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Newsletter

SUNWAY BUSINESS SCHOOL

March 2025

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Event Highlights



Photos from SBS Digital Media & Communication team

Riang Rasa Mentari at Sunway Desa Mentari: Community Development & Activities Day

22 Mar 2025 - Sunway Business School was recently part of a special community project called “Riang Rasa Mentari” at Sunway Desa Mentari, along with School of Mathematical Sciences, Faculty of Arts and Social Sciences, Faculty of Engineering and Technology, and School of Medical and Life Sciences.

It was a fun-filled day with various activities for the children of Sunway Desa Mentari, including a plethora of mathematics games courtesy of School of Mathematical Sciences, coloring activities, and a vibrant ‘wayang kulit’ performance carried out by students from the Faculty of Arts and Social Sciences. Thanks to both schools for making it a memorable experience for these young and brilliant minds.

The highlight of the day was the Bubur Lambuk Initiative led by our very own SBS students. Over 60 kilograms of this savoury porridge concoction was prepared from scratch, cooked on the spot, and distributed generously to hundreds of residents, passersby, and motorists.

A big shoutout to the Sunway Desa Mentari Community Development Programme for an incredible day at Riang Rasa Mentari. From engaging activities to heartwarming community moments, this initiative truly showcased the power of collaboration. We look forward to working together for more events like this in the near future.

Event Highlights

Carabao Marketing Campaign Pitching Session by Students from Master of Marketing

Sunway Business School is proud to celebrate the success of our Master of Marketing students in the recent Carabao Pitching Session, held as part of the MKT5044 Marketing Communication module.

1 Mar 2025

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Master in Sustainable Development Management (MSDM) Career Series Workshop

Designed by students, for students, this session provided valuable industry exposure, networking opportunities, and career advice for those looking to build a future in sustainability.

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HKMU Students Complete an Enriching International Immersion Programme at Sunway Business School

Sunway Business School had the pleasure of hosting students from the Hong Kong Metropolitan University (HKMU) MBA Entrepreneurship programme for an immersive learning experience from 3-7 March 2025.

7 Mar 2025

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Sunway Business School Forms A Collaboration With CPA Australia

From career booths and knowledge-sharing sessions to engaging student ambassador programs, this partnership aims to bridge academia and the accounting profession.

14 Mar 2025

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Event Highlights

College of Business Administration, Adamson University, Manila, Philippines Visits Sunway Business School

A delegation from the College of Business Administration, Adamson University, Manila, Philippines, visited Sunway University as part of a benchmarking initiative aimed at exploring academic best practices and fostering institutional collaboration.

19 Mar 2025

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Vimal Jyothi Institute of Management & Research, Chemperi, India Visits Sunway Business School

A delegation from Vimal Jyothi Institute of Management and Research, Chemperi, India, led by Dr Fr Jinu Vadakkemulanjanal (Genimon V Joseph), Principal, and comprising 29 MBA students and 3 faculty members, visited Sunway University.

20 Mar 2025

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Crafting Conceptual Proposition-Based Contributions in Psychology and Marketing: The 7C Framework

Sunway Business School successfully hosted the Crafting Conceptual Proposition-Based Contributions in Psychology and Marketing: The 7C Framework workshop, featuring Professor Linda Hollebeek.

26 March 2025

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Jeremy Tey: My Journey from Communications to Marketing Strategy



From the moment I graduated with a BA (Hons) in Communications, I knew I had chosen the right field. However, I quickly realised that while I enjoyed my work, I wanted to expand my expertise beyond design and execution into a more strategic role, particularly in marketing.

My previous role as a designer in a social media agency primarily focused on execution, but it exposed me to the planning and strategic aspects of content marketing. This piqued my interest in exploring marketing more deeply, leading me to pursue a Master's in Marketing. Given my long-standing affiliation with Sunway since my Pre-University days, opting for the dual degree programme offered by Lancaster was an easy decision.

Throughout the programme, I gained invaluable knowledge from experienced lecturers who provided insights into various aspects of marketing. The learning environment was more advanced and engaging, allowing me to build a strong foundation in both theoretical and practical marketing principles. However, one of the most significant benefits of the programme was the opportunity to network with like-minded classmates from diverse industries. These connections have broadened my professional perspectives and helped me prepare for future employment.

My career journey began as a designer at a social media agency, where I was also involved in content creation. This role introduced me to other job functions, including production, which sparked my interest in planning rather than just executing. In 2022, I took on a new role in an education company in Singapore, where my job responsibilities expanded. While I had more involvement in planning, the role remained heavily execution-based, focusing primarily on design and video editing. Despite gaining valuable experience, I sought an opportunity where I could play a more strategic role in decision-making.

Among my most cherished memories at Sunway was the successful execution of Sunway's Got Talent Season 3. The event was an extensive and ambitious endeavour, requiring immense teamwork and dedication. Seeing all our efforts come to fruition was a truly gratifying experience, reinforcing my belief in the power of collaboration and perseverance.

After completing my Master's, I achieved my goal of securing a role in a corporate environment as a Product Marketing Executive at Sony. This transition was a pivotal moment in my career, marking my shift from an execution-based role to one that allowed me to take ownership of a product category. Managing the lifecycle of a product, rather than merely executing tasks, was both exciting and rewarding. It was a career milestone that I took immense pride in, as it aligned with my aspirations of contributing to marketing strategies at a higher level.

Beyond my professional commitments, I have also been actively contributing to my church's media team in Malaysia, utilising my skills in marketing and communications to support its initiatives. This has been a fulfilling way to give back to the community while continuing to apply and refine my expertise.

