

MSc Business Analytics and Digital Transformation

LEADER Program Marks Successful Debut in Thailand in Collaboration with Ivey Business School



Entrepreneurship Center recently concluded a groundbreaking two-week intensive entrepreneur education program in collaboration with Canada's prestigious Ivey Business School. The inaugural LEADER Program, held from May 19–30, 2025, at AIT's Creator Space, brought together 30 participants from nine countries to experience Ivey's renowned case-based learning methodology. This international mix created a vibrant learning environment that enriched discussions with varied cultural and professional perspectives.

Led and supported by the team of fellow Ivey students, the program delivered a comprehensive curriculum covering marketing, finance, and strategic business topics. A distinctive feature included daily one-on-one coaching sessions, providing personalized guidance to each participant.

Contributor: Atiqur Rahman (Nirjhor). Nirjhor is a second-year student in BADT program (January 2024 intake). Feel free to connect with him at st124771@ait.asia if you'd like to get more information about the program.

A highlight of the program was participants' attendance at the Government of Canada's Trade Mission to Thailand plenary session, offering valuable networking opportunities and insights into Canada-Thailand trade partnerships. The program also featured an expert panel discussion titled "Thailand Rising," moderated by Dr. Lakeesha Ransom and featuring distinguished industry leaders sharing perspectives on business opportunities in Thailand.

The intensive program culminated in a dynamic pitch competition where nine teams presented innovative business solutions.

The winning teams are:

- Team Agristeam led by Keao
- Team Expardec led by Andrea
- Team Renexus led by Nirjhor

Each participant received a comprehensive business startup kit and Certificate of Achievement upon completion.

Professor Dieter Trau, Director of AIT Entrepreneurship Center, expressed satisfaction with the program's success, stating it marks "We are glad to have completed the prestigious LEADER program with Ivey Business School of Western University of Canada here at our AIT campus in Thailand. With 30 happy graduates, this marks an excellent beginning to what promises to be an ongoing collaboration between our institutions."

The LEADER Program, established in 1991, continues its legacy of empowering business leaders through Ivey Business School's proven case-based teaching methodology.

Unlocking Potential: The GELP Workshop on the future of Work

Overview of the Workshop

On June 20, 2025, the Global Emerging Leaders Program (GELP) hosted a workshop titled “Unlock Your Potential – Preparing for the Future of Work through Work Integrated Learning” at the Column Tower, School of Management Building, Asian Institute of Technology, Bangkok, Thailand. The workshop aimed to equip participants with essential tools to build a clear personal brand and prepare for the evolving demands of the workforce through practical, work-integrated learning strategies.

Engaging Activities and Learning Tools

The workshop began with a unique exercise where participants introduced themselves using cultural greetings, fostering a sense of connection and recognition. Attendees were guided through a structured worksheet to develop their positioning statements by addressing key questions:

- Who they support
- What they do
- How they provide support
- Why they are motivated to do so

This process helped participants understand how to craft a cohesive and authentic personal brand.

Core Messages on Personal Branding

A central theme of the workshop was that a personal brand is reflected through one’s actions and presence. Recognizing and consciously developing this brand allows individuals to position themselves effectively within organizations, communities, and professional networks.

Participant Insights and Reflections

Participants reflected on their strengths and areas for growth. A key insight shared was the discovery of emotional intelligence as a significant strength—used to help others communicate their needs, provide the right resources, and boost confidence and productivity. Many also gained clarities on their personal purpose, with some expressing a desire to bring positivity into their environments and communities.

Strategic Self-Assessment: The Role of SWOT Analysis

The workshop encouraged deeper reflection through SWOT analysis, enabling participants to better understand how to leverage their natural strengths when positioning themselves for job opportunities or working within teams.

Workshop Impact and Future Directions

Overall, the GELP workshop emphasized the importance of actively shaping and projecting one’s personal brand—both in person and online. Participants left with a clearer understanding of how to align their core values, strengths, and purpose with future internships, employment, and networking opportunities. This professionally structured program offered valuable guidance for students and young professionals navigating their career paths with greater self-awareness and strategic focus. It also connected them with an esteemed community dedicated to supporting their future growth and success.



Contributor: Rawal Karim is a one-year student in BADT program (August 2024 intake). Feel free to connect with him at [st125435@ait.asia] if you'd like to get more information about the program.



