

Summary of Key Concepts: “Building Academic Strength”

Knowledge Management Committee, International College

Building academic strength refers to the continuous development and enhancement of the academic capacity of faculty members within a college. This is achieved through the cultivation of essential knowledge, abilities, and skills in areas such as research, academic publishing, grant applications, and the pursuit of academic titles. The ultimate goal is to elevate academic quality in alignment with the college’s vision:

“The International College aspires to be the premier international college in Southeast Asia by 2028, recognized for its dedication to academic excellence and cultivating global citizens.”

Issue 1: “Research, Academic Publishing, and Grant Applications”

Guidelines for Research Funding and Academic Publishing:

1. **Researcher Mindset:**

In higher education, whether at the Assistant Professor, Associate Professor, or Professor level, it is essential to consistently produce academic work. Therefore, conducting research and applying for grants must be treated as core responsibilities.

2. **Proactively Finding and Preparing Project Proposals:**

External grants are often open for a short period (typically less than one month). Researchers should proactively study funding opportunities through the National Research and Innovation Information System (NRIIS), a centralized platform for government funding. Proposals should be prepared in advance and ready to submit when calls open. Full system access requires registration and authorization from the researcher’s institution.

3. **Funding Trends and Collaboration Building:**

Most funding bodies favor collaborative projects, especially those involving interdisciplinary approaches. This enhances the project’s societal and economic **impact**, making it more tangible and compelling.

4. **Continuity and Long-Term Planning:**

Study the annual funding cycles of each agency and plan proposal writing **6–12 months in advance** to allow time for thorough preparation and revisions.

5. **Choosing a Research Focus:**

While trends like digital technology, environment, and aging societies are popular, researchers should remain anchored in their areas of expertise. A clear **research identity** helps build a strong reputation and a long-term body of knowledge.

6. **Demonstrating Impact and Using SROI Tools:**

A good project proposal should clearly present:

- **Output:** Tangible results
- **Outcome:** Effects on the target group
- **Impact:** Broader social or economic influence

Using **SROI (Social Return on Investment)** tools can quantify social value, enhancing the credibility of the proposal.

7. **Starting with Internal Funding:**

New researchers are encouraged to begin with internal university grants, taking the lead on small projects to gain hands-on experience before applying for larger external grants.

8. **Learning from Failure and Ongoing Development:**

If a proposal is rejected, don't be discouraged. Many researchers face this early on. Keep multiple proposals ready, and resubmit in future rounds, continuously improving content, writing techniques, and evaluation methods.

9. **Support from Family and Team:**

Research demands time, dedication, and understanding from family and colleagues. Their support is crucial for handling extended hours, fieldwork, and consistent academic engagement.

10. **Factors That Lead to Successful Publication:**

The key is to **read and write regularly and persistently**. Most journals or publishers provide constructive major revisions. Rejections often come with detailed feedback, so don't give up. New researchers may begin by writing **book reviews** to gain experience and confidence.

External Research Funding Sources in Thailand

1. **National Research Council of Thailand (NRCT)**

Website: <https://www.nrct.go.th/>

2. **Thailand Science Research and Innovation (TSRI)**

Website: <https://www.tsri.or.th/>

3. **National Innovation Agency (NIA)**

Website: <https://www.nia.or.th/>

4. **Program Management Unit for Area-based Development (PMU A)**

○ Main Website: <https://pmua.or.th/>

○ Funding Announcements: <https://pmua.or.th/category/request-for-proposal/>

International Research Funding Sources

5. **Sumitomo Foundation (Japan)**

Website: <https://www.sumitomo.or.jp/e/index.html>

6. **European Research Council (ERC)**

○ Homepage: <https://erc.europa.eu/homepage>

○ Starting Grant Program: <https://erc.europa.eu/apply-grant/starting-grant>

Central Research and Innovation Funding Platform

7. NRIIS: National Research and Innovation Information System

Website: <https://www.nriis.go.th/www/>

- A centralized platform for all government research funding opportunities.

