ASST. PROF. CHANINTORN J. NUKOON
DEAN
GRADUATE SCHOOL OF ADVANCED TECHNOLOGY & MANAGEMENT (GSATM)

Welcome to the Christmas edition of ATM@AU. Please contact your Program Directors, instructors or advisors for information about your upcoming Midterm exams and exam centers. Please make sure that you have all the information.
Please take necessary precautions during the COVID-19 pandemic. Stay safe.
Season's Greeting and Merry Christmas to our staff, faculty, students and all the readers of this newsletter.
My contacts-
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Graduate School of Advanced Technology Management (GSAMT) Assumption University

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VOICE SEARCH – A NO NONSENSE GUIDE
Joshua Hardwick

More people than ever are searching by voice. So, it's no surprise that the question on everyone's lips is: 'Hey Google, how do I optimize for voice search?' It's a fair question, but is it even possible?
What is Voice search?
Voice search is where someone uses their voice to interact with a search engine rather than searching by text.
That might sound obvious, but the important part is the bit about interacting with a search engine. "Hey Google, turn on the lights" is not an example of voice search because it isn't a search. You're merely issuing a voice command to a 'smart' assistant. It's the same story if you ask Google to phone a friend from your phonebook.
Read more

TOP PROFESSIONAL DEVELOPMENT SKILLS FOR A MODERN WORKFORCE

Kathy Irish

These days, terms like "modern workforce" and "professional development skills" mean something different than they did even a year ago. While modern professionals have always needed to manage their time, communicate their ideas, and manage their stress, these skills have taken on a whole new slant—and priority!—with the pandemic.
So, if you are looking to advance your career, it's a good idea to refresh these skills in light of changing workplace (and work-from-home) requirements. Professionals in HR who are in a position to help train an organization's workforce ….
Read more

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GSATM: NEW ACADEMIC CALENDAR FOR 2020-2021

First Semester (1/2021): June 2021 – October 2021
Second Semester (2/2021): November 2021 – March 2022
Summer Session (3/2020): April 2021 – May, 2021
*This calendar is subject to change without notice. For further details contact you're Program

Call for Papers

2021-2022

2nd International Multidisciplinary Conference on Education, Social Sciences and Technology 2021 (IMCEST 2021)
6 February 2021, Hotel Istana, Kuala Lumpur, Malaysia
Visit website

The 12th Putrajaya International Conference on Children, Women, Elderly and Persons with Disabilities 2021 (Piccwed12) Shaftsbury Stellar, Hotel & Residences, Putrajaya, Malaysia
20 – 21 February 2021,
Visit website

13th International Conference on Computer Supported Education
April 23-25
London U.K
Visit website

Click here for more Conferences

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HUAWEI, 5G, AND THE MAN WHO CONQUERED NOISE

Steven Levy
The city of Shenzhen in July. The weather is hot, the trees brimming with life … "
So begins the baritone voice-over in a video shot in the summer of 2018 by the Chinese telecommunications giant Huawei and posted to YouTube. It chronicles a corporate event in the slightly corny style of a 1960s educational film, starting with aerial drone footage of Huawei's campus—an island of lush greenery surrounded by the high-rise buildings of the city known as China's Silicon Valley.

A spirited orchestral version of Beethoven's "Turkish March" plays as a town car wends its way through the campus, pulling up to a stately white structure mixing classical Greek architecture and the wide overhanging rooftops of China's great pagodas. There's a bit of the White House tossed in too. Two footmen dressed in white approach the vehicle as it arrives. One opens the rear door. Guo Ping, one of Huawei's rotating chairmen, steps forward and extends a hand as the guest emerges. After walking a red carpet, the two men enter the magnificent marble-floored building, ascend a stairway, and pass through French doors to a palatial ballroom. Several hundred people arise from their chairs and clap wildly.
Read more

CHRISTMAS IN THAILAND

Many people wonder to what extent Christmas and New Year's Eve are celebrate in Thailand. While we ourselves have a festive activities in the form of our Santa Tuk Tuk Tours, here we share our guide to what else is going on in Bangkok.

Thailand is frequently referred to as a Buddhist country, yet there is in fact no official state religion. While around 95% of Thais are Buddhist, Thailand has plenty of religious diversity (as we showcase on our Diversity & Harmony walking tour), with almost a 4% Muslim population and around 0.7% Christians, mostly Catholics.

Read more

THOUGHT OF THE MONTH
Remember, today in the tomorrow you worried about yesterday.

Dale Carnegie
American Writer & Lecturer
1888-1955

THE WAY WE TRAIN AI IS FUNDAMENTALLY FLAWED

Will D Heaven
It's no secret that machine-learning models tuned and tweaked to near-perfect performance in the lab often fail in real settings. This is typically put down to a mismatch between the data the AI was trained and tested on and the data it encounters in the world, a problem known as data shift. For example, an AI trained to spot signs of disease in high-quality medical images will struggle with blurry or cropped images captured by a cheap camera in a busy clinic.

Now a group of 40 researchers across seven different teams at Google have identified another major cause for the common failure of machine-learning models. Called "underspecification," it could be an even bigger problem than data shift. "We are asking more of machine-learning models than we are able to guarantee with our current approach," says Alex D'Amour, who led the study.
Underspecification is a known issue in statistics, where observed effects can have many possible causes. D'Amour, who has a background in causal reasoning, wanted to know why his own machine-learning models often failed in practice. He wondered if underspecification might be the problem here too.
Read more

FROM THE EDITOR
Welcome to the August 2020 edition of our eNewsletter. In this edition you will find a series of interesting articles about new trends in technologies, teaching and management.

Call for Papers lists a series of upcoming conference that our students can attend. GSATM also publishes a biannual journal titled (AU-eJIR). Details of this journal can be accessed from our new link given below. Please send your comments and suggestions to-

knagi@au.edu

CALL FOR PAPERS
AU-eJOURNAL OF INTERDISCIPLINARY RESEARCH