

# BLAZE

THE SUNWAY UNIVERSITY MAGAZINE

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## Correction (ISSUE 52)

In the "A Magical Journey" a photo of another performer was mistakenly used.

## Researcher Awarded “TOP 10% MOST DOWNLOADED PAPERS”



Professor Datin Dr Chia Yook Chin, Research Professor and Associate Dean for the School of Healthcare and Medical Sciences, was awarded “Top Downloaded Paper 2018–2019” certification by publisher Wiley, for her publications in the *Journal of Clinical Hypertension*.

Professor Chia’s top downloaded papers are “*Home blood pressure control status in 2017–2018 for hypertension specialist centres in Asia: Results of the Asia BP@Home study*”, “*Morning surge in blood pressure and blood pressure variability in Asia: Evidence and statement from the HOPE Asia Network*” and “*Expert panel consensus recommendations for ambulatory blood pressure monitoring in Asia: The HOPE-Asia Network*”.

The research was carried out by a team of experts from the HOPE-Asia Network, many of whom are: deans of medical schools and/or

heads of research centres/division and/or presidents of their national professional bodies of cardiovascular diseases from different countries in Asia. Between the year 2018 to 2019, HOPE-Asia Network published approximately 16 papers.

Professor Chia shared, “This group of experts are an invaluable resource to Sunway University’s staff, both to those interested to research in the related field and for further collaborative research. The members of this expert group who are themselves authors of these papers may also be able to provide opportunities to Sunway University staff for attachment at their respective units to learn more from them.”

According to the study published by Professor Chia and her team, hypertension accounts for

approximately 45% of cardiovascular disease mortality and morbidity worldwide. It is a significant public health issue due to the contribution it makes to the risk of other serious diseases, including cardiovascular disease and stroke.

“I consider my best paperwork is the validation of the Framingham Cardiovascular Risk Score. Before that, medical professionals did not know whether all the tools that were available for risk assessment were appropriate to be used in Malaysia as they were all developed in the western countries,” said Professor Chia.

Today, her publication is cited in many of our national guidelines on the management of cardiovascular disease. Professor Chia is proud to contribute to clinical practice. **B**

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*Hypertension accounts for approximately 45% of cardiovascular disease mortality and morbidity worldwide*



**Professor Peter Heard**

# FINDING THE BEST SOLUTION

## Managing the Intricacies of Decision Making

By **HAILEY CHUNG**

**B**orn in the city of Exeter, in the Southwest of England, Professor Peter Heard describes his childhood as idyllic, having spent most of his summer holidays swimming and sailing.

Leaving the UK to work at Sunway University meant embracing change and while he admits to sometimes missing home, he and his family are settled and enjoying life in Malaysia. He is also happy to again be working alongside Vice-Chancellor Professor Graeme Wilkinson, whom he worked with at a previous institution, and with who he has built up an excellent working relationship over many years.

Professor Heard joined Sunway University in 2013 as Deputy Vice-Chancellor for Research. In 2016 he took up the role of Provost which he says gives him greater opportunity to look ahead and understand the role of higher education in the future; what students and society as a whole need from a University, and to help lead the University in that direction. He particularly enjoys the strategic academic planning process, which includes financial planning, and implementing agreed strategies to achieve development, research and growth targets. With various matters to consider before any decisions could be made, Professor Heard has a tough job. Decisions – whether big or small, complicated or simple, obscure or obvious, his job is to find the best solution.

“Of course, not everyone will agree with what I see when I gaze into the crystal ball,” said Professor Heard. “I realise that some decisions have negative impacts on some people, but someone still has to decide.”

### ***Approaching Conundrums***

“25 years ago, as a new lecturer, it seemed to me that the senior leaders of the university never really understood or appreciated what it was like at the coalface.” Through that lens, it can feel like the

decision-makers are sitting in their office all day thinking of ways to make lives harder. Now, on the flip side of the role, Professor Heard testifies that “We do spend a lot of time thinking about things first and consulting others, although it is obviously impossible to ask everyone their view. From the consultations, we do learn a lot, and quite often realise we need to change our minds.”

Universities are complex organisations founded on the concept of collective governance and management. Professor Heard cites that he works with some of the most intelligent people on the planet at Sunway University. “It is never very easy to admit you are wrong, but I accept that I am not always right and I am more than prepared to change my mind when someone points out a better idea to the one that I had. Never feel threatened by having staff that are smarter than you – take pride in it.”

### ***Choosing Collectivism***

With 13 years of experience as a leader, Professor Heard said the best trait of leadership is to be a team player. He imparted that one of the great pleasures of being Provost is the chance to implement some personal ideas.

When they work out well, there is a great sense of accomplishment, “But remember the accomplishments are probably not yours. You may have written the research strategy, you may have had a leading role in appointing the staff, but they are the ones who did the research or wrote the programme: not you!”

Professor Heard also takes note of others’ achievements and celebrates them. “You need to feel good when a professor wins a notable prize or is invited to advise the government on a matter of policy.” For all this, he loves his role and what he gets to do.

## ***Crisis as Opportunities***

"I am not one for great strategies. A five-year strategy is often derailed by events within the first few months. For example, who could ever have imagined Covid-19 emerging and turning everyone's plans upside down. A strategy written in January of this year is a very best likely to have had to be put on hold, and it may, as a result of the covid pandemic now be completely irrelevant, or worse, even damaging. Time is uncertain and unpredictable, even in less unusual times, and you need to be flexible and adapt to whatever circumstance throws at you."

Professor Heard added that, rather than grand strategies, he feels it is, instead, important to have a vision and compass to guide you in the right direction, whatever the winds that threaten to blow you off course. "Tan Sri Jeffrey Cheah and the Board are very clear on what they want Sunway University to achieve, so my job is to help make it happen."

The education sector has not been spared from suffering a major jolt with the emergence of Covid-19. But, even in adversity, the true value of universities is not affected. In fact, Professor Heard believes universities could enhance their value as a key pillar of a successful society, entrusted to raise the next generation of leaders – leaders who are flexible, open and resilient.

"We need to change the way we educate according to the times. For example, the traditional face-to-face delivery we took

for granted is no longer possible, and most universities – including Sunway – has switched to full online delivery."

"Never let a good crisis go to waste!" said Professor Heard quoting British Prime Minister Sir Winston Churchill's famous words. "Technology offers enormous possibilities and Covid-19 has opened all of our eyes to those possibilities." While he pressed that full online classes could not substitute the role of a campus-based university, it will be the death of many campus-based universities if they do not adapt.

