



SolBridge Quarterly Newsletter

Global Connect - Greater Strides in Business Education

Happy Holidays!



**Cheers to a Wonderful
Holiday Season!**

As we celebrate the spirit of togetherness, we are grateful for the diverse and vibrant community that makes our school truly international.



Recognition

2025 Times Higher Education (THE) World University Rankings

Woosong University has achieved a remarkable milestone by entering the prestigious 2025 Times Higher Education (THE) World University Rankings, placing in the 1201–1500 band globally, 31st among domestic universities, and 1st among private universities in the Chungcheong region. Recognized as #1 in Korea for “International Outlook,” Woosong’s commitment to global engagement through diverse student and faculty representation and strong international partnerships sets it apart.

The university’s rise in global prominence is further highlighted by its inclusion in the 2024 THE Impact Rankings for sustainability and the 'World's Universities with Real Impact (WURI) 2024' rankings, where it ranked 60th for Entrepreneurial Spirit and 93rd for Student Support and Engagement. These accomplishments, driven by innovation and forward-thinking, underline Woosong’s leadership in education, industry collaboration, and research excellence.

With approximately 3,000 international students from 86 countries and a rich 70-year legacy, Woosong continues to build a future-focused academic environment. Congratulations to Woosong University on this outstanding achievement! For more details, visit The World University Rankings.



Recognition

SolBridge Achieves Recognition in QS World University Rankings

SolBridge International School of Business is proud to share its recent success in the prestigious QS World University Rankings. This global ranking evaluates institutions based on factors such as academic reputation, employer reputation, and research impact. SolBridge’s Master’s programs—including the Master’s in Management, Master’s in Business Analytics, and Global MBA—received notable recognition, with the Global Master’s program securing an impressive regional ranking of 42.

The QS rankings are highly regarded in higher education, considering key factors like faculty-to-student ratio, diversity, and research influence. This recognition highlights SolBridge’s commitment to academic excellence and its mission to create a diverse and inclusive learning environment that prepares students for global success.

A key part of this achievement is SolBridge’s dedication to fostering a multicultural community. With students and faculty from around the world, the school cultivates a dynamic learning environment that equips graduates with the skills and insights needed to thrive in the global marketplace.

SolBridge extends its gratitude to the Woosong Foundation for their continued support and collaboration, which have been crucial in reaching this milestone. As SolBridge celebrates this success, it remains committed to further enhancing its programs and strengthening its position in the global academic community.



Recognition

3 Palmes of Excellence

SolBridge’s 3 Palmes distinction from Eduniversal highlights its status as an “Excellent Business School with reinforcing international influence,” placing it among the top institutions across nine global regions. This recognition reflects SolBridge’s commitment to academic excellence, global connections, and an international outlook, aligning with South Korea’s tradition of educational quality. By embracing these values, SolBridge continues to shape future business leaders and strengthen its reputation as a leader in Asia’s competitive business education landscape.



SolBridge Special Events

Woosong Global Park

In celebration of 70 years of educational excellence, Woosong University unveiled the "Woosong Global Park," a symbol of cultural exchange and commitment to sustainability. The garden, featuring 60 flowers representing the diverse student body from 87 countries, highlights Woosong's dedication to SDG 10 (Reduced Inequalities) and SDG 4 (Quality Education). The event also honored faculty and staff for their contributions over seven decades, emphasizing the importance of inclusive education. Additionally, SolBridge Culture Day showcased students' cultural backgrounds through vibrant performances, promoting SDG 16 (Peace, Justice, and Strong Institutions). Woosong's initiatives reflect its commitment to fostering a globally aware, inclusive community that prepares future leaders to drive positive change.



SolBridge Special Events



SDS

On October 5th and 6th, SDS had an amazing experience participating in the Rookie Tournament hosted at Korea University. Our students have showcased their critical thinking and negotiation skills as they competed with talented teams from the Korea Intersarsity Debate Association (KIDA). This was a wonderful opportunity for SolBridgers to network and learn from top debaters in South Korea. Congratulations to team SDS 2 - Bektursun Kartaev and Janara Azimbaeva for breaking into the finals and Tasneem Elias for winning the 3rd Best Judge at the tournament.

