

2024 catalogue 2025





WHO WE ARE

We are at the forefront of groundbreaking research and exciting new ideas. We complement Sunway University's mission in the dissemination of knowledge by turning research findings and exciting ideas into thought-provoking publications for the community—from experts in the field to the general reader.

VISION

We strive to be Asia's torch of knowledge and ignite the love for learning and scholarship through publishing.

MISSION

We seek to further Sunway University's mission by publishing and disseminating knowledge from ideas and scholarship at the highest levels of excellence.

PUBLISHING FOCUS

With a focus on scholarly works and academic text, we aim to make an impact in Malaysia, and eventually the world, one book at a time. We believe that publications of any form, when done right, can enlighten and delight and eventually improve lives.

As a member of the UN Sustainable Development Goals Publishers Compact, we voluntarily commit to the principles of sustainable practices and to publish material that champions the SDGs.

Though diverse and expansive, our titles are centered in the five core areas of science & technology, business & finance, arts & humanities, hospitality, and education, with sustainability as the common thread across all fields.



ABOUT THE UN SUSTAINABLE DEVELOPMENT GOALS



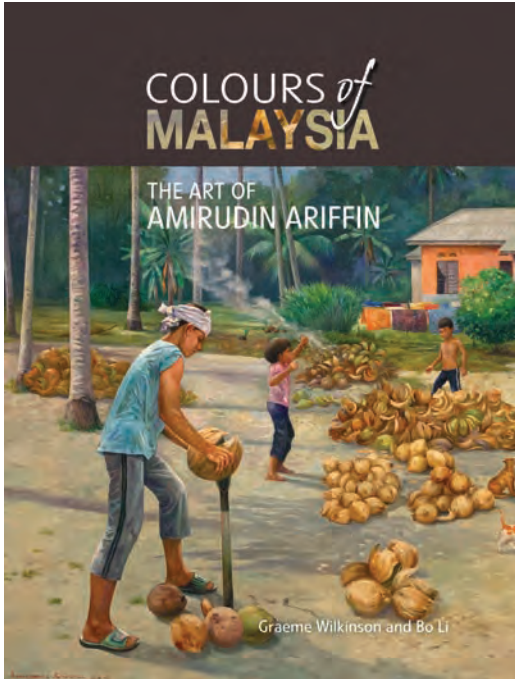
The Sustainable Development Goals, adopted by all UN Member States in 2015, are a universal call to action to end poverty, protect the planet, and improve the lives and prospects of everyone, everywhere. Encompassing everything from health, to gender equality, and education, the Goals will mobilise efforts around the world to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.



Colours of Malaysia

The Art of Amiruddin Ariffin

Graeme Wilkinson, Bo Li



This book features the works of Malaysian artist Amirudin Ariffin, whose oil paintings and watercolours capture the true spirit of Malaysia and the lives and emotions of ordinary citizens. For the first time, some of Ariffin's most distinctive and remarkable works, including city scenes, landscapes, portraits, and abstracts, are brought together in a single volume that demonstrates the quality and breadth of his art and the narratives underlying the works.

Graeme Wilkinson is Tan Sri Jeffrey Cheah Distinguished Professor and the former Vice-Chancellor of Sunway University, Malaysia. He grew up in the UK and was educated in London and Oxford. He has worked mainly in academia in the UK, but has also worked and lived in Italy and Malaysia. He is a Fellow of the Royal Society of Arts, London.

Bo Li was born in China and educated in Beijing. She has also worked and lived in the UK and Malaysia, and has taught in universities in both China and the UK. She is a collector of Southeast Asian fine art.

Hardback (978-967-5492-67-9)
2022

E-book (978-967-5492-72-3)
2022

192pp | 209 mm (W) x 279 mm (H)

Readership

Art enthusiasts, art collectors, general public

Subject Area

Art, paintings, watercolours, portraits



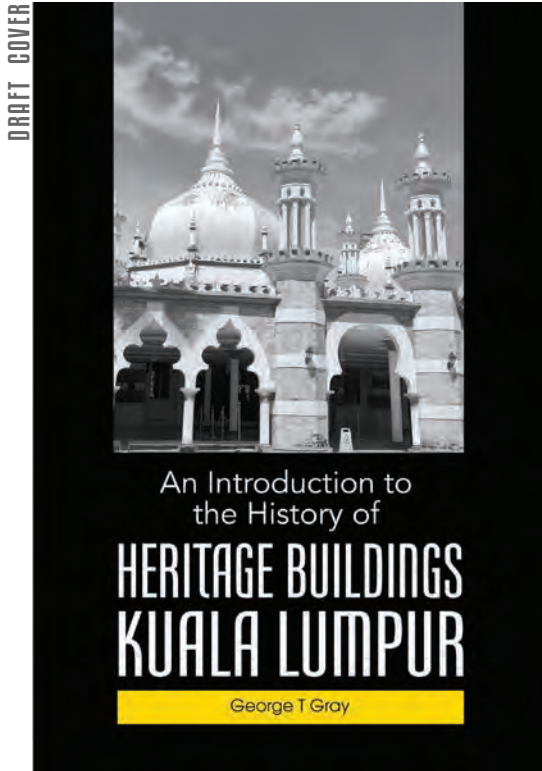






An Introduction to the History of Heritage Buildings Kuala Lumpur

George T Gray



This book is a guide to major heritage buildings in Kuala Lumpur, Malaysia and conveys the rich history behind each façade in a way that appeals to those wishing to understand the fascinating past or undertake a ‘heritage trail’ walking tour of the city.

The book focuses on 30 key heritage buildings that make up Kuala Lumpur, with accompanying colour photographs and illustrations. It intends to encourage interest in and appreciation of Asian cultural and architectural heritage, and promote its preservation.

George T Gray has a wealth of professional experience in art and design consultancy and teaching at higher education institutions. He currently teaches History of Southeast Asian Architecture at the School of Arts, Sunway University.

Paperback (ISBN pending)
2024

E-book (eISBN pending)
2024

104pp | 153 mm (W) x 229 mm (H)

Readership

History and architecture enthusiasts, general public

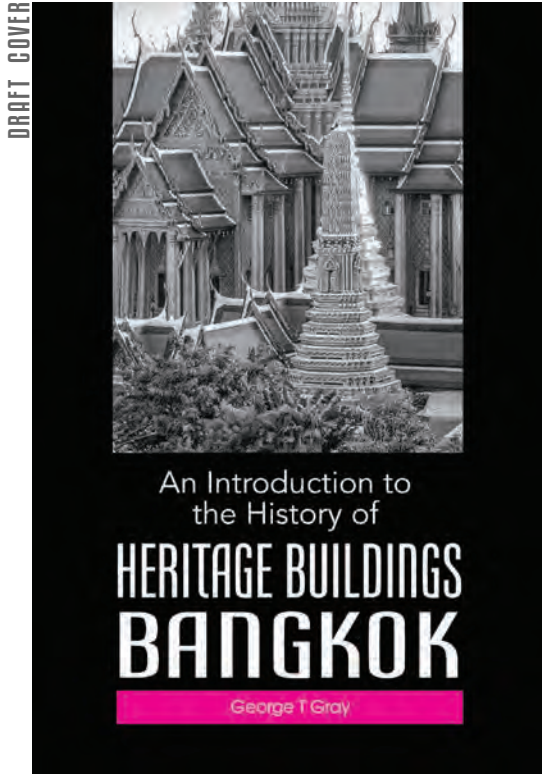
Subject Area

History, architecture



An Introduction to the History of Heritage Buildings Bangkok

George T Gray



This book showcases 30 heritage buildings in Bangkok, Thailand that are steeped in history and traditional and Western architectural styles. With over 100 photographs and illustrations, the book inspires readers to discover, learn and appreciate the historical landmarks surrounding the city and advocate for their protection and celebration.

George T Gray has a wealth of professional experience in art and design consultancy and teaching at higher education institutions. He currently teaches History of Southeast Asian Architecture at the School of Arts, Sunway University.

Paperback (ISBN pending)
2024

E-book (eISBN pending)
2024

104pp | 153 mm (W) x 229 mm (H)

Readership

History and architecture enthusiasts, general public

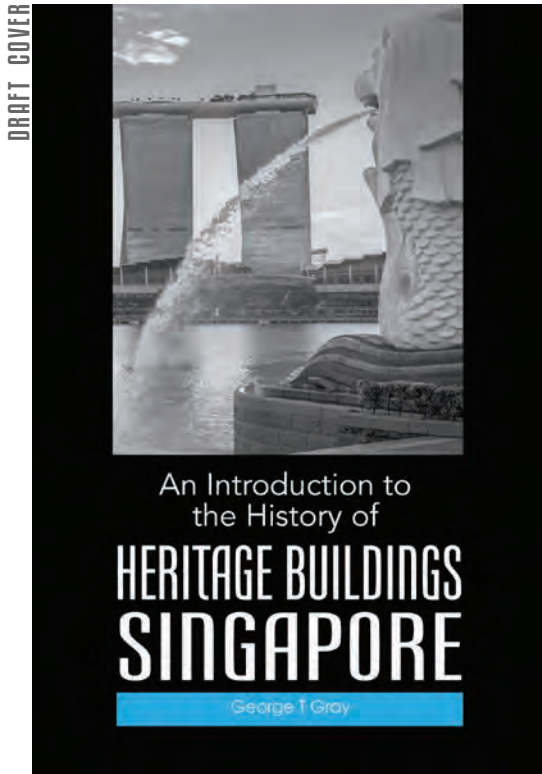
Subject Area

History, architecture



An Introduction to the History of Heritage Buildings Singapore

George T Gray



This book celebrates 30 heritage highlights in Singapore that range from historical theatres and museums to places of worship, all of which contribute to the city's awe-inspiring architectural landscape. The book serves as a useful introduction to the subject and encourages readers to continue their own research and appreciation of Singapore's rich history and beautiful architecture.

George T Gray has a wealth of professional experience in art and design consultancy and teaching at higher education institutions. He currently teaches History of Southeast Asian Architecture at the School of Arts, Sunway University.

Paperback (ISBN pending)
2024

E-book (eISBN pending)
2024

80pp | 153 mm (W) x 229 mm (H)

Readership

History and architecture enthusiasts, general public

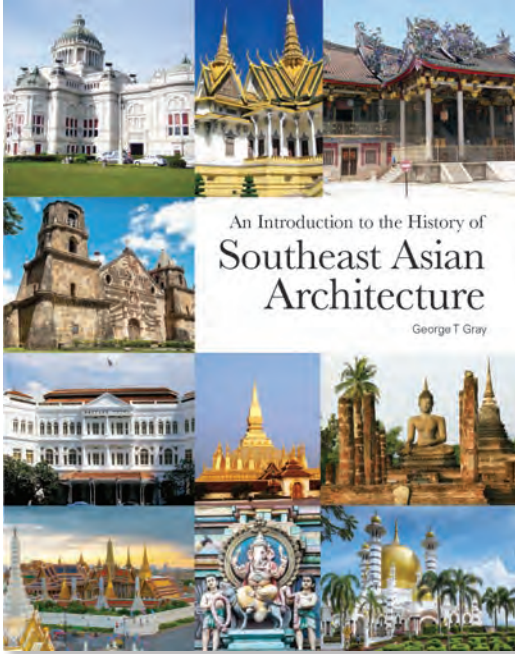
Subject Area

History, architecture



An Introduction to the History of Southeast Asian Architecture

George T Gray



Paperback (978-629-7646-02-2)
2024

E-book (eISBN pending)
2024

272pp | 200 mm (W) x 253 mm (H)

Readership

Students, art enthusiasts, general public

Subject Area

History, architecture

This book chronicles the centuries-old, storied architectural history of the 11 countries that make up Southeast Asia. The buildings featured in the book tell the fascinating story of each country's development, traced through advancements in technology, materials, styles and the architects and engineers who shaped landmark structures.

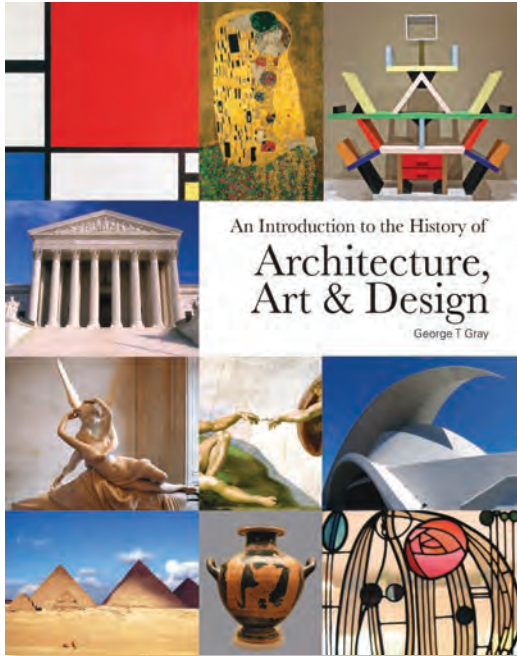
The book brings together the best examples to illustrate the changing times with over 170 colour photographs, sketches, maps and timelines that present facts in a clear and highly accessible way.

