

A  
CLASS  
ABOVE

# Newsletter

SUNWAY BUSINESS SCHOOL

**October 2025**



# Event Highlights



Photos from SBS Digital Media & Communication team

## Sunway World Singing Day

**7 October 2025 – SBS was truly delighted to be part of this year's World Singing Day, a global movement that celebrates unity, connection, and joy through the power of song, held at the Sunway University Foyer.**

The event brought together students, staff, and faculty from across campus, all singing in harmony to promote peace, inclusivity, and emotional well-being.

This marks the second year that Sunway University proudly hosted this global celebration, and it was inspiring to see the community come together with such warmth and spirit.

A heartfelt thank you to our co-organisers, the School of American Education (SAE), Faculty of Arts and Social Sciences (FASS), Faculty of Medical and Life Sciences (FMLS), Centre for English Language Studies (CELS), the Sunway Academic Staff Association (SASA), and Campus with a Conscience (CWAC) for making this event a truly memorable one.

Together, we continue to embody the spirit of Sunway: a community that sings, connects, and uplifts each other in harmony.

# Event Highlights



*Photos from SBS Digital Media & Communication team*

## SBS Media Visit to Media Prima Berhad

**9 October 2025** – Sunway Business School is proud to share that SBS Media successfully organised an insightful industry visit to Media Prima Berhad.

The visit gave our students first-hand exposure to Malaysia's leading media ecosystem, spanning the NSTP Editorial & MPTV News and Current Affairs (NCA), REV Media Group, and Media Prima Audio (MPA).

Students had the rare opportunity to explore TV3's news studios, observe digital content operations, and learn about the production behind Malaysia's top radio shows such as the Fly FM Morning Show.

We extend our heartfelt appreciation to the Media Prima team, including Mr. Kamarul Aznam Kamarozaman, Mr. Kamaruddin Mape, Mr. Abdul Rahim Daim, Ms. Azaria Tagaya, Ms. Nicole Chua, Mr. Ihsan Ihsani, Mr. Ean Nasrun, and Mr. Haniff Hamzah, for their warm hospitality and for sharing their invaluable expertise.

This experience exemplifies the strong partnership between Sunway Business School and Media Prima Berhad, inspiring our students to connect classroom learning with real-world industry practice.

# Event Highlights



Photos from SBS Digital Media & Communication team

## Sunway Distinguished Alumni Award to Her Excellency Nimul Cham

**29 October 2025 – Sunway Business School was deeply honoured to take part in a special ceremony celebrating the remarkable achievements of Her Excellency Cham Nimul, Minister of Commerce of the Kingdom of Cambodia, who received the Sunway Distinguished Alumni Award during her official visit to Malaysia for the ASEAN Summit.**

Held at the Chancellor's Suite, Sunway University, the ceremony was graced by Professor Sibrandes Poppema, President of Sunway University, who delivered the opening remarks before presenting the award to Her Excellency.

A proud alumna of Sunway University, where she earned her Master's in Public Policy, Her Excellency Cham Nimul has demonstrated exceptional leadership in advancing Cambodia's trade and commerce landscape. Since her appointment as Minister of Commerce in 2023, she has led initiatives promoting trade facilitation, export diversification, women's entrepreneurship, and international economic cooperation.

Her dedication to empowering women leaders, driving innovation in commerce, and strengthening Cambodia's engagement in global trade exemplifies the values of excellence and impact that Sunway University strives to nurture.

Sunway Business School extends its heartfelt congratulations to Her Excellency Cham Nimul on this well-deserved recognition, celebrating her as an inspiring example of how education, leadership, and purpose can shape a more inclusive and sustainable future.

# Event Highlights



Photos from SBS Digital Media & Communication team

## SBS Clubs & Student Leaders Networking Session

**30 October 2025 – Sunway Business School recently hosted the SBS Club & Societies Networking Session, bringing together student leaders from 15 clubs and societies affiliated with the School's programmes.**

The session aimed to foster collaboration, inclusivity, and holistic student development, providing a valuable platform for student representatives to share ideas, strengthen connections, and explore opportunities for joint initiatives.

Through meaningful dialogue and shared vision, this initiative reinforces Sunway Business School's commitment to nurturing an engaged and empowered student community that thrives both academically and beyond the classroom.