## ***Keep Calm and Educate***

Professor Heard mentioned that the research sector has been – and is being – severely impacted by Covid-19. In fact, Sunway researchers are making efforts in finding new vaccines or cures for this pandemic. Given the earlier lockdown and movement control orders, they faced several challenges such as restricted access to the laboratory and limited course of action to collect data.

"In addition, the financial impact of Covid-19 is massive. Companies, governments and universities around the world are all feeling the financial pinch, and research funding will be trimmed or frozen, hence various research programmes will be affected. But it is important that we find the right balance; as for individual researchers: they are going to have to find ways to work with less and still be productive."



Professor Heard and his team have outlined some guidelines for moving forward. "First, we keep our students and staff safe – to reduce the risk of any more lockdowns that would be damaging to our community; secondly, we need to prioritise and improve our overall efficiency so that we can continue to support research; and thirdly, we will be looking to make full use of our being part of the Jeffrey Cheah Foundation, to attract top academics from other universities around the world."

Professor Heard is optimistic that the challenges brought about by the Covid-19 pandemic have not dented Sunway University's ambitions. "There are many exciting developments on the horizon, one such development is a number of new, fully online Masters programmes, the first of which I hope will launch by the middle of next year (2021)."

The University continues to work hard on its goal of becoming Harvard of the East. "The best universities in the world are home to the greatest thinkers of the world – imagine the opportunity to sit down and have a conversation with Albert Einstein or Charles Darwin; imagine being a student and being taught by Plato or Confucius. Of course, it's a long journey, but it's a journey I certainly want to be part of. Tan Sri Jeffrey Cheah is often saying we need to learn from the best, and we are lucky enough, thanks to Tan Sri's vision to have that opportunity. Moving forward we will be working hard to attract top talents to Sunway University as we continue to grow our research. We can also look forward to working with the

likes of Cambridge as we set up our new medical school, with Harvard on public health and with Massachusetts Institute of Technology (MIT) on carbon dioxide capture and utilisation. We seek to work with and learn from the very best."

One of the University's collaborations is the Future Cities Research Institute (FCRI) which was launched last year. The FCRI is a joint collaboration, built on existing strengths and research collaborations between Sunway University and Lancaster University. "We have big plans for the FCRI. Urbanisation is one of the greatest challenges facing humankind; together with Lancaster we hope to make a major contribution to tackling these challenges

and helping to create a truly sustainable future. Being based in Sunway City, we are in the ideal location to lead that research. Of course, I hope that the Institute will establish itself as a recognised world-leader in future cities research; but more than that, I hope we will all be able benefit directly from some of that research, being applied right here at home."

Professor Heard will see that University continues to build its research output and reputation, growing from strength to strength over the next few years, and attracting academics and students. "It is even more exciting times ahead, that's for sure!" **B**

# GENE THERAPY IN ADVANCING CANCER TREATMENT

A Joint Study by Sunway University and Harvard Medical School

Professor Jeff Tan Kuan Onn of the Department of Biological Sciences, and Professor Poh Chit Laa from the Centre for Virus and Vaccine Research, along with their research collaborators from Harvard Medical School's Center for Stem Cell Therapeutics and Imaging (USA) and University of Tennessee Health Science Centre (USA), have demonstrated the efficacy of molecular gene therapy as a new strategy for cancer treatment.

**P** principal Investigator Professor Jeff explained, "Currently, chemo-drugs are relatively ineffective against cancer cells that have developed drug-resistance."

Molecular gene therapy promotes the sensitivity of cancer cells to chemo-drugs. "We find that we can induce the cancer cells to produce activated pro-

death and tumour suppressor proteins that cause cell death and growth arrests in cancer cells. The weakened cancer cells can then be killed relatively easily by the administration of chemo-drugs in smaller doses," Professor Jeff said.

The effectiveness of the strategy has been demonstrated in mice implanted with human breast cancer cells. The results indicated that gene therapy shrank the tumours significantly, even without treatment with chemo-drugs.

"The tumours obtained from the treated mice showed significant tumour cell death. The tumours were 20 times smaller and 32 times lighter in volume and weight, respectively, when compared to the tumours obtained from the untreated mice," Co-Investigator Professor Poh said.

Currently, the team is working on investigations to optimise the delivery of the gene therapy and anti-cancer drugs to human tumours, with hopes that this will result in tangible clinical outcomes.



Professor Jeff Tan Kuan Onn

## *Molecular gene therapy promotes the sensitivity of cancer cells to chemo-drugs*

Collaborators for the research include Lee Yong Hoi, Pang Siew Wai and Samson Eugen Simon from the Department of Biological Sciences, Sunway University; Esther Revai Lechtich and Khalid Shah, of the Center for Stem Cell Therapeutics and Imaging, Brigham and Women's Hospital, Harvard Medical School (USA); Suriyan Ponnusamy and Ramesh Narayanan from the Department of Medicine, Centre of Cancer Drug Discovery, College of Medicine, University of Tennessee Health Science Centre (USA).

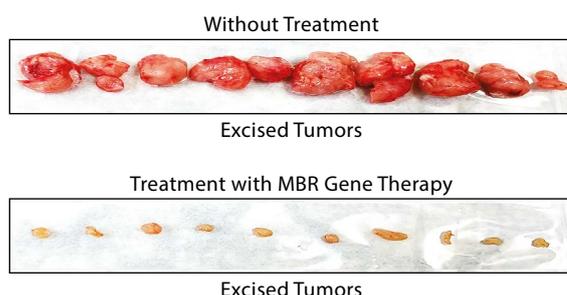
The research is a result of a collaboration agreement between Harvard Medical School and Sunway University, aimed at developing new cancer therapies targeting drug-resistant cancer cells.

In 2016, Professor Jeff visited Harvard University on the Jeffrey Cheah Travel Grant. The trip enabled him to better understand how cancer research projects are conducted. He also examined experimental models used to study cancer biology at Harvard University, Massachusetts General Hospital (MGH) – a hospital affiliated with Harvard Medical School and the Dana-Farber Cancer Institute. **B**



Professor Poh Chit Laa

*MBR Gene Therapy Reduces The Growth of Human Breast Tumors in Mice Stimulated with Estrogen Hormone (17-Beta-Estradiol)*



Source:

Lee, Y. H., Pang, S. W., Lechtich, E. R., Shah, K., Simon, S. E., Ponnusamy, S., Narayanan, R., Poh, C. L., & Tan, K. O. (2020). Tricistronic expression of MOAP-1, Bax and RASSF1A in cancer cells enhances chemo-sensitization that requires BH3L domain of MOAP-1. *Journal of Cancer Research and Clinical Oncology*, 146(7), 1751–1764. <https://doi.org/10.1007/s00432-020-03231-9>



Dr Elizabeth Lee (left) with the Department of Biological Sciences laboratory technical staff who developed the hand sanitiser

## LABORATORY TECHNICAL STAFF DEVELOP HAND SANITISER

Putting staff health and well-being first in the time of pandemic, the laboratory technical staff at the Department of Biological Sciences developed hand sanitiser.

