

SUNWAY
UNIVERSITY



ANNUAL REPORT 2012

Contents

Vice-Chancellor's Introduction	1
Highlights of the Year	2
University Governance	3
Senior Officers of the University in 2012	4
The Student Council	5
Graduation Ceremony	6
Scholarship Ceremony	7
Prizes and Awards	8
Academic Developments in 2012	9
Senior Appointments	10
International Links	11
Memoranda of Understanding and other Agreements	12
Focus	13
Research Grants	14-15
Tan Sri Jeffrey Cheah Distinguished Speaker Series	15
Tun Hussein Onn Library	16
Estates Development	17

Vice-Chancellor's Introduction



Welcome to the Annual Report 2012 of Sunway University. 2012 was Sunway University's second year as a fully-fledged university and as such was a year of consolidation and scene setting for the future. The University continued its upward trend in student numbers and saw significant developments in its research capacity and capability. 2012 was also a year of reflection and realisation that in order to achieve its ultimate ambitions, the University would need to grow to around double its current size and become a research-informed institution in which high quality education would be underpinned by excellent applied research and advanced scholarship. In all aspects of its work, there has been a focus on the achievement of high quality as befits an organisation that is part of the highly regarded Sunway Group of companies. This annual report highlights the key developments, achievements and events of the year and provides a portrait of a young but confident and emerging high quality higher education institution.

Professor Graeme Wilkinson
(Vice-Chancellor)

Vision and Mission

Our Vision

To be a World Class University

Our Mission

To nurture all-round individuals and devote ourselves to the discovery, advancement, transmission and application of knowledge that meets the needs of our society and the global community

Our Creed

Sunway University will carry out its mission with integrity and unwavering dedication to excellence, enterprise, professionalism, financial self-reliance, innovation, mutual respect and team spirit

Our Educational Goals

Sunway University students will:

- become independent, lifelong learners who actively pursue knowledge and appreciate its global application to economic, political, social and cultural development
- be empowered with the competencies and capacity to contribute to a fast-changing economic, social and technological world
- develop strong leadership qualities and communication skills
- be prepared for careers that enable them to lead productive, fulfilling and meaningful lives
- value integrity and become ethical, accountable, caring and responsible members of society



YB Dato' Seri Mohamed Khaled Nordin (3rd from Left) receiving a memento from Tan Sri Dato' Seri (Dr) Jeffrey Cheah Fook Ling, AO

At the start of 2012, The Minister of Higher Education YB Dato' Seri Mohamed Khaled Nordin officiated the ground-breaking ceremony of Sunway University's new 12-storey building on 20 January. The University also won the Reader's Digest Trusted Brands Gold Award in 2012.



Ms Elizabeth Lee, Senior Executive Director, Sunway Education Group receiving the award from Y.B Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry, Malaysia

2012 also marked a year of continuing growth and academic diversification for the University. Student enrolments rapidly passed the 3000 level and new academic areas were started up, such as Biological Sciences. External research grants awarded passed the level of RM 1 million, demonstrating the capability and well-regarded expertise of the academic staff.



Datin Professor Ir Dr Siti Hamisah Binti Tapsir, Deputy Director General for Private Higher Education Institutions flanked by Ms Elizabeth Lee, Senior Executive Director, Sunway Education Group and Professor Graeme Wilkinson, Vice Chancellor

Perhaps the crowning glory for Sunway University in 2012 was the achievement of grade 5 (Excellent) in the national academic quality assessment exercise SETARA'11, conducted by the Malaysian Qualifications Agency (MQA). This follows the award of the same grade in the previous exercise SETARA'09, confirming the continuing high standard of academic procedures and processes. This sets Sunway University among the highest teaching quality institutions in the country.



Silver Jubilee Dinner

Another exciting event of 2012 was the celebration in October of the 25th anniversary of the Sunway Education Group. While the University cannot yet claim to be 25 years old, the University was able to join in the celebrations of the Group of which it is now a key part. University staff were able to share in the pride of staff from throughout Sunway Education in the achievements of a quarter of a century of operations in which high quality educational opportunities have been made available to thousands of students not just from Malaysia but also from all over the world.



Emeritus Professor Robert Bignall

Lastly, 2012 was also the year in which Sunway University experienced a change of Vice-Chancellor. Professor Robert Bignall retired in July after long service in the Sunway Education Group, initially as Pro Vice-Chancellor of Monash University, Sunway Campus, and then as Vice-Chancellor of Sunway University from 2009 – 2012. In recognition of his outstanding contribution to higher education in Sunway, the Board of Directors awarded him the title of Emeritus Professor of the University. Professor Bignall was succeeded by Professor Graeme Wilkinson who joined the University from the UK where he had held senior management positions in several universities, most latterly as Pro Vice-Chancellor at Glyndwr University in Wales. Professor Wilkinson continues the tradition of scientist Vice-Chancellors of Sunway University, being a specialist in satellite remote sensing with a doctorate from Oxford University.

