

Sawadee ka all TMRS members and friends,

October is a solemn month of remembrance for all Thais, as we pay tribute to our beloved monarchs whose wisdom, compassion, and devotion have profoundly shaped our nation.

We honor **His Majesty King Chulalongkorn (Rama V)**, whose visionary reforms modernized Thailand and safeguarded our sovereignty.

We remember with deep reverence **His Majesty King Bhumibol Adulyadej the Great (Rama IX)**, whose lifelong dedication and benevolence brought unity, progress, and hope to generations.

And we cherish the memory of **Her Majesty Queen Sirikit The Queen Mother**, whose grace, compassion, and tireless work in preserving Thai culture and supporting rural development continue to inspire us all.

May their legacies forever guide our hearts and illuminate the path toward a prosperous and compassionate future for our nation.



News and Update

We would like to express our deepest respect and heartfelt condolences on the passing of Khun Kittikiat Limapichat, who graciously designed the very first TMRS logo.

Our thoughts and sincere sympathy are with Dr. Kroevan Limapichat, our esteemed TMRS Founder and Honorary Board Member, and Khun Kati Limapichat during this difficult time.

May Khun Kittikiat's memory and contributions continue to be remembered with gratitude and respect.



NOVEMBER

TMRS, in collaboration with ESOMAR, is delighted to announce the upcoming TMRS x ESOMAR Connect Event on 7 November from 9.00-12.00 at Sasin School of Management, Chulalongkorn University.

This half-day event will feature a diverse lineup of speakers, including industry practitioners and clients, sharing their insights and experiences.

Attendance is free of charge for all TMRS members — so don't miss this opportunity to connect, learn, and exchange ideas with fellow professionals!



FEBRUARY

The IIEX is happening again in Bangkok on February 3rd and 4th, 2026.

The IIEX 2026 event provides a platform for forward-looking discussions on the major trends and themes shaping the future of research and insights. Topics such as Generative AI, automation, sample quality, emerging methodologies, cross-cultural success, the business value of insights, and customer experience will be among the key themes that showcase the latest thinking, best practices, and innovative solutions in the industry.

Please stay tuned for more details on event registration.



As mentioned, there's much more to come from TMRS this year. Please don't hesitate to reach out to us with any ideas or suggestions via contact.tmrs@gmail.com. Our team is excited to share our insights with both academia and corporate partners who are interested in learning more about insights, market research, and its applications.

Thank you!

TMRS Team



#marketingresearchmatters
#วิจัยการตลาดที่ตอบโจทย์