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Newsletter

SUNWAY BUSINESS SCHOOL

May 2025

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Event Highlights



Photos from SBS Digital Media & Communication team

An Open Dialogue with Roland Chan, Chief Executive Officer of Lamborghini Kuala Lumpur

7 May 2025 – Sunway Business School had the privilege of hosting an exclusive Open Dialogue with Roland Chan, CEO of Lamborghini Kuala Lumpur.

Arriving in the striking Lamborghini Revuelto, Roland Chan, CEO of Lamborghini Kuala Lumpur, made a powerful statement on the brand's evolution toward a sustainable future. As Lamborghini's first plug-in hybrid, the Revuelto blends iconic performance with cutting-edge electrification, marking a bold step toward greener supercars.

In a dialogue moderated by Professor Yuka Fujimoto, Roland shared insights into Lamborghini's move toward sustainability, the challenge of preserving heritage while embracing innovation, and how the brand aligns with global environmental goals.

He also reflected on his own professional journey, offering valuable leadership lessons and advice on navigating the luxury automotive sector with passion and resilience.

The session sparked lively discussions, with students and staff engaging deeply on topics like green mobility, branding, and future career opportunities. A heartfelt thank you to Roland Chan and Professor Yuka for an inspiring and enriching session.

Event Highlights

Sunway Business School Embassy Series: High Commission of Brunei Darussalam

We extend our deepest appreciation to Mr. Aizul Suyoi, First Secretary – Deputy Head of Mission & Head of Chancery, for his insightful discussions and invaluable perspectives. Special thanks also go to Mr. Zulhilmi Asli and Ms. Nurfazliana Talif, Education Attaché, for their warm hospitality and thoughtful engagement throughout the visit.

8 May 2025

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Celebratory Luncheon for the Winning Teams of Eastspring Business Challenge 2025

It was a wonderful afternoon of celebration, connection, and reflection as we honoured Team HDLTT, the Grand Prize winners, and Team NOVA, Top 5 Finalists, alongside their dedicated mentors from Sunway Business School.

9 May 2025

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Phygital Science – Is Asia Ready? A Talk by Dr Wided Batat

Sunway Business School was pleased to host Dr. Wided Batat for an insightful session at Sunway iLabs, where she shared her expertise on phygital innovation and its potential to support sustainable growth and resilient economies in Asia.

14 May 2025

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Sunway Business School Students Helping Hands Installation Ceremony

We proudly gathered for the Sunway Business School Students Helping Hands Installation Ceremony, celebrating the exceptional contributions of the outgoing team and welcoming the newly appointed committee members.

14 May 2025

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Event Highlights

Sunway Global Supply Chain Club Visits Oji Packaging Plant

The Sunway Global Supply Chain Club organised an enriching and hands-on industry visit to the Oji Asia Packaging Plant, offering students a first-hand look into real-world supply chain and manufacturing operations.

14 May 2025

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Sunway Business School Congratulates Joyce Ang - Top Scorer in the December 2024 ACCA Exam Session

Sunway Business School proudly congratulates Joyce Ang Kye Wei on her phenomenal achievement in the December 2024 ACCA exam session. Joyce earned a remarkable 97 marks in Strategic Business Reporting (SBR), placing her 1st in Malaysia and 2nd Worldwide

15 May 2025

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FPAM Debt Management and Consumer Credit Talk

Sunway AKPK Club successfully hosted the FPAM Debt Management and Consumer Credit Talk, aimed at equipping students with practical financial knowledge to navigate personal finances confidently and responsibly. The session featured two distinguished speakers from Core Plus Advisory Sdn Bhd - Ms. Celine Khor and Ms. Jovie Lim, both of whom are Licensed Financial Planners.

16 May 2025

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MICPA-CAANZ Professional Accounting Qualification

Sunway Business School had the pleasure of having Ms Eileen Grace Lee from MICPA to give a talk to Year 2 BAF students about the MICPA-CAANZ Professional Accounting Qualification.

20 May 2025

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Event Highlights

LinkedIn Workshop by SBS Student Concilium

Sunway Business School is proud to share the success of the LinkedIn Workshop, which brought together students, alumni and staff for an impactful session on building stronger professional visibility in today's digital world. A heartfelt thank you to Kee Boon, Account Director at LinkedIn Talent & Learning Solutions, for delivering a session filled with actionable insights and strategies.

22 May 2025

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What It Takes To Be A Sustainable Leader by Dr Christina SS Ooi

Sunway Business School had the honour of hosting a thought-provoking and energising guest lecture by Dr. Christina SS Ooi. Through real-world insights and powerful reflections, Dr. Ooi unpacked the evolving role of leadership in an age marked by complexity, uncertainty, and global transformation.

