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Newsletter

SUNWAY BUSINESS SCHOOL

April 2025

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Event Highlights



Photos from SBS Digital Media & Communication team

i5PRME Workshop 2025: Transforming Business Education with Sustainable Impact

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

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.

Event Highlights

MoU Signing Ceremony with Sunway University and Swinburne University of Technology, Sarawak

This signing between both these institutions signified a key moment in enhancing cross-institutional collaboration, joint research efforts, and scholarly exchange.

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SBS Holds Its First School Employability and Alumni Committee (SEAC) Meeting Of The Year

Sunway Business School successfully hosted its latest School Employability and Alumni Committee (SEAC) Meeting, bringing together staff, students, alumni, and industry experts to strengthen collaborative efforts in enhancing student employability and alumni engagement.

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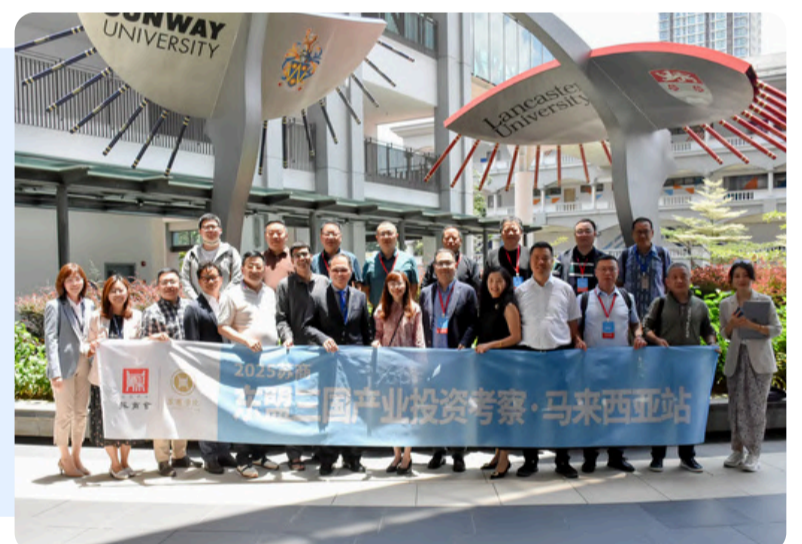


SBS Hosts Jiangsu Sushang Development Association Delegates For Their Visit to Sunway University

Sunway Business School was pleased to host delegates from the Jiangsu Sushang Development Association during their recent visit to Sunway University. The visit centered around discussions on employability in the engineering sector and exploring business opportunities between Malaysia and China.

14 Apr 2025

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Collaborative Meeting with Representatives from UN PRME and Senior Leadership from Tsao Pao Chee

The meeting explored partnership opportunities aligned with PRME's commitment to advancing responsible management education and TPC's mission to cultivate values-driven leadership.

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Event Highlights

Sunway Business School Celebrates Hari Raya With A Delightful Lunch

Sunway Business School embraced the festive spirit as our academic and admin staff gathered for a delightful Hari Raya lunch celebration. More than just a celebration, it was a chance to reconnect, appreciate one another, and honour the values of unity and gratitude that Hari Raya represents.

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Dr. Zsuzsa Anna Ferenczy Presents "Europe's Geopolitical Positioning in a Multipolar World: What Lies Ahead?"

Drawing from her extensive experience in European politics and international relations, Dr. Ferenczy offered deep insights into how Europe is navigating its role amidst shifting global power dynamics. The session explored Europe's shifting ties with global powers and how it can navigate a multipolar world to remain resilient and influential.

17 Apr 2025

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Credit Guarantee Corporation Malaysia (CGC) Advisory Workshop: A Full-Day, Hands-On Session

Sunway University was pleased to collaborate with Credit Guarantee Corporation Malaysia (CGC Malaysia) to host the CGC Advisory Workshop, a full-day, hands-on session focused on applying Design Thinking in real-world business contexts.

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Hong Leong Bank Career Talk & Job Interview Session

Sunway University students had an enriching experience during the Hong Leong Bank Career Talk & Job Interview session. The event featured valuable insights into the Wealth Banker Graduate Trainee Program and opened direct pathways to exciting careers in wealth management.

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Event Highlights

Sunway Business School Orientation Week - April Intake (Day 1)

The Sunway Business School April Orientation Week began on 24 April 2025, and the excitement was undeniable as new students gathered for the start of an exciting new journey.

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Sunway Business School and Uniqlo Japan Team Employment Opportunities Meeting

Sunway Business School was delighted to welcome the Japan team from Uniqlo for a collaborative discussion on advancing student employability and fostering industry partnerships.

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Sunway Business School Orientation Week - April Intake (Day 2)

Our newest Sunway Business School students got to meet the awesome student clubs under the SBS Student Concilium, including SBS Students Helping Hands and Sunway Business School Media.

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Cross-Country Insights into Social Entrepreneurship Intentions: An NCA Study of the U.S. and Romania

Dr. Ovidiu Bordean shared his comparative research, which explores how national contexts shape the development of social entrepreneurial intentions among university students. Highlighting the increasing global relevance of social entrepreneurship, the study incorporated data from universities in both the United States and Romania.

