

# SolBridge Quarterly Newsletter



**Global Connect – Greater Strides in Business Education**

## New Leadership at SolBridge



Executive Dean of Faculty and Research:  
Dr. Chia Hsing Huang

Executive Dean of Academics:  
Dr. Danielle Swanepoel

## Introducing The New Leadership at SolBridge

SolBridge is pleased to announce the new leadership of SolBridge. Dr. Danielle Swanepoel, with a distinguished background in academic program development and accreditation, and Dr. Chia Hsing Huang, renowned for his leadership in research and faculty community engagement. Their combined expertise and vision will be instrumental in advancing our goals and enriching the student experience.

## Student Life At SolBridge

### Graduation

# Celebrating Milestones and Diversity: Graduation Ceremony Spring 2024

On June 21st, SolBridge International School of Business celebrated a historic graduation, marking the achievements of 118 students from over 21 countries. This ceremony was particularly significant as SolBridge awarded its first-ever PhD degrees, a testament to its commitment to academic excellence and research. The event also highlighted SolBridge's global impact, with recent rankings from the Times Higher Education Impact Ranking and a third AACSB re-accreditation. The graduation ceremony, enriched by a multicultural flag procession, underscored the diversity and unity of the SolBridge community. As graduates move forward, SolBridge remains dedicated to fostering lifelong connections through its vibrant alumni network.

[READ MORE](#)





## Student Life At SolBridge

### PhD Graduation - Focus

### First-ever PhD Graduates

Name	Thesis Title
Dr. Fernandes Santos Melanie	Through the Lens of Augmented Reality – Exploring Motivation And Engagement On Short-Video Platforms
Dr. Gadelshin Gleb	Cultural Intelligence and Work Outcomes of Expatriate Workers in Korea: Exploring the Mediating Effects of Work adjustment
Dr. Li WeiWei	Climate Risk and Asset-Liability Maturity Mismatches
Dr. Zhang Miao	How Social Media Marketing Influences Consumer Green Purchase Behavior: A Survey from China
Dr. Liang Jing	Effects of Source Factors in Development of Swift and Purchase Intentions in Live-Stream E-Commerce in China
Dr. Zhang Xiaojia	Factors Affecting Investor Behavior in Socially Responsible Investment: An Empirical Analysis based on the Theory of Planned Behavior in the Chinese Stock Market
Dr. Han Huibin	Transformational Leadership and Project Success: The Mediating Roles of Team Adaptive Mechanisms
Dr. Li Shibo	Research on the Mechanism of Female Entrepreneurial Motivation on Business Performance
Dr. Li Xinbo	The tension between internal and external culture in enterprises: a comprehensive analysis of knowledge hiding, cross-cultural differences and creativity, and M&A performance



## Alumni Spotlights



**Junwoo Cha**



**SolBridge is thrilled to celebrate the achievements of a distinguished alumni:**

This month we are proud to recognize Junwoo Cha, who enrolled in SolBridge back in 2012. This fall he will start his new journey as a tenure-track assistant professor from the Global Supply Chain Management Department at Mike Ilitch School of Business, Wayne State University.

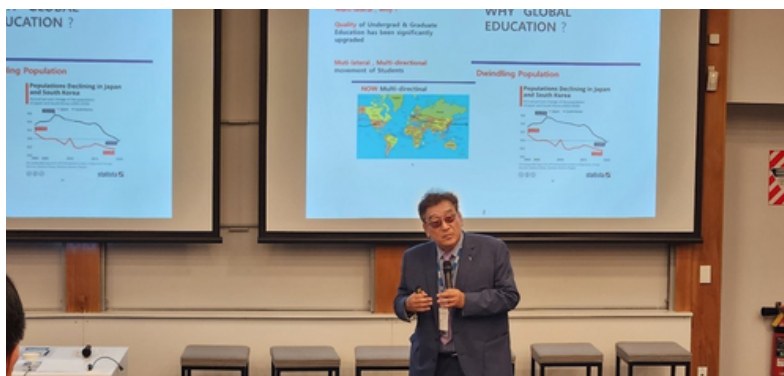
Let's celebrate Junwoo Cha's remarkable achievement and extend our best wishes for continued success in his professional journey!

[\*\*READ MORE\*\*](#)



## Reputation and Ranking

### Quality Assurance Advisor



Honorary Professor Seo Eui-Ho of POSTECH delivered a lecture titled "Global Education Status in Korea" at the HEPA (Higher Education Planning in Asia) conference held at the University of Auckland, New Zealand.

