

SolBridge Quarterly Newsletter



Global Connect - Greater Strides in Business Education

Seasons change, and so do we!

Woosong University Achieves First-Ever Placement in THE Asia University Rankings 2025 Ranked #1 in Korea and #36 in Asia for International Outlook

Woosong university was recognized for its exceptional performance in the category of International Outlook, ranking #1 in South Korea and #36 in Asia. This category evaluates the proportion of international students and faculty, as well as international collaboration — key indicators of an institution's ability to operate and influence at a global scale

<https://www.timeshighereducation.com/world-university-rankings/2025/regional-ranking>

#THEAsia #THEUniRankings

#Woosong #SolBridge #InternationalOutlook #HigherEducation

THE World University Rankings 2025 Asia

Ranked

#THEAsia #THEUniRankings

WOOSONG UNIVERSITY

THE World University Rankings Asia

SOLBRIDGE INTERNATIONAL SCHOOL OF BUSINESS

2024 SOLBRIDGE CULTURE DAY CULTURAL EVOLUTION

SolBridge Student Life

Seasons change, and so do we!



Spring was a month full of energy, growth, and new beginnings on campus.

As spring brought fresh air and vibrant colors to our surroundings, students and faculty alike engaged in a range of activities from thought-provoking lectures and student-led events to meaningful community initiatives. Here is a look back at everything that made this semester a memorable month.



SolBridge Student Life

Midterm Motivation: Donut Surprise for SolBridgers! 🍩🇪🇺

During the recent midterm week, the student council brought a sweet surprise to campus, a round of fresh donuts to help students power through their exams. As SolBridgers juggled lectures, study sessions, and tests, the donut drop brought a moment of joy and encouragement during a stressful time.

It was a small but heartfelt gesture to remind everyone that their hard work is seen and appreciated. Students took a well-deserved break, shared smiles, and recharged before heading back to study. We are proud of how everyone pushed through, midterms weren't easy, but you did it!



SolBridge Special Events

Competition: KIDA Rookie Tournament

Participating in the KIDA Rookie Tournament marked one of the most challenging yet rewarding experiences for SDS member Zulpukarova Saadat. Alongside teammates Bektursun and Srun, the trio had been diligently preparing since the beginning of the semester, building cases, practicing rebuttals, and strengthening their teamwork.

Their journey began on Friday, April 4th, with the first round held in Seoul. Despite a long journey from Daejeon and the exhaustion that came with it, the team remained focused and secured their first victory, a major confidence boost. The following day, they headed to Ewha University, the host school, for three additional rounds. Each debate was competitive and engaging, as they faced strong opponents and experienced judges. That evening, the SDS members gathered for dinner and anxiously awaited the results. Excitement broke out when two SDS teams, including theirs, advanced to the octafinals.

The next day brought even tougher challenges. As the rounds progressed, the level of competition intensified. Still, the SDS 1 team pushed forward, applying judge feedback and refining their strategies with each match. Their teamwork and composure carried them through to the Grand Finals, where they faced Hanyang University. With determination and strategic focus, they delivered their strongest performance yet and emerged as champions of the tournament.

Adding to the celebration, Zulpukarova Saadat was named Best Final Speaker, a meaningful personal achievement that recognized outstanding performance under pressure.

More than just a competition, the tournament became a valuable learning experience. The SDS 1 team improved round by round, sought feedback, and adapted quickly. Competing against top universities like SNU, Yonsei, and Korea University was intimidating, but it fueled their motivation to excel. Their hard-earned victory stands as a testament to the power of preparation, teamwork, and resilience.

SDS extends congratulations to all members who trained hard, supported each other, and showed remarkable progress. With this memorable win, the team looks ahead with excitement and ambition for future tournaments.



SolBridge Special Events

SolBridge Students Attend 2025 Asian Leadership Conference in Seoul

On May 21–22, 2025, SolBridge students had the unique opportunity to attend the prestigious Asian Leadership Conference (ALC) held at The Shilla Hotel in Seoul. Hosted by The Chosun Ilbo, this global event brought together over 300 influential leaders, including academics, policymakers, and industry experts, to discuss innovation, sustainability, and Asia's future.

Our students gained firsthand insights from world-renowned figures like Professor James A. Robinson and Thai political leader Pita Limjaroenrat. Especially memorable was the inspiring session with Toa Dunn, former Head of Riot Games Music, who shared his experience with storytelling and creativity in the gaming world.

The conference served as a powerful bridge between classroom learning and real-world leadership. From keynote speeches to networking sessions, students deepened their global perspective and strengthened their confidence to lead change.

Special thanks to The Chosun Ilbo for organizing this impactful event, and to Professor Irene Song for making our participation possible. Experiences like ALC reflect SolBridge's commitment to experiential, global education and nurturing the next generation of visionary leaders.

#SolBridge #ALC2025 #GlobalImpact #FutureLeaders



SolBridge Special Lecture

Amir Reza, Dean of Babson Academy & Global Education



SolBridge had the privilege of welcoming Dr. Amir Reza, Dean of Babson Academy & Global Education, for a special lecture on developing a global mindset. Through interactive games and quizzes, Dr. Reza engaged students in exploring the importance of global perspectives in today's interconnected world.

The session was especially meaningful for SolBridge's diverse international community, offering both insight and inspiration. Special thanks to Dr. Amir Reza for his enriching talk and to Professor Sara Khawar for organizing and hosting the event.



