

Top Man in Thailand, eABC Chairman, eCommerce Project Manager, and Associate Judge Club President

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Abstract- Thailand Internet Association would like to express our best wishes for Prof.Dr. Srisakdi Charmonman on the occasion of his 72nd birthday and congratulate him for having achieved the status of being the top or the first or the best in many aspects. Examples are given for the cases of his being named the Top Man in Thailand by Computer-Asia, elected Chairman of e-ASEAN Business Council, appointed the Project Manager of Thailand National e-Commerce Pilot Project, and elected President of the Associate Judge Club of the Central Intellectual Property and International Trade Court.

Keywords- Srisakdi Charmonman, e-ASEAN Task Force, e-ASEAN Business Council, Thai National e-Commerce Pilot Project, Intellectual Property Court.

1. INTRODUCTION

On the occasion of Prof. Srisakdi Charmonman's 72nd birthday, Thailand Internet Association would like to express our best wishes for him to continue to make significant contributions to the progress of IT and Internet until he is 84, 96, 108, and so on.

Computer-Asia, issue #27, January 1981, which is a periodical published in Hong Kong [1] printed a picture of Prof. Dr. Srisakdi Charmonman on the front cover with the caption "Top Man in Thailand" as shown in Figure 1.

The article stated that as the top IT man in Thailand, Prof. Dr. Srisakdi Charmonman

was voted "Asian Computer Man of the Year 1981".



Figure 1. Top Man in Thailand.

Prof. Srisakdi was the Founding President of Thailand Internet Association which officially registered with the Thai government in the year 1982 as "Thai Federation for Information Processing Society (TFIPS)" to represent Thailand in the International Federation for Information Processing (IFIP). In 1998, TFIPS voted to join hand with about 20,000 internauts in Thailand to officially register with the Thai government "Thailand Internet Association" which now represents Thailand in IFIP. Thailand Internet Association carries out all kinds of activities such as seminars, radio programs, TV program, periodicals articles, journal publications, book publications, serving as sources of information and comments and provides advices to organizations in Thailand.

Thailand Internet Association would like to point out that Prof. Srisakdi has achieved the status of being the top or the first or the best in many aspects. For example, he got the highest grade in the first trimester of Grade 9 at Dhepsirin School and was promoted to Grade 10 to complete both Grade 9 and Grade 10 in only one year. In Grade 12, he graduated as one of the top 50 of the whole country of Thailand and he also got distinction in Mathematics, Sciences, English Language, and Thai Language. From Chulalongkorn University in 1959, he got the highest grade for the bachelor's degree in the field of Civil Engineering and was given full scholarship to study for the Master's degree in the field of Hydraulic Engineering which was the only field offered at the SEATO Graduate School of Engineering (later Asian Institute of Technology or AIT) when the institute was established.

The inspiration for computerization for social and economic development of Thailand may be said to have started in the year 1961 when HM the King visited IBM plant in San Jose, California, USA. In order to prepare human resources for the computerization project, it was decided to give a scholarship to study for Ph.D. in the field of IT to the one who got the highest grade in the Master's program at AIT. From the class of 14 students in 1959-1961, only 8 graduated in the year 1961 and Srisakdi Charmonman got the highest grade and was given the scholarship. In 1961, there was no Ph.D. program in the IT area in the US. Srisakdi earned his Ph.D. in the program specially established with the explicit statement in the official document to prepare him to play a key role in IT in Thailand.

Srisakdi studied for his Ph.D. about 16 hours a day and took only two and a half years to complete all the requirements. He asked and got verbal promise from the program coordinator that after having earned the Ph.D., he would be allowed to have 2-3 months of practical training such as at IBM. When he got his Ph.D., he was ordered to report to go back to Thailand within a few days. The coordinator did not keep his promise and so Dr. Srisakdi went

to McMaster University in Canada to start teaching. He was thinking of staying in Canada about one year and return to Thailand. However, the program coordinator insulted him by saying that a Thai usually wants to have fun, to enjoy his life, and to eat good food and will never be capable of earning a full professorship in the US. So, Srisakdi took the challenge by announcing that he would not return to Thailand until he earns a full professorship in the US. He continued working very, very hard, became an Associate Professor at the University of Alberta in Edmonton, Canada; Director of Graduate Studies in Computer Science at the University of Missouri in Columbia, Missouri; and Full Professor of Computer Science at the State University of New York in Brockport, New York, at the age of 36 in 1973 and got the distinction of being the first Thai to be appointed full professor in the US.

