

A
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Newsletter

SUNWAY BUSINESS SCHOOL

September 2025



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Event Highlights



Photos from SBS Digital Media & Communication team

Sustainable Business for Society 2025 International Conference at Sunway University

2 - 4 September 2025 - Sunway Business School was tremendously proud to host the Sustainable Business for Society International Conference at Sunway University, in partnership with Emerald Publishing.

Day 1 of the conference began with a welcoming speech by Prof. Sibrandes Poppema, President of Sunway University, affirming our commitment to the SDGs. This was followed by Prof. Gabriel Eweje's keynote on Business for Society, the Business and Society Dialogue on the circular economy, and impactful presentations by scholars who shared research and constructive feedback.

On Day 2, our Dean, Prof. Lim Weng Marc, also delivered a keynote highlighting Sunway University's SDG practices and the importance of upskilling Business-SDG research.

We extend our sincere thanks to all participants for their engagement and contributions that made this conference meaningful and impactful. Special appreciation goes to Associate Prof. Darren Koay as co-chair, the academic support team, William Loh Wui Lun from Emerald, Professor Jason Turner, Ms. Pauline Goh, Dr. S. Sri Umeswara, Ms. Clarence Boo, Mr. Joel Cheah, Dr. Casper Durandt, Mr. Hiroshi Mekar, Associate Professor Dr. Fara Azmat, and Dr. Wendy Chen for their insightful sharing.

This conference demonstrated the power of collaboration between academia, industry, and society in advancing sustainable business practices. Thank you to everyone who helped make this event a success.

Event Highlights

JPA Leadership Development Program

How can Malaysia deliver a faster, higher-quality public service?

That was the big question driving our week-long Leadership Development Program for JPA, hosted at Sunway Lagoon Hotel with Asian Strategy & Leadership Institute (ASLI) from 24-29 August 2025.

1 September 2025

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CGC Development Intermediate Advisory Workshop

Sunway Business School partnered with CGC for the CGC Developmental Programme® workshop titled "Define the Market with Ethical Artificial Intelligence (AI): Data-Driven Marketing, Customer Analytics & Ethical Practices for MSMEs." on 9 September 2025.

9 September 2025

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SBS Upskill Series: Business Skills Workshops

Over six days, participants engaged with SBS academics across a wide range of topics covering data literacy, customer insights, brand identity, empathetic leadership, accounting and finance, design thinking, storytelling, recruitment insights, digital marketing, taxation, and future-ready skills.

10 September 2025

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Engagement Session with 230 Students from Sunway AUSMAT and Sunway College, Ipoh

Sunway Business School was delighted to welcome 80 Foundation in Arts students from Sunway College Ipoh and 150 AUSMAT students for our special engagement sessions.

26 September 2025

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Event Highlights

Visit to the Embassy of the Republic of Türkiye in Malaysia

As part of the Embassy Series, students and staff visited the Embassy of Türkiye in Malaysia.

The visit offered a great opportunity to learn about Türkiye's culture, education, tourism, trade and strong ties with Malaysia.

25 September 2025

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Sunway University & Universitas Jakarta Internasional Sign Memorandum of Understanding (MoU)

Sunway University and Universitas Jakarta Internasional formalised a Memorandum of Understanding (MoU), paving the way for future collaboration in academic exchange, research initiatives, and community engagement between Malaysia and Indonesia.

26 September 2025

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SBS Academic Excellence

Congratulations Top 2% Scientists!



Sunway Business School is proud to announce that ten business professors at Sunway University have made it to the 2025 Edition of the Top 2% of Scientists in the World based on the Science-wide Author Databases of Standardized Citation Indicators developed by Stanford University Professor John P. A. Ioannidis.

- ◆ Prof. Lim Weng Marc – Dean & Distinguished Professor
- ◆ Prof. Pervaiz K. Ahmed – Director, Institute of Global Strategy and Competitiveness
- ◆ Prof. Linda Hollebeek – Teng Yew Huat, Endowed Chair of Marketing, Department of Marketing Strategy and Innovation
- ◆ Prof. Arshian Sharif – Professor, Department of Economics and Finance
- ◆ Prof. Dato' Agamuthu Pariatamby – Professor, Jeffrey Sachs Center on Sustainable Development
- ◆ Assoc. Prof. Koay Kian Yeik – Associate Professor, Department of Marketing Strategy and Innovation
- ◆ Assoc. Prof. Charles Jebarajakirthy – Associate Professor, Department of Marketing Strategy and Innovation
- ◆ Assoc. Prof. Sahar Afshan – Associate Professor, Department of Economics and Finance
- ◆ Dr Muhammad Saeed Meo – Senior Lecturer, Department of Accounting, Finance and Economics
- ◆ Dr Malik Shahzad Shabbir – PhD Graduate, Department of Accounting, Finance and Economics

