

# BLAZE

THE SUNWAY UNIVERSITY MAGAZINE



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# JEFFREY CHEAH FOUNDATION DONATES RM400K TO NATIONAL KIDNEY FOUNDATION

*Proceeds from charity concert will be used to purchase dialysis machines*

**M**alaysia's largest social enterprise for education, the Jeffrey Cheah Foundation (JCF), hosted its fifth benefit performance "Choral Serenade to Music," together with Sunway University in August this year.

The performance featured one of UK's leading collegiate choirs, University of Cambridge's Choir of Gonville and Caius College, accompanied by the Malaysian Philharmonic Orchestra, with the proceeds donated to the National Kidney Foundation of Malaysia (NKF).

The concert - part of the Choir's inaugural series of performances in Malaysia, held at Sunway Resort Hotel & Spa, Sunway City - arose from academic ties initiated in 2014 between JCF and the University of Cambridge which resulted in the establishment of a fund for two Jeffrey Cheah Professional Fellows, who are Fellows of Gonville and Caius College.

Dr Geoffrey Webber directed the Gonville and Caius College Choir and took the audience of 1,100 guests on an enchanting

journey through the centuries, with music from classical composers such as Mozart and Franz Schubert to contemporary greats like John Tavener and Cheryl Frances-Hoad.

JCF's Founding Trustee Tan Sri Dr Jeffrey Cheah AO presented a cheque for RM400,000 to the President of the National Kidney Foundation Tan Sri Dato' Dr Abu Bakar Suleiman that evening.

The proceeds will help purchase eight life-saving dialysis machines for patients at the NKF's dialysis centres in Sabah, Sarawak and Selangor. Each machine's lifespan is about 8 to 10 years and will be able to carry out 939 dialysis sessions in a year. The Sunway Group, of which Tan Sri Dr Jeffrey Cheah AO is Founder and Chairman has contributed over RM2.5 million to the NKF over the years.

Proceeds from previous JCF benefit concerts have aided other communities in need, from the visually disabled to community scholarships for marginalised youth from economically-challenged circumstances. **B**

# DR REUBEN CLEMENTS THE CONSERVATION SCIENTIST

by Chua Ern Teck

Having worked on the conservation of threatened species over the past decade, Dr Gopalasamy Reuben Clements now focuses on recruiting the next generation of scientists

**O**n a December morning in 2007, Clements was conducting field research for his Master's degree at a limestone hill known as Gunung Rapat, Ipoh, when he chanced upon a bizarre creature, "I had never seen something like it before," said Clements, an Associate Professor at the Department of Biological Sciences, Sunway University. "When I first saw it, I thought it was a freak of nature."

What Clements found that day is the shell of a land snail, which belongs to an hitherto undiscovered species, *Opisthostoma vermiculum*. The New York Times, CNN, Nature, and a whole host of local media covered the finding. A committee of scientists from Arizona State University's International Institute for Species Exploration named it among the top 10 species discovered in 2008.

A typical shell has one or, at most, two axis of coiling. "This shell that we found is actually the first time that a shell has four different axes of coiling," said Clements, who first described the shell in *Biology Letters*, a scientific journal. "At one millimetre in length, it is just a speck!"

According to Clements, around 95 percent of land snails in Peninsula Malaysia are less than five millimetres in length. The giant, brown ones we're accustomed to seeing on pavements are from Africa, transported by people and trade over time, and are among the world's most invasive species.



## UNCHARISMATIC SPECIES AND ROAD ECOLOGY

As a young boy, Clements liked collecting shells at the beach. "Some kids collected coins and stamps, but molluscs were something I was interested in," Clements said. "I was really intrigued by how shells evolved to form certain shapes."

A Singapore native, Clements was accepted to the engineering programme at Nanyang Technological University, but a road trip across the causeway - where the rainforests and limestone hills of Kelantan left him awestruck - changed his mind.

"I went back and pursued a degree in biology at the National University of Singapore instead," Clements said.

At the time, he only had a vague idea of what he wanted to do. "I started to see large forest clearings in Malaysia and felt really sad about it," Clements said. "For me, being a biologist was one way of bringing me closer to the forests in order to help save them."

Clements left Singapore upon receiving his Master's, also in biology, to join the World Wide Fund for Nature (WWF) Malaysia, in Selangor. As WWF-Malaysia's Species Conservation Manager, he worked on their tiger and rhino conservation projects in the Belum-Temengor forest, where a highway cuts across the landscape.

"Once you build a road through a forest, a lot of problems ensue like forest clearing and poaching," Clements said. "At the time, I did not have any quantitative evidence of that."

And so Clements decided to pursue a doctorate in conservation science, at James Cook University, Australia, to study the environmental and social impacts of roads in Malaysia. Clements interviewed indigenous people living near to and far away from the highway at Belum-Temengor for his research, quantifying how often they used the road, and whether they used the road to hunt or for work.

“We found that indigenous people living far away from the road didn’t want more roads to be built into their village and prefer not to have roads because they think it brings in foreigners and diseases,” Clements said. “But when we asked the Orang Asli living next to the road, they said they could do with more and wider roads, because they saw the benefits of these roads bringing them jobs, access to markets and people coming in to give donations.”

Clements also wanted to find out whether eco-viaducts were effective. These are underpasses built for wildlife crossing to avoid highway accidents. “What I did was put cameras under these underpasses as well as in the forest to see what extent the structures were being utilised by large mammals,” Clements said.

“At the underpasses in the Kenyir Wildlife Corridor, the traffic volume was really low. Carnivores such as tigers would just cross the road,” Clements said. “Some herbivores such as elephants would hang around the underpasses to graze, but we don’t know if they used it to cross the roads.”

However, poachers can enter the forests through these underpasses. “Instead of building such structures, I think the money could be better spent changing people’s behaviour on the roads, like putting speed traps and speed bumps to slow vehicles down,” Clements said. “Because if you don’t have enough enforcement, underpasses may do more harm than good.”

Despite his busy schedule during his PhD, Clements found time to set up a non-profit known as Rimba, together with his wife. Rimba ([rimbaresearch.org](http://rimbaresearch.org)) is group of conservation scientists that strives to communicate findings from conservation research to decision-makers in order to mitigate threats to biodiversity in Peninsular Malaysia.

## ENVIRONMENTAL ECONOMICS AND SUSTAINABLE DEVELOPMENT

After completing his doctorate, Clements spent two years as a postdoc at James Cook University, where he and his colleagues published an article on a global strategy for road building in the prestigious journal *Nature*. After that, he spent the next three years working as an Associate Professor at the Kenyir Research Institute in Universiti Malaysia Terengganu. One of his achievements was lobbying the Terengganu government to convert the production forests in the Kenyir Wildlife Corridor into a wildlife sanctuary.