Contact Information – Research Office, Payap University

- 2nd Floor, Pentecost Building
- Email: research_pyu2562@payap.ac.th
- Facebook: *Research Office – PYU*

Issue 2: "Application for Academic Rank Promotion"

1. Specific Qualifications

- Applicants should apply for the rank in a field that matches:
 - The academic discipline in which they were officially appointed as a full-time lecturer
 - Their highest completed educational qualification

2. Teaching Performance

General Criteria:

- Teaching performance must be in subjects relevant to the field of the academic rank requested
- Teaching evaluations from summer sessions **cannot** be used
- Subjects with fewer than 3 credits **cannot** be used
- If a course has multiple instructors, the applicant must proportionally combine teaching contributions across other courses to reach the required credit total. All courses co-taught must have supporting teaching documents submitted, totaling **at least 3 credits**. However, **only one course** can be chosen for performance evaluation.
- Teaching evaluations must be **no older than 3 years** (from the date the chair of the university academic rank committee appoints the teaching evaluation subcommittee or in Thai we pronounce as. Kor Por Wor). If older, a **new teaching evaluation** is required.

3. Academic Achievements

Regarding Research Articles:

- Preprints or acceptance letters **are not acceptable**; only **fully published** articles are valid
- Journals must have **at least 3 peer reviewers** (as per post-22 Feb 2022 regulation)
- Content must be **up-to-date**
- Research older than 5 years may be ineligible due to lack of currency
- National-level journal publications must be from journals established for **at least 3 years** (preferably published in the **4th year** or later)
- The applicant must be listed as **First Author (FA)** or **Corresponding Author (CA)** (according to conditions). If listed as an **Essentially Intellectual Contributor (EIC)**, only **one publication** of this kind may be submitted

- For co-authored works, **all applicants using the same publication must write identical contribution descriptions word-for-word**

Author List Consistency:

- If author lists differ between research report and article, justification must be provided (e.g., team member resignation, study leave, etc.).
- Author names must be consistent across all documents—grant contracts, research reports, articles—since discrepancies can raise ethical concerns.
- If authors are added/removed due to revised results, evidence and rationale must be submitted.

Regarding IRB Approval:

- If data collection was done **before 19 December 2018**, IRB approval may not be necessary
- If data was collected **after this date**, IRB approval is **mandatory**

4. Academic Ethics and Integrity

Applicants must uphold honesty, accuracy, and respect for others' rights. Key ethical principles include:

1. Integrity in citations and references
2. No violation of individual or human rights
3. Work must be conducted using academic standards
4. Work must be used legally and appropriately
5. Research involving humans or animals must have IRB/IACUC approval

Summary of Key Points

- Those intending to apply for academic promotion should begin by assessing their qualifications—highest degree, courses taught (minimum 3 credits), and academic works aligned with the proposed field—while strictly adhering to ethical and professional conduct.
- **Thorough document preparation** is essential—documents must be accurate, complete, verifiable, and consistent.
- Applicants must study the **latest 2022 academic rank criteria** and plan in advance accordingly.

Common Issues in Academic Rank Applications

- Missing IRB or inconsistent documents (e.g., article data collection date differs from IRB certificate)
- Article title differs from the research project title stated in the IRB due to suggested editorial changes (may be acceptable if content is consistent)
- Peer review panel lacks the required 3 members or is not institutionally diverse. Reviewers must be from **different institutions** than the applicant
- Article publication timeline precedes project completion—**articles cannot be published before project completion**, even if reporting partial results
- Author names and count differ between research report and published article

Additional Warnings

- Always include the full research report; without it, the applicant assumes all risks
- **Avoid splitting** one research study into multiple articles (cannot produce two articles from the same research project)
- **Do not pair research articles with academic articles** in the same application; academic articles must be paired with books, textbooks, or other relevant works
- Conference proceedings from **university-organized** events are **not acceptable**; only proceedings from academic/professional associations with **at least 5 years of continuity** qualify

In addition to onsite and online knowledge-sharing sessions, the International College has established a **Community of Practice (CoP)** via Line group named *CoP_IC*. This serves as a space for those interested in "strengthening academic capacity" to exchange thoughts, perspectives, and experiences. It also helps foster an environment and culture of continuous learning.

Senior faculty members with tacit knowledge (Asst. Prof. Dr. Yang, Asst. Prof. Jirapath, Asst. Prof. Ratchatphon, and Lecturer Aritat) have been invited to actively engage in answering members' questions. This supports the college's KM (Knowledge Management) initiatives aimed at identifying and sharing best practices internally.

