

Business Buzz

September 2023



Welcome Class of
September 2023

11th September 2023 -- Warm welcome to all new students of Sunway Business School!

[#Orientation](#) [#ClassofSept2023](#)
[#MostHappeningCampus](#)
[#SunwayBusinessSchool](#) [#Welcome](#)
[#NewStudents](#)

HIGHLIGHTS

View →

5th September 2023

MoA Between Sunway University & SAGE X3 Singapore

[View](#) →



6th September 2023

AIM Congress United Arab Emirates (UAE)

[View](#) →

8th September 2023

Sunway Business School Student Concilium New Exco Installation

[View](#) →



11th September 2023

New Students Orientation - Class of September 2023

[View](#) →

19th September 2023

DHL Global Forwarding Career Workshop

[View →](#)



19th September 2023

The Springboard Challenge 2023

[View →](#)



20th September 2023

The "Digital Marketing Mavericks - Unleashing the Power of the Digital Frontier"

[View →](#)



20th September 2023

Tourism Malaysia HQ Visit

[View →](#)

21st September 2023

Academic Appreciation Day 2023

[View →](#)



27th September 2023

The SUGSC September Orientation

[View →](#)

29th September 2023

Cross-Disciplinary Postgraduate Research for SDG Symposium

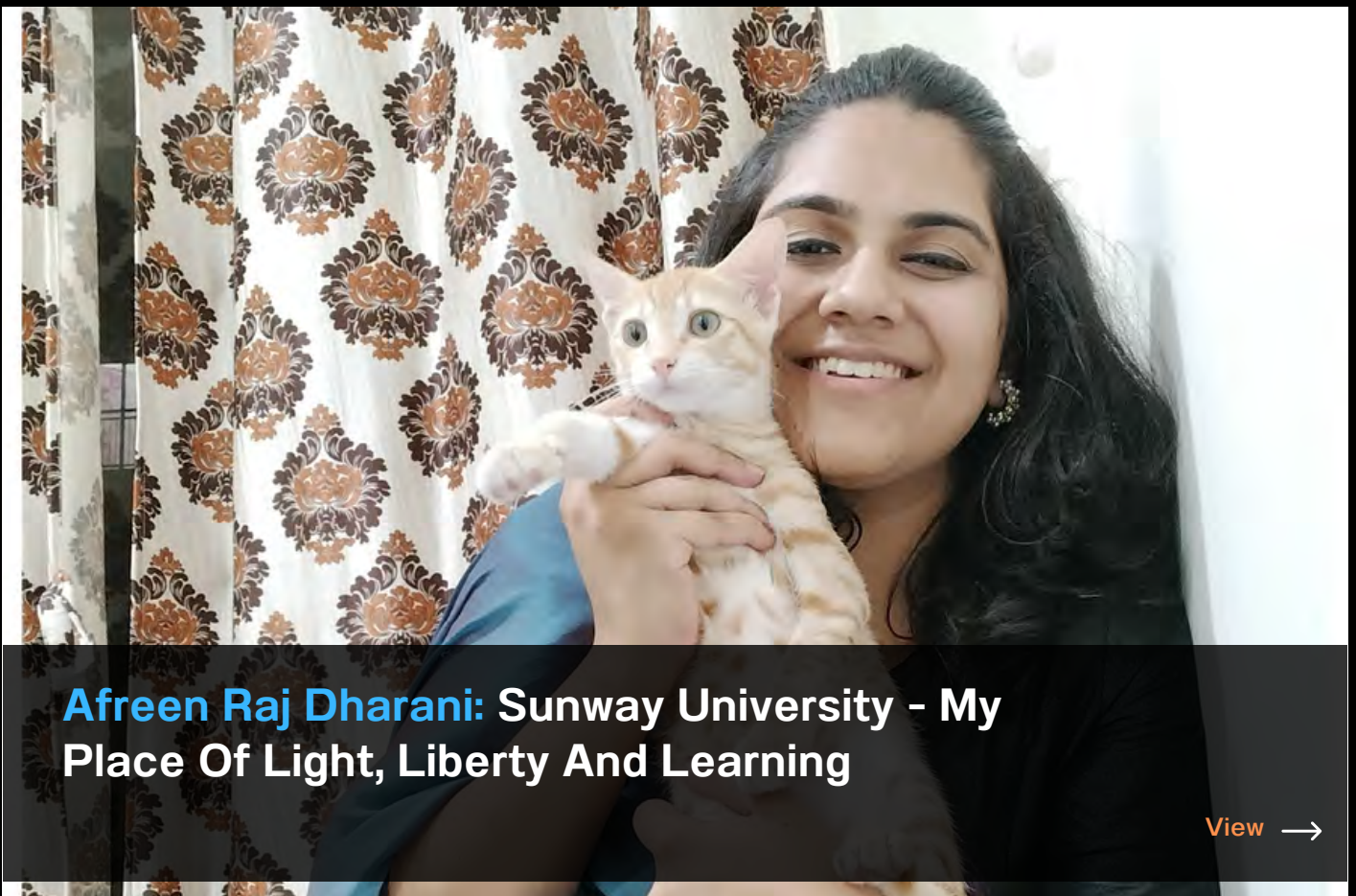
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Ong Xue Ying: Quality Human Resource Management - Pursuit Of Humane Touch At Work

