

A
CLASS
ABOVE

Newsletter

SUNWAY BUSINESS SCHOOL

January 2026



Event Highlights



Photos from SBS Digital Media & Communication team

SBS Convocation January 2026 Day 1 Highlights

20 January 2026 – To our outstanding graduates from the Department of Accounting, Finance & Economics, this moment is truly yours.

Your dedication, resilience and determination have brought you to this milestone, opening the door to a future full of opportunity. As you move forward into the next chapter, may you lead with confidence, purpose and ambition, and make a meaningful impact wherever your journey takes you.

Here's to new beginnings, bold aspirations and the paths ahead.

Congratulations, Class of 2026. The future awaits.

Event Highlights



Photos from SBS Digital Media & Communication team

SBS Convocation January 2026 Day 2 Highlights

21 January 2026 – Warmest congratulations to our graduates from the Department of Marketing Strategy & Innovation, Department of Business Analytics, Department of Management, and our postgraduate programmes.

Today marks the culmination of years of effort, perseverance and growth. You arrived with hopes and questions, faced challenges that tested you, and emerged stronger, wiser and ready for what lies ahead. This moment is not just about academic success, but about the people you have become along the way.

As you step into the next chapter, carry with you the lessons learned, the friendships formed and the confidence built during your time at Sunway Business School. Wherever your path leads, may you move forward with courage, kindness and purpose.

Congratulations, Class of 2026. We are incredibly proud of you, and we cannot wait to see the impact you will make.

Event Highlights



Photos from SBS Digital Media & Communication team

Takasago Leadership Program

26 - 28 January 2026 - Sunway Business School proudly hosted the Takasago Leadership Program 2026, a dynamic executive leadership program designed to cultivate forward-thinking, sustainability-driven leaders.

The three-day program welcomed a distinguished group of professionals from Takasago Thermal Engineering, Japan, bringing together industry experience and academic expertise in a collaborative and globally focused learning environment. Centered on responsible leadership, systems thinking, innovation, and long-term value creation, the sessions encouraged participants to reflect on navigating complexity and driving meaningful impact in today's evolving business landscape.

The program was made possible through strong interdisciplinary collaboration, with valuable contributions from the Faculty of Engineering, Sunway University, enriching discussions through technical insights and applied innovation perspectives. Through strategic dialogues, case studies, and cross-sector engagement, participants explored practical approaches to leadership in the context of sustainability, technology, and global transformation.

The Takasago Leadership Program 2026 reflects Sunway University's ongoing commitment to leadership excellence, international collaboration, and the development of leaders equipped to shape a more sustainable and resilient future.

Event Highlights



Photos from SBS Digital Media & Communication team

SBS Orientation Day – January 2026 Intake

29 & 30 January 2026 – Sunway Business School warmly welcomed our new cohort of students at SBS Orientation Day 1 & 2.

The two day programme introduced students to the academic journey ahead, connected them with faculty members and peers, and familiarised them with the values and expectations of Sunway Business School. From programme briefings and academic guidance to student engagement activities, the orientation set the tone for a meaningful and enriching university experience.

Beyond academic preparation, the sessions emphasised collaboration, leadership, and initiative, which are key qualities of the SBS learning experience. It was encouraging to see our newest students begin building friendships, networks, and confidence as they embark on this exciting chapter.

We look forward to supporting their growth and success in the years ahead.

Welcome to Sunway Business School!

Event Highlights

SBS Research Seminar Series: Marketing Seminar by Professor Ajay Manrai

The seminar covered two insightful topics. The first introduced CTSCALE, a new similarity based perceptual mapping technique designed to enhance product positioning and market segmentation decisions with greater clarity and accuracy.

19 January 2026

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ATLAS Skilltech University Workshop on AI in Retail Innovation: Is Customer Engagement at Stake?

The session was conducted by Dr Evelyn Toh from the Department of Marketing Strategy and Innovation, who explored the evolving role of artificial intelligence in reshaping retail strategies and customer experiences.

26 January 2026

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SBS Research Seminar Series: Professor Masaki Hosomi

Sunway Business School continued its SBS Research Seminar Series with a session by Professor Masaki Hosomi on the topic "Factors for Enhancing Work Life Balance from a Coworker's Perspective".

28 January 2026

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SBS Global Recognition

PRiME
CHAMPIONS
2026 – 2027



We are proud to announce that Sunway Business School has been selected as a PRME Champion for 2026–2027, joining a global group of 50 PRME signatories recognised for their leadership in advancing Responsible Management Education.

This recognition affirms our strong commitment to sustainability, ethical leadership, and positive societal impact, and reflects the collective efforts of our faculty, students, and partners to embed responsibility and purpose at the heart of business education.

As a PRME Champion, Sunway Business School looks forward to contributing to global collaboration, driving innovation, and shaping future leaders who lead with integrity and impact.

We are honoured by this recognition and remain firmly committed to building a more inclusive, responsible, and sustainable future.

Committed to the Principles for Responsible Management Education



TRANSFORMING BUSINESS EDUCATION

Research Publications



For research matters, please contact:

Professor Yuka Fujimoto

Deputy Dean, Research & Sustainability

Book Chapter

- Batool, A., Ul-Durar, S., & Arshed, N. (2026). Chapter 1 – Investigating Moral Capital in Value Creation: Moral Capital and Superior Individual Level Performance. In S. Saqib (Ed.). *Investigating Moral Capital in Value Creation* (pp. 1-34). Hershey, PA: IGI Global. Doi: 10.4018/979-8-3373-6043-0.ch001
- Ng, H. S., & Arshed, N. (2026). Chapter 9 – The Integration of Entrepreneurship into TVET: Challenges, Solutions, and Opportunities. In S. M. Nayan, A. Norhidayah, A. Umar & A. Imtiaz (Ed.). *Navigating Entrepreneurial Opportunities in the Metaverse* (pp. 217-248). Hershey, PA: IGI Global. doi: 10.4018/979-8-3373-2943-7.ch009.
- Arshed, N., Hanif, N., & Hussain, W. M. (2026). Chapter 15 - Exploring the empiricals of AI in attracting tourism: A global assessment. In D. J. Thakur, A. Mirza, A. Ganie, and G. Khatoon, (Ed.) *Artificial Intelligence in Hospitality and Tourism: Transforming the Future*, Apple Academic Press, Palm Bay USA.
<https://www.appleacademicpress.com/artificial-intelligence-in-hospitality-and-tourism-transforming-the-future/1308>
- Ariffin, A. A. M., Hashim, N. M. H. N., Rafi, K. N., Hossain, M. I., & Gani, M. O. (2026). *Optimizing Tourism Web Usage Continuance Through Digital Marketing Analytics for Sustainable Competitive Performance*. DOI: 10.5772/intechopen.1014081



For more information, visit sunwayuniversity.edu.my/sunway-business-school

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