The hand sanitiser, based on the formula recommended by the World Health Organization (WHO), has extra ingredients in the form of essential oils such as lemongrass, lavender, eucalyptus and citrus fresh.

“We added in essential oils, known for their antibacterial and antiviral properties against human pathogens, it also helps to reduce the smell of alcohol,” explained Senior Laboratory Coordinator Norha Saifudin who led the team.

Assisting her were Senior Laboratory Officers Timothy Yu Yee Ong, Nurafifah Daud and Dhaniah Mohamad. The team generally worked between four to five hours a day in the lab. The hand sanitiser is produced in large volume and then aliquoted into 2,000 small bottles.

“Even though the Center for Disease Control (CDC) in the United States recommends soap and water as better prevention, the hand sanitiser is the next best precautionary preventive measure as it can be easily carried around,” Timothy said.

Professor Abhi Veerakumarasivam, Head of the Department of Biological Sciences oversaw the team. He is proud that his team helped to realise the idea of Sunway University producing their own hand sanitiser, an idea that was first mooted by Wong Lei Lei, Director of Marketing and Customer Experience, Sunway Education Group.

Besides the hand sanitiser, Sunway Education Group also worked with internationally renowned Malaysian fashion designer Zang Toi on a face mask manufactured and produced by Dr Mama, famous for its reusable and washable fabric masks.

“It is great to see Zang Toi as well as Dr Mama coming together with us on this to help break the chain of infection. Hand sanitiser and masks have been distributed to all staff on campus,” said Dr Elizabeth Lee, Chief Executive Officer, Sunway Education Group. **B**



Laboratory technical staff Norha Saifudin (second from left) with Timothy Yu Yee Ong, Nurafifah Daud and Dhaniah Mohamad preparing the hand sanitiser

# SEWING PPEs FOR FRONTLINE WORKERS

In response to the Covid-19 outbreak, Sunway University teamed up with Mercy Malaysia in their PPE Sewing Project, to provide personal protective equipment for frontline workers.

Volunteers worked in a team of seven, on two shifts daily, at the Sunway iLabs Makerspace on campus. The project produced 1,105 PPE hoods and 120 gowns within one month, which were channelled to UKM Medical Molecular Biology Institute (UMBI).

Dr Elizabeth Lee, Chief Executive Officer of Sunway Education Group said it was heartening to see more than 20 students lending their hand for the project. Some of the students have no prior sewing experience, but they learnt fast.

Datin Raja Riza Shazmin Raja Badrul Shah, Director of Philanthropy of Sunway Education Group, who is also Mercy Malaysia's vice-president II, said the sewing project engages students by providing them the opportunity to learn new skills, as well as develop resiliency during the movement control order (MCO).

"Volunteering for causes such as sewing PPEs for frontliners helps build empathy, which is proven to reduce stress and build character," said Raja Riza, who mooted the idea.



Datin Raja Riza Shazmin Raja Badrul Shah and Dr Elizabeth Lee

Biology with Psychology student, Narviinya Murugappan agreed that volunteering for the project helped ease her academic stress, "This sewing experience has taught me that immersing myself in such a project can be incredibly therapeutic."

Doctor of Philosophy (Computing) student, Ahmed Omer Ahmed Mohamed from Sudan said volunteering enables him to learn a new skill and meet new people. "The environment here is great, and everyone is happy to share their knowledge and skills."

Ng Swee Li, a Sunway College A-Level alumna, who signed up for the project added that, "It is good to contribute and help frontliners as they do so much for us. This is one way we can show our appreciation for them." **B**



Volunteers sewing the PPEs

# AWARD-WINNING RESEARCH PROVIDES ACCESS TO CLEAN WATER IN REMOTE AREAS



Professor Kheireddine at the Research Centre for Carbon Dioxide Capture and Utilisation



Solar-powered Ultrafiltration System installed at Sibu, Sarawak

**P**rofessor Mohamed Kheireddine Aroua, Head of the Research Centre for Carbon Dioxide Capture and Utilisation, and Associate Dean (Research) for the School of Science and Technology, carried out a “Self-Cleaning Ultrafiltration System Producing Clean Water” project, in collaboration with Professor Ir. Dr Mohamed Azlan Hussain of University of Malaya, to impact societies and communities deprived of access to clean water.

“Incorporating a self-cleaning smart backwash system that eliminates the use of chemicals, the system is also driven by solar power and

can be easily transported to rural areas whenever needed,” Professor Kheireddine said.

It is an automated system which produces clean water from various sources such as river water, underground water and spring water.

“The readily available system installed in many remote villages in Malaysia produces clean water at a cost less than RM0.20 per m<sup>3</sup>,” Professor Kheireddine said. The innovation has helped flood victims during the severe floods in the state of Kelantan. A few units of the system have also been installed in remote villages in Sarawak and Perak.

The green system won Professor Kheireddine the 2016 University of Malaya’s award for outstanding achievement in community engagement and the IChemE 2018 Global Award in the Water Category in November 2018.

The Institution of Chemical Engineers (IChemE) is a multinational institution to advance chemical engineering’s contribution to the benefit of society. The annual IChemE Global Awards, which celebrates the chemical, process, and biochemical engineering excellence, is widely recognised as the world’s most prestigious in chemical engineering.

Professor Kheireddine, who hails from Tunisia, has over 25 years of research and teaching experience. Attached with Sunway University since 2017, Professor Kheireddine has been listed among Highly Cited Researchers in 2018 as well as 2019 in Engineering by Clarivate Analytics.

He is currently working on developing green solvents for CO<sub>2</sub> capture and advanced electrochemical processes to convert CO<sub>2</sub> into useful chemicals. **B**



## AN ONLINE HARMONY

By **ANDREW FILMER** and **SAMUEL TAN**, lecturers at the School of Arts

**T**he magic of a live performance is being able to react in the moment, for which, a breath can communicate a change in tempo and a raised eyebrow can mean a harder articulation.

The recent pandemic has brought particular challenges to music teaching, which is reliant on being together in the same space and reacting to one's music. With everyone scattered in their own homes, new horizons were to be charted, leading to new educational outcomes.

Two lecturers dealt with finding new solutions to these hurdles: Samuel Tan, who worked with the small ensembles, and adjunct faculty David Chin, who worked with the larger groups.

