



INSIGHT

The Official Newsletter published by the University of Technology and Entrepreneurship (UTE)

ISSUE 15 - JUNE 2026

REACHING EVERY CORNER OF THE KINGDOM: A MONTH OF NATIONWIDE ENGAGEMENT AND PARTNERSHIP



WELCOMING ACT 12TH GRADERS TO CAMPUS

June opened with the pleasure of welcoming a group of 12th graders and their teachers from the Academy of Careers and Technology (ACT) for an immersive campus visit on 4 June. This initiative was carefully designed to give high school seniors, who are actively evaluating their upcoming university choices, an authentic and firsthand look into our daily academic environment and institutional culture.

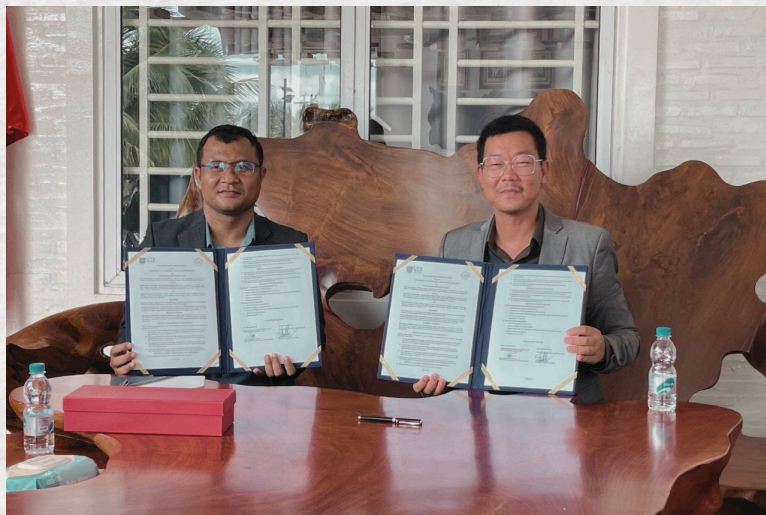
Guided by the UTE team, the visiting students and teachers toured our modern campus facilities, explored various academic pathways, and participated in direct consultations with faculty members on academic programs and specialized degree choices. These interactions gave the students valuable clarity on their academic transitions while offering a genuine feel for life at UTE. By facilitating this kind of campus exposure, UTE continues to showcase its student-centered environment, strengthen its partnerships, and build its reputation as a trusted, forward-thinking destination for the next generation of academic achievers.



OUTREACH AND A NEW PARTNERSHIP IN THE NORTHERN PROVINCES

To support regional student development and help 12th graders confidently navigate their next academic steps, UTE traveled to northeastern Cambodia on 16 June to conduct a series of on-site "University Preparation and Major Selection" workshops. Our team engaged closely with 12th graders at Krou Yeung School and the Tribal Education School in Ratanakiri Province, offering practical advice on future career prospects, identifying personal strengths, and choosing a university major with confidence.

*This visit also carried a milestone of lasting institutional significance: UTE officially signed a Memorandum of Understanding (MoU) with the **Tribal Education Group**, reflecting our mutual commitment to educational development in the northern provinces. This strategic partnership marks the beginning of a meaningful collaboration aimed at bridging the gap between high school and higher education.*



By establishing this alliance, UTE ensures that students in remote provinces have the structured guidance and institutional support they need to pursue their academic dreams and transition smoothly into university life.

Building on this momentum, the team extended its provincial outreach to Stung Treng Province on 17 June, conducting an on-site University Preparation and Major Selection workshop at Krou Yeung School for the current 12th graders.



WORKSHOP AT HUN SEN KAMPONG HIGH SCHOOL (NEW GENERATION SCHOOL)

*Continuing our mission to support graduating seniors, UTE visited **Hun Sen Kampong High School**, known as the New Generation School (NGS), in Kampong Cham Province on 26 June to deliver our signature University Preparation and Major Selection workshop. Speaking with the motivated and talented students of this school made for an inspiring and highly interactive session.*



The workshop gave the current 12th graders essential diagnostic tools to map out their career paths, raised awareness about higher education pathways, and supported informed choices about university majors. Students engaged eagerly with our team, asking targeted questions about academic expectations and professional alignment.

