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July 21, 2020 – To advance the vision of a world-class HR community in Thailand, Laos, and Cambodia, Sasin School of Management has entered into a strategic partnership with the US-based Society for Human Resource Management (SHRM).

Through this partnership, SHRM and Sasin will offer professional development programs, knowledge events, and accreditation opportunities for HR professionals in Thailand, Laos, & Cambodia.

The MOU signing also signifies a strategic partnership to create better workplaces for tomorrow. SHRM and Sasin School of Management share a common objective to enhance the effectiveness of HR professionals by providing comprehensive resources and partnering them with business leaders and stakeholders.

Professor Ian Fenwick, Director of Sasin, and Dr. Alexander Alonso, SHRM – SCP Chief Knowledge Officer, signed the MOU during a virtual signing ceremony. They were joined by Achal Khanna, CEO of SHRM India & Business Head of APAC & MENA, Sasin Deputy Director Chaipong Pongpanich, and Chulalongkorn University Vice President Supaporn Chanchamroen.

“Investing time and effort on education is one of SHRM’s most fulfilling and rewarding endeavours, and our latest partnership with Sasin will serve to further our vision for better workplaces, better world. SHRM’s offerings of Certifications, Learning Systems and Body of Competency and Knowledge coupled with Sasin’s impressive academic track record serves as the ideal combination for achieving the institute’s vision of developing resilient, adaptive, impactful leaders. SHRM stands by its commitment to promoting all things HR, offering to be a resource for engaging young

professionals and providing them with a springboard to launch their careers in the Human Resources function,” said Achal Khanna, CEO of SHRM India & Business Head of APAC & MENA.

“Everyone at Sasin is excited to partner once more with SHRM, as we launch the SHRM Advanced Diploma in HR in Thailand,” said Professor Ian Fenwick, Director of Sasin. “In today’s disrupted world, the ways we meet, the ways we interact, the ways we work, and the ways we manage will never be the same again. We all need to refresh our learning in Human Relations Management, and that’s the intent of this collaboration between Sasin School of Management and SHRM.”

More information about Sasin and SHRM’s first HR Management program, please visit <https://study.sasin.edu/advanced-diploma-in-hr-management>

About SHRM

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today’s evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally.

About Sasin School of Management

Sasin School of Management is the first international business school in Thailand, created in collaboration with two of the top business schools in the world - Kellogg School of Management and The

Wharton School. Sasin School of Management was also the first AACSB and EQUIS accredited business school in Thailand. Sasin Executive Education, as part of Sasin School of Management, has trained more than 15,000 executives from top companies in Thailand and in the region.