

Sunway University e-Bulletin

May 2025

Dear Colleagues,

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

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

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

This month's edition leads with Sunway University achieving the number one spot in Malaysia for graduate employability for the fourth consecutive year.

Sunway University also continues to be the #1 non-government-linked private university in ASEAN and has risen to #141 in the Times Higher Education (THE) Asia University Rankings 2025.

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

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

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

4 In a row: Sunway University tops graduate employability rankings again! 23 April 2025



Sunway University has once again cemented its position as Malaysia's #1 university for Graduate Employability, achieving this distinction for an impressive fourth consecutive year, as awarded by Talentbank. This continued recognition reaffirms Sunway's role as a national leader in producing job-ready graduates equipped for the demands of today's competitive workforce.

The university was recognised for its prestige in multiple academic areas, particularly in Business, Accounting, Computer Science, Hospitality, Culinary Arts, Communication, and Psychology—areas where Sunway's graduates are consistently sought after by top employers. This success reflects the university's unwavering commitment to academic excellence and real-world relevance, setting a high benchmark within Malaysia's private higher education sector.

Commenting on the latest graduate employability outcomes, Ben Ho, CEO of Talentbank, remarked, "It is encouraging to see the remarkable strides made by both public and private universities in preparing graduates for the job market."

Sunway University's consistent success in employability rankings serves as a clear representation of our mission to nurture graduates who are not only academically accomplished but also professionally and practically prepared to innovate across industries.







Sunway University continues to be #1 Non-Government Linked Private University in ASEAN and rises to #141 in Asia in THE Asia University Rankings 2025
23 April 2025



Sunway University continues to be the #1 non-government linked private university in ASEAN and has made a significant leap in the Times Higher Education (THE) Asia University Rankings 2025 by being ranked #141 in Asia. This represents a significant improvement from the previous rank in the 201–250 band last year, catapulting Sunway University into the Top 150 universities in Asia. This is Sunway University's highest position since participating in the rankings three years ago, affirming our steady progress and commitment to excellence.

THE Asia University Rankings adopts the robust methodology used in the global rankings across five key pillars:

1. Teaching
2. Research Environment
3. Research Quality
4. International Outlook
5. Industry

A total of 18 performance indicators are applied, with adjustments that reflect regional priorities. Notably, the Asia rankings place greater weight on research and industry-related performance, with increased emphasis on indicators such as Research Strength, Research Excellence, Research Influence, Industry Income and Patents. With the support of the philanthropic Jeffrey Cheah Foundation, Sunway

Group conglomerate, the Malaysian Government, world-class academic partners, and extensive industry networks, Sunway University continues to attract industry-relevant and research-focussed talent as well as investments for state-of-the-art facilities that support cutting-edge research outcomes and create the most conducive teaching and learning environment for our students.

President of Sunway University, Professor Sibrandes Poppema adds, "As a **#Campus with a Conscience**, all Sunway University's education and research efforts are aimed at creating local and global impact that are aligned to improving lives and driving sustainable development for a healthier planet. This milestone achievement in the THE Asia University Rankings 2025 is a testament to Sunway University's commitment as a not-for-profit education-focused, research-intensive, and impact-driven enterprise that values transboundary partnerships and transdisciplinary collaborations. Thank you to all our partners for their support in driving this collective mission for the greater good."

You can view the full breakdown of the rankings at the link below:

[THE Asia University Rankings 2025](#)

UAE University visits Sunway University

15 April 2025



Friday, 11 April, marked a memorable occasion for Sunway University as it warmly welcomed a distinguished delegation from the United Arab Emirates University (UAEU). The delegation was led by H.E. Prof. Ahmed Alraeesi, Vice-Chancellor of UAE University.

Founded in 1976 and located in Al Ain, UAEU is the country's oldest and most comprehensive public research university, boasting over 18,000 students and an alumni network exceeding 80,000. The institution offers a broad spectrum of academic programmes spanning all major disciplines.

During the visit, representatives from both Sunway University and UAEU engaged in a productive meeting, sharing insights into their respective institutions' milestones and achievements. The dialogue then turned toward exploring potential avenues for collaboration, with promising discussions around areas such as engineering, medicine, computing, global supply chain, and sustainability.

This visit represents far more than a formal introduction between two leading universities—it marks the beginning of a forward-looking partnership grounded in shared aspirations. With a commitment to academic excellence, research innovation, and global engagement, this collaboration holds immense promise for driving meaningful progress in higher education across Asia and beyond.

Wrapping up a successful SciConf 2025!

