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Newsletter

SUNWAY BUSINESS SCHOOL

January 2025

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Event Highlights



Photos from SBS Digital Media & Communication team

Industry Leaders and Academic Experts at SBS: Industry Advisory Board (IAB) Meeting 2025

15 Jan 2025 - The Industry Advisory Board (IAB) meeting was a pivotal gathering of industry leaders and academic experts at Sunway Business School.

This strategic session underscored the school's commitment to nurturing collaboration between academia and the business sector.

The aim was to align educational offerings with evolving industry demands, ensuring our students are equipped with the skills and knowledge needed to thrive in a rapidly changing global business environment.

The board acknowledged the importance of staying ahead of industry demands and expressed their enthusiasm for continuing the partnership with Sunway Business School.

SBS extends its gratitude to all industry leaders who participated and looks forward to turning these insights into actionable initiatives for the benefit of its students and the business community.

Event Highlights

Enhancing Wellness & Professional Development: Sunway University Hosts O-Zone Fitness

O-Zone Fitness visited Sunway University today to discuss initiatives for promoting a healthy lifestyle among students. The meeting also explored opportunities for future collaborations and internships.

8 Jan 2025

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Memorandum of Understanding Signing Ceremony: Sunway University & Asia Pacific Retail Academy

Sunway University and Asia Pacific Retail Academy signed a Memorandum of Understanding (MoU) to enhance ties with the retail industry and promote academic collaboration.

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Building International Connections: Sunway Business School Welcomes Students from China on Campus

Sunway Business School proudly hosted 110 students from China for an engaging programme-sharing session.

20 Jan 2025

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SBS x CGC Malaysia: FY2024 Initiatives Update and FY2025 Upcoming Plan Meeting

Sunway Business School and Credit Guarantee Corporation Malaysia Berhad (CGC) held an FY2025 meeting to explore future collaborations and strengthen ongoing partnerships.

21 Jan 2025

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SBS Alumni Stories

Nidhi Kasseran: My Experience as an International Business Student at Sunway University

Why did I choose BSc International Business at Sunway University?

After completing A-Levels in Mauritius, choosing the right university was an uphill struggle, until I stumbled upon Sunway University. Among Malaysian universities, Sunway University is the only one having accreditation from Lancaster University, which is one of the Top 10 universities in the UK.

In addition, Sunway Business School (SBS) is well known for its excellence in business education. The International Business degree is structured to allow students to gain an international perspective of challenges that businesses face and how to solve those using global economics theory, financial learnings and cultural knowledge.

The Programme also entails key management and leadership skills within and beyond international boundaries, which will be valuable for my future career.



What do I enjoy about the Programme and the University environment?

Most of the subjects that I have done in my first year had group assignments that have allowed me to bond with Malaysian and International students from multiple cultural backgrounds. I find this a crucial aspect for International Business students due to the existence of cultural sensitivity globally. The diversity on campus molds a sense of community within students and staff. Moreover, my previous and current lecturers at Sunway University are the most dedicated and passionate individuals that have incontestably shared their educational expertise throughout the course of their subjects. With the shift of classes to online platforms, due to the coronavirus pandemic, our current Programme Leader, Dr Shehnaz Tehseen, and the International Office constantly endeavor to uplift students and attend to our enquiries as constructively as possible.

Furthermore, there are diverse extracurricular activities for all students under various clubs and societies which are monitored by the Student Life Department.

Being an active member of Sunway Student Volunteers, I get the opportunity to participate in various events, supporting the 17 Sustainable Development Goals (SDGs) that Sunway University thrives for, in global partnership with the United Nations Development Programme (UNDP). To add on, having excelled academically, I was recommended as a Peer Leader by my lecturer for the Peer Assisted Learning Programme (PALP) – a peer facilitated student support scheme for SBS. These extracurricular activities are unequivocally shaping my interpersonal, networking, leadership and time-management skills.

Although, exigent and rigorous at times, I am assured that the curriculum will reward me with a breadth of in-depth knowledge and experiences that I will be able to leverage professionally.

SBS Alumni Stories

Rui Zhixin: My Journey of Adapting, Learning, and Thriving in Malaysia



In July 2018, I arrived in Malaysia for the first time to study Grade 12 in Sunway International School (SIS). The school is an Ontario, Canada School curriculum following Canada education system in Ontario so it is different from the traditional high school education system in China.

The first month was challenging for both study and adapting to daily life. However, all the teachers and my classmates in SIS helped me actively. I lived in SIS House and participated in the activities organised by wardens. Very quickly the activities had introduced to me the culture of Malaysia, customs, the lifestyle, weather and the traditions of Malaysia. I found myself adapting to SIS and living in Malaysia a lot better and easier. Because English is a second language, teachers are very kind and will patiently explain difficult knowledge points to me over and over again. They used different teaching methods and interesting teaching modes to help me adapt to the learning of English better and faster.

The one year that I have spent in SIS has laid a solid foundation for my studies and university life at Sunway University. When I studied English in China, I was taught to remember the meaning of words but could not apply them in my life. In SIS, we are encouraged to speak the English language and I tried to take the initiative to speak English with others. With the help of my teachers and classmates, my English has improved.

I also had subjects like Accounting, Finance, Calculus, Data Statistics and Business Management Foundation which helps make it clear for me my area of interest and major I would choose in Sunway University.