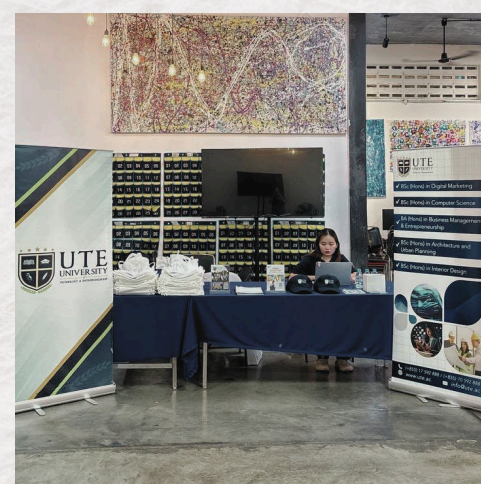
By deepening our collaboration with high-performing schools like this NGS, UTE aims to build a robust pipeline of highly prepared future professionals — guaranteeing a smoother transition for students making their leap into higher education and preparing them to meet national human capital needs.

UTE AT THE RODWELL COLLEGE FAIRS 2026

To wrap up a highly impactful month of engagement, UTE set up a dynamic exhibition booth at the Rodwell College Fairs 2026, held at the Rodwell Learning Center in Phnom Penh on 28 June. The fair served as an excellent opportunity to connect directly with hundreds of current 12th graders who are actively planning their university futures.



Our team spent half a day hosting personalized academic consultations, answering questions about our degree programs, and breaking the ice with interactive games designed around major selection and career mapping.



This strategic participation successfully maximized UTE's visibility among key student demographics in the capital. By demonstrating our student-centered approach to academic support, we welcomed interested applicants into our growing academic community and set the stage for our upcoming enrollment intake.

FROM CLASSROOM TO FACTORY FLOOR: STUDENT INDUSTRIAL EXPOSURE AT CART TIRE CAMBODIA (SAILUN GROUP)



BRIDGING THEORY AND INDUSTRIAL APPLICATION

Believing that meaningful learning should always extend beyond the classroom, UTE organized a comprehensive industrial exposure tour on 25 June for a group of 60 students and staff to Cart Tire Cambodia (Sailun Group) in Svay Rieng Province. The visit gave participants an invaluable, firsthand look at modern production technologies and international operational management systems inside a major, large-scale manufacturing plant.

More than a standard site visit, the highlight of the experience was a direct, open dialogue session between our students and the factory employers. Students actively engaged with industry professionals to discuss real-world work experiences, corporate organizational culture, changing market demands, and upcoming internship pathways. This successful venture perfectly bridges classroom theory with industrial application, sharpening our students' competitive edge in the professional world. By maintaining strong ties with industrial leaders, UTE continues to ensure that its academic offerings remain deeply connected to contemporary economic realities.



STUDENT SCHOLARSHIP SPOTLIGHT: ALGORITHMIC LEADERSHIP AND AUTOMATED CONTROL

A P-O-L-C ANALYSIS OF FOODPANDA CAMBODIA FROM THE COURSE "PRINCIPLES OF MANAGEMENT"

*This month, we are delighted to spotlight an outstanding piece of undergraduate scholarship produced by four of our students, **Sok Sopheaklyta, Suor Srosmoneka, Tim Moriza, and Yun Rabelinda**, in the course "Principles of Management." Their case study, "Algorithmic Leadership and Automated Control: A P-O-L-C Analysis of Foodpanda Cambodia," asks a question of striking relevance to the modern economy: does the proliferation of digital platforms render traditional management theories obsolete?*

Combining platform tracking analysis with direct interviews of local Foodpanda delivery riders in Cambodia, the team examined how the classic P-O-L-C framework—Planning, Organizing, Leading, and Controlling—operates in the gig economy. Their findings reveal a radical structural shift: the interpersonal functions of leading and controlling are increasingly decoupled from human administrators and encoded into automated, data-driven systems.