23 May 2025

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Exploring the Future of Corporate Reporting with CPA Australia's Ram Subramanian

Ram Subramanian, External Reporting Lead at CPA Australia, provided participants with valuable updates on international standards, including the introduction of IFRS 18, which focuses on enhanced presentation and disclosure in financial statements, as well as a reaffirmation of IFRS 16's continued relevance.

27 May 2025

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Clicks to Cash: Making Money Through Media Engagement with Kirthanah Devan

Kirthanah is a video producer at WeirdKaya – one of Malaysia's rising digital media platforms. She shared her journey and gave participants a behind-the-scenes look at how the media industry generates revenue through content creation.

29 May 2025

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Event Highlights

SBS Embassy Series: High Commission of the United Republic of Tanzania

Sunway Business School had the honour of visiting the High Commission of the United Republic of Tanzania, continuing our esteemed Embassy Series. We were warmly welcomed by His Excellency Ambassador Mahadhi Juma Maalim, High Commissioner of Tanzania in Malaysia, alongside the High Commission team.

29 May 2025

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Empowering Women Through Skills in Technical and Vocational Fields

Organised in collaboration with Women in AI, the session brought together passionate leaders, students, alumni, and members of the public for a dynamic exchange on innovation, leadership, and inclusion. We were honoured to welcome three trailblazing speakers who shared powerful insights from their professional journeys.

31 May 2025

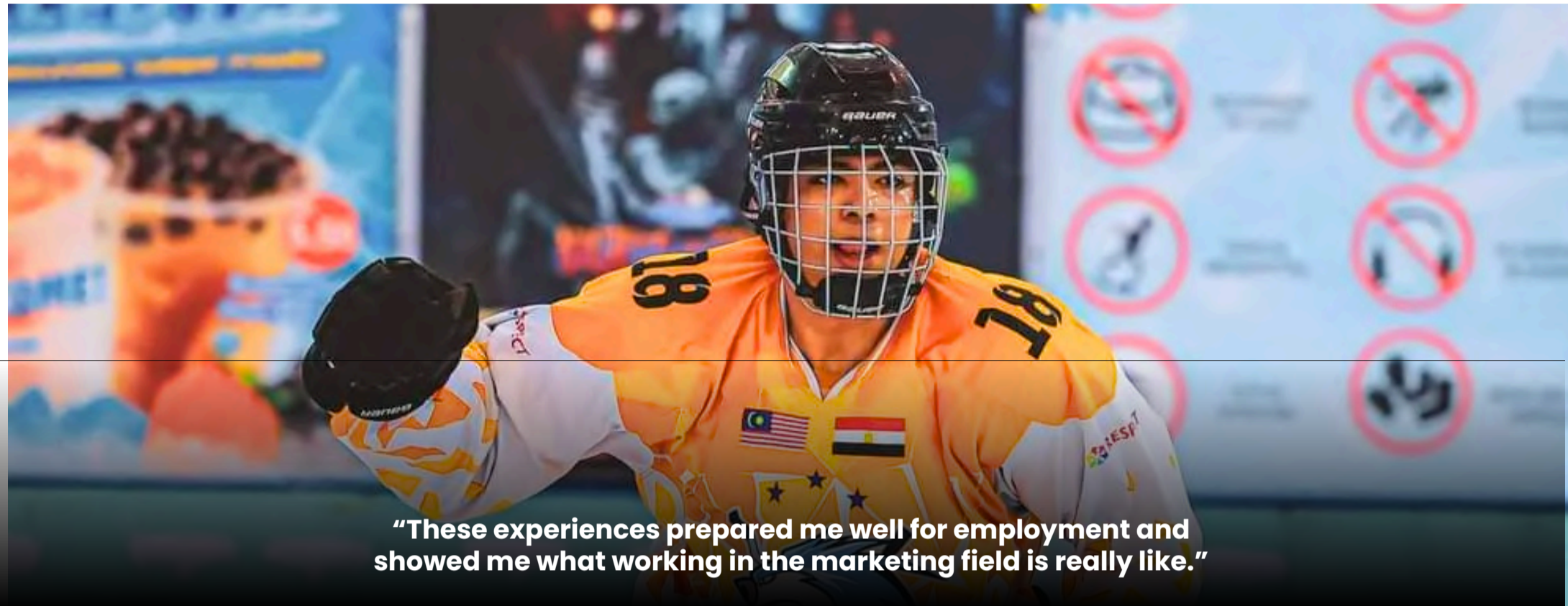
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SBS Alumni Stories



Ali Elleithy: Turning Curiosity into a Career in Marketing



“These experiences prepared me well for employment and showed me what working in the marketing field is really like.”