Both produced ensemble videos, where the students and lecturers recorded their parts and layered them to form an amalgamated product that in essence allowed everyone to play "together".

This may seem simple when posted on social media, but the behind the scenes planning was extensive.

Samuel managed the chamber music module. With the absence of "musical telepathy" Samuel took note of the "back end" of music production: analysing scores, understanding roles and responsibilities, anticipating the possibilities and choreographing the musical expression.

Fundamentally, everyone has to hear the music in their head and to hear it in the same way, through extensive discussion and preparation. The process involved reviewing the recording, being frank with its quality, then repeating the recording. This elevated the self-awareness level that one needs as a musician.

"We learn to constantly reassess, reflect and improve after hearing our tracks," Samuel said. "It could be awful to listen

back and even feel a little discouraged with your performance, but the other members will be there to help regain each other's confidence and perspectives."

He added that part of the new educational adventure was working with the software and learning how to edit audios and videos. "Not just reading music scores, but also the sound waves!" Samuel said.

On the other hand, David Chin is no stranger to ensemble videos. As the musical director of Bachfest Malaysia, the ensemble videos he put together have garnered international attention. As of September 2020, the video "Through Music We Are Connected" reached about 234,000 views on YouTube alone.

"I have been thinking about what would most benefit our students in the ensemble during these times," David said. "As an early music enthusiast, I thought this is a wonderful opportunity for us to explore some baroque playing techniques together – a very important yet not frequently addressed topic in regular orchestra rehearsals."

Being apart from the usual environment has allowed David's students to learn new things. They have feedback on learning to be independent especially with intonation and rhythm. Because unlike a live ensemble, they no longer have the safety net of falling back on the musician next to them.

The new normal has indeed motivated and developed them differently!



Photo credits: Samuel Tan and David Chin

Online Harmony  
YouTube link:



# DESIGN FOR GOOD

## KAMPUNG SUNGAI LIMA SOCIAL INNOVATION PROJECT



**R**esearchers and executors of Design for Good helped Kampung Sungai Lima residents with sustainable design solutions to the challenges faced by them.

The research project was first introduced as a sustainability-focused project to bridge formal research with real-life design implementation. The purpose of this project is to develop sustainable design solutions to the challenges faced by the residents in Sungai Lima.

Dr Goh Yi Sheng, Principal Investigator of the project, Senior Lecturer at the Department of Art and Design collaborated with Dr Teh Pek Yen, Senior Lecturer and Programme Leader of BSc (Hons) in Conventions and Event Management at the School of Hospitality.

They brought students from their Festival and Hallmark Events and Sustainable Design subjects to work together in making Sungai Lima a better place.

*“It then evolved into a cross-disciplinary and cross-sector collaboration along with a few Selangor executive committee offices, Kampung Sungai Lima Village Community Management Council and the Malaysian Nature Society,”* Dr Goh shared.

The students visited Kampung Sungai Lima, conducted interviews and observed the nature of the place. Towards the end of the semester, students then executed a mini exhibition at the Sunway Campus Library to showcase their learning outcomes. Find out more about the Sungai Lima Exhibition by

the students of Festival and Hallmark Events and Sustainable Design in **Blaze Issue 50, page 14.**

They were aligned that the core importance of the project is to preserve and promote the environmental and cultural assets as well as to revitalise the economy in Kampung Sungai Lima.

*“This project has enlightened me on the ‘hands-on’ research experience in terms of communication with the locals’ from the fishing village, unlike my previous projects which were focused on the tourists’ aspect. As such, the outcomes from the research have truly benefitted the community,”* said Dr Teh, Co-Investigator of Design for Good.





Standing from right: Dr Teh Pek Yen and Dr Goh Yi Sheng



Dr Goh Yi Sheng and Dr Teh Pek Yen



Fishermen returning with their catch

In addition, Design for Good approached the Selangor State Government to support activities such as technical trainings for the villagers, so that they are better educated on the ecosystem and are aware on the nature of tourism management.

“Occasionally, we would conduct round table discussions with the locals to ensure both parties are on the same page. We also hope to help them establish a museum in the near future, which would showcase the history and culture of the village,” Dr Teh continued.

Dr Goh shared expectantly, “We are applying for a governmental grant for

the project as we look forward to bringing our ideas to life. To help our beautiful country, I am passionate about applying my knowledge and expertise which we normally apply only in academia. This is one of the first endeavours in such direction.”

The project is aligned with the Sustainable Development Goals (SDG), particularly Goal 11 – Sustainable Cities and Communities. We aim for the sustainable development of the village, looking into maximising the benefits of its rich natural and cultural assets, and conserving the natural, social, and cultural uniqueness altogether. **B**



Shelling dried shrimp process



Scan the QR Code to find out more about Design For Good



# EXPERIENCING LIFE HALF A WORLD AWAY, WITH THE UC BERKELEY START-UP SEMESTER PROGRAMME



Kingston Tan Guan King and Joel Loh Hwei Yung

Joel Loh Hwei Yung and Kingston Tan Guan King, spent four and a half months in the United States of America. The two became fast friends on their study abroad with the University of California, Berkeley Start-up Semester programme.

**J**oel is a student from the Bachelor of Information Systems (Honours) (Data Analytics) and Kingston is from the Bachelor of Science (Hons) in Computer Science. They took six subjects each during their Start-up semester.

Joel registered for Blockchain, Privacy and Healthcare; Product Design, Applied Machine Learning, and was involved with the Democratic Education at Cal (DeCal) Program. The DeCal is a combination of the largest student-run organisations at UC Berkeley, where students create and facilitate their own classes on a variety of subjects. For Joel, his chosen DeCal was Goalball Game-On, a sport with the blind and where players with sight play blindfolded.

Kingston, on the other hand, took Venture Finance, Amazoogole, Technology Entrepreneurship and was involved with the Debate Society of Berkeley. Joel and Kingston shared two common subjects, which were the Silicon Valley Immersion and Richard Newton Distinguished Lecture Series. Despite that, they took the opportunity to work with others in separate groups during the classes.

At Sunway University, the two are engaged with science subjects; while at UC Berkeley, they exposed themselves to

entrepreneurship classes. "In one class, we were required to make as much money as possible in four hours. We bought bread and peanut butter, then went all out to sell sandwiches," Joel described.

"The classes were practical and relevant to the real world. We had to pitch our product for the semester to investors. We had to build a fundable business plan which was accessed," Kingston continued.

"I entered the semi-finals in the pitching competition to investors in Silicon Valley. We had to pitch or sell an idea every week. Hence, we learnt to compete with others and found that we are equally capable in our own right," Joel elaborated.