Where a human manager once motivated personnel and resolved conflicts, an algorithm now functions as an invisible manager, pushing real-time routes and order allocations through app notifications, motivating riders through gamified quests and point systems, and enforcing performance standards through continuous digital tracking, predictive delivery benchmarks, and automated penalties.

The team's critical reflection is equally impressive. They observe that while algorithmic control achieves remarkable operational efficiency and uniform service quality, it also shifts operational risks and behavioral pressures onto the isolated gig worker. Their conclusion, that foundational management functions remain permanent even as their execution migrates from human leadership to digital engineering, is precisely the kind of thoughtful, ethically aware analysis we hope to cultivate in every UTE graduate. Emerging managers, as our students remind us, must learn to critically navigate, design, and ethically govern these automated organizational architectures.



Congratulations to this team for demonstrating that rigorous, empirically grounded inquiry is alive and thriving in our undergraduate classrooms.

See original piece from the team below:

Algorithmic Leadership and Automated Control: A P-O-L-C Analysis of Foodpanda Cambodia

A Reflection from the Course “Principles of Management”

By: Sok Sopheaklyta, Suor Srosmoneka, Tim Moriza, and Yun Rabelinda

Undergraduate Students, University of Technology and Entrepreneurship (UTE)

Does the proliferation of digital platforms render traditional management theories obsolete? In the course “Principles of Management,” we studied how the P-O-L-C framework (Planning, Organizing, Leading, and Controlling) serves as the standard baseline for aligning organizational resources. However, our team's empirical case study combining platform tracking analysis with direct interviews of local Foodpanda delivery riders in Cambodia, which reveals a radical structural shift. In the gig economy, the interpersonal functions of Leading and Controlling are entirely decoupled from human administrators and encoded into automated, data-driven systems.

Our case study applied the concept of Algorithmic Control, where intelligent algorithms and digital telemetry substitute for human oversight to align decentralized worker behaviors with corporate objectives (Wiener et al., 2021). Rather than relying on physical offices or relational hierarchy, platform capitalism exercises power through total data surveillance, invisible delegation, and gamified work structures.

1. The "Leading" Function

Traditionally, Leading requires a human manager to motivate personnel, communicate vision, and resolve conflicts. Foodpanda Cambodia reengineers this dynamic by consolidating leadership into a software interface:

- Decentralized Isolation: Riders operate with zero physical institutional contact. The algorithm functions as an invisible manager, pushing real-time routes and order allocations directly via app notifications.*
- Information Asymmetry: While riders undergo total telemetry tracking (including GPS location, travel velocity, and active status), the exact logic dictating order distribution remains an obscured corporate secret.*
- Gamified Motivation: Human encouragement is replaced by behavioral engineering. The app utilizes structured "quests," time-sensitive tiers, and automated point systems to incentivize longer, high-velocity shifts.*

2. The "Controlling" Function

The Controlling function establishes standards, measures real-time output (logistic prediction), and executes corrective actions. Foodpanda replaces subjective human appraisals with rigid digital tracking and uncompromising Key Performance Indicators (KPIs) or Metrics:

- Predictive Surveillance: To protect its 25–30 minute delivery benchmark, the platform continually aggregates live GPS data, spatial distances, real-time traffic, and historical restaurant preparation times to predict exact Estimated Times of Arrival (ETAs).*

- Algorithmic Penalization: The platform enforces strict standard baselines. Local riders must maintain an Acceptance Rate (AR) of approximately 90%. Dropping below this threshold or missing scheduled shifts triggers automated systemic punishments—relegating the rider to lower-tier batches and reducing future order volumes.*

Operational Divergence

Dimension	Foodpanda Automated System	Traditional Human Manager
Task Allocation	Instantaneous dispatch optimized via live GPS proximity and predictive ETAs.	Manual delegation based on subjective shift scheduling and physical presence.
Performance Tracking	Constant digital surveillance; micro-tracking of acceptance rates and delivery velocity.	Periodic performance appraisals, manual log reviews, and direct observation.

