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Newsletter

SUNWAY BUSINESS SCHOOL

June 2025

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Event Highlights



Photos from SBS Digital Media & Communication team

Brands Harnessing the Power of Phygital Marketing

3 June 2025 - Sunway Business School had the pleasure of hosting an engaging forum titled "Brands Harnessing the Power of Phygital Marketing", a dynamic event co-organised by the Department of Marketing Strategy & Innovation, and Sunway Career Services.

The event welcomed over 100 enthusiastic participants, whose active engagement brought energy, curiosity, and depth to the discussions.

We extend our sincere appreciation to our distinguished panelists: RS Naveen from Nestlé, Yan Han Yeap from GXBank, and Ren Yi Chin, Independent FoodandBeverage Professional from myBurgerLab for generously sharing their valuable insights, industry experiences, and practical perspectives on the evolving landscape of phygital marketing.

Thank you to our skilled moderator Dr Ma Lan, our host Dr Pei-Shan Soon and Ms Judith Chan, event coordinator Rafferty Hoo, and our media team, Walliyaddin Abdul Khalik and Thinesh Varen for making the event possible.

We were also honoured by the presence of the Head of Department of Marketing Strategy & Innovation, Dr Chin Chuan, Gan, who presented tokens of appreciation to the panelists. A big shoutout to our awesome student helpers Chan Kai Xin and Tan Kai Xuen for their amazing efforts and dedication.

Event Highlights



Photos from SBS Digital Media & Communication team

MoU Signing of Sunway University and Lal Bahadur Shastri Institute of Management (LBSIM)

6 June 2025 – Sunway Business School is delighted to announce the signing of a Memorandum of Understanding (MoU) between Sunway University and Lal Bahadur Shastri Institute of Management (LBSIM), India.

This partnership aims to enhance academic collaboration, student mobility, and articulation opportunities between our two institutions.

Earlier this year, we had the pleasure of hosting a group of LBSIM students for a 10-day educational and cultural visit to Sunway University, marking a meaningful start to what we envision as a long-term, impactful relationship.

The MoU was signed in the presence of distinguished leaders from both institutions. Representing Sunway University were Professor Sibrand Poppema (President), and Professor Mahendhiran Sanggaran NAIR (Pro Vice-Chancellor, Research and Sustainability). From LBSIM, we were honoured to welcome Mr Anil Kumar Shastri (Chairman), and Dr. Praveen Gupta (Director).

Also in attendance were Mrs Manju Shastri (Member of the Lal Bahadur Shastri Education Society), along with Assoc Prof Zaheer Anwer (Deputy Dean, Internationalisation, SBS), Prof. Adarsh Kumar Pandey (Deputy Dean, Internationalisation, Faculty of Engineering and Technology), Sujatha Nagayah (Senior School Manager, SBS), and Jade Thum (Acting Director, Centre for Global Engagement and Mobility).

We look forward to building on this collaboration through meaningful joint initiatives that promote global academic excellence and transformative learning experiences.

Event Highlights



Photos from SBS Digital Media & Communication team

Book Prize Award by the Department of Accounting, Finance, & Economics

10 June 2025 – Sunway Business School proudly hosted the Book Prize Award, organised by the Department of Accounting, Finance & Economics, to honour outstanding students who demonstrated academic excellence across key subject areas.

Heartfelt congratulations to all student award recipients for their dedication, hard work, and exceptional performance. Your achievements reflect the academic strength and potential that define our school's learning environment.

Student Award Recipients:

Layaan Mohamed Rasheed, Clary Ng Xin Yi, Chew Yee Yen, Esther Koh Swan Ngu, Chua Jia Jia, Jacqueline Wong Ying Jie, Eric Chuah Shun Hup, Yeo Ya Wen, Neoh Kah Fai, Venice Khor Zi Lin, Kelly Low Pei Qi, Thian Jian Ming, Bryan Mou, Eugene Leong U Zi, Pui Kar Yee

We extend our deepest gratitude to the sponsors for their continued support and belief in the power of academic recognition. Your partnership is instrumental in encouraging excellence and bridging education with industry.

A special thank you also goes out to the organising team, faculty members, and event attendees for their contribution and presence, making this celebration a resounding success.

Together, we celebrate not only results, but the passion and potential that define our community at Sunway Business School.

Event Highlights

BDO PLT Guest Lecture by Tan Khoon Yeow

Mr. Tan delivered a practical and insightful session on IFRS 15: Revenue from Contracts with Customers, using a real-life case study approach that brought classroom concepts to life. Students gained a deeper understanding of revenue recognition and its application in real-world business settings, offering an invaluable learning experience for future accounting professionals.

3 June 2025

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Bridging Industry & Education with BASF: A Glimpse into Supply Chain & Career Opportunities

The session provided Sunway students with a deeper understanding of BASF's robust operations and supply chain processes, offering valuable context on how global supply chains are managed and optimized in a dynamic market.

4 June 2025

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Excel Mastery Workshop by Fakhru Syahmi

Sunway Business School extends our heartfelt thanks to Fakhru Syahmi, Economist & Data Analyst, for delivering an impactful workshop that equipped our students, staff, and alumni with advanced Excel, data analysis, and visualisation skills.