During the lecture, Dr. Seo highlighted the increasing internationalization of Korean universities, noting the rising number of overseas students and the challenges posed by a declining domestic population.

He drew particular attention to the global strategies of leading Korean institutions such as POSTECH, SolBridge International Business School—which conducts all lectures and faculty meetings in English—and assists those Graduate School, known for its focus on professional education.

HEPA, established in 2012 as a forum for higher education leaders in Asia, was first convened at the Hong Kong University of Science and Technology (HKUST), often referred to as "Hong Kong's POSTECH." The forum has since been hosted in various countries, including Japan, China, South Korea, Singapore, and Hong Kong. Professor Seo is a member of the Changlim group and oversees financial audits within the executive department.

[READ MORE](#)

### Accreditation

*SolBridge International School of Business is proud to announce that, as of 2024, we are members of:*

European Foundation for Management Development



Business Graduates Association



## SolBridge Special Events

### SolBridge Graduation Career Workshop

The "SolBridge Graduation Career Workshop (First Half)" was organized with the primary goal of preparing soon-to-be graduates for their entry into the professional world. The workshop took place on June 17, 2024, at the SolBridge International School of Business and featured a series of special lectures, workshops, and networking sessions. The workshop aimed to equip students with essential job preparation strategies and the right mindset for onboarding. Through focused workshops, roundtable discussions with alumni, and networking opportunities, the event also sought to strengthen ties between graduates and the school, providing them with long-term career development tips.

#### Key takeaways from the event included:

1. Active participation from the students, fostering strong networking opportunities.
2. Practical guidance on career development and job preparation from external speakers and alumni.
3. Positive reinforcement of the school's image and enhancement of the alumni network.





## SolBridge Special Events

### SolBridge Super Rookie Competency Enhancement Seminar

The "SolBridge Super Rookie Competency Enhancement Seminar" was held to strengthen the career prospects of Freshman/Sophomore students by providing early exposure to comprehensive career and life design. The event was held on August 8-9, 2024, in Seoul and included 14 BBA students. The seminar aimed to give students insight into the market, self-discovery, and the mindset needed to succeed in their future careers.

#### Key activities included:

1. Lectures by External Experts: These focused on career development, industry trends, and practical job strategies.
2. Mentoring Sessions: Small group mentoring with professional consultants to help students develop personalized career strategies.
3. Company Visits: Students visited top companies like Amorepacific and Amazon to gain firsthand experience of corporate environments and expectations.
4. Networking with Alumni: This included roundtable discussions and a dinner to build confidence and motivation through real-life career advice.

The seminar successfully enhanced students' understanding of key industry requirements, provided them with practical career advice, and reinforced their connection to the SolBridge community.



## SolBridge Special Events

### SolBridge-SAS Certification Program

Graduate and undergraduate students at SolBridge were able to earn Academic certifications in Business Analytics and Data Science. These certifications equipped them with the analytical skills essential for various business domains, preparing them to contribute effectively to global organizations and be part of innovative solutions.

Please find below the list of students who received this certificate.

#### BBA Students

Abdivalieva Aikokul  
Ki Woon Kim  
Le Phuong Linh  
Nguyen Le Ngoc Mai  
Tae Hyeon Kim  
Vu Gia Bao

#### MBA Students

Tandon Preeti





## SolBridge Special Events

### Discover Drucker



### CGU LA Summer

15 SolBridge students participated in the "Discover Drucker: Summer Open House & Mixer" event on June 29. During the event, they had the opportunity to connect with faculty, successful alumni, and future classmates. They attended an in-depth session on customer experience led by alumna Maya Guice and Dean David Sprott, participated in an engaging alumni panel discussing the latest trends in management and business, and took an optional tour of the beautiful Claremont campus. Additionally, they visited the chamber and engaged in conversations with graduate students from the International Summer Program at Claremont Graduate University.

## SolBridge Student Experience

### Exchange Program Experience Insight



### Bentley University, USA

"During the Spring 2024 semester at Bentley University in Waltham, MA, I was drawn to this exchange program because of Bentley's renowned reputation in finance and business. The small-sized, updated classes like Blockchain and proximity to Boston's dynamic job market, just a 20-minute school shuttle ride away, made it an ideal choice.