George T Gray has a wealth of professional experience in art and design consultancy and teaching at higher education institutions. He currently teaches History of Southeast Asian Architecture at the School of Arts, Sunway University.



An Introduction to the History of Architecture, Art & Design

George T Gray



This book provides readers with an introduction to the history of architecture, art and design. It covers major works of architecture, sculpture, paintings, graphic design, furniture and other product designs for each period in art and design history.

Compact with vivid photographs of art, readers will get a better understanding of the evolution of architecture, art and design, starting from the earliest periods of ancient civilisations and the Renaissance to that of the 20th and early 21st centuries.

George T Gray has a wealth of professional experience in art and design consultancy and teaching at higher education institutions. He currently teaches History of Southeast Asian Architecture at the School of Arts, Sunway University.

Paperback (978-967-5492-24-2)
2022

E-book (978-967-5492-58-7)
2022

320pp | 200 mm (W) x 253 mm (H)

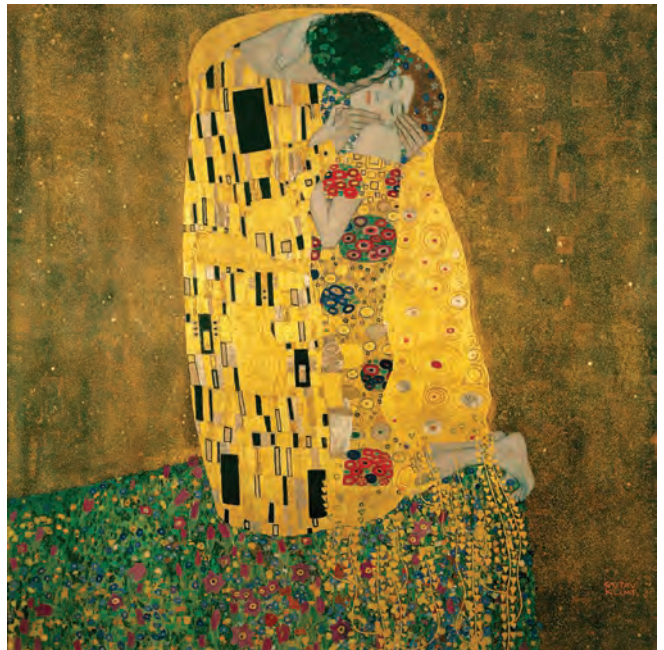
Readership

Students, art enthusiasts, general public

Subject Area

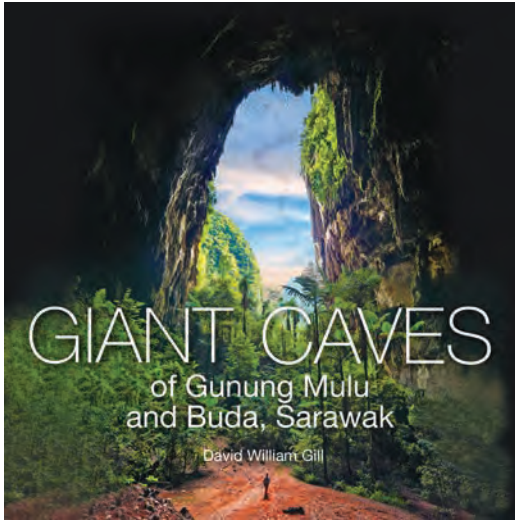
Art history, architecture, design





Giant Caves of Gunung Mulu and Buda, Sarawak

David William Gill



Hardback (978-967-5492-84-6)
2024

E-book (eISBN pending)
2024

208pp | 280 mm (W) x 280 mm (H)
With full colour illustrations and photography

Readership

Cave explorers, researchers, general public

Subject Area

Speleology, natural heritage

This book presents a historical record of over 40 years of cave exploration in Gunung Mulu and Gunung Buda in Sarawak, Malaysia. It showcases the beauty of one of Malaysia's important natural heritage through over 200 stunning photographs. The book also provides a wealth of valuable information for tourists and worldwide cave explorers, and tackles pressing issues of conservation, enforcement, and protection.

David William Gill was a former speleologist and development and training officer at Gunung Mulu National Park, where he worked for 10 years. With over 30 expeditions in many nations, he was instrumental in establishing a new National Park at Gunung Buda and obtaining the UNESCO World Heritage Site status for Gunung Mulu National Park.



Peek Inside

Giant Caves of Gunung Mulu and Buda, Sarawak



Sloth Bear

The Barefoot Bear of Sri Lanka

Shyamala Ratnayeke (photography by Luxshmanan Nadaraja)



Hardback (978-967-5492-25-9)
2022

E-book (978-967-5492-51-8)
2022

168pp | 216 mm (W) x 279 mm (H)
With full colour photography

Readership

Researchers, conservationists, general public

Subject Area

Zoology, mammals

The sloth bear is one of the most elusive species inhabiting the jungles of South Central Asia. This book synthesises the author's body of research and experiences while working on the subspecies of sloth bear in Sri Lanka during the civil conflict. Accompanied with beautiful photographs of sloth bears, this book aims to provide the general audience with access to scientific information of urgent conservation concern, delivered in a less technical style. This book addresses ecological, behavioural, and conservation concerns of sloth bears against the biodiversity and cultural backdrop of Sri Lanka.

Shyamala Ratnayeke, PhD, conducted the first focused field study on the subspecies of sloth bear in Sri Lanka, the results of which were published as various scientific papers and book chapters. She has been associated with international bear research for over 15 years.

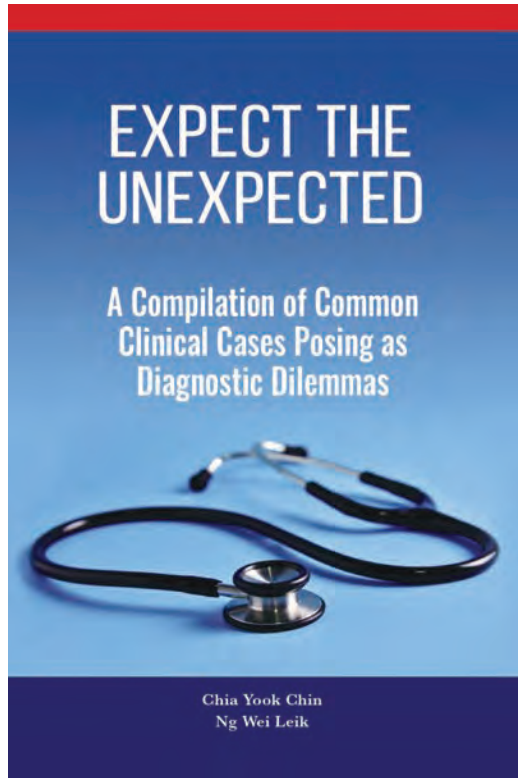
Luxshmanan Nadaraja is a leading Sri Lankan wildlife photographer who has published and co-authored a number of books on the nature, archaeology, and culture of Sri Lanka. He is the founder and CEO of the studio Wildlight (Pvt) Ltd, Sri Lanka.



Expect the Unexpected

A Compilation of Common Clinical Cases Posing as Diagnostic Dilemmas

Chia Yook Chin, Ng Wei Leik



This anthology of cases features frequently encountered patient presentations in medical practice, with a focus on highlighting the diagnostic complexities. The curation stems from the years of experience and challenges faced by the authors. In each scenario, readers will find practical takeaways and succinct medical insights. These are aimed at fostering critical thinking and empathy skills among medical professionals. This book is also designed to help budding medical students, interns, as well as general medicine and family medicine trainees, to be familiar with the unfamiliar.

Chia Yook Chin is a graduate from Universiti Malaya and later joined Sunway University in 2018. She now heads the Department of Medical Sciences, School of Medical and Life Sciences there.

Ng Wei Leik is a family physician and a graduate from Universiti Malaya. He is currently a senior lecturer in Universiti Malaya and practises in Universiti Malaya Medical Centre.

Paperback (978-967-5492-94-5)
2024

E-book (978-629-7646-01-5)
2024

232pp | 153 mm (W) x 229 mm (H)

Readership

Medical practitioners, medical students,
medical trainees

Subject Area

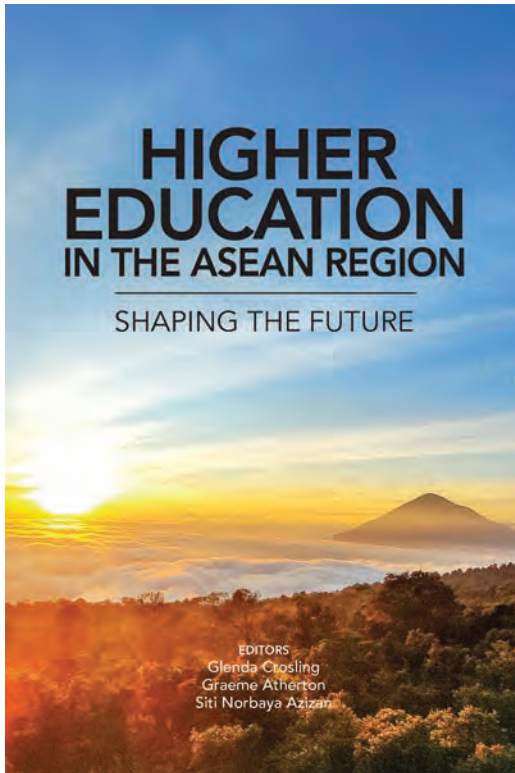
Family medicine, healthcare



Higher Education in the ASEAN Region

Shaping the Future

edited by Glenda Crosling, Graeme Atherton, Siti Norbaya Azizan



Hardback (978-629-7646-03-9)
2024

E-book (978-629-7646-07-7)
2024

296pp | 153 mm (W) x 229 mm (H)

Readership

Academics, educators

Subject Area

Higher education, Southeast Asia

This book presents views on the topic from various regional writers. Framed by the dynamic settings of both ASEAN and higher education, the perspectives offered in the book cluster under the themes of higher education sustainability, learning and teaching approaches, post-graduation employment, access and equity, and curriculum development. The book was developed on the idea of progress in higher education, emphasising the ongoing evolution and transformation of the sector in the region.

Glenda Crosling is Professor and Head of the Centre for Higher Education Research at Sunway University, Malaysia.

Graeme Atherton is Head of the Centre for Inequality and Levelling Up at the University of West London, United Kingdom, and former Adjunct Professor at the Centre for Higher Education Research at Sunway University, Malaysia.

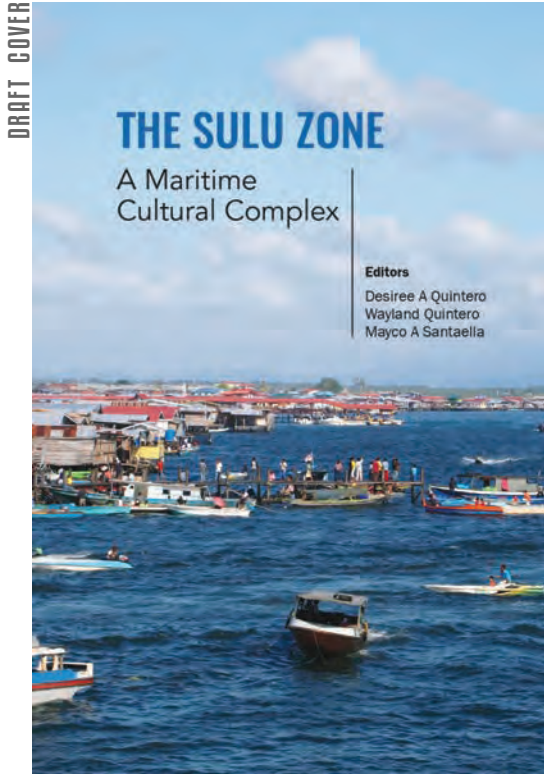
Siti Norbaya Azizan is Research Associate at the Centre for Higher Education Research at Sunway University, Malaysia.