The Constitution of Sunway University establishes the Board of Directors of Sunway University Sdn. Bhd. as the governing body. The powers granted to the University under its Constitution are assigned to the Board and to the Academic Senate, with the latter having authority over academic matters, including the admission, teaching and assessment of students and the conduct of research.

Members of the Board and the Senate in 2012 were as follows:

Board of Directors

Tan Sri Dato' Seri (Dr) Jeffrey Cheah Fook Ling, AO (Chairman)
 Tan Sri Dato' (Dr) R.V. Navaratnam
 Puan Sri Datin Seri (Dr) Susan Cheah Seok Cheng
 Datuk Seri Razman M. Hashim
 Dato' Chew Chee Kin
 Dato' Dr Goh Cheng Teik
 Mr Lee Weng Keng
 Ms Elizabeth Lee Fuh Yen
 Professor Jarlath Ronayne, AM
 Professor Robert Bignall (*until July 2012*)
 Professor Graeme Wilkinson
 Ms Sarena Cheah Yean Tih (Alternate Director to Tan Sri Dato' Seri (Dr) Jeffrey Cheah Fook Ling, AO)

The Academic Senate

(In alphabetical order)

Professor Robert Bignall (Chair) (*until July 2012*)
 Professor Graeme Wilkinson (Chair)
 Ms Elizabeth Lee (Senior Executive Director, Sunway Education Group)

Professor Chin Beek Yoke
 Professor David Ngo Chek Ling
 Professor Jarlath Ronayne AM
 Professor Jasmine Seng Kah Pooi
 Professor Nigel Vincent Marsh
 Professor Phang Siew Nooi
 Professor Poh Chit Laa
 Professor Pua Eng Chong
 Professor Robert McKinlay (Lancaster University)

Associate Professor Dr Foo Yin Fah
 Associate Professor Dr Ho Chee Kit
 Associate Professor Dr Lee Ei Leen
 Associate Professor Dr Leow Soo Kar
 Associate Professor Dr Lim Tong Ming
 Associate Professor Dr Stephen Hall
 Associate Professor Dr Walter Tan Teck Hong
 Associate Professor Dr Wong Koi Nyen

Dr Cheah You Sum
 Dr Justin Xavier Batinadan
 Dr Khatijah Khalid
 Dr Lin Mei-Hua
 Dr Nagiah Ramasamy
 Dr Wong Siew Fan

Ms Ang Tong Yin
 Ms Anisha Chai Mee Fong
 Ms Chow Soong Min
 Mr Jordan Cheo Jiin Ann
 Mr Lee Hao Wei
 Ms Leow Puay Tin
 Mrs Lim Tiew Ming
 Mr Ooi Chien Shing
 Mr Peter Linus Andrews
 Mr Peter Pang Looi Fai
 Pn Siti Fariza Mohd Dahlan
 Mr Tan Seng Lee
 Ms Wong Sook Jean
 Ms Woo Pei Jun

Chancellor

Tan Sri Dato' Seri (Dr) Jeffrey Cheah Fook Ling, AO

Pro-Chancellors

Datuk Seri Razman M. Hashim
Tan Sri Dato' (Dr) R.V. Navaratnam

Vice-Chancellor

Professor Robert Bignall (*until July 2012*)
Professor Graeme Wilkinson

Deputy Vice-Chancellor (Academic)

Professor Pua Eng Chong

Deputy Vice-Chancellor (Research and Higher Degrees)

Professor David Ngo Chek Ling

Registrar

Dr Khatijah Khalid

Director of University Services

Mrs Lim Tiew Ming

Deans of Faculty

Associate Professor Dr Lee Ei Leen	Faculty of Arts
Professor Poh Chit Laa	Faculty of Science and Technology
Associate Professor Dr Foo Yin Fah	Sunway University Business School

Head, Centre for Tourism, Hospitality and Culinary Management

Ms Anisha Chai Mee Fong

Head, Centre for English Language Studies

Associate Professor Dr Stephen Hall

Head, American Degree Transfer Program

Dr Justin Xavier Batinadan

Chief Librarian

Ms Wong Sook Jean



2012 Student Council

From left (front row):

Gary Ee Kuan Hong, Jordon Cheo Jiin Ann, Marian Lim Su Ming

From left (back row):

Margaretha Chandra Mentari, Chong Xin Yi, Amanda Kheng Zhuang, Yap Jin Hoong, Cheong Way King, Chan Wai Teck

Absent: Ankita Aakashkumar Angiwala

The Student Council, as the governing body of the Sunway University Student Association, was elected into office by the student community in April 2012. The Student Council acts as the official channel of communication between the student community and the University. It also plans and organises student related activities, and promotes the interests and welfare of students.

