

# Business Buzz

August 2023



## The Industry Advisory Board (IAB) Meeting

16th August 2023 -- The Industry Advisory Board (IAB) meeting commenced with a focused strategic agenda, sparking engaging and extensive discussions among its members. We are pleased to introduce Ms. Eileen Ooi (CEO - Omnicom Media Group) as our latest addition. The meeting provided a valuable opportunity for face-to-face interactions with distinguished guests in attendance including representatives from Sunway University, Asian Strategy & Leadership Institute (ASLI) and Sunway Centre for Planetary Health (SCPH).

HIGHLIGHTS

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1st August 2023

## Research Seminar Series 2023 by Gergely Horvath

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3rd August 2023

## MBA & MMKT ODL Students Engagement

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4th August 2023

## Research Seminar Series 2023 by Professor Lim Siew Hoon

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10th August 2023

## National Outstanding RESEARCH Award (University Category)

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11th August 2023

## Sunway University Community Development & Engagement Initiative: Desa Mentari

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16th August 2023

## The Industry Advisory Board (IAB) Meeting

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30th August 2023

## MsBA (Master of Business Analytics) Capstone was a blast!

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**Ng Swee Lynn: The Making of an E-Commerce Specialist**

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**Mohamed Salman Faiz: Marketing - A Journey of Boundless Opportunities!**

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## Journal Paper

- Xue, M., Razzaq, A., Afshan, S., & Yang, X. (2023) Fiscal pressure and carbon intensity: A quasi-natural experiment based on education authority reform. *Energy Economics* (Q1, ABDC-A\*)
- Afshan, S., Yaqoob, T., Ho, W. K., & Leong, K. Y. (2023) Achieving Sustainable Growth in Emerging Economies: Insights from advance Method Moment of Quantile Regression. *Gondwana Research* (Q1)
- Feng, Y., Hu, J., Afshan, S., Irfan, M., Hu, M., & Abbas, S. (2023) Bridging resource disparities for sustainable development: A comparative analysis of resource-rich and resource-scarce countries. *Resources Policy*. (Q1, ABDC-B)
- Rehman, S., Zhao, Z., Afshan, S., Ali, M. S., Ashfaq, H. & Idrees, S. (2023) Green Investment, Institutional Quality and Environmental Performance: Evidence from G-7 Countries Using Panel NARDL Approach. *Environmental Science and Pollution Research* (Q1)
- Naz, S., Haider, S.A., Khan, S., Nisar, Q.A., Tehseen, S. (2023). Augmenting hotel performance in Malaysia through big data analytics capability and artificial intelligence capability. *Journal of Hospitality and Tourism Insights* 10. (Q2, ABDC-C)
- Leong, K.Y., Ho, J. S. Y., Tehseen, S., Yafi, E., Cham. T.H. Forthcoming. The Intangible Values of Live Streaming and Their Effect on Audience Engagement. *Journal of Marketing Analytics*. (Q1, ABDC-C)
- Soon, P. S., Lim, W. M., & Gaur, S. S. (2023). The role of emotions in augmented reality. *Psychology & Marketing*. (Q1, ABDC-A)
- Aziz, A. A., Jani, R., & Hanafi, H. (2023). Determinants of Quality of Life Person with Disabilities in Malaysia. *e-Bangi: Journal of Social Sciences & Humanities*, 20(3).
- Durani, F., Bhowmik, R., Sharif, A., Anwar, A., & Syed, Q. R. (2023). Role of economic uncertainty, financial development, natural resources, technology, and renewable energy in the environmental Phillips curve framework. *Journal of Cleaner Production*. (Q1, ABDC-A)
- Latif, B., Gaskin, J., Gunarathne, N., Sroufe, R., Sharif, A., & Hanan, A. (2023) Climate change risk perception and pro-environmental behavior: the moderating role of environmental values and psychological contract breach. *Social Responsibility Journal*. (Q1, ABDC-B)
- Miao, N., Sharif, A., Ozturk, I., & Razzaq, A. (2023) How do the exploitation of natural resources and fiscal policy affect green growth? The moderating role of ecological governance in G7 countries. *Resources Policy*. (Q1, ABDC-B)

# RESEARCH

## Conference Paper

- Ahmad, A.H., Idris, I., Sinnappan, P., Wai, A.C., Mat, C.R.C., & Yazid, M.F.M. (2023, May 23). Food Perception and Behaviour Towards Preventing Food Waste Among Consumers. In 3rd International Conference of World Academy of Islamic Management (WAIM). [Online Conference].
- Haque, A, Islam M.S., and Hossain, G.F. (2023). Values and Practices of Sustainable Higher Education Management: Responsible Leadership, Teaching Satisfaction, and their Implications for University Reputation and Performance. 36th ANZAM Conference. Victoria University of Wellington, New Zealand.
- Islam M.S. (2023). The Influence of Work-Family Conflict on Teaching Satisfaction and Academics' Teaching Performance: The Moderating Role of Gender. Sunway Business School and Lancaster University Management School Conference, Sunway University, Malaysia.

## Book or Book Chapters

- F Pan, PC Lai, EBH Toh. (2023). An Assessment of the Employment Quality Evaluation System of Graduates from Vocational Colleges. Technology Management and Its Social Impact on Education. IGI Global

Huge congratulations to our Dean, Prof. Marc Lim, for achieving more than 10,000 citations! 11,192 as of today!

Sunway Business School conducts research into the various aspects of business, from operations within a business to the talents that make a business and the industry policies that impact it. Our research spans across the broad range of disciplines in our school — accounting, economics, finance, business analytics, management, marketing, and commercial law — keeping us abreast of latest developments and industry trends in business.

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