

SolBridge Quarterly Newsletter



Global Connect - Greater Strides in Business Education

Connecting Education, Culture, Community, and Global Responsibility



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.

New MOU

Curtin University

SolBridge International School of Business recently signed a new Memorandum of Understanding (MOU) with Curtin University to strengthen international academic collaboration and expand global learning opportunities for students and faculty. The partnership aims to encourage student mobility, academic exchange, collaborative research, and intercultural engagement between both institutions. This initiative reflects SolBridge's continued commitment to global partnerships and sustainable international education.

RELATED SDGS: SDG 4 – QUALITY EDUCATION | SDG 17 – PARTNERSHIPS FOR THE GOALS



Student & Campus Life

Seoul & Busan Cultural Excursions

From the vibrant streets of Seoul to the coastal charm of Busan, SolBridge students experienced unforgettable moments of cultural discovery, friendship, and learning beyond the classroom. The excursions provided students with opportunities to explore Korea's rich cultural heritage, historical landmarks, local traditions, and modern city life while connecting with classmates from diverse backgrounds.

Whether enjoying local cuisine, visiting cultural attractions, or sharing conversations during the journey, students were able to strengthen intercultural understanding and create lasting memories together. These experiences reflected the importance of experiential learning and global citizenship within the SolBridge community.

RELATED SDGS: SDG 4 – QUALITY EDUCATION | SDG 11 – SUSTAINABLE CITIES & COMMUNITIES



SolBridge Events

Midterm Exam Week Surprise: Supporting Students One Sandwich at a Time

During Midterm Exam Week, SolBridge organized a special sandwich giveaway to encourage and support students during one of the busiest periods of the semester. The small surprise brought moments of comfort and positivity to students as they balanced assignments, studying, and exams.

Students gathered to enjoy sandwiches while taking short breaks from their academic responsibilities, creating a warm and supportive atmosphere across campus. The initiative not only helped students recharge during a stressful week but also strengthened the sense of community and care within the SolBridge environment.

Through thoughtful activities like these, SolBridge continues to prioritize student wellbeing, connection, and a positive campus experience, reminding students that support and encouragement are always part of university life.

RELATED SDGS: SDG 3 – GOOD HEALTH & WELL-BEING | SDG 4 – QUALITY EDUCATION



Digital Skills Workshops: PowerPoint & Excel

To support students' academic and professional growth, SolBridge organized interactive workshops focused on PowerPoint and Excel skills. Through hands-on activities and practical exercises, students learned how to create impactful presentations, organize and analyze data effectively, and strengthen essential digital communication skills for future careers.

What made the workshops especially engaging was the collaborative learning atmosphere, where students not only learned new skills but also shared their own knowledge and helped teach fellow classmates throughout the sessions. This peer-learning approach encouraged teamwork, confidence-building, and active student participation while creating a supportive and inclusive learning environment.

By combining practical skill development with student collaboration, the workshops reflected SolBridge's commitment to lifelong learning, leadership, and community-driven education.

RELATED SDGS: SDG 4 – QUALITY EDUCATION | SDG 8 – DECENT WORK & ECONOMIC GROWTH

PRESENTATION SKILLS

WORKSHOP

2026/05/21 | ROOM: 1001 | TIME: 1-2:30 PM

Create Better Slides. Deliver Better Presentations.

No experience needed!

Students who want to:

- Improve class presentations
- Build confidence speaking in public

- How to design clean, professional PowerPoint slides
- Visual storytelling & slide structure (less text, more impact)
- Presentation techniques to engage your audience
- Tips to overcome nervousness and speak confidently



SCAN TO REGISTER



EXCEL SKILLS

EXCEL WORKSHOPS

BOOST YOUR EXCEL SKILLS





SCAN TO REGISTER

No experience needed!

Details:

- 📅 Date: May 14, 2026
- 📍 Location: Room - 601
- 🕒 Time: 4:30 - 6:00 PM

Sign up now and upgrade your Excel skills!

- Formulas and functions (SUM, IF, VLOOKUP)
- Charts and data visualization
- Basic data analysis and shortcuts
- Tips to save time and work efficiently

WORKSHOP

MEXICO

Explore the Colors of Mexico!