14 April 2025



The Faculty of Engineering and Technology at Sunway University is proud to celebrate the success of the 7th International Conference on Smart Computing and Informatics (SciConf 2025) — a dynamic 2-day event hosted right here at our campus!

The conference brought together a diverse group of academics, researchers, and professionals to explore the latest advancements in Artificial Intelligence and Smart Computing and how they align with sustainable development goals.



With strong participation, engaging discussions, and insightful keynote sessions, the event served as a valuable platform to showcase academic talent and strengthen research collaborations across borders.

A big thank you to all committee members, speakers, and attendees who contributed to making SciConf 2025 a memorable and impactful experience.

Visit Malaysia Year 2026 Hospitality Tourism Leaders Conference

25 February 2025



The Visit Malaysia Year 2026 Hospitality Tourism Leaders Conference was held to help prepare the country for Visit Malaysia Year 2026, with support from key players in the hospitality industry. The conference included a range of sessions such as keynote talks and panel discussions, focusing on important topics like how gastronomy can attract more tourists, ways to improve customer service, and sustainable tourism practices that also make good business sense.

Dr Daniel, the Acting Dean of the School of Hospitality and Tourism Management and Dr Joaquim, the School's Deputy Dean of Internationalisation, were invited as speakers to share their experience and insights in their respective areas of expertise.

The VMY2026 Hospitality Tourism Leaders Conference, a two-day event aiming to strategically prepare the country for Visit Malaysia Year 2026 with the support of our nation's hospitality leaders, was held last week at InterContinental Hotel Kuala Lumpur. Various sessions including keynote speeches and panel discussions were scheduled to cover crucial issues like the role of gastronomy in boosting Malaysia's value as a tourist destination, service excellence models to enhance customer satisfaction, as well as sustainable tourism practices in line with effective business strategies. Among many esteemed industry figures, Dr Daniel Chong Ka Leong, CHT, the Acting Dean of the School of Hospitality and Service Management, Sunway University, and Dr Joaquim Dias Soeiro, the School's Deputy Dean of Internationalisation, were invited as keynote speakers to share their experience and insights in their respective areas of expertise. It was an honour to share the panel with visionary industry leaders, including Dr. ADEVA Sangkuni, DPhil-NLP, CHIA, CHI, CHT, CEO of ASK Management Group (moderator), Mr. Ramanesh Keith Nair, Hospitality Revenue Consultant, Mr. Rajesh Daswani, CHA®, Group Business Development - Hospitality 360, and Mr. Tim Rawlinson, Director of Operations, Hotels - Hospitality 360 [Panelist Session 2, Day 1]; as well as Ms Meera Raj, Head of Hospitality at SKS Hospitality, and Ms Susie Peter, HRDCorp Accredited Trainer, HR Consultant and HRDCorp Accredited Trainer [Panelist Session 3, Day 2, also moderated by Dr. Adeva]. It was our pleasure to have the opportunity to participate in such an impactful event. All attendees benefitted greatly from the engaging and inspiring discourse throughout, all while enjoying valuable networking opportunities.

Investing in happiness – a scholarly celebration of International Happiness Day 18 March 2025



Organised by Sunway University Press, the Investing in Happiness – Book Launch & Chat took place at Sunway University on 19 March 2025. The event brought together thought leaders, mental health advocates, scholars, and students for an engaging discourse on well-being and resilience. Held in conjunction with the UN International Day of Happiness, observed annually on 20 March, the event highlighted the importance of happiness in individuals' lives.

The book *Happiness: Mastering the 5Gs for an Enhanced You* explores five transformative concepts—all beginning with the letter “G.” It presents small yet powerful steps to cultivate joy in everyday life, backed by scientific research and real-life experiences.

A key highlight of the evening was the reveal of the Happy Owl. Guests first placed stickers on the Sad Owl, selecting one of the 5Gs of happiness. When the Happy Owl was unveiled, it symbolized that true happiness stems from embracing all five Gs. This interactive experience brought the book's core message to life, making the journey to happiness both tangible and memorable.

The book was officially launched by Professor Dato’ Dr Elizabeth Lee, CEO of Sunway Education Group, and Professor Sibrandes Poppema, President of Sunway University, reaffirming Sunway University Press’s commitment to publishing scholarly works that contribute to intellectual growth and societal well-being.



Following the launch, the evening continued with the Investing in Happiness Chat, featuring an insightful discussion between Professor Alvin Lai Oon Ng and Joel Low, Director & Clinical Psychologist at The Mind Psychological Services & Training. Their conversation explored the scientific foundations of happiness, practical strategies for enhancing well-being, and ways to integrate these concepts into daily life.

