

A
CLASS
ABOVE

Newsletter

SUNWAY BUSINESS SCHOOL

December 2025



Event Highlights



Photos from SBS Digital Media & Communication team

Department of Accounting, Finance and Economics Book Prize Award 2025

4 December 2025 – Sunway Business School recently hosted the Department of Accounting, Finance and Economics (DAFE) Book Prize Award 2025, recognising students for their academic excellence, dedication and outstanding performance.

The annual Book Prize Award celebrates students who have demonstrated strong commitment to their studies and achieved notable academic success across accounting, finance and economics disciplines. The event also served as a meaningful occasion to acknowledge the hard work, perseverance and potential of our students as they progress in their academic and professional journeys.

Sunway Business School extends its sincere appreciation to our industry partners and sponsors for their continued support in nurturing future-ready graduates. Their involvement plays a vital role in strengthening industry-academia collaboration and recognising student achievement.

We congratulate all award recipients and wish them continued success in their pursuits.

With appreciation to our sponsors:

CGC, MICPA-CAANZ, BDO, PwC, FPAM, Sunway TES, Morison LC, CPA Australia and Deloitte.

Event Highlights



Photos from SBS Digital Media & Communication team

Eastspring Springboard Challenge 2025 at Sunway University

13 December 2025 – Sunway Business School, in collaboration with Eastspring Investments Malaysia, successfully co-organised the Springboard Challenge 2025 at Sunway University, bringing together students for an engaging and experiential learning experience.

The interactive board game competition challenged participants to navigate real-world financial scenarios involving budgeting, investing and decision-making under uncertainty. Through hands-on gameplay, students explored personal finance management, investment strategies across multiple asset classes, and the importance of long-term financial planning and wealth awareness.

With the participation of students from Sunway College and Sunway University, the event provided a dynamic platform to strengthen financial literacy, entrepreneurial thinking and strategic decision-making in a fun yet impactful setting. Winning teams were rewarded with attractive prizes, including unit trust funds and exclusive collectibles, further reinforcing real-world relevance.

Sunway Business School remains committed to fostering industry collaboration and experiential learning opportunities that equip students with practical skills for confident and informed financial futures.

Event Highlights



Photos from SBS Digital Media & Communication team

SBS x Vinda x PHD Marketing Pitch

15 & 19 December 2025 – Sunway Business School partnered with Vinda SEA and PHD to deliver a dynamic Live Brief Competition as part of the Principles of Marketing course, providing students with valuable real-world industry exposure.

Eight student teams competed by developing and pitching innovative, market-ready concepts for women's hygiene products. The competition challenged students to apply core marketing principles, consumer insights and strategic thinking to address real brand and market needs.

Shortlisted teams presented their ideas directly to industry representatives from Vinda and PHD, gaining constructive feedback and insights into industry expectations.

With attractive prize money at stake, the sessions were marked by high energy, creativity and strong competitive spirit. We also extend our sincere appreciation to the industry representatives and lecturers from the Department of Marketing Strategy and Innovation (DMSI) for their guidance and mentorship throughout the students' pitching journey.

Sunway Business School remains committed to embedding experiential learning into the classroom, empowering students to translate theory into practice and develop confidence in pitching, problem-solving and strategic decision-making.

Event Highlights



Photos from SBS Digital Media & Communication team

BBA Capstone Project Showcase

23 December 2025 - Sunway Business School was abuzz with ideas, ambition and enterprise as our final-year Bachelor of Business Analytics (BBA) students presented their capstone projects.

The showcase featured a diverse range of projects addressing real-world business challenges across areas such as strategy, marketing, sustainability, entrepreneurship and organisational development. Each project reflected students' ability to integrate business theory with practical application, demonstrating strong analytical thinking, problem-solving skills and strategic insight.

Through their capstone work, students applied research-driven approaches, market analysis and innovative business frameworks to develop feasible and impactful solutions. The presentations highlighted their readiness to navigate complex business environments and contribute meaningfully to organisations across industries.

We extend our sincere appreciation to the industry guests and faculty members for their valuable feedback and guidance, and to the students for their dedication and professionalism. Congratulations to all participants on this significant milestone, and we look forward to witnessing your continued growth and achievements beyond graduation.

Event Highlights

SBS Town Hall Session with the Dean

Sunway Business School is pleased to share the success of the Town Hall Session, organised by the Sunway Business School Student Concilium (SBSSC).

The session featured an engaging dialogue between SBS students and our Dean, Professor Lim Weng Marc, with moderation by SBSSC President Nur Husna Izzati.

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Best Motivation / Self-Development Book award at Anugerah Buku Negara

Sunway Business School proudly congratulates Dr Joyce Nga Koe Hwee on receiving the General & Special: Best Motivation / Self-Development Book award at Anugerah Buku Negara 2025, contributing to Sunway University Press' impressive achievement of securing seven awards at the National Book Awards held during the Selangor International Book Fair.

3 December 2025

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SBS Media Installation Ceremony

Sunway Business School recently held the SBS Media Installation Ceremony, marking the conclusion of the 2024/2025 term and the official appointment of the incoming leadership team.

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Final Year Graduation Briefing

Sunway Business School successfully conducted its Final Year Graduation Briefing for Undergraduate Students, providing final-semester students with essential guidance as they prepare for graduation.

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Event Highlights

PRME–UNESCO Workshop: Youth Engagement in Higher Education

Sunway Business School hosted a vibrant and impactful workshop co-hosted by Principles for Responsible Management Education (PRME) and UNESCO, bringing together members of the PRME community for an engaging session on Co-creating Strategies for Meaningful Youth Engagement in Higher Education.

