

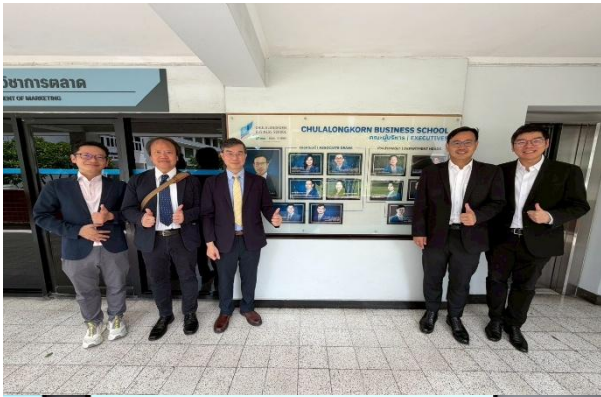
Deepening Southbound Linkages: NTPU College of Business Visits Chulalongkorn University and Srinakharinwirot University in Thailand for Academic Exchange



At the end of June 2026, a delegation from the College of Business at National Taipei University traveled to Thailand for a four-day academic visit to deepen strategic alliances with top-tier Thai universities. The primary goal of this visit was to strengthen the College's international linkages regarding the quality of business education through practical alignment with AACSB international accreditation. Furthermore, through bilateral dialogues, the delegation sought to understand how both business schools can exert their academic influence in regional markets via teaching innovations and industry-academia research.

To achieve these internationalization objectives, the first stop of the exchange was the Chulalongkorn University Business School. Dean Chi-Jui Huang delivered a keynote speech titled "Global Sustainable Finance Regulations and Trends," providing an in-depth analysis of the challenges that climate change and financial supervision pose to corporate operations. Subsequently, Director Hsiang-Lin Chih of the Center for Corporate Sustainability shared the outcomes of the "Taiwan Sustainability Evaluation (SEED)" developed by the College. He demonstrated how the College leverages academic research to empower practical

applications and build influential decision-making tools, a presentation that garnered highly positive feedback from participating scholars and financial industry professionals.



In addition, the delegation visited the College of Business Administration for Society at Srinakharinwirot University (SWU). The two institutions have interacted frequently since connecting at the 2025 AACSB Annual Meeting. This exchange specifically focused on the preparatory strategies and practical challenges associated with the AACSB accreditation system. Dean Huang's team generously shared the College's experience in institutional development during its own AACSB re-accreditation process. Professor Chih also engaged in an in-depth dialogue on how business schools can cultivate social impact through research and industry-academia collaboration. During this visit, both sides exchanged constructive ideas regarding future areas for academic collaboration, looking forward to exploring more diverse exchange opportunities based on their strong existing foundation of interaction.



Dean Huang stated that this visit successfully achieved the dual goals of "practical alignment for international accreditation" and "exporting academic reputation." Through this international strategic layout, the College not only accurately grasps the developmental trends of global business management education but will also continue to cultivate substantive partnerships with top universities in Thailand. Looking ahead, the College of Business will continue to use its excellent teaching and research quality as a cornerstone to actively expand a diverse network of academic and industry collaborations. By disseminating its academic vitality into the international academic community, the College aims to pioneer new development opportunities for its future.