

ALUMNI HIGHLIGHT

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Alumni Highlight 2026

From Classroom Collaboration to Global Business Leadership



As IC KMUTNB celebrates its 12th anniversary, Krittachai “Earth” Chaiput, ITBL03, reflects on how collaborative learning, international exposure, and cross-cultural experience continue to shape his work in a family enterprise serving the semiconductor and electronics industries.

The value of a business education becomes most visible when graduates apply what they have learned to complex, real-world work. Krittachai Chaiput’s career offers one such example. A family business rarely confines leadership to a single function, and his work moves across operations, finance, external relationships, and personal management. To understand how his time at IC KMUTNB has translated into practice, his story begins with the responsibilities he carries today and the combination of technical and interpersonal capabilities those responsibilities demand.

“I am currently involved in my family business, which distributes machinery mainly to the semiconductor and electronics industries. My role covers a wide range of responsibilities involved in general management. I regularly interact with banks, overseas suppliers, and domestic customers. In 2026, I also began handling HR responsibilities, which has, for me, highlighted the importance of strong hard skills such as accounting, finance, and legal knowledge. At the same time, I recognize the growing importance of soft skills, particularly adapting to international business environments and improving language and communication capabilities.”



University learning extends beyond subject knowledge. Group-based projects and opportunities to work with people from different backgrounds allow students to practice the communication and adaptability that modern business requires. In Krittachai’s experience, the strongest connection between the classroom and professional life did not come from one assignment alone; it developed through repeated collaboration and became especially tangible during the 3+1 Dual-Degree program with Hochschule Bremerhaven.

“Many of the group projects in the program have helped me significantly in my work, especially in improving how I collaborate, structure ideas, and make decisions with people from different backgrounds. Rather than one specific assignment, the overall group-work experience consistently improved my ability to communicate, align expectations, and manage differing viewpoints—skills that I directly apply in my day-to-day work with banks, overseas suppliers, and internal teams. Working closely with international peers required me to adapt my communication style, manage cultural differences, and contribute effectively to a diverse team. These experiences closely reflect real business situations and have clearly improved my professional performance.”

Those experiences also shaped how Krittachai approaches relationships across borders. International business depends on more than speaking a common language; it requires the ability to recognize different expectations, communication styles, and ways of making decisions. This awareness now informs the way he listens, interprets business situations, and builds trust with overseas partners.



“The international mindset and cross-cultural skills I gained have significantly improved my performance at work. I now have a better understanding of how people from different cultural backgrounds think, communicate, and make decisions. This understanding helps me cooperate more effectively with foreign business partners, particularly overseas suppliers. I am more aware of differences in communication styles, expectations, and business etiquette, which reduces misunderstandings and builds stronger working relationships.”

When Krittachai distills his International College experience to its essentials, he chooses three ideas that connect personal direction, meaningful relationships, and continued growth. Together, they describe a university journey that offered more than preparation for employment: it opened wider possibilities, created lasting connections, and encouraged development beyond graduation.



Beyond career preparation, university life is often remembered through the people, experiences, and sense of belonging that remain long after graduation. That wider perspective shapes what Krittachai would like prospective and current students to take from their own time at the International College.

“Studying at the International College, KMUTNB, was the best time of my twenties. I hope you enjoy the experience, learn as much as possible, and create memories that will stay with you beyond graduation.”

As the International College, KMUTNB, marks its 12th anniversary, the occasion also recognizes the community behind every graduate journey. Faculty members, staff, classmates, and friends all contribute to the experiences students carry with them. Krittachai therefore closes with a short message to the people who shared that important chapter with him.



“Thank you so much to all the lecturers, friends, and IC staff.”

Taken together, Krittachai’s reflections capture the qualities IC KMUTNB seeks to nurture: an international outlook, confidence in working with others, and the ability to connect learning with the realities of business. His journey shows how those experiences can continue to influence the way alumni communicate, lead, and build relationships long after they leave the classroom.