25 Apr 2025

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Event Highlights

UNAM Forum 2025 Appreciation Lunch

Following the success of the UNAM Forum 2025, student volunteers and staff whose hard work and dedication helped bring the event to life were rewarded with an appreciation lunch.

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Dr Pawel Gliniak Presents "Poland: My Story of an Economic Miracle"

Dr Gliniak, drawing from both macroeconomic data and personal experience, shared how Poland emerged from the shadows of communism in the early 1990s and embraced market reforms, EU integration, and foreign investment.

30 Apr 2025

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Louis Ong Boon Xuan: Stepping into Business



At 15, I started a sneaker customisation business called Sneaker Durian. What began as a creative hobby soon grew into a real business with real customers. That early experience of running my venture sparked a deep passion for entrepreneurship. I realised that building a business wasn't just about making money; it was about creating something meaningful from the ground up.

So, when it came time to choose a university and a programme, I knew exactly what I wanted. After completing my Australian Matriculation (AUSMAT) at Sunway College, continuing my education at Sunway University felt like the natural next step. I chose to pursue a BA (Hons) in Entrepreneurship at Sunway Business School because I wanted to build on the lessons I had learned from running my high school business and develop my skills further through a formal education.

Back at Sunway Business School, the hands-on learning approach of the Entrepreneurship programme helped me sharpen my practical skills. Each assignment encouraged us to engage directly with the real world, whether it was pitching business ideas, collaborating with teammates, or networking with industry professionals. Along the way, I developed invaluable soft skills such as teamwork, networking, and time management, which continue to benefit me today.

Beyond the classroom, I fully immersed myself in campus life. One of my proudest achievements was serving as the Event Director for Fashion Farm 2022, which was awarded Best Event of the Year by Student LIFE. That leadership role taught me how to manage teams, think quickly to solve problems, and deliver an experience that exceeded expectations.

I also had the privilege of learning from outstanding lecturers, particularly Associate Professor Dr Shehnaz Tehseen, whose mentorship and encouragement were pivotal in shaping my journey.

My employment journey after graduation was both unexpected and rewarding. Just three months after completing my final exams, I reconnected with one of my former business clients who introduced me to my current employer, a mass-participation sports event company.

I joined the Protégé Programme as a trainee, and within four months, I was promoted to a full-time position. Working in the events industry has been an eye-opening experience, allowing me to collaborate with some of the best minds and learn the intricacies of managing large-scale events.

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Being named Valedictorian for the Class of 2025 was the highlight of my time at Sunway University. It is an honour I will always treasure and a testament to the unwavering support I received from my family, lecturers, peers, and partner. I am especially grateful to my parents and my brother, who have been my biggest supporters since day one.

What I love most about entrepreneurship, and what Sunway Business School instilled in me, is the mindset of continuous learning and problem-solving. The decision-making, critical thinking, and entrepreneurial skills I developed are not only valuable in my career but also shape who I am every day. Whether I am working on events or planning my next venture, the foundation I built at Sunway continues to drive me forward.

For me, Sunway Business School was more than just a place of learning. It was a platform where I could test ideas, take risks, and grow as a leader. It is a place where dreams come to life and where you are encouraged to take the first step toward your future.

If there is one thing I have learned, it is this: success does not happen overnight. But if you keep trying, and if you dare to take that first step, you will never know how far you can go.

And this is just the beginning.

SBS Alumni Stories

Shreena Premnath: Human Resource Management – Where Corporate Meets Compassion

Every journey begins with a spark, and mine was ignited by a deep passion for people and business. This passion led me to pursue the Master of Human Resource Management (MHRM) at Sunway Business School, a programme that proved to be the perfect foundation for shaping my HR career.

What truly set Sunway Business School apart was its affiliation with the Chartered Institute of Personnel and Development (CIPD), the world's largest Chartered HR and development body. This prestigious accreditation aligned the programme with global standards and provided not only academic knowledge but also real-world insights, both of which are essential in navigating the complex world of modern HR. It was exactly what I needed to evolve into a globally competent HR professional.

As the saying goes, "Your education is a dress rehearsal for a life that is yours to lead." The MHRM programme empowered me to step confidently into the HR world, equipped with the right mindset, industry-relevant skills, and the confidence to thrive. It stands as a testament to Sunway Business School's unwavering commitment to academic excellence and its dedication to nurturing high-achieving professionals ready to make a meaningful mark in the global business landscape.

The knowledge and training I received paved the way to my current role at Vishvaas Solutions Sdn Bhd, a rapidly growing start-up, where I embarked on my corporate journey as a Human Resource Executive.

Transitioning into the working world was both exciting and challenging. The fast-paced environment required me to quickly adapt, take initiative, and manage a diverse range of responsibilities. From drafting employment contracts and ensuring compliance with labour laws to implementing anti-bribery and anti-corruption policies, every task provided valuable growth opportunities and deepened my understanding of ethical and strategic HR practices. This early experience laid a strong foundation for my career, equipping me with the ability to navigate complex situations and contribute meaningfully to an organisation built on trust, quality, and reliability.