"As we come from a multicultural environment, it was easy for us to relate with others, knowing our boundaries as well as understand others' cultures. It was an innovative environment, also a place most people were willing to teach and help you along," Kingston said.

Their advice to students looking to enrol in the UC Berkeley programme was to not be afraid. "Just try, you are only there for one semester and the most important thing is to learn."

The University of California, Berkeley Start-up Semester programme is a partnership between Sunway University with the Sutardja Center for Entrepreneurship and Technology (SCET) of University of California, Berkeley (UC Berkeley). It is SCET's first partnership with a Malaysian university. It aims to encourage bi-directional information exchanges in areas of Entrepreneurship and Technology between the two institutions.

The programme provides students with the opportunity to participate in experiential learning courses and workshops, using the latest teaching methods on entrepreneurship and technology education, from one of the best universities in the world. For this inaugural arrangement between University of California, Berkeley and Sunway University, Joel and Kingston were granted a tuition fee waiver for their Start-up Semester programme. **B**



Joel and Kingston at the Start-up Semester graduation ceremony

*In Appreciation:*

# PROFESSOR MICHAEL FURMSTON

## *and His Life of Breakthroughs*

It is with great sorrow that we bid farewell to our very own Professor Michael Furmston, who passed away peacefully on the 28th of June 2020. He has been an integral part of the team at the Sunway University Business School (SUBS) and the Centre for Commercial Law and Justice (CCLJ) in particular, since August 2015.



**A**n internationally renowned legal scholar and practitioner who specialised in contract law, Professor Furmston has written profusely in this field. He was awarded his degree from the University of Oxford and was a Barrister of the Honourable Society of Gray's Inn, London having been called to the Bar in 1960 and in later years, a Bencher of Gray's Inn.

Also, a teacher extraordinaire, he was in the legal teaching fraternity for more than fifty years, having taught at the University of Oxford, Queen's University Belfast, the University of Birmingham, the University of Bristol where he was the Dean of the Law Faculty, and in Singapore Management University, where he was also Dean of the Law School and finally, in Sunway University.

Many of his former students now have distinguished legal careers of their own, some even made their way to the higher echelons of the judiciary. Professor



Furmston's textbook of contract law – Cheshire, Fifoot and Furmston's Law of Contract, spans many decades. It was and still is a text that all law students depend on.

Whilst at Sunway, Professor Furmston continued with his academic writings,

co-authored and authored several papers and texts. Amongst them, a book on Insurance Law in Malaysia with Associate Professor Dr Cheah You Sum of SUBS in 2019.

His latest contribution to legal academia was an article on contract law and Covid-19, yet to be published, which he co-authored with John Carter, another internationally renowned legal academic and author. His latest editorial work entitled the Future of Contract Law was published in June 2020, just before his untimely demise.

Professor Furmston also brought many legal intellectuals to Sunway, thanks to his auspices, in particular, that we managed to host the Journal of Contract Law Conference in 2017. Professor Furmston also delivered lectures for the Malaysian Bar Council from time to time.

Although Professor Furmston was an accomplished, internationally recognised legal scholar, he will be remembered most for his unassuming nature, his kind assistance to the struggling young academics in his department at Sunway and his friendly disposition. He was also first and foremost a family man, and regaled all his colleagues to tales of his family – his wife and ten children, "all children from the same wife" as he often laughingly told us!

We will truly miss Professor Furmston at Sunway! May your soul rest in peace professor, always! We send our heartfelt condolences to Professor Furmston's family. 



The CCLJ Team with Monash lecturers

The Sunway University team emerged 3rd runner-up at the regional challenge of the HSBC/HKU Asia Pacific Business Case Competition 2020 – Online Edition.

Silas Roberts led the team of four with group members Nikolas Adiprasetya, Bernice Chia Shi Le and Darryl Lim Boon Toong.

“My team members each had different leadership qualities and upheld the attitude where the team comes first above individualism. Pooling our individual strengths and working together as a group was the key to our success. Many judges saw it and complimented us on the overall coherence of our team,” Silas said.



From left: Bernice Chia Shi Le, Silas Roberts, David Chong Boon Hean, Nikolas Adiprasetya and Darryl Lim Boon Toong

## SUNWAY UNIVERSITY STUDENTS EXHILARATED WITH PERFORMANCE IN HSBC BUSINESS CASE COMPETITION 2020

The team took home the champion title and RM15,000 cash prize for the nationals win which brought them to the regionals. In regionals, they were drawn in the same grouping with the University of Hong Kong (HKU), who were the defending champions.

“We wanted to make Sunway and Malaysia proud by being the first Malaysian team at the finals. We were sad that we did not manage to get the number one spot, but in retrospect, we are more than happy with our accomplishment.” Silas shared that the team was set out to prove they could compete with the best.

Nikolas Adiprasetya waited to join the competition since the beginning of his second year at Sunway University. “Fortunate enough to be selected and drafted, I was placed in a team with strangers. Little did I know then it was the beginning of what would be one of the best experiences in my life. Amid studies and internship, we put in close

to 40 hours a week for preparation alone. Competing alongside another Sunway Team was a huge morale boost, we bounced ideas off one another as well as learn from each other,” Nikolas said.

Bernice was initially reluctant but Mr David and her teammates gave her the boost she needed to participate in her first business competition. “The competition levelled up my presentation skills. There are talented people everywhere and this has pushed me to be better. Now that I have tasted a bit of victory, I look forward to more,” Bernice shared.

“We got to meet and network with competitors from other local and private universities. Having benchmarked our team against past year winners, our main objective was to be equal or better than they were. We restructured our team’s approach towards the competition after every round, taking into consideration the judges’ feedback,” Darryl said.

The team is especially grateful to their mentor David Chong Boon Hean, and Sunway University Business School (SUBS) lecturers who sacrificed many of their weekends to provide valuable feedback for the team’s practice presentations.

“Our journey has just started. We did it as a team, and we hope to inspire, mould and develop better business graduates,” said David, Senior Teaching Fellow at the Department of Management, SUBS of his students’ achievement.

The HSBC/HKU Asia Pacific Business Case Competition 2020 was designed for Malaysian undergraduates to enhance and apply their business knowledge and skills to real-life business scenarios. Using business cases as a learning tool develops their analytical thinking, creativity, innovation and enhances their communication skills, which are essential elements to increase their employability. **B**

# A Sweet Treat for Charity

A delicious aroma wafted out from the pastry kitchen where Professor Patrick Siau Chi Yin, along with chefs of the School of Hospitality (SOH), prepped for the “Exclusive Bake Sale” project.



