



SolBridge Quarterly Newsletter

Global Connect - Greater Strides in Business Education

SolBridge Special Awards



SolBridge received the official re-accreditation approval from the AACSB Board of Directors

SolBridge International School of Business has once again been recognized for its innovative, world-class programs and its excellence in teaching, research, curricular development, co-curricular design, and student learning. SolBridge has successfully earned its second AACSB accreditation – celebrating 10 years as an AACSB accredited school. In 2024, the AACSB peer review team comprised Dr. David Sprott, Dr. Sherif Kamel, and Dr. WenKai Li.



Student Life At SolBridge

Orientation week

Celebrating Our New Enrolled Students

During the Spring 2024 orientation week, both international and national students had the wonderful opportunity to experience life in South Korea to the fullest. With the enthusiastic support of Peer Group Leaders, Student Services, and the Student Council, SolBridge welcomed all their new students to campus!



Sol-Challenge Winners

During a mission called Sol-Challenge, students had the opportunity to compete against each other during the orientation week. The top winners are:

1. Team 007
2. Team Sol Meow Meow
3. Team 2SOLty

[WATCH](#)

[WATCH](#)

[WATCH](#)

Convocation Ceremony

At the outset of the Spring 2024 semester, SolBridge marked the occasion with an inspiring convocation ceremony, bringing together students and faculty to celebrate the start of a new academic journey.



Club Expo

Club Expo brought the vibrant world of university life to SolBridge! Students discovered clubs for speaking, arts, sports, and academics, igniting passions and fueling ambitions. It was a fantastic opportunity to meet new friends, explore interests, and create unforgettable memories.

[DISCOVER MORE](#)

SolBridge Special Events



Cross Border Ecosystem Builder Forum

SolBridge International School of Business proudly contributed to the “Cross Border Ecosystem Builder Forum” in Daejeon, led by the Korean Accelerator Association and CEEI. Roger Royo, Assistant Professor and Head of the Global Startup Center, participated in a panel alongside over 45 of our students. As Daejeon emerges as a key tech hub, we’re excited to be part of its growth. Here’s to shaping the future together!

Spanish Chamber of Commerce in Korea

We’re excited to announce that SolBridge International School of Business’s Assistant Professor, Roger Royo, has been appointed President of the Spanish Chamber of Commerce in Korea. This prestigious role opens up fantastic opportunities for our students to engage with Spanish initiatives, enriching our academic and cultural exchanges between Spain and Korea. We look forward to the positive impact this will have on the SolBridge community and the broader Spain-Korea relationship.



2024 NIBS International Case Study Competition

SolBridge BBA students had a great opportunity to participate in the 2024 NIBS International Case Study Competition hosted by the Technological University Dublin in Dublin, Ireland. The competition is designed to provide unparalleled learning experiences for undergraduate students from across the globe.



SolBridge Excursions

Nami Island

In March, SolBridge students enjoyed an excursion to Nami Island, located on the Han River amidst beautiful mountains. Famous for its appearance in 'Winter Sonata,' this scenic spot draws drama fans and photographers alike. SolBridge students followed the drama route, soaked in the romance, and experienced the enchantment of Nami Island.



Seoul National Museum

SolBridge students stepped into the heart of Korea's rich history and vibrant culture at the National Museum of Korea in Seoul. With over 9,000 priceless artifacts and captivating exhibitions, they enjoyed an immersive journey through centuries of heritage and tradition.



Ulsan Jangsaengpo Whale Village

SolBridge students embarked on an adventure to Ulsan Jangsaengpo Whale Village, a charming coastal town steeped in maritime history. They explored traditional streets and immersed themselves in tales of the sea. From whale watching to cultural experiences, there was something for everyone to enjoy!



SolBridge Special Lectures

Learning from Experts!

SolBridge recently had the pleasure of hosting a special lecture titled "The Mayans and the Art of Entrepreneurship: Lessons from a Millennial Civilization" by Dr. Sara Solís-Castañeda, the Ambassador of Guatemala to the Republic of Korea. Dr. Solís-Castañeda shared her profound insights into Mayan history, culture, architecture, and contributions to humanity, offering a unique perspective on the entrepreneurial spirit of this ancient civilization



SolBridge Seminars

Brownbag Seminar

It was our great pleasure to announce another external seminar held on Wednesday, 22 May, at 4 pm. Dr. Kian Howe Ong presented his insightful paper, "Regional Economic Convergence: A Comparative Study between Brazil, the European Union, and China." Dr. Ong, an Assistant Professor at the University of Nottingham Ningbo in China, has an impressive academic background, having previously held positions at the University of Melbourne and the University of Nottingham in Malaysia. Below is an abstract of his paper, which captivated the audience with its thorough comparative analysis and scholarly depth.

