

Business Buzz

June 2023

06/23



Congratulations Dr Joyce Nga!

Thanks so much for joining the Money Matters forum and book launch of Personal Finance Planning by Dr Joyce Nga, Senior Lecturer at Sunway Business School. We hope that the discussion between our esteemed panelist's and moderator will empower and educate you on personal finance resilience!

RESEARCH

Journal Paper:

Koay, K. Y., Teoh, J.Y., & Cheung, M. L. (2023). Understanding factors influencing viewers' intention to watch video game live streaming on Twitch: combined use of PLS-SEM and necessary condition analysis. *First Monday*. Scopus = Q2, ABDC = B.

Koay, K. Y., Cheah, C. W., & Yap, J. Y. (2023). Self-influencer congruence, parasocial relationships, credibility, and purchase intentions: a sequential mediation model. *Journal of Relationship Marketing*. Scopus = Q2, ABDC = B.

Koay, K. Y., Cheah, C. W., & Goon, S. W. (2023). Perceived social media marketing activities and purchase intentions: A multiple sequential mediation model. *Journal of Global Marketing*. Scopus = Q1, ABDC = B.

Koay, K. Y., Cheah, C.W. & Natarsha, G. (2023). The rise of the food truck phenomenon: an integrated model of consumers' intentions to visit food trucks. *British Food Journal*. Scopus = Q1, ABDC = B.

Koay, K. Y., Cheung, M.L., Lom, H.S., & Leung, W.K.S (2023). Perceived risk and second-hand clothing consumption: A moderated-moderation model. *Journal of Fashion Marketing and Management*. Scopus = Q1, ABDC = B.

Koay, K. Y., & Lai, C.H.Y. (2023). Workplace ostracism and cyberloafing: A social cognitive perspective. *Management Research Review*. Scopus = Q1.

Leong, M.K., & Koay, K.Y. (2023). Towards a unified model of consumers' intentions to use drone food delivery services. *International Journal of Hospitality Management*. Scopus = Q1, ABDC = A*

Mirahsani, N., Azizan, O., Shahriari, M., Rexhepi, G., & Najmi, A. (2023). Green culture toward employee green behavior; the mediation roles of perceived support and green identity. *Environment, Development and Sustainability*. Scopus = Q1.

Ahmed, W., Khan, M.A., Najmi, A., & Khan, S.A. (2023). Strategizing risk information sharing framework among supply chain partners for financial performance. *Supply Chain Forum: An International Journal*. Scopus = Q2.

Islam, M.S., Amin, M., Feranita, F., & Karatepe, O.M. (2023). High-involvement work practices, work engagement and their effects on bank employees' turnover intentions: the moderating role of functional competence. *International Journal of Bank Marketing*. Scopus = Q1, ABDC = A.

Islam, M.S., Amin, M., Feranita, F., & Winterton, J. (2023). Coming to work with an illness: the role of high-involvement work systems and individual competence on presenteeism. *Employee Relations*. Scopus = Q1, ABDC = B.

Mahmoud, A. B., Berman, A., Reisel, W. D., Fuxman, L., Grigoriou, N., & Tehseen, S. (2023). Entrepreneurial Marketing Intentions and Behaviours among Students: Investigating the Roles of Entrepreneurial Skills, Entrepreneurial Self-efficacy, and Family Business Exposure. *International Review of Entrepreneurship*.

Kumarasamy, N., Arumugam, V., Sinnappan, P., & Ismail, M. R. (2023). Factors Affecting the Students' Actual Use Behaviour of Virtual Learning Environments (VLEs) during the Movement Control Order (MCO). *International Journal of Modern Education and Computer Science*. Scopus = Q2.

She, L., Rasiah, R., Weissmann, M. A., & Kaur, H. (2023). Using the Theory of Planned Behaviour to Explore Predictors of Financial Behaviour Among Working Adults in Malaysia. *FIIB Business Review*. Scopus = Q2, ABDC = C.

She, L., Khoshnavay Fomani, F., Marôco, J., Allen, K. A., Sharif Nia, H., & Rahmatpour, P. (2023). Psychometric properties of the university student engagement inventory among chinese students. *Asian Association of Open Universities Journal*. Scopus = Q1.