System Adjustments	KPI-driven logic automatedly determines rider ranking tiers, bonuses, and penalties.	Discretionary promotions, qualitative feedback, and localized warnings.
--------------------	---	---

Conclusion and Critical Reflection

Investigating Foodpanda Cambodia forced our group to critically re-evaluate the execution of management theory. By replacing human managers with automated KPIs, the platform achieves unparalleled operational efficiency and uniform service quality while shedding immense administrative costs.

However, this empirical analysis highlights a core paradox: while algorithmic control optimizes logistical predictability, it shifts operational risks and behavioral pressures entirely onto the isolated gig worker. For business students at UTE, this case study underscores that while foundational P-O-L-C functions remain permanent, their execution is rapidly migrating from human leadership to digital engineering. Emerging managers must look beyond traditional structures and learn to critically navigate, design, and ethically govern these automated organizational architectures.

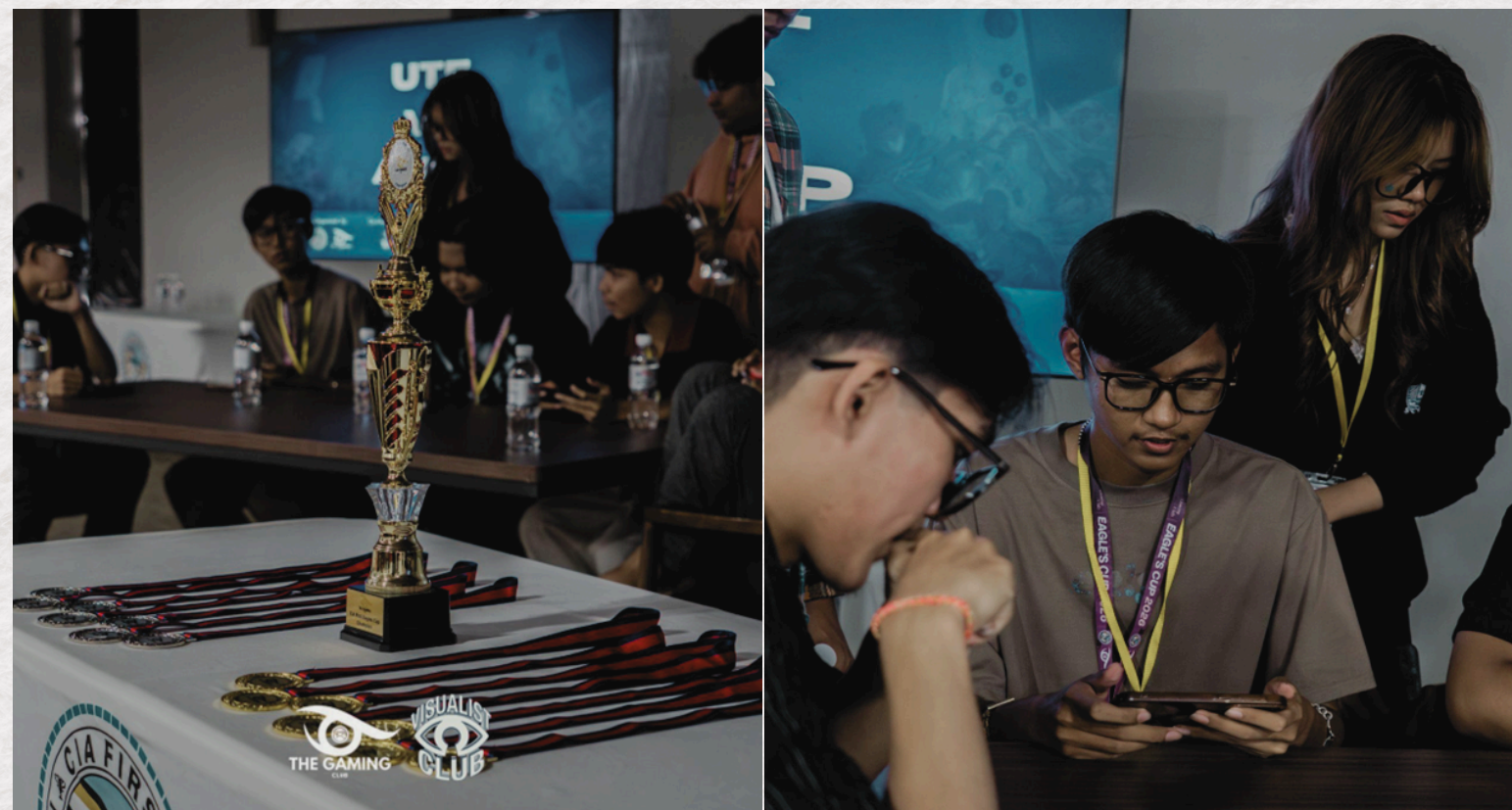
UTE ESPORTS CLUB: FIRST RUNNER-UP AT EAGLE'S CUP SEASON 2

COMPETING WITH EXCELLENCE, SPORTSMANSHIP, AND PROFESSIONALISM



Student life at UTE was equally vibrant beyond the classroom this June. The UTE Esports Club proudly participated in Eagle's Cup Season 2, hosted by CIA First International School on 11–12 June 2026. Seven students represented the University of Technology and Entrepreneurship, showcasing their skills, teamwork, and competitive spirit throughout the tournament.

The team opened the competition as the first match of Day 1, embracing the challenge of setting a strong tone for the tournament. UTE delivered an outstanding performance, defeating CIA First International School 2–0 in the opening round, followed by another convincing 2–0 victory over Northbridge International School Cambodia