The Sulu Zone

A Maritime Cultural Complex

edited by Mayco A Santaella, Desiree A Quintero, Wayland Quintero



Hardback (978-629-7646-08-4)
2024

E-book (978-629-7646-10-7)
2024

384pp | 153 mm (W) x 229 mm (H)

Readership

Educators, music/arts/history enthusiasts

Subject Area

Sulu Zone, music, history, language,
traditional arts

This collection of essays explores unique facets which contribute to the identity of the Sulu Zone. With 15 peer-reviewed scholarly essays and an interview with scholar and musical artist Ricardo Trimillos at the end, this book dives into various subjects such as the Sulu Zone's history and formation, its linguistic identity, and traditional forms of art, bringing to the surface a profound perspective for researchers, academics, and readers alike.

Mayco A Santaella is Associate Professor at the Department of Film and Performing Arts and Dean (International) for the School of Arts, Sunway University, Malaysia. He studied at the University of Hawai'i as an East-West Center Fellow researching music and dance traditions of the extended Sulu Zone (east Malaysia, southern Philippines, and eastern Indonesia) and its links to the Nusantara region. He is the author/co-editor of *Made in Nusantara: Studies in Popular Music* (2021) and *Popular Music in East and Southeast Asia: Sonic (under)Currents and Currencies* (2022).

Desiree A Quintero is a Lecturer at the University of Hawai'i at Mānoa, Department of Theater and Dance. She is a member of the International Council on Traditional Music (ICTM) study group Performing Arts of Southeast Asia, Philippine Folk Dance Society, and a committee member of the Asia Pacific Dance Festival. She has edited articles for various journals including *Borneo Research Journal* and *Malaysian Journal of Music*, has been an editorial committee member for ICTM PASEA proceedings publications, and served as a proof editor for the book *Sounding the Dance, Moving the Music* (Routledge, 2017).

Wayland Quintero is a Lecturer attached with the University of Hawai'i at Hilo and Leeward Community College, and a researcher of performance-as-culture in Philippine and Filipino American communities and in Sabah, Malaysia. Wayland is also co-founder of Ili Dances (2017–present) in Honolulu, Hawai'i and of the Mahalohalo Kolintang Ensemble (2008–2012). He currently serves on the Executive Committee for the International Council on Traditional Music Study Group on Performing Arts of Southeast Asia.



Court and Politics in Indonesia

Andi Muhammad Asrun



This book examines the influence and impact of politics within the courts of Indonesia. Providing readers with a background and framework on the procedure of election dispute, this book investigates various forms of judicial interventions which play a major role in Indonesia's Constitutional Court—especially during the Soekarno era (1959–1966) and Suharto era (1966–1998).

Andi Muhammad Asrun is an Associate Professor at the Faculty of Law, Pakuan University, Bogor, Indonesia. He has also worked as a reporter for the *Jawa Pos Daily*, as well as being the International Media Correspondent for various news outlets like *Bloomberg News* and *Financial Post*.

E-book (eISBN pending)
2025

200pp

Readership

Educators, history/law enthusiasts

Subject Area

Indonesia, law, politics

The Handbook of Mall Operations

Eugene Khoo



This guide provides engineers and engineering enthusiasts alike with a comprehensive view of the inner workings of how to micro- and macro-manage mall operations. This book covers a range of topics, from technical systems, such as air-conditioning and electrical and energy systems, to more general systems, such as safety and legal matters.

Eugene Khoo is the Facilities Manager at The Exchange TRX and a Building Surveyor. He received a BSc (Hons) in Building Surveying from Universiti Malaya, a Diploma in Civil Engineering from Ungku Omar Polytechnic and a Certificate of Professional Development in Facilities Management from Liverpool John Moores University. Formerly the Operations Manager at Sunway Malls, he has overseen several retail development projects under Sunway Malls. He is currently a member of the Royal Institution of Surveyors Malaysia and Malaysia Shopping Malls Association.

Hardback (ISBN pending)
2025

E-book (eISBN pending)
2025

152pp | 153 mm (W) x 229 mm (H)

Readership

Engineers, engineering enthusiasts

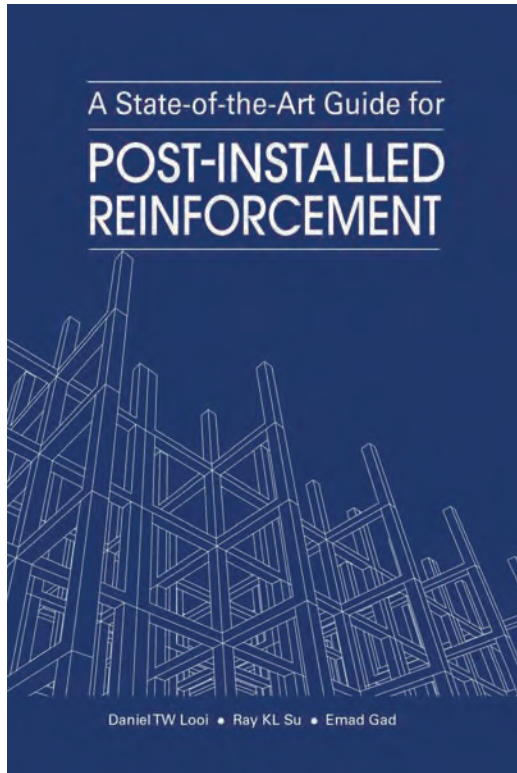
Subject Area

Mall operation and management, engineering



A State-of-the-Art Guide for Post-Installed Reinforcement

Daniel TW Looi, Ray KL Su, Emad Gad



Hardback (978-967-5492-74-7)
2023

E-book (978-967-5492-75-4)
2023

152pp | 152 mm (W) x 229 mm (H)

Readership

Engineers, construction industry professionals

Subject Area

Construction, engineering,
post-installed reinforcement

This book provides comprehensive coverage on installation, design, and assessment guidelines for post-installed reinforcements. Previously published in Hong Kong, the Malaysian edition includes new EOTA technical reports and European Assessment Documents, fundamentals for post-installed reinforcements, design proposals, as well as unique design examples.

Daniel TW Looi is a chartered professional engineer (structural) of Engineers Australia and previously a structural application engineer specialised in structural analysis and design computation for buildings and plants. He is currently Associate Professor at the School of Engineering at Sunway University, Malaysia.

Ray KL Su is a Fellow of the Hong Kong Institution of Engineers and the institution of Structural Engineers, and has published over 140 SCI journal papers in concrete fracturing, durability of reinforced concrete structures, and seismic resistance design concrete buildings. He is currently an Associate Professor of Structural Engineering at the University of Hong Kong, Hong Kong.

Emad Gad is an accomplished civil engineer with extensive experience in structural dynamics, residential construction, structural connections, experimental techniques, and finite element modelling. He is currently Professor and Dean of the School of Engineering at Swinburne University of Technology, Australia.

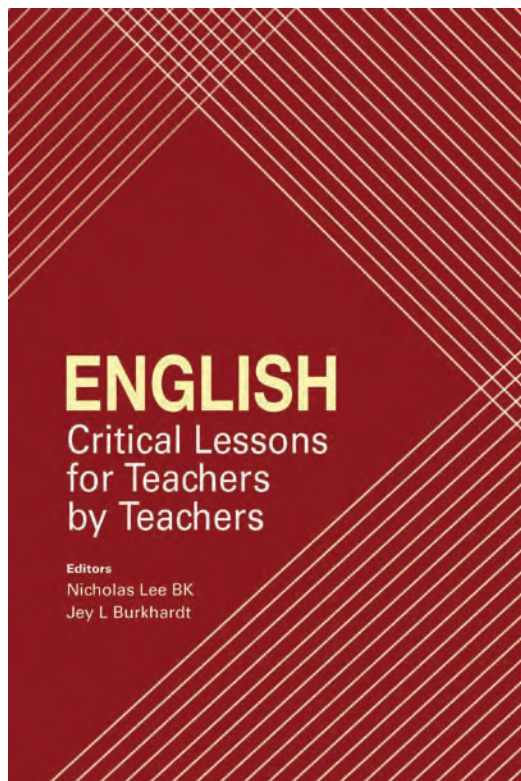


English

Critical Lessons for Teachers by Teachers

SUNWAY ACADEME

edited by Nicholas Lee BK, Jey L Burkhardt



Hardback (978-967-5492-83-9)
2023

E-book (978-967-5492-85-3)
2023

200pp | 153 mm (W) x 229 mm (H)

Readership

Educators, language teachers

Subject Area

English language teaching, English language and literacy

This book is an educational and inspiring must-read for any English language teacher looking to inculcate inclusivity in diverse classrooms. It contains suggestions for improving English language coursebooks, a new way of teaching English grammar, lessons from multicultural classrooms, a study on multimodality lessons, positive psychology and language teaching, reflections of a Nyonya author, and a story of teachers from the perspective of a dyslexic student. This book was specially written in honour of English-language academic Professor Dr Stephen J Hall.

Nicholas Lee BK has held various portfolios in different educational settings in Malaysia both at early childhood and tertiary levels. He is an educator and a proponent of active, blended and technology-enhanced learning.

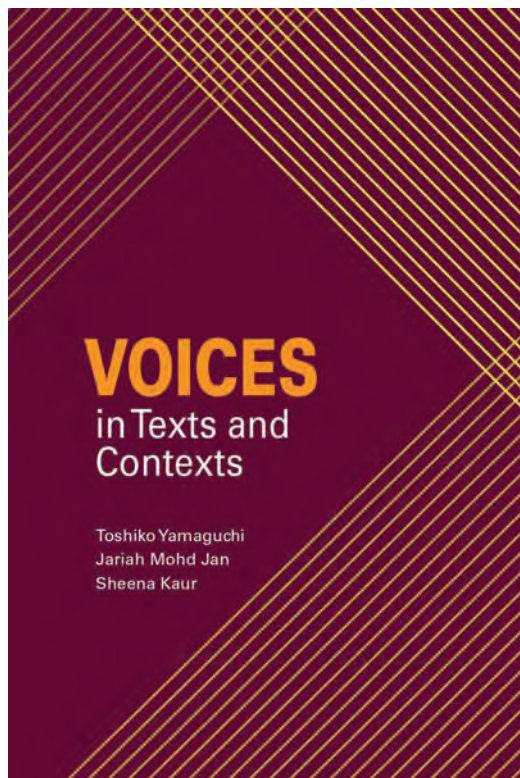
Jey L Burkhardt has over two decades of teaching experience at tertiary level and is a former lecturer at the Centre for English Language Studies, Sunway University, Malaysia. She works with heritage languages of Borneo in various language development projects in mother-tongue literacy, linguistics, and orthography development. Her research interests are in Borneo studies, cultural metaphors, language documentation and description, and self-regulated learning in higher education.

*Sunway Academe is a curated collection of volumes on advanced scholarship and research.

Voices in Texts and Contexts

edited by Toshiko Yamaguchi, Jariah Mohd Jan, Sheena Kaur

SUNWAY ACADEME



Hardback (978-967-5492-55-6)
2022

E-book (978-967-5492-57-0)
2022

232pp | 153 mm (W) x 229 mm (H)

Readership

Educators, researchers, linguists

Subject Area

Linguistics, sociolinguistics,
comparative linguistics

This book presents different perspectives of “voice”, a concept emerging from language choices, social and cultural phenomena, and psychology. In weaving a tapestry of linguistic experiences, from analyses of language phenomena including localised English to explanations of human behaviour, this book offers insights into how we use language, construct discourse, and express ourselves in light of selected texts and specific contexts.

The book grew out of the 6th and 7th International Conferences on Discourse and Society organised by the Faculty of Languages and Linguistics, Universiti Malaya, Malaysia. It contains chapters that give special focus to Malaysia at the macro level—such as the naming of disabled people, mastery of the Malay language by migrants, loanwords of Sanskrit origin in Malaysia—as well contributions by invited scholars whose academic interests intersect with the theme of the volume.

Toshiko Yamaguchi is Associate Professor at the Faculty of Languages and Linguistics, Universiti Malaya, Malaysia.

Jariah Mohd Jan is Associate Professor at the Department of English Language and former Dean at the Faculty of Languages and Linguistics, Universiti Malaya, Malaysia.

Sheena Kaur is a Senior Lecturer at the Faculty of Languages and Linguistics, and currently Deputy Dean of Postgraduate Studies at Universiti Malaya, Malaysia.

