September 2026 Edition

SolBridge Quarterly Newsletter

Global Connect – Greater Strides in Business Education

A new semester, new connections, and new opportunities

At SolBridge, sustainability is not only about protecting the environment, but also about fostering inclusive education, global partnerships, intercultural understanding, and responsible leadership. This month's newsletter highlights the many ways our community continues to create positive impact both locally and globally.



In this September Edition:

Welcome & Orientation Week Fall 2026 begins: orientation recap	**Global SolBridge** Toyama, Okinawa and AeroMexico students visit Daejeon	**Congratulations, Graduates** Celebrating the Spring 2026 Graduation Ceremony
Tutoring Lab & Club Expo Where to get academic help and how to join a club	**BGS GiveBack** Pass on what you don't need and pick up what you do	**MORE**

Welcome to Fall 2026

A New Semester

Dear SolBridge students, faculty, and staff,

Welcome to the Fall 2026 semester! After a week of orientation activities, classes began on Tuesday, September 1, and campus is busy again. Whether you are joining us for the first time or returning to familiar classrooms, we are delighted to have you here in Daejeon. This semester we welcome new degree students and exchange students from partner universities, and together you make up the multicultural community that defines who we are.

Since our founding in 2007, SolBridge has been guided by one mission: to educate the next generation of Asian thought leaders. That mission comes to life in classes taught entirely in English, in group projects that bring together classmates from dozens of countries, and in the friendships that grow across cultures.

This semester, we encourage you to try something new: book a session at the Tutoring Lab, attend a career workshop, or introduce yourself to a classmate from another country. Our faculty and staff are here to help you make the most of every opportunity.

Key Highlights

- QS Master's Rankings
- Welcoming Our New Faculty
- Visit from the Minister of Science and Higher Education of Kazakhstan
- And more exciting updates from SolBridge!



Orientation Week recap: From Belonging to Leadership

Fall 2026 Orientation: Belong Here. Lead Anywhere.

Fall 2026 Orientation Week welcomed our newest SolBridge students under the theme “Belong Here. Lead Anywhere.” The week provided students with opportunities to connect with their peers, learn about life in Korea, and begin building a strong sense of belonging within SolBridge’s diverse international community.

Through sessions on Korean Culture and Life in Korea, Korean Law & Safety, Counseling and Well-being, and Diversity, Equity, Inclusion and Belonging (DEIB), students gained practical knowledge and explored the resources and support available to them throughout their university journey. Academic and career-focused sessions, including an introduction to Beta Gamma Sigma, also encouraged students to look beyond their first semester and begin developing the skills, confidence, and global perspectives needed to lead in an interconnected world.
A major highlight was the SolChallenge Video Competition, where newly formed teams collaborated to interpret the theme “Belong Here. Lead Anywhere.” Through creativity, teamwork, and storytelling, students celebrated their diverse backgrounds while creating shared memories of their first weeks at SolBridge.

🏆 SolChallenge Winners

- 🥇 1st Place: #BBA16 – “Alices in SolBridge Land”
- 🥈 2nd Place: #BBA3 – “Lost & Found”
- 🥉 3rd Place: #BBA9 – “Chipmunks”

Beyond the competition, Orientation Week reflected SolBridge’s commitment to SDG 4: Quality Education and SDG 10: Reduced Inequalities by creating an inclusive environment where students from diverse backgrounds could learn, collaborate, and grow together.

As the semester begins, SolBridge welcomes its newest students and encourages them to embrace new experiences, celebrate diversity, and contribute their own voices to the community.
You belong here. From here, you can lead anywhere.







GLOBAL SOLBRIDGE

Connecting Students Across Borders

SolBridge is one of the most international business schools in Korea. Most of our students and a large share of our faculty come from outside the country, and we have exchange and dual-degree partnerships with more than 300 universities in over 60 countries. This summer, that global network brought visitors from Japan and Mexico to our Daejeon campus.

Toyama: 29 students, two weeks of English

From August 1 to 13, 2026, SolBridge welcomed 29 second-year students and two teachers from Toyama University of International Studies (TUINS) High School in Japan for a two-week program in English writing and presentation skills. After a campus tour and a formal welcome from Honorary President Deog-Seong Oh, Dean Chia-Hsing Huang and Prof. Hee Kwon Lee, the group started with a taste of Korea itself: a first class on the basics of Hangul and everyday expressions with Prof. Hwansung Ju, plus an introduction to Korean customs, food and etiquette. After their coursework, the students explored Daejeon, visited their sister school and spent a day in Seoul before flying home to Toyama with a certificate and plenty of memories.