Chef Soon explaining to the customers on the flavours of the desserts

The fundraising project, a collaboration between School of Hospitality and Sunway Student Ambassadors (SSA), was organised in conjunction with World Chocolate Day.

A total profit of RM10,247 generated from the bake sale was channelled to Rumah Juara Puchong – a home for orphans, abused and under-privileged children. The funds will be utilised to purchase educational resources such as laptops, printers and other necessities for the children’s learning.

“We hope that through this bake sale project, more people will know about Rumah Juara Puchong, help them with their needs or even check on them from time to time to see if they require any assistance,” shared Siew Zhen Toong, President of SSA who oversaw the execution of the project.

The home supervisor of Rumah Juara Puchong, Pastor Raniyah Philip appreciates the help provided by SSA. “The students have been visiting us and teaching our children to do gardening work, make soaps, recycling and more. Our children also learnt teamwork and communication skills when they work together during these activities.”



Sweetie Cheang preparing for the desserts



Professor Patrick Siau and the “Scooby” cake



The team behind the “Exclusive Bake Sale” project with Dr Elizabeth Lee and Pastor Raniyah at the mock cheque presentation ceremony

The project is the brainchild of Professor Patrick, coach for the Malaysia Pastry Team who were champions at the World Pastry Cup in 2019. The first recipient of the Sunway University Young Chef Scholarship in 2019, Sweetie Cheang who is currently in her first year of studies for Diploma in Culinary Arts, also helped out in the pastry kitchen for the project.

Apart from baking desserts and loaves of bread for the sale, Professor Patrick created a signature cake named after his fur kid – Scooby. A total of RM400 raised from the sale of “Scooby” cakes was donated to the pet shelter – My Pets Haven, where Scooby was taken in before being adopted by Professor Patrick.

“We hope to bring to light that these animals are vulnerable, and they need to be taken care of too.” Professor Patrick hopes the effort could help raise awareness and encourage people who want to own a pet to “Adopt, Don’t Shop”. **B**

# PUBLISH OR PERISH!

## Recognising Predatory Platforms and Securing Your CV

By **PROFESSOR DR MAYEEN UDDIN KHANDAKER**



**Professor Dr Mayeen Uddin Khandaker** is a professor at the Centre for Biomedical Physics, School of Healthcare and Medical Sciences, Sunway University, Malaysia. He is an Associate Editor for *Radiation Physics and Chemistry*, and an Handling Editor for *Physics Open*, Elsevier.

The sole purpose of university education is the “creation” (discovery and innovation) and the “dissemination” of knowledge. “Creation” of knowledge comes from research activities, while “dissemination” is the transfer of knowledge or information that is readily available in books, magazines, journals, etc.

Unfortunately, most universities in the developing countries are engaged only in the “dissemination” of knowledge. For instance, in the knowledge transfer or dissemination system, particularly in universities of developing countries, one can hardly find any fundamental differences when comparing between an intermediate level college and a university.

Albeit, a small group of lecturers and post-graduate students from different universities in developing countries are trying to get involved in “research and publication” business. Woefully, several factors such as lack of proper guidance from senior faculty members, poor management or guidance by University Grant Commission, and old or outdated government policy on university education, has created a setting to publish research findings in predatory journals and publishers.

By publishing an article in a predatory journal, a researcher cannot achieve anything from the international community except the addition of “garbage” or “extra baggage” to his curriculum vitae (CV). Any journal that is not indexed by “Web of Science (Clarivate Analytics)” or “Scopus (Elsevier)” is considered as a predatory category. Recognise that a journal indexed in “Emerging Source Citation Index (ESCI)” under “Web of Science” is also considered as a predatory journal.

It is also important to note that all Institute for Scientific Information (ISI) cited journals are indexed by Scopus but not all Scopus cited journals are indexed

by ISI. However, all ISI cited journals usually have a non-zero “impact factor” and are accepted worldwide.

Authors having publications in ISI-cited journals are eligible to receive offers for an academic job, promotion or scientific recognition from universities and other platforms internationally. The total number of ISI or Scopus cited papers published from a university in a single year is also used as a barometer for determining the global ranking of that particular university.

One can easily check the indexing status of any journal by going to the homepage of that particular journal. You can identify many indexing platforms like CrossRef, CrossMark, DOI, SAO/NASA.ADS, INSPEC, Google Scholar, Georgetown University (USA), WorldCat libraries or WZB Electronic Journals written in the journal home page. Such a journal is identified as a predatory journal.

Furthermore, many predatory journals show an “impact factor” on the journal home page, which is “bogus” or “false”. Usually, the management of predatory journals targets individuals from developing countries. They frequently send emails to the individuals for submitting manuscripts, and assure the publication of paper within a relatively short period, with or without a publication fee. On the contrary, an ISI journal never sends an email to an individual for submission of a manuscript, unless and except that you are an established and leading scientist in international level!

In the case of book publication, several publishers such as Nova, Lambert or InTech Open, are considered as a predatory publisher. Therefore, do not waste your time by sending your works or paying money to them for publication. Publishing your work on such a platform also adds “garbage” or “extra baggage” to CV.

Regarding conferences, many “money-making” conferences are frequently held everywhere and such conference organisers are relatively cunning. They arranged conferences in big cities, tourists’ places or hotels for the main purpose of collecting good amounts of money through the registration fee. Predominantly, they are organised by WASET, Conference Series or OMICS.

Participation in such conferences will not give any scientific knowledge except travelling to some places. And again, participation record in such conferences adds “garbage” or “extra baggage” to your CV.

Only conferences organised jointly by well-known scientific societies or leading universities or international organisations are good conferences. One can achieve better knowledge, search opportunities for collaborative research and job offer by participating in trustable conferences.

List of predatory conferences/conference organisers:  
<https://libguides.caltech.edu/c.php?g=512665&p=3503029>

List of potential predatory scholarly open-access publishers:  
<https://beallist.net/>

List of predatory publishers:  
<https://predatoryjournals.com/publishers/>

\* The views expressed are entirely the writer's thoughts.

The “Web of Science” indexing platform consists of “Science Citation Index (SCI)” and “Science Citation Index Expanded (SCIE)” for science and engineering journals, and “Social Science Citation Index (SSCI)” for social science journals.



## LAUNCH OF ECOLE 42 KUALA LUMPUR

**W**orld-renowned and revolutionary coding school – 42 Kuala Lumpur (42KL) was virtually launched by Dato' Saifuddin Abdullah, Minister of Communications and Multimedia, making it the first Ecole 42 campus introduced in Southeast Asia.