Exploring New Frontiers in Digital Marketing and Consumer Behavior

"Digital marketing' could be called just 'marketing' very soon." – Mr. Carl Boutet

The two weekend classes of the Digital Marketing and Consumer Analytics course taught by Mr. Carl Boutet and Mr. Mlondi Mashinini were two energizing weekends. Before any weekend classes, a part of me is always dreading the long days ahead with exhausting full-day sessions. But instead, the weekends we spent with Mr. Carl and Mr. Mlondi felt more like interactive talk shows with real discussions, fresh ideas, and laughter leading to learning.

If I had to tell you about the course content in short, I would say that it was mostly about two main ideas; anticipation and differentiation. The sessions with Mr. Mlondi covered consumer analytics – how data is used to understand and predict consumer behavior – which was the anticipation portion. And the differentiation aspect was covered by Mr. Carl where he used emerging digital marketing tools and platforms that went beyond just social media and SEO.

Of course any course would be unfinished without the mention of AI and that holds true for this course as well. There were plenty of discussions held around AI and how it is transforming the landscape of marketing – from agentic AI and GEO over SEO, to the use of chatbots and generative engines. These discussions weren't just theory, it was thought provoking for many and inspiration for some. I left feeling genuinely excited to start applying what I'd learned to future projects in marketing and branding.

Contributor: Elizabeth Shrestha, January 2025 Intake



Agile: More Than a Method, It's a Mindset



Contributor: Ashwina Gorkhali, January 2025 intake

Agile. At first, it sounded like one of those corporate words people throw around in meetings. I honestly didn't know much about it before this course. But now? I see it everywhere, how we work, how we think, how we adapt. It is not just a framework it's a mindset. And yeah, it took a while to click.

The turning point for me was not a lecture it was the activities. All of them, from building with LEGO to those fast-paced workshops that somehow had us learning without even realizing it. There was this one workshop, especially, the group activity where we had to bring Agile principles to life. My team got Principle #4: "Business people and developers must work together daily throughout the project."

Sounds simple on paper, right? But it is not as simple as it sounds. We set up a restaurant scene to show what happens when communication breaks down... and when it works. And trust me, there were moments it didn't.

The last-minute changes, rushed decisions, limited time, it was chaotic. But in a good way. It forced us to stay focused, adapt quickly, and just... figure it out together. I think that's when I finally understood what Agile feels like. Not just what it means.

I've got to say, a lot of this came down to how the course was run. Ms. Stacey really knew how to keep things engaging. It never felt like we were just following instructions but more like discovering things through trial and error, and sometimes laughter. Honestly, I have never had so much fun being confused.

By the end, I realized Agile is not just about being perfect. It is about staying open to change, to feedback, to doing things differently even if they don't work the first time. It's messy. It's fast. And it's very human. This course didn't just teach me Agile. It gave me a way to think about change and actually be okay with it. It was a journey that I probably remember every time I'm in a group project that goes off-track.... which happens a lot.

MSc International Finance

The classes wrapped up strong this round for our finance courses. A great finish to a term filled with insights, numbers and next-level thinking!



Managing Risk with Mr. Chroong Kanjchanapoomi and Mr. Arinjoy Dhar



International Finance and ASEAN: Wealth Management to Infrastructure Finance with Dr. Seungho Shin

CONGRATULATIONS

to our July 2025 graduates:



Matthana 'Mat' Ploydsey



Chi 'Leo' Qun



Panharith 'Rith' Tep



Wimolmad 'Euay' Promson

MSc International Finance

EXCITING UPDATE!!

New courses will be offered from August 2025 onwards as part of the International Finance Program, designed to keep you ahead in a fast-changing world of finance.

BANK MANAGEMENT AND FINANCIAL INSTITUTIONS (AUGUST)

This course will provide an in-depth understanding of the management practices and operational principles of banks and other financial institutions (i.e. complexities of financial management in the banking sector, including asset and liability management, capital adequacy, risk management, and regulatory compliance). Through theoretical frameworks and real-world case studies, you will learn how financial institutions operate within the global economy and how they are impacted by economic policies and financial regulations.