Abstract

Geography often influences how economies develop. Geographical tensions can arise, however, leading to the need to harmonise development across regions. The regional convergence question is whether the economy's overall income path lifts the income per person of its constituents. We examine the income distribution across states and provinces in Brazil, the European Union and China from 2002 to 2021. The data prefers a heterogeneous convergence model of cross-section dependence. This study shows another parameter of interest, the long-run elasticity to steady state. Each economy narrows geographical income inequality over this period. As the tides rise, poor states and provinces are lifted more than rich regions. Inequality across states has fallen the most in the EU. The rising tides lift all the provinces in China but not in Brazil and the EU. Amazonas, São Paulo and Greece are not lifted. We use the same model to compare convergence across economies, but different estimates reflect different evolution of steady states in each economy.



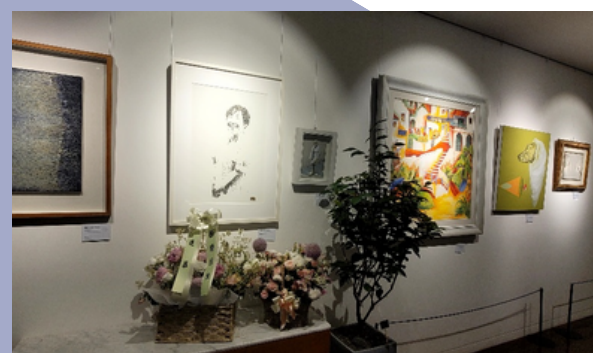
SolBridge Events

SolGallery

Celebrating 70 Years of Artistic Excellence: Our Gallery Opens Its Doors

In honor of our institution's 70th anniversary, we are thrilled to announce that our newly curated gallery is now open to students and the public. This vibrant space is dedicated to celebrating the rich tapestry of artistic talent within our community and invites everyone to immerse themselves in a diverse array of artworks that showcase the creative spirit that defines our school.

The gallery features an eclectic mix of pieces from various artists, each contributing their unique vision and style. This collection highlights the breadth and depth of artistic expression, ranging from contemporary installations to classical paintings and sculptures. Whether you are an art enthusiast or a curious observer, the gallery promises to offer an inspiring experience for all.



SolBridge Events

SolTeatro - Classical Music

SolBridge students recently savored the first-ever performances of SolTeatro. On Monday, May 13, 2024, they delighted in a captivating Violin Recital. This was followed by a Piano Recital on Tuesday, May 16, 2024. The performances echoed throughout the building, from the 1st floor to the café space and up to the 3rd floor. Students gathered to unwind, enjoy the music, and find solace from the stresses of student life. Additional concerts were planned over the following weeks, offering more opportunities for students to enjoy live performances.



SolBridge Events

Sports Day

One of the biggest events at SolBridge took place on May 9 and May 10, bringing together all departments of Woosong University for an exhilarating day of competition. Students and faculty alike participated in a variety of tournaments, including Basketball, Relay Race, Infinite Rope Jumping, and Tug of War. The event fostered a strong sense of community and school spirit, showcasing the athletic talents and teamwork of everyone involved. It was a day filled with excitement, camaraderie, and unforgettable memories.



Midterm Exam Week Surprise

Midterms can be intense, but SolBridge's 16th Student Council prepared a thoughtful gesture to boost students' spirits. Support was at hand, with Wednesday burritos providing much-needed fuel for study sessions.

Faculty's Day

Gaining knowledge and experience would not be possible without the dedication of our professors, who patiently work every day and always stay by our side.

On May 15, SolBridge and the Student Council celebrated the efforts of our professors, taking a moment to warm their hearts with the sweetest words of appreciation.



SolBridge Day

SolBridge Day is an annual tradition designed to bring SolBridgers together for a day of festivities and camaraderie. This special occasion allows participants to cherish shared experiences and create lasting memories.

For Spring 2024, in celebration of SolBridge Day, plans were underway for an unforgettable all-day trip to Everland Theme Park, along with games featuring special prizes to win.