6 June 2025

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Futures Trading in Bursa Malaysia Derivatives

Encik Azman A. Khalid, Director of Group Human Capital, shared career opportunities at Bursa Malaysia Derivatives (BMD), while Mr Andrew Tan Kah Loong, Executive Vice President of Investor Development, gave an overview of BMD's structure and its role in the capital market. The session ended with a Q&A moderated by Dr. Siew Pong Cheah.

10 June 2025

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Event Highlights

Eastspring Board Games Kick-Off Session

Sunway Business School would like to give a big shoutout to Dr. Ling Foon, Chan for leading an engaging and interactive session designed to bring learning to life through gamification. Held with students from his class, this session marked the official start of the Eastspring Board Games Challenge, where strategic thinking meets financial literacy.

12 June 2025

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CGC Developmental Programme Workshop

Led by our experienced SBS academics, Dr. Prema Sivanandan (Senior Lecturer, Department of Accounting, Finance and Economics) and Dr. Nur Shazwani Rosli (Lecturer, Department of Marketing Strategy and Innovation), the workshop guided participants through the latest developments in AI technologies and their applications in analysing consumer behaviour, personalising marketing strategies and enhancing customer experiences.

17 June 2025

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Sunway Business School Embassy Series: Visit to the Embassy of Japan in Malaysia

We were privileged to hear from His Excellency Noriyuki Shikata, Ambassador of Japan to Malaysia, who shared thoughtful perspectives in Japan–Malaysia relations and Japan’s global partnerships. Special appreciation to Mr. Kitaoka Tatsuya, Counsellor and Director of the Japan Information Service, and the entire embassy team for facilitating this enriching experience.

17 June 2025

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Climate Literacy Training by Yunus Social Business Center

Delivered by certified trainers Assoc. Prof. Stephen Thomas Homer, Dr. Marc Weissmann, and Dr. Cindy Chuah, this initiative is grounded in the Carbon Literacy for Academics framework by the Carbon Literacy Project.

18 June 2025

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Event Highlights

SBS Hosts The 13th International Case Competition Malaysia

Sunway Business School proudly hosted the 13th International Case Competition Malaysia for an immersive week of collaboration, learning, and global networking. The event was co-organised by Victoria University Sunway, and The Hong Kong Polytechnic University School of Design, with strong support from the Hong Kong Logistics Association.

24 June 2025

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Career Talk: Motivation at the School of Hard Knocks with Kelvin Chua

From global travels to life-changing encounters, Kelvin shared powerful stories that touched on friendship, hardship, and the lessons that emerge from navigating tough decisions in life and career. His message was clear; real growth happens when we move from passive reaction to active problem-solving.

25 June 2025

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Building Trust in Sustainability: How External Assurance Ensures ESG Accountability

Jacqueline Wong shared valuable insights on the role of independent verification in building confidence in sustainability disclosures, highlighting real-world assurance practices and how they drive transparency and trust in ESG reporting.

25 June 2025

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SBS Executive Education Program Delivery

What does it take to drive real innovation in Malaysia's public service?

That question shaped every step of a week-long Innovation Leadership programme for Jabatan Perkhidmatan Awam (JPA) Malaysia, a collaborative effort between Sunway Business School and the Asian Strategy & Leadership Institute (ASLI), from 22 to 27 June 2025 at Sunway Big Box Hotel, Johor.

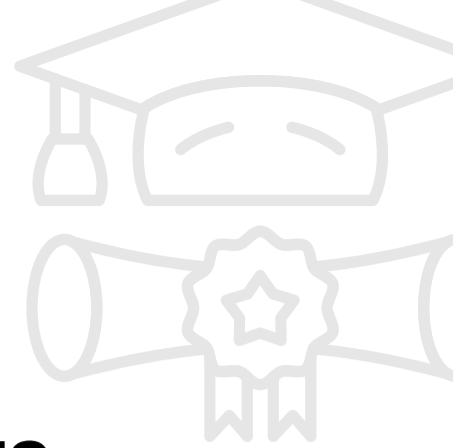
27 June 2025

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SBS Student Experience

Mohamed Al Zarai's Remarkable Path: Academic, Athletic, and Global Achievements



At Sunway Business School, we are deeply committed to supporting the holistic development of our students by encouraging them to pursue excellence not only in academics but also in their personal passions, leadership roles, and global engagement. One outstanding example of this commitment is Mohamed Al Zarai, a postgraduate student from Tanzania currently pursuing his Master's in Sustainable Development Management at the Jeffrey Sachs Center on Sustainable Development of Sunway Business School.

Mohamed recently achieved a remarkable milestone by making his debut at a prestigious Regional Natural Bodybuilding Competition held in Malaysia. This was his very first time stepping onto a competitive bodybuilding stage, and his participation itself marks a significant personal and professional achievement. More than just a sporting success, Mohamed's journey reflects discipline, resilience, and the courage to push beyond boundaries.

