

A  
CLASS  
ABOVE

# Newsletter

SUNWAY BUSINESS SCHOOL

August 2025

**SUNWAY**  
UNIVERSITY



Sunway  
**BUSINESS**  
**SCHOOL**

SUNWAY

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# Event Highlights



Photos from SBS Digital Media & Communication team

## School-Level 3-Minute Thesis (3MT) Competition

**1 August 2025 - Sunway Business School recently hosted the School-Level 3-Minute Thesis (3MT) Competition, where our postgraduate students rose to the challenge of presenting their research in just three minutes.**

A huge congratulations to Haya Shaban (PhD Scholar) for emerging as the winner. She will now represent Sunway Business School in the upcoming University-Level 3MT Competition.

We also applaud the commendable efforts of our other talented participants:

*Thong Bing Fu, Jason (PhD Scholar); Ng Jia Yee (Master of Philosophy); Nor Syazwani Rosman (PhD Scholar)*

Your hard work and perseverance are truly inspiring, and we look forward to seeing your continued success.

We extend our sincere appreciation to the judging panel for their invaluable feedback and for selecting our deserving winner:

*Prof Keshab Man Shrestha; Assoc Prof Calvin Cheong; Dr. Mohammad Imtiaz Hossain*

Special thanks also go to the dedicated supervisory team for their guidance and mentorship:

*Prof Yuka Fujimoto; Prof Weng Marc Lim; Dr Jesrina Ann Xavier; Dr Ho Wai Kee; Dr Sivakumari Supramaniam; Prof Susela Devi Suppiah; Assoc Prof Arsalan Zahid Piprani; Assoc Prof Eugene Poon; Dr Kyra Sin Kit Yeng; Prof Motoki Watabe*

# Event Highlights



Photos from SBS Digital Media & Communication team

## BBA Capstone Showcase August 2025

**6 August 2025 – The Rooftop Terrace at Sunway University came alive with curiosity, creativity, and innovation as our final-year Business Analytics students unveiled their capstone projects.**

These projects were developed to address real-world challenges, ranging from temporal fusion transformers and retail chatbots to Audio-to-PR systems powered by LLMs and RPA, as well as medical imaging equipment solutions. Each demonstrated strong analytical skills, problem-solving abilities, and the capacity to tackle complex issues.

Students applied tools such as GenR, YOLOv8, Sage X3, XGBoost, CatBoost, LightGBM, and Random Forest, combining technical expertise with business understanding to deliver practical and innovative outcomes.

The showcase reflected the readiness of our students to contribute meaningfully to the fields of analytics and business.

We extend our appreciation to the industry guests, faculty members, and students for contributing to the success of this event. Congratulations to the winners and participants, and we look forward to seeing your continued achievements in the future.

# Event Highlights



Photos from SBS Digital Media & Communication team

## Innovate to Elevate: Design Thinking for Entrepreneurial Excellence

**14 August 2025 - Sunway Business School was pleased to conduct the Innovate to Elevate: Design Thinking for Entrepreneurial Excellence workshop facilitated by Dr Jesrina Ann Xavier, along with the dynamic team at Credit Guarantee Corporation Malaysia.**

Throughout the highly engaging sessions, SME owners and leaders that were carefully selected by CGC were immersed in human-centered innovation as they explored the five stages of Design Thinking: empathise, define, ideate, prototype and test while tackling real world entrepreneurial and organisational challenges.

The interactive format encouraged lively discussions, rapid brainstorming, and hands on prototyping, creating a learning environment that was both energising and intellectually stimulating.

Participants not only sharpened their critical thinking skills but also walked away with practical tools to reframe problems, generate creative ideas, and build innovative solutions with confidence.

A special note of appreciation goes to Dr Stella Ong, Dr Premagowrie Sivanandan, Rafferty Hoo, and Dr Nampuna for their invaluable support in helping facilitate and coordinate this event so seamlessly.

We extend our heartfelt appreciation to CGC Business Advisory team for their trust and commitment and to all participants for their openness, curiosity, and willingness to embrace fresh approaches.

# SBS Student Experience

## Joyce Ang Kye Wei: 1st Malaysia Top Affiliate and 3rd World Top Affiliate, Winner of World Prize for Advanced Financial Management (AFM)



We are proud to congratulate our 2024 Accounting graduate, Ms. Joyce Ang Kye Wei, on her remarkable achievements in the ACCA examinations with Sunway TES CAE.