Okinawa: an eight-day English camp

From July 19 to 26, students from the Okinawa School of Foreign Languages (Gaigo) joined an eight-day English camp on writing, presentation skills and Korean culture. Days at SolBridge combined lectures, including sessions on writing basics and designing infographics, with cultural experiences such as a hanbok and tea ceremony. The group also visited Jeonju Hanok Village, toured cafés in Soje-dong and shopped in Dunsan-dong, Daejeon's newer downtown, before departing from Incheon Airport with certificates of achievement.

AeroMexico students explore Korean business and culture

SolBridge also hosted a group of AeroMexico students this summer for a program that combined Korean business and culture

> WHY IT MATTERS
> Short-term programs like these bring international visitors into SolBridge classrooms and connect them with our students. They also support SDG 4 (Quality Education) and SDG 17 (Partnerships for the Goals).





CONGRATULATIONS, GRADUATES

SolBridge International School of Business proudly celebrated its Spring 2026 Graduation Ceremony, honoring 109 graduates from more than 20 countries who completed their BBA, MBA, and MS degrees. Families, friends, faculty members, and university leaders gathered to recognize the graduates' achievements and celebrate the beginning of their next chapter.

In his congratulatory address, President Jin Go-Whan encouraged graduates to embrace the opportunities and challenges of a rapidly changing world, emphasizing the importance of combining technological knowledge with creativity, empathy, and ethical judgment. He also reminded graduates that commencement marks not the end of learning, but the beginning of a lifelong journey of growth.

The ceremony also featured congratulatory addresses from Executive Dean Chia Hsing Huang and Executive Director Kim Tae-Han, as well as the presentation of the Global Woosong Scholarship Member Awards, recognizing outstanding academic and community contributions.
A highlight of the ceremony was the valedictorian speeches, with BBA Valedictorian Li Yuliya and MS Valedictorian Ekaterina Prokudina reflecting on their experiences at SolBridge. Their messages highlighted the friendships, challenges, perseverance, and personal growth that shaped their university journeys.



WHAT'S NEXT

Welcome to the SolBridge Alumni Community

As the Spring 2026 Class begins a new chapter as SolBridge alumni, graduates join a global network of alumni who carry the knowledge, experiences, and friendships developed at SolBridge into communities and organizations around the world.
We look forward to following their journeys and celebrating their achievements through the SolBridge Alumni Highlights series.

Congratulations, Class of Spring 2026! Your future begins now.

STUDENT SPOTLIGHT

Meet Our SolBridge Student

Devika Menon
PhD · 2025 · Indian
Area of interest: Marketing



Why did you choose SolBridge?
"I wanted to study business in Asia, in English, with classmates from all over the world. SolBridge offered exactly that, and Daejeon has turned out to be a friendly, easy city to live in."

What has been your favorite experience so far?
"Joining SolBridge gave me friends outside my classes and helped me practice communicating across cultures."

What are you working toward this semester?
"I'm working toward doing well academically, becoming more confident, and building a stronger foundation for my future career as a professor. I am also currently working on my thesis and publishing my research paper."

What advice would you give another student?
"Don't be afraid to step outside your comfort zone. Talk to people, try new things, and make the most of your time here. SolBridge is a wonderful place to create networking."

Faculty Engagements & Achievements

SolBridge faculty continue to contribute to research, innovation and the wider academic community. Here are a few recent highlight:

INNOVATION · TOP 3

Team SolEpic Lab: SOL-AIMS AI Idea Competition

Professors Shijith Kumar and Melanie Fernandes earned a Top 3 finish in the Spring 2026 SOL-AIMS AI Idea Competition, hosted by Woosong University's Office of University Innovation. Their proposal, SOL-OPS GameLab, uses generative AI to build immersive, customizable simulations for Operations Management classes, helping students practice contextual judgment as well as procedures. The competition invited students, faculty and staff to propose AI solutions across five themes: Digital BioHealth, Agentic AI, Advanced Mobility, Global Hospitality and Open Innovation.