INTRODUCTORY LEVEL

Discover the rich language, traditions, and culture of Mexico. Join us to learn about Spanish, indigenous languages, delicious food, and vibrant festivals like Día de los Muertos!



SCAN TO REGISTER

2026/05/28 | ROOM: 1001 | TIME: 1-2:30 PM



Language Café

The SolBridge Language Café continued to serve as a vibrant space where students from diverse cultural and linguistic backgrounds could connect, communicate, and learn from one another in an informal and welcoming environment. Through conversations, language exchange activities, and cultural sharing, participants had the opportunity to practice different languages while building friendships across cultures.

This session was further enriched through a collaborative initiative involving sustainability-focused activities, BGS members, and students from BGS UUM, creating an even more dynamic platform for intercultural dialogue and global engagement. The collaboration encouraged students to exchange perspectives not only on language and culture, but also on sustainability, community values, and international cooperation.

More than just a language-learning activity, the Language Café promoted confidence, inclusivity, and intercultural understanding within the SolBridge community. Students supported one another by teaching phrases from their native languages, sharing cultural experiences, and creating meaningful connections that extended beyond the classroom.

By fostering open dialogue, cultural appreciation, and collaborative learning, the Language Café reflected SolBridge's commitment to global citizenship, diversity, sustainability, and meaningful international partnerships.

SDG 4 – QUALITY EDUCATION | SDG 10 – REDUCED INEQUALITIES | SDG 16 – PEACE, JUSTICE & STRONG INSTITUTIONS





SolBridge River Cleaning Initiative: Taking Action for a Greener Community

SolBridge students recently came together to participate in a river cleaning initiative aimed at promoting environmental awareness, community responsibility, and sustainable action beyond the classroom. Working side by side, students volunteered their time to help collect waste and contribute to maintaining a cleaner and healthier local environment.

The activity provided students with an opportunity to actively engage in environmental stewardship while strengthening teamwork and community spirit. Beyond the cleanup itself, the initiative encouraged participants to reflect on the importance of sustainable living, responsible consumption, and the collective role individuals can play in protecting natural ecosystems.

Through hands-on volunteer activities such as the river cleaning campaign, SolBridge continues to foster a culture of social responsibility, civic engagement, and environmental consciousness within its international student community.

**RELATED SDGS: SDG 6 – CLEAN WATER & SANITATION | SDG 11 – SUSTAINABLE CITIES & COMMUNITIES
| SDG 13 – CLIMATE ACTION | SDG 15 – LIFE ON LAND**



Global Connections

Erasmus+ Faculty Mobility at SolBridge

SolBridge was delighted to welcome Professor Carine Coene and Professor Valerie Rits from VIVES University College through the Erasmus+ staff mobility program, further strengthening the university's commitment to international collaboration and global academic exchange.

During their visit, the visiting professors actively engaged with students and faculty through workshops, classroom discussions, and intercultural activities, sharing valuable insights and global perspectives from their academic and professional experiences. Their participation created meaningful opportunities for knowledge exchange, collaborative learning, and cross-cultural dialogue within the SolBridge community.

The mobility program not only reinforced partnerships between institutions but also highlighted the importance of international cooperation in higher education. Through initiatives such as Erasmus+, SolBridge continues to foster a globally connected learning environment that encourages innovation, diversity, and academic collaboration.

RELATED SDGS: SDG 4 – QUALITY EDUCATION | SDG 17 – PARTNERSHIPS FOR THE GOALS



SolBridge Events

SolSolGallery x JohnnyBoy: A New Creative Space at SolBridgeGallery

SolBridge proudly introduced a new concept for SolGallery in collaboration with JohnnyBoy, creating a vibrant and creative space that brings together art, culture, and student engagement on campus. The initiative aims to transform SolGallery into more than just an exhibition area by encouraging creativity, self-expression, and cultural interaction within the international SolBridge community.

Through this collaboration, students and visitors were able to experience a unique atmosphere that blended contemporary creativity with community connection. The new concept encouraged students to engage with artistic expression, share ideas, and participate in a more dynamic and inspiring campus environment.

