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Newsletter

SUNWAY BUSINESS SCHOOL

July 2025

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Event Highlights



Photos from SBS Digital Media & Communication team

SBS Simulation Championship 2025

6 July 2025 - Sunway Business School Simulation Championship 2025, proudly organised by the Sunway Business School Student Concilium, was successfully held on 5 and 6 July.

This dynamic two-day event brought together talented students from diverse academic and cultural backgrounds for a high-energy competition centered around business strategy, innovation, and collaboration.

Participants were challenged through a series of intellectually demanding segments, including the Case Study Presentation, Station Games, and the Simulation Challenge, each designed to test their critical thinking, adaptability, and teamwork under pressure.

Sunway Business School extends its heartfelt appreciation to the esteemed speakers and judges for generously contributing their time, expertise, and encouragement throughout the event.

A big shoutout to the 12 participating teams for their enthusiasm, dedication, and sportsmanship. We would also like to acknowledge the tireless efforts of the organising committee and the various departments that worked diligently behind the scenes to make this championship a tremendous success.

Special thanks to the academic and administrative staff of Sunway Business School, especially our dedicated lecturers, for their continued support and guidance in shaping such impactful learning experiences for our students.

Event Highlights



Photos from SBS Digital Media & Communication team

CGC SME Street Bazaar #JalanBeliLokal Closing Ceremony

23 July 2025 - In celebration of Sunway University's Convocation Week, Sunway Business School was proud to host the CGC SME Street Bazaar in collaboration with Credit Guarantee Corporation Malaysia Berhad (CGC Malaysia) from 22-23 July.

Representing CGC Malaysia were Sean Tan, Chief Business Officer; Azman Idrus, Senior Vice President / Head, Strategic Management & Communications; Mike Wong, Vice President / Head of Advisory & Strategic Alliance; Nurul Amni Mohd Amin, FCA, ICAEW, Chief Financial Officer; and Nazral Safril Mohammad Sapari, Chief Human Resource Officer. From Sunway University, the attendees included Prof. Dato' Elizabeth Lee, CEO of Sunway Education Group; Prof. Sibrand Poppema, President; Prof. Mahendhiran Sanggaran Nair, Pro Vice-Chancellor (Research and Sustainability); Daniel Lee Lih Wei, Director of Research and Sustainability; Prof. Weng Marc Lim, Dean of Sunway Business School; and Assoc. Prof. Dr. Calvin Cheong Wing Hoh, Vice Dean of Sunway Business School.

The working committee from Sunway University comprised Dr. Stella Ong Kim Yoke, CMgr, CMI, Deputy Dean (Employability & Alumni) of Sunway Business School; Rafferty Hoo Wei Hoong, Event Coordinator of Sunway Business School; and Seng Choy Chin, Assistant Manager, Branding & Corporate Communications. Representing Business Advisory, CGC Malaysia in the working committee were Mastura Ismail, Head; Farina Anuar, Head of Section; Norhayati Abdul Ghani, Senior Executive; Nadia Mahmud Amir, Senior Executive; and Helmi Nazari, Executive.

Event Highlights



Photos from SBS Digital Media & Communication team

SBS Convocation – Day 1 & 2 | July 2025: Here's to the Dreamers, Doers, and Trailblazers

25 July 2025 – To our incredible graduates from the Department of Accounting, Finance & Economics, Department of Marketing Strategy & Innovation, Department of Business Analytics, Department of Management, and our outstanding postgraduate programmes, this is your moment and you've earned every bit of it!

Your passion, persistence, and unwavering drive have carried you across the finish line and into a future filled with endless potential. You arrived with ambitions and questions, and today, you leave with knowledge, clarity, and the courage to build something meaningful.

You've tackled challenges, explored new ideas, and grown into professionals ready to take on a fast-moving world. As you step confidently into the next chapter, know that the world is ready for your ideas, your leadership, and your impact.

Here's to new beginnings, bold dreams, and the journey ahead. Shine bright, Class of 2025. The best is yet to come!



