

FOREWORD

Assumption University has a wide-ranging curriculum that addresses all of the major fields of intellectual endeavor. Our special focus, however, is the education of generations of skilled and innovative business leaders and, indeed, our commitment to a broad education is based not only on the intrinsic value of such studies but also on a firm belief that such an education is an important resource for business leadership. Because of this emphasis the ABAC Journal at times steps away from its generalist concerns to focus on an issue exclusively in the world of business. The present issue constitutes one of these times.

As might be expected in the present business climate, some of the emphasis of the issue is on the modern technology that is revolutionizing the business world. Dr. Ioan Voicu looks at this issue from a global perspective. In his report on the 2003 World Summit on the Information Society, the divide between the rich and poor nations in the area of Information Technology was examined and strategies that might be implemented by political leaders to bridge that gap were sought. Dr. Voicu is not only a scholar but also a visionary of the new technology who seeks to understand the new world in terms of General Principles and overall plans of action. This world is comprehensible and, as is described in the appendices, to act in relation to it in a rational manner maximizes the benefits that can be derived.

Although the importance of modern digital technology is clear the traditional elements of the economy have not been passed by. This is particularly emphasized in a study of efforts to improve retail banking service in Thailand by Dr. Chaisomphol Chaoprasert and Dr. Barry Elsey. Although electronic banking is certainly the wave of the future, these efforts were found to currently focus on improving personal counter services.

The human dimension of business will never be replaced by machines, of course, and Dr. Perla Rizalina M. Tayko explicitly investigates a visual model which conceptualizes the organization as a group of people. She rejects the stereotype of the anonymous organization, a virtual robot, and reminds us that organizations are primarily made of people. An important feature of this article is that the ideas are conveyed in a visual model.

Assumption University is committed to remaining a forward looking institution whose students get trained to attend to all relevant aspects of the current environment. The ABAC Journal is, in fact, one instrument which allows its readers to obtain important information about both the business and the larger world. Although we have focused on the former in this issue, both are critical to business and to life in general.

The Executive Editor

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