By integrating creativity and cultural experiences into student life, the SolGallery initiative reflects SolBridge's commitment to fostering innovation, diversity, and inclusive community spaces that enrich the overall student experience.

RELATED SDGS: SDG 4 – QUALITY EDUCATION | SDG 10 – REDUCED INEQUALITIES | SDG 16 – PEACE, JUSTICE & STRONG INSTITUTIONS



SolBridge Events

SolTeatro - Classical Music

SolBridge students recently enjoyed a series of inspiring performances through SolTeatro, a creative initiative designed to bring music, culture, and artistic expression into everyday campus life. From violin and piano recitals to future live performances, the events transformed campus spaces into vibrant cultural environments where students could gather, relax, and connect through music.

The performances echoed throughout the SolBridge building, creating a warm and welcoming atmosphere from the first floor to the café space and upper levels of the campus. Students took time to unwind, appreciate live music, and momentarily step away from the pressures of academic life while sharing meaningful experiences with friends and classmates.

By integrating arts and cultural activities into student life, SolTeatro continues to foster creativity, emotional wellbeing, and community engagement within the international SolBridge community. The initiative reflects the university's commitment to creating a balanced and inclusive campus environment where students can thrive both academically and personally.

RELATED SDGS: SDG 3 – GOOD HEALTH & WELL-BEING | SDG 4 – QUALITY EDUCATION | SDG 10 – REDUCED INEQUALITIES



비올라 오덕진 독주회
DOKJIN OH VIOLA RECITAL

2026. **5.19** TUE **12:00** PM
솔브릿지 1F 스테아트로

Piano. 서가진

Carl Reim - "Sonata" for viola and piano / 백고진 - 바이올린 독주곡 arr for viola solo
Claude Debussy - "Clair de Lune" [낭만] / W.A. Mozart - Variations on Theme "Little Star"
원광일 - "모란에서" tango version (arr for viola and piano)
Astor Piazzolla - "Chiquillo de Buenos Aires" / Astor Piazzolla - "Libre Tango"

SOLteatro Gallery OAC SOLBRIDGE EUNYOUNG FUTURE



더 테너스 음악회
THE TENORS
Recital

2026. **5.26** TUE **12:00** PM
솔브릿지 1F 스테아트로

Piano. 김재승, 최서은

Steven Song (우정의 노래) - E. A. Fennell / Mattinata - R. Leoncavallo / 꽃길 언덕 - 김효진 /
사랑은 마치 From Musical <Red Rocks> - 이현정 / Paloma d'amore Maria - C. A. Ballo /
지금 이 순간 From Musical <A Little Night Music> - Frank Wildhorn /
내일도 가는 계단 From Musical <Chicago> - Frank Wildhorn / 나 하나 뿐이야 - 윤하림 /
꽃이 그대를 사랑하리 - 김효진 / Nessun Dorma from Opera <Turandot> - G. Puccini

SOLteatro Gallery OAC SOLBRIDGE EUNYOUNG FUTURE



Graduation & Commencement Eve: Celebrating New Beginnings

SolBridge prepared for the upcoming Graduation Ceremony and Commencement Eve, and excitement began to grow across campus as students looked forward to celebrating the achievements, memories, and friendships built throughout their academic journey. While final details and themes were still being finalized, students were encouraged to participate actively in the celebration, dress up, and make the evening a memorable occasion shared with classmates, faculty, and friends.

Commencement Eve provided an opportunity for the SolBridge community to come together one last time before graduates began the next chapter of their personal and professional journeys. From elegant outfits and themed activities to music, laughter, and shared memories, the event celebrated not only academic success but also the strong international community that students had built together.

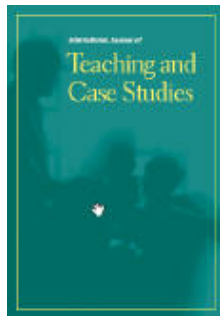
SolBridge warmly congratulated all graduating students and wished them continued success, happiness, and meaningful opportunities in the future. As they moved forward into new careers, further studies, and global experiences, graduates remained an important part of the SolBridge family and community.

