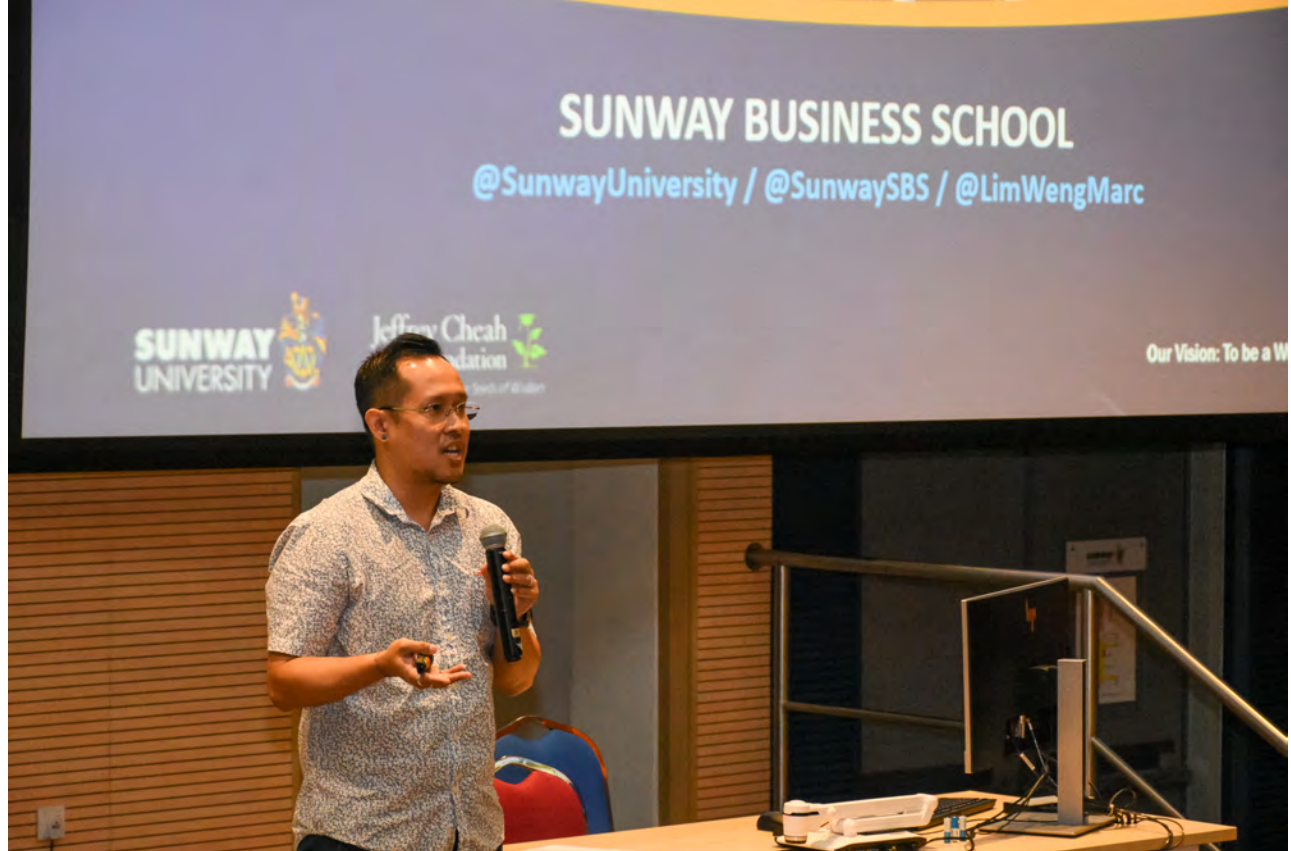


# Congratulations Graduates of Feb 2023!

02/23





## Class of Jan 2023 Orientation

Welcome aboard guys & gals! You are in the best Business School ever! Please enjoy yourself as a student! Not to forget, welcome back to our seniors (Year 2 & Year 3)

[Read more](#)

## RESEARCH

The Research Stars at Sunway Business School continue to publish in A-ranked journals! Here are some star examples:

- **Online advertising effectiveness in Psychology & Marketing** (A-ranked) by Dr Suzanne Tan Ser Zian with researchers from Australia Link: <https://onlinelibrary.wiley.com/doi/10.1002/mar.21796>

