

A
CLASS
ABOVE

Newsletter

SUNWAY BUSINESS SCHOOL

February 2025



Event Highlights



Photos from SBS Digital Media & Communication team

Celebrating Excellence at Sunway Business School: SBS Convocation Day – February 2025

19 Feb 2025 – At this year's Sunway University Convocation Ceremony, we proudly celebrated the achievements of our Sunway Business School graduates across all five departments.

A huge shoutout to all our graduates from the Department of Accounting, Department of Economics and Finance, Department of Marketing Strategy & Innovation, Department of Business Analytics, and Department of Management at Sunway Business School!

Your hard work, resilience, and unwavering commitment have brought you to this incredible milestone. As you step into your next chapter, know that you carry with you the knowledge, skills, and experiences to thrive in a fast-changing global landscape.

Whether you're entering the world of finance, analytics, strategy, innovation, or leadership – we're proud of the business professionals you've become, and even more excited about the change-makers you're destined to be. May your journey ahead be filled with meaningful impact, lifelong learning, and continued success. Go forth and make your mark on the world!

Event Highlights

Sunway Business School Orientation Week - Day 1

Day 1 of Orientation Week kicked off with energy as Sunway Business School joined the wider Sunway University community in welcoming our new students.

6 Feb 2025

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Sunway Business School Orientation Week - Day 2

Day 2 was all about connections and student life as the Sunway Business School Student Concilium took the lead in introducing our newest intake to the dynamic world of SBS student clubs.

7 Feb 2025

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Building International Connections: Sunway Business School Welcomes 50 Students from China

The session offered a comprehensive overview of our school's wide-ranging academic programmes, internationally accredited courses, and student-focused learning experience.

10 Feb 2025

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Prosperity in Motion: SBS Lion Dance Performance

The Sunway Business School office came alive with vibrant energy as a spectacular Lion Dance performance ushered in good fortune and prosperity!

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Event Highlights

Memorandum of Understanding Signing Ceremony: Sunway University & Universitas Trilogi

Sunway University has signed a Memorandum of Understanding (MoU) with Universitas Trilogi, Indonesia, marking the beginning of a promising collaboration between the two institutions

13 Feb 2025

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Sunway Business School CNY Lunch & Celebration

Colleagues from all departments came together to celebrate with good food, lively conversations, and festive cheer. The event was a wonderful opportunity to reconnect, share prosperity wishes, and strengthen the SBS community spirit.

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Exploring Corporate Biosphere Stewardship with Professor Jan Bebbington at Sunway Business School

Professor Jan Bebbington discussed how corporate reporting is shifting towards a more collective approach, with companies aligning their sustainability goals and utilizing ecological data to enhance transparency.

18 Feb 2025

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Congratulations to LBSIM Students on Completing Their Management Training Program

Sunway Business School extends heartfelt congratulations to the students from Lal Bahadur Shastri Institute of Management (LBSIM), India, for successfully completing their immersive management training program from 17-24 February 2025.

24 Feb 2025

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Event Highlights

UNAM Forum 2025: Reinventing the United Nations for Greater Effectiveness

This prestigious event brought together distinguished guests, academics, and students for a thought-provoking discussion on the relevance and future of the United Nations.

26 Feb 2025

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SBS Alumni Stories

Lam Xin Yi: Numbers to Insights: My Evolution from Accounting and Finance to Business Analytics

Why did I choose BSc (Hons) in Accounting and Finance at Sunway University?

I chose to study Accounting and Finance at Sunway Business School due to my strong interest in financial decision-making and data analytics. The programme provided a solid foundation in financial management, reporting, and analysis.

Receiving multiple scholarships from the Jeffrey Cheah Foundation enabled me to pursue my education without financial constraints and benefit from Sunway's world-class resources. Additionally, the collaboration between Sunway and Lancaster University gave me an international perspective, motivating me to further my studies with an MSc in Business Analytics.

This decision was driven by my desire to bridge finance and technology, allowing me to analyse business problems using data-driven solutions.



What did I learn about the Programme and the University environment?

The Accounting and Finance programme at Sunway Business School equipped me with both technical knowledge and practical skills. I gained expertise in financial analysis, risk management, and business decision-making. My experience in data analytics helped me secure an accounting internship at IKhasas Corporate Sdn Bhd, where I applied my skills in financial reporting and transaction processing. Sunway's emphasis on industry-relevant learning and case studies also fostered a strong analytical mindset, which is highly valuable in today's job market.