“That’s one way you can fight climate change, by having more jungles out there,” Clements said. “The good news is that there is a commitment from the Terengganu state government to protect the forests in Kenyir.”



Dr Reuben with indigenous people at Belum-Temengor





Since joining the school in April, Clements has been busy developing a new biology degree. Once a year, he teaches course on Research Design to postgraduate students in the Department of Biological Sciences. In addition to research and publishing papers, a lot of his time is spent communicating his research findings to the government.

"Nowadays, I am interested in research that can help us make more economic arguments for conserving nature," Clements said. "And how to help the government make money from intact forests instead of logging them."

"Environmental economics is something I feel we should be doing more of to assist forest conservation and I'm glad that Sunway University also has the Jeffrey Sachs Centre on Sustainable Development," Clements said. "I got really excited to know that our school is trying to align its research with the United Nations' Sustainable Development Goals, which is something that not many universities are doing."

The potential for cross-fertilization of ideas with colleagues within the Sunway Group is something that excites Clements too. One such opportunity is through greater collaboration with the Lost World of Tambun in Ipoh, a theme park surrounded by 400 million-year-old limestone hills and natural hot springs. "This is a good thing because it protects the hill," Clements said. "Nobody is going to quarry it."

"A lot of companies are quarrying limestone for cement for the construction industry, but these rocks are a finite resource, like oil, so you can't get it back," Clements said. "There is one land snail in Malaysia that we can almost be certain went extinct as a result of a limestone hill being quarried away in Pahang."

"A hill may look like an inhospitable geological formation, but on each hill there are on average between 50 to 60 species of land snails," Clements said. "Many of these snails can't move far beyond the limestone hills they inhabit because they require the calcium from alkaline soils to grow their shells. Some of them are restricted to one piece of rock and nowhere else on earth!"

One of Clements' goals at Sunway University is to get more students connected to the environment and to recruit more conservation scientists. "There are still a lot of threatened ecosystems and species that require urgent conservation attention," Clements said. "If we have researchers going out there more often, they will then, perhaps, fall in love with their project sites and continue their work there."

This was, after all, what happened to one conservation scientist we know.



Students, faculty members of HMS-SEAL and management team of Sunway University and Sunway Medical Centre during the welcoming dinner. Sitting from left: Professor Peh Suat Cheng; Professor Andrew Walker, President and Pro Vice-Chancellor (Interim) of Monash University Malaysia; Dr Elizabeth Lee, Senior Executive Director of Sunway Education Group and Sunway University; Professor Graeme Wilkinson, Vice-Chancellor of Sunway University; Tan Sri Dr Jeffrey Cheah AO; Datuk Dr Noor Hisham bin Abdullah, Director General of Health, Ministry of Health; Dr Ajay Singh, HMS-SEAL Programme Director; Lau Beng Long, Managing Director, Sunway Group Healthcare Services; Dr Melyvn Menezes, Dr Robert Crone and Dr Li Zhou from HMS

# SUNWAY AND HARVARD AIM TO IMPROVE HEALTH CARE STANDARD IN ASIA PACIFIC

by *Dr Ooi Pei Boon, Head-Operations, Sunway Institute for Healthcare Development*

**S**unway University, Sunway Medical Centre and Harvard Medical School jointly organised the inaugural Harvard Medical School Southeast Asia Leadership (HMS-SEAL) programme, a one-year healthcare certificate programme to provide world-class training for healthcare leaders and working professionals throughout the Asia Pacific region.

Formed through a tripartite agreement back in 2016, the HMS-SEAL programme is developed to benefit clinicians who are transitioning or seeking to transition into administrative management or executive roles. The curriculum is comprised of three residential workshops in Sunway City, Malaysia and Boston, United States, pre-recorded lectures and interactive webinars.

“The Institute is aware and sensitive to the advancement of science and technologies that can enhance the care of patients, and understanding of diseases,” said Professor Peh Suat Cheng, Director of the Sunway Institute for Healthcare Development (SIHD) at Sunway University. “We strongly encourage collaborations with well-established and world renown universities and medical schools in doing translational research, as well as in training of healthcare personnel.”

The partnership with Harvard and other world-class institutions to host programmes such as HMS-SEAL further reinforce Sunway’s commitment to the United Nations’ Sustainable Development Goals.

“We are well aware that the realisation of these goals is not the sole responsibility of governments,” said Tan Sri Dr Jeffrey Cheah AO, Chancellor of Sunway University, Founding Trustee of Jeffrey Cheah Foundation, Founder and Chairman of Sunway Group. “At Sunway, we are firmly committed to doing our bit towards this end.”

Among the 37 healthcare professionals and leaders from nine countries in the region who attended the programme is Dr Ng Xun Jin, who is an alumnus of Sunway University and a recipient of the HMS-SEAL Sunway Scholarship.

“Through the workshop, we have learned invaluable knowledge in leadership, teamwork and data science which will create incremental value to the Malaysia healthcare industry,” said Dr Ng, who is working at the Institute for Medical Research, Malaysia.

This programme is open to medical and non-medical personnel and staff. The new intake for HMS-SEAL programme will commence from 6th to 9th March 2018 at Sunway University. For more information about the programme and scholarship application visit: <https://hms.harvard.edu>



# CHANGING SOCIETY'S VIEWS TOWARDS SENIOR CITIZENS

*Research team aims to help seniors lead more meaningful and independent lives*

**M**alaysia is heading towards ageing nation status. According to the Malaysian Private Retirement Scheme, 10% of the population will be over 60 years old by 2020.