[Day 1 Highlights](#)



[Day 2 Highlights](#)

Event Highlights

Final Year Graduation Briefing

Sunway Business School held its Final Year Graduation Briefing at JC 1, Sunway University, bringing together final-semester undergraduate and postgraduate students for a comprehensive session to support their transition beyond university.

3 July 2025

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Innovation & Rapid Prototyping Guest Lecture

Sunway Business School was elated to welcome Mr. Thila Vijayan, Director of Learning at 42 Malaysia, for an exhilarating and highly engaging session on Innovation and Rapid Prototyping.

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Visit to the Embassy of Spain in Malaysia

As part of the Embassy Series, students and staff visited the Embassy of Spain in Malaysia. The visit offered a great opportunity to learn about Spain's culture, education, tourism, and strong ties with Malaysia.

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Canva for Career Success: Practical Design Skills for Students and Professionals

Mr. Li Chong Lim, Marketing Manager and Trainer at Twenty-Four Consulting, conducted an engaging hands-on workshop that taught participants how to design effective presentations, posters, and digital content using Canva.

9 July 2025

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Event Highlights

Sharing Session with FMFF and SFFLA

Sunway Business School recently held a sharing session featuring industry experts from the Federation of Malaysian Freight Forwarders (FMFF) and the Selangor Freight Forwarders and Logistics Association (SFFLA).

9 July 2025

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#RareButReal with Nadiah Hanim

Sunway Business School extends our heartfelt appreciation to Ms. Nadiah Hanim Abdul Latif, Sustainability & Social Impact Leader, for her inspiring session titled hashtag#RareButReal: From Rare Disease Stigma to Developing an Ecosystem.

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Sunway Business School Alumni Sharing Session: Inspiring Future Entrepreneurs

An engaging session that connected aspiring student entrepreneurs with successful alumni of the BA (Hons) in Entrepreneurship programme - Pang Kah Mun, Hannah, Louis Ong Boon Xuan, and Ng Joanna - who shared their entrepreneurial journeys, challenges, and successes.

10 July 2025

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Leadership in the Age of Complexity with Ming Chew Chang

Mr. Ming shared practical perspectives on ethical leadership, ethical communication, and key leadership frameworks relevant in today's rapidly changing world. His real-life experiences provided students with a clearer view of what leadership looks like beyond theory.

11 July 2025

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Event Highlights

Finance Forward ft. Mr Money TV

Sunway's AKPK Club was proud to host "Finance Forward: Step 1 – Grow", featuring two well-known financial content creators – Mr. Peter Yong from Mr Money TV and Mr. Frankie Long Sik Lim from FAQ Show.

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IFRS 2/MFRS 2 Share-Based Payments with Desmond Tang from PwC

Sunway Business School honoured to welcome back Mr. Desmond Tang, Director of Assurance at PwC Malaysia and proud Sunway University alumnus, for an engaging guest lecture on IFRS 2/MFRS 2 Share-Based Payments and IAS 24/MFRS 124 Related Party Disclosures

15 July 2025

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SBS Internship Experience Sharing 2025

Sunway Business School hosted an inspiring session where our senior students shared their internship journeys with their juniors. From overcoming real-world challenges to achieving personal growth, their stories sparked curiosity, motivation, and confidence among those preparing for their own career paths.

17 July 2025

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Industry Speaker Series: A Resilient Future with ICAEW and AI in Accounting

Sunway Business School recently hosted an Industry Speaker Series for students of the Advanced Audit and Assurance module, courtesy of the Department of Accounting, Finance & Economics (DAFE)

22 July 2025

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Event Highlights

Educational Visit to the Parliament of Malaysia

Students, alumni, and staff from Sunway University participated in an educational visit to the Parliament of Malaysia, gaining valuable insights into the country's legislative process and national governance.