Related SDGs: SDG 4 (Quality Education) · SDG 9 (Industry, Innovation and Infrastructure)



Welcome Our New Faculty

We are pleased to welcome our newest faculty members to SolBridge International School of Business. Bringing diverse academic backgrounds and international experience, they will contribute to our vibrant learning and research community.



Xiaopeng Xi

Assistant Professor
Tsinghua University, China — Ph.D.

Publications

- Chen, S., Xi, X., Zhong, M., Yang, R., & Orchard, M. E. (2026) Handling mislabeled data in fault diagnosis: A graph-assisted random forest approach. Neurocomputing, 671: 132669
- Xi, X., Si, X., Niu, Y., Gao, L., & Orchard, M. E. (2025) A novel non-Markovian degradation model with global state dependency for prognostics. Mathematical and Computer Modelling of Dynamical Systems, 31(1): 2597305
- Sheng, L., Li, C., Gao, M., Xi, X., & Zhou D. (2025) A review of SCADA-based condition monitoring for wind turbines via artificial neural networks. Neurocomputing, 633: 129830
- Zhang, H., Xi, X., & Pan, R. (2023) A two-stage data-driven approach to remaining useful life prediction via long short-term memory networks. Reliability Engineering & System Safety, 237: 109332



Virginia Drummond Abdala

Visiting Professor
University of Paris-Dauphine PSL, France — Ph.D.

Publications

- DRUMMOND, V. “The Uncanny Self: Reflexivity and Intercultural Leadership Development in a 9-year International MBA Program”, submission to Journal of Management Studies. (April 2026)
- DRUMMOND, V, LUNNAY,B, FOLEY, K, WARD, P, “Trapped in Sisyphean Cycles? A Study of Doctor’s Mental Health in a Constrained Healthcare System”, submission to Health (October 2025)
- DRUMMOND, V. “Ancestral Wisdom for Organizational Futures: Learning from Aboriginal Australia and Indigenous Brazil”, Organization, submission October (2025)
- LUNNAY, B FOLEY, K, BAKER, M, WEIGHTMAN, DRUMMOND V, LAWRENCE, D, LAWN, S, BAIGENT, M WARD, P, 2024, Work-related impacts on doctors’ mental health: a qualitative study exploring organisational and systems-level risk factors BMJ Open 2024; 14: e088283. doi: 10.1136/bmjopen-2024-088283"



Robert Davis

Visiting Professor
University of Auckland, New Zealand — Ph.D.

Publications

- Davis, R. A., Owen, S, Sherriff, K, 2018, Conceptualising and Measuring Consumer Authenticity Online, Journal of Retailing and Consumer Services, [ABDC Ranking: A].
- Davis, R.A., S. Smith, B Lang (2017). A Comparison of Online and Offline Gender and Goal Directed Shopping Online, Journal of Retailing and Consumer Services, [ABDC Ranking: A].
- 2016 - Davis, R.A. and McGinnis, L. Consumption Guilt: Rationalising Excessive Fan Behaviour, Journal of Retailing and Consumer Services, [ABDC Ranking: A].
- Davis, R.A. Piven, I., and M Breazeale (2014). A Conceptual Model of Consumers Service Brand Consumption in Social Media Community, Journal of Retailing and Consumer Services, [ABDC Ranking: A].

SolBridge in Action

BGS GiveBack: a cycle of giving

The Beta Gamma Sigma (BGS) chapter at SolBridge, the international honor society for top business students from our BBA, MBA, MS and PhD programs, runs GiveBack, a sustainability initiative built around a simple idea: keep useful items in circulation. At the start of each semester, donated items such as kitchen supplies, textbooks, clothing and electronics are given to new students for free. At the end of the semester, students donate what they no longer need so the next group can use it. Items that go unclaimed for a year are passed on to charity, so nothing goes to waste.

In Spring 2025, the chapter kicked off the semester with a GiveBack event held on four evenings in early March at the SolGeo dormitory. This Fall 2026, GiveBack returns to help new students settle in.