Under the leadership of its President Jordon Cheo Jiin Ann, the Student Council carried out a broad range of activities in 2012. In August, they organised the Safety Awareness Campaign, with the aim of educating students on simple self-defence techniques to raise awareness in students regarding their safety.

In September, the Student Council organised an International Student Festival in collaboration with the Sunway University International Student Ambassadors. The event was an opportunity for international students to introduce and showcase the uniqueness of their culture to others. Other events for the year jointly hosted by the Student Council and staff of the University were the Personal Safety Workshop in June and the Sunway Education Exposition (SEE) in October.

Members of the 2012 Student Council**President**

Jordon Cheo Jiin Ann

Vice President

Marian Lim Su Ming

General Secretary

Amanda Kheng Zhuang

Treasurer

Yap Jin Hoong

Extra-Curricular Director

Gary Ee Kuan Hong

Academic Affairs Director

Chan Wai Teck

Community Service Director

Ankita Aakashkumar Angiwala

Student Welfare Director

Cheong Way King

International Student Director

Margaretha Chandra Mentari

Advertising & Promotions Director

Chong Xin Yi

The President of the Student Council, Mr Jordon Cheo Jiin Ann, served as the undergraduate student representative on the Senate in 2012. The postgraduate student representative on the Senate was Mr Lee Hao Wei followed by Mr Ooi Chien Shing.



Graduation Ceremony held in the Grand Lagoon Ballroom, Sunway Resort Hotel & Spa



Valedictorian Lee Ker Ching (graduated with first class honours in BSc (Hons) Accounting and Finance) with Sir Christian Bonington, Chancellor, Lancaster University

The 2012 Graduation Ceremony was held on Friday, 12 October in the Grand Lagoon Ballroom of the Sunway Resort Hotel & Spa. A total of 517 students had degrees conferred or diplomas awarded by Chancellor, Tan Sri Dato' Seri (Dr) Jeffrey Cheah, AO. Those graduates who received dual Lancaster University degrees were conferred their awards by Sir Christian Bonington, Chancellor of Lancaster University, who also delivered the Occasional Address.

The 2012 Valedictorian was Ms Lee Ker Ching, who graduated with first class honours in BSc (Hons) Accounting and Finance.

Sixteen Diplomates and Graduates were presented with the Tan Sri Jeffrey Cheah Scholastic Award.



Tan Sri Dato' Seri (Dr) Jeffrey Cheah, AO, with some of the scholarship recipients

On 21 September the Scholarships and Awards Ceremony was conducted at the Sunway campus. The ceremony was held to commemorate not only outstanding academic achievements but also to honour students with exceptional leadership qualities and athletic capabilities. Tan Sri Dato' Seri (Dr) Jeffrey Cheah, AO, Chairman of the Board of Trustees of the Jeffrey Cheah Foundation, graced the happy occasion. Also present was Puan Sri Datin Seri (Dr) Susan Cheah as well as trustees of the Jeffrey Cheah Foundation, Tan Sri Dato' (Dr) R.V. Navaratnam and Datuk Seri Razman M. Hashim. The total scholarship amount awarded was RM 4.17 million to 365 students which brings the total amount of scholarships given out by the Jeffrey Cheah Foundation to over RM100 million.

Prizes and Awards

Some awards and notable achievements of Sunway University staff and students in 2012 were the following:

American Degree Transfer Program

Name: Sin Li Jane
Award(s): Champion, 13th Milo International Junior All-Stars 2012

Name: Sin Li Jane
Award(s): Champion, 36th National Championship 2012

Name: Sin Li Jane
Award(s): Gold (Singles) and Bronze (Doubles), Asian Tenpin Bowling Championship 2012

Name: Jacqueline Jenelle Sijore
Award(s): Silver (Doubles), Asian Tenpin Bowling Championship 2012

Name: Jacqueline Jenelle Sijore
Award(s): Silver (Singles) and Bronze (Doubles), World Youth Championship 2012

Name: Vicky Ong Chee Chuen
Award(s): Scholastic Award 2012, Sunway Education Group

Name: Wong Zi Lang
Award(s): Won a prize award of RM 60,000 tuition waiver by Sunway Education Group, Championship of "Sin Chew Sunshine Boy" Competition (Dec 2011)