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Arshed, N., Iqbal, M., Hanif, U., & Munir, M. (2025). Nonlinear climate change effects on building energy consumption: a second-generation modeling with moderation case of BRICS countries. *Energy and Buildings*. <https://doi.org/10.1016/j.enbuild.2025.116114>
- Arshed, N., Bakkar, Y., Sisto, M. D., Munir, M., & Ul-Durar, S. (2025). Green Innovation Optimization for Climate Change ESG Business Readiness: Role of Generative AI in BRICS Countries. *European Financial Management*, 1-18. <https://doi.org/10.1111/eufm.70020>
- Ullah, S., Boulanouar, Z., Meo, M. S., & Ali, K. (2025). Navigating sustainable mobility: Wavelet insights into carbon emissions in Germany's transportation sector. *Transport Policy*.
- Koay, K.Y., & Satyadi, M.A. (2025). How fashion influencers drive consumers' online brand-related activities (COBRAs). *Journal of Fashion Marketing and Management*
- Modic, D., Chetan S. S., Ul-Durar, S., Arshed, N., De Sisto, M., & Damij, N. (2025). What is a circular economy champion? Defining a home-grown concept in an emerging field. *Journal of Cleaner Production*, 523, <https://www.sciencedirect.com/science/article/pii/S0959652625017585>
- Ng, J. W. J., Vaithilingam, S., Hwang, L.-A., Vasuthevan, K., Chan, J. K., & Nair, M. S. (2025). Enhancing cognitive function through ICT in low-SES Malaysian children. *Acta Psychologica*, 259, 105326. <https://doi.org/https://doi.org/10.1016/j.actpsy.2025.105326>
- Ma, K. W., Julianton, R. P., Chan, X. Y., Chai, Y. T., Mukred, M., Leen, M. W. E., & Gumaei, A. H. (2025). A Model for the Adoption of Artificial Intelligence in Inclusive Education: An Exploratory Study of Key Factors and Expert Insights. *Journal of Information Technology Education: Research*, 24, 027. <https://doi.org/10.28945/5612>
- Kumail, M., Munir, M., & Arshed, N. (2025). Estimation of climate change augmented precautionary motive demand for money under extreme values. *SN Business & Economics*, 5(144). <https://doi.org/10.1007/s43546-025-00909-5>
- Chaudhuri, N., Gupta, G., & Lim, W. M. (2025). A stimulus-organism-response eye-tracking survey of how background-foreground images drive image appeal, product perception, and willingness to pay in e-commerce. *Journal of Retailing and Consumer Services*, 88, 104508. <https://doi.org/10.1016/j.jretconser.2025.104508>
- Gupta, G., Lim, W. M., Chaudhuri, N., & Sharma, D. (2025). Alexa, it's not just us! Voice commerce through the lens of service providers and consumers. *Journal of Service Management*, 1-36. <https://doi.org/10.1108/josm-01-2024-0016>
- Ladeira, W. J., Lim, W. M., Perin, M. G., De Oliveira Santini, F., Rasul, T., Gursoy, D., Hall, C. M., & Akhtar, S. (2025). Choices of virtue and vice products and their impact on visual Attention: A Meta-Analysis of Eye-Tracking Food Research. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.70015>

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Newspaper

- Islam, A., Fatin, T., & Abd Wahab, S. (2025, August 30). From hands to minds: Universities reimagining the apparel business landscape. Prothom Alo English (Opinion). Retrieved from <https://en.prothomalo.com/opinion/7lfoxrx8iz>
- Sivanandan, P. (2025). Reflective Writing: Learning through the Metacognitive Lens of Self-reflection. <https://sunwayuniversity.edu.my/explore/spotlightonteaching/reflective-writing-learning-through-metacognitive-lens-of-self>

Book Chapter

- Khan, S. A., Watabe, M., & Ewe, S. Y. (2025). The Double dividend of Mindfulness in Digital Marketing: How Mindfulness can Drive Sustainable Consumption in the era of Digital Distraction. In Emerald Publishing Limited eBooks (pp. 47–60). <https://doi.org/10.1108/978-1-83549-754-820251004>



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