Students Unite for Stream Cleaning

SolBridge International School of Business recently showcased its dedication to sustainability through a successful stream cleanup event organized by the SolBridge Sustainability and ESG Committee. This initiative not only enhanced the local ecosystem but also raised awareness about the importance of clean waterways.

Over 30 enthusiastic volunteers participated, collecting over 10 large 50-liter bags of trash while engaging in meaningful discussions on pollution's impact on wildlife and water quality. The event fostered environmental awareness, community unity, and new friendships among students, with support from local businesses adding to its success.

Looking ahead, SolBridge aims to establish the stream cleanup as a semestral tradition, further empowering students to contribute to sustainability efforts and creating lasting environmental impact.



2024 NIBS International Case Study Competition

On October 26th, SolBridge hosted an in-house competition to select representatives for the prestigious NIBS Business Case Competition. Focused on sustainable growth and digitalization in Indonesia's mobility sector, the event showcased students' teamwork and critical thinking, aligning with SolBridge's commitment to sustainability. Participant Sung Jae Kim called it a rewarding and inspiring experience, highlighting the value of collaboration and future opportunities.

SolBridge Special Events

SolMusic Performance during Music & Art Festival month

The Music Club (SolMusic) kicked off the Fall 2024 semester with its first performance on November 12th, 2024, showcasing the diverse musical talents of the members. The performers have carefully selected songs, highlighting their unique musical styles and individual expressions. The club curated a setlist of 11 songs with a range of musical genres from soulful ballads to upbeat pop hits, ensuring that each of the song is captivating to the audience.



25th Intercollegiate Negotiation Competition

Sajnova Hossain Kanti, a senior from Bangladesh, along with other students, proudly represented SolBridge at the Inter-collegiate Negotiation Competition (INC) held at Sophia University in Tokyo. The competition brought together passionate law school students from across the Asia-Pacific region for a challenging yet rewarding experience. Mock court trials and negotiation sessions required participants to delve into legal research beyond their business backgrounds, applying negotiation skills developed at SolBridge. The event demonstrated the importance of resilience, adaptability, and teamwork while fostering connections with students from diverse cultures and creating an atmosphere of camaraderie and shared ambition.



ICITE Conference

From November 21 to 23, 2024, SolBridge International School of Business successfully hosted the International Conference on Information Technology Education (ICITE) in collaboration with the Philippine Society of Information Technology Educators Foundation (PSITE).



SolBridge Culture Day

On October 16, 2024, SolBridge celebrated its vibrant Culture Day under the theme "Heritage in Motion: The Evolution of Nations," showcasing how traditions evolve while preserving their identity. In honor of Woosong University's 70th anniversary, students from 21 countries, including South Korea, Brazil, Vietnam, and Morocco, presented performances highlighting their cultural evolution. Alumni from Kazakhstan and representatives from the Swiss German University in Indonesia joined the celebration, which symbolized unity through cultural diversity. Culture Day truly showcased the power of culture in uniting people across nations.



SolBridge Special Lectures

Hana Institute of Finance

On Monday, October 11, 2024, SolBridge International School of Business welcomed Jong-ho Baek, Director at Hana Institute of Finance, for an engaging guest lecture. Mr. Baek shared valuable insights into the structure and major transformations shaping South Korea's financial industry. With his extensive experience at the Korea Deposit Insurance Corporation and a Ph.D. in Statistics from UCLA, he provided students with a thorough understanding of Korea's dynamic financial landscape.