RELATED SDGS: SDG 4 – QUALITY EDUCATION | SDG 8 – DECENT WORK & ECONOMIC GROWTH | SDG 10 – REDUCED INEQUALITIES

COMMENCEMENT EVE: THEME VOTE



Research - Scholars



Teaching and Case Studies Volume 16 - Issue 1 - 2026

Jinju Heo

<https://doi.org/10.1504/IJTCS.2026.152373>

The Apple-Hermès co-branding collaboration: a teaching case study on brand diversification in luxury fashion

Abstract

This teaching case explores the partnership behind the Apple Watch Hermès, an unprecedented collaboration between two multinational firms from distinct industries - luxury fashion and technology. Central to the case is Jean-Jacques Attali, Hermès' Chief Brand Manager, who navigates complex negotiations and strategic dilemmas with Apple, despite internal resistance and differing perceptions of brand value. The narrative highlights Attali's resilience and innovative leadership in overcoming organisational and political barriers, resulting in eight successful series of Apple Hermès Watches. The case illustrates key organisational theories, leadership practices, and challenges associated with cross-industry brand diversification. It emphasises strategic decision-making processes required to innovate without historical benchmarks, particularly addressing adjacent and non-market strategies. This analysis serves as a valuable resource for understanding the dynamics of strategic partnerships, brand management, innovation leadership, and organisational agility within the luxury and technology sectors.

Keywords

Apple Watch Hermès, brand diversification, co-branding, luxury branding, luxury fashion, luxury innovation, cross-industry collaboration, innovation strategy, organisational leadership

Research – Scholars



Decision Analysis

Matthias Seifert

Yun Shin Lee

Shijith Kumar PM

<https://doi.org/10.1287/deca.2025.0417>

Aggregating Judgmental Demand Forecasts in Environments with Structural Breaks

Abstract

We study the effectiveness of judgmental forecast aggregation in environments in which structural breaks cause sudden shifts in the mean demand. In such scenarios, judgmental forecasts are often biased, depending on whether demand shifts upward or downward. We demonstrate that asymmetric trimming of judgmental forecasts can increase the likelihood of bracketing in the presence of structural breaks, whereas symmetric trimming performs better in stable environments. Given that the timing and directionality of structural breaks are typically unpredictable, we propose two forecast combination methods that select the appropriate trimming rule by dynamically adapting to structural changes observed. The break perception method draws on subjective judgments regarding the occurrence of a structural break to determine which trimming rule should be chosen. The past performance method, on the other hand, relies on historical forecast errors of various trimming rules as a criterion for selection. We test their performance using both artificially generated data and real-world data on the daily U.S. COVID-19 death toll. Our results highlight that these combination methods consistently outperform other aggregation approaches. We discuss the implications of our findings for managerial practice.

Research – Scholars



Economics of Transition and Institutional Change

Nargiza Alimukhamedova

Nurmukhammad Yusupov

<https://doi.org/10.1111/ecot.12452> Digital Object Identifier (DOI).

Closure of the Non-Bank Microfinance Sector in Uzbekistan: Who Is Affected and by How Much?

Abstract

Studies of the impact of access to microfinance almost exclusively focus on assessing the microeconomic effects of the entry of microfinance institutions. We measure the effect of the 2011 closure of the entire nonbank microfinance sector in Uzbekistan. Using two waves of a unique household survey, we estimate the impact on four business (size of business, log of business profit, business ownership of respondent and log of business assets) and four household consumption (log of monthly household expenditures per capita, log of monthly household income per capita, log of household assets per capita, log of spending on housing per capita) outcomes using a modified difference-in-difference approach. We find that it is mostly the borrowers who are in the middle of the wealth distribution that were affected by the closure, in contrast to prevailing claims in the literature pointing to ultra-poor borrowers. We also document the heterogeneity of the impact affecting mainly borrowers with vocational and higher education, households with medium-level wealth and the self-employed. Some of our key results are in contrast with existing literature. Given that access to finance is vital for low-income households and that microfinance crises adversely affect both borrowers and nonborrowers, we argue it is important to focus on the diagnostics and prevention of potential future crises in the sector.

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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