The MHRM programme didn't just prepare me academically; it honed my critical thinking, analytical skills and problem-solving abilities, empowering me to make informed decisions even under pressure.



Most importantly, it instilled a spirit of continuous learning, which now drives me to embrace every experience as a stepping stone for professional and personal growth.

Throughout the programme, I gained a deep and comprehensive understanding of HR's core functions while honing critical soft skills like interpersonal communication, time management, adaptability, resilience and collaboration, each one vital for success in fast-paced, dynamic workplaces.

Looking back, the MHRM programme wasn't just a chapter in my life, it was the catalyst that set my career in motion. It ignited a passion for HR and a determination to make a lasting difference in the corporate world. As I continue to grow, I carry forward the values, lessons, and relationships I built, knowing that this is just the beginning of a lifelong journey in learning, leadership, and impact.

One of my fondest memories at Sunway was working on our Netflix performance management assignment with my amazing team. Late nights filled with brainstorming, laughter, and endless cups of coffee made the experience unforgettable. More than just an academic exercise, it was a glimpse into the dynamic world of HR where teamwork, critical thinking, and problem-solving took centre stage.

The collective drive to excel, the late-night discussions, and the shared passion for HR made this assignment an unforgettable part of my Sunway journey.

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Maqbool, A.Z., Ali, I., Arshed, N. and Song, J. (2025), "Exploring the HR perspective of labour productivity moderation: a panel data analysis", *Journal of Economic and Administrative Sciences*, Vol. Ahead-of-Print
- Hossain, M. I., Jamadar, Y., Islam, F.M., Rashed, M., Akter, T. (2025). Environmental Sustainability Practices in SMEs: Insights from Integrated PLS-SEM and fsQCA approaches. *Journal of Cleaner Production*, 145185. <https://doi.org/10.1016/j.jclepro.2025.145185>
- Hossain, M. I., Islam, M. T., Kumar, J., & Jamadar, Y. (2025). Harnessing STARA for enhancing green performance of hospitality industry: green HRM, employees commitment as mediators and psychological climate as moderator. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/jhti-09-2024-1041>
- Hossain, M. I., Islam, M. T., Kumar, J., & Jamadar, Y. (2025). Harnessing STARA for enhancing green performance of hospitality industry: green HRM, employees commitment as mediators and psychological climate as moderator. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/jhti-09-2024-1041>
- Luo, X., Cheah, J.H. & Lim, X.J. (2025). Unboxing Gender Differences Towards Impulsive Buying Tendency in Live-Streaming Shopping. *International Journal of Consumer Studies*, 49 (3), e70055. <https://doi.org/10.1111/ijcs.70055>
- Lin, Q.L., Jiang, H., Luo, X., & Li, Y.X. (2025). Factors influencing consumers' willingness to pay a price premium and purchase frequency for organic food: A generational difference perspective. *British Food Journal*, 27(4), 1187-1212. <https://doi.org/10.1108/BFJ-09-2024-0890>
- Li, Y.X., Lin, Q.L. & Luo X. & Liu, B. (2025). Investigating the impact of virtual streamers on the engagement of Generation Z consumers: the moderating effect of congruence. *Journal of Organizational and End User Computing*. Ahead of print.
- Bazel, M.A., Mohammed, F., Ahmad, M. et al. Blockchain technology adoption in healthcare: an integrated model. *Sci Rep* 15, 14111 (2025). <https://doi.org/10.1038/s41598-025-95253-x>
- Lim, W. M., Jasim, K. M., & Malathi, A. (2025). Service robots in healthcare: Toward a healthcare service robot acceptance model (sRAM). *Technology in Society*, 82, 102932. <https://doi.org/10.1016/j.techsoc.2025.102932>

Book Chapters

- Sivanandan, P., & Ahmad, R. (2025). Ethical Investment in Islamic Finance: The role of ESG toward Sustainable growth. In M. Ali, S. A. Raza, N. S. A. Wahab, C.-H. Puah, H. Amin, & Abadullah (Eds.), *Islamic finance and corporate governance: Synergies for sustainable growth*. Emerald Publishing Limited eBooks (pp. 43-56) <https://doi.org/10.1108/978-1-83662-346-520251006> (Scopus- &WOS-indexed)
- Akter, H., Ahmed, W., Tehseen, S. (2025). Resilient and Inclusive Pathways to Sustainable Organizational Design. In: Ricciardelli, A., Valeri, M. (eds) *Organisational Behaviour and Design. Contributions to Management Science*. Springer, Cham. https://doi.org/10.1007/978-3-031-80422-9_16

Research Publications



Newspaper

- Islam, M. A., (2025). Artificial Intelligence Technology: A Missing Catalyst in Impact Measurement and Management – opinion article
- Islam, A (2025). Virtual Reality is Revolutionizing Higher Education (Opinion-Editorial)
- Islam, A., & Hossain, M.I. (2025). Gen Z writing the next chapter of entrepreneurship with AI. The Daily Star.



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