

Sunway University e-Bulletin

September 2023

Dear Colleagues,

Greetings from all of us at the Branding and Corporate Communications Department.

We are pleased to be emailing you the latest e-Bulletin for Sunway University and would like to express our gratitude to all who have contributed articles to the bulletin.

Please do forward this e-Bulletin to all of your local and international business associates, colleagues, friends and family members.

This month's edition leads with Sunway Business School Dean Professor Dr Lim Weng Marc and School of Engineering and Technology Associate Dean (Employability) Professor Dr. Angela Lee Siew Hoong winning prestigious awards at the Private Education Excellence Awards 2023.

Another huge success was the Art Beats Festival 2023, a collaborative event by Sunway University and Lancaster University, led by Associate Professor Mayco A. Santaella, which was launched on 20 August 2023.

Congratulations to all the academics and students who won awards and recognitions from all across the globe.

Please help to share the news of the great activities and achievements happening at our University.

The e-Bulletin runs bi-monthly and alternates between the University and the College.

Sunway University academics clinch two national awards
28 August 2023



Two academics have won prestigious awards at the Private Education Excellence Awards 2023, hosted by Private Education Cooperative of Malaysia.

Sunway University Business School dean Prof Dr Lim Weng Marc was recognised with the National Outstanding Researcher Award. Meanwhile, School of Engineering and Technology Associate Dean (Employability) and Department of Computing and Information Systems head Professor Dr Angela Lee Siew Hoong received the National Outstanding Educator Award.

Arts Beats Festival 2023

29 August 2023



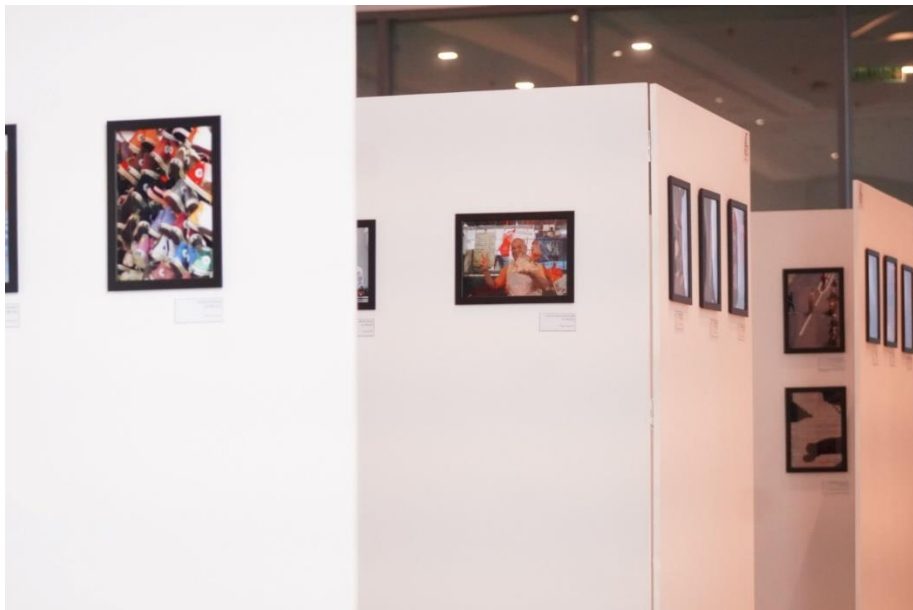
The Art Beats Festival 2023, a collaborative event by Sunway University and Lancaster University, concluded on August 20, 2023. This innovative celebration of art, film, and culture received support from Lancaster University's Global Advancement Fund (GAF), uniting global academics and artists for diverse creative ventures.

Spanning both online and on-site (Aug 19-20) at Sunway University, the festival was curated by Prof. Mayco A. Santaella and Dr. Maryam. It showcased a plethora of art forms like film, photography, sound design, and theatre, highlighting the dynamic synergy between institutions and nations.

This festival also solidified 15 years of strong collaboration between Sunway University and Lancaster University, fostering ties between Lancaster Institute for Contemporary Arts (LICA) and Sunway's School of Arts.







Campus visits by Netherlands-Asia Honors Summer School

3 August 2023



As part of the Netherlands-Asia Honors Summer School, 68 Dutch undergraduates from 12 universities in the Netherlands visited Sunway University, Malaysia, where they were warmly welcomed by Professor Sibrandes Poppema upon arrival.

They engaged in enriching activities, including a workshop led by Prof. Mahendhiran Nair on innovative solutions for global challenges related to the Sustainable Development Goals. Additionally, intercultural exchanges with Sunway University leaders and a tour of Sunway City fostered understanding and had left them inspired. This gathering was proven to be beneficial as it epitomizes academic exploration and global cooperation.



Sunway University's School of Engineering and Technology achieves remarkable Stanford University ranking
13 August 2023



ACCORDING to the recent Stanford University ranking, Sunway University's School of Engineering and Technology has 11 top 2% scientists worldwide, making it the only private university in Malaysia with the highest number of top 2% scientists in their respective discipline.