[View →](#)



Afreen Raj Dharani: Sunway University - My Place Of Light, Liberty And Learning

[View →](#)

Journal Paper

- Muhammed Zaki Shaik, Soo Khoon Goh, Koi Nyen Wong, & Chee Hong Law. (2023). Does population aging coexist with income inequality in the long run? Evidence from selected Asia-Pacific countries. *Economic Systems*, 101149-101149. (Scopus-Q2)
- Razzaq, A., Sharif, A., İlhan Öztürk, & Yang, X. (2023). Central inspections of environmental protection and transition for low-carbon Chinese cities: Policy intervention and mechanism analysis. *Energy Economics*, 124, 106859-106859. (ABDC-A*, Scopus-Q1)
- Rehman, M. A., Sabir, S. A., Bukhari, A. A. A., & Sharif, A. (2023). Do globalization and human capital an opportunity or threat to environmental sustainability? Evidence from emerging countries. *Journal of Cleaner Production*, 418, 138028. (ABDC-A, Scopus-Q1)
- Pata, U.K., Wang, Q., Kartal, M.T., & Sharif, A. (2023). The role of disaggregated renewable energy consumption on income and load capacity factor: A novel inclusive sustainable growth approach. *Geoscience Frontiers*, 15(1), 101693-101693. (Scopus-Q1)
- Rosman, N. S., Ho, W. K., Hashim, H. A., Susela Devi, K. S. Kanagasabapathy, S., Singh, J. (2023) Environmental and social disclosures dataset for Malaysian public listed companies. *Data in Brief*, 50, 109463. (Scopus-Q2)
- Ray, A., Sachdeva, I., Rana, N. P., Nunkoo, R., & She, L. (2023) Is the information on green hotel websites aligned with the drivers affecting customers' intention to visit green hotels? A mixed-methods approach. *Journal of Hospitality Marketing & Management*. (ABDC-A, Scopus-Q2)
- Sharif-Nia, H., Allen, K. A., Arslan, G., Reardon, J., She, L., Ghahrani, N., Rahmatpour, P & Fomani, F. K. (2023) E-learning acceptance: the mediating role of student computer competency in the relationship between the instructor and the educational content. *Teaching and Learning in Nursing*. (Scopus-Q2)
- Koay, K.Y. (2023) Perceived risk and digital piracy: a moderated-moderation model. *Journal of Information, Communication & Ethics in Society*. (ABDC-B, Scopus-Q1)
- Tiwari, P., Kaurav, R.P.S., & Koay, K.Y. (2023) Understanding travel apps usage intention: findings from PLS and NCA. *Journal of Marketing Analytics*. (ABDC-C, Scopus-Q1)
- Koay, K.Y., & Leong, M.K (2023) Understanding consumers' intentions to use drone food delivery services: a theory of consumption values perspective. *Asia-Pacific Journal of Business Administration*. (ABDC-C, Scopus-Q1)
- Azmat, F., Lim, W. M., Moyeen, A., Voola, R., & Gupta, G. (2023). Convergence of business, innovation, and sustainability at the tipping point of the sustainable development goals. *Journal of Business Research*, 167, 114170. (ABDC-A, Scopus-Q1)
- Lal, M., Kumar, S., Pandey, D. K., Rai, V. K., & Lim, W. M. (2023). Exchange rate volatility and international trade. *Journal of Business Research*, 167, 114156. (ABDC-A, Scopus-Q1)
- Lim, W. M., & Kumar, S. (2023). Guidelines for interpreting the results of bibliometrics analysis: A sensemaking approach. *Global Business and Organizational Excellence*. (ABDC-C, Scopus-Q2)
- Lim, W. M. (2023). Fact or fake? The search for truth in an infodemic of disinformation, misinformation, and malinformation with deepfake and fake news. *Journal of Strategic Marketing*, 1-37. (ABDC-A, Scopus-Q1)
- Santini, F. D. O., Lim, W. M., Ladeira, W. J., Costa Pinto, D., Herter, M. M., & Rasul, T. (2023). A meta-analysis on the psychological and behavioral consequences of nostalgia: The moderating roles of nostalgia activators, culture, and individual characteristics. *Psychology & Marketing*, 40(10), 1899-1912. (ABDC-A, Scopus-Q1)