Beyond academics, my time at Sunway strengthened my commitment to community involvement. I participated in initiatives such as the Sunway College Charity Carnival, where I contributed to fundraising efforts for individuals in need.

My time at Sunway University was both academically enriching and personally fulfilling. As a Sunway Student Ambassador, I developed leadership and public speaking skills while assisting prospective students. The university's interactive learning environment and strong faculty support made my studies engaging, while the Sunway-Lancaster collaboration broadened my global perspective and prepared me for further studies. These experiences have helped shape my professional aspirations and confidence in tackling international challenges.

One of my most cherished memories at Sunway was being part of the Sunway Student Ambassadors. Leading campus tours for prospective students and their families was a rewarding experience, as I had the opportunity to guide them through their university decision-making process. Seeing their excitement and knowing that my insights helped them make informed choices was incredibly fulfilling. This experience strengthened my communication and leadership skills while allowing me to give back to the Sunway community.

SBS Alumni Stories

Tarminder Singh: My Journey Through the BSc (Hons) Accounting & Finance Programme



I chose to pursue the BSc (Hons) Accounting & Finance programme as I believe accountancy and business are fields that are “evergreen” and recession-proof. Studying at Sunway Business School was the ideal choice, given the university’s stellar track record and strong partnership with Lancaster University, UK.

The programme was far from easy and challenged me from Year 1. However, in hindsight, those challenges prepared me well for employment. The programme at Sunway Business School focused on several critical areas, such as working with others, scenario-based assignments to apply theories, managing multiple assignments with similar deadlines, and, most importantly, being resourceful in figuring out solutions. At the time, there was no ChatGPT or Artificial Intelligence (AI) to assist with this. Hence, I had to rely on collaborating with others, researching online, and studying in the library. All of this prepared me for employment, as in the working world, employers value resourcefulness, teamwork, and the ability to face ambiguity with a positive attitude.

My employment journey has been both eventful and diverse. From the start, I knew I had a knack for problem-solving and a desire to be part of something bigger. My initial employment saw me serve with Teach For Malaysia (TFM) in their Strategy & Operations unit. Being part of such a noble mission to end educational inequality was both rewarding and challenging. Here, I was exposed to several facets of an organisation, including budgeting, financial accounting, project management, and supporting the annual strategic planning process. With such diverse exposure, I charted a path towards project management, as it aligned with my interest in solving problems. I then joined KPMG as part of the project management team for the GST implementation, which was a “first of its kind” in Malaysia. From there, I went on to serve in several notable organisations, strengthening my experience in project management and business transformation.

The most important skill I acquired during my time at Sunway University was teamwork. Working in teams is critical both inside and outside the university, and often, you do not get to choose your team members. If you join a large organisation, chances are you will be part of a team. This skill is crucial, as it helps hone communication skills, resolve conflicts, and ensure each team member plays their role in driving towards a successful outcome.

My journey as a student was eventful and highly rewarding. The lecturers were superb in guiding me through assignments, chapters, and exam preparation. The student society was also vibrant, and, coupled with the state-of-the-art facilities at Sunway University, it made those years some of the best of my life.

My fondest memory from my time at Sunway University was completing the programme. It was incredibly rewarding to see all my hard work, late nights, and challenges culminate in earning my degree with a respectable grade. All of this was made possible thanks to the tireless dedication of the lecturers.