HOW TO TAKE PART

New students: stop by the GiveBack event to pick up what you need. **Returning students**: donate items you no longer use at the end of the semester. **Questions**? Contact the BGS SolBridge Chapter





Excursions

Discovering Korean History & Culture

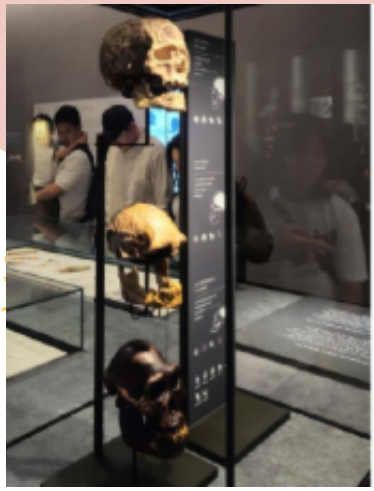
Second-year MSc student Manasi Parmeshwar Sarate reflects on the Fall 2026 SolBridge Student Council excursion to the National Museum of Korea in Seoul. As a Student Council Associate, she helped coordinate the trip while also exploring the museum's extensive collections of Korean history and art, including the famous Silla gold crown and gold belt.

Beyond the exhibits, the day included lunch and coffee with friends, a visit to the Children's Museum, conversations, souvenirs, and time exploring Seoul. Manasi describes the excursion as more than a museum visit—it was an opportunity to experience Korean history and cultural heritage, strengthen friendships, and step outside the usual campus routine.

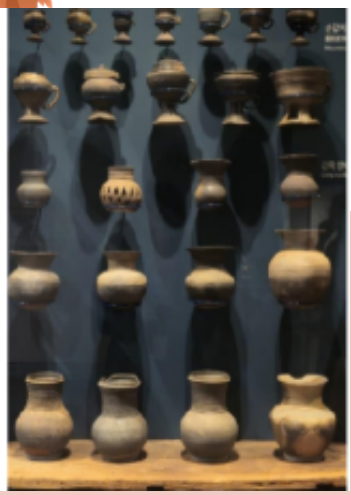
The experience connects naturally with SDG 4 (Quality Education) through experiential learning and SDG 11 (Sustainable Cities and Communities) through cultural heritage and engagement with Seoul's history.

#SolBridgeExcursion #StudentLife #SDG4 #SDG11 #QualityEducation #CulturalHeritage #SolBridgeCommunity









Minister of Science and Higher Education of Kazakhstan

Advancing Global Higher Education

SolBridge International School of Business in Daejeon welcomed Sayasat Nurbek, Kazakhstan's Minister of Science and Higher Education, on September 17, 2026. He received an Honorary Doctor Degree in recognition of his contributions to higher education, science, and international academic cooperation.

During a special lecture, Nurbek presented Kazakhstan's vision of becoming a regional education and research hub, centered on its "3M Strategy": Middle Corridor, Middle Power, and Middle Hub. He highlighted Kazakhstan's growing partnerships with universities worldwide, including branch campuses, dual-degree programs, and joint research, with particular attention to cooperation with South Korea.

He also discussed Kazakhstan's efforts to attract international students and expand academic mobility, as well as the transformation of higher education through AI and digital technologies. Kazakhstan's collaboration with OpenAI was highlighted as part of efforts to strengthen digital skills, support educators, and prepare students for a technology-driven economy.

The visit ultimately emphasized international cooperation, AI-driven education, innovation, and future-ready skills, while reinforcing SolBridge's commitment to global academic exchange and connecting students with international leaders.

SDG 4 – Quality Education: international higher education, access, academic cooperation, and future-ready learning
SDG 9 – Industry, Innovation and Infrastructure: AI, digital transformation, research, and innovation
SDG 17 – Partnerships for the Goals: Kazakhstan–Korea cooperation and international university partnerships



SOLBRIDGE ACHIEVEMENTS

School achievements

QS WORLD UNIVERSITY RANKINGS



Celebrating Our Achievement: SolBridge Ranked #51 in the 2027 QS Global MBA Rankings – Asia!