Name: Dr Mandy Wong Shiet Ching
Award(s): Long Service Award 2012 (10 years)

Faculty of Science and Technology (FST)

Name(s): Associate Professor Dr Lim Tong Ming, Chin Teck Min, Angela Lee, Choong Yong Liang
Award(s): Silver (Zmedia-eMall Integrated Framework), The Malaysian Technology Expo 2012

Name: Dr Grace Lim Soo Yong
Award(s): Bronze (Path Loss Model for Indoor Stairwell), The Malaysian Technology Expo 2012

Name(s): Dr Yap Kian Meng, Chit Su Mon
Award(s): Bronze (A Mock-up Browser for Visually Impaired Children), The Malaysian Technology Expo 2012

Name(s): Dr Pu Chuan Chin, Law Yeong Hui
Award(s): Bronze (Location Based Information System), 23rd International Invention, Innovation & Technology Exhibition (ITEX2012)

Name: Dr Grace Lim Soo Yong
Award(s): Award for Achievement in Research for Early Career Researcher, Sunway University

Name: Dharmidran Anantharsekaran
Award(s): Long Service Award 2012 (10 years)

Sunway University Business School (SUBS)

Name: Associate Professor Dr Walter Tan Teck Hong
Award(s): Innovation Paper Award

Name: Jessica Ho Sze Yin
Award(s): Best Paper of the Session Award, International Conference on Management and Education Innovation (ICMEI 2012), 2nd International Conference on Management and Service Science ICMSS 2012, International Conference on Economics, Business Innovation (ICEBI 2012)

Centre for Tourism, Hospitality and Culinary Management (CTHCM)

Name: Joanna Foong Xian Mae
Award(s): Champion, Nestle Coffee Competition 2012

Name: Natasha Mohd Yusof
Award(s): 2nd Runner-up, Nestle Coffee Competition 2012

Name: Daniel Chong Ka Leong
Award(s): Best Coach of the Year, Nestle Coffee Competition 2012

Name(s): Anthony Liew Khar Khiaw, Lee Kai Sean
Award(s): Silver, Food and Hotel Asia Culinary Challenge 2012

Name: Chef Chong Wei Tzeh
Award(s): Silver and Bronze, Food and Hotel Asia Culinary Challenge 2012

Faculty of Arts (FOA)

Name: Goh Ee Leng
Award(s): 3rd Prize (Mixed Media Category) Tanjong Heritage Art Competition 2012

Name(s): Yvonne Tan Xue Wen, Puvishanan Pushparaja, Shirin Goh Sue Ying, Andy Lau King Ang, Lee Yang
Award(s): 1st Runner-up, Veloster Rev It-Up Inter-College Challenge

Name: Alan Lau Kah Foo
Award(s): Long Service Award 2012 (10 years)

Award for Achievement in Research

The Award for Achievement in Research for Early Career Researcher was presented to Dr Grace Lim Soo Yong, a lecturer in the Department of Computer Science and Networked System, Faculty of Science and Technology, during the Silver Jubilee Dinner held on 5 October.



Dr Grace Lim Soo Yong (right) with Sunway University Vice-Chancellor, Professor Graeme Wilkinson



From Left: Deans - Professor Poh Chit Laa, Associate Professor Dr Foo Yin Fah, and Associate Professor Dr Lee Ei Leen

Faculty Restructuring

In September 2011, the Senate approved the establishment of a faculty structure in Sunway University to shift from a programme-oriented organisational structure to a discipline-based structure. It was envisioned that the new structure would provide a better pathway for Sunway University in becoming a world class university. It also provides a better focus on the development of discipline-area expertise, as a way of encouraging academic and research excellence to emerge within the University over time; and ultimately provide more elective choices and minor programmes for students.

Following the Senate approval, Sunway University was restructured in 2012 by consolidating the schools and the American Degree Transfer Program into three faculties, namely, the Sunway University Business School (SUBS), the Faculty of Science and Technology (FST) and the Faculty of Arts (FOA), with each Faculty headed by a Dean. Faculties are now made up of discipline-oriented academic departments which contribute to teaching of subjects in a number

of different degrees. The academic programmes of the University remained unchanged following structural changes.

New Academic Programmes

A range of new academic programmes were proposed and developed by the faculties in 2012. In SUBS, the Doctor of Philosophy (Business) degree was launched, while two new undergraduate degrees, BSc (Hons) in Actuarial Studies and BSc (Hons) in Culinary Management, were developed and would be launched in 2013. In addition, SUBS also worked on developing a new Masters in Management Accounting and BSc (Hons) in Marketing. A new degree, BSc (Hons) Professional Accounting was also planned. The joint Sunway-Lancaster Global MBA programme is anticipated to be launched in 2013.