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Expanding Horizons: The Value of Global Internships

Sunway Business School recently hosted an engaging sharing session on the value of global internships and international exposure, featuring YB Jaziri Alkaf Abdillah Suffian, distinguished Sunway alumnus (Class of 1996) and former Senator and Member of Parliament of Malaysia.

9 December 2025

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Visit to the Australian High Commission in Malaysia

As part of the Sunway Business School Embassy Series, students and staff from Sunway University and Sunway College had the privilege of visiting the Australian High Commission in Malaysia for a meaningful sharing and dialogue session.

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SBS Academic Excellence



CONGRATULATIONS

1st Batch of HRDC Accredited Trainers



Sunway Business School proudly recognises the following academics and professionals who have achieved HRDC Accredited Trainer status. This accomplishment reflects their expertise, commitment to lifelong learning, and dedication to delivering impactful, industry-relevant training:

Department of Management

Rafferty Hoo Wei Hoong, Lecturer
Dr Stella Ong Kim Yoke, Deputy Dean (Employability and Alumni)
Dr Guna Seelan Rethinam, Lecturer
Assoc. Prof. Dr Stephen Thomas Homer, Director – Yunus Social Business Centre

Department of Marketing Strategy and Innovation

Dr Chuah Cindy, Lecturer
Dr Ma Lan, Lecturer
Dr Suzanne Tan Ser Zian, Senior Lecturer

Department of Accounting, Finance and Economics

Choo Sook Yin, Lecturer & Head
Dr Hawariah Dal Nial, Lecturer
Dr Premagowrie Sivanandan, Senior Lecturer

Jeffrey Sachs Center on Sustainable Development

Assoc. Prof. Dr Chen Jit Ern, Head
Evie Lim Yee Wei, Senior Project Coordinator
Danesh Prakash Chacko, Senior Research Analyst

Their dedication strengthens our mission to develop future-ready talent and reinforces SBS's role in advancing professional and executive education.

SBS Recognitions

10 Years Long Service Award



- ★ Sujatha Nagayah – Senior School Manager, Administration
- ★ Koay Si Ming – Assistant Manager, Administration (Undergraduate)
- ★ Keshini Kanniah – Senior Executive, Administration
- ★ Farah Iryanie Zaruddin – Assistant Manager, Research and Postgraduate
- ★ Assoc. Prof. Khor Kuan Siew – Associate Professor, Department of Management
- ★ Dr Evelyn Toh Bee Hwa – Lecturer, Department of Marketing Strategy and Innovation
- ★ Cirami Mastura Drahaman – Lecturer, Centre for Commercial Law and Justice
- ★ Dr Koon Vui Yee – Principal Teaching Fellow, Department of Management
- ★ Lauren Wong Yu Qi – Manager, Employability and Industry Engagement
- ★ Jason Raj Makalsamy – Lecturer, Department of Management
- ★ Khalilah Kamaruddin – Teaching Assistant, Centre for Commercial Law and Justice

We are proud to honour 11 outstanding members of the Sunway Business School community who have received the 10 Years Long Service Award.

Their commitment, passion, and unwavering dedication have played an important role in shaping the School's growth and excellence over the past decade.

Thank you for your decade of service, leadership, and dedication to empowering students and advancing the mission of Sunway Business School. Your contributions continue to inspire excellence within our community.

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Journal Articles

- Miyan, M. S., Cheong, C. W., Sharif, A., & Afshan, S. (2025). Bridging Faith and Future: The Role of Islamic Finance in Driving Environmental Sustainability in OIC Economies, *International Journal of Islamic and Middle Eastern Finance and Management*. (Scopus Q1)
- Miyan, M. S., Cheong, C. W., Sharif, A., & Afshan, S. (2025). The role of green finance and innovation in advancing environmental sustainability in South America. *Journal of Economics, Finance and Administrative Science*, 1-19. (Scopus Q1)
- Afshan, S., Yaqoob, T., Zaied, Y. B., & Ul-Durar, S. (2025). Pathway to environmental resilience: Analyzing financial dimensions to curb energy security risks. *Journal of Environmental Management*, 395, 127745. (Scopus Q1, ABDC A)
- Arshed, N., Bakkar, Y., De Sisto, M., Iqbal, M., & Ul-Durar, S. (2025). The role of ESG in shaping the impact of financial development on banks' performance. *European Financial Management*, online first. <https://onlinelibrary.wiley.com/doi/10.1111/eufm.70037> (Scopus Q1, ABDC A)
- Ul-Durar, S., Dimitriadis, K. A., Arshed, N., Dr Sisto, M., & Harati, H. (2025). Distributional and Tail-Dependent Perspectives in Economic Relationships: A Review of Quantile Regression Application. *Journal of Economic Surveys*, online first. <https://doi.org/10.1111/joes.70057> (Scopus Q1, ABDC A)
- Rita Ziqi Ju, Ming-Hua Liu, Keshab Shrestha (2025). The relationship between Onshore and Offshore US Dollar vs. Chinese Yuan Exchange Rates. *Review of Quantitative Finance and Accounting*, online first. <https://doi.org/10.1007/s11156-025-01429-x> (Scopus Q2, ABDC B)
- Babak Naysary, Javed Bin Kamal, Seyed Navid Mirpoorian, Keshab Shrestha (2025) Estimating the causal impact of the Paris agreement on the ESG market: A Bayesian structural time-series approach, *Journal of Environmental Management*, online first. <https://doi.org/10.1016/j.jenvman.2025.127829> (Scopus Q1, ABDC A)



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