#1 in Diversity in South Korea

SolBridge Tutoring Lab

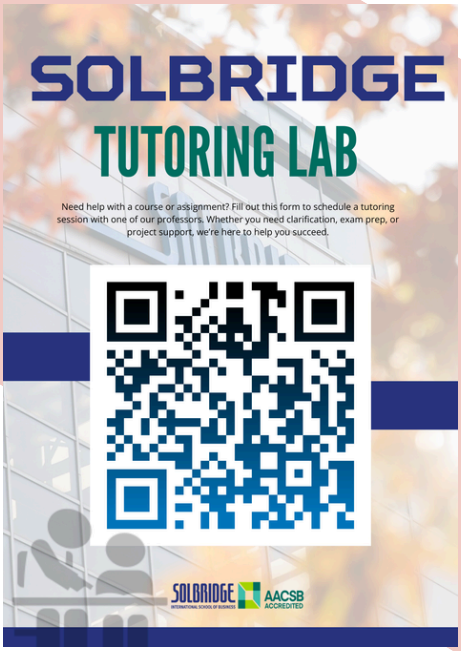
The Tutoring Lab is SolBridge's academic support hub, open to every student, from first-years building their language skills to doctoral students working on their theses. Its goal is to help you grow holistically, strengthening your communication skills, employability and confidence, through one-on-one consultations, workshops that reinforce the curriculum, and a resource bank you can use on your own

Center	What it offers
Writing Center	Help with essays, reports and assignments. Drop-in hours are available
Reading Center	Support with reading comprehension, plus reading groups and consultations
English Corner	Practice speaking and build everyday and academic English
Mathematics & Technology Tutoring	Help with math, IT and technology-related coursework
BBA Tutoring	Content support for BBA courses, group projects and exam preparation

How to book: scan the QR code at the Tutoring Center or around the school. Sessions run mainly by appointment, and booking ahead gives tutors time to prepare.

Where to find it: the Tutoring Lab is on the second floor, opposite the Pine Hall Auditoriums.

Workshops and competitions: the lab runs workshops, achievement checklists and skills competitions with certificates and prizes. Follow @solbridgetutoring on Instagram for updates



CAMPUS LIFE

Around SolBridge

Club Expo: find your community

At the start of every semester, SolBridge hosts a Club Expo where students can meet club leaders, try activities and sign up on the spot. Joining a club is one of the best ways to build friendships, develop leadership skills and get more out of university life.

Clubs you can find at SolBridge include:

Category	Clubs
Sports	FC SolBridge (football), Basketball Club, SolBridge Volleyball SpikeClub
Arts & media	ACE Dance Club, Sol Music, Sol Cinema, SolHype (digital media and content)
Business & leadership	Sol Startup, SolBridge Debate Society, SolBridge Consulting Group
Community & culture	Sol Impact, Sustainability Club, Sol Islamic Society, High Hills
Gaming	Sol-Esports (Dota 2, Counter-Strike, Valorant, League of Legends)



STUDENT LIFE FEATURE

Before Your First Week: Tips from SolBridge Students

New to SolBridge or to Korea? These short tips will help you settle in.
Essentials

- Check your official school email. Important announcements, appointments and deadlines appear there.
- Learn the student portal. You will use it for your schedule, registration and notices.
- Leave early for class. Elevators get crowded in the minutes before class starts. Leave about 15 minutes early, or take the stairs.
- Find a study spot. The second-floor Student Lounge has study space on a first-come, first-served basis.
- Explore campus resources. Finance students can reserve the Bloomberg Terminal in the library.
- Know where to ask. If you are unsure about anything, Student Services and the 5th Floor Office are happy to help.

Useful apps

App	What it's for
Naver Map / KakaoMap	Directions and public transport. Google Maps is limited in Korea
KakaoTalk	The most common messaging app in Korea, also used by many clubs and groups
Papago	Translation between Korean and English
Kakao T	Taxi booking

Handy Korean phrases

Korean	Pronunciation	Meaning
안녕하세요	annyeonghaseyo	Hello
감사합니다	gamsahamnida	Thank you
도와주세요	dowajuseyo	Please help me
얼마예요?	eolmayeyo?	How much is it?

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.

- IBPC Competition
- Sports' Day
- Culture Day
- Conferences
- Summer Workshop for Entrpreneurship and Innovation
- Orientation Week
- And many more...







EDUCATING THE NEXT GENERATION OF ASIAN THOUGHT LEADERS

Thank you

PLEASE DO NOT REPLY TO THIS EMAIL. FOR ANY INQUIRIES, KINDLY CONTACT US AT:

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