Commercial Counsellor of Ecuador

With over a decade of experience strengthening economic and trade ties between Ecuador and Korea, Mr. Gallegos delivered a compelling lecture on building successful partnerships with Korean companies. Highlighting the importance of empathy and understanding Korean culture in business negotiations, he shared practical strategies from his extensive work in promoting Ecuadorian exports, attracting investments, and leading trade missions. Students gained valuable insights into cultural intelligence and its critical role in fostering strong international business relationships.



[For details on special lectures, click here.](#)

SolBridge Special Lectures

Liberal Arts Research Seminar

As part of the newly launched Liberal Arts Research Seminar series, Prof. Ines Mzali from SolBridge International School of Business delivered an engaging talk on "Literary Reappropriations of Refugee Narratives." Her presentation explored the impact of legislative terminology on refugee status and how such issues are critically examined in Omar El Akkad's 2021 novel, *What Strange Paradise*. Earlier seminars in the series included "The Rouran Avar Empire in Mongolia and the Silk Road" by Prof. Andrew Shimunek on September 26, and a "Poetry Reading and Talk" by Prof. Harold Y. Shim on October 31.



Coupang

SolBridge had the privilege of hosting Mr. Caleb Hill, VP of Coupang Ads, for an insightful session on South Korea's e-commerce landscape and the remarkable growth of Coupang, the country's leading e-commerce platform. Mr. Hill shared key strategies behind Coupang's success, including its innovative advertising approaches and the WOW membership program, which boost brand discovery and customer loyalty. As most users and WOW members rely on the platform to research products, Coupang has become a crucial search engine for South Korean shoppers.



SolBridge Excursions and Events

Busan Haeundae Beach

SolBridge students had an unforgettable day on an exciting excursion to Haeundae Beach in Busan. With stunning coastal views, golden sands, and refreshing sea breezes, the trip provided a perfect opportunity to relax, socialize, and build lasting friendships. Students enjoyed activities like beach sports, group games, and swimming while taking in the beautiful scenery. This trip not only provided a break from academic life but also strengthened the sense of community among students from diverse backgrounds, highlighting the vibrant and inclusive spirit of the SolBridge family.



Gyeongju's Hidden Gem: Hwangnidan-Gil

Nestled in the historic city of Gyeongju, Hwangnidan-Gil is a captivating blend of tradition and modernity. Known for its charming hanok-style architecture, this picturesque street invites visitors to step back in time while enjoying contemporary delights. Lined with trendy cafes, boutique shops, and art galleries, it offers something for everyone, whether students are savoring a cup of specialty coffee, shopping for unique souvenirs, or admiring local crafts. At night, the softly lit street exudes a magical ambiance, making it a favorite destination for both locals and tourists. For students seeking a mix of cultural exploration and relaxation, Hwangnidan-Gil is the perfect weekend getaway.

Buyeo

Students had the opportunity to visit Buyeo, the ancient capital of the Baekje Kingdom, on an enriching excursion last weekend. The trip included visits to Baekje Cultural Land, where they explored life-sized recreations of historic sites, and the serene Gungnamji Pond, a UNESCO World Heritage site. Surrounded by the picturesque Geumgang River, students enjoyed scenic views and learned about Korea's rich history through interactive exhibits and guided tours. The day offered a perfect blend of cultural discovery and relaxation.



Media Interview Competition

On November 29th, the SolBridge Tutoring Lab hosted the SolBridge Media Interview Competition, providing students with a valuable chance to practice public speaking and boost their confidence.

[For details on events and excursions, click here.](#)

SolBridge In Focus

Elmis Rodriguez Shines at Korean Bowling Competition

Elmis Rodriguez Rodriguez, from Mexico, proudly represented SolBridge at the Korea Professional Bowling Association's national competition. From November 4th to 6th, Elmis showcased his skills alongside 185 participants, finishing an impressive 48th place. Competing in 15 games daily over three days, he demonstrated exceptional endurance and mental focus. The event brought together bowlers from diverse backgrounds, fostering camaraderie and shared passion for the sport. Elmis's hard work was recognized with a semi-professional award, a testament to his dedication and pride in representing SolBridge on the national stage.