Journal Paper

- Lim, W. M., & Bowman, C. (2023). How to establish practical contributions and convey practical implications? Guidelines on locating practice gaps and making recommendations for practice. *Activities, Adaptation & Aging*, 47(3), 263-282. (Scopus-Q1)
- Mahajan, R., Lim, W. M., Sareen, M., Kumar, S., & Panwar, R. (2023). Stakeholder theory. *Journal of Business Research*, 166, 114104. (ABDC-A, Scopus-Q1)
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: foundations, trends, and ways forward. *Electronic Commerce Research*, 1-55. (ABDC-A, Scopus-Q1)
- Chua, C. S. W., Lim, W. M., & Teh, P. L. (2023). An aging and values-driven theory of mobility. *Activities, Adaptation & Aging*, 1-17. (Scopus-Q1)
- Chua, C. S. W., Lim, W. M., & Teh, P. L. (2023). Designing age-friendly mobile apps: Insights from a mobility app study. *Activities, Adaptation & Aging*, 1-21. (Scopus-Q1)
- Rao, P., Kumar, S., Chavan, M., & Lim, W. M. (2023). A systematic literature review on SME financing: Trends and future directions. *Journal of Small Business Management*, 61(3), 1247-1277. (ABDC-A, Scopus-Q1)
- Bastrygina, T., & Lim, W. M. (2023). Foundations of consumer engagement with social media influencers. *International Journal of Web Based Communities*, 19(2-3), 222-242. (ABDC-B, Scopus-Q1)
- Patil, V., Lim, W. M., Date, H., Donthu, N., & Kumar, S. (2023). The blockbuster blueprint: towards a stakeholder theory-based marketing framework. *Marketing Intelligence & Planning*. (ABDC-A, Scopus-Q1)
- Lee, Y., Kumar, S., Cortes, A. F., Sureka, R., & Lim, W. M. (2023). Twenty-five years of *New England Journal of Entrepreneurship*: a bibliometric review. *New England Journal of Entrepreneurship*. (ABDC-C, Scopus-Q2)
- Lim, W. M. (2023). Avengers, assemble the literature! A multi-study review of consumption, environmental values, and planetary health research. *Journal of Consumer Behaviour*. (ABDC-A, Scopus-Q1)
- Ladeira, W. J., Lim, W. M., de Oliveira Santini, F., Rasul, T., Perin, M. G., & Altinay, L. (2023). A meta-analysis on the effects of product scarcity. *Psychology & Marketing*. (ABDC-A, Scopus-Q1)

RESEARCH

Conference Paper

- Hwang, H. J. (2023) Why is big data analytics the game changer in the age of AI - <https://theedgemalaysia.com/content/advertise/why-big-data-analytics-game-changer-age-of-ai> Edge.
- Fujimoto, Y. (2023). Corporate 'inclusion' must apply to business partners too - <https://asia.nikkei.com/Opinion/Corporate-inclusion-must-apply-to-business-partners-too> Nikkei Asia.

Book or Book Chapters

- Nga, K.H. (2023). Enhancing client well-being through financial planning, Financial 1st Malaysian Financial Planning Council, 2, 21-22.
- Vale, E., Nadarajan, G., & Fujimoto Y. (2023) Successes and failures of Online Program Management in Asia: A case study of faculty experience of the transition to online learning. In D. M., Gilmore & Nguyen, C. Routledge.

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.

We are



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