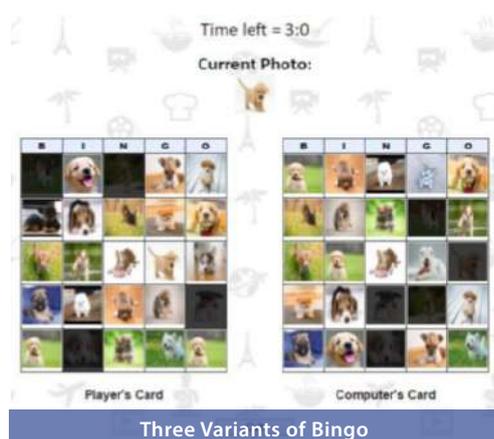
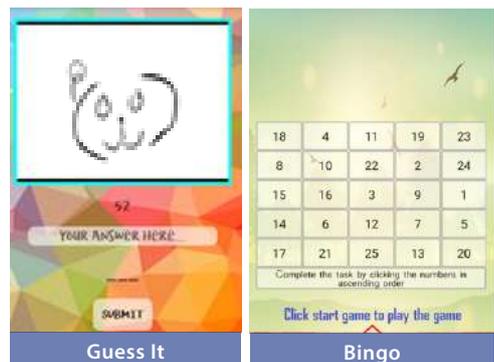
"The ageing population is increasing and Alzheimer's is a major concern," said Professor Lee Chien Sing from the Department of Computing and Information Systems at Sunway University. "Although Alzheimer's does not strike every ageing person, its effects handicap those who are afflicted, decreasing their quality of life over time."

The research titled "*A distributed socio-affective-cognitive gamification model that is based on Cognitive Load and Motivation theories for the enhancement of engagement among the elderly*" focuses on maintaining personhood through social, cognitive and affective engagement with older senior citizens with Mild Cognitive Impairment (MCI) and younger active senior citizens. Lee is aided in her research by Associate Professor Dr Wong Siew Fan, Associate Professor Dr Lee Yun Li and senior lecturer Lim Woan Ning with a Fundamental Research Grant Scheme (FRGS) from the Ministry of Higher Education, Malaysia.

The team is supervising a group of third year students who have conducted and completed the research as part of their Capstone Projects. The students are Chin Yi Jia and Foo Wai Yip of the BSc (Hons) in Computer Science, Chan Wei Ling Shanice of BSc (Hons) Information Technology, and Guy Sheng Yee of BSc (Hons) Information Systems. The students' Capstone Projects are funded by FRGS.

Chin's app, Bingo helps train eye movement through games. Foo's app, Guess It, improves problem solving skills and memory. Chan's app, Three Variants of Bingo is a combination of photo, numbers and memory-based games while Guy's web-based app, Move It, encourages exercise through dance, travel and cooking.

Some of these research projects have been published in the 2017 IEEE Region 10 Conference (TENCON) and the 2017 IEEE International Conference on Soft Computing, Intelligent Systems and Information Technology (ICSIT) while others will be published in the 2017 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM). **B**





# PRODUCING HALLMARK EVENTS

*by Dr Teh Pek Yen, Lecturer, School of Hospitality*

**F**ive students undertaking the Festival and Hallmark Events subject from the BSc (Hons) in Conventions and Events Management under the School of Hospitality went on a four-day study trip to the Borneo Jazz Festival, one of the longest running jazz festivals in the region.

Students Chan Kar Chun, Tan Mei Voon, Lee Yi Xin, Chew Ann Ying and Yong Chai Chien experienced and observed the event from beginning to end in Miri, Sarawak.

Lee shared that “It was not easy as there was a lot of work, but it was really fulfilling as we got to gain a better understanding of organising an event, more so when it is an international one like this.”

“The trip also helped strengthen the bond we have with each other, especially with our lecturer, and see things from a different perspective,” Chew said.

Aside from conducting interviews at the event site, they had to prepare documents and conduct research prior to the event, including developing questionnaires, framework, structure and trip itinerary. They also conducted research and study of the event itself.

Back for its 12th year, the Borneo Jazz Festival is an annual two-day event which hosts internationally recognised jazz musicians. It presents a collection of eclectic bands spanning the history and lineage of the jazz repertoire. **B**



From left: Chan Kar Chun, Chew Ann Ying, Tan Mei Voon, Teh Pek Yen, Lee Yi Xin and Yong Chai Chien

# NURSING STUDENTS GIVE BACK THROUGH COMMUNITY SERVICE

**T**he Sunway Future Nurses Club recently organised a blood donation campaign at the University and visited a welfare centre for mentally challenged children.

The two-day blood donation campaign themed “Blood Drive 2017”, co-organised with the National Blood Centre (PDN) attracted 161 blood donors.

Michel Lim Yew Peng, who led the campaign, wanted to raise awareness on blood donation and its significance in saving lives during emergencies. She added that this was the first blood donation campaign organised by the club.

“Although I did not participate in the process of taking blood from donors, I had the opportunity to observe up-close the whole process,” said Yong Wen Ji, who is the Vice Public Relations officer for the club. “I also took this opportunity to learn from the nurses of the National Blood Centre.”

In the same week of the blood donation campaign, the club also organised a one-day visit to IQ70+, also known as Malaysian Association for the Welfare of Mentally Challenged Children.

The weekend visit to Petaling Jaya aimed to provide its club members a better understanding of children with special needs. Twenty four nursing students went on the visit and interacted with children at the centre through various activities and games.

The Sunway Future Nurses Club comprises students who are studying the Diploma in Nursing at Sunway University. The Diploma has two components - theory and practicum. Lectures at the University are enhanced by the Simulated Ward and a Skills Lab. Students also gain practical experience under the guidance of experienced nurses through postings at private and public healthcare institutions.

Furthermore, Sunway University students like Michel and Yong are encouraged to engage and participate in extracurricular activities and community service to broaden their horizons through diverse experiences. **B**



Blood Drive 2017 at Sunway University



Nursing students and the Club Advisor Harjit Kaur Ujagar Singh with the nurses from the National Blood Centre



A busload of excited future nurses on their way to IQ70+



Future nurses at the Welfare of Mentally Challenged Children



# CITIES OF THE FUTURE

**S**unway University and Lancaster University collaborated on “Southeast Asia-UK Springboard 2017: Cities of the Future,” a three-day workshop in early November.

The Workshop aimed to develop new research partnerships among delegates from the UK, Malaysia and across Southeast Asia. Its main objective was to support the development of research projects that would contribute to the United Nations Sustainable Development Goals (UNSDGs).

More than 50 delegates, including academics, researchers and social entrepreneurs from Sunway University, Lancaster University, Universiti Sains Malaysia (USM), University of Malaya (UM), Manipal International University, Institute Technology of Bandung, Indonesia, Universitas Indonesia, National University of Laos, Cambodian Institute of Urban Studies, and Sunlabob Renewable Energy and Energy Action Partners (ENACT), participated in the Workshop.

Selected research projects from the Workshop will be submitted to the Global Challenges Research Fund (GCRF) for consideration. The UK-based GCRF supports research that contributes towards the UNSDGs.