CONTEMPORARY TOPICS IN FINANCE (JUNE)

Designed to explore the most recent developments and trends in the field of finance, including financial technology (fintech), sustainable finance, and global financial markets. The aim is to provide understanding of the cutting-edge issues and innovations that are shaping the future of finance. Through lectures, case studies, and guest speaker sessions, you will engage with topics such as digital currencies, crowdfunding, robo-advisors, and the impact of global economic events on financial markets

FUEL FOR THOUGHT

5 Reasons why you should study finance

<https://online.hbs.edu/blog/post/why-study-finance>

Does the tail of finance wag the dog of the real economy? Dynamic connectedness of the stock market and business confidence

Journal: International Review of Economics & Finance

Authors: Anthanasios Fomum Tita, Joseph J. French, Constantin Gurdgiev, Adefemi Obalade

MSc International Finance

Beyond the Classroom: A Bite into Thai Culture

By: Khun Aung Kyaw Htoo

27 June. The journey started at 7:30am, when we departed for Suan Dusit Home Bakery and SDU International Culinary School. The morning was lively, with students energetically chatting with one another. When we get there, it felt like we entered a different city, the place reflected an ancient traditional architecture and the modern face of Bangkok quietly faded into the background.

The Suan Dusit Home Bakery is located inside the university and it also serves as a social enterprise of the school. It was more compact compared to our AIT campus. Faculty members warmly welcomed us and shortly the program began with a briefing on the school and bakery's rich history, followed by the Q&A session. At that time, we were served a delightful spread of sandwiches, fresh juices, including the house signature 'Toffee Cake.' This was also followed by an engaging Tom Yum cooking demonstration, led by the school's resident chef. I found the cooking session especially interesting, as it was my first time attending a live demo on how to prepare traditional Tom Yum soup. We also enjoyed a delicious Thai lunch featuring Pad Thai and freshly made Tom Yum, served straight from the kitchen. Truly a flavorful experience!

As the visit came to a close, we went for a quick tour at the bakery and many of us picked up cakes, some as souvenirs, others as gifts for loved ones. It was late Friday afternoon and although the day had been long, the ride home was filled with lively conversations. New connections, delicious food, and a behind-the-scenes look at the iconic Toffee Cake, truly a short trip to remember.

This industry visit was organized by the SOM Student Ambassadors. It was a good experience for me and rest of the students to get up close with the brand's story, pick up real business know-how, enjoy delicious food, and witness industry practices firsthand.



STUDENT SPOTLIGHT

🎓 Student Spotlight: AIT Students from BADT and IF Programs Selected for Prestigious EuroMed 2025 Conference in Portugal 🇵🇹

We are proud to share that two research papers by AIT students from the Business Analytics and Digital Transformation (BADT) and International Finance (IF) programs have been accepted for presentation at the 18th Annual EuroMed Academy of Business Conference, to be held in Porto, Portugal from September 10–12, 2025.

This year's conference theme, "Exploring New Horizons in Business and Management," sets the stage for forward-thinking research from around the globe. Out of numerous submissions, two papers from our students were accepted:

1. Impact of Artificial Intelligence in Customer Relationship Management: A Systematic Literature Review

Win Win Soe, Thaw Tar; Endress, Tobias

Track: Digital Economy

2. Impact of Financial Knowledge, Financial Attitude, and Financial Behavior on Financial Literacy: Insights from Thai Society

Ploydsey, Matthana; Endress, Tobias

Track: Finance

Their research, conducted under the guidance of Dr. Tobias Endress, contributes to timely and impactful discussions on digital transformation and financial literacy in today's evolving economy.

We celebrate their achievement and wish them the best as they represent AIT on an international stage!

🔗 More about the conference: <https://emrbi2025.com/>



ThawTar Win Win Soe



Matthana Ploydsey

Next term preview:

- Registration for August 2025 term:
 - Starts – Monday, 11 August
 - Ends – Friday, 22 Aug
- Course Evaluation for August 2025 term:
 - Starts – Monday, 29 Sep
 - Ends – Friday, 10 Oct
- Final Grade Out
 - Tuesday, 14 October



If you'd like to be part of our next bulletin, we're welcoming contributions!

For BADT, please email Ms. Inah at inah@ait.asia.

and for IF, email Ms. Marianne at marianne@montecillo@ait.asia.

We look forward to your insights!