SolBridge Events



Entrepreneurship Seminar

At the entrepreneurship seminar hosted by Dr. Roger Royo, attendees were immersed in a world of innovation and possibility. From practical tips on launching a startup to insightful discussions on navigating challenges, the seminar provided invaluable insights. Networking flourished as like-minded individuals connected, paving the way for future collaborations.

Negotiation Competition

Two SolBridge students participated in the Negotiation Competition hosted by Northern Arizona University on April 5th to 6th. Engaging with fellow undergraduates who share their passion for business negotiation and problem-solving, they enriched their experience and fostered valuable connections.



SolBridge Career Lounge

Step into the Career Lounge, a meticulously curated event designed to streamline your job search journey. Functioning as a comprehensive job concert, it featured a diverse array of offerings, including a company roadshow, roundtable chats, a job talk show, Q&A sessions, and invaluable mock interview opportunities. Beyond the surface, this event served as a strategic pre-interview session, equipping participants with the skills and insights necessary for future job placements.



2024 SOLBRIDGE BUSINESS PLAN COMPETITION

Theme: Business Strategy and Future Direction of EV Charging Service
 Date: May 20 (Mon) - May 24(Fri)
 Place: 2nd floor

SolBridge Business Plan Competition

This year, SolBridge was proud to partner with ecarplug, which presented the topic for our 2024 competition under the general theme: "How can Electric Vehicles change the lives of people?"

Celebrating our Faculty

New Faculty



Dr. Sara Khawar

Dr. Sara Khawar is a passionate entrepreneurship educationist who has done her Ph.D. in Management Studies (Entrepreneurship) from University of Exeter, UK. Prior to her Ph.D., she did MSc. International Management with specialization in Entrepreneurship and Innovation from the same university.

TEACHING AREAS

Principles of Management, Entrepreneurship, Business Model Innovation, Current Issues in Management

RESEARCH AREAS

Entrepreneurship and Social Networks, Entrepreneurial Ecosystems

New Visiting Faculty



Dr. Chongwon Park

TEACHING AREAS

Natural Language Processing, Big Data, Corpus Linguistics



Dr. Sarah Lee

TEACHING AREAS

Organizational Behavior



Dr. Haithem Zourrig

TEACHING AREAS

International Marketing, Marketing Research, Marketing Application, Social Media Marketing

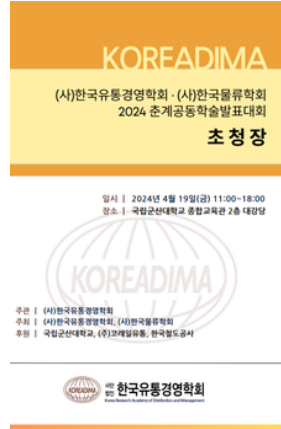
Celebrating our Faculty

Recent Publications



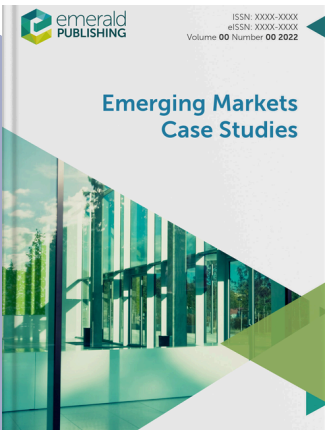
Behavior Among Stock Price, Financial Performance, and Financial Distress Evidence from the Australian and New Zealand Stock Exchange

Keywords: Stock Price, Financial Performance, Financial Distress, ANOVA



Cultural intelligence and job satisfaction of expatriate workers in Korea: Exploring the mediating effects of work adjustment

Keywords: Cultural intelligence, expatriates, expatriate adjustment, job satisf action, Korea



The Zomato dilemma: a realistic growth trajectory and share price fair valuation?

Keywords: Entrepreneurship, Financial analysis, Financial Investment, Case Study, Start-up



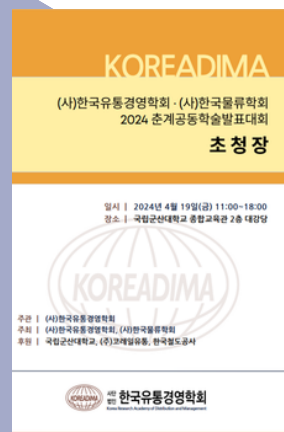
Directors' & Officers' liability insurance and financing decisions: Evidence from debt structure choice

Keywords: Debt structure Directors' and officers' liability insurance



ESG and debt structure: Is the nature of this relationship nonlinear?