Academic leads of the Workshop were Professor Harry Hoster, Professor of Physical Chemistry and Director of Energy Lancaster; and Professor Nick Dunn, Executive Director of ImaginationLancaster, Professor of Urban Design and Associate Director of the Institute for Social Futures, Lancaster University.

Lancaster University has extensive research interests in sustainable infrastructure and design, health and well-being, as well as economics and city living. Sunway University shares Lancaster’s vision of building smart, sustainable and healthy cities in the face of climate change and rapid urbanisation across Southeast Asia.

Sunway and Lancaster universities academic partnership began in 2006, with joint degree programmes and research collaborations. Prior to the “Southeast Asia-UK Springboard”, Sunway and Lancaster signed a 10-year Memorandum of Agreement (MoA) in June, which will see the partnership developing through to 2027. It signalled the intention of both partners to consolidate the relationship, providing high quality British education at Sunway University. **B**



Delegates of the “Southeast Asia-UK Springboard 2017: Cities of the Future”



Sunway Sports Scholarship recipients with the Second Finance Minister Datuk Seri Johari Abdul Ghani, Chancellor of Sunway University Tan Sri Dr Jeffrey Cheah AO, Pro-Chancellors Tan Sri Razman Hashim, Tan Sri Dr Lin See-Yan and Tan Sri Dr Ramon Navaratnam

# RM60 MILLION IN SCHOLARSHIPS BY JEFFREY CHEAH FOUNDATION

*Record high amount from the Foundation, bringing the total of scholarships disbursed to RM330 million*

**T**o recognise the special talents and meet the academic needs of students at Sunway University, Sunway College and institutions of the Sunway Education Group (SEG), the Jeffrey Cheah Foundation (JCF) allocated RM60 million worth of scholarships to more than 4,000 deserving students this year.

This brings the total amount of scholarships that the JCF has awarded to RM330 million, reaffirming its steadfast commitment towards giving to society through quality education in a sustainable manner.

The annual JCF Scholarships and Awards Ceremony was held recently to commemorate recipients who demonstrated their potential as international athletes and future leaders of our nation.

At this year's SEA Games, recipients under the Sunway Sports Scholarship programme, who are attending or have attended Sunway University and Sunway College, delivered seven gold, three silver and three

bronze medals for Malaysia. Sunway University's Julian Yee is the first Malaysian figure skater to qualify for the Winter Olympics. This year, the JCF is giving out 31 Sports scholarships to help develop even more world-class athletes.

Since 2002, the JCF Community Scholarship has provided 20 scholarships a year to those from disadvantaged backgrounds. The number has grown to 185 recipients over the years. The foundation also sent three high achievers to the University of Cambridge and the University of Oxford to pursue their tertiary education.

In acknowledging JCF's efforts to improve the lives of young Malaysians, Guest of Honour, Datuk Seri Johari Abdul Ghani, Finance Minister II of Malaysia, asked scholars to expand their horizons in preparation for the future labour market.

*"I believe Sunway University's students are indeed privileged to be studying in a truly international and*



Scholarship recipients



diverse environment," said the Minister. "I encourage each of you to utilise these opportunities to test your ideas and views with your international peers and leverage this network for your future endeavours."

As for thriving in the changing global landscape, Founder and Chancellor of Sunway University Tan Sri Dr Jeffrey Cheah AO, urged recipients to make full use of the quality education opportunities provided here. He said today's technology provide vast opportunities for this generation unlike his time.

"While I was on a trip to Harvard University recently, the Harvard tagline 'Learn to Change the World' caught my eye and really resonated with me, reaffirming my own conviction that education is central to changing lives," Tan Sri Dr Jeffrey Cheah AO said.

Tan Sri Dr Jeffrey Cheah AO closed his speech by encouraging students to explore how they can contribute to society in their own ways. **B**

"A fulfilled life is a life filled with purpose and meaning. And a purpose for all of us is not just about making money, but about living a meaningful life and helping society. You are here today not just through your own hard work, but because of the sacrifices made by those around you - your parents, siblings, extended families, friends and teachers. Cherish them and cultivate the desire and the drive to give to society to make our beloved Malaysia a better, more united and progressive country."

**Tan Sri Dato' Seri Dr Jeffrey Cheah AO**  
Founder and Chancellor of Sunway University

# OUTSTANDING ACHIEVEMENTS BY ACTUARIAL STUDENTS

**T**wo students from the BSc (Hons) in Actuarial Studies (BAS) topped the list of outstanding success in passing the Society of Actuaries (SOA) Professional Exams. Tang Xuan An and Soon Shi Min completed the “SOA Grand Slam” by passing all five preliminary SOA exams which include Exam P (Probability), Exam FM (Financial Mathematics), Exam MFE (Models for Financial Economics), Exam MLC (Models for Life Contingencies) and Exam C (Construction and Evaluation of Actuarial Models).

Tang from Johor Bahru explained that the best part of his studies at Sunway is the support he receives from experienced lecturers who are willing to sacrifice their time to help him in his studies and out-of-classroom activities.

“I always feel that becoming an actuary is more about dedication of time and commitment to study materials and the profession rather than raw intelligence. A person needs to have a basic interest and aptitude in mathematics, statistics, finance and economics, but most importantly, one’s dedication to studying. An academic background in mathematical finance and probability theory will give one a head start in the first two exams, but the committed time spent on learning how questions are set in exams is crucial,” said Tang, a former Foon Yew High School student and currently a third year student at Sunway University.



Tang (centre) receiving certificates from Professor Ho Chee Kit, Dean of School of Mathematical Sciences and in-house actuary, Nicholas Yeo Chee Lek

Tang has been interested in Mathematics and Finance since he was 15 years old. When he learned about Actuarial Science, he felt that it would fit perfectly with his career aims. He plans to continue to take the necessary exams to become a fully qualified actuary. He believes communication and programming skills are essential to become a successful actuary. For Tang, a professional actuary provides analysis and advice on topics that can be both technical and arcane. Conveying these important elements could be a challenge even for the most gifted communicators.

Soon Shi Min, also in her third year in the BSc (Hons) in Actuarial Studies looks forward to becoming a professional actuary by ultimately attaining the Fellow of the Society of Actuaries (FSA) qualification in the near future. With this Grand Slam success, she is now closer to realising her dream. Her advice to students who wish to pursue a career as an actuary is to work hard to achieve their dreams.