- **Transformative marketing** in **Journal of Business Research** (A-ranked) by Dean and Professor Weng Marc Lim as a sole author. Link: <https://www.sciencedirect.com/science/article/pii/S0148296322011031>
- **Cryptocurrencies versus environmentally sustainable assets** in **International Review of Economics and Finance** (A-ranked) by Associate Professor Zaheer Anwer with researchers from Pakistan and Qatar Link: <https://doi.org/10.1016/j.iref.2023.02.005>
- **International tourism and environmental degradation** in **Evaluation Review** (A-ranked) by Associate Professor Arshian Sharif with researchers from the UAE, Turkey, and Taiwan Link: <https://doi.org/10.1177/0193841X221149809>
- **Macroeconomic consequences of Taiwan aging labor force** in **Journal of Policy Modelling** (A-ranked) with researchers from Malaysia, USA and Taiwan <https://www.sciencedirect.com/science/article/abs/pii/S0161893823000066?via%3Dihub>



### Early Career Workshop

An Early Career Workshop was held where Associate Dean (Research) Professor Yuka Fujimoto, Dean Professor Weng Marc Lim, and our star ECR Dr Koay Kian Yeik (Darren) shared insights on how to promote research development. The session was highly interactive, with Professor Mahendhiran Sanggaran Nair, Pro Vice-Chancellor (Research Engagement and Impact) and Professor Pervaiz K Ahmed (Director, Institute for Global Strategy and Competitiveness) sharing their standpoints to encourage our ECRs.



### Quantitative Research Workshop

This month, we began hosting quantitative research workshops for our research students and staff. These workshops are designed to strengthen postgraduate research skills and provide our team with valuable knowledge and experience.





## Prof. Jacqueline Birt – The Changing Landscape of Business Education

As part of our external research seminar series, we invited Professor Jacqueline Birt from the University of Western Australia to conduct a variety of research seminars and workshops. Her topics included Business Education research, Accounting Education Research, and how to publish in top-tier journals.



## External funded Research Project

We are proud to announce that our Household and Waste Management project, which is part of the Plastic Packaging in People's Lives initiative in Malaysia (led by Lancaster University), has been awarded RM51054.63 (approx.) by U.K. Research and Innovation (UKRI). This grant was awarded in partnership with Assoc. Prof. Dr Ooi Pei Boon and Dr Jane Gew Lai Ti from the School of Medical and Life Sciences (SMLS).

*“Sunway Business School warmly welcomes local and international opportunities to collaborate in exciting initiatives”*

# ENGAGEMENT



## Master of Business Analytics is Finally Here!

We are delighted to share that Master of Business Analytics program at Sunway Business School has successfully completed the MQA audit. Sunway Master of Business Analytics program, which is AACSB accredited and fully accredited by MQA, will open up new roads for a successful future.



## Guest Lecture Class - Foundation of Arts Students

Our Director of Undergraduate Studies, Ms. Caroline Yap Yu Li conducted Guest Lecture class for the Foundation in Arts students. The lecture has been divided into 4 session through Lecture and Tutorial classes.

## OnBrand Star Stories Award 2022

Annual Recognition for Staff Service Excellence. Mr. Arumugam Muthusamy (Manager - Alumni Relations & Student Engagement) showed exemplary services to a student in distress. We would like to thank Sunway Education Group for providing with an excellent platform to showcase SEG staff outstanding service behaviour on campus.



## Former Maldives Minister of Finance Visited Us

Sunway Business School was honored to host Mr Ahmed Munawar, the Dean Of Faculty, the Islamic University of Maldives, and Former Minister of Finance, Maldives for a visit today. Mr Munawar met with Prof. Lim Weng Marc, Dean, Sunway Business School, Dr Paul Linus Andrews, Associate Dean, International and Associate Professor Calvin Cheong, Director, Post-Graduate Education and Head, Department of Economics and Finance.



## Sunway Business School Chinese New Year Potluck

Sunway Business School had a blissful Dual Celebration: Staff Potluck & CNY 2023 More Authentic Food....

We celebrated the joyous occasion with Yee Sang, Malaysian Chinese food, Halal Biryani Delicacies plus Malay & authentic Indian home cooked food!.Not forgetting Professor Curry puff!?. Awesome satay, Brownies and delicious butter cakes and CNY cookies.

Gong Xi Fa Chai to everyone!



## Lion Dance @ Sunway Business School

Sunway Business School is blessed and honored to have the Lion Dance in our Admin office this morning. We are so happy and welcome the "Ong" to SBS throughout the year. May success and prosperity blessed upon us and all of our students and families.

# INDUSTRY



## Breakfast with PwC Malaysia

SBS attended 'Breakfast with PwC Malaysia' at PwC office, Kuala Lumpur Sentral. PwC has been actively recruiting our students for internship and graduate employment yearly. In



## Collaboration with Institute of Internal Auditors Malaysia (IIAM)

Lunch meeting between Centre for Accountability and Governance Research (CAGR), Department of



the event, PwC has introduced their Human Capital team, its new 'Acceleration Center, Kuala Lumpur', discussion on collaboration, and PwC office tour.