Initially, I thought the students were merely enjoying a carefree social life and partying everyday (not exaggerating), but I quickly discovered their genuine passion and professionalism. I was amazed by how dedicated they were, whether it was through delivering impressive presentations or promoting themselves through their creative pursuits, like photography on Instagram. This experience taught me that no task is truly trivial if you find meaning and joy in it. This is because I had previously, perhaps unconsciously, focused heavily on visible results and outcomes. Instead of focusing solely on assigned coursework, I was inspired to cultivate my own expertise and embrace a proactive approach to life.

The highlight of my time at Bentley was meeting supportive and encouraging friends, despite coming from a different background. Moreover, some friends even visited South Korea, and we got to see each other again! For anyone considering an exchange program, I highly recommend fully embracing the experience and stepping out of your comfort zone. It's a journey that not only broadens your horizons but also fosters invaluable personal growth."

written by **SoYoung Park, BBA Student**



## Student Life At SolBridge

### Orientation week

## Celebrating Our New Fall 2024 Enrolled Students

During SolBridge's orientation week, we had the pleasure of welcoming a large number of new students to our vibrant community. The week was packed with exciting sessions designed to help students connect, learn, and immerse themselves in Korean culture. From engaging group activities that fostered new friendships to surprise sessions that kept everyone on their toes, the experience was both fun and educational.

Students also explored Korean law and safety, ensuring a smooth and safe transition into life here, and discovered global opportunities that await them. **The highlight?** An unforgettable deep dive into the rich tapestry of Korean culture, featuring a dynamic taekwondo session and a hands-on kimbap-making workshop, which left everyone eager to explore more.



To view more pictures, please feel free to click here:  
[SolBridge](#)

## Sol-Challenge Winners

During a session called Sol-Challenge, students had the opportunity to compete against each other during the orientation week. The winners' prize was contributed to UNICEF. The top winners are:

1. Team GS2 - RisingSol
2. Team BBA10 - SuperSolva
3. Team BBA 2 - 2BNOT2B

[WATCH](#)

[WATCH](#)

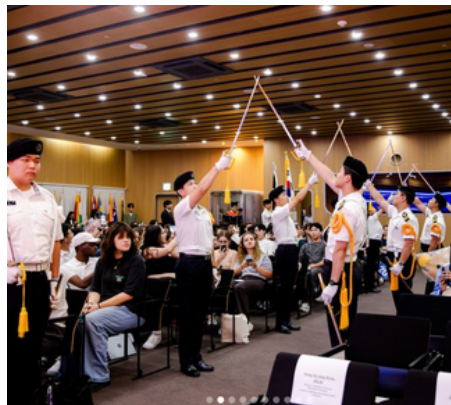
[WATCH](#)



## Student Life At SolBridge

### Convocation Ceremony

On the outset of the Fall 2024 semester, SolBridge International School of Business held a distinguished convocation ceremony to formally usher in the new academic term. This significant event brought together students and faculty for a collective celebration of the journey ahead. Convocation is a cherished tradition in academic institutions, serving as an official welcome to new and returning students. It features inspiring addresses, ceremonial activities, and a reaffirmation of the school's commitment to academic excellence and community. This occasion sets a positive tone for the semester, fostering a sense of unity and enthusiasm as we embark on new academic endeavors together.





## SolBridge Special Event

### Field Trip

#### Smart City Forum

The Smart Village Challenge project was launched to drive the smart transformation of existing cities and enhance local competitiveness. Its goal is to identify and implement smart services tailored to the unique needs of small communities, with a focus on collaboration between local governments and living labs.

**Keynote Speeches by President Deog-Seong Oh (Woosong University) and Dean Joshua Park (George Mason Korea)**

President Deog-Seong Oh shared his insights on the conceptual framework of smart cities, covering their mechanisms, global trends, and the impact of smart city strategies.



#### Global Tech-Biz Day

Our students had the opportunity to participate in a significant event held at the Daejeon Convention Center, where Woosong University signed a four-party agreement with the city of Dortmund, the City of Daejeon, and FH Dortmund University. This agreement aims to strengthen cooperation and foster synergies between the cities, universities, and industries in fields such as smart city development, IT, and biotechnology. Students gained insights from experts in urban development and smart technologies, participating in discussions on strategies for urban revitalization and future collaborations. The event also featured a keynote speech by the president of Woosong University, focusing on sustainable smart city strategies.