# Event Highlights

## Building Your Research Career: The x3R Researcher

Organized collaboratively by the Early Career Researcher Network (ECRN) and the Yunus Social Business Centre (YSBC), the session guided participants on their journey to becoming Recognised, Reputable, and Responsible (x3R) scholars.

6 October 2025

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## KPMG Campus Interview

Final-year students from Sunway Business School had the valuable opportunity to meet with representatives from KPMG Malaysia during the KPMG Campus Interview session held right here on campus. We extend our appreciation to KPMG Malaysia for engaging with our students and supporting their professional development journey.

7 October 2025

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## Visit to Embassy of Turkmenistan in Malaysia

As part of the Sunway Business School Embassy Series, students and staff visited the Embassy of Turkmenistan in Malaysia. We express our sincere gratitude to His Excellency Muhammetnyyaz Mashalov, Ambassador of Turkmenistan to Malaysia, for the warm hospitality and insightful sharing session.

8 October 2025

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## Faber-Castell Malaysia's Score A Creative Learning

Sunway Business School is pleased to announce that Dr Nampuna Dolok Gultom, Coordinator (Competition), had the honour of serving as one of the judges for Faber-Castell Malaysia's "Score A Creative Learning", 4th Student Olympiad National Finals 2025.

9 October 2025

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# Event Highlights

## Real-World Lessons from Media 101 Guest Speakers

In preparation for the upcoming Live Brief Competition under the MKT1034 Principles of Marketing module, Sunway Business School hosted two engaging Media 101 guest speaker sessions. Sunway Business School extends its appreciation to all guest speakers and industry partners from Omnicom Media Group, PHD Media, and Vinda Group SEA for their time, mentorship, and support in enriching our students' learning journey.

10 October 2025

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## Visit to the Embassy of the State of Qatar

This visit enhanced students' understanding of Qatar's strategic role in the Middle East and its close ties with Malaysia in trade, investment, education, and cultural exchange. It also provided many participants with their first opportunity to engage directly with embassy officials, inspiring them to broaden their global perspectives and deepen their appreciation of international diplomacy.

15 October 2025

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## Grand Final of TNB Aura Startup Wars 2025

Sunway Business School is proud to share that Team Spark Aura, comprising Tan Ler Xuan, Laetitia Valerina Anak Ilden Walter, Ng Chin Hua, and Ng Jia Min, proudly represented Sunway University at the Grand Final of the TNB Aura Startup Wars 2025, held at BINUS University (Anggrek Campus) in Jakarta, Indonesia.

17 October 2025

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## The Last Women Standing: How to Navigate, (Not) Panic, and Thrive

The engaging session featured four accomplished panellists — Yee Wen Jie (Dawn), Khoo Chen Yee, Tai Xi Wen (Simone), and Yap Zi Toong (Mavis) — who shared their personal experiences and practical strategies for overcoming team challenges, leading effectively, and maintaining composure in demanding situations.

22 October 2025

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# Event Highlights

## Eastspring Investments Berhad Student Ambassador Initiative Program

The Eastspring Student Ambassador Programme was created with a clear purpose: to empower outstanding Sunway students to promote financial literacy, strengthen industry engagement, and support meaningful campus and community collaborations.

22 October 2025

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## AI Marketing Forum

Sunway Business School hosted an insightful Marketing Forum organised by the Department of Marketing Strategy and Innovation, exploring how artificial intelligence is transforming marketing, consumer experiences, and the ethics of the digital age.

23 October 2025

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## SBS Student Concilium 2025/26 Installation Ceremony

Sunway Business School extends its heartfelt congratulations to the newly appointed Sunway Business School Student Concilium Board 2025/26, officially inaugurated during the Installation Ceremony.

24 October 2025

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## Master of Marketing Pitching Session

Our Master of Marketing students had the incredible opportunity to pitch innovative campaign ideas for Aiken, a leading brand under Wipro Unza Malaysia, to a panel of esteemed industry judges. Their professional feedback and guidance provided students with real-world insights into brand strategy, creativity, and consumer engagement.

25 October 2025

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# Event Highlights

## Sunway Business School PhD Scholars Present at Nanjing University Business School, China

SBS proudly congratulates our PhD scholars, Fiaz Ahmad and Ummara Razi, for securing a fully sponsored opportunity to present their research papers at The China–Southeast Asia Kerry Young Scientist Forum and the China–Malaysia International Conference on Industrial Innovation and Shared Prosperity, hosted by Nanjing University Business School, China.