Presented in this paper are the topics of Top Man in Thailand, Thailand Representative in e-ASEAN Task Force, Chairman of e-ASEAN Business Council, Project Manager of Thailand National eCommerce Pilot Project, and President of the Associate Judge Club of the Central Intellectual Property and International Trade Court.

2. TOP MAN IN THAILAND

This Section of the paper is taken from the Short Version of CV for Prof. Charmonman [2].

Professor Dr. Srisakdi Charmonman has extensive and well-rounded experience in education, business, government, and learned societies. He is a son of H.E. Phraya Nitisastra Baisalya (Von Charmonman) who was a former Director General of the Royal Scribe Department and a former Deputy Principal Private Secretary for Foreign Affairs and also Acting Principal Private Secretary to HM the King Rama VII. He was also a former Minister of Justice and was Acting Prime Minister when H.E. Phraya Paholpolayahasena took a sick leave for about 6 months. He was also Acting Head of the Revolutionary Party during the 6 months.

In education, Prof. Srisakdi became the first to be granted royal appointment as a full professor at the National Institute of

Development Administration (NIDA). He was appointed Chair of the Business Data Processing Program and elected President of the Faculty and Staff Association. As the only Professor in the IT-related area at that time, Prof. Srisakdi was appointed a member of IT Committee at the Office of the Prime Minister, and Chairman of several IT Subcommittees at the Office of the Prime Minister.

He was also appointed Chairman of the Committee to approve Computerization of All Government Universities, and Chairman of the IT-related Curriculum Committee at the Ministry of University Affairs and remained in the position for about 20 years. At the age of 49, he became the highest-ranking or C11 (One rank higher than the Provincial Governor) civil servant in the field of IT and actually the very first C11 Professor in all fields of Engineering, and that was at King Mongkut's Institute of Technology Ladkrabang in Thailand, and Founder and Chairman of the Board and Chief Executive Officer (CEO) of the College of Internet Distance Education (www.eLearning.au.edu) of Assumption University of Thailand which offers the first and only Ph.D. in eLearning Methodology in the world. He has been Directors of several research projects with grants from the National Research Council of Canada, the US National Science Foundation, the National Research Council of Thailand, UNESCO, Ford Foundation, USAID, United Nations Centre for Transnational Corporations (UNCTC), International Development Research Centre (ICRD) of Canada, International Federation for Information Processing, and International Centre for International Development (ICID). He is a Member of the Board of Trustees of Assumption University, a former member of the Board of Trustees of Burapa University, and of Asian Institute of Technology, a former Chairman of the Committee to Write Computer Textbooks for the Ministry of Education, Former Chairman of the Committee to Write Textbooks for Sukhothai Thammathirat Open University, Former Chairman of Several Civil Service Sub-Commissions to Consider Professor Positions in Engineering, in Architecture, in Computers, in Statistics, in

Accounting, and etc. He had also been Chairman of the Committee to Approve Curricula in IT-related Fields for Private Universities, and also for Government Universities.

In business, Prof. Srisakdi Charmonman was Chairman of Computer Professional Services Co., Ltd. providing consulting services to many organizations such as Booz, Allen and Hamilton International (BAHINT), Siam Commercial Bank, North Star Company, and Sanyo Company. He was Chairman of ASK consulting group providing consulting to customers of Bangkok Bank. He was Chairman of International Technology Transfer Inc. (ITTI) providing training services. He was the Thai Representative to the International Bureau of Informatics in Rome, Italy. He was advisor to the Supreme Command advising on accounting systems. He was Founder of ABAC-KSC Internet Poll Research Center providing marketing surveys to businesses in Thailand. He is the Chairman of CharmingMall group of companies which includes ABAC-KSC Internet Education Co., Ltd. He was Founder and Chairman of KSC which was the first and largest ISP (Internet Service Provider) in Thailand, once valued at one billion US\$, and Chairman of eASEAN Business Council.