## SolBridge Special Event

### Contest

## K-Confucian Culture English Speech Contest

We were excited to announce the 2024 K-Confucian Culture English Speech Contest, a special program designed for SolBridge students. The event took place on Saturday, September 7, 2024, from 13:00 to 21:00, at the Korea Institute of Confucian Culture in Nonsan. The program provided a unique cultural experience, including a speech contest, Confucian culture activities, a Hanbok fashion show, and a visit to the historic Myeongjae House. With only 40 participants, this exclusive opportunity prioritized finalists for future events. It was a day filled with learning and cultural immersion.





## SolBridge Special Event

### Special Lecture

## Fintech and Cryptocurrency

The Fintech and Cryptocurrency specialization at Macquarie Business School (MQBS) provides a comprehensive understanding of cutting-edge financial technologies and blockchain innovation. Through articulation programs, students can seamlessly progress into advanced study while accessing scholarship opportunities to support their educational journey. Expert speakers, including Prof. Vito Mollica and Mr. Kevin Hwang, bring invaluable insights from their vast experience in academia and the Fintech industry, offering students a well-rounded perspective on current trends and future developments in the field.



## Student Life At SolBridge

### Club expo

For Fall 2024, once again, SolBridge offers a diverse selection of clubs to enhance students' academic experience and personal growth. At the start of each semester, the SolBridge Student Council hosts the Club Expo, where both new and returning students have the opportunity to explore and connect with various clubs. These clubs cater to a wide range of interests, including sports, photography, negotiation, and dancing, ensuring that there's something for everyone. This event is the perfect platform for students to discover new passions, meet like-minded peers, and get involved in campus life.





## Beta Gamma Sigma - GIVEBACK


### SolBridge x BGS "GiveBack"

SolBridge x BGS "GiveBack" a sustainable initiative by Beta Gamma Sigma - SolBridge Chapter with a simple yet impactful mission: to create a continuous cycle of donation. We collect items from outgoing students and offer them to new students, all at no cost.


- Beginning of the Semester: We distribute these items to incoming students for free.
- End of the Semester: We collect donations such as kitchen supplies, textbooks, clothing, electronics, and more.

For every challenge, we have a solution. If any items remain unclaimed after a year, GiveBack will donate them to Goodwill, ensuring they find a new home.

We hope you will join us in this sustainable cycle of generosity.



# SOLBRIDGE X BGS GIVEBACK




## DATE UPDATE & F.A.Q

WHERE: IN SOLGEO, 4TH FLOOR  
DAEJEON DONG-GU JAYANG-DONG 17-2

WHEN: FROM 6PM TO 8PM

- TUESDAY, SEPTEMBER 3
- WEDNESDAY, SEPTEMBER 4
- FRIDAY, SEPTEMBER 5

 MAKE SURE TO FOLLOW OUR INSTA PAGE



# GIVEBACK

## FREQUENTLY ASKED QUESTION

- Q: WHAT IS GIVEBACK?

A: GIVEBACK IS AN INITIATIVE WHERE YOU CAN FIND A VARIETY OF ITEMS, FROM KITCHEN SUPPLIES AND BEDDING TO SCHOOL ESSENTIALS AND ELECTRONICS.

- Q: WHO CAN PARTICIPATE IN GIVEBACK?

A: GIVEBACK IS OPEN TO EVERYONE AT SOLBRIDGE, NOT JUST NEW STUDENTS.

- Q: HOW MANY ITEMS CAN I TAKE?

A: THERE'S NO LIMIT—TAKE AS MUCH AS YOU NEED!

- Q: CAN I RESERVE AN ITEM?

A: NO, RESERVATIONS ARE NOT AVAILABLE. GIVEBACK OPERATES ON A FIRST-COME, FIRST-SERVED BASIS.

- Q: WHAT HAPPENS IF AN ITEM ISN'T TAKEN?

A: ANY ITEMS LEFT AFTER A YEAR WILL BE DONATED TO GOODWILL.

- Q: HOW CAN I MAKE A DONATION?

A: KEEP AN EYE ON OUR PAGE FOR ANNOUNCEMENTS REGARDING DONATION TIMES.

 MAKE SURE TO FOLLOW OUR INSTA PAGE

## Beta Gamma Sigma - Highest Honors Chapters

### Highest Honors Chapter

For the second time, SolBridge has achieved the prestigious distinction of being recognized as a highest honors chapter; a testament to the dedication, hard work, and exceptional leadership demonstrated by its members. This accomplishment reflects the chapter's ongoing commitment to excellence, academic achievement, and service, setting a benchmark for future success and inspiring others to reach their full potential.