In FOA, efforts were devoted to develop a new undergraduate degree programme, BA (Hons) in Contemporary Music and Music Technology, which is scheduled to be launched in 2014.

FST also launched two postgraduate degree programmes in 2012, namely the MSc in Psychology and MSc in Information Systems. Currently, the proposal for the two new undergraduate degree programmes, BSc (Hons) in Medical Biotechnology and BSc (Hons) Biology with Psychology, is being reviewed by MQA.

Academic Quality

In 2012, Sunway University also achieved Tier 5 (Excellent) rating in the MQA's rating exercise for Malaysian Higher Education Institutions (SETARA '11) and Tier 5 rating in the Discipline-Based Rating (D-SETARA) exercise for the Hospitality and Tourism Discipline, for undergraduate programmes in the Centre for

Tourism, Hospitality and Culinary Management (CTHCM). These remarkable achievements are testimony to Sunway University's continuous effort in delivering quality education to the society and the global community.

Outcome Based Education (OBE)

OBE processes in curriculum, assessment and monitoring were the key instruments in the SETARA'11 exercise. In view of this, in August, the University initiated a three-stage OBE implementation plan to support and further enhance its education quality in accordance with MQA requirements to transform its academic programmes into Outcome Based Education by conducting a series of intensive OBE implementation workshops for all faculties, with the aim of aligning programme outcomes, teaching and learning methods and assessments. OBE shall drive a more directed and coherent programme curriculum, with the view of producing graduates who are more relevant to the industry, equipped with both the knowledge and the required soft-skills. The delivery and continuous quality improvement stages of the OBE shall commence from March 2013 onwards.

Annual Teaching Review and Periodic Quality Review

The Annual Teaching Review (ATR) and Periodic Quality Review (PQR) are the two instruments of programme monitoring and review at Sunway University. Both reviews are evidence-based, focused on the student learning experience, and continuous quality improvement. Since 2008, the ATR has only been conducted regularly for programmes validated by Lancaster University. An implementation process flow for PQR was approved in August, with an action plan to start in 2013. From 2013 onwards, all Sunway University

programmes will be subjected to both internal reviews.

Student Experience Survey

In April, an analysis was carried out on the Student Experience Survey results conducted in the last quarter of 2011. The objective of the survey was to evaluate student satisfaction on overall learning experience at Sunway University compared to that of the previous year and to see if improvement measures have been effective as well as to identify other areas for improvement. 1,686 students completed the survey with a 63% overall response rate. The outcome was that students were generally satisfied with their overall programme and learning experience at Sunway University. Identified areas of concern were forwarded to the respective departments and management/academic committees for further action and monitoring.

Professional Development Framework

An academic professional development framework was introduced in July which provides every academic staff the opportunity to undertake development pathways which will eventually lead to a professional Postgraduate Certification in Higher Education Academic Practices. The criteria for academics to progress up the professional development levels is based on teaching experience in higher education and their participation in development programmes. The framework is not only a strategy to encourage academics to move up into the higher education community but also includes measures to sustain an environment of good practices by introducing the Champions Network of Outstanding Academics.



Professor Chin Beek Yoke
Faculty of Science and Technology

The core of Professor Chin's research is focused on elucidating and further defining the mechanism of low-level carbon monoxide (CO) as a therapeutic and cytoprotective molecule; behaving as both an immunosuppressive agent as well as a putative bactericidal agent. Often negatively associated or stigmatized as a poisonous gas, understanding the paradoxical effects of CO, anthropogenically generated and toxic at high concentrations but cytoprotective and beneficial at endogenously low doses has been a daunting challenge. Although the beneficial effects are evident as its curative use is entering phase II clinical trials in the United States, the mechanism of action remains contentious. Professor Chin has successfully obtained internal funding to continue her work on CO. In addition to research interests on the beneficial effects of carbon monoxide on immune defence, inflammation, homeostatic signalling and sepsis infection, her other research involves dissecting the deleterious effects of environmental/airborne particulate matter on the respiratory system. She currently collaborates with investigators from Harvard Schools of Medicine and Public Health (USA), Yale University School of Medicine (USA), The Johns Hopkins University (USA), Medical University of Vienna (Austria) and University of Caen (France).