Keywords: Debt structure, ESG, Corporate finance



Can Home Government Support and Host Country Institutions Moderate the Impacts of Organizational Learning on Market Expansion When Social Ventures Compete in Foreign Economies?

Keywords: Home Government Support, Host Country Institution

Celebrating our Faculty

Recent Publications



Artificial Intelligence and Agency: Tie-breaking in AI Decision-Making.

Keywords: Artificial Intelligence, Agency, Decision-making, Rationality, Tie-breaking



Stock Price Prediction Based on the Bi-GRU-Attention Model

Keywords Machine Learning, Attention Mechanism, LSTM Neural Network, ABiGRU Model, Stock Price Prediction



Transformational leadership and project success: the serial meditating roles of team flexibility and team agility

Keywords: transformational leadership, project success, team flexibility, team agility, construction project management



From Collectibles to Experiences: Beijing's POP MART Theme Park Venture

Keywords: POP ART, POP LAND, Engagement, Collaboration, IP, Campaign



Investor Perception of ESG Performance: Examining Investment Intentions in the Chinese Stock Market with Social Self-Efficacy Moderation

Keywords: ESG; theory of planned behavior; investment decisions; social self-efficacy



Multi-criteria Scheduling in Parallel Environment with Learning Effect

Keywords: Multi-criteria, parallel processors scheduling, learning effect, particle swarm optimization, Levy flight

Celebrating our Engagement

Ministry of Science and Higher Education of Republic of Kazakhstan

April 1st, marked a significant milestone for Woosong University and SolBridge International School of Business as we had the honor of hosting distinguished guests from Kazakhstan. The Minister of Science and Higher Education of Kazakhstan, Mr. Sayasat Nurbek, alongside the Mayor of Turkistan region, Mr. Satybaldy Darkhan, visited our campus to engage in fruitful discussions on education in South Korea.

During their visit, they were warmly welcomed by our Kazakh students and engaged in a productive meeting to discuss the educational experiences of students in South Korea. Additionally, the focus was on the exciting prospect of opening a branch of Woosong University in the Turkistan region of Kazakhstan. This visit underscored our commitment to fostering international partnerships and providing quality education opportunities to students globally.



Celebrating our Engagement

Business Engagement

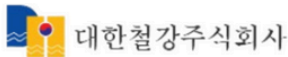
On May 16, SolBridge signed Memorandums of Understanding (MOUs) with 11 prominent companies. This partnership aims to create valuable opportunities for students to build professional connections and secure internships, enhancing their practical experience and career prospects.

대전세종 중소벤처기업청장

DAECHEON KIM



DAEHAN STEEL



FIRSON



DONGYANG A.K. KOREA



SUNGJIN TECHWIN



HANBIT MD



3H WELLNESS SOLUTIONS



YON HEE CHEMICAL



TOVIS



AIRRO



We would like to extend our heartfelt gratitude to these companies for their commitment to supporting our students and contributing to their future success.

Alumni Spotlights

SOLBRIDGE IS THRILLED TO CELEBRATE THE ACHIEVEMENTS OF TWO DISTINGUISHED ALUMNI:



Saidakbar Ikramov

Since enrolling at SolBridge in 2019, Saidakbar has demonstrated exceptional dedication and skill, leading him to an impressive career milestone. He is now thriving as an Overseas Sales Manager at Bioneer Corporation, one of South Korea's most cutting-edge biotech companies.

Join us in celebrating Saidakbar's outstanding success and wishing him continued excellence in his professional journey!

[READ MORE](#)

Soan Jung

Enrolling at SolBridge in 2011, Soan has worked diligently to reach a distinguished position at Samsung Electronics, one of South Korea's premier tech companies. As an interpreter and translator, she plays a crucial role in facilitating global communication.

Let's congratulate Soan Jung on her remarkable achievements and wish her continued success in her career!

[READ MORE](#)



Upcoming Events



Upcoming Events Notification

Please stay alert for the following events. Detailed information will be communicated via email and our official social media channels.

- Asian Business Case Competition
- Conferences
- Summer Workshop for Entrepreneurship and Innovation
- Orientation Week
- Culture Day
- And many more...



EDUCATING THE NEXT GENERATION OF ASIAN THOUGHT LEADERS

Thank you

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