# Beta Gamma Sigma



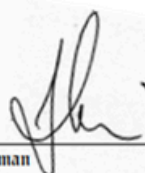
*The International Honor Society, Beta Gamma Sigma  
is proud to recognize*

## SolBridge International School of Business

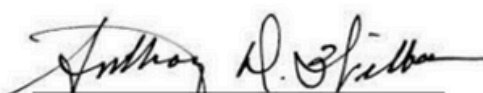
*For qualifying as a*

### *Highest Honors Chapter*

*For the 2023-2024 academic year*

  
Chairman



  
Secretary-Treasurer



## SolBridge Mental Awareness/Stress Release

### Promoting Mental Wellness and Stress Relief at SolBridge

At SolBridge, we understand the importance of mental well-being in achieving academic and personal success. The pressures of academic life, combined with the challenges of adapting to a diverse and dynamic environment, can sometimes lead to stress and anxiety. To support our students, we emphasize the importance of mental awareness and offer various resources and activities aimed at stress relief.

From mindfulness workshops to counseling services, our goal is to provide students with the tools they need to manage stress effectively. We encourage open conversations about mental health and strive to create an environment where students feel supported and empowered to take care of their well-being.

We also encourage students to reach out to their CAP advisor or counselor for guidance and support. Whether it's discussing academic challenges or personal concerns, they are here to help you navigate stress and maintain a healthy balance.

Remember, taking time for yourself is not just important—it's essential. Whether through meditation, physical activity, or simply connecting with friends, we urge our students to prioritize their mental health and seek help whenever needed.



## SolBridge Events

### SolGallery

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

SolGallery is once again excited to open its doors to the latest exhibition, "A Perfect Day," showcasing a diverse collection of artwork that captures the essence of what a perfect day means to different artists. From serene landscapes bathed in golden sunlight to vibrant scenes of daily life, each piece invites viewers to reflect on their own interpretations of joy, peace, and contentment. This exhibition is a celebration of the beauty found in everyday moments and the unique perspectives that each artist brings to the concept of a perfect day. Join us at SolGallery and experience this inspiring journey through art until September 20, 2024.





## Celebrating our Faculty

### New Visiting Faculty



**Dr. Kakoli Sen**

**TEACHING AREAS**

OB, HRM, Leadership, Diversity  
Equity and Inclusion, Management,  
qualitative Research Methods



**Dr. Abhishek Shashikant  
Nayak**

**TEACHING AREAS**

Digital Marketing, Business  
Analytics, Technology Adoption



**Dr. Irene Min Song**

**TEACHING AREAS**

International Business,  
Entrepreneurship



**Dr. Melanie Fernandes  
Santos**

**TEACHING AREAS**

Marketing



**Dr. Gleb Gadelshin**

**TEACHING AREAS**

Introduction to Business

## Celebrating our Faculty

### Recent Publications

#### The Law of One Price on Foreign Exchange Market

**Authors: Paul Wohlfarth & Xiaohong Chen**



The law of one price is one of the most fundamental concepts in international economics. It says that, once transaction costs are accounted for, tradable goods should sell for the same price anywhere in the world. Otherwise one could make riskless profit from exploiting the price difference — a process called arbitrage. In international finance, the law of one price holds via covered interest parity (CIP) — comparable investments in one currency have to yield the same returns as in another currency after accounting for exchange rate risk. CIP is among the most fundamental conditions in international finance, and it fails!

In a recent article **Paul Wohlfarth and Xiaohong Chen** ask to which extent CIP failure is linked to limits to arbitrage that arise from the fact that arbitrageurs face budget constraints. This is difficult to answer since CIP itself could be misspecified — true discount rates could have been below reported interbank market rates (which typically enter CIP). To isolate CIP violations arising from limits to arbitrage, the paper applies the fact that there are observable patterns in the extent to which differences from CIP can be measured for interest rates of different maturities. This should not be the case, if arbitrage was unconstrained and if there were only common factors, such as discount rates affecting it. Using these patterns, the paper estimates an empirical model of foreign exchange swap markets, which is where CIP is traded. The model suggests that limits to arbitrage are not only important but that arbitrage exists (and has limits) on different dimensions — a local dimension along the term structure of interest rates and a global dimension that exploits deviations from CIP. Arbitrageurs in these two dimensions may be different and are subject to different constraints. For global arbitrage constraints faced by a small number of large international investment banks that are primary dealers with the Federal Reserve are particularly important. An example are leverage constraints within the post-crisis regulatory framework (Basel III) that affected these banks disproportionately. But constraints also arise locally and became binding as differences in monetary policy reactions following the financial crisis widened interest rate differentials.

