  
**TGGS**

Thai-German  
Graduate School  
of Engineering

Industry-Oriented Graduate Education and Research in Thailand based on the RWTH Aachen Model



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## A New Generation of Entrepreneurs in Thailand:

## Technology-Driven Entrepreneurs and their Enterprises

An International Professional Engineering CPD lecture series  
organised by MES&D, TGGS.

**30th July 2009**

The Sirindhorn International Thai-German  
Graduate School of Engineering  
TGGS Building  
King Mongkut's University of Technology  
North Bangkok

# A New Generation of Entrepreneurs in Thailand: Technology-Driven Entrepreneurs & their Enterprises

An International Professional Engineering CPD lecture series organised by MES&D, TGGS.

**Speakers** *both speakers are Faculty Staff at the College of Management Mahidol University.*

Dr Brian Hunt

Brian holds an MBA from the University of Bath UK and a Ph.D. from the University of Technology Sydney (UTS).

Along with other CMMU colleagues Brian and Thanaphol worked on the Global Entrepreneurship Monitor (GEM) project. Brian and Thanaphol continue to write papers in the field of entrepreneurship. Brian has published academic articles on strategic change management, learning in organizations, public administration, and design ergonomics.



Dr Thanaphol Virasa

Thanaphol graduated in Economics from Thammasat University, and earned a M.Sc. in Industrial Engineering and Management, and received his Ph.D. in Management of Technology from the Asian Institute of Technology (AIT). He managed the GEM research project in 2005, 2006 and 2007.

Thanaphol has published research in the fields of management of technological innovation in organizational strategy and organizational capability development, entrepreneurship and innovation management, public policy on research and technology management, and innovation systems.



## Venue

The Sirindhorn International Thai-German Graduate School of Engineering, TGGS Building,  
King Mongkut's University of Technology North Bangkok.

Maps:

<http://www.tggs.rwth-aachen.de/en/contact/location/>

<http://www.kmutnb.ac.th/thai/about/mapbkk.php>

University location on Google maps, search for "kmutnb".

Nearest MRT stop is Bang-Sue.



**Global Entrepreneurship Monitor**

## Acknowledgment

The presenters would like to acknowledge project support from the College of Management Mahidol University (CMMU) and from the Office of Small Enterprise Promotion (OSMEP).



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