Professorial Appointments

Emeritus Professor

Professor Robert Bignall

Professors

Professor Pua Eng Chong, Deputy Vice-Chancellor (Academic), commenced on 3 January

Professor Nigel Vincent Marsh, Department of Psychology, Faculty of Science and Technology, commenced on 27 February

Professor Chin Beek Yoke, Head, Department of Biological Sciences, Faculty of Science and Technology, commenced on 16 July

Associate Professors

Associate Professor Dr Brian Charles Imrie, Sunway University Business School, commenced on 1 August

Adjunct Professors

Professor Sureswaran Ramadass

Professor Tou Teck Yong

Dr Andy Low Lock Yen

Dr Chien Su-Fong

Adjunct Associate Professor

Professor Anthony James Wilson



Students posing in front of Buckingham Palace, London



Lancaster University Summer Programme Students with University officials

Lancaster University

2012 saw the signing of the Memorandum of Agreement with Lancaster University for a further five years after a rigorous review process in 2011. The terms of reference of the memorandum encompassed teaching and assessment, quality assurance and academic approval processes, curriculum mapping to facilitate credit transfer, study abroad opportunities, equity and diversity, enrolment target setting, communication between the institutions, course and programme management, student issues, staff development and opportunities for new dual degrees.

In March, six students visited Lancaster University for two weeks to attend the Lancaster Leadership Experience. While at Lancaster, they attended a few lectures and participated in campus activities and also visited London and the city of Manchester.

The six students included two Chancellors' Scholars, namely Hong Xingwei and Chng Ying Zhao, both from the BSc (Hons) Accounting and Finance programme, Chua Pei Wen and Steven Chang, also from the BSc (Hons) Accounting and Finance programme, Yvonne Choo from the BSc (Hons) Psychology programme and Chiah Mun Mun from the BSc (Hons) Business Management programme.

Sunway University-Lancaster University Summer Programme

The successful Summer Programme which began in 2011 continued in 2012, this time round with an increased number of students to Lancaster University. The Summer Programme at Lancaster University was held from 22 July to 13 August, with 35 Sunway students participating and accompanied by two staff members. A reciprocal programme was hosted by Sunway University from 2 - 23 September with 29 Lancaster students coming over and accompanied by one staff member.

In 2012, Sunway University signed agreements with the following list of universities and institutions.

Date	Type of Agreement	Name of Institution	Country
9 January	Memorandum of Understanding	Plymouth State University	USA
4 May	Memorandum of Understanding	Feng Chia University	Taiwan
7 May	Memorandum of Understanding	Shin Hsin University	Taiwan
7 May	Memorandum of Understanding	ECM Libra	Malaysia
9 May	Memorandum of Agreement	University of Strathclyde	UK
15 June	Memorandum of Understanding	Western Michigan University	USA
15 June	Memorandum of Agreement	Lancaster University	UK
20 June	Memorandum of Understanding	Ming Chuan University	Taiwan
25 July	Memorandum of Agreement	Sunway College Johor Bahru	Malaysia
14 September	Memorandum of Understanding	Keimyung College	South Korea
14 September	Memorandum of Understanding	Kyungnam College of Information and Technology	South Korea
12 October	Memorandum of Understanding	University of Waterloo	Canada
25 October	Memorandum of Understanding	TransWorld University	Taiwan
23 November	Memorandum of Understanding	University of Auckland	New Zealand
11 December	Memorandum of Understanding	Corea Culinary Officer College	South Korea



Memorandum of Understanding between Sunway University and Feng Chia University, Taiwan

Event highlights

The **3rd Global Accounting and Organisational Change Conference (GAOC 2012)** was hosted by Sunway University Business School from 14 - 17 July. The conference provided a platform for 110 local and international delegates, including staff and students at Sunway University to disseminate information on organisational and accounting systems change from a variety of theoretical and methodological perspectives. Delegates from 18 countries, including Malaysia presented 50 papers at the conference.

From 8 – 10 October, The **IET International Conference on Wireless Communications and Applications (ICWCA 2012)** co-organised by Sunway University, Institution of Engineering and Technology (IET) and Universiti Tunku Abdul Rahman (UTAR) saw more than 150 industry professionals, scientists, academics, researchers and engineers coming together from 14 countries including Australia, Algeria, Canada, China, Ethiopia, Germany, India, Iraq, Malaysia, Singapore, South Africa, Sweden, Taiwan and UK.

The Centre for English Language Studies organised the **4th English for Specific Academic Purposes (ESAP) Symposium** on 14 July. In the ESAP symposium, colleagues from Sunway University and Monash University shared good practices. There were 158 participants for this event which brought together theory and practice with an internationally known key note speaker and showcased proven Sunway practices which can be applied at secondary and tertiary levels.