Since young, I have always been curious about people, how they think, why they behave the way they do, and what motivates them. That natural curiosity led me to choose the Master’s in Marketing programme. I felt that studying marketing would not only help me understand human behaviour better but also allow me to use that knowledge in real-life situations, especially in understanding consumer decision-making.

One of the things I liked most about the programme was how practical it was, as it went beyond theory and involved working on real-world projects that gave us hands-on experience. For example, I had the chance to work with an actual brand, which taught me how to think creatively, solve problems, and work under pressure.

Outside of my studies, sports have always played a big role in my life. I used to swim competitively, and now I play ice hockey at a competitive level. These sports are more than just hobbies as they help me stay focused, disciplined, and balanced. Whenever things get stressful or I feel overwhelmed, being active allows me to release energy positively. It also teaches me teamwork, patience, and how to stay committed. Having a physical outlet like this has supported both my personal growth and mental well-being throughout my journey at Sunway and beyond.

Another thing I truly value is how the programme shaped me as a person. I became more empathetic and began to see the bigger picture of how the world works. Sunway inspired me to give back to society. Since then, I have been involved in community work almost every month, whether through volunteering, donations, or helping people in small ways. It is something I plan to continue doing.

Teamwork was also a major part of the programme. We always had to collaborate with others, and this helped me improve how I communicate and work with different types of people. I also became more professional and better at managing responsibilities, which I believe will help me in any job I take on.

Looking back, some of the best parts of my time at Sunway were the friendships and connections I made. I met people who I believe will be lifelong friends. The lecturers also played a big role in my journey. They supported me not only academically but personally as well, and I am still in touch with some of them today.

If I had to pick one fond memory from Sunway, it would be walking into campus every day and feeling excited to learn. The environment was always fun and full of energy, and the people made it even better. It felt like a place where I truly belonged.

SBS Alumni Stories

Ang Ker Soon: From Campus Roots to Green Shoot



I completed the Canadian International Matriculation Programme (CIMP) in 2004, an undergraduate degree from Victoria University (VU) in 2007, and a Master's degree from Sunway Business School, validated by Lancaster University, in 2024. My two older brothers also graduated from Sunway University, so it was a natural choice for me. What I truly appreciated about the courses was the dynamic and practical learning approach, coupled with a supportive environment.

The CIMP and VU programmes emphasised coursework over traditional examinations. This structure enabled me to engage in collaborative projects, presentations, and real-life problem-solving exercises, which significantly enhanced my interpersonal skills. Working closely with peers and lecturers on assignments helped me build confidence in communication, develop effective teamwork dynamics, and adapt to diverse working styles, skills that are essential for success, whether as a business owner or in a corporate environment.

My employment journey has been dynamic and incredibly enriching. I began as an intern at DHL Express and spent 12 years growing across various aspects of marketing before transitioning into a sales role. I later held senior leadership positions at two Chinese logistics companies, first as Global Head of Marketing and then as Global Head of Partnerships at SF Express Headquarters, followed by roles as Global Director of Sales at ECMS Express Headquarters and Deputy General Manager at ECMS Express Singapore. Each position presented unique challenges, but they also enabled me to strengthen my expertise in strategy, communication, and cross-functional leadership.

Eventually, I ventured into entrepreneurship by establishing an indoor vertical farm and later launched a farm-to-table café. Although these industries were vastly different from my previous roles, I was able to thrive by leveraging the diverse skill sets and experiences I had gained throughout my career. I have learned that progressing forward and embracing new opportunities requires versatility, adaptability, and a commitment to continuous learning. I actively pursue personal growth by acquiring new knowledge, embracing innovation to challenge conventional practices, and staying informed on emerging market trends.

One of my proudest achievements is transforming Greenbugs from a simple green supplier into a comprehensive lifestyle ecosystem. We take pride in offering premium quality produce and outstanding service. In addition to running a farm-to-table café, we conduct sustainability workshops for both community members and corporate groups, while continuously innovating in areas such as nutrition, product development, and environmental education. Our prototype business model, tested with hundreds of consumers, farmers, and F&B operators, has delivered promising outcomes. As we look ahead, our goal is to expand and scale this initiative. It is deeply fulfilling to know that our efforts are fostering healthier eating habits and helping communities reconnect with the source of their food.

During my time at Sunway, I actively participated in various charitable events, which sparked a deeper commitment to community service and laid the foundation for my future involvement in ESG initiatives at DHL. When I later founded Greenbugs, the mission extended beyond building a business; it became about creating a positive impact, supporting the community, and promoting environmental sustainability. As Greenbugs continues to grow, so does my capacity to contribute meaningfully to these causes.