SolBridge Events

Sol-Concert: A Winter Celebration of Music and Art

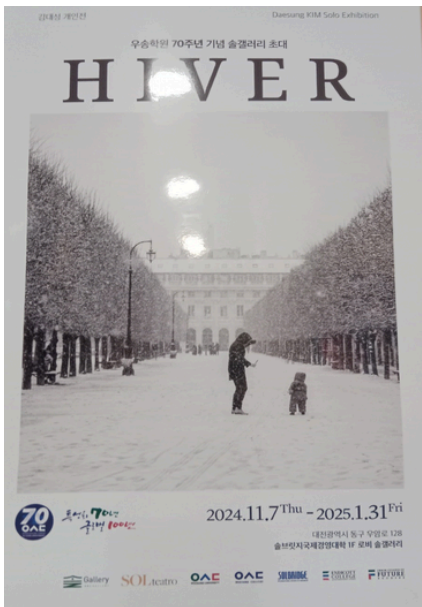
❄️ As winter approached, SolBridge and Woosong Art students came together to deliver spectacular singing and dancing performances at the Music & Art Festival. This vibrant event celebrated creativity and featured renowned South Korean artists, bringing the beauty of music and art to students and faculty. Held in honor of Woosong University's 70th anniversary, the festival showcased talent, connection, and community spirit. We extend our gratitude to everyone who tuned in and to the incredible performers who made this event unforgettable!



SolBridge Events

Hiver

Sol-Gallery, located on the first floor, is embracing the beauty of winter with a stunning seasonal display. Featuring different paintings, and digital art, the exhibition captures the serene elegance of snow-covered landscapes, the warmth of togetherness, and the magic of festive lights. Students and staff are invited to explore this creative celebration of winter, showcasing the talent and imagination of our artistic community.



SolBridge Events

SolBridge International Poem Recital Workshop

The workshop provided an immersive experience into Korean poetry and literature, helping international students connect more deeply with Korean culture. Through a captivating lecture on recitation techniques, students learned about rhythm, breath control, and expressive delivery. Each participant had the opportunity to bring a Korean poem to life, gaining a greater appreciation for Korea's rich literary heritage.



SolBridge Events



Congratulations to the Newest Beta Gamma Sigma Members 🎉

On December 6th, the Beta Gamma Society at SolBridge held a successful induction ceremony, celebrating the academic excellence and dedication of new members. Being invited to join the prestigious Beta Gamma Sigma Honor Society is a testament to the commitment and hard work of these top 10% students. Congratulations to all the new members, and special thanks to Executive Dean Danielle Swanepoel and the BGS officers for hosting such a meaningful event!

BBA Students:

Agnes Florencia
 Akylai Dzhumashalieva
 Akzholov Erbolot Zhanybekovich
 Anakiz Askerova
 Dao Phuong Uyen
 Deroubaix Joey Emerod Irene
 Elvira Tokonova
 Enkhee Uls-Enkh
 Gabriella Valerie Ryuto
 Jun Geon Jang
 Kay Zin Soe
 Khin Thandar Win
 Kyi Sin Thant
 Nguyen Thuy Gia Han
 Srun Sokuntheary
 Ya Mone Phoo
 Yuliya Li

Master and PhD Students:

Dasha Busye Uysal
 Han Huibin
 Hojung Ha
 Liu Yueying
 Peng Dingkang
 Xiaojia Zhang
 Yunpeng Gong

Celebrating our Faculty and PhD Students

Recent Publications

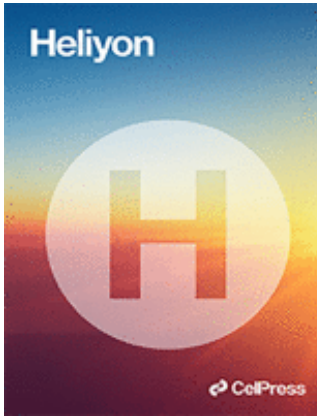


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The impact of Human-AI integration on enterprise digital transformation: The mediating role of enterprise technological innovation