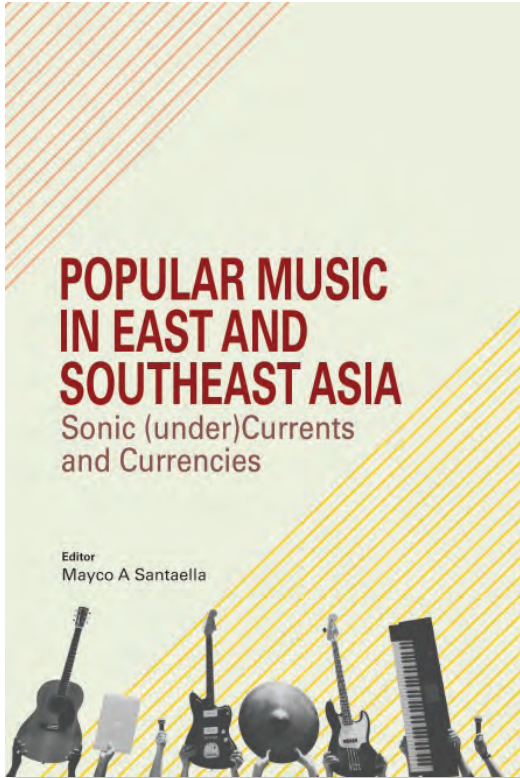
*Sunway Academe is a curated collection of volumes on advanced scholarship and research.

Popular Music

Sonic (under)Currents and Currencies

edited by Mayco A Santaella

SUNWAY ACADEME



This book presents current perspectives of the music discipline in East and Southeast Asia. It considers global influences, national industries, and regional genres with examples from Malaysia, Indonesia, Singapore, Taiwan, the Philippines, Hong Kong, Japan, South Korea, and the United States. With local perspectives on the conceptualisation of music genres, scenes, and industries, this book offers a comprehensive inter-Asia matrix for popular music studies.

Mayco A Santaella is Associate Professor at the Department of Film and Performing Arts, and Dean (International) for the School of Arts at Sunway University, Malaysia.

Hardback (978-967-5492-69-3)
2022

E-book (978-967-5492-73-0)
2022

296pp | 153 mm (W) x 229 mm (H)

Readership

Educators, music enthusiasts

Subject Area

Music, world music, popular music

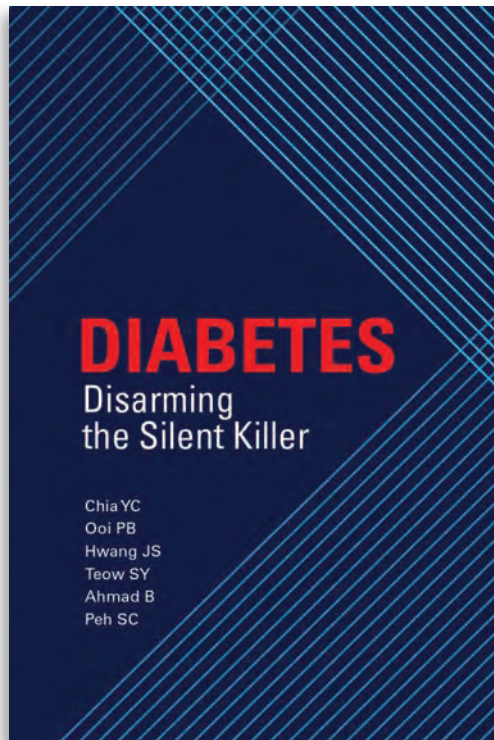
*Sunway Academe is a curated collection of volumes on advanced scholarship and research.

Diabetes

Disarming the Silent Killer

SUNWAY ACADEME

edited by Chia Yook Chin, Ooi Pei Boon, Hwang Jung Shan, Teow Sin Yeang, Badariah Ahmad, Peh Suat Cheng



This book gathers a prominent group of global researchers with expert knowledge and views on diabetes. Readers will gain insights into groundbreaking therapies and approaches to preventing and managing diabetes complications. The book, a result of the 3rd Cambridge-Oxford-Sunway Biomedical Symposium, further shares the most recent advances in diabetes research.

Chia Yook Chin is a leading medical researcher in Malaysia. She holds many positions including International Adviser for Malaysia at the Royal College of Physicians of London, UK.

Ooi Pei Boon is Associate Professor at the School of Medical and Life Sciences at Sunway University and a counsellor with Malaysia Board of Counsellor.

Hwang Jung Shan is an active researcher and Associate Professor at Sunway University.

Teow Sin Yeang is Senior Lecturer at Sunway University and the recipient of the MAKNA Cancer Research Award.

Badariah Ahmad is Senior Lecturer at Monash University and a physician at Tanglin Clinic, Kuala Lumpur.

Peh Suat Cheng is a renowned pathologist in Malaysia and a Fellow of the Royal College of Pathologists in Australia and the UK.

Hardback (978-967-5492-19-8)
2022

E-book (978-967-5492-43-3)
2022

216pp | 153 mm (W) x 229 mm (H)

Readership

Educators, researchers, medical consultants, public health professionals

Subject Area

Medical sciences, diseases

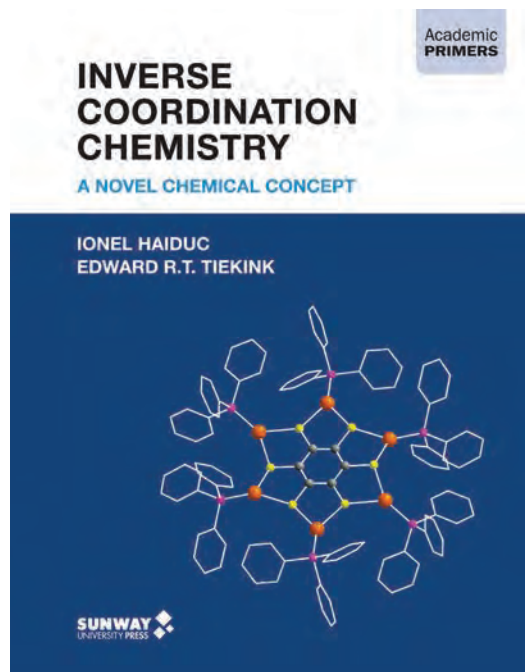
*Sunway Academe is a curated collection of volumes on advanced scholarship and research.



Inverse Coordination Chemistry

A Novel Chemical Concept

Ionel Haiduc, Edward RT Tiekink



Paperback (978-967-5492-18-1)
2020

E-book (978-967-5492-32-7)
2021

112pp | 189 mm (W) x 246 mm (H)

Readership

Educators, researchers, students, chemists

Subject Area

Inorganic chemistry

This book features and discusses the fascinating array of inverse coordination complexes, from those with monoatomic or polyatomic centres to those with organic molecules as centres. While coordination complexes traditionally consist of a metal atom at the centre surrounded by inorganic ligands, inverse coordination complexes show a reversed topology: a central non-metal atom surrounded by metallic ligands. Illustrative and concisely written, this book is a timely and comprehensive introduction to this exciting but largely overlooked field of inverse coordination in inorganic chemistry.

Ionel Haiduc is Professor Emeritus at Babes-Bolyai University in Cluj-Napoca, Romania. A distinguished chemist and prolific researcher, he was formerly President of the Romanian Academy from 2006 to 2014.

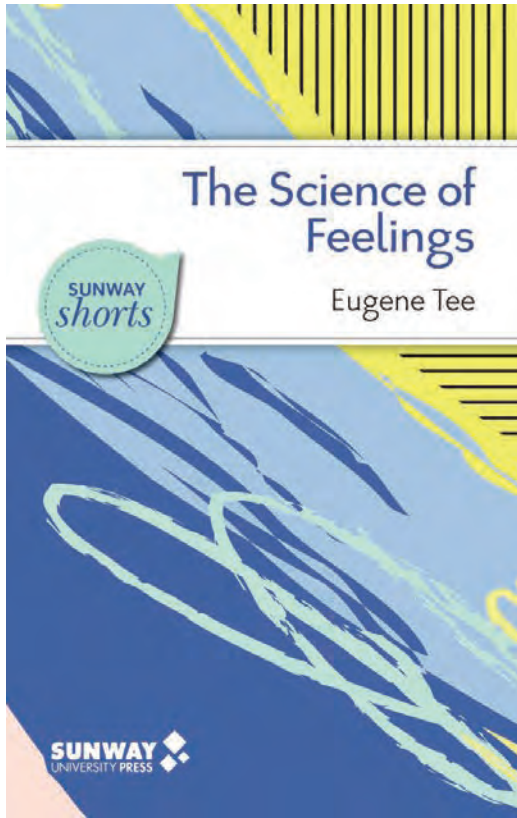
Edward RT Tiekink is Distinguished Professor and former Head of the Research Centre for Crystalline Materials at Sunway University, Malaysia. He has published in excess of 2,000 research papers/reviews and co-edited several books.

The Science of Feelings

What Psychological Research Tells Us About Our Emotions

SUNWAY SHORTS

Eugene Tee



What are emotions and why do we experience them? In the last 50 years or so, psychological science has shed light on the essence of what makes us human—why we experience a range of feelings from joy to sadness, anger to fear, and compassion to contempt. Yet, the science of emotion remains mostly inaccessible to the curious reader and those outside academic circles.

This book is a story of our emotions; a story of why and how we feel as human beings. It is a tale of our emotions, told by philosophers, biologists, neuroscientists, sociologists, and economists. Drawing on the rich psychological research on emotions, this book invites you to revisit your emotions and to better appreciate and understand how feeling states define us and our humanity.

Eugene Tee, PhD, is Associate Professor and Research Coordinator at the Department of Psychology, HELP University, Malaysia. He lectures, researches, publishes, and conducts training on the psychology of emotions. He founded Emotivity (www.emotivity.my) and is a regular speaker on BFM89.9, Malaysia's only independent radio station. He is also the author of *Mindfulness and Emotions: Understanding Your Mind and the Benefits of Being Present* and *Of Bromances and Biting Cute Babies: Questions About Emotions You (Probably) Never Thought of Asking*.

Paperback (978-967-5492-21-1)
2021

E-book (978-967-5492-39-6)
2021

232pp | 112 mm (W) x 175 mm (H)

Readership

General public

Subject Area

Psychology, emotions and feelings



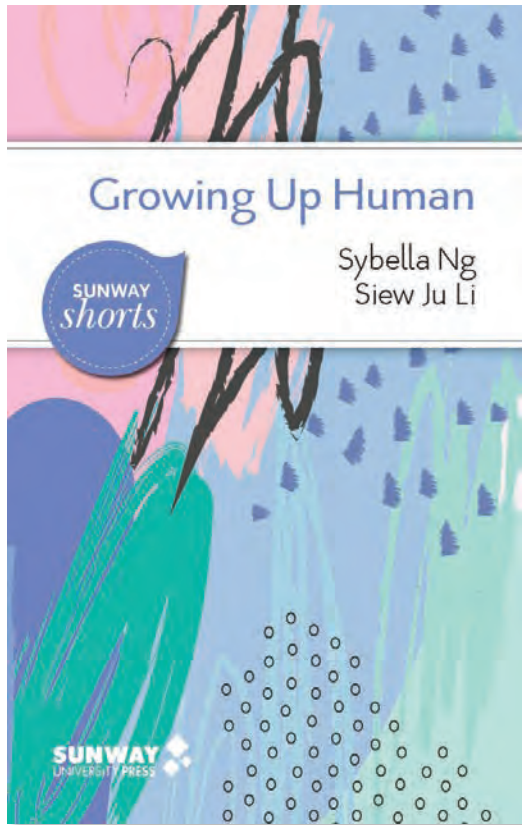
*Sunway Shorts is a series that presents insights from thought leaders and experts as easy reads.

Growing Up Human

A Guide to Navigating and Understanding Our Lifespan

SUNWAY SHORTS

Sybella Ng, Siew Ju Li



Paperback (978-967-5492-22-8)
2022

E-book (978-967-5492-42-6)
2022

144pp | 112 mm (W) x 175 mm (H)

Readership

General public

Subject Area

Development psychology, lifespan development

Have you ever wondered what shapes an individual from birth to death? How does your relationship with others influence your own worldview of the world? What makes you uniquely you as you grow older (and hopefully wiser)? Whether you have been pondering these questions for years or only recently, this book would help provide some answers.

Shedding light on the psychology of human development, each chapter marks a stage in our lifespan and tells a tale of how we grow from babies to functioning adults. The book pairs research with real-life advice and draws from the authors' experience in the field of developmental psychology. Whether you are young or old, discover yourself through the science of growing up and appreciate the influences that make us human.

Sybella Ng is a Developmental Psychologist who co-founded THINKiNT, a training and consulting company that integrates psychological frameworks in their services, and LIFE Project, a programme that offers parenting workshops and Read Aloud sessions for children. She was a graduate of Columbia University, New York and previously a lecturer at HELP University, Malaysia.

Siew Ju Li is a Psychologist and Certified Therapeutic Play Practitioner. She is currently Director and Consultant at SEED Connections, providing psychological services and programmes to families and children. She specialises in the areas of play therapy, emotional literacy, and parenting and was previously Senior Lecturer at HELP University, Malaysia.