It is difficult to single out just one memory, as my time at Sunway was filled with countless meaningful experiences. Even a year before graduating, I already felt a sense of reluctance to leave, a reflection of how incredible student life on campus truly was. The vibrant atmosphere, lasting friendships, and rich experiences made it hard to let go. Rather than rushing into the workforce, I chose to fully embrace and savour every moment of my final year. Looking back, I am deeply satisfied and proud of that once-in-a-lifetime decision. It was a defining chapter that has shaped me in ways I will always carry with me.

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Fahad, S., Su, F., Nassani, A. A., & Arshed, N. (2025). From bytes to sustainability: Leveraging supply chain digitization for enhancing energy resilience. *Energy Economics* 146, 108514. <https://doi.org/10.1016/j.ececo.2025.108514>
- Ul-Durar, S., Sisto, M. D., Arshed, N., Yasin, N., & Reynolds, K. (2025). Natural capital productivity as a decoupler of energy and emissions in Sub-Saharan Africa. *Energy Economics*, 145, 108484. <https://doi.org/10.1016/j.eneco.2025.108484>
- Ajonbadi, H. A., Adekoya, O. D., Mordi, C., Cronk, H., Islam, M. A., & Taofik, I. (2025). Exploring the voice and representation mechanisms of platform workers and implications for decent work in the Nigerian gig economy. *Journal of Industrial Relations*, 00221856251337191. <https://doi.org/10.1177/00221856251337191>
- Rahman, M. K., Hossain, M. A., Piprani, A. Z., & Abdullah, A. R. (2025). Impact of tech-driven integration, flexibility, and ambidexterity on supply chain integration and performance in manufacturing firms: moderating role of uncertainty and agility. *Future Business Journal*, 11(1), 72.
- Islam, M. T., Hossain, M. I., Kumar, J. (2025). Adoption of contactless payment systems at Mamak restaurants: evidence from Malaysia. *Worldwide Hospitality and Tourism Themes*. <https://doi.org/10.1108/WHATT-01-2025-0049>
- Moriuchi, E., Hollebeek, L. D., & Lim, W. M. (2025). Consumers' smartphone addiction: Impact of engagement and app type on wellbeing. *Journal of Business Research*, 194, 115379. <https://doi.org/10.1016/j.jbusres.2025.115379>
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- Piprani, A. Z., Jaafar, N. I., Ellahi, R. M., Watabe, M., Islam, M. A., & Najmi, A. (2025). Supply Chain Mapping for High Risk Environment: Industry 4.0 and the Quest for Resilient and Sustainable Supply Chains. *Sustainable Development*. <https://doi.org/10.1002/sd.3522>
- Chung, X. L., Yasmin, F., Haider, S. A., Sinnappan, P., Poulouva, P., Baskaran, Tehseen, S., & Idris, I. (2025). Impulsive buying behaviour in live-streaming commerce: an application of SOR theory. *Cogent Social Sciences*, 11(1), 2474861.
- Soontiens, W., Martins, J. N., Anthony, M., Haider, S. A., Dantas, R. M., Correia, A. B., & Tehseen, S. (2025). Peer-based strategies and organizational legitimacy: A case of women's promotion in the public sector. *Journal of the Knowledge Economy*.

Research Publications



Book Chapters

- Muhammad, M. T., Ul-Durar, S. & Arshed, N. (2025). Chapter 15. Transition from Load Capacity to Environmental Kuznets for Financial Inclusion – Impact of Innovation and Entrepreneurship on Carbon Dioxide Emissions. Malik, F. A., Mahajan, S., Yadav, D. K., Lone, N. A. & Amin, S. (Ed.). Financial Resilience and Environmental Sustainability Global South Perspectives. Springer Nature. ISBN 978-981-96-4271-7
- Homer, S.T. and Chuah, C. (2025), "Mindfulness and Management", Jee, T.W., Lau, E. and Kilgour, M. (Ed.) Mindful Marketing and Strategic Management: Paving A Sustainable Society through Past, Present, and Future Perspectives, Emerald Publishing Limited, Leeds, pp. 61-79. <https://doi.org/10.1108/978-1-83549-754-820251005>
- Tehseen, S., Xuan, S. L. M., & Islam, A. (2025). Promoting Sustainable Development Goals: Strategies for Local and Global Engagement. In Advancing the SDGs in Developing and Emerging Economies (pp. 61-74).

Newspaper

- Luo , X. (2025). Unlocking the Secrets Behind Impulse Buying in Live-Streaming. <https://sunwayuniversity.edu.my/explore/spotlightonresearch/unlocking-secrets-behind-impulse-buying-live-streaming>
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