Joyce has been named the 1st Malaysia Top Affiliate and the 3rd World Top Affiliate, alongside winning the prestigious World Prize for Advanced Financial Management (AFM) at the ACCA Strategic Professional Level.

Her exceptional results speak volumes about her dedication and commitment:

- ◆ Strategic Business Leader (SBL): 78%
- ◆ Strategic Business Reporting (SBR): 97%
- ◆ Advanced Audit & Assurance (AAA): 75%
- ◆ Advanced Financial Management (AFM): 92%

Average Score: 85.5%

This outstanding accomplishment reflects not only Joyce's hard work but also the commitment of our Department of Accounting, Finance & Economics in nurturing talent that shines on both national and global stages.

Congratulations, Joyce! You make Sunway TES CAE, Sunway Business School, and the entire Sunway Education Group proud.

# Research Publications



For research matters, please contact:

**Professor Yuka Fujimoto**

*Deputy Dean, Research & Sustainability*

## Journal Articles

- Luo, X., Chang, J. Y. S., Cheah, J. H., Lim, W. M., & Lim, X. J. (2025). Antecedents and Consequences of Digital Human Avatar–Destination Fit: The Case of Cultural Heritage Tourism. *Journal of Travel Research*, 00472875251349232. <https://doi.org/10.1177/00472875251349232>
- Luo, X., Lim, X. J., Cheah, J. H., Lin, Q., & Yingxia, L. (2025). Can you try that on for me? How interactive live-streaming try-ons drive customer purchase in online fashion. *Journal of Fashion Marketing and Management*, 1-24. <https://doi.org/10.1108/JFMM-11-2024-0452>
- Chang, Y.S., Cheah, J.H., Lim, X.J., Lim, W.M. & Luo, X. (2025). Authentic experience in the metaverse: A situated cognition perspective of metaverse food festivals. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-10-2024-1549>
- Hu, Y., Meo, M. S., & Islam, M. S. U. (2025). Digitalization and Carbon Emission Efficiency Nexus: The Moderating Role of Environmental Taxes. In *Natural Resources Forum*. <https://doi.org/10.1111/1477-8947.70024> Oxford, UK: Blackwell Publishing Ltd.
- Ul-Durar, S., Iqbal, M., Arshed, N., & Zaied, Y. B. (2025). Balancing circular economy practices and digitization: Non-linear performance of luxury firms with moderating role of information communication technology. *Business Ethics, the Environment & Responsibility*, 1-15. <https://onlinelibrary.wiley.com/doi/10.1111/beer.70021>
- Fujimoto, Y., Azmat, F., Presbitero, A., Homer, S. T., Poon, W. C., & Lim, W. M. (2025). Navigating paradoxes of responsible management education (RME): insights from the Global South. *Studies in Higher Education*, 1-18. <https://doi.org/10.1080/03075079.2025.2546955>
- Ladeira, W. J., De Oliveira Santini, F., Lim, W. M., Rasul, T., Oliveira, T., & Akhtar, S. (2025). Consumer Behaviour in the Metaverse: Empirical Insights from a Meta-Analysis. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.70027>
- Rao, A., Lucey, B., Kumar, S., & Lim, W. M. (2025). Corrigendum to “Do green energy markets catch cold when conventional energy markets sneeze?” [Energy Economics Volume 127, Part A, November 2023, 107035]. *Energy Economics*, 148, 108603. <https://doi.org/10.1016/j.eneco.2025.108603>
- Wasudawan, K., & Weissmann, M. A. (2025). Over-Tourism: a review and research agenda. *Global Business and Organizational Excellence*. <https://doi.org/10.1002/joe.70007>
- Kamal, M. F., Fujimoto, Y., & Uddin, M. J. (2025). Code of ethics violations in informal female employment under multinational corporations. *Equality Diversity and Inclusion an International Journal*, 1-19. <https://doi.org/10.1108/edi-02-2025-0096>

# Research Publications



For research matters, please contact:

**Professor Yuka Fujimoto**

*Deputy Dean, Research & Sustainability*

## Newspaper

- Saeed, M., & Arshed, N. (2025). Challenges and solutions in the adoption of blockchain in Kenya. IFN Islamif Finance News. <https://www.islamicfinancenews.com/challenges-and-solutions-in-the-adoption-of-blockchain-in-kenya.html?access-key=463c4de6a144dce671f8be57a5729308>
- Cover story : Inside the CFP Certification Syllabus UPDATE (2Q 2025)  
<https://fpam.org.my/wp-content/uploads/2025/08/p1-p40-4EJQ2-2025-lowres.pdf>



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