Passing the SOA Exams and completing the “SOA Grand Slam” is a mark of world class achievement considered by many, including practising actuaries, as out of the ordinary. The SOA is a world leading actuarial professional body and their exams and qualifications are globally recognised. **B**



Lecturers and students from the BSc (Hons) in Actuarial Studies



From left: Third place winners Suka Go (Nurul Jannah Najman and Muhammad Zarif Shamil Jamil) and Power Wave (Muhammad Razlan Dhamir Hamdan); First place winner, Unity Therapy (Jason Yim) and Second place winner, Hermes Helmet Projector (Ashman Razaruddin and Aiman Zulqadri)

# REWARDING ENTREPRENEURIAL STUDENTS

**F**our teams won the inaugural Sunway iLabs Start-It Challenge finale with cash prizes amounting to RM9,000 and an offer to join the Sunway Accelerator Programme starting next year. The programme will help the teams bring their ideas to commercial viability via an accelerated proprietary process developed by Sunway iLabs. The four winning teams were Unity Therapy, Hermes Helmet Projector, Power Wave and Suka Go.

The finale was held to give an opportunity to selected budding entrepreneurs to learn how to pitch to venture capitalists and other investors to raise funds for their businesses. The panel of judges comprised Matthijs van Leeuwen, Sunway iLabs Director; Dr Elizabeth Lee, Senior Executive Director, Sunway Education Group and Sunway University; Alan Lim, Principal Advisor for Nexea Angels; Kashminder Singh, Co-Founder and Chief Strategy officer of PitchIN and Kenny Lee, Head of Transformation at Digi.

Team Unity Therapy, led by Jason Yim from Sunway University, won the first prize and received RM5,000 in cash. The team's winning idea involved the use of an artificial-intelligence (AI) chatbot to help those who are suffering from depression or mental problems. The AI chatbot aims to provide support to those who fear being stigmatised if they identified themselves as depressed or in need of psychological assistance.

The second prize of RM3,000 cash went to the Hermes Helmet Projector idea which was led by Ashman Razaruddin from Sunway University. The idea was to build a motorcycle helmet visor projector that projects maps and additional information onto the helmet visor to optimise safety measures for motorcyclists on the road.

Team Power Wave and Team Suka Go clinched the third prize, winning themselves RM500 in cash for each team. Power Wave pitched the idea of a self-charging power bank and was led by Muhammad Razlan Dhamir Hamdan from University Teknologi MARA. Suka Go pitched a platform which matches volunteers to NGOs and was led by Muhammad Zarif Shamil Jamil.

Other ideas presented during the final pitch included a hacker-powered security platform, a distributed CPU System for passive phones, a second-hand book selling platform, interactive in-car LCD screens for hailed rides, a digital 3D clothes modelling for online shopping and an e-wallet financial aid goal tracker.

The winners received their prizes from His Royal Highness Tengku Amir Shah ibni Sultan Sharafuddin Idris Shah, Raja Muda of Selangor and Selangor Youth Community (SAY) Founder and Patron. Also present was Professor Graeme Wilkinson, Vice-Chancellor of Sunway University. **B**



Organising Committee of the campaign

# ANTI-SEXUAL HARASSMENT CAMPAIGN



Priyanka Lakshamana Raj



Students from the Department of Communication and Liberal Arts (DCLA) organised a month long anti-sexual harassment campaign as part of their project under the BA (Hons) in Communication programme. Held from September to October, the “Can’t Touch This” campaign was aimed to raise awareness and educate the Sunway community on sexual harassment.

One of the highlights of the campaign was the “Truth be Told” poetry showcase by Poet X, an online poetry podcast that showcased Malaysian poets’ talents. The poetry showcase successfully attracted over 150 participants, featuring 4 professional poets, 2 story telling sessions, 3 sketches and a music performance.

Amongst the guests for the poetry showcase were Dr Elizabeth Lee, Senior Executive Director of Sunway Education

Group and Sunway University; Alicia Amin and Arwind Kumar, social media influencers; and Andy Darrel Gomes, an actor in the Ola-Bola movie.

Another event was “You’ll be A-Mazed”, which had participants walking through a maze experiencing a simulation of various forms of sexual harassment. This experience was to provide participants a better understanding on what constitutes as sexual harassment. Other activities involved a virtual reality zombie shooting game sponsored by the VR Lab and an opportunity to learn self-defense moves organised by The Stealth Organisation.

The campaign came to an end in mid-October, where the campaign Director, Priyanka Lakshamana Raj said, “Sexual harassment is indeed becoming a worrying issue and I urge you all to speak up for victims whose voices have been silenced. Let us all stand together and be advocates.”

Also present at the closing ceremony were Professor Graeme Wilkinson, Vice-Chancellor of Sunway University; Professor Harold Thwaites, Dean of the School of Arts; Professor Donald Bowyer, Associate Dean of the School of Arts; Dr Chan Nee Nee, Head of the DCLA; and Suffian Hadi Ayub, lecturer in DCLA. **B**



“Truth be Told” poetry showcase

# STUDENT CONCILIUM LEADERSHIP PROGRAMME

by *Arumugam Muthusamy*

photograph by *Raja Amirul Azizi Raja Amir*

**S**unway University Business School (SUBS) organised a Leadership Programme for SUBS Concilium members together with alumna, Ho Tsu Sin at Nur Laman Bestari Eco-Resort, Batu Caves on 10th - 11th June 2017.

The purpose of the programme was to nurture the SUBS Concilium members on the essential leadership skills needed during their period of 2017/2018. The main importance of this programme was to create a positive social interaction amongst new members, alumni and staff.

This was the first programme conducted for SUBS Concilium and the objectives of this programme are:

- To provide services and programmes which facilitate students engagement, development and learning experiences, and prepare students to be effective, inclusive, and innovative leaders within their communities.
- To provide identity anchors and serve as the impetus for practicing communication, critical thinking, leadership and cultural competency skills.
- To develop students' interpersonal skills for increased involvement in leadership roles including communication, negotiation, teamwork and reflection.
- To create professional relationships and network building opportunities between SUBS Student Concilium and alumni.

The programme provided an opportunity to foster better relationships between committee members and encouraged them to work as a team.

Through this programme, students learned how to negotiate, listen and interpret others who may have different perceptions. Furthermore, participating students had a better understanding of each other and gained confidence to convey their ideas in public.

Students also had the opportunity to discuss and engage with Ho Tsu Sin in a sharing session. Through this, students gained a lot of information and an insight into the internship and employment world.