Why does this all matter? Constraints arbitrageurs face in facilitating efficient swap markets affects the efficient allocation of capital internationally. These constraints have been affected, among other factors, by regulation and asymmetry of monetary policy. Observed deviations from CIP were symptomatic of this misallocation — the law of one price failed.

The full paper “Limits to Arbitrage and the Term Structure of CIP Violations” will be published in the *Journal of International Financial Markets, Institutions and Money* in September 2024 and can be freely accessed until 5 October 2024.



## Celebrating our Faculty

### Recent Publications



#### The Rise of Augmented Reality in Live Music Events: The Cases of Snapchat and Gorillaz

**Authors: Fernandes, M., Mallmann, N., & Shin, S.**

#### Abstract

Augmented reality (AR) has been often used in live music events with an intention to improve the effectiveness of communication. The main objective of this paper is to describe two such cases. This paper also discusses some issues related to the use of AR in live music events and its practical implications.

The main characteristics of AR technologies used in live music events are explored through two cases: Snapchat and Gorillaz. The two cases introduced in this paper showcase the cutting-edge AR technologies used in eXtended Reality concerts.

Both Snapchat and Gorillaz provide valuable insights into the innovative use of AR technologies in live music performances. The transformative power of AR in the XR live concerts brings a new level of excitement to the concert experience by incorporating virtual elements into the physical stage. The real-time AR effects that are synchronized with a band's music foster deep engagement and interactivity among attendees, showing the potential of AR to be an effective communication vehicle in the context of live music concerts and festivals.

The success of the AR-assisted music events exemplifies the power of collaboration between artists, animators, and technology experts. This underscores the significance of embracing interdisciplinary collaboration to unlock the full potential of AR technology.

**Keywords:** Augmented Reality; Gorillaz; Snapchat; Live Music Events; eXtended Reality (XR) Concerts

*Reference: Fernandes, M., Mallmann, N., & Shin, S. (2024). The rise of augmented reality in live music events: the cases of Snapchat and Gorillaz. Business Communication Research and Practice, 7(1), 58–63. <https://doi.org/10.22682/bcrp.2024.7.1.58>*

## Remembrance of Dr. John Edgar Endicott



***John Edgar Endicott, Ph.D. August 9, 1936 - June 22, 2024***

The Woosong University community is saddened by the loss of Dr. John E. Endicott, a seminal figure in the advancement of both SolBridge and Woosong University. Dr. Endicott, who assumed the role of President at Woosong University in 2007, was instrumental in founding SolBridge International School of Business. His leadership extended to serving as Vice Chancellor, President, and, at various points, Dean, significantly shaping the institution's development. In recognition of his transformative contributions, the Endicott College of International Studies was established in his honor.

Dr. Endicott was born in Cincinnati, Ohio, in 1936. Following his graduation from Ohio State University, he embarked on a distinguished career in the Air Force, earning several prestigious awards, including the Defense Superior Service Medal, the Bronze Star, and the Legion of Merit Medal. He obtained his Ph.D. from the Fletcher School of Law and Diplomacy at Tufts University in collaboration with Harvard University. Dr. Endicott's seminal research on the Limited Nuclear Weapons-Free Zone in Northeast Asia (LNUWZ-NEA) garnered two nominations for the Nobel Peace Prize in 2005 and 2009.

Woosong University is honored to have been guided by such a visionary leader. Dr. Endicott's contributions have left an indelible mark on the institution, and he will be remembered with profound respect and enduring admiration.



## Upcoming Events



### Join Our Faculty - We're Hiring!

SolBridge is seeking talented individuals for the following positions:

- Marketing
- Organizational Behavior
- Management Science
- 

For more details, please contact the SolBridge HR department at [hr@solbridge.ac.kr](mailto:hr@solbridge.ac.kr).

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

- Culture Day
- Special lectures
- And many more...





EDUCATING THE NEXT GENERATION OF ASIAN THOUGHT LEADERS

# Thank you

FOR ANY INQUIRIES, KINDLY CONTACT US AT:

[info@solbridge.ac.kr](mailto:info@solbridge.ac.kr)

OR

Address: 128 Uam-ro, Dong-gu, Daejeon, South Korea

KOREAN 042. 630. 8800

INTERNATIONAL +82. 42. 630. 8800

FAX +82. 42. 630. 8820