I am now studying BSc (Hons) in Accounting and Finance and have fully adapted to life and study in Malaysia. In the first year of my university, I learned Malay and became more and more accustomed to such a multicultural life. I regard this experience as an inspiration that I will never give up no matter how many difficulties and setbacks I may encounter in my future life. Nowadays, I can't wait and look forward to start my study and life in the new school year.

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Ul-Durar, S., Bakkar, Y., Arshed, N., Naveed, S., & Zhang, B. (2025). FinTech and economic readiness: Institutional navigation amid climate risks. *Research in International Business and Finance*, 73(Part A), (Scopus Q1, ABDC B)
- Meo, M. S., Afshan, S., Zaided, Y. B., & Staniewski, M. (2025). The Resilience of Green Bonds During Market Turmoil: Implications for Investors and Policymakers. *International Journal of Finance & Economics*. (Scopus Q1, ABDC B)
- Razi, U., Cheong, C. W., Afshan, S., & Sharif, A. (2025). The ripple effects of energy price volatility on equity and debt markets: a Morlet wavelet analysis. *Eurasian Economic Review*, 1-27. 9 (Scopus Q1)
- Haque, A., Islam, M.S. and Hossain, G.F. (2025), "Responsible leadership and university reputation: a social cognitive perspective in Bangladeshi higher education", *International Journal of Educational Management*. (Scopus Q1)
- Islam, M.S., Amin, M. and Karatepe, O.M. (2025), "Driving competence across sectors: high-involvement work practices and creative self-efficacy in public and private organizations", *International Journal of Quality and Service Sciences*. (Scopus Q1, ABDC B)
- Nga, J.K.H. and Kesumo, A. (2025), "Does shared prosperity affect perceived financial well-being among individual consumers?", *Asia-Pacific Journal of Business Administration*. (Scopus Q1, ABDC C)
- Sharma, I., Lim, W. M., & Aggarwal, A. (2025). Creative tourism: reviewing the past and charting the future. *Benchmarking an International Journal*, 32(11), 109-149. <https://doi.org/10.1108/bij-11-2023-0787> (Scopus Q1, ABDC B)
- Ladeira, W. J., De Oliveira Santini, F., Lim, W. M., Rasul, T., Akter, S., Rather, R. A., & Azhar, M. (2025). Antecedents and consequences of social media use in sales: a meta-analysis. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-024-09935-1> (Scopus Q1, ABDC A)
- Sharma, S., Singh, G., Lim, W. M., Ali, A., & Singh, R. (2025). Metaverse through the integrated theoretical lenses of task technology fit theory, social capital theory, and social cognitive theory: the case of SMEs. *Journal of Innovation and Entrepreneurship*, 14(1). <https://doi.org/10.1186/s13731-024-00445-w> (Scopus Q1)
- Roy, A., Das, M., Lim, W. M., & Kalai, A. (2025). Masstige Consumption: A Motivation-Desire-Outcome Framework with Implications for Luxury Brand Management. *Journal of Global Marketing*, 1-32. <https://doi.org/10.1080/08911762.2025.2449697> (Scopus Q2, ABDC B)
- Paramitha, V., Tan, S.Z. and Lim, W.M. (2025), "Undoing greenwashing: the roles of greenwashing severity, consumer forgiveness, growth beliefs and apology sincerity", *Journal of Product & Brand Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JPBM-11-2023-4846> (Scopus Q1, ABDC A)

Research Publications



- Lim, W. M. (2024). Publish and prosper: Mindfully embracing the middle ground. *Annals of Tourism Research*, 110, 103885. <https://doi.org/10.1016/j.annals.2024.103885> (Scopus Q1, ABDC A*)
- Sapkota, B., & Pariatamby, A. (2025a). Comprehensive screening and analysis of pharmaceuticals and pharmaceutically active chemicals in wastewater: health and environmental hazards and removal efficiency of wastewater treatment plant in Malaysia. *Environmental Science and Pollution Research*. <https://doi.org/10.1007/s11356-024-35817-y> (Scopus Q1)
- Islam, A., Wahab, S. A., & Tehseen, S. (2024). Rethinking holistic sustainable growth of Malaysian SMEs: a University Helix-Quadruple Bottom Line perspective. *International Journal of Innovation Science*. <https://doi.org/10.1108/IJIS-07-2023-0158> (Scopus Q1)
- Hossain, S. M., Haider, S.A., Tehseen, S., Kocourek, M., Sathasivam, K., Yasmin, F., Mahli, F. (2024). Exploring employee's perception of line manager's leadership style and its impact on employee retention: A qualitative investigation. *Journal of Infrastructure, Policy and Development*, 8(14), 9382. <https://doi.org/10.24294/jipd9382> (Scopus Q2)
- Yasmin, F., Haider, S.A., Sohail, M., Tehseen, S., Poulouva, P., Akbar, A. (2024). How does knowledge based human resource management practices enhance organizational performance? The mediating role of knowledge workers productivity. *Journal of Infrastructure, Policy and Development*, 8(14), 9383. <https://doi.org/10.24294/jipd9383>
- Poulouva, P., Wang, H., Lin, S., Wu, X., Tehseen, S., & Liu, X. (2024). Impact of Hofstede's cultural dimensions on sustainable competitive advantage: The mediating role of entrepreneurial innovativeness among Malaysian ethnic entrepreneurs. *Acta Psychologica*, 251, 104538. <https://doi.org/10.1016/j.actpsy.2024.104538> (Scopus Q1, ABDC A)

Newspaper

- Islam, M. A., (2025), Quiet quitting among new-generation employees in poor and developing countries: implications for employers



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