"This is indeed a brilliant idea in coming up with a new methodology, new systems and a new approach to education as we are facing a very fast-changing geopolitical advancement in the whole world," shared Dato' Saifuddin in his keynote speech, congratulating Sunway Group on another milestone towards the nation's development.

42KL is a free computer-programming school with a peer-to-peer learning environment that does not involve teachers and lectures. It is designed to develop the skills needed to jumpstart a career as a software engineer using a project-based learning approach.

"We have to face new kinds of jobs, environment and technologies. Education has to move together with all these enhancements, and this is why I take it that 42KL is a movement in the right direction," the minister added.

Tan Sri Dr Jeffrey Cheah, Founder and Chairman of Sunway Group shared in his address that the launch of 42KL comes as an opportunity for the digital transformation of our country's economy.

"42KL will help lay the foundation for Malaysia to become the leading digital economy in ASEAN. The venture also testifies to

our commitment to the 17 SDGs adopted by the United Nations. We recognised realising the SDGs is not the responsibility of the government alone. It requires the commitment of all sectors of society – the private sector, academia, civil society and every single individual."

42KL is situated in Sunway FutureX in Sunway City and will be operating with 42's innovative model in collaboration among Sunway Education Group (SEG), Sunway Innovation Labs (iLabs) and Malaysian Digital Economy Corporation (MDEC). Anchor partners that have signed up thus far include Sunway Group, DHL, CIMB, Carsome, Huawei and Roland Berger.

His Excellency Frédéric Laplanche, Ambassador of France to Malaysia, Sophie Viger, Managing Director of Ecole 42, and Matt van Leeuwen, Director of Innovation and Commercialisation from Sunway iLabs also delivered special addresses at the virtual launch.

The virtual launch ended with a panel session which included esteemed panellists Olivier Crouzet, Director of Pedagogy of Ecole 42; Surina Shukri, CEO of Malaysian Digital Economy Corporation (MDEC); Dato' Hamidah Naziadin, Group Chief People Officer of CIMB; and Dr Elizabeth Lee, CEO of Sunway Education Group. **B**

To enrol, one has to be 18 years old and above. All applicants are required to take an online assessment. 450 students will be selected to go through a one-month vigorous boot camp known as "The Pool". After four weeks of boot camp, 150 students will be invited to embark on Levels 1 to 7 for the core curriculum stage for approximately 12 months.

Students are then required to undergo three to six months of industry placement after completing Level 7. Thereafter, they can either choose to be employed or further their studies at 42KL to sharpen skills and specialise in different fields from Levels 8 to 21, which would take about 24 months to complete.

After Level 21, students will enter the workforce upon their graduation from 42KL, where they are equipped with technical and critical skills that meet the industry needs.

Interested candidates can visit [42kl.edu.my](https://42kl.edu.my) for enrolment and further inquiries.



Dr Elizabeth Lee, Matt van Leeuwen and Surina Shukri

**“** *Learning is a journey that never ends. It does not stop in the classroom. So, uncover new knowledge every day, be it via academic, work or passion projects. Never stay stagnant!*

# LIGHTS, CAMERA, ACTION... and Making Every Opportunity Count!

**S**ome may assume that whatever accomplished at this moment will not influence or affect their future greatly.

Wong Kang Xin, an alumna of BSc (Hons) Psychology, held that view during her schooling days, when she participated and won several national competitions in public speaking. At that time, she thought of it as merely extracurricular activities. Yet today, her experiences have directed her to host Go Shop TV on a channel in Astro, a local television network.

Being a psychology graduate ending up on television, raised the question of whether the years spent studying, completing assignments and sitting for exams was worth it. Wong had her doubts, but her mother showed her otherwise. Because each part of her journey contributes to the passion-finding, it pushed Wong to who she is now.

Springing from a commerce background, she barely got accepted into Sunway's Psychology programme. It was through the help of Dr Teoh Hsien-Jin and the team who took their time to assist and propel her into getting accepted.

Her time at Sunway University taught her to adopt critical thinking from multiple perspectives and trained her to be an assertive go-getter. She has never stopped applying the lessons she learnt from her lecturers, one of which was the habit to



# DERIDIAN NURHALIM SUTIONO

**BSC (HONS) BUSINESS MANAGEMENT**  
*Content Marketing, iPrice Group*

Sunway University Business School (SUBS) undoubtedly fostered my curiosity for pursuing a career in digital marketing. My primary course, Business Management, was a good mix of the "Thought + Research" model that provided me with a holistic view of business.

The course taps into various subjects of business dynamics and practical application. Subjects like Marketing, Managing Change, Operations Management and Human Resource Management were amongst the valuable ones, providing lessons I can relate to daily in my current role.

I am working in a Content Marketing team for the Singapore market at iPrice Group, the leading aggregator e-commerce platform in Southeast Asia. On a recent project, I took part in the regional report by analysing Southeast Asia's e-commerce landscape in 2019. The report was successfully featured by reputable media such as Tech in Asia, E27 and TechSauce!



Wong Kang Xin on set for Astro Go Shop

self-educate whenever a new or intimidating opportunity arises. Her favourite subject – Social Psychology, also helped her to relate to everyone and make sense of everything around her.

Riding on the discovery lane, it was only when Wong was in a company that needed in-house hosts, that she finally realised her potential to work with her voice. So, without formal training or connections, she knocked on every door for possibilities to develop her newfound talent. Subsequently, she chanced upon Radio Televisyen Malaysia (RTM2) in 2016 where she worked as a newsreader, editor as well as a reporter. Four years later, Wong moved to a new profession with Astro.

Both roles allowed Wong to experience the adrenaline rush that comes with being live on-screen. The adrenaline rush is also the reason she enjoys her work where she feels that even through that thrill, you are still capable of doing things which gives off a very good feeling.

However, being on television is not all glitz and glamour. As an ambassador of the channel, Wong would not have total charge of her fashion expressions. The job also entails irregular working hours, therefore, she has to sacrifice major festivals and family time.

No matter the difficulty, Wong learnt to stay positive. "If you want something, you have to also give something." Wong accepted both the ups and downs of her career. Instead of complaining about odd working hours, she appreciates not having to be stuck in traffic during peak hours. She also cherishes the pleasure to shop or run errands when everyone else is at work.

Another way she practises positivity is to compartmentalise work from personal life. Wong believes in outlets for stress relief, be it through exercise, spending time with loved ones or having a self-care routine.