Research highlights

As a young, innovative institution in the higher education space, Sunway University's research mission is to focus on postgraduate education, to become excellent in niche areas of research, and to work in collaboration with and contribute to government, industry and community. Strategies include:

- Recruit, develop and retain talented researchers to conduct research
- Develop research management systems to facilitate desired outcomes
- Attract, develop and enable top students from various backgrounds to graduate
- Develop processes to transform ideas into products, service or processes
- Establish and improve relationships with other institution of higher learning, industry and the community
- Build-up and direct resources preferentially towards niche areas of research

2012 saw a healthy growth in research, with a 100% increase in publication (bringing it to a total of 225 publications in 2012) of which the yearly cumulative impact factor of publications was 37. The quality of these publications also improved by 70% compared to 2011. Research grants awarded by public, private and international sources nearly doubled from RM701,853 to RM1,359,663. Funding received were from the Ministry of Higher Education Malaysia, (MOHE), Ministry of Science, Technology and Innovation (MOSTI), University of Western Sydney, IFM Sdn Bhd, Asian Office of Aerospace Research & Development.

Internal Grants Awarded in 2012

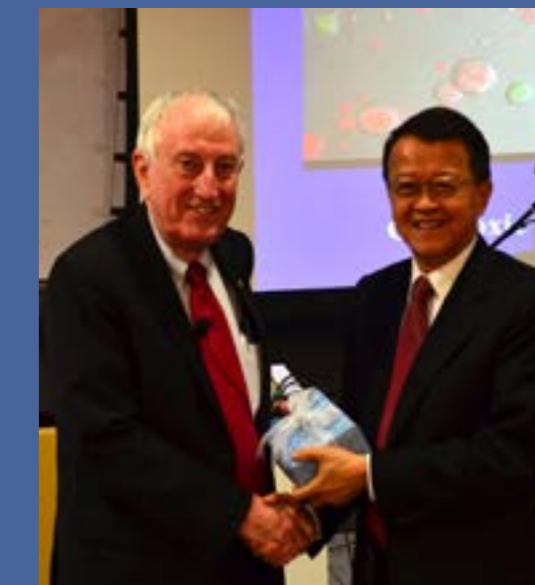
Principal Investigator	Project Title	Amount Awarded (RM)	Duration
Angela Lee	A Study of the Role of Effect on the Acceptance of Web 2.0 for Organisational Knowledge Sharing	14,600	12 months
Chen Po Ling	Hemispheric Lateralisation of EEG Alpha Activities in the Anterior Temporal Lobe when Engaging in Hierarchical Visual Stimuli	45,467	12 months
Dr Chia Wai Chong	Energy Efficient Reconfigurable Multi-View Visual Processing for Wireless Vision Sensor Network	58,000	12 months
Prof. Chin Beek Yoke	Carbon Monoxide as a Bactericidal Agent in Sepsis Infection	60,000	12 months
Jacqueline Gun Chin Hun	Sexual Knowledge and Attitude as Predictors of Safe-Sex Behaviour among University Students	7,850	12 months
Dr Lee Yun Li	Hidden Markov's Models for Forecasting Stock Prices	45,000	12 months
Dr Lim Tong Ming	An In-depth Analysis on Successful Knowledge Management System Implementation Strategies that Promote Knowledge Sharing and Information Reuse Among Employees using Web 2.0 and Their Impact on Job Performance	41,700	12 months
Prof Poh Chit Laa	In Vitro Resistance and Inhibition Efficacy of Vivo Morpholino(s) against Enterovirus 71	60,000	12 months
Dr Teh Phoey Lee	Investigating Self-Portrait Application on Mobile Devices using Destination Image Measurement	33,344	12 months
Woo Pei Jun	Malaysian Adult and Children's Recognition of Own and Other Race Faces	35,980	12 months
Dr Yap Kian Meng	Investigating Multi-Robot Cooperative Architecture with Cognitive Model over Wireless Network to Create Olfactory-Gustatory-Haptics Map to Perform Odour Tracking	60,000	12 months

External Grants Received in 2012

Principal Investigator	Project Title	Funding Body	Amount Awarded(RM)	Duration
Dr Adelina Tang Lai Toh	Kernel-based Ensemble Learner for Image Retrieval	MOHE – ERGS	37,350	24 months
Dr Chia Wai Chong	Energy Efficient Re-Configurable Wireless Vision Sensor Network for Visual Research and Applications - Phase 2 (Multi-View Processing and Security)	MOSTI	170,200	18 months
Dr Grace Lim Soo Yong	Radio Propagation Modeling of Drain in Urban Environment: An Empirical and Numerical Approach via Ray Tracing Simulations	MOSTI	138,000	18 months
Prof Jasmine Seng Kah Phooi	Wireless Intelligent Assistive Navigation Management System Using Smartguide Devices for Visually Impaired People - Phase 2	MOSTI	228,700	18 months
Prof Poh Chit Laa	Inhibition of Enterovirus 71 in cell cultures and in mice by peptide-conjugated phosphorodiamidate Morpholino Oligomers	MOSTI	144,000	30 months
Dr Wong Siew Fan	A Job Embeddedness and Psychological Model for the Retention of Valuable IT Human Capital in the ICT Services Industry	MOHE – FRGS	47,000	18 months
Dr Yap Kian Meng	Exploring a New Smart User Interface Technology for Manipulation of Force Feedback Mobile Tele-robotic Architecture	MOHE – ERGS	58,410	24 months