### SBS Organised "A Day with the Expeditors Malaysia"

A day with Expeditors team to discuss various collaborations with Sunway Business School. The team:

1. Mr. Asmizal Ahmad - District Manager, Kuala Lumpur
2. Ms. Joyce Ong - Customer Retention & Development Manager
3. Ms. Majidah Wahab - Asst. Manager - Transition & Implementation



### Industry Visit to DHL Express

It was an awesome visit to DHL office at their Menara TM office. We shared various issues on employability with

Accounting and the Institute of Internal Auditors Malaysia (IIAM). Representatives from IIAM include, Ms. Geetha Kanny, CEO of IIAM and Mr. Dominic Chegne, Partner in PwC and President of IIAM.



### Strengthen the Collaboration with MICPA

Discussion between Department of Accounting and MICPA - to strengthen our collaboration and planning to engage more possibilities together. MICPA Team:

1. Eileen Grace Lee
2. Clement Dass
3. Soraya Sohaimi
4. Gilbert Lai



### ZALORA visited Sunway Business School

ZALORA [@zaloramyl](https://www.zalora.com) Talent Acquisition team had visited us here at Sunway

Mr. Thushan Gooneratne, (VP operations), Ms Jasweet Dhillion (Senior director HR), Ms. HunNi, (Head of Business Transformation).

Business School to discuss possibilities of collaborations between us. The Zalora team: Ms. Rachel Chan - Regional Talent Acquisition Manager, Ms. Rowena Boey - Regional Talent Acquisition, Senior Executive and Ms. Clarissa Cheong - Regional Talent Acquisition Executive.

# STUDENT ACTIVITIES



## Sunway Business School Convocation - Feb 2023

We are all proud of you  
Congratulations to all the February 2023 Graduates. In addition, we also wanted to acknowledge our Valedictorian for this session: Nidhi Kasseran for achieving great and significant milestone Sunway Business School wishes all the best for the coming future ahead!



## New Student Orientation Briefing by SBS Student Concilium

It's the second day of students orientation with Sunway Business School Students Concilium's briefing! [SBS Student Concilium](#) @sbsconciliumofficial is our official channel for SBS Students to connect to the school management. Please join their fully packed activities throughout the year!



# EVENT WRAP UP



← THANK YOU FOR JOINING US! →

## Sunway International Business Society Event

Sunway International Business Society held its first physical event. We were pleased to have Mr. Jan Wong as our speaker who agrees to having a special bond with @sunwayuniversity and Sunway International Business Society.



## SBS Student Helping Hands @ Sunway Leaders Conference 2023

We would like to thank all the donators for their generosity and benevolence at the Sunway Leaders Conference 2023!

Furthermore, we express our gratitude towards Puan Sri Datin Sri Dr Susan Cheah for gracing us with her presence and her generosity. Lastly, we would also like to thank Professor Dato' Dr Elizabeth Lee and Ms. Ng Beng Lean for helping us introduce our club to many important individuals.

# ALUMNI



## From Mauritius to Success at Sunway University: Inspiring



## Inspiring Alumni Donate RM10,000 to Sunway University

## **Journey of Nidhi Kasseran – BSc (Hons) in International Business**

We would like to take this opportunity to extend my heartfelt congratulations on your remarkable achievement of being named the valedictorian of your 2023 graduation class at Sunway University.



## **Maximizing Your Time at University: Hewawasam Puwakpitiyage Lakshan Sanjana**

The experience of studying at a university is a time to gain knowledge, show initiative and be self-confident. To participate in society and learn new things that are integral to life. It is also an opportunity for students to grow personally and learn about different cultures, traditions, and environments.

## **Business School Students Helping Hands Fund**

It is indeed heartening to learn about the inspiring actions of two alumni, Zhin Whey Yong and Yong Zhin Kyen. These two individuals, who have already made their mark in the business and psychology fields with their degrees in International Business and Psychology, respectively, have further distinguished themselves by their generosity and altruism.



## **Future Business Leader: Hans Lee Jia Ming**

I never imagined that I, a former pure science student, would dwell in the business world. Nevertheless, I embarked on my bachelor's degree in Business Management at Sunway University (Lancaster programme), thanks to a full scholarship grant by The Star Education Fund, and the rest is history!



### **Sunway Business School**

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Petaling Jaya  
Malaysia