The Stanford University ranking is based on the bibliometric information contained in the Scopus database and the selection is based on the top 100,000 scientists across 22 scientific fields and 174 sub-fields.

**Engaging with students at Sunway International School Iskandar Puteri, Johor
24 August 2023**



As part of an educational roadshow to spread awareness on hospitality programmes, the School of Hospitality and Service Management (SHSM) travelled to Johor to speak to students of Sunway International School (SIS) Iskandar Puteri. The session highlighted the diversity of learning opportunities available at the School, encompassing the subject areas of hospitality, events and culinary arts. The Dean of SHSM, Professor Marcus L. Stephenson also provided a workshop on how the industry can thrive with enhanced innovations via a creative idea formation platform, encouraging the younger generation to participate in shaping the industry. The workshop utilised stellar examples of tourism innovation in Dubai, which serves as an inspiration to the industry's evolution.

Professor Stephenson stated: "I was delighted with the number of students that we engaged with. They were very attentive to the issues that we explained and actively participated in the discussions during the session."



SET PG research students elected to Postgraduate Student Council 2023/2024
23 August 2023



Congratulations to Md Abu Zaed, a postgraduate student of Doctor of Philosophy in Sustainability Science and Technology and Zahida Sharif, a postgraduate student of Doctor of Philosophy (Computing). Both have been elected as the EXCO Core Team members of Sunway University Postgraduate Student Council 2023/2024.

The Postgraduate Student Council (PGSC) Installation Ceremony was held on 23 August. It was also graced by the presence of the University's President, Professor Sibrandes Poppema.

Professor Bradley Freeman with BFM on the Impact of Changes to X



Elon Musk has made a series of changes to X, the platform formerly known as Twitter, since his \$USD44 billion takeover. In a recent interview with BFM Radio, Sunway University's Prof. Bradley Freeman discussed how changes to the platform's features could impact the reputation and attractiveness of X to users as well as advertisers with digital media expert.

[BFM 89.9](#)

Prof Mohamed Kheireddine and his collaborators win the ASEAN Strategic Grant Scheme 2023

11 July 2023



Congratulations to Professor Mohamed Kheireddine and his collaborators from King Mongkut's University of Technology North Bangkok, University of Indonesia and Universiti Brunei Darussalam, who have been awarded the ASEAN Strategic Grant Scheme 2023 of RM479,800 for the duration of 1 July 2023 to 30 June 2025. The winning project titled Waste Valorization Tackling Carbon Emissions in ASEAN.



“English: critical lessons by teachers from teachers” launched at 15th ESAP Conference 10 August 2023



On 5 August 2023, Sunway University Press unveiled the eagerly awaited book “English: Critical Lessons by Teachers from Teachers” amid the gathering of English language educators for the 15th English for Specific Academic Purposes (ESAP) Conference at Sunway University.

A Showcase of Expert Perspectives

“English” delves into bright ideas, practical strategies and personal anecdotes that aim to inspire English-language educators to create a nurturing teaching and learning environment and enhance language-learning experiences. Book editors Dr Nicholas Lee BK and Jey L Burkhardt, who carefully masterminded and curated the book, regaled the audience about the various motivations behind “English”—all of which expressed their overriding love and passion for English teaching and learning.

The book also draws on the expertise of esteemed contributors from around the globe such as Prof Alan Maley, Prof Suresh Canagarajah, Emeritus Prof Paul Nation, Dr Jürgen M Burkhardt, Assoc Prof Dr Tamas Kiss, Hazelynn Rimbar, Dr George M Jacobs, Assoc Prof Dr Chau Meng Huat, Dr Nurul Huda Hamzah, Zhu Chenghao, Assoc Prof Dr Radhika Jaidev, Prof Jayakaran Mukundan and Dr Lee Su Kim.

A Tribute to a Respected Academic

The book also doubles as a Festschrift written in honour of respected and well-loved English academic Professor Dr Stephen J Hall, whose significant contributions to the field of English language education have left, and continue to leave, a lasting impact on teachers and students alike.

During the book launch, Professor Hall good-naturedly detailed his decade-long professional and personal journey through pictures and emphasised the importance of embracing differences and diversity for an enriching teaching and learning experience.



Professor Dr Stephen J Hall

The event was a resounding success and a testament to educators' collective passion and dedication, united in their mission to create a brighter and more inclusive future through language education.



The book launch of "English" was officiated by the book contributors, editors, publisher and ESAP keynote speaker. Pictured from left to right: Dr Ken Mizusawa (Nanyang Technological University in Singapore), Jey L Burkhardt, Dr Nicholas Lee BK, Professor Dr Stephen J Hall, Dr Lee Su Kim, Dr Tamas Kiss and Carol Wong



“English” contributors, editors, publisher, and the celebrated academic Professor Dr Stephen J Hall came together for a picture to commemorate the book launch. Pictured from left to right (clockwise): Dr Lee Su Kim, Assoc Prof Dr Chau Meng Huat, Dr Tamas Kiss, Carol Wong, Hani Hazman, Ivan Ling, Chong Wah Tien, Jey L Burkhardt, Professor Dr Stephen J Hall, Dr Nicholas Lee BK