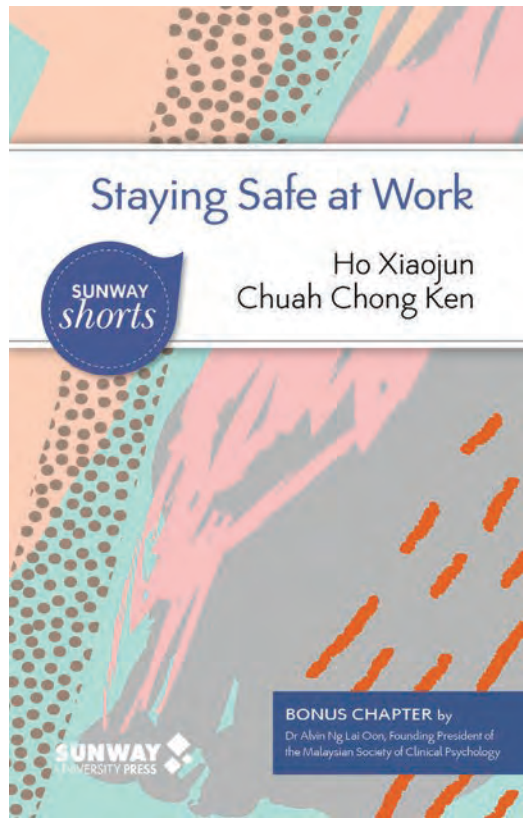
*Sunway Shorts is a series that presents insights from thought leaders and experts as easy reads.

Staying Safe at Work

A Guide to Occupational Safety & Health

SUNWAY SHORTS

Ho Xiaojun, Chuah Chong Ken (with Alvin Ng Lai Oon)



Paperback (978-967-5492-23-5)
2021

E-book (978-967-5492-41-9)
2021

168pp | 112 mm (W) x 175 mm (H)

Readership

Industry practitioners, corporations, general public

Subject Area

Workplace safety and health

This book serves as a short guide to occupational safety and health, providing an insight into the various theories on how accidents occur, the establishment of relevant laws and organisations, and the current applications of workplace safety measures. With case studies drawn from the authors' experience, this book also provides a brief overview of Malaysia's laws and practices related to workplace safety and dedicates a chapter to mental health management in the workplace.

Ho Xiaojun is a Registered Safety and Health Officer and Certified Environmental Professional in Scheduled Waste Management (CePSWaM) in Malaysia. She obtained her Master of Environmental Engineering from Universiti Putra Malaysia. She is the lead implementer of ISO 9001, ISO 14001, ISO 45001, and other corporate-related OSH matters in her current organisation and has industry experience in the sectors of education, marketing, and service.

Chuah Chong Ken is a Registered Safety and Health Officer and Human Resources Development Fund-qualified trainer in Malaysia. He obtained his Master of Occupational Safety and Health Management from Universiti Utara Malaysia. He specialises in workplace safety and health management and has industry experience in the sectors of construction and service.

Alvin Ng Lai Oon is a Professor of Psychology at the Department of Psychology, Sunway University, Malaysia. Trained as a clinical psychologist, he is passionate about enhancing public mental health literacy to address the lack of professionals and access to services. Dr Ng believes that mental health management is beyond just treatment of mental illness but also the promotion of mental well-being.

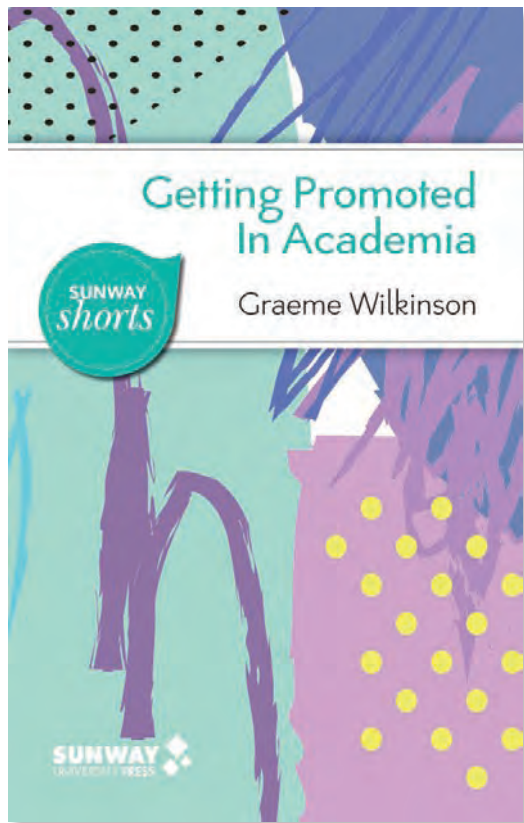
*Sunway Shorts is a series that presents insights from thought leaders and experts as easy reads.

Getting Promoted in Academia

Practical Career Guidance for Ambitious Academics and Aspiring Leaders in Higher Education

SUNWAY SHORTS

Graeme Wilkinson



This short guide to career development for academics provides sensible and practical advice on how to rise to the top in the highly competitive world of higher education. Drawing on the author's wealth of experience in international universities, the book is packed with tactics and strategies for building a successful academic career and growing a strong personal brand as a leading and highly respected academic.

Whether your goal is to be a top professor, academic manager, or university leader, you will find valuable tips in this book that are scarcely written down. This book is essential reading for every academic who wants a high-flying career.

Graeme Wilkinson is Tan Sri Jeffrey Cheah Distinguished Professor and the former Vice-Chancellor of Sunway University, Malaysia. He held senior management roles in three UK universities before moving to Sunway, and has worked in management consulting, academia, and international government research. He is a graduate of Imperial College London and Oxford University.

Paperback (978-967-5492-08-2)
2020

E-book (978-967-5492-20-4)
2020

184pp | 112 mm (W) x 175 mm (H)

Readership

Academics, professionals

Subject Area

Management, personal success

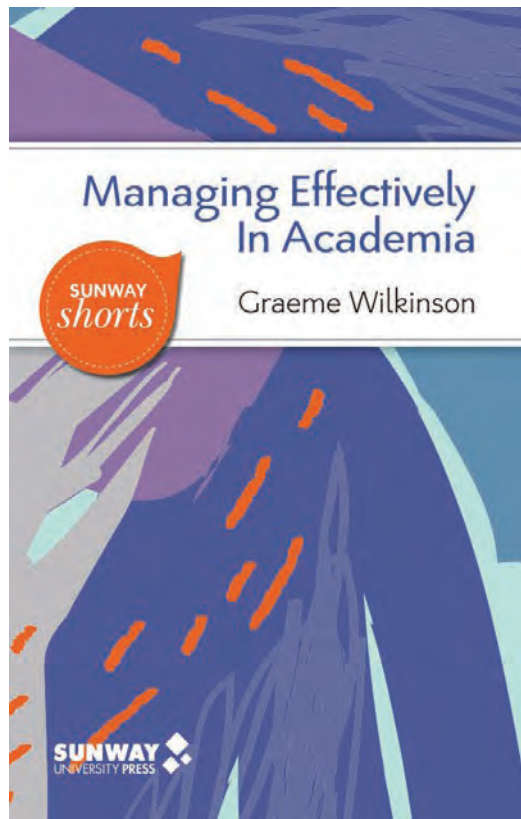
*Sunway Shorts is a series that presents insights from thought leaders and experts as easy reads.

Managing Effectively in Academia

A Guide to Good Practice for Academic Managers and Leaders in Higher Education

Graeme Wilkinson

SUNWAY SHORTS



This book provides a compact guide to good management practice in contemporary higher education. It covers key topics in day-to-day academic management including managing academic staff, handling students as customers, thinking and acting entrepreneurially and strategically, and dealing with some of the more challenging issues faced by academic managers in 21st century universities.

The book is aimed at academic managers at all levels, from research group leaders and programme leaders to department heads and deans. It should be especially relevant to those who have been newly promoted into such roles. It will also be of value to those ultimately seeking roles as provosts, presidents, and vice-chancellors.

Graeme Wilkinson is Tan Sri Jeffrey Cheah Distinguished Professor and the former Vice-Chancellor of Sunway University, Malaysia. He held senior management roles in three UK universities before moving to Sunway, and has worked in management consulting, academia, and international government research. He is a graduate of Imperial College London and Oxford University.

Paperback (978-967-5492-09-9)
2021

E-book (978-967-5492-38-9)
2021

192pp | 112 mm (W) x 175 mm (H)

Readership

Academics, professionals

Subject Area

Management, personal success

*Sunway Shorts is a series that presents insights from thought leaders and experts as easy reads.

Building a Research University

A Guide to Establishing Research in New Universities

SUNWAY SHORTS

Peter J Heard



Paperback (978-967-5492-59-4)
2022

E-book (978-967-5492-65-5)
2022

144pp | 112 mm (W) x 175 mm (H)

Readership

Higher education leaders, academics, professionals

Subject Area

Management, research

How does a university transition from a teaching-only institution to one that is also actively engaged in research? What are the challenges a university and its staff and students will face during the shift? How can a university successfully overcome these challenges?

This book provides a guide to university leaders who aim to manage the switch from being a teaching institution to one that is research-led. Drawing on the author's own experience leading two different universities, the book covers the importance of research in a modern university, and examines the right balance between teaching and research and the strategies to go through phases of growth and development.

Peter J Heard gained his PhD on the study of molecular dynamics in organo-transition metal complexes from University of Exeter, UK. Following brief spells at Yale University, USA, and Swansea University, UK, he worked for 12 years at Birkbeck University of London as a lecturer in chemistry. In 2007, he moved to Glyndwr University where he rose rapidly to become Pro Vice-Chancellor for Research. He then moved to Sunway University, Malaysia where he was first Deputy Vice-Chancellor for Research, and subsequently, Provost. He is currently Provost at Global Banking School, UK.

*Sunway Shorts is a series that presents insights from thought leaders and experts as easy reads.

Harvard Business Review's 10 Must Reads Kecerdasan Emosi



This book is the Bahasa Melayu (Malay language) edition of the best-selling book *Harvard Business Review's 10 Must Reads on Emotional Intelligence*. The book comprises an essential collection of articles that can inspire readers to recognise and manage different aspects of emotional agility.

Each chapter is an article from subject matter experts such as Daniel Goleman, Diane L. Coutu and Vanessa Urch Druskat. Readers will learn how to gain the emotional skills to become a successful leader, establish emotional intelligence within a team, identify and regulate negative thoughts, and provide and receive feedback.

Paperback (978-967-5492-06-8)
2020

E-book (978-967-5492-50-1)
2020

216pp | 140 mm (W) x 209 mm (H)

Readership

Aspiring & experienced leaders, professionals,
general public

Subject Area

Emotional intelligence, leadership,
career development



Harvard Business Review's 10 Must Reads Komunikasi



This book is the Bahasa Melayu (Malay language) edition of the best-selling book *Harvard Business Review's 10 Must Reads on Communication*. The book comprises a collection of compelling reads that can inspire readers to communicate effectively and convincingly within an organisation.

Each chapter is an article from leading experts including Deborah Tannen, Jay Conger and Nick Morgan. Readers will gain practical knowledge on how to engage with an audience, successfully pitch a business idea, win support of others, and inspire colleagues towards achieving a goal.

Paperback (978-967-5492-05-1)
2020

E-book (978-967-5492-49-5)
2020

240pp | 140 mm (W) x 209 mm (H)

Readership

Aspiring & experienced leaders, professionals,
general public

Subject Area

Leadership, communication,
career development



Harvard Business Review's 10 Must Reads Pengurusan Diri Sendiri



This book is the Bahasa Melayu (Malay language) edition of the best-selling book *Harvard Business Review's 10 Must Reads on Managing Yourself*. The book comprises a definitive collection of articles on self-management that can inspire readers to stay engaged and productive throughout their personal and professional lives.

Each chapter is an article from renowned authors such as Peter F Drucker, Stephen R Covey and Donald L Wass. Readers will gain practical insights into becoming a better leader, balancing personal and professional commitments, overcoming obstacles and managing responsibilities at the workplace.

Paperback (978-967-5492-04-4)
2020

E-book (978-967-5492-48-8)
2020

248pp | 140 mm (W) x 209 mm (H)

Readership

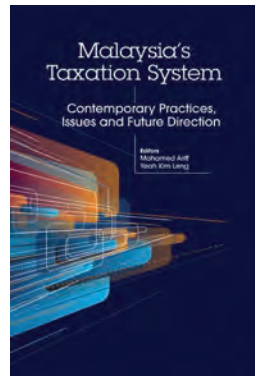
Aspiring & experienced leaders, professionals,
general public

Subject Area

Leadership, self-management,
career development



PREVIOUSLY PUBLISHED

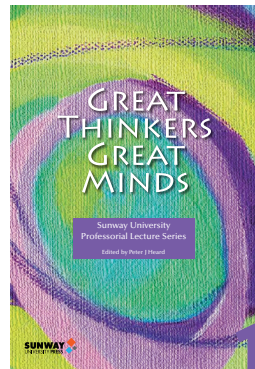


Hardback (978-967-13697-9-1) | 2020
312pp | 153 mm (W) x 229 mm (H)

Malaysia's Taxation System Contemporary Practices, Issues and Future Direction

edited by Mohamed Ariff, Yeah Kim Leng

A clear and concise analysis of Malaysia's taxation system, its origin, and its adaptation to changing economic and social conditions.

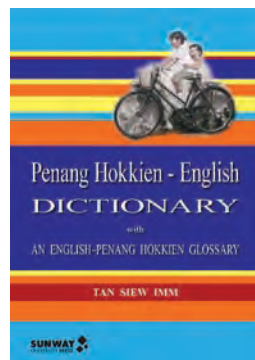


Hardback (978-967-13697-4-6) | 2018
312pp | 153 mm (W) x 229 mm (H)

Great Thinkers, Great Minds Sunway University Professorial Lecture Series

edited by Peter J Heard

A selection of papers from Sunway University's Professorial Lecture Series held between 2014 and 2016.

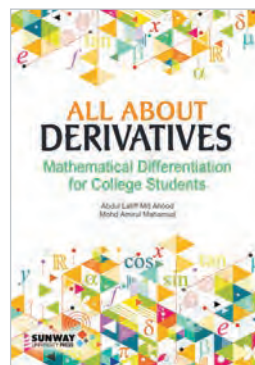


Paperback (978-967-13697-1-5) | 2016
526pp | 148 mm (W) x 210 mm (H)

Penang Hokkien-English Dictionary with an English-Penang Hokkien Glossary

Tan Siew Imm

A user-friendly lexicon for both native speakers and learners of the Penang Hokkien language.

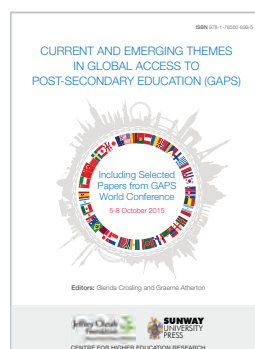


Paperback (978-967-13697-3-9) | 2018
136pp | 148 mm (W) x 210 mm (H)

All About Derivatives Mathematical Differentiation for College Students

Abdul Latiff Md Ahood, Mohd Amirul Mahamud

A compact, practical handbook for college students on mathematical differentiation.



Paperback (978-1-78560-899-5) | 2017
312pp | 153 mm (W) x 229 mm (H)

Current and Emerging Themes in Global Access to Post-Secondary Education (GAPS)

edited by Glenda Crosling, Graeme Atherton

A selection of papers from the 2015 Global Access to Post-Secondary Education World Conference.





DIALOGY

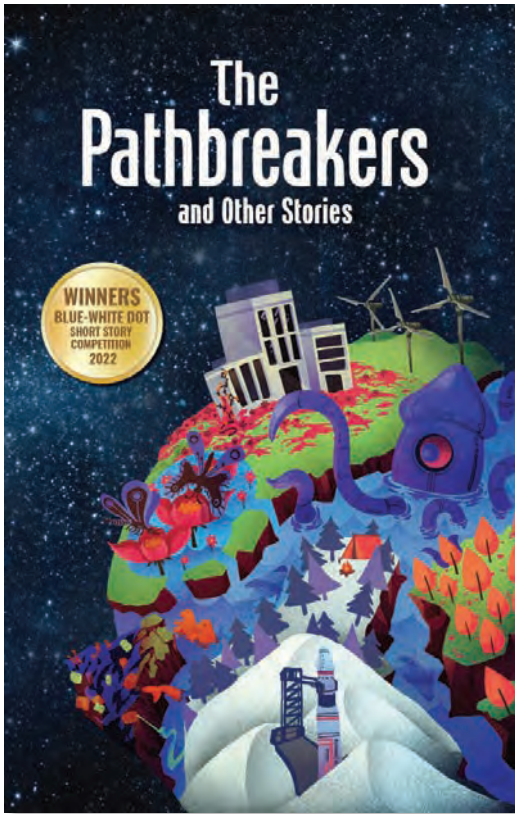
IGNITING CURIOSITY

Dialogy curates titles that spark curiosity, encourage dialogue, and captivate the imagination. From compelling narratives to thought-provoking non-fiction, this imprint presents a collection of books that appeal to readers seeking enriching experiences outside the confines of traditional academic literature.

The Pathbreakers

And Other Stories

Guy Russell, Paul GnanaSelvam, Ksatria Baskara Prasetya, and others



Paperback (978-967-5492-92-1)
2024

E-book (978-967-5492-97-6)
2024

216pp | 153 mm (W) x 229 mm (H)

Readership

Young adults, educators, general public

Subject Area

Fiction, environmental fiction, sustainability

This book features the top 20 winning entries from the 2022 Blue-White Dot Short Story Writing Competition. Through storytelling, this competition hopes to inspire everyone to reimagine a world cultivated by the UN Sustainable Development Goals.

This collection of short stories will transport readers to various environmentally and climate-challenged universes, which include towering skyscrapers wreathed in vines, dugongs and a speaking ocean, and even the bone-chilling conditions in the Arctic.

Guy Russell was born in Chatham, UK, and has been a holiday courier, purchasing clerk, media analyst and fan-heater production operative. He currently works in Milton Keynes for the Open University. Guy has also published works under Bristol Books, Comma Press, and Arachne Press. He has published one poetry pamphlet, *Like Basically* (Dreich Press), and reviews for *Tears in the Fence* and its blog.

Paul GnanaSelvam is an Ipoh-born writer and poet whose work often focuses on the experiences, issues and identity conflicts of those in the Indian diaspora. Writing since 2006, he has published both locally and internationally in anthologies, literary journals and e-magazines. His first collection of short stories *Latha's Christmas & Other Stories* was published in 2013, while *The Elephant Trophy & Other Stories* was published by Penguin Random House, SEA in 2021. He currently lectures at Universiti Teknologi MARA (Perak Campus), Malaysia.

Ksatria Baskara Prasetya currently studies IBDP—that's pre-university—at Fairview International School. He hopes to be an engineer, but when he gets inspired, he likes to write! Authors like Isaac Asimov, Orson Scott Card, and Cixin Liu serve as his guides. That is, Ksatria writes to change minds. So, when his chemistry teacher told him about this competition, he was prepared!

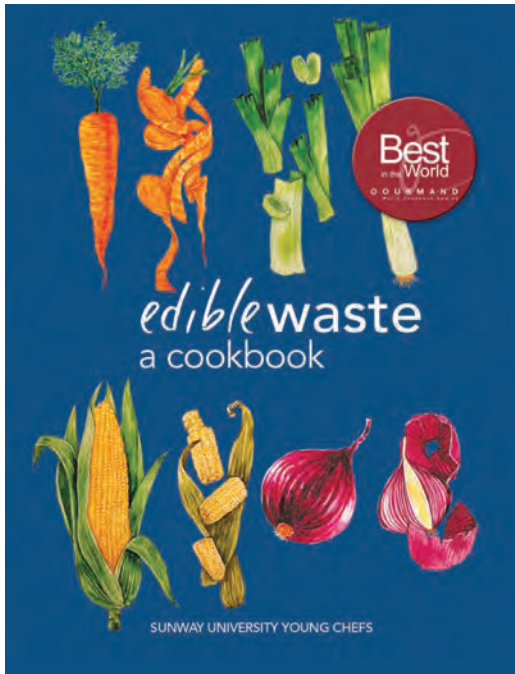
Other Authors within the collection:

Ntebeti Ntini, Mulki Ahmed, Ivan Kwok, Aqil Rifqi, Aneeta Sundararaj, Katy Wimhurst, Mohammad Ismim Putera, John Mark G Parlingayan, Sam Philip Stenström, Ferryn Foong, Stephen T Homer, Edwin Kee, Fadzliah Rosli, Yap Li Tyng, Ryoka Tanoi, Iram Moazzam, Matthew Yap

Edible Waste

A Cookbook

Sunway University Young Chefs



Paperback (978-967-5492-96-9)
2024

E-book (eISBN pending)
2024

72pp | 165 mm (W) x 215 mm (H)

Readership

Culinary students, chefs, general public

Subject Area

Sustainability, culinary arts, food

This award-winning collection of recipes showcases culinary practices utilising edible food waste. All ready to be easily reproduced in your home kitchen, this recipe book includes cookery classics and contemporaries—ranging from bread and butter pudding and curry puffs to salmon croquettes and voyage cakes. Divided into four sections, this book aims to inspire young chefs and families alike to begin a journey of exploring exciting foods created from “edible waste” before they reach the bin.

This book is the Winner of the Best Food Waste Cookbook and is the 3rd Best Digital Cookbook at the Gourmand World Cookbook Awards 2022.

Soon Pau Voon is an acclaimed chef who led the Malaysia Junior National Culinary Team to the IKA/Culinar Olympics in 2020, where they won gold at the Restaurant of Nations and silver in the IKA Buffet. He is currently a Teaching Fellow at Sunway University’s School of Hospitality and Service Management.

Sunway University Young Chefs is a group of students from Sunway’s School of Hospitality and Service Management, led by Chef Soon Pau Voon.

Winner of Best Food Waste Cookbook and 3rd Best Digital Cookbook at the Gourmand World Cookbook Awards



Peek Inside

Edible Waste

Taco with Shredded Beef Rendang and Crème Fraîche



edible waste: a cookbook

bread & bites

yields 4 servings

soft tortilla

170 g all-purpose flour
3 g salt
3 g baking powder
95 ml water
flour, for dusting

shredded beef rendang

30 ml infused oil
50 g rendang paste
200 ml water
250 g beef (left over roast),
shredded
1 turmeric leaf, thinly sliced
2 lime leaves, thinly sliced
50 ml coconut milk (optional)
10 g toasted coconut paste
(optional)

assemble

2 green chilies, sliced
2 tomatoes, diced
coriander leaves
10 g crème fraîche

To prepare soft tortilla

Combine all the ingredients and knead into a dough. Cover with a damp towel and let it rest for 10 minutes. Portion the dough into 8 pieces. On a floured surface, roll the dough flat. Heat up a pan on medium heat. Place the flattened dough on the pan and cook for about 30 seconds on each side.

To prepare shredded beef rendang

In a pot, heat up infused oil and cook the rendang paste over medium heat until fragrant. Pour in water, followed by shredded beef, and continue to cook for 3-5 minutes over medium heat. Remove from heat, add in turmeric and lime leaves. Adjust the seasoning with salt to your preference. Optionally, you may add in coconut milk and toasted coconut paste (kerisik).

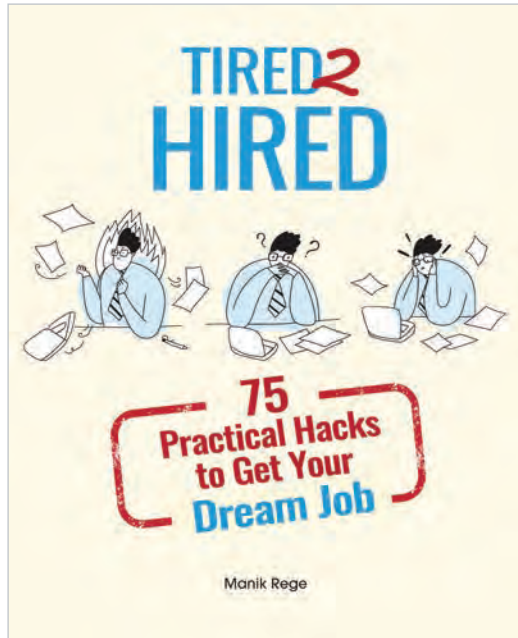
To assemble

Top the soft tortilla with the shredded beef rendang, green chilies, tomatoes, coriander, and crème fraîche.

Tired 2 Hired

75 Practical Hacks to Get Your Dream Job

Manik Rege



This book is a no-frills, hands-on career guidebook that helps readers navigate the job-hunting process from start to end and secure a coveted job. Through practical “lifehack” tips and real-life examples, the book empowers young job seekers and fresh graduates to enter the job market with confidence and stand out from the competition.

This book offers tips on how to:

- Target and get noticed by the best companies
- Craft an outstanding CV, portfolio and cover letter
- Answer tricky job interview questions confidently
- Negotiate salary effectively
- Protect careers against disasters like the COVID-19 pandemic

Manik Rege is a communications enthusiast who has worked with big brands in the Asia-Pacific region. His dream is to use marketing skills to help millions of youngsters build their personal brands and dream careers.

Paperback (978-967-5492-99-0)
2024

E-book (978-629-7646-05-3)
2024

160pp | 205 mm (W) X 255 mm (H)

Readership

Jobseekers, fresh graduates

Subject Area

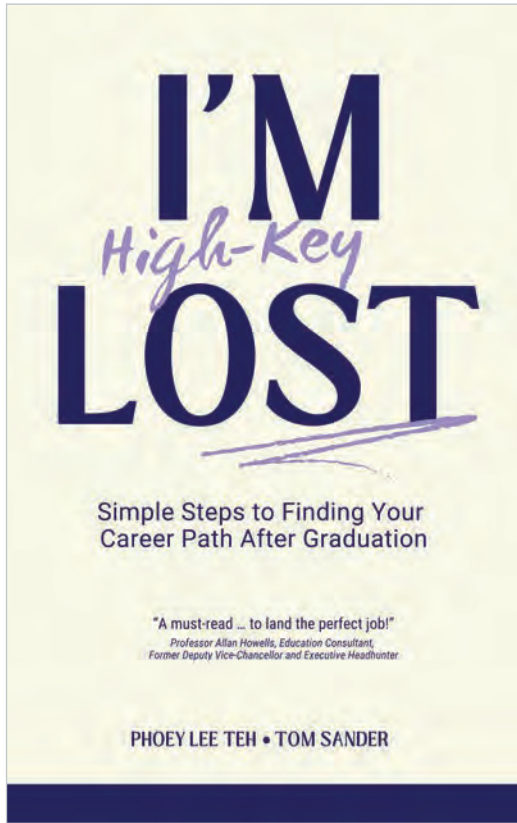
Career guidance, employment



I'm High-Key Lost

Simple Steps to Finding Your Career Path After Graduation

Phoey Lee Teh, Tom Sander



Paperback (978-967-5492-82-2)
2023

E-book (978-967-5492-90-7)
2023

144pp | 140 mm (W) x 216 mm (H)

Readership

General public, young adults

Subject Area

Career guidance, self-discovery

Just graduated, but not sure what to do next? Feeling low-key overwhelmed by all the potentially life-changing choices you are faced with? Or maybe outright high-key lost with no idea where to begin? Take the easy way out and start here!

This book is a quick and easy guide that covers the short and sweet basics to help you begin figuring out your career path. It is packed with easily digestible answers to the most pressing questions about finding your professional calling. There are no long-winded lectures or complicated assessments here, just the bare essentials to help you get started.

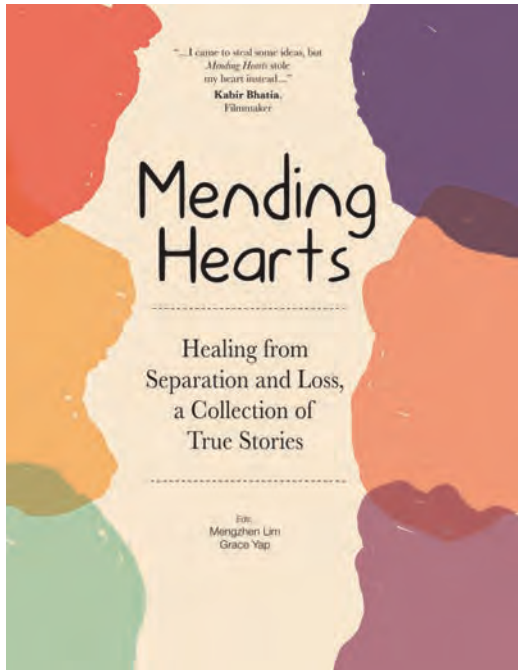
Phoey Lee Teh is an academic with over 19 years of experience. She is passionately committed to ensuring that her students find their best career paths after graduation. She is currently a lecturer and academic at Wrexham Glyndwr University, Wales.

Tom Sander is a senior recruiter with over 15 years of experience working in-house and with agencies, and has published over 40 papers on recruitment-related subjects. He is currently working in-house with NDT Global, and also teaches at IU International University of Applied Sciences in Mannheim, Germany.

Mending Hearts

Healing from Separation and Loss, a Collection of True Stories

edited by Mengzhen Lim, Grace Yap



Paperback (978-967-5492-66-2)
2022

E-book (978-967-5492-70-9)
2022

184pp | 165 mm (W) x 215 mm (H)

Readership

General public

Subject Area

Relationships, family, emotions, psychology



This book is an edited collection of 143 true stories and photos from students and members of the general public of many ages and backgrounds, compiled and displayed at Sunway University's hit Breakup Exhibitions. Share in the experiences of these heartfelt real-life accounts, each telling the end of a relationship—be it in romance, friendship, or family.

These stories help normalise breakups and inspire readers to move forward and find their way back to healing and happiness.

Mengzhen Lim is a former Lecturer of Psychology at Sunway University's Department of Psychology. He graduated with an MSc in Social Psychology from University Putra Malaysia. His works have been featured in *Malaysiakini*, *The Star*, *Free Malaysia Today*, *The Malaysian Insight*, *Sin Chew Daily*, and others. He has also appeared on Astro Awani to speak about mental health-related issues. He currently lives in Tokyo, researching romantic relationships.

Dr Grace Yap has been a professional counsellor since the 1990s, after completing her Masters from the United States. She graduated with a PhD in Psychology from Monash University and previously taught at Universiti Tunku Abdul Rahman. She is currently a health psychology and lecturer-researcher at Sunway University's Department of Psychology.

Praise for Mending Hearts

"*Mending Hearts* helps assure readers that they are not alone ... and reassures readers that they too will live to tell their stories and bring comfort to others ..."

Hannah Yeoh

MP for Segambut, Malaysia; former Deputy Minister for Women, Family, and Community Development

"These real stories of love, hope, pain, grief, trauma, letting go, moving on, and growth ... are very powerful ..."

Kenny Lim

Executive Director, Befrienders Kuala Lumpur

"Each page a different experience. Each page a different memory ... I was tempted to steal some ideas, but I think *Mending Hearts* stole my heart instead ..."

Kabir Bhatia

Filmmaker, *Cinta and Pulang*

5Gs of Happiness

Alvin Ng, Janessa Tan



Paperback (ISBN pending)
2025

E-book (eISBN pending)
2025

152pp | 153 mm (W) x 229 mm (H)

Readership

Psychologists, educators, students

Subject Area

Positive psychology, psychology, well-being

What if there were 5Gs that could potentially lead you to happiness?

This book offers readers a different perspective on how to find happiness through the concept of these 5Gs: Greeting, Giving, Gratitude, Glorifying skillfulness and Giggling. With bite-sized information and anecdotes from the authors, this book will provide a new way of looking at life, and how to improve your personal growth and well-being.

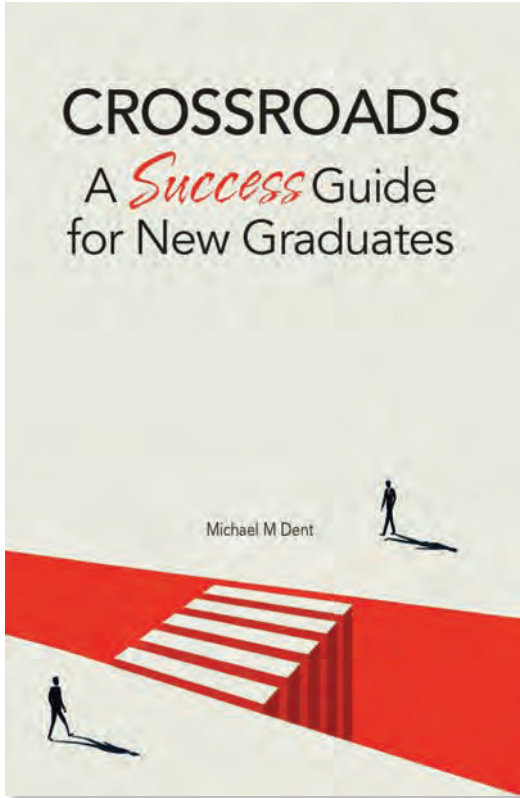
Alvin Ng is a Professor of Psychology at the Department of Psychology, Sunway University, Malaysia. Trained as a clinical psychologist, he is passionate about enhancing public mental health literacy to address the lack of professionals and access to services. Dr Ng believes that mental health management is beyond just treatment of mental illness but also the promotion of mental wellbeing.

Janessa Tan is a health content writer, MSc Health Psychology trainee, and yoga instructor. Her work centres on the commitment to evidence-based research and interventions for sustainable behaviour change. She advocates for bridging the gap between physical and mental wellness through her writing, research, and work in the community as a trainee health psychologist and certified yoga teacher.

Crossroads

A Success Guide for New Graduates

Michael M Dent



Paperback (978-629-7646-09-1)
2024

E-book (eISBN pending)
2024

144pp | 140 mm (W) x 216 mm (H)

Readership

Students, educators, jobseekers

Subject Area

Career guidance, employment, postgraduate studies

This book features the lessons, revelations and even the myths when one steps into the landscape between academia and career exploration. Through a series of personal recollections and anecdotes, this book highlights the author's extensive experience over the years, providing captivating yet philosophical angles or even questions on various topics such as education, life, and career.

Michael M Dent was a Professorial Teaching Fellow at the Department of Marketing Strategy and Innovation at Sunway University, Malaysia. He transitioned from a career in the service sector, particularly tourism and logistics, to academia in 2007 to broaden his horizons. With expertise in strategic marketing, international project management, team building, and cross-cultural communication, he obtained pedagogical skills during his MPhil at London Business School and taught Marketing Management at various universities globally.

Personal Financial Planning Made Easy

Joyce Nga



This book is the go-to resource for empowering everyday people to take charge of their finances. From managing daily finances today to navigating investment and retirement planning for tomorrow, this book simplifies seemingly daunting financial concepts through relevant case studies and practical examples. Whether readers strive for financial freedom or simply seek smart money management tips, the book offers an easy-to-follow roadmap to building wealth and achieving financial security with ease and confidence.

Joyce Nga was previously an experienced auditor and financial controller, and has over 20 years of experience teaching in corporate finance, financial planning, business ethics, and credit management. She is currently Senior Lecturer of Finance at Sunway University.

Paperback (ISBN pending)
2025

E-book (eISBN pending)
2025

180pp | 153 mm (W) X 229 mm (H)

Readership

General public

Subject Area

Personal finance, budgeting, money management



SCOLA BOOKS

NURTURING LEARNING JOURNEYS

Scola Books specialises in educational materials such as textbooks, revision guides, and supplementary resources that cater to diverse learning needs. This imprint aims to provide comprehensive and accessible resources that empower learners on their educational journey.

Public Relations in Malaysia

Catherine Lee, Rizwanah Souket, G Manickam Govindaraju, Tan Poh Ling, Sivasangari Genapathy



Paperback (ISBN pending)
2025

E-book (eISBN pending)
2025

248pp | 205 mm (W) x 255 mm (H)

Readership

Students, educators, industry practitioners

Subject Area

Public relations

This book is on public relations and corporate communication, with explanations and examples in the Malaysian context. Based on interviews conducted with public relations professionals and educators in Malaysia, the book covers both the theory and techniques of public relations and can be used as a manual for the subject's introductory courses. It is the aim of the book to teach ways of building ethical and productive relationships with strategic constituencies, and encourage critical thinking and ethical behaviour among future public relations practitioners in the country.

Catherine Lee is Associate Professor and Associate Dean (Education) at the School of Arts in Sunway University, Malaysia. Her research interests include public relations, social media, communication studies and technology-enhanced learning.

Rizwanah Souket is a Lecturer in Public Relations at Monash University Malaysia. Her doctoral research focuses on the evolution of public relations in Malaysia and traces the public relations lineage in the country. Her research spans media effects, voter behaviour, and women's role in Malaysian public relations.

G Manickam Govindaraju is a Senior Lecturer at the School of Media and Communication, Taylor's University. She has approximately 20 years of experience in teaching and mentoring students in public relations while winning several top awards nationally and internationally. Ms Manickam is also a Bronze Award recipient at the 4th Asean Public Relations Excellence Award 2023 in Vietnam.

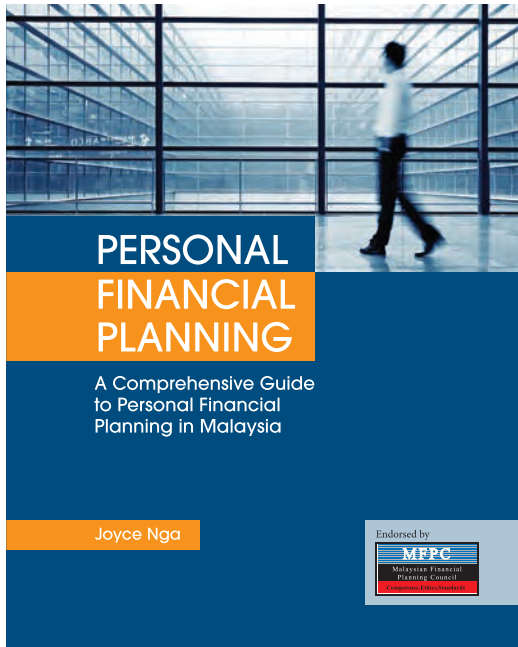
Tan Poh Ling earned her doctorate from Universiti Sains Malaysia with a focus on communication. Her research interests include corporate branding, marketing, strategic communication, and destination branding and communication. She is Head of Programme for the postgraduate programme at School of Communication, Xiamen University Malaysia.

Sivasangari Genapathy is a PhD candidate at University Kebangsaan Malaysia, focusing on health communications. Her research interests are on social and behaviour change communications, gender dynamics, and rural communities.

Personal Financial Planning

A Comprehensive Guide to Personal Financial Planning in Malaysia

Joyce Nga



Paperback (978-967-5492-76-1)
2023

E-book (978-967-5492-77-8)
2023

552pp | 203 mm (W) x 254 mm (H)

Readership

Students, educators, general public

Subject Area

Personal finance, budgeting, money management

This book is a comprehensive guide on personal financial planning tailored for the Malaysian context. It covers a wide range of relevant topics including consumer credit management, tax planning, bonds and shares, unit trusts, real estate, insurance, estate planning, and an overview of Islamic wealth management. Whether you are a student of accounting and finance, an experienced financial planner, or just an average Malaysian needing help with your finances, this book will have all your personal financial planning needs covered.

Joyce Nga was previously an experienced auditor and financial controller, and has over 20 years of experience teaching in corporate finance, financial planning, business ethics, and credit management. She is currently Senior Lecturer of Finance at Sunway University.

Endorsed by the Malaysian Financial Planning Council



Peek Inside

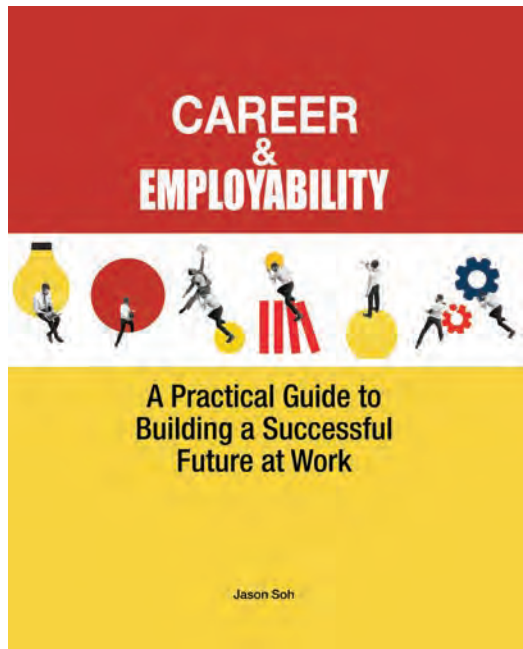
Personal Financial Planning



Career & Employability

A Practical Guide to Building a Successful Future at Work

Jason Soh



This book is tailored for students in university preparatory programmes keen on gaining the necessary knowledge and skills to secure and sustain a successful future career. It comprises key career and employability topics with concise notes and application exercises to help students identify strategic career pathways and opportunities. The book's hands-on approach serves as an easy guide to developing and improving job prospects in a rapidly evolving modern society and globalised world.

Jason Soh has over 10 years of experience teaching Accounting and Finance, and Career and Enterprise subjects. He is currently a senior lecturer in the Australian Matriculation programme at Sunway College, Malaysia.

Paperback (978-967-5492-68-6)
2023

E-book (978-967-5492-87-7)
2023

128pp | 205 mm (W) x 255 mm (H)

Readership

Students, jobseekers, educators

Subject Area

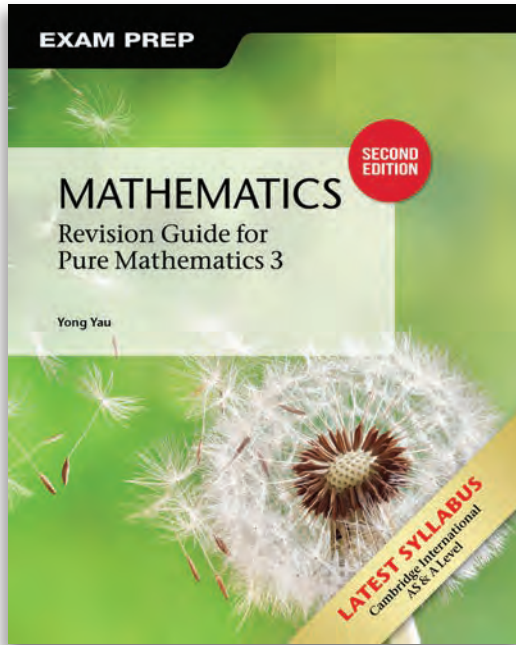
Career guidance, employment

Mathematics

Revision Guide for Pure Mathematics 3 (Second Edition)

EXAM PREP

Yong Yau



Paperback (978-967-5492-86-0)
2023

E-book (978-967-5492-89-1)
2023

328pp | 205 mm (W) x 255 mm (H)

Readership

Students, educators

Subject Area

Mathematics

This book is a study guide suitable for students undertaking the Pure Mathematics 3 component of Cambridge International AS and A Level Mathematics (9709). This book provides in-depth coverage of the latest syllabus and serves to help students prepare for examination more effectively.

Key features:

- Past examination questions
- Step-by-step worked examples
- Alternative methods to finding a solution
- Useful study tips and notes
- Insights from seasoned and award-winning lecturers

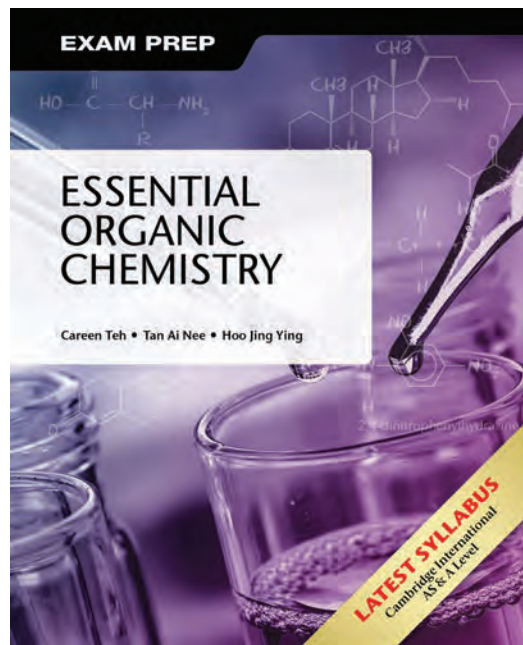
Yong Yau has taught Mathematics and Further Mathematics at pre-university level for 45 years. An experienced trainer and examiner, he is Master Teacher, Principal Lecturer and Head of the A Level Mathematics/Further Mathematics department at Sunway College, Malaysia.

*Exam Prep is a series of guidebooks specially tailored for students undertaking examinations at the pre-university level

Essential Organic Chemistry

EXAM PREP

Careen Teh, Tan Ai Nee, Hoo Jing Ying



Paperback (978-967-5492-81-5)
2023

E-book (978-967-5492-93-8)
2023

248pp | 205 mm (W) x 255 mm (H)

Readership

Students, educators

Subject Area

Organic chemistry

This book is a study guide covering the relevant topics in the latest syllabus of Cambridge International AS and A Level Chemistry (9701). It is illustrative and concisely written with over 60 questions reproduced from Cambridge's past examinations, each accompanied with a detailed approach to answering them, to help students excel in examination.

Careen Teh is a Senior Lecturer of A Level Chemistry at Sunway College, Malaysia and is an examiner for Cambridge Assessment International Education. She has over 30 years of teaching experience.

Tan Ai Nee is a Lecturer of A Level Chemistry at Sunway College, Malaysia. She holds a Masters in Analytical and Instrumental Chemistry, and has over 15 years of teaching experience.

Hoo Jing Ying is a Lecturer of A Level Chemistry at Sunway College, Malaysia and is an examiner for Cambridge Assessment International Education. She has over 7 years of teaching experience.

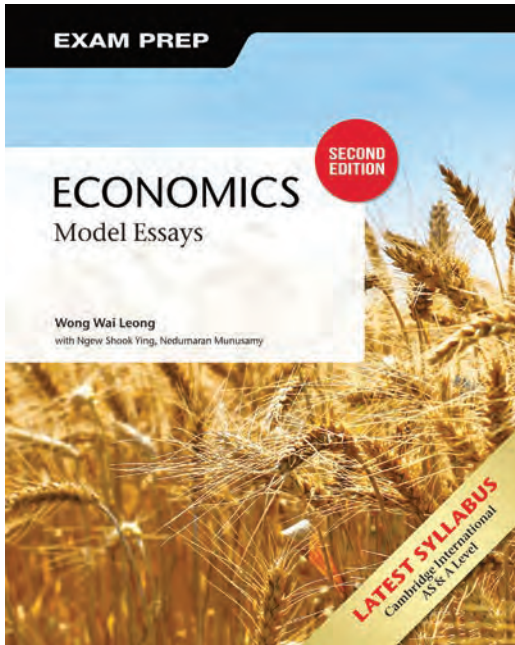
*Exam Prep is a series of guidebooks specially tailored for students undertaking examinations at the pre-university level

Economics

Model Essays (Second Edition)

EXAM PREP

Wong Wai Leong (with Ngew Shook Ying & Nedumaran Munusamy)



Paperback (978-967-5492-78-5)
2023

E-book (978-967-5492-88-4)
2023

312pp | 205 mm (W) x 255 mm (H)

Readership

Students, educators

Subject Area

Economics

This is the second edition of the revision guide that prepares students for Paper 2 and Paper 4 of the Cambridge International AS and A Level Economics (9708) examination. The model essays are specially written as answers to selected past-year questions, and are supported with essay outlines and notes on how to successfully compose convincing essays.

Key features:

- Past examination questions
- Tips on essay writing and blunders to avoid
- Helpful step-by-step essay outlines
- Easy-to-understand charts and diagrams of key economic concepts
- Model essays written by an experienced lecturer and reviewed by a Cambridge examiner

Wong Wai Leong is an Economics lecturer at Sunway College, Malaysia, with more than 25 years of teaching experience. His students have won Cambridge Top in the World and Top in Malaysia awards in A Level Economics.

Ngew Shook Ying has taught IGCSE and A Level Economics for 10 years. She currently teaches A Level Economics at Sunway College and is an examiner for Cambridge Assessment International Education.

Nedumaran Munusamy has 15 years of teaching experience and is Head of the A Level Economics department at Sunway College.

*Exam Prep is a series of guidebooks specially tailored for students undertaking examinations at the pre-university level

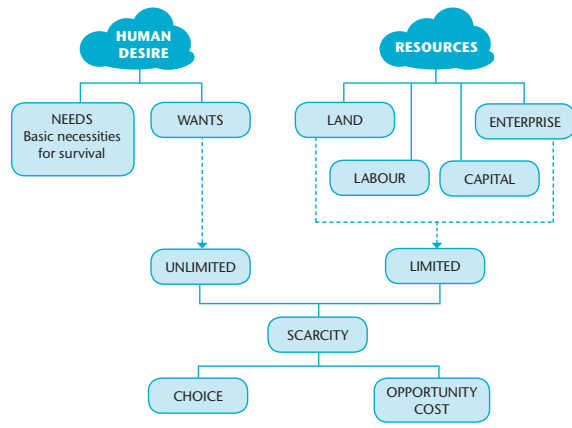
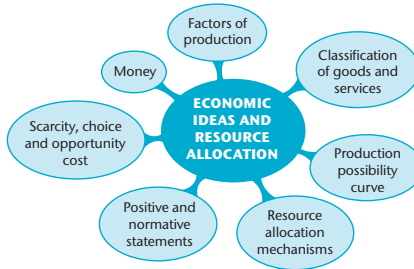
Peek