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Nga, K. H., Choong, P. W., Kesumo, A. and Leong, K. Y. (2025). Understanding Shared Prosperity Vision 2030 from the Malaysian grassroots perspective. *International Journal of Asia Pacific Studies* 21 (1): 61–94. <https://doi.org/10.21315/ijaps2025.21.1.3>
- Koay, K. Y., & Lim, W. M. (2024). Congruence effects in social media influencer marketing: the moderating role of wishful identification in online impulse buying intentions. *Journal of Product & Brand Management*. <https://doi.org/10.1108/jpbm-09-2023-4709> (Scopus Q1, ABDC A)
- Ashik, F., Lim, W. M., Vassallo, J. P., & Voola, R. (2024). Can marketing reduce inequality? Evidence from marketing science. *Journal of Business Research*, 188, 115053. <https://doi.org/10.1016/j.jbusres.2024.115053> (Scopus Q1, ABDC A)
- Kumar, A., Shankar, A., Hollebeek, L. D., Behl, A., & Lim, W. M. (2025). Generative artificial intelligence (GenAI) revolution: A deep dive into GenAI adoption. *Journal of Business Research*, 189, 115160. <https://doi.org/10.1016/j.jbusres.2024.115160> (Scopus Q1, ABDC A)
- Prasad, M. R., Lim, W. M., Donthu, N., & G, N. (2025). Making sense of commonsense: unpacking its nomological network through scientometrics. *Journal of Knowledge Management*. <https://doi.org/10.1108/jkm-01-2024-0028> (Scopus Q1, ABDC A)
- Lim, W. M., Sethuraman, R., Kathuriae, S., & Manrai, A. K. (2025). Guidelines for Data Collection and Analysis: Considerations for Informed Marketing in a Globalized World. *Journal of Global Marketing*, 1–10. <https://doi.org/10.1080/08911762.2025.2460278> (Scopus Q2, ABDC B)
- Das, M., Lim, W. M., Paul, S., Roy, A., & Purohit, S. (2025). How can religion shape Pro-Environmental behavior in a materialistic world? Contrasting idealism with realism religious epics. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.2464> (Scopus Q1, ABDC A)
- De Oliveira Santini, F., Lim, W. M., Sampaio, C. H., Rasul, T., Ladeira, W. J., Thaichon, P., & Choudhury, D. (2025). The Robot–Human Paradox: A Meta-Analysis of customer service by Robots versus Humans on Customer Experience. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.2470> (Scopus Q1, ABDC A)
- Islam, M. A., & Xin, B. (2025). Emerging trends in mental health and work performance research: a bibliometric analysis and future research agenda. *Mental Health and Social Inclusion*. <https://doi.org/10.1108/mhsi-11-2024-0201> (Scopus Q3)
- Ukil, M. I., Islam, M. A., & Abbasi, G. A. (2025). Participative leadership in improving employee performance quality in the hotel industry: the role of perceived organizational support, job autonomy and market turbulence. *Journal of Quality Assurance in Hospitality & Tourism*, 1–24. <https://doi.org/10.1080/1528008x.2025.2464914> (Scopus Q1, ABDC B)
- Piprani, A. Z., Nazir, S., Poon, W. C., Ali, M., & Tehseen, S. (2025). Eco-Transformation: Shaping the future of manufacturing with green technologies and cleaner Production-Practices. *Geological Journal*. <https://doi.org/10.1002/gj.5137> (Scopus Q1)

Research Publications



- Riaz, S., Hussain, T., & Arshed, N. (2025). Managing patronization portfolio for liquidity risk management in Islamic banks. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/jiabr-06-2023-0180> (Scopus Q2, ABDC C)
- Chowdhury, S. R., Islam, M. A., Guha, S., Rahman, M., & Sanju, N. L. (2025). Assessing the indirect nexus between green human resource management and employee green behavior: a fuzzy DEMATEL approach. *Business Strategy & Development*, 8(1). <https://doi.org/10.1002/bsd2.70075> (Scopus Q1, ABDC C)
- Kakar, S. K., Wang, J., Arshed, N., Hien, T. T. L., Akhter, S., & Abdullahi, N. M. (2025). The impact of circular economy, sustainable infrastructure, and green FinTech on biodiversity in Europe: A Holistic approach. *Technology in Society*, 102841. <https://doi.org/10.1016/j.techsoc.2025.102841> (Scopus Q1, ABDC C)
- Koon, V., Yeng, S. K., Meng, C. S., & Chuen, P. W. (2025). Transformative trends and challenges: Navigating disruptive innovation in higher education through bibliometric insights. *Innovations in Education and Teaching International*, 1–14. <https://doi.org/10.1080/14703297.2025.2469080> (Scopus Q1)
- Zhang, J., Islam, M. S., Karatepe, O. M., & Jambulingam, M. (2025b). Revitalizing staycation trends: insights from a secondary-stakeholder CSR perspective. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-05-2024-0738> (Scopus Q1, ABDC A)
- Yasir, M., & Alam, K. (2025). Ethical leadership, green innovation and environmental performance in the restaurant industry. *Social Responsibility Journal*. <https://doi.org/10.1108/srj-07-2024-0513> (Scopus Q1, ABDC B)

Newspaper

- Islam, A., (2025). Empowering the next generation: unlocking the potential of early-career researchers to redefine responsible innovation. *Daily News Hungary*. <https://dailynewshungary.com/op-ed-empowering-the-next-generation-unlocking-the-potential-of-early-career-researchers-to-redefine-responsible-innovation/>



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