

Business Buzz

May 2023

05/23

INSTITUTION	PAPERS 2023	C/P 2023	PAPERS 2022	C/P 2022
1 Sunway University	129	1.86	149	6.02
2 Massachusetts Institute of Technology	132	1.07	358	2.73
3 Hong Kong University	213	1.00	398	3.46
4 University of Cambridge	234	0.92	500	4.21
5 National University of Singapore	266	0.92	569	3.07
6 Arizona State University	202	0.89	496	2.86
7 University of California Berkeley	142	0.78	407	3.09
8 University of Groningen	187	0.77	381	3.09
9 Nanyang Technological University	167	0.77	335	3.18
10 Tsinghua University	346	0.76	786	3.64
11 Monash University	289	0.76	595	3.11
12 Lancaster University	141	0.70	329	3.47
13 Erasmus University Rotterdam	241	0.66	576	3.07
14 Peking University	353	0.60	584	3.60
15 Stanford University	138	0.59	315	3.42
16 University of Oxford	279	0.59	617	2.24
17 Tilburg University	144	0.56	327	2.44
18 New York University	161	0.54	471	2.59
19 London School of Economics	202	0.53	481	2.70
20 Harvard University	197	0.46	541	3.45
21 Columbia University	142	0.45	387	2.45

Extraordinary research Achievement by Sunway Business School

Comparing Sunway University with global top business schools shows that it tops the chart in citations per paper in 2023 as well as in 2022 and that in 2023 it has caught up in number of publications in business, management, finance, business finance, accountancy, economics and econometrics in Scopus with powerhouses like MIT and Stanford.

- President of Sunway University

RESEARCH

The recent publication list from Sunway Business School:

Journal articles:

1. Naeem, M.A., **Karim, S.**, Yarovaya, L., Lucey, B.M. (2023). COVID-induced sentiment and the intraday volatility spillovers between energy and other ETFs *Energy Economics*, Forthcoming, Q1, ABDC=A*
2. Naeem, M. A., **Karim, S.**, Yarovaya, L., & Lucey, B. M. (2023) Systemic risk contagion of green and Islamic markets with conventional markets. *Annals of Operations Research*, Q1, Forthcoming, Scopus=Q1, ABDC=A*
3. Farid, S., **Karim, S.**, Naeem, M. A., Nepal, R., & Jamasb, T. (2023). Co-movement between dirty and clean energy: A time-frequency perspective. *Energy Economics*, 119, Forthcoming, Scopus=Q1, ABDC=A*
4. Arfaoui, N., Naeem, M. A., Boubaker, S., Mirza, N., & **Karim, S.** (2023). Interdependence of clean energy and green markets with cryptocurrencies. *Energy Economics*, 120, Scopus=Q1, ABDC=A*
5. Yasmeen, R., Xuhui, Z., **Sharif, A.**, Shah, W. U. H., & Dincă, M. S. (2023). The Role of Wind Energy towards Sustainable Development in Top-16 Wind Energy Consumers Countries: Evidence from STIRPAT Model. *Gondwana Research*, 121. Scopus= Q1
6. Yang, B., Wu, Q., **Sharif, A.**, & Uddin, G. S. (2023). Non-linear impact of natural resource rent, green financing, and energy transition on sustainable environment in NORDIC Countries. *Resources Policy*, Forthcoming, Scopus=Q1
7. **Sharif, A.**, Mehmood, U., & Tiwari, S. (2023). A step towards sustainable development: role of green energy and environmental innovation. *Environment, Development and Sustainability*, Forthcoming, Scopus=Q1
8. Khan, S.A.R, **Piprani, A.Z.**, & Yu, Z. (2023). The Decision-making of Internet Recycler considering Internet-of-Things Application, *International Journal of Retail & Distribution Management*, Scopus= Q1; ABDC=A
9. Ong, D., Chiu, S., **Andrews, E.**, **Nadarajan, G.** (2023). One needs to be reminded and motivated: mediating role of digital nudging for food waste reduction. *Journal of Social Marketing*, Scopus= Q2
10. **Lim, W. M.**, Gunasekara, A., Pallant, J. L., Pallant, J. I., & Pechenkina, E. (2023). Generative AI and the future of education: Ragnarök or reformation? A paradoxical perspective from management educators. *The International Journal of Management Education*, 21(2), 100790.
11. **Lim, W. M.** (2023). Transformative marketing in the new normal: A novel practice-scholarly integrative review of business-to-business marketing mix challenges, opportunities, and solutions. *Journal of Business Research*, 160, 113638.
12. **Lim, W. M.**, O'Connor, P., Nair, S., Soleimani, S., & Rasul, T. (2023). A foundational theory of ethical decision-making: The case of marketing professionals. *Journal of Business Research*, 158, 113579.
13. **Lim, W. M.**, & Mandrinos, S. (2023). A general theory of de-internationalization. *Global Business and Organizational Excellence*, 42(2), 9-15.
14. **Lim, W. M.**, Srivastava, S., Jain, A. K., Malik, N., & Gupta, S. (2023). When employees feel betrayed: The mediating role of psychological contract violation on nepotism and workplace commitment in the hotel industry. *International Journal of Hospitality Management*, 108, 103381.

Special congratulation:

1. Assoc. Prof. Arshian Sharif has reached the 10,000 citations milestone in Google Scholar. Congratulations!

External grant achievement:

1. Assoc. Prof. Dr Chang Chee Fei- Institut Masa Depan Malaysia (MASA) grant on [MASA Policy Development Programme \(MPDP\)](#) RM5000.




