

## **Participant Report: International Summer University Program (ISU)**

### Important information regarding the report:

Your report is an important source in regard to the partner university's and the program's evaluation process. Also it will be used for information and promotional purposes for potential future ISU participants. Therefore we ask you to read and fill in the questions below carefully and mark non-relevant questions with a "N/A".

Please do fill in the questions in English.

Requested word count: approximately 1,000 words; 2 DIN A4 pages

---

Name of student: Molinda CHHAY

Study program at WU: International Business Administration

Name of the attended ISU program: ISU China, Tongji University 2018

Period (month/year) of the attended ISU program: 09.07. – 27.07.2018

---

Picture(s) of the program:

---

Statements regarding the academic program: which aspects did you like most about the academic program?

The purpose of the academic program "International Strategies in Emerging Markets" was to provide its students with a profound knowledge base regarding the internationalization processes of companies with special focus on emerging markets. Having worked in groups that consisted of WU, Tongji and other international students, we were each assigned a fictional case study on Austrian companies operating in China. Not only could we apply our theoretical understanding from class to application-specific cases, but we also gained some valuable presentation and soft skills whilst working with students from different backgrounds and nationalities. One highlight of this academic program in my opinion was certainly our first week of this course where professors of Tongji University intro-

duced us to the Chinese mentality of conducting business and sensitized us to intercultural differences between "East and West". This learning experience was rounded off with company visits of successfully established companies in Shanghai and enabled us to attain a good and realistic first insight into the Chinese business landscape. All in all, I strongly believe that this interactive and very discussion-intense program offered us a once-in-a-lifetime opportunity where we could set internationalization strategies into practice, establish new (business) contacts and friendships as well as experiencing Shanghai as a top innovative city by first-hand.

---

Statements regarding the social and cultural/leisure program: which aspects did you like most about the leisure program? Any highlights you want to mention?

Regarding the leisure program plenty of opportunities and events were offered to us in order to explore the Chinese culture. Our host university was very welcoming and organized for instance calligraphy classes, campus tours, opening/closing lunches and much more for us. Especially worthy of mention was our "Intercultural Evening" where we presented the Austrian culture to our fellow Chinese and International students in forms of traditional dances, songs, games etc. and vice versa. Beside these activities, we explored in groups all facets of buzzing Shanghai (culinary, arts & history, karaoke evenings included) and its local life. I really enjoyed and cherish each moment and memory I made in this city!

---

Statements regarding the host country and university: which aspects did you like most about the ISU country and WU's partner university?

As mentioned above, Shanghai is a city with many faces and characteristics. It was my first time in Shanghai and in China in general, therefore I absorbed every given impression of the city like a sponge. It was interesting to see that life in Shanghai happens in much larger dimensions compared to Austria: streets are filled with masses of people, the eating/entertainment culture is vibrant and the work ethic is much more intense and result-driven. However, I found that the city held some places of tranquility such as many parks, boulevards and pagodas that calmed down Shanghai's image of being a mere accumulation of skyscrapers and shopping centers. Additionally, I enjoyed it a lot to have immersed myself into the arts, history and political scene of the city and to have spent my leisure time with some locals. As for the Tongji University, I am very grateful for their warm hospitality, great organizational efforts and teaching staff as well as their student body from which I can count some as my new friends now.

---

Statements regarding the International Summer University program in general: which are the most important experiences and learnings you could take out of the attended program?

In retrospect, I am happy to say that I have taken away many valuable learning experiences from this ISU China program. Firstly, the academic course has deepened my understanding for internationalization processes of firms in an ever-globalized world. I believe that the knowledge acquired will become very helpful and enriching for my future academic and working career. Secondly, I became more familiar with the Chinese culture and mentality in general through the various occasions to interact with students and locals and witnessing every-day life. The latter also made me realize the dimensions of China being on its way to become the world's leading economic force and the potentials it holds within its markets. Seeing this with one's own eyes instead of typically obtaining this information from our textbooks was my personal "Aha"- moment as a business student. After these three weeks I can also imagine myself working for some couple of years in China or Asia.

---

Statements regarding future International Summer University program: do you have any tips for future ISU participants regarding the program and preparing for an ISU program in general?

Being part of this ISU China 2018 was one of the best experiences I had so far during my academic life at WU! I can greatly recommend anyone to participate at an ISU program as you will study one specific business topic of interest in depth, learn more about your respective host country, make new friends around the world and will grow from the experiences as an individual. It was a step out of your comfort zone, but those steps bear the most potential to discover new sides, strengths and interests of you. I wish all future ISU participants to make as memorable experiences abroad as the ones that I made. Thank you!

---

**By submitting this report I agree that my name, all my comments as well as my pictures can be used for advertising the WU International Summer University programs online and in print.**

You can revoke your any of the consents given above at any time. Revoking your consent will not affect the legality of any processing of your data based on your prior approval up to the time of withdrawal of your consent. You can revoke your consent by sending an email to [isuwu@wu.ac.at](mailto:isuwu@wu.ac.at).

You have the right to request information on your personal data, to request a correction of your data, and to have your data deleted at all times, in accordance with the applicable legal regulations. To make such requests, please contact [zas@wu.ac.at](mailto:zas@wu.ac.at) or [datenschutz@wu.ac.at](mailto:datenschutz@wu.ac.at). If you believe that WU's processing of your data is in violation of

the applicable data protection regulations or any other data protection and privacy rights, you may file a complaint with the appropriate regulatory authority. In Austria, the appropriate regulatory authority is the Austrian Data Protection Authority (*Datenschutzbehörde*).