in the semifinals — wins that highlighted the team’s excellent communication, strategic gameplay, and ability to perform under pressure. Advancing to the Grand Final, UTE faced a strong team from AUPP and, despite great determination and resilience, was defeated 1–3, finishing the tournament as First Runner-Up.



A MESSAGE FROM THE PRESIDENT



June 2026 was a month defined by reach, reaching new students in the capital and in the most remote provinces of our Kingdom; reaching into industry to connect our classrooms with the realities of the modern workplace; and reaching new heights in student scholarship and competition. From the signing of our MoU with the Tribal Education Group in Ratanakiri to the factory floors of Svay Rieng, from a rigorous student analysis of the algorithmic economy to a hard-fought silver at Eagle's Cup Season 2, every story this month reflects the same conviction: that a UTE education must extend to every student who seeks it and beyond every classroom wall. Thank you to every member of our community who carried our mission across the country this June.

THANK YOU FOR BEING PART OF UTE'S JOURNEY!

As we continue to rise and innovate, we are grateful for every member of our community, students, faculty, staff, and partners who shape UTE in to a hub of excellence and entrepreneurship. Let's keep building the future together!



STAY CONNECTED

*University of Technology
and Entrepreneurship (UTE)
Phnom Penh, Cambodia*

+855 17 592 888/ 70 592 888

+ info@ute.ac

+ www.ute.ac

*Produced by the Office of
Communication, UTE, 2026.*

YOUR VOICE MATTERS AT UTE!

**Have a story, an idea, or an opinion
you're passionate about?**

*We're looking for students, faculty, and staff
who want to share their experiences,
reflections, creative projects, or commentary
on any topic that inspires them.*

*Send your contributions to insight@ute.ac
for the next issue of UTE Insight!*



UTE
UNIVERSITY
of
TECHNOLOGY & ENTREPRENEURSHIP