TayebiMyaneh, Z., She, L., SharifNia, H., Allen, K. A., & Rahmatpour, P. (2023). Persian version of nursing students' perceptions of an Online course scale: Translation and psychometric testing. *Teaching and Learning in Nursing*. Scopus = Q1.

Murugan, S. B., (2023). Navigating the Legal Maze of Pre-Contractual Statements: From Collateral Contracts to Misrepresentations. *Malayan Law Journal*. ABDC = C

Azmi, W., Anwer, Z., Azmi, S.N., Nobanee, H. (2023). How did major global asset classes respond to Silicon Valley Bank failure? *Finance Research Letters*. Scopus = Q1, ABDC = A.

Sharier, N. A., Anwer, Z., Hassan, M. K. (2023). Do Different Capital Flow Streams Affect Asset Prices Differently? *Global Finance Journal*. Scopus = Q1, ABDC = A.

Loo, WH., Yeow, PHP., Yen. Y.Y. (2023). Antecedents of the responsible acquisition of computers behaviour: Integrating the theory of planned behaviour with the value-belief-norm theory and habits variable. *PLOS one*. Scopus = Q1.

Tan, S. Z., Chan, K., and Tan, P.L. (2023). Segmenting the Young Asian Female Market Based on Gender Roles and Identities. *Young Consumers*. Scopus = Q1, ABDC = B.

Jian, Y., Sharif, A., Anwar, A., Cong, P. T., Leichumanan, B., Yen, V. T., & Vinh, N. T. (2023). Does green growth in E-7 countries depend on economic policy uncertainty, institutional quality, and renewable energy? Evidence from quantile-based regression. *Geoscience Frontiers*. Scopus = Q1.

Chien, F., Sadiq, M., Li, L., & Sharif, A. (2023). The role of sustainable energy utility, natural resource utilization and waste management in reducing energy poverty: Evidence from South Asian countries. *Utility Policy*. Scopus = Q1.

Nurgazina, Z., Guo, Q., Ali, U., Sharif, A., Khan, Z. A., Kartal, M. T., & Kiliç Depren, S. (2023). Can environmentally friendly technology help China to achieve a carbon neutrality target by 2060? An asymmetrical based study in China. *Environmental Science and Pollution Research*. Scopus = Q1.

Azmat, F., Rentschler, R., Lee, B., & Fujimoto, Y. (2023). Understanding social responsibility and relational pressures in nonprofit organisations. *Human Relations*. Scopus = Q1; ABDC = A*

Groutsis, D., Vassilopoulou, J., Ozbilgin, M., Fujimoto, Y., & Mor Barak M. (2023). FROM THE EDITORS—Migration Management: Introduction and Overview, 9(2), *Academy of Management Discoveries*, 117–124 Scopus=Q1, ABDC=A

Low, S.Y., Foo, Y-B., & Gul, F.A. (2023). Corporate lobbying: Resource-seeking or rent-seeking? Evidence from audit fees. *Journal of Contemporary Accounting and Economics*. Scopus = Q1, ABDC = A.

Afshan, S., & Yaqoob, S. (2023). Unravelling the efficacy of green innovation and taxation in promoting environmental quality: A dual-model assessment of testing the LCC theory in emerging economies. *Journal of Cleaner Production*. Scopus = Q1, ABDC = A.

Wang, X., Chen, G., Afshan, S., Awosusi, A. A., & Abbas, S. (2023). Transition towards sustainable energy: The role of economic complexity, financial liberalization and natural resources management in China. *Resource Policy*. Scopus = Q1, ABDC = B.

Razzaq, A., Sharif, A., Afshan, S., & Li, C. J. (2023). Do climate technologies and recycling asymmetrically mitigate consumption-based carbon emissions in the United States? New insights from Quantile ARDL. *Technological Forecasting and Social Change*. Scopus = Q1, ABDC = A.

Long, S., Arghya, R & Lan, M. (2023). Future time perspective and consumer well-being of millennials: implications for consumer resilience. *International Journal of Bank Marketing*. Scopus = Q2, ABDC = A.

Book or Book Chapters:

Wong, E. M. L., Leow, K., & Leow, S. (2023). Technostress Among Academics in Higher Education During the COVID-19 Pandemic. *Handbook of Research on Dissecting and Dismantling Occupational Stress in Modern Organizations*. IGI Global.