23 July 2025

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Embark on a Maritime Career: Cruise & Tourism Industry Insights

Sunway Business School proudly hosted "Embark on a Maritime Career: Cruise & Tourism Industry Insights", held in collaboration with Sunway Global Supply Chain Club and with the support of School of Hospitality and Tourism Management, Sunway University.

23 July 2025

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SDG Integration into Curriculum, Research, and Partnership

Sunway Business School had the honour of hosting Associate Professor Shajara UL-Durar for a distinguished guest speaker seminar titled "SDG Integration into Curriculum, Research, and Partnership."

28 July 2025

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Master of Human Resource Management Leadership Talk

Sunway Business School was pleased to welcome Mr. Daryl Ooi, General Manager of Group Human Resources at Hartalega, as a guest speaker for our full-time MHRM class.

28 July 2025

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Event Highlights

Special Talk on Sustainability & the Banking Industry

Sunway Business School had the privilege of hosting Luanne Sieh, Group Chief Sustainability Officer at CIMB Group Holdings, for an insightful session on how sustainability is shaping the future of the banking sector.

31 July 2025

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Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Piprani, A. Z., Nazir, S., Najmi, A., Watabe, M., & Jaafar, N. I. (2025). Digital Capabilities and Supply Chain Resilience: Is Supply Chain Mapping the Missing Link?. *Business Strategy & Development*, 8(3), e70148. <https://doi.org/10.1002/bsd2.70148>
- Koay, K.Y., & Ahmed, H.I. (2025). Understanding consumers' purchase intentions for green cosmetic products: an integrated perspective. *Social Responsibility Journal*
- Tan, S.Z., Lin, Y., & Loo, W.H. (2025). Green Specificity: Igniting Curiosity and Arousing Emotional Ambivalence. *Journal of Retailing & Consumer Services*. Forthcoming
- Kakar, S. K., Wang, J., Arshed, N., Abdullahi, N. M., & Ali, J. (2025). Navigating the nexus of renewable energy, industrialization, financial technology, and carbon emissions: An in-depth analysis and policy framework. *Technology in Society*, online first. <https://doi.org/10.1016/j.techsoc.2025.103016>
- Shaheen, S., Kalim, R., & Arshed, N. (2025). Optimizing Islamic financing for economic stability – a case for developing islamic monetary policy tools. *Journal of Islamic Accounting and Business Research*, online first.
- Afshan, S., Tiwari S., Singh, M. K. H., & Ho, W. K. (2025). Building a Greener Future: Exploring the Synergy of Sustainable Investments, Environmental Taxes, and Green Innovations in Emerging Economies. *International Journal of Energy Economics and Policy*, 15(5), 1-12. <https://doi.org/10.32479/ijEEP.20531>.
- Razi, U., Cheong, C. W., Shams, S., Sarker, T., Sharif, A., & Afshan, S. (2025). Assessing the turbulence: Wavelet coherence and causality analysis of energy price volatility and exchange rate instability. *Energy*, 136948.
- Idris, I., Sinnappan, P., & Hamzah, N. (2025). Unveiling the acceptance of modest fashion among Muslim women. *Fashion, Style & Popular Culture*, 1-31. https://doi.org/10.1386/fspc_00315_1

Newspaper

- Bolt, EET (2025) International Partnership: Dr Ester Bolt at Sunway University, Malaysia <https://sway.cloud.microsoft/fdCpA4dubnHJySJv?ref=Link>

Awards & External Grants

Sunway University Research Accelerator Grant Scheme/GRTIN-RAG(02)-DCMS-08-2025

Sivanandan, P., Xavier, J. A., Krishnan, I. & Ong, Stella.

Strategic Empowerment of Malaysian MSMEs for ESG Adoption and Sustainable Growth

This study aims to support Malaysian MSMEs in effectively implementing ESG practices to drive sustainable growth. It seeks to gain a deeper understanding of the real-world challenges these enterprises face, the resources they require, the role of stakeholders in facilitating ESG adoption, and the influence of market forces in accelerating sustainable business practices.

Amount Awarded: RM30,000



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