Professor Steve Williams, Advisor of SUBS Student Concilium, delivered a motivational speech to all participants



Arumugam Muthusamy, Manager of Alumni Relations and Student Professional Development; Ho Tsu Sin; Professor Wong Koi Nyen, Associate Dean; Professor Steve Williams, Dean; Sujatha Nagayah, School Manager, SUBS with members of the Student Concilium



Yeow Jian Shyang, Low Khai Wynn and Chan Choon Hee

# HACKATHON CHAMPS

**A** Sunway trio from the BSc (Hons) in Computer Science emerged as champions against more than 100 participants at the Software Hackathon 2017 - Hack2Hired Program. Low Khai Wynn, Chan Choon Hee and Yeow Jian Shyang had no prior experience with hackathons but it did not stop them from performing their best for 32 hours straight.

Led by Low, the team decided to choose web scraping, a technique for data extraction as their topic and pitched a solution for comparison of book prices. Using the same technique, the team then developed a prototype to help mobile phone users compare book prices.

For Low, this was also an opportunity to learn something new. "Joining this hackathon is a very good experience. As a Computer Science student, participating in the hackathon allows me to learn from others and enhance my computing knowledge. During the hackathon, we worked for one whole day and night to complete our prototype to demonstrate to the judges," said Low.

Chan shared that he felt "Happy and humble to be the champion as it was our first hackathon and we felt like newbies. This also motivates me to join more competitions related to my field of study and gain experience to enhance my employability skills." For Chan, the hackathon has further encouraged him to explore new possibilities by stepping out of his comfort zone.

"It was my first experience staying up for 32 hours straight, without a bed and working through the night. It was definitely exciting to stay up working on the prototype and finally taking a nap after you feel the prototype is somewhat completed."

**Chan Choon Hee**  
BSc (Hons) in Computer Science

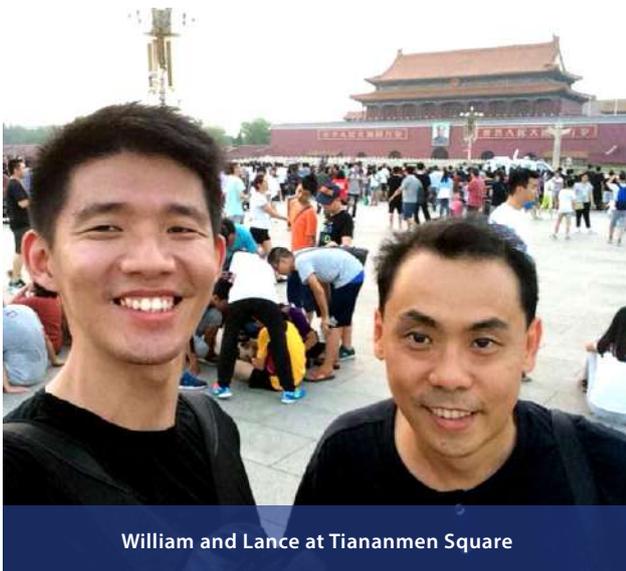
"Some of the challenges we faced were designing and debugging. We tried our best to come up with a design that was smooth, intuitive and user-friendly, as close to a version that can be released for public consumption as possible. It was challenging because we had many different opinions and all had to come to an agreement on one to proceed," Yeow said. "Identifying bugs in the programme was also difficult because of our limited skills and time constraint. It was nearing the end when we finally finished the coding so there was not much time left for debugging."

At Sunway University, students like Low, Chan and Yeow are encouraged to actively participate in extracurricular activities and community services to gain experience and knowledge which will help carve a successful pathway in their future careers. **B**

# SUNWAY AND PEKING UNIVERSITY COLLABORATE ON A STUDENT EXCHANGE PROGRAMME

The Peking University – Sunway University Inaugural Student Exchange Programme, is a student exchange programme sponsored by Sunway University and Peking University, providing students of both education institutions an opportunity to meet interesting people of their own age in a nurturing environment.

With the aim to create an opportunity for students to become acquainted with one another's country, the exchange programme also allows Sunway students to experience different forms of teaching and research methods.



William and Lance at Tiananmen Square

Two students, Lance Lai Menn Tatt of Sunway University and William Chang of Sunway College embarked on a two-week long exchange programme called the Peking University Summer School International programme (PKUSSI) in China. During their time there, they each selected two subjects to study.

Lance, who is in the Master of Business Administration (MBA) programme at Sunway, said his overall experience at Peking University was positive and described his entire summer school experience in one word - diversity.

"Academic wise, I enjoyed exchanging perspectives in my two classes with students from diverse backgrounds, most of whom were international students. The classroom discussions had multi angled viewpoints," Lance said. He believed such experience is very beneficial for self-development in

the globalised world. His two chosen subjects were China and Asia Pacific Regional Development, and Chinese Politics and Public Policy.

William, who just completed his final semester of the Victoria University Bachelor of Business programme at Sunway College said going on an exchange programme was one of his aims for 2017.

"When I received the confirmation, I told myself to take the opportunity to meet new people from different backgrounds and understand more on the culture differences between the students in China and Malaysia. There, I made new friends with people from Vietnam, Canada, Singapore and Hong Kong. Most of them are experienced working adults, so I took the opportunity to learn about the working life differences between their countries, Malaysia and Indonesia," said William, who is from Indonesia.

"I had the chance to visit several start-up venture capital offices in the Entrepreneurial Finance subject I took. This broadened my network and my knowledge on the business opportunities in China. Another subject, the China and Asia Pacific Regional Development, broadened my knowledge and views on China's role on the Southeast Asia Regional Development."

In exchange, two postgraduate students from Peking University, Wang Lina and Guan Hao were at Sunway University for a month to conduct research studies on Malaysia and the Southeast Asia region. **B**



Guan Hao (left) and Wang Lina (right) from Peking University with Professor Dato' Woo Wing Thye, President of the Jeffrey Cheah Institute on Southeast Asia, Sunway University

# JONATHAN LEE

*Currently the Head of Training at Padini, Jonathan is one of the nominees for the 30 Stars of Sunway. Graduated from Sunway University with a Diploma in Hospitality and Tourism Management in 2005, he has gathered colourful experiences under his belt. From the Star Cruises to Sunway Resort Hotel & Spa, he also lectured at Sunway University.*



## **WHAT MADE YOU CHOOSE HOSPITALITY?**

To be honest, I was unsure about my future. My decision to take up hotel management was very spontaneous after watching the Korean drama - 'The Hotelier'. So I enrolled myself into Diploma in Hospitality and Tourism Management because of its reputation.

## **WHAT DID YOU FIND MOST CHALLENGING IN THE PROGRAMME?**

I was born an introvert. So you can imagine how difficult it was for me to speak in public and talk to strangers. But I managed to overcome this fear thanks to the constant motivation from the lecturers and the seemingly never ending presentations throughout the programme.