*Do you also have an alumni story to share? Reach out to the Sunway Alumni Relations team via [alumni@sunway.edu.my](mailto:alumni@sunway.edu.my) because we would love to hear from you!*

# CLOSING THE GAP:

## Helping under-represented students to not fall out, but fall for higher education



From left: Kularetnam Vijayakumar, Ida Thien and their intern Evon Tan

The CTG journey began in 2016 when the co-founders helped a Form 6 student with excellent results, but challenging circumstances, to pursue his education at Sunway University, under the Jeffrey Cheah Foundation scholarship.

Ida Thien, a 2010 Sunway AUSMAT alumna, is one of the co-founders and manages CTG full-time with a team of five. Watching CTG scholars develop a more confident version of themselves is what compels Ida.

Running an organisation, especially one in the non-profit sector, is no easy feat. There were moments when the programme had at best three to six months runway of cash, or when the team had to operate with just two people. The learning curve for Ida has been steep and she continuously learns as she goes. It became a transformative development journey for her as she strives to live and own the shoes of her role.

Another member of the team – Kularetnam Vijayakumar, is also an alumnus of Sunway, started from AUSMAT and subsequently in BSc (Hons) Psychology. Kularetnam designs CTG's programmes, which primarily focuses on guiding students in terms of mindset and personal development.

**T**he mind is a powerful tool – but like other tools, we need to learn how to use it. When confronted with challenges, we could either bequeath the mind to break us or to build us. To achieve the latter, we need to believe that we can do better and we deserve more than our negative thoughts.

Closing The Gap (CTG) strives to drive students – students who thought and accepted that their higher education goals were out of reach, because of their backgrounds. It is a

non-profit organisation that helps bright yet under-represented students, to enter quality universities by empowering them to achieve their fullest potential.

Since 2017, CTG has seen their scholars unlock RM3.4 million worth of scholarships and financial aid. CTG was recently in the news, on the story of one scholar from their 2017 Cohort – Yugendran. He made waves by being the only Malaysian to head to Stanford University in 2020, on a full scholarship.

# SHIREEN TAN PEI MUN

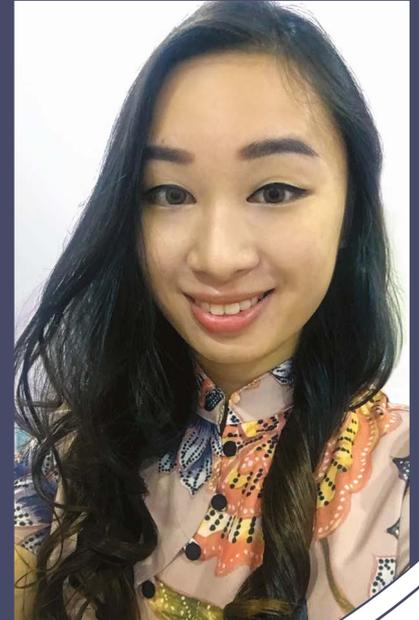
## BSC (HONS) IN INTERNATIONAL HOSPITALITY MANAGEMENT

*Owner, Kar Heong*

My family owns two chicken rice shops called Kar Heong, which I manage alongside them. This routine has encouraged my passion for the food and beverage industry.

On top of this, I founded a small shelter for strays named Dog 'Appy to help some furry kids in the Setia Alam neighbourhood while pursuing a part-time Master of Business Administration for my personal development. Balancing work, study and family is not easy but I hold on to the saying, "When the going gets tough, the tough get going."

I love the satisfaction of having sought what I desire. Many possibilities that were given to me through my Diploma in Hotel Management and BSc (Hons) in International Hospitality Management, at Sunway University, built my faith to constantly invest in my dreams.



The experience in Sunway impacted and led Kularetnam towards becoming an educator, especially from his participation in Educational Psychology class with Ms Elaine Yong. He also vividly remembers classes with Dr Alvin Ng Lai Oon and Dr Lin Mei-Hua – both of which also helped shape him to pay it forward today.

The toughest challenge Kularetnam has to face is seeing students who are perfectly eligible for opportunities turn them down because of imposter syndrome – the belief that they are not good enough for these opportunities. But it is also with this challenge that

Kularetnam is driven to ensure that education is more accessible.

With the rise of the Covid-19 pandemic and Movement Control Order (MCO), the team worked on moving all programmes online for the first time, as with many other institutions. Additionally, they also developed a workshop series that helps scholars transition to university, such as a workshop on digital literacy and how to independently track their learning during MCO using the method of SMART Goals.

Ida and Kularetnam are not the only points of connection between Sunway and CTG. Quite a few Sunway alumni have also gotten involved over the years. In the most

recent 2020 Cohort, 10 CTG mentors were affiliated with Sunway, including teachers, alumni and current students.

CTG scholars have also pursued their education in Sunway via the Sunway-Teach For Malaysia Scholarship and the Sunway Special Scholarship, with the help of Ms Soo Ee Sarn, Ms Annie Yong and the team at Sunway Education Group.

Believers in role modelling, CTG engages with mentors to guide and inspire students between the ages of 16 to 18. The organisation constantly encourages final-year degree students as well as young professionals who are interested in mentoring high-potential and high-need students to sign up!



Ida Thien

"Education should not be a privilege but a right." If you believe in this statement and for the cause of CTG, reach out or learn more here: <https://www.closingthegap.my/>

# MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT

JPT/BPP(U)(N811/7/0350/PA11706)09/26

Throughout history the hospitality industry has been impacted by pandemics and other related global crises. The road to recovery for numerous hospitality establishments has been a challenging one – both operationally and strategically. Various sectors of the international hospitality industry, including tourism and travel, hotels and accommodation, food and beverage, and events are in immediate need of re-assessment, re-engineering, repositioning and rebranding.



The hospitality industry is resilient and will prevail. The art of being competitive and innovative as well as possessing strong leadership and management skills are key attributes to moving forward constructively and productively.

In keeping with its reputation as a leading university at the forefront of service sector education and training, Sunway University's School of Hospitality launched the Master in International Hospitality Management (MIHM) programme in August 2020. The MIHM is designed to meet the requirements of the transformational nature of the hospitality industry and other closely related service sector industries.

The pedagogical approach is firmly aligned to students' professional development, enhancing one's learning experience with the aid of digital technologies. The modules are interspersed with thought-provoking case studies, immersive projects and high-level discussions. This programme also features strong ties to the business community, with guest lectures by industry professionals and renowned academic experts, which the students will be able to draw insights and inspiration from.

Students will develop advanced research competencies, strengthen their leadership abilities, and enhance their critical thinking skills. They will also be equipped with sophisticated knowledge, and cutting-edge tools and techniques for effective management decision making.

For more information, please visit:  
<https://university.sunway.edu.my/hospitality/MA-intl-mgmt>