Wong, E. M. L. (2023). Learning Engagement Activities in Promoting Student Interactions and Perceived Online Learning Experience During the COVID-19 Pandemic. *Competence-Based Curriculum and E-Learning in Higher Education*. IGI Global.

Wong, E. M. L. (2023). Investigating the Influence of Motivational Strategies on Accounting Students' Metacognitive Self-Regulated Learning: The Case of E-Flipped Classrooms. *Handbook of Research on Redesigning Teaching, Learning, and Assessment in the Digital Era*. IGI Global.

Mahajan, R., Lim, W. M., Sareen, M., Kumar, S., & Panwar, R. (2023). Stakeholder theory. *Journal of Business Research*, 166, 114104.

Chua, C. S. W., Lim, W. M., & Teh, P. L. (2023). An aging and values-driven theory of mobility. *Activities, Adaptation & Aging*, 1-17

Newspaper or Magazine Articles:

Kanagasabpathy, S (2023). An interview with Dato Siti Nurhaliza (Tamil Article). *Aval Vikatan (Vikatan Group of Magazines, India)*. <https://www.vikatan.com/avalvikatan/25-apr-2023>

External grants:

Dr Tang Tiong Yew (PI), Hwang Ha Jin, Yuka Fujimoto, Mikkay Wong Ei Leen, Narishah Mohamed Salleh, Nampuna Dolok Gultorn with eternal collaborators: Ministry of Economy (Malaysia). Sustainable Robotic Process Automation (SRPA): A Novel Environmental, Social and Governance (ESG) Compliance and Carbon Tax Calculation Framework. (Worth RNI20,000) July 2023–December 2023

ENGAGEMENT

MoU between Sunway University & Indian Institute of Management (IIM) Shillong

[Sunway University](#) and the Indian Institute of Management (IIM) Shillong, India [@iimshillong](#) executed a memorandum of understanding to collaborate in areas of research, student exchanges and other areas of common interests.



Visit from University of Phayao, Thailand

We hosted the team from [University of Phayao](#), Thailand. The discussion centred on exploring mobility options for students and the potential to explore research collaboration. The University of Phayao is located in Phayao Province northern Thailand. The campus is situated in lush greenery and maintains a close relationship with the community in its vicinity.



The University of Waikato, New Zealand

Today we had the opportunity to meet with Professor Patrick Leman, the PVC of Te Wānanga o Ngā Kete Division of Arts, Law, Psychology and Social Sciences, The University of Waikato, New Zealand.



Visit from Shanghai Jiao Tong University (SJTU)

Sunway Business School hosted a group of students and staff from the renowned Shanghai Jiao Tong University (SJTU). The students, are currently pursuing the Executive Master of Business Administration (EMBA) Programme delivered at the Antai College of Economics & Management, SJTU.



2nd International Seminar (online) in collaboration with the Global Association for MSMEs in Developing Countries

The Sunway Sustainable Business Research Cluster organised the 2nd International Seminar (online) in collaboration with the Global Association for MSMEs in Developing Countries. The platform provided opportunities for PhD scholars and researchers from Global South to present their research with eminent discussants giving their feedback.

INDUSTRY



Nurturing Future-Ready Management Skills for NextGen Talent

We had the privilege of hosting an insightful management talk titled "Nurturing Future-Ready Management Skills for NextGen Talent". This enlightening session featured two esteemed speakers from Hirose Electric (M) Sdn Bhd, Mr. Ganeswaran Sathiyaseelan (Managing Director) and from CMI, Mr. Kishenjeet Dhilon (CMI Regional Board Member), who imparted invaluable insights into the world of management together with our moderator for the event, Dr Guna Seelan Rethinam (Lecturer, Department of Management, Sunway Business School).



Forum: Accounting in an AI and Sustainable World by the Big 4

We had an incredible accounting forum titled "Accounting in an AI and Sustainable World," featuring the powerhouse of the industry - the Big Four: Deloitte, EY, KPMG, and PwC. What made this forum extra special? All the speakers were none other than our very own Sunway University Alumni! (Kei Ooi Soo Chee, Ei Leen Thong, Ts. Au Soon Yong & Desmond Tang, ACA)



Sunway University has been selected as the Knowledge Partner for the prestigious Asia Pacific Family Business Summit (APFBS) 2023

We recently held a strategic meeting with [BinaPavo @binapavo_official](#) to explore exciting collaborations and engagements in the realm of family business matters. The meeting was highly productive, and we are thrilled about the potential long-term partnership we are shaping. Our goal is to foster an integrated and holistic approach that generates meaningful results and impact for both parties, the wider family business community in the region, and the aspiring NextGen talents, including our current undergraduate and postgraduate students.