## **HOW DID YOUR TIME IN SUNWAY UNIVERSITY HELP YOU GROW AS A PERSON?**

The ability to build trust and relationship with others is essential to survive in a workplace. The most valuable lesson that I gained from this programme is to be humble and respect people from all walks of life. After undergoing my internship in various departments in the hotel while having to do the dirtiest job deemed by others such as stewarding and housekeeping, I realised how vital everyone is to an organization and how physically and emotionally demanding these jobs are. My perception changed.

### WOULD YOU RECOMMEND THE PROGRAMME TO OTHERS? WHY?

Definitely yes! Sunway University is a great choice especially for those who do not wish to travel far from home but would like to get quality education while experiencing a full fledge university learning environment and at the same time obtain internationally recognised certificates.

### WHY DID YOU DECIDE TO TEACH AT SUNWAY UNIVERSITY?

I taught for 3 years at Sunway University. The main reason why I ventured into teaching is because I realised that there is a scarcity in the supply of manpower in the hospitality and tourism industry. I wanted to do more than satisfying customers all by myself because there is a limitation that one could do. So I decided to be a lecturer to encourage and develop the younger generation to build a career in this industry.

### HOW DID YOU END UP AS A TRAINER?

My career started as an HR executive after I completed my diploma. After 2 years of experience I decided to pursue BA in International Hospitality and Tourism Management from International Management Institute, Switzerland. I was then absorbed into the training team of Sunway Resort Hotel & Spa upon graduation. It was there where I polished my skills in training and development. I was also the main trainer in conducting train-the-trainer to certify the hotel's departmental trainer at that time. After 3 years at the Hotel, I was approached by my ex-lecturer from Sunway to teach in the University. During my time at the University,

I managed to complete my Masters in Management Psychology with Nottingham University. Now I have successfully developed various modules from customer service to leadership programmes to enhance the skills of the associates of various levels at Padini.

### WHAT DO YOU LIKE ABOUT BEING A TRAINER?

I always find satisfaction in my job as a trainer especially when your participants learn something something new and change the way of doing things or thinking after attending our session. I hope I will be able to touch the lives of others through my motivational programme.

### YOU ALSO PUT IN A LOT OF TIME TO CONTRIBUTE TO THE COMMUNITY

During my tenure with Sunway University as an event lecturer, I always encouraged my students to organise events which benefits the society. I have worked with a number of associations including Association of Learning Disability (GOLD), Breast Cancer Welfare Association (BCWA) and Phyllis Caring Home to raise funds and generate awareness through students' events. Even after joining Padini, I am actively helping with the company's CSR effort.

*" Always be proud of yourself and stay on track. "*

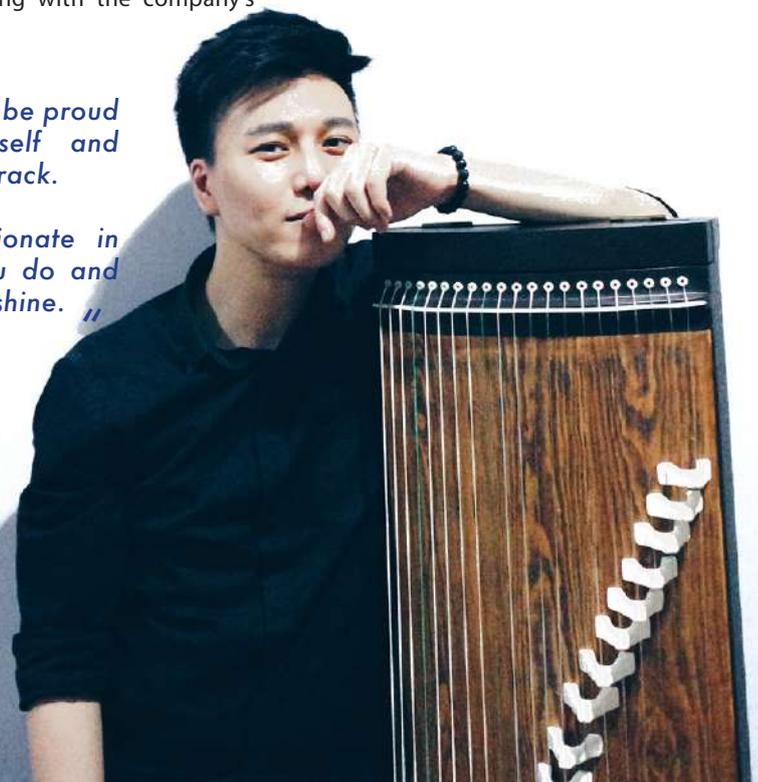
*Be passionate in what you do and you will shine. "*

### WHY GUZHENG?

I always jokingly tell people that I was tricked into learning this instrument because during primary school days when we were all young, innocent and naive, the Chinese kung fu movies always portray this instrument as a powerful killing machine, so I was always amazed with this instrument. But I never regretted learning this instrument and couldn't imagine how boring my life would have turned out without it.

While a lot of traditions and culture are slowly disappearing, I hope to preserve the Chinese traditional music and bring it to a wider audience especially the younger generation by teaching and performing in public events. I am currently a Guzheng teacher and member of a local Guzheng Ensemble group "Oriental Strings" which had acquired "Gold of Honors" Award in the 21st century International Art Festival - Chinese Orchestra Competition.

As a performer and an ensemble group member, I have been actively involved in a series of concerts namely "A Night of Guzheng's Dialogue I, II and III".



# DINESH KRISHNAN

**MASTER OF BUSINESS ADMINISTRATION (MBA)**



Sunway University Business School (SUBS) has challenged my thoughts in many ways and made me view things from different perspectives. Especially during my journey through the MBA, it has opened up new ideas and linked certain knowledge on how the world has evolved. It also changed my technical mindset to looking at things from a business point of view. I decided to be involved in the field of management because I am curious about the fast paced technology in the market today. My goal is to lead teams in today's world by building up my managerial skills.

The most memorable activity in SUBS was a module called "Consultancy Challenge" where we had to develop a company from scratch and turn it into a money-making business in four weeks. There were plenty of discussions and Skype calls from members in different parts of the world. It was a real practical project with tangible results. What I like most about SUBS is the well-equipped facilities for students especially the conducive environment for classes.

In my current career position, I enjoy the flexibility offered in the company and I get to lead multiple teams towards successfully launching revolutionary products into the market. The biggest challenge in my career is dealing with very tight deadlines and second is working with people in projects.