Contract Research in 2012

Researcher	Project Title	Contractee	Amount (RM)
Dr Mandy Wong Shiet Ching	Market Study for Shopping Mall in Ipoh and Cheras	Sunway IFM Sdn Bhd	55,300
Woo Pei Jun	Making Speech Three-Dimensional: Adding Tone to Consonant and Vowel-based Speech Perception and Language Acquisition Research, Quantification and Theory	University of Western Sydney, Australia	18,762



Professor Peter Doherty, Laureate Professor who won the 1996 Nobel Prize for Physiology or Medicine with Tan Sri Dato' Seri (Dr) Jeffrey Cheah, AO

- 20 June Professor David Godes, Professor, Robert H. Smith School of Business, University of Maryland "Social Media: The Power to Influence and Impact"
- 26 September Professor Peter C. Doherty, Laureate Professor, University of Melbourne "The Killer Defense"
- 10 October Sir Christian Bonington, Chancellor, Lancaster University "A Conversation with Sir Christian Bonington"
- 23 November Professor Andrew Harding, Director, Centre for Asian Legal Studies, National University of Singapore "Beyond Authoritarianism: Malaysian Constitutionalism in the Balance"



In 2012, the major developments of the Tun Hussein Onn Library (THOL) were the continued refurbishment of the Library and further improvement of services to users.

Total book, audiovisual and bound journals collections as at 31 December, stood at 137,721 items. Total electronic collection available to users included 34,865 e-journals, 102 e-databases and 84,000 e-books.

Total membership stood at 15,811 as at 31 December, an increase of 21% from 13,079 members in December 2011.

THOL continued to provide a wide range of library services. Improvements included the following:

- The integration of the Library Management System (LMS) and the Education Management System (EMS) was completed on 29 May. This project enabled student records to be automatically migrated to the library system, without the necessity for students to register their membership with the Library. Phase 2 of the Project was completed on 30 November, thereby enabling financial records, e.g. fines and cost of lost books, to be migrated into EMS for financial holds.

- Refurbishments:
 - The addition of a second Discussion Area with 60 seats to the Library, as a result of renovation of the second entrance area of the Library.
 - Erection of partitions for the Multimedia Zone in June to cordon off the noise from the Multimedia Zone
 - Replacement of chairs for the Multimedia Zone in June
- Implementation of the Anti-Seat Hogging Action Plan to prevent students from hogging seats
- Access to e-resources from Lancaster University was made available to all students and staff in the dual degree programmes.
- Extension of THOL's Library Management System to Sunway College Ipoh (SCI). This meant that SCI would have an integrated automated system for its catalogue, and its other functions like purchasing and loan services.
- Library Customer Satisfaction Survey carried out in November 2012. Results of the Survey would be made known in February 2013.

THOL was successful in maintaining its ISO9001:2008 certification after a SIRIM Recertification Audit on 12 - 13 April.



View of the canopy walk towards Monash University Sunway Campus

During 2012 work on the construction of the University's new campus building picked up considerably with the first phase well underway including excavating downwards to construct the underground car park. The building is on schedule for completion by early 2015 and will provide sufficient new space to easily accommodate double the current student population. Work began on planning a new portfolio of courses in order to provide new opportunities for students and a much broader range of curriculum to be offered in the new campus building.

Connectivity around the Sunway campus was significantly improved for pedestrians in 2012 with the opening of the extended canopy walk to Monash University Sunway Campus. This enables students and staff to walk safely between the two universities and the Sunway Pyramid shopping mall, without interacting with road traffic, besides encouraging more walking and reduction in vehicle use for moving around the Sunway integrated city.



Construction of the University's new campus building

**Sunway University is a member of the
Sunway Education Group**

Owned and governed by the

Jeffrey Cheah
Foundation 
Nurturing the Seeds of Wisdom

SUNWAY UNIVERSITY

5 Jalan Universiti, Bandar Sunway
46150 Petaling Jaya, Malaysia.

Tel: +60 - 3 - 7491 8622 **Fax:** +60 - 3 - 5635 8633

Email: info@sunway.edu.my **Website:** www.sunway.edu.my