Balancing a demanding postgraduate academic schedule while preparing for a highly competitive and physically intense event is no small feat. Mohamed has shown that with the right mindset, careful time management, and unwavering dedication, students can thrive in multiple domains. His journey exemplifies the values of excellence and balance that we strive to instil in every Sunway student.

In this competition, Mohamed entered three highly competitive categories: True Novice Natural, Novice Natural, and Open Men's Physique, where he secured fourth place and third place, respectively. These impressive rankings are a testament to his determination and hard work, especially as an international student who is also adapting to a new academic and cultural environment in Malaysia.

Beyond his academic and athletic pursuits, Mohamed was also actively involved in leadership and international engagement throughout his time at Sunway. He served as a committee member of the United Nations Association of Malaysia (UNAM) Forum, contributing meaningfully to discussions and initiatives promoting global awareness and sustainable development. He also participated in the Sunway Business School Embassy Series, where he engaged with the High Commission of the United Republic of Tanzania in Malaysia and had the honour of meeting the High Commissioner. His involvement reflected a strong commitment to diplomacy, leadership, and international collaboration.

We at Sunway Business School extend our warmest congratulations to Mohamed Al Zarai and wish him continued success in all his future endeavours. He has already made us proud, and we are confident that his journey has only just begun.

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Tiamiyu, T. (2025). Discontinuance intentions of peer-to-peer accommodation: the role of fear and tainted memories of Nigerian Gen Z and Millennials. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-01-2025-0069>
- Tanveer, Z., Kalim, R., & Arshad, N. (2025). Role of climate change in altering global agricultural trade dynamics: an empirical analysis. *Journal of Economic Studies*, <https://www.emerald.com/insight/content/doi/10.1108/jes-12-2024-0829/full/html>
- Wang, C., Nazar, R., Ali, S., & Meo, M. S. (2025). Eco-friendly algorithms: Artificial intelligence and green finance in European intelligent nations. *Technology in Society*, 75, 102960. <https://doi.org/10.1016/j.techsoc.2025.102960>
- Koay, K.Y., & Low, S.K. (2025). Understanding the influence of chain coffee shops' innovativeness on brand loyalty through brand satisfaction: a multi-analytical approach. *British Food Journal*
- Koay, K.Y., & Chen, A.B. (2025). Be different! Understanding the influence of bubble tea stores' innovativeness on revisit intentions through emotions. *British Food Journal*
- Ong, Z.Q., & Koay, K.Y. (2025). Understanding the role of minimalism in affecting individuals' intentions to donate second-hand clothing. *Journal of Social Marketing*.
- Cheah, C.W., Jabeen, F., Koay, K.Y., Ferraris, A. (2025). The political game of innovation: evidence from the ride-hailing service industry. *International Journal of Entrepreneurial Behavior & Research*.
- Koay, K.Y., & Cheah, C.W. (2025). Effects of perceived risk on consumers' intentions to purchase second-hand clothing: a comparison across four generations. *Asia Pacific Journal of Marketing and Logistics*.
- Lim, W.M. Koay, K.Y., & Cheah, C.W. Commercialization of influencer content on social media: the roles of parasocial relationships and sponsorship disclosures. *Journal of Strategic Marketing*
- Shun, M. T., Lim, W. M., Koay, K.Y., & Ong, D.L.T. (2025) Understanding consumers' motivations to purchase electric vehicles: a mixed methods approach. *Acta Psychologica*
- Leong, M.K., & Koay, K.Y., (2025). A moderated mediation model of perceived social sustainability on brand evangelism. *Journal of Consumer Marketing*
- Hameed, K., & Arshed, N. (2025). Social Media Usage for Customer Knowledge Management: A Case of Pakistani Retailer. *Review of Economic Trends*, 2(1). <https://doi.org/10.51846/ret.v2i1.3953>

Research Publications



Book Chapters

- Nga, J.K.H. & Choong, D.(2025). Principles and Everyday Practice of Personal Financial Planning

Newspaper

- Islam, A (2025), How AI could erase higher education's soul : <https://en.prothomalo.com/opinion/voocv05jsr>
- Bolt, EET (2025) Studying in Malaysia : https://nlvmaleisie.org/wp-content/uploads/2023/04/ZomerFlits2-25_3rd-draft-draft.pdf

Conference Paper

- Afshar Jahanshahi, A., Chalise, S., Schmitt, V. G. H., Melchor Durán, I. L., Misbah Mohammed Shabana, M., BEZZAA, A., Nawaser, K., Hossain, M.I., ... & Adiguzel, Z. (2025). Does Your Life Have Meaning? Social Entrepreneurial Intentions Through Dark and Light Triad Traits. In Academy of Management Proceedings (Vol. 2025, No. 1, p. 14001). Valhalla, NY 10595: Academy of Management. <https://journals.aom.org/doi/10.5465/AMPROC.2025.14001abstract>
- Bahanni, K., Fujimoto, Y., Le, H., Bolt, EET, AI-Assisted HR Practices and Implications for Diversity, Equity, and Inclusion: A Systematic Review. <https://journals.aom.org/doi/abs/10.5465/AMPROC.2025.19564abstract>



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