The event concluded with a book sales session, where attendees had the opportunity to purchase Happiness: Mastering the 5Gs for an Enhanced You and have their copies signed by the author. As the organizer of this event, Sunway University Press remains dedicated to bridging academia and real-world applications, fostering a deeper understanding of essential topics such as mental health, psychology, and well-being.



Global Fair 2025: celebrating cultures, championing internationalisation
16 April 2025



The Sunway University Student Council (SUSC), in collaboration with the Sunway International Student Ambassadors (SISA), proudly launched the inaugural Global Fair 2025—an event that brought together the vibrancy of international cultures under one roof. Organised through the collaboration between the Student Relations, External Relations, and International Student Relations Departments, along with SISA, the fair marked a significant step forward in promoting a more diverse yet unified student experience.



Held on 9th and 10th April 2025, the event transformed the Sunway College Boulevard into a vibrant celebration of global diversity, featuring cultural booths and performances representing four regions: Africa, South Asia, East Asia, and Southeast Asia. From traditional attire and authentic cuisines to interactive cultural showcases and dances, Global Fair 2025 served as a dynamic initiative for international students to showcase and celebrate their heritage with the wider campus community.



From cultural performances and booths to historical artifacts and cultural crafts, the event provided an immersive platform for dialogue, discovery, and appreciation. In his officiating speech, Professor Sibrandes Poppema highlighted the importance of upholding Sunway's values of Integrity, Humility, and Excellence through authentic cultural representation and mutual respect.



Beyond celebrating diversity, Global Fair 2025 also focused on creating societal impact. Through the efforts of all participating students and vendors, the event successfully raised a total of RM 2,500, which has been pledged to the Shelter Home for Children. This charitable effort forms part of the broader Giving Sunwayian initiative—an ongoing initiative by Student LIFE that aims to cultivate a culture of giving back and creating meaningful impact beyond the campus walls.



As the first event of its kind, Global Fair 2025 set a powerful precedent—not only in championing cultural representation but also in encouraging the student community toward compassion and giving. It was a celebration of identity, unity, and purpose—a reminder that while we may come from different parts of the world, we share the same heart for giving, understanding, and personal connection. With hopes for it to become a cherished annual tradition, this inaugural fair marks a bold step forward in shaping a more inclusive, interconnected, and even a Campus with a Conscience here within Sunway University.



i5PRME Workshop: transforming business education with sustainable impact

10 April 2025



Sunway Business School recently held the energetic and inspiring i5PRME Workshop: Transforming Business Education with Sustainable Impact on 10 April 2025.

From thoughtful keynotes to creative group activities, the workshop sparked meaningful conversations about shaping future-ready, responsible leaders.



We were honoured to have Meredith Storey, Senior Manager of Programmes and Engagement at PRME New York, share PRME's mission and the global movement towards purpose-driven learning.

A big thank you also to Dr Priya Sharma for the interactive session on the 'Anchoring Assumptions of the i5 Framework', which brought ideas to life through joy, creativity, and collaboration, including some fun with LEGO bricks and Sustainability Bingo!

Special thanks to Kevin Tan (Deputy Dean - Education) for opening the workshop with warm and thoughtful remarks, and to Professor Weng Marc Lim (Dean) for presenting Certificates of Completion to all participants.

We also deeply appreciate our amazing committee members and student volunteers for helping make everything run smoothly behind the scenes.



FET students crowned champion at UMHackathon 2025!

25 April 2025

FET students emerged as the champions of UMHackathon 2025, securing the First Prize worth RM7,500.

UMHackathon 2025 is a prestigious national hackathon organised by the Persatuan Komputer Universiti Malaya (PEKOM) and the Faculty of Computer Science and Information Technology, University of Malaya. This year's theme is Data Science and Machine Learning, and the goal is to solve real-world challenges across multiple sectors through industry collaboration. Our winning students tackled the challenge of Economic Empowerment through AI, where they developed an innovative solution: an AI Chatbot Assistant (MEX Assistant) to support Grab merchants in enhancing their business operations and decision-making. The competition attracted 523 participants from 113 universities across Malaysia, and our students distinguished themselves by taking first place.

This is truly a proud moment for our Faculty as it reflects the growing strength of our students in the AI and Data Science fields. Congratulations to Angel Tan Xian Theng (BSDA Year 3), Kaviraj Vijayanthiran (BSE Year 3), Lim Shen Yik (BSDA Year 2) and Siew Jun Zhen (BSE Year 3)