In government, Prof. Srisakdi Charmonman was one of the few highest-ranking civil servants, i.e. C-11 (the same rank as the highest-ranking Permanent Secretary in any Ministry, the same rank as Field Marshal in the armed forces, one rank higher than the Provincial Governors) and stayed in that rank for 10 years (longer than most other civil servants). He was Chairman of the Computer Working Group at the Office of the Prime Minister, Chairman of the Committee to Use the Internet to Display Traffic Conditions at the Office of the Prime Minister, Member of the University Civil Service Commission chaired by the Prime Minister, IT Expert in the Committee to Integrate and Revolutionize the National Records chaired by the Prime Minister, Deputy Chairman of the Extraordinary Committee on Copyrights of the House of Representatives, Chairman of five

Subcommittees on National Professional Standards at the Ministry of Labor, Director of eCommerce Pilot Project and Chairman of the Committee on Specifications of eRegistration Project at the Ministry of Commerce, Expert Member of the National Copyright Committee, Chairman of the Subcommittee on Software Copyright in the National Copyright Committee, President of the Club of the Associate Judges of the Central Intellectual Property and International Trade Court, etc.

In learned societies, Prof. Dr. Srisakdi Charmonman was Founder and President of Thailand Chapter of the ACM which is the largest and oldest Computer Science association in the world, Founder and Chairman of Thailand Joint Chapter of the Computer Society and the Engineering Management Society of the IEEE which is the largest and oldest Computer Engineering society in the world, Founder and President of Thailand Chapter of the Internet Society (ISOC), and President of the Computer Association of Thailand under the Royal Patronage of HM the King in the years 2002-2004, 2006-2008 and 2008-2009. He was also elected one of the 5 Directors of Asia Pacific Network Information Centre (APNIC), one of the 15 members of the Board of Trustees of ISOC, and one of the 10 members of the Board of Trustees of the International Federation for Information Processing (IFIP).

Prof. Srisakdi Charmonman was named Asian Computer Man of the Year 1981 and appeared on the front cover of Computer-Asia magazine published in Hong Kong. He was named Father of the Internet in Thailand by Bangkok Post and several other publications. He was named Man of the Year in 1996 and 1997 by GM Magazine, Person of the Year 2004 by EconNews (Vol. 15, No. 449, September 2004), and Man of the Year 2004 by the American Biographical Institute. In 2006, the International Biographical Centre of Cambridge in England named him the Father of Thai E-Learning. He was named Fellow of the Royal Institution of Great Britain, with certificate signed by HRH the Duke of Kent, a cousin of HM the Queen of UK.

Assumption University of Thailand honored him by constructing a 15 US\$ million building named "Srisakdi Charmonman IT Center (www.scBuilding.info)" which was declared "Center of Excellence in IT Education" by the Ministry of Information Communications Technology of Thailand.

HM the King graciously bestowed upon Prof. Dr. Srisakdi Charmonman all four Royal Sashes for civil servants. There are Knight Grand Cross (First Class) of the Most Noble Order of the Crown of Thailand in 1987, Knight Grand Cross (First Class) of the Most Exalted Order of the White Elephant in 1990, Knight Grand Cordon (Special Class) of the Most Noble Order of the Crown of Thailand in 1993, and Knight Grand Cordon (Special Class) of the Most Exalted Order of the White Elephant in 1996.

As of the year 2009, Prof. Srisakdi Charmonman has written over 1,500 articles and books on the subject of IT and lectured in more than 30 countries. He has served as the Announcer of the radio program "Internet IT with Srisakdi Charmonman", AM 819, every Monday at 2.10-3.00 pm, the radio program "Talking in IT Language with Srisakdi Charmonman", FM 92.5 and AM 891, every Monday at 2.10-3.00 pm, television program "News on Knowledge on IT", UBC DLTV9, DSTV89, and CATV56 every Sunday 12.00 noon-1.00 pm. He is also the Editor-in-Chief of the International Journal of the Computer, the Internet, and Management (www.ijcim.th.org) which has papers from USA, UK, Singapore, etc.

3. CHAIRMAN OF E-ASEAN

BUSINESS COUNCIL

This part of the paper is taken from the paper on eASEAN Task Force and eASEAN Business Council [3].