Keywords: Human AI, Confirmatory Factor Analysis, enterprise Digital Transformation

Authors: Jun Cui, Qiang Wan, Sangwoo Shin



Investor characteristics, intention toward socially responsible investment (SRI), and SRI behavior in Chinese stock market: The moderating role of risk propensity

Keywords: Socially responsible investment, Theory of planned behavior, Chinese investors

Authors: Xiaojia Zhang, Chia Hsing-Huang



Application and Effectiveness Evaluation of Knowledge Management in Knowledge-Intensive Industries

Keywords: knowledge management; knowledge-intensive industries; system construction; knowledge sharing

Authors: Daojun Yuan, Cong Gao



The Causal Impact of Government Education Expenditure and Poverty Reduction in Nigeria: A Poverty Policing Action from 1980-2019

Keywords: Government, poverty, policy, Nigeria, Granger causality

Authors: Yusuf Bala Zaria Jasman Tuyon

Celebrating our Engagement

Study Abroad

New Exchange Program Opportunity - Østfold University College, Norway

SolBridge is thrilled to announce a new partnership with Østfold University College in Norway, opening doors for students to embark on an unforgettable exchange semester. This program allows SolBridge students to immerse themselves in Norwegian culture, explore picturesque landscapes, and study in a dynamic academic environment known for its innovative teaching methods and global perspectives. Participants will have the chance to experience a unique blend of tradition and modernity while pursuing their academic goals. It's an incredible opportunity to gain international experience, develop new perspectives, and build lifelong connections. Don't miss out on this chance to grow personally and professionally while studying in one of Norway's most scenic and vibrant regions!



Dominican University of California, Barowsky School of Business, California, USA (4+1 Pathway to Master Program)

The 4+1 Pathway to a Master's program with Dominican University of California (DUC) offers a Master of Science in Accounting (MSA), tailored for students pursuing accounting careers in Korea and North America. Located near San Francisco, this one-year program balances core accounting content with skills like data analytics, ensuring graduates meet the industry's evolving demands. SolBridge students enjoy scholarships, waived GMAT/GRE requirements, and experiential learning through DUC's North American network, preparing them for internships and full-time roles. Graduates also fulfill the 150 credit-hour requirement for CPA certification, gaining a strong foundation for global accounting careers.



Celebrating our Engagement

Study Abroad

University of Aberdeen, Scotland, the United Kingdom (Exchange Program)

In addition, SolBridge has established a new exchange partnership with the University of Aberdeen Business School in Scotland. Renowned for over 500 years of academic excellence and EQUIS accreditation, the Business School offers world-class programs in Business, Finance, and Economics. Students can study in the vibrant city of Aberdeen without additional tuition fees beyond SolBridge costs, with credits transferring seamlessly. Taught entirely in English, this exchange provides a unique chance to gain a global perspective, boost career prospects, and immerse in Scottish culture while pursuing academic goals.



University of Economics in Bratislava, Slovakia (3+1 Dual Degree Program)

Finally, SolBridge is proud to announce a new Dual Degree opportunity for BBA students: the 3+1 Dual Degree program with the University of Economics in Bratislava (EUBA), Slovakia. As the largest university in Slovakia, EUBA has been a leader in economics and management education since 1940. Accredited by AACSB and ranked among the top 6% of business schools worldwide, EUBA provides students with a world-class academic experience. This program allows students to complete three years at SolBridge and one year at EUBA, earning two degrees while immersing themselves in an international environment. With tuition fees paid to SolBridge and scholarships fully maintained, this program offers an accessible and enriching pathway to global education.



These initiatives reflect SolBridge's dedication to fostering international learning and providing students with the tools to excel in a globalized world.

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.



EDUCATING THE NEXT GENERATION OF ASIAN THOUGHT LEADERS

Thank you

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