SolBridge Excursion

Excursion Trip to Seoul National Museum




The 17th Student Council recently organized a one-day trip to Seoul, offering students a refreshing break and a chance to explore the capital's cultural and scenic highlights. Despite a rainy start, the group arrived at the National Museum of Korea by mid-morning, where they explored stunning exhibits and reflected on the importance of cultural heritage and global awareness.

After the museum, the group visited I'Park Mall for lunch, where choosing from a wide range of dining options became its own adventure. The day continued with a peaceful visit to the Han River, where students enjoyed the crisp weather and scenic views, a perfect balance to the city's energy.

The trip wrapped up in the evening with tired but happy students returning to campus, having experienced a full day of history, relaxation, and unforgettable moments in Seoul.

SolBridge Excursion


Sokcho



SOLBRIDGE * **Excursion** * **AACSB**

SOKCHO

SOKCHO MARKET & NAKSANSAN




APRIL 12TH

Departure time: 6AM
SolGeo Shuttle Bus Stop

2 STOPS TRIP!

Payment time:
April 8th & April 9th
Price: ₩5,000
**ONLY available for students who paid the student activity fee.*



A group of students, including members of the student council, recently participated in a school-organized excursion to Sokcho, a charming coastal city in Gangwon Province, South Korea. Known for its rich cultural heritage and stunning natural scenery, Sokcho offered students a refreshing break from campus life. They explored local attractions such as Sokcho Beach, the bustling fish market filled with fresh seafood and local delicacies like dakgangjeong (sweet crispy chicken), and the breathtaking trails of Seoraksan National Park.

Students also had the chance to learn about the region's history, including its unique location near the DMZ, which has shaped Sokcho's identity over time. The trip served not only as a chance to relax but also as a meaningful cultural experience that helped strengthen friendships and foster leadership among student council members.

SolBridge Excursion

SolBridge Day Excursion: A Day to Remember ☀️



Our recent SolBridge Day Excursion was nothing short of unforgettable, a full day of laughter, shared stories, and meaningful connections with friends from all corners of the globe. From exploring scenic spots and cultural landmarks to enjoying fun group activities and spontaneous moments of joy, every part of the trip brought us closer as a community.

Whether it was snapping selfies with breathtaking views, trying local snacks, or simply soaking up the sunshine together, the day reminded us of the power of friendship, diversity, and living fully in the moment.

SolBridge is grateful for this special day of bonding, discovery, and warmth, the perfect break from campus life and a beautiful reminder of what makes the SolBridge experience so unique.

SolBridge Events

A Sweet (and Savory) Surprise to Wrap Up the Semester ✨

As the semester winds down and final exams hit full swing, SolBridge students got an unexpected boost, a surprise kimbap treat! Whether you were buried in notes or powering through presentations, this thoughtful snack brought a smile (and some much-needed energy) to everyone's day.

Moments like these remind us that at SolBridge, it's not just about academics, it's about community, care, and celebrating small joys together.

As we reach the end of another exciting semester, SolBridge wishes all students a joyful and restful summer holiday! And to our graduating class, congratulations and best of luck on your next adventure. The future is yours to shape.



SolBridge Special Update

Explore Daejeon with DTO Ambassador Program



SolBridge is proud to announce the launch of the special summer edition of the DTO Ambassador Program, organized by the SolImpact Club in partnership with the Daejeon Tourism Organization (DTO). Running from June 2 to August 1, 2025, this nine-week initiative offers ten selected students a unique chance to promote Daejeon as a vibrant travel destination while gaining hands-on experience in digital marketing, tourism, and cross-cultural engagement.

Throughout the program, students explore local landmarks, attend signature festivals like the Daejeon 0 O'Clock Festival and the Bread Festival, and create multilingual content to reach global audiences. Participants also assist with event operations, provide interpretation for international visitors, and produce promotional media.

By planning campaigns, producing videos, translating materials, and presenting their final work, students sharpen practical skills while connecting with tourism professionals and peers. The DTO Ambassador Program continues to receive enthusiastic feedback for its enriching mix of creativity, fieldwork, and cultural immersion, making it a standout experiential learning opportunity at SolBridge.

Publications

Unlocking Insights: The Influence of Age, Education, and Gender on Short Video Users' Time Allocation and Temporal Preferences

ABSTRACT

Short video platforms have become an integral part of daily life, with millions of people logging in each day to connect with friends, family, and the broader world. Despite their popularity, most research focuses on analyzing user behavior, content trends, or societal impacts, leaving gaps in understanding the nuanced interactions between variables such as age, gender, education, and platform usage patterns. This study explores the interplay between age, gender, education, time allocation, and temporal preferences on short video platforms through a comprehensive analysis of primary data. A regression analysis reveals that while age significantly affects time spent on short video applications, neither education nor gender has a notable impact on time allocation or temporal preferences. These findings highlight the complex relationship between demographic factors and user behaviors across different time contexts on social media platforms, with Instagram emerging as the most widely used platform among respondents.



Fernandes, M. (2025) Unlocking Insights: The Influence of Age, Education, and Gender on Short Video Users' Time Allocation and Temporal Preferences. Open Journal of Social Sciences, 13, 423-443. doi: [10.4236/jss.2025.134025](https://doi.org/10.4236/jss.2025.134025).



EDUCATING THE NEXT GENERATION OF ASIAN THOUGHT LEADERS

Thank you

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