My advice to the younger alumni and current students who aspire to follow a similar career path would be that finding a balance between MBA, family and career is very important. Another important element is to develop soft skills and also be able to explain complicated processes through understanding and not memorising them.

"It's not who you are underneath, it's what you do that defines you."



# MICHELLE TAN

## BSC (HONS) IN INTERNATIONAL HOSPITALITY MANAGEMENT

“What course are you planning to study and why?” These questions are frequently asked by either our parents or our friends. But I am proud to say that I am one of the few who knew which industry to be involved in since I was fourteen years old. Unfortunately, there were a slew of doubtful comments about my choice because the service industry is seen to not provide a prospective future. But I feel that everyone is capable to contribute to the society according to their own abilities. The four years of university life was a fun yet challenging journey. What I gained most was the exposure to the industry and the network. This journey fueled my passion even further as I realised that there is a lot more to explore in the service sector. To me, being successful is not about being the top personnel but by learning continuously and becoming a better person through each challenge.

# WILLY WAN

## BSC (HONS) IN INTERNATIONAL HOSPITALITY MANAGEMENT

Being the youngest child, I was always tasked with most of the kitchen chores at home. This could be the reason why I chose hospitality as my path. My learning curve was very steep when I began my course at Sunway University via the Diploma programme. The most memorable experience was being a manager for a mock restaurant which still impacts me until today. “Never do a job for the sake of doing it.” My lecturer drilled this into my head and it has become my principle for work. I then proceeded to the BSc (Hons) in International Hospitality Management to further sharpen my management skills. Upon graduation, I landed in my first job as a restaurant supervisor for a newly opened café. Thankfully, what I learned through Sunway University helped me to kick-start a café from zero. I was then offered the opportunity to manage an independent restaurant and moved on to Goodwood Park Hotel, Singapore as a restaurant executive, where I manage an All Day Dining Coffee House and Room Service Division.



# SHAWN CHOY

## DIPLOMA IN EVENTS MANAGEMENT COMPANY: OWN STORIES PRODUCTION



We are one of the luckiest batch of students because we got to witness the transformation of Sunway University into a bigger institution that provides improved facilities including ample parking lots, a big football field as well as a cosy library. The internship period was the most memorable experience in the Diploma in Events Management because that was when I tasted the working world for the first time. I am grateful to Sunway for all the experiences gained and especially the dedicated lecturers that encouraged me to set up my own company called the Owl Stories Production. I’ve been asked why I did not work in the field of Events Management because I do video and photography production now. Well, that will be my plan for the future which is to set up an event company. If you have a dream, just go for it! Sunway University is the right place to start your journey towards your dream.

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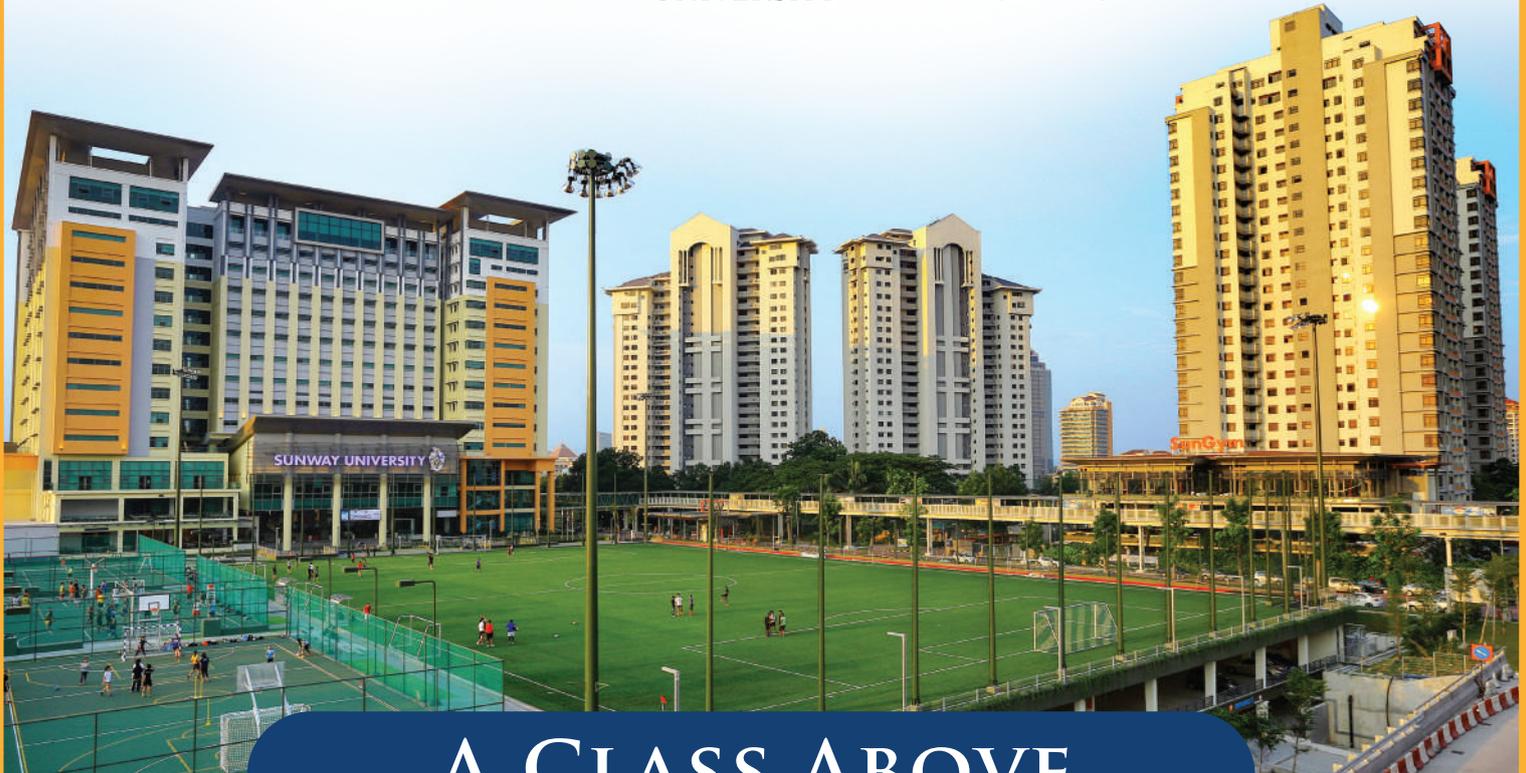
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