26 October 2025

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## Future of Work – Will AI Replace Business Analysts?

The session welcomed two distinguished speakers: Ts. Dr. Ahmad Khalid from UZMA and Adj. Prof. Cheah Kok Hoong, Chairman of Steerquest, who shared their perspectives on topics such as the Cobra Effect and Jevon Paradox, the evolving role of business analysts, and the realities of what AI can and cannot (yet) do.

27 October 2025

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## How Social Media Algorithms Shape Consumer Decisions

Sunway Business School extends our heartfelt appreciation to Winnie Pang, Head of Performance at Omnicom Media Group Malaysia, for sharing her expertise with our undergraduate students in a session titled “How Social Media Algorithms Shape Consumer Decisions.”

27 October 2025

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## SBS ECR Seminar Series

We were honoured to host Professor Jan Bebbington, The Rubin Chair in Sustainability in Business and Director of the Pentland Centre for Sustainability in Business, Lancaster University (UK), and Dr. Neytullah Ciftci, Research Associate in Business and Biodiversity from the same centre.

28 October 2025

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# SBS Academic Excellence

## Student Appreciation of Teaching Awards



Congratulations to all 9 of our Sunway Business School colleagues for receiving the Student Appreciation of Teaching Awards at the Academic Appreciation Day on 29 October 2025.

- ★ Professor Dr. Lim Weng Marc
- ★ Dr Bawani Leichumanan
- ★ Caroline Yap Yu Li
- ★ Dr Premagowrie Sivanandan
- ★ Assoc Prof Dr Cheng Boon Liat
- ★ Dr Geetha Nadarajan
- ★ Dr Mikkay Wong Ei Leen
- ★ Assoc Prof Dr Eugene Poon Wai Chuen
- ★ Dr Kavitha Sathasivam

We at Sunway Business School are immensely proud of your dedication and the positive impact you continue to make in shaping future business leaders.

Congratulations once again on this well-deserved recognition!

# Research Publications



For research matters, please contact:

**Professor Yuka Fujimoto**

*Deputy Dean, Research & Sustainability*

## Journal Articles

- De Sisto, M., Ul-Durar, S., Arshed, N., Sadaf, A., & Nazarian, A. (2025). Estimating digital adaptation and governance in international businesses by targeting environmental sustainability. *Journal of Environmental Management*, 394. <https://doi.org/10.1016/j.jenvman.2025.127472> (Scopus Q1, ABDC A)
- Miyan, M. S., Cheong, C. W., Sharif, A., & Afshan, S. (2025). Green Finance, Innovation, and Environment: Testing the EKC in ASEAN-4 with MMQR Approach. *Global Transitions*. (Scopus Q1)
- Miyan, M. S., Cheong, C. W., Sharif, A., & Afshan, S. (2025) Greening the Future: How Green Finance and Innovation Shape Environmental Sustainability in D-8 Nations, *Sustainable Future*, 10, 101168. (Scopus Q1)
- Tiwari, S., Afshan, S., Zhao, X., Yaqoob, T., Meo, S. M. (2025). Building a Greener Tomorrow: Climate Resilience through Economic Development, Energy Transition and Sustainable Development, *International Journal of Climate Change Strategies and Management*. (In press) (Scopus Q1)
- Yin, F., Lo, M. C., Mohamad, A. A., & Sin, K. Y. (2025). The impact of AI applications, information sharing, and supply chain resilience on agricultural supply chain performance. *Journal of Data, Information and Management*, <https://doi.org/10.1007/s42488-025-00155-2> (Scopus Q2)
- Islam, M. F., Hossain, M. I., Rashed, M., Rahman, M. N., Hossain, M. I., & Faisal-E-Alam, M. (2025). Strategizing for Sustainability: Examining the Dynamic Interplay of the Circular Economy, Green Technology Innovation, and Green Performance. *Global Journal of Flexible Systems Management*, 1-27. (Scopus Q1, ABDC A)

## Book Chapter

- Meo, M. S., Hoh, C. C. W., Quin, L. L. M., & Adebayo, T. S. (2025). Clean energy funds and portfolio diversification. Taylor & Francis
- Nazar, R., Ali, S., Meo, M. S., & Meo, R. A. (2025). Technological trends and innovations in the clean energy sector. In *Clean energy funds and portfolio diversification*.



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