Kickstart Your Career with EY

The stage was set ablaze by five exceptional speakers, each showcasing their unique expertise and offering invaluable insights into the world of professional excellence:

1. Mr. Julian Hoong (Manager, People Advisory Services).
2. Mr. Tian Kit Chong (Senior Associate, People Advisory Services).
3. Mr. Logantheran Gunachelvam (Manager, Technology Consulting Team).
4. Mr. Lee Derk Huan (Senior Associate, Business Consulting).
5. Mr. Tay J-Han (Associate, Business Consulting).



Green Logistics Forum

Logistic Forum - The Transformative Power of ESG in Green Logistics, held at Sunway Graduate Centre, was a resounding success! We express our heartfelt appreciation to our esteemed speakers:

1. Mr. Ooi Guan Lye (Federation of Malaysian Freight Forwarders and Selangor Freight Forwarders and Logistics Association)
2. Ms. Christine Liew (PLUS Malaysia)
3. Mr. Nick Leong (ChargeSini)



Bridging Communication Gaps and Amplifying Market Presence via IR (Investor Relations)

We are thrilled to announce the triumphant conclusion of the career talk by Esente Advisory with the captivating theme of "Bridging Communication Gaps and Amplifying Market Presence via IR (Investor Relations)". This remarkable session showcased the brilliance of Mr. Yip Kit Weng, Director of Esente Advisory, and Mr. Darren Wong, CEO of Esente Advisory.

STUDENT ACTIVITIES



MARA Gear Up Programme

We are delighted to share the success of the Majlis Amanah Rakyat (MARA) Gear Up Programme, where around 92 talented students, mainly from MRSM in Terengganu, embarked on a transformative 3-day campus experience to prepare for their future endeavors.



Mastering the Art of Share Investment (Series 1)

We had an exceptional investment talk titled "Mastering the Art of Share Investment (Series 1)." This insightful session featured two dynamic speakers from TED Optimus, Mr. Warren Mak (Chief Empowerment Officer) & Mr. Charlie Yuan Ting Jing (Head of Operations) who shared their expertise on stock trading skills and the secrets of becoming a professional bank trader.



Sustainability Talk: Ms. Jacqueline Wong, Senior Manager - Sustainability from Sunway Group

We extend our heartfelt appreciation to Dr Stephen Thomas Homer for organising the talk and Ms. Jacqueline Wong for sharing her valuable insights and sparking a sense of responsibility within the participants. This event truly showcased the commitment of Sunway Group towards a sustainable future.

ALUMNI



Silas Roberts, a graduate of the BSc (Hons) Financial Economics program

Silas Roberts, a graduate of the BSc (Hons) Financial Economics program, stands out for his impressive academic performance, leadership abilities, and deep passion for the business world.



Tang Hong Kit - From Everywhere to Everywhere: Empowering the Supply Chain

Sunway University is renowned for providing students with a comprehensive education that prepares them for the job market. The Global Supply Chain Management (GSCM) programme has equipped me with essential skills such as critical thinking, problem-solving, and analytical skills, which are highly sought after by employers.



SBS Student Concilium Alumni Reunion

We had an amazing time at the [SBS Student Concilium](#) Alumni Reunion. It was truly heartwarming to witness our incredible alumni returning to our university, sharing their valuable experiences, and reuniting with fellow alumni.



Taroshan: Escaping the Matrix via Accounting and Finance

The accounting and finance degree has provided me with an in-depth understanding of how accounting and finance fit into the broader context of business and management.



The Passing of Prof. Michael M Dent

It is with deep sadness and a profound sense of loss that we share the news of the passing of our beloved colleague, Professor [Michael M Dent](#) [@michael.m.dent](#), who was more affectionately known as MMD.



Sunway Business School

5, Jalan Universiti, 47500 Bandar Sunway, Selangor,
Petaling Jaya
Malaysia