Reflecting on my journey, I am incredibly grateful for the experiences, opportunities, and connections I have gained through Sunway University. The supportive lecturers, the dynamic student life, and the enriching academic environment have played a significant role in shaping my career and personal growth. Looking ahead, I am excited to continue leveraging the skills and knowledge I have acquired to make meaningful contributions in the field of marketing.

A Valedictorian's Journey: Meharvan Singh's Path



Developing a keen interest in accounting since secondary school, I pursued the BSc (Hons) in Accounting and Finance at Sunway Business School, a decision driven by both my enthusiasm for the subject and the vast career opportunities it offered.

Throughout my studies, the programme equipped me with more than just theoretical knowledge. By integrating real-world applications and practical projects, I was able to bridge the gap between classroom learning and professional practice. One of the most valuable aspects of my degree was the two mandatory internship requirements, which provided me with valuable hands-on industry exposure. It refined my technical skills and expanded my professional network, with connections that ultimately led me to secure a full-time role as a Valuations Associate at PwC Malaysia even before officially graduating.

While landing a role at a globally reputable firm was a significant milestone, the process was not without its challenges. Fortunately, my time at Sunway University has prepared me well for these expectations. Over the past six months at PwC, I have worked on diverse valuation projects spanning various industries, both locally and globally. These experiences have not only expanded my technical expertise but have also strengthened my ability to think critically and solve complex financial problems.

Beyond academics and my career, Sunway University played a pivotal role in shaping my commitment to social impact. In 2021, I co-founded BIMBING, a volunteer-led organisation that provides free education and career guidance to Malaysians of all backgrounds. Leveraging the business and management skills I acquired during my degree, I helped streamline BIMBING's operations, ensuring its sustainability and effectiveness in reaching those in need. Additionally, my involvement in student organisations at Sunway allowed me to contribute to the professional development of my peers.

As Vice President of the Sunway Accounting and Commerce Society, I had the privilege of organising career talks, forums, and company visits featuring industry leaders from the Big 4, multinational banks, and top corporations, providing students with valuable insights and networking opportunities to advance their careers.

The skills I developed throughout my degree have been invaluable in both my professional and personal life. I gained management skills that were crucial in leading teams and handling multiple responsibilities efficiently. My communication skills improved significantly, allowing me to engage confidently in professional settings and collaborate effectively with colleagues and clients. Additionally, the rigorous academic workload taught me the importance of time management, helping me balance personal commitments, professional growth, and social contributions.

Reflecting on my time at Sunway University, I cherish the countless experiences that shaped my journey. I was actively involved in multiple student organisations, serving as Vice President of Sekretariat Rukun Negara, External Relations Executive of the Sunway University Student Council and Public Relations Executive of Sunway Career Peer Advisors. These roles provided me with a platform to support and inspire others while honing my leadership and organisational skills. My involvement extended beyond university life, where I participated in national activism, community service projects, and leadership development programmes, as well as earning the Gold Level Duke of Edinburgh's International Award.

Among all my memories at Sunway University, the most profound moment was graduating as the valedictorian of my class. Standing before my peers to deliver the valedictory address in the presence of my family, friends, and the Founder and Chancellor of Sunway University, as well as the Founder and Trustee of the Jeffrey Cheah Foundation, YBhg. Tan Sri Dato' Seri Sir Dr Jeffrey Cheah, was both an honourable and humbling experience. It was the perfect conclusion to three years of hard work, cherished friendships, lasting memories, and invaluable learning.

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Tan, T. H., & Toh, E. B. H. (2025). Millennials' perspectives: motivations for co-living in a developing nation. *Open House International*. <https://doi.org/10.1108/ohi-12-2023-0296>
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- Haider, S. A., Tehseen, S., Dantas, R. M., Correia, A., Mata, M. N., Anthony, M., & Hossain, S. M. (2025). The Evaluation of Leadership Styles on Employee Innovative Work Behaviour of Project Managers in the Healthcare Industry: The Mediating Role of Emotion Intelligence. *International Journal of Innovation Management*. <https://doi.org/10.1142/s1363919625500094>
- Akbar, A., Gul, A., Haider, S. A., Ahmad, S., Chen, S., Tehseen, S., & Asif, M. (2025). China's outward FDI and globalization's impact on CO2 emissions: A Cross-Country Panel data analysis. *Journal of the Knowledge Economy*. <https://doi.org/10.1007/s13132-024-02404-y>
- Abd Hamid, H., & Teng, H. C. (2025). Small differences still matter: survivability of ventures owned and operated by transnational migrants through the lens of cultural arbitrage. *Cross Cultural & Strategic Management*. <https://doi.org/10.1108/CCSM-06-2023-0112>

Research Publications



- Presbitero, A., Fujimoto, Y., Lim, W. M. (2025) Employee engagement and retention in multicultural work groups: The interplay of employee and supervisory cultural intelligence. . *Journal of Business Research*, 189, 115160. <https://doi.org/10.1016/j.jbusres.2024.115012>
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- Palamidovska-Sterjadovska, N., Rasul, T., Lim, W. M., Ciunova-Shuleska, A., Ladeira, W. J., De Oliveira Santini, F., & Bogoevska-Gavrilova, I. (2025). Service quality in mobile banking. *International Journal of Bank Marketing*. <https://doi.org/10.1108/ijbm-02-2024-0105>
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Research Publications



Newspaper

- Islam, A., (2025). Mental Health Challenges Faced by Gen Z University Students in Bangladesh. The Daily Sun. <https://www.daily-sun.com/printversion/details/776357>
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- Tehseen, S. (2025, March 11). Adaptive working: A modern approach to flexibility in the workplace.
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