In September 1999, the ASEAN Economic Ministers initiated the e-ASEAN project. The IT Private Sectors Core Group [4] made a presentation to ASEAN Leaders on 28 November 1999, in Manila, the Philippines, about the state of information and communication technology in Southeast Asia and outlined the goals for future access.

Then, the ASEAN leaders endorsed the e-ASEAN initiative.

The e-ASEAN Task Force was created as a high-level public-private sector advisory body to develop a broad-based and comprehensive action plan called “ASEAN e-space” or “ASEAN e-community”. The action plan was supposed to cover the necessary physical, legal, logistical, social and economic infrastructure.

Each ASEAN leader was requested to name two members to the Task Force, one from the private sector, and the other from the public sector. Mr. Roberto R. Romulo who had earlier worked for IBM and served as the Foreign Minister of the Philippines was named the private sector representative for the Philippines, and later named Chairman of the e-ASEAN Task Force.

The Deputy Prime Minister of Thailand at that time, H.E. Dr. Supachai Panitchpakdi, named Prof. Dr. Srisakdi Charmonman, who was the Founder and Chairman of KSC, the first and largest Internet Service Provider (ISP) in Thailand and Project Manager of the eCommerce Pilot Project at the Ministry of Commerce at that time as the private sector representative from Thailand.

ASEAN was the first to create a regional ICT development initiative. As a matter of fact, after the establishment of eASEAN in 1999, eEurope was created in 2000, and eAPEC in 2002. The eASEAN was also ahead of the G8’s DOT Force and the UN ICT Task Force.

The ASEAN leaders signed the eASEAN Framework Agreement at the ASEAN Informal Summit in Singapore in November 2000, with six main thrusts on ASEAN Information Infrastructure; Electronic commerce; Liberalisation of trade in ICT products and ICT services, and ICT investments; Facilitation of trade in ICT products and services; Capacity building and e-Society; and e-Government. Five Task Groups were formed including Capacity Building and e-Society with Prof. Srisakdi as the shepherd with representatives from CLMV (Cambodia, Lao, Myanmar and Vietnam) as co-shepherds.

Several pilot projects have been endorsed including ASEAN Educators Online, by Prof. Srisakdi Charmonman, Assumption University of Thailand as the Project Manager.

At the Special Telecommunications and Information Technology Senior Officials Meeting (TELSOM) held on 4-5 June 2003 in Bangkok, Thailand, TELSOM agreed to recommend that ASEAN Telecommunications and IT Ministers (TELMIN) engage with the private sector through an e-ASEAN Business Council (e-ABC). That Council would serve to provide private sector feedback on policy and regulatory issues as far as new and emerging technologies are concerned and allow for engagement with external industry experts from centres of excellence, research institutions, think tanks and academia.

TELMIN provided the approval of the institutional mechanisms recommended by TELSOM and at the 3rd TELMIN Meeting held in 2003 in Singapore, TELMIN endorsed the Singapore Action Agenda which reaffirmed the call for the e-ABC to be established by 2004.

The objective of the e-ABC is to provide advice and feedback to ASEAN Telecommunications and IT Ministers (TELMIN) on ICT industry development, policy and regulatory issues in the region including:

- Application of ICT technology to enhance the productivity and competitiveness of key economic sectors, as well as to narrow the digital divide;
- Adoption of industry and technology standards;
- Policy and regulatory impediments and other environmental constraints to the development of the ICT industry;
- Cross border issues impacting the flow of ICT products, services and investments.

Activities of the e-ABC shall be to:

- Organise discussion forums, roundtables and events for industry networking and sharing of ideas.
- Establish linkages with relevant global and regional business forums.

The e-ABC shall comprise CEO-level representatives from the private sector from each Member Country and be nominated by the Member Country concerned. Each Member Country would be represented by a maximum of three members, preferably one member from ICT industry association/federation, and the other two members from ICT companies or relevant organizations.

The term of office for each member is 2 years. The Chairmanship of the Council shall follow Chairmanship mechanism of TELSOM/TELMIN. Secretariat support shall be provided by members. The e-ABC is expected to be self-funded in the organization and conduct of its meeting. Expenditure related to travel, accommodation and daily allowances of members of the Council shall be borne by the respective members. The e-ABC shall submit its recommendations to the TELMIN annually.

Thailand Minister of Information and Communications Technology, H.E. Dr. Surapong Suebwonglee, named Prof. Dr. Srisakdi Charmonman head of the Thai delegation and Prof. Charmonman was elected Chairman of e-ASEAN Business Council from August 3, 2004 to September 25, 2005. A partial list of his activities in the capacity of Chairman of eABC is given below:

- Chaired the first e-ASEAN Business Council meeting held on Tuesday August 3, 2004 at Assumption University of Thailand, Suvarnabhumi Campus, as shown in Figures 2 and 3.
- Served as the Moderator for the Ministerial Round Table Discussion at Shangri-La Hotel in Thailand on August 5, 2005, as shown in Figure 4.
- Co-Chaired the Inaugural eABC Meeting with the ASEAN Telecommunication Ministers (TELMIN) on August 5, 2005 at Shangri-La Hotel in Thailand, as shown in Figure 5.
- Created and maintained the web www.eABC.biz.
- Presented a report from the Chair of eABC at the 3rd Priority Sector Conference in Singapore, March 8, 2005.
- Presented a paper on “e-ASEAN and eCommerce” at the International

Conference on “Best Practices of eGovernment and eCity” at Ipoh, Parak, Malaysia, June 13-16, 2005.

- Chaired the eABC meeting at the Special TELSOM Meeting in Myanmar, July 6, 2005.
- Served as Chairman of the Organizing Committee for “International Conference on eLearning for Knowledge-Based Society”, www.eLearning2005.com, in Bangkok, August 4-7, 2005.
- Served as Chairman of the Organizing Committee for eIndustry 2005 or “International Conference on Computer and Industrial Management”, www.icim2005.au.edu, held at Assumption University of Thailand, October 29-30, 2005.
- Served as Chairman of the Organizing Committee for eBusiness 2005 or the “International Conference on eBusiness: Digital Lifestyle and the Road Ahead”, www.eBusiness2005.com, held at Assumption University of Thailand, November 19-20, 2005.



Figure 2. Group Photograph of the e-ABC Meeting at Assumption.



Figure 3. Prof. Dr. Srisakdi Charmonman as Chairman of e-ABC.



Figure 4. Ministerial Roundtable Discussion.



Figure 5. Inaugural TELMIN-e-ABC Meeting.

The First ASEAN Telecommunications and IT Minister (TELMIN) and e-ASEAN Business Council (e-ABC) Meeting was held on 5 August 2004 in Bangkok, Thailand. The Meeting was co-chaired by H.E. Dr. Surapong Subwonglee, Minister of Information and Communication Technology of Thailand who was TELMIN Chair, and Prof. Dr. Srisakdi Charmonman, Chairman of the Board and CEO, College of Internet Distance Education, Assumption University, who was e-ABC Chair.

On behalf of the Ministers from ASEAN, H.E. Dr. Surapong extended a warm welcome to his co-chair and his delegates to the inaugural SAEAN TELMIN and e-ASEAN Business Council Meeting. In his opening speech, he highlighted the importance of each of the topics to be presented by members of e-ABC to TELMIN. Then the following presentations were delivered:

- An overview of the ICT issues in ASEAN, by Prof. Dr. Srisakdi Charmonman, Chairman of the e-ABC;

- Infrastructure, by Mr Wei Chong Beng, Malaysia;
- e-Learning Accreditation in ASEAN, by Prof. Dr Srisakdi Charmonman;
- Software Cost, by Dr Sudhiporn Patumtaewapibal, Thailand.

4. CHAIRMAN OF THAI NATIONAL eCOMMERCE PILOT PROJECT

This Section in taken form the paper on “eASEAN and eCommerce” [5].

In the year 1997, H.E. Supachai Panitchpakdi, Deputy Prime Minister and Minister of Commerce of Thailand established a Subcommittee on eCommerce Policy with Prof. Srisakdi as an expert member. Prof. Srisakdi proposed and the Subcommittee agreed to establish a National eCommerce Pilot Project for Export. The project was established on 13 July 1998 with Prof. Dr. Srisakdi Charmonman appointed the Project Manager. The Pilot Project included seven working groups, namely, WG on Registration, Public Relation and Training; WG on Marketing; WG on Consumer Protection; WG on Customs Duties; WG on Transportation and Insurance; WG on Payment and Security; and WG on Digital Signature.

The Working Groups came up with several recommendations. For example, sellers and buyers must be honest and law abiding, such as:

- Sell and buy only legal and ethical products and services.
- Do not cause damages to the citizen and the country.
- Offer only products and services that have been approved with certification such as from Food and Drug Administration and Industrial Standards Organization.

Six pilot markets were considered. They are US; Japan; EU; ASEAN; Australia; and Taiwan, China and Hong Kong.

The Physical Goods in the Pilot Projects are Gem, Food, Clothing, Leather, Toys, Furniture, Home Decoration, Gifts, and Plastic. The Pilot Digital Goods are Music, Video,

Software, Digital Books, etc. The Pilot Services are Travel, Hotel, Restaurant, Car Rental, Tickets, Consulting, Health Care, etc.

The Awareness Strategy includes legal and Regulatory Strategy, Payment and Security Strategy, EC Measurement and Monitoring, EC Promotion for SME, Human Capacity Building, Infrastructure, Network Infrastructure, Technical Standards and Protocols/Interoperability.

Several sample eCommerce websites were recognized such as www.ThaiGem.com shown in Figure 6, www.ThaiLifeStyle.com shown in Figure 7, www.Charmingmall.com shown in Figure 8, and www.Directory.Thailand.net shown in Figure 9. The web “CharmingMall.com” was originated in Prof. Srisakdi’s MIS class at Assumption University. It was featured on CNN as the Internet Shopping Mall with thousands of shops. The Thailand Directory web was the result of corporation of the Ministry of Industry, KSC owned by Prof. Srisakdi and Assumption University.



Figure 8 . www.Charmingmall.com.



Figure 9 . www.Directory.Thailand.net.



Figure 6. www.ThaiGem.com.



Figure 7. www.ThaiLifeStyle.com.

5. PRESIDENT OF ASSOCIATE JUDGE CLUB OF THE CENTRAL INTELLECTUAL PROPERTY AND INTERNATIONAL TRADE COURT

This Section of the paper is taken from “President of Association Judge Club” in the book “Asian Computer Man and Farther of Thai Internet” [6].

The first Copyright Law of Thailand was drafted by a committee chaired by Prof. Srisakdi’s father, H.E. Phraya Nitisastra Baisalya (Von Charmonman). Later Prof. Srisakdi was appointed Chairman of the Working Group to Improve the Copyright Law of the Ministry of Education, Chairman of the Working Group to Improve the Copyright Law of the Ministry of Commerce, Deputy Chairman of the Extraordinary Commission on Copyright Law of the House of Representatives and Member of the Extraordinary Commission on Copyright Law of the Senate.

In the year 2004, Prof. Srisakdi was elected President of the Associate Judge Club of the Central Intellectual Property and

International Trade Court as shown in Figure 10.



Figure 10. Prof. Dr. Srisakdi Charmonman as the President of the Associate Judge Club of IPIT Court.

Prof. Srisakdi also organized Internet Training for IPIT Judges as shown in Figure 11.



Figure 11. Prof. Dr. Srisakdi Charmonman with H.E. Prasopsuk Boondej, who later became President of the Senate.

On 2 September 2003, the Cabinet of Thailand appointed Prof. Srisakdi an expert member of the National Copyright Committee and the Committee also appointed Prof. Srisakdi as Chairman of the Software Protection Subcommittee.

6. CONCLUDING REMARKS

Thailand Internet Association would like to congratulate Prof. Srisakdi for the success of the International Conference on IT to Celebrate S. Charmonman's 72nd Birthday and express the best of best wishes to him. He has achieved the status of being the top or the best in so many

aspects and only a few examples are discussed in this paper, namely, his being the Top Man in Thailand, the Thai Representative in eASEAN Task Force, the Chairman of eASEAN Business Council, the Project Manager of Thailand National eCommerce Pilot Project, and the President of the Associate Judge Club of the Central Intellectual Property and International Trade Court.

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