

STUDY ABROAD PARTNERSHIP COOPERATION REFERENCE

PRINCE OF SONGKLA UNIVERSITY & ASIA EXCHANGE



Name: Dr. Pornpisanu Promsivapallop

University: Prince of Songkla University (PSU)

What is your current position and educational background?

My current position is the Associate Dean for Research and International Affairs.

My educational background is:

- Ph.D. in Hospitality Management, The University of Surrey, U.K., 2009
- Master of Business in International Hotel Management, The University of Queensland, Australia, 2002 (*Dean's Honour Roll Award for Academic Excellence*)
- Bachelor's of Business, Monash University, Australia, 1999
- Diploma in Hospitality Management, Chisholm Institute of TAFE, Australia, 1999



Dr. Pornpisanu Promsivapallop

What is your personal history with Asia Exchange?

I am happy to have been working with Asia Exchange since 2010. My key role is being the course coordinator for our International Study Program. Since taking this position, I have been looking after the program and international students participating in it, making sure that their studies go well and that they have an enjoyable stay in Phuket during their semester abroad. I have worked closely with Mr. Harri Suominen and Mr. Tuomas Kauppinen to improve our program further in order to meet the changing needs of students and their home universities.

To which areas or countries is PSU focusing in its internationalization strategy?

PSU and our faculty are internationally recognized for excellence in teaching and research, especially in the areas of hospitality, tourism and business. Our comprehensive internationalization scheme encourages the entire organization to adopt an approach that embraces the development and integration of global perspectives in our programs and practices. Our commitment to internationalization enables our students to develop the knowledge, skills and attitudes of globally-minded future leaders.

Our focus countries have been mainly in Asia and Europe. In Asia we work with countries such as China, Japan, Indonesia and Malaysia, and in Europe with Germany, Switzerland, the U.K. and Finland, which is one of our closest partners in Europe. In addition, we are currently in the process of extending our network into the United States and France, among several other countries.

What is your opinion of the cooperation between Prince of Songkla University and Asia Exchange?

Asia Exchange is a very professional and friendly company. They are able to provide a fast and easy application process for the students, as well as excellent guidance on their studies and life in Phuket. Asia Exchange clearly understands the culture and education systems in Asia, in addition to genuinely and comprehensively understanding the needs of Western students and universities as well.

Asia Exchange has been helping us achieve our internationalization goal. We are pleased to see our partnership develop. Our cooperation and friendship has continuously strengthened since 2007, when we started to work with Asia Exchange. Working with Asia Exchange has always been efficient, enjoyable, and rewarding.

What would you say the biggest strengths of Asia Exchange are?

One of their biggest strengths is the in-depth knowledge and thorough experience of the study abroad programs that they provide for their students. They have a clear understanding of the needs of the students, where they come from and how they can best adapt to a new culture, of the requirements of their home universities, and of the requirements and culture of the host universities. Another strength is the friendliness of their staff and management, which makes it easy for both the students and host universities to deal with possible problems through friendly discussions.

How would you describe the international students Asia Exchange is recruiting for you?

Students who participate in the ISPP program are overall excellent students. They study hard, are active in class, and enjoy participating in various cultural activities with their Thai friends. The students are normally well aware of the Thai culture and values and adapt to them very well. They are very responsible and can manage their time well to find a good balance between studying and free time.

What kind of advantages and opportunities does the cooperation provide for you?

The cooperation gives us the privilege of gaining access to European students. Without the support of Asia Exchange, we would not be able to reach as many international students from Europe. Asia Exchange has greatly assisted us in achieving our internationalization strategy.

What are the biggest challenges in your work with Asia Exchange and the students?

There are some challenges but all are manageable. One of the key challenges is to encourage Western students and Thai students to spend more time together, to learn from each other's cultures. Therefore, we try to arrange several cultural and social activities for both Western and Thai students to participate in throughout the semester.

How do you see the future with Asia Exchange?

PSU is very pleased to continue its cooperation with Asia Exchange. The collaboration has enabled us to successfully develop and integrate international, intercultural and global perspectives into our programs and study atmosphere. Asia Exchange has played a major role in helping our students to develop the knowledge, skills and attitudes of globally-minded future leaders.

We are also pleased to see joy and happiness on the faces of the international students who participate in our program as they share experience with our Thai students. We can expect and hope that our prosperous cooperation with Asia Exchange will continue to grow.

