
Our BE students in a global business case competition

Between April 10th and 17th, 2019, the team members, Kwankaew Kunthonthien, Janewit Yongrattanakit, Kanchanit Lertpienthum and Supakrit Snidvongs Na Ayudhya, competed in the RSM Star Case Competition organized by Rotterdam School of Management, Erasmus University. This marks another presence of BE students in a global business case competition tournament.



From left to right, Janewit Yongrattanakit, Kanchanit Lertpienthum, Kwankaew Kunthonthien, Supakrit Snidvongs Na Ayudhya (all BE23), and Suchawut (Team advisor; BE19)



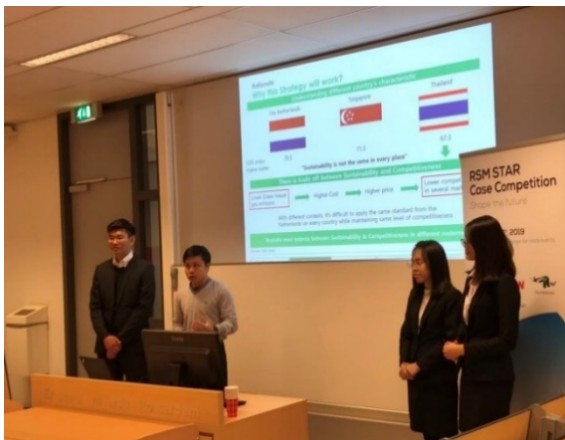
The RSM tournament is a unique business case competition. The program had started off several months earlier before the competition in April. In November, team was assigned with a pre-case test during the preselection round. With the high quality of write up business report submitted to the assigned case, our BE team was selected to join the competition in Rotterdam, along with the other twelve qualifying teams from leading universities all over the world.



Photos taken during the Welcoming reception and farewell ceremony in Rotterdam

In this year, the main theme of competition was to integrate the concept of sustainability to 3 given real business cases and where given 6 hours, 10 hours and 24 hours to solve them, respectively. The proposed solutions must be in line with the sustainability concepts set by the company. Each team was allowed to use an

unlimited number of resources in order to propose the best strategic plan for companies ranging from the office supplies industry to lesser known industries such as dredging. All teams presented their solutions to a panel of distinguished judges, including a number of company representatives.



Photos taken during the 24-hour case presentation

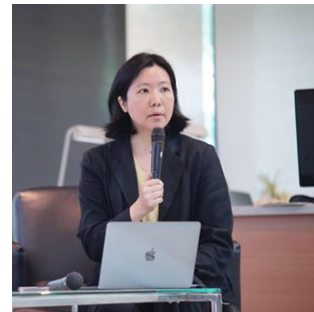
Although the team did not win an award in the competition, this marked another important step of BE students in global business case competitions. The students' achievement could not be made possible if team had received no intensive trainings from faculty advisors, experts in the consulting industry, as well as the BE alumni during the last two months before the competition. On behalf of team members and BE program, we would like to cordially thanks for their dedication and support to our current students. (Their names and photos appear below.)



Suwalya Khemvaraporn



Dr. Winai Homsombat



Sarinee Achavanuntakul



Ekasit Kunadirekwong
BE Thammsat 19



Moke Supavong
BE Thammsat 19



Peechana Lertritdacha
BE Thammsat 20



Pimnipa Chunhatakij
BE Thammsat 19



Suchawut Thamvorapon
BE Thammsat 19



Photos taken during the training camp organized by BE alumni