ACADEMY OF
Management

Congratulations to Professor Yuka Fujimoto for being elected as Representative-at-Large for a 3-year term with the DEI (Diversity, Equity, and Inclusion) division of the Academy of Management (USA).

Professor
Yuka Fujimoto

*Associate Dean (Research)
Sunway Business School*

 university.sunway.edu.my/sbs

We are  AACSB
ACCREDITED

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

ENGAGEMENT



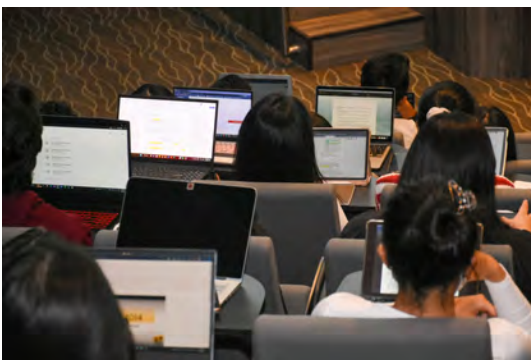
Students from Korea University

Sunway Business School hosted 20 undergraduate students from the economics department from the [Korea University](#), a private research university in Seoul, South Korea. They were accompanied by Professor Sang Soo Chae.



Exploring the Diverse & Exciting Career Paths in Accounting & Finance

We've organised a talk entitled "Exploring the Diverse & Exciting Career Paths in Accounting & Finance" moderated by Ms. Caroline Yap (Director of Undergraduate Studies). Our Bachelor of Accounting and Finance alumni came back to share their stories and offer guidance to our pre university and undergraduate students.



Peer Assisted Learning Program (PALP)

Promoting students engagement in Principles of Financial Accounting workshop using the flipped classroom approach.



Mother's Day Special Talk

In conjunction with Mother's Day celebration and collaboration with Tourism Malaysia, we've held a Special Talk on "Women Empowerment & Challenges in Managing Business", here at [Sunway University](#) moderated by Dr. Guna Seelan Rethinam (Department of Management, Sunway Business School) with 3 spectacular guest speakers



Workshop with Villa International High School, Maldives

A group of 44 students and teachers from [Villa International High School @vihs.edu.mv](https://vihs.edu.mv) had an educational visit to [Sunway University @sunwayuniversity](https://sunwayuniversity.com) and we had the opportunity to host a workshop for them entitled "To Hire or Not to Hire Smokers?".



Hari Raya Aidilfitri Potluck

It is the Wonder Raya for us, a potluck and school meeting together in a bundle of joy and muhibbah. Thank you all for coming and thank you for all the foodies, goodies and sponsors. Selamat Hari Raya from us at Sunway Business School!

INDUSTRY



Industry Advisory Board (IAB) Meeting

This is the first Industry Advisory Board (IAB) meeting for 2023 and it has been one of most engaging and interactive IAB gathering to date. Many fresh ideas and intrigue suggestions have been made to level up our quality and overall operations of the Business School.



Meeting with Hilti Group

We are pleased to host Mr. Brian Sieben, Head of Sourcing Excellence and Mr. Jay Tang (Procurement Process Expert) from Hilti Group. This initiative meeting explored the industry engagement and students employability, as well as prospects for future research engagement opportunities.



DHL Express Career Talk

We're excited to share the success of the [DHL Express Malaysia @dhlexpressmalaysia](#) Career Talk here in [Sunway University](#)



Towards a Greener Future: Sustainable Practices in Sunway Malls.

The Department of Marketing Strategy & Innovation collaborated with Sunway Malls to held a special talk on sustainability effort entitled "Towards a Greener Future: Sustainable Practices in Sunway Malls."



UNIQLO: The Power of Clothing. Our Sustainability Journey

We're excited to share the success of the special talk on sustainability efforts hosted by the Department of Marketing Strategy & Innovation in collaboration with UNIQLO! The event, titled "UNIQLO: The Power of Clothing. Our Sustainability Journey,



Banking Forum: Dialogue Between Local and Foreign Banks

Hosted by Sunway Business School in collaboration with Student Life and Sunway Career Services, this event brought together key players in the banking industry for a captivating dialogue on the evolution of banking.

STUDENT ACTIVITIES



Guest Speaker: International Trade & Global Work Culture

We had an insightful guest speaker session with Mr. Ravindran Raghavan discussing about International Trade & Global Work Culture. Thanks to Dr Elizabeth Andrews for the opportunity to be part of the International Business class.



Special Forum: Readiness to the world of Sustainable Employment

We've host a special forum here in [Sunway University @sunwayuniversity](https://www.sunwayuniversity.edu.my) discussing about the "Readiness to the world of Sustainable Employment" by two great speakers



A New Start: Freshies Engagement Event

To all the freshies, your talents and passion lit up the event! Your participation made it unforgettable. Stay tuned for more incredible experiences as we embark on this extraordinary journey together!

ALUMNI



Tan Seh Ping: Education is the Key to Success

The degree programme in International Business equipped students with diverse skills and knowledge that made them valuable assets in the job market.



Jasveer Singh Sandhu: Counting in the Finest Way Possible

From the very beginning of my time at Sunway Business School, I firmly believed that my training as an individual with exceptional professional acumen had commenced.



Sunway Business School

5, Jalan Universiti, 47500 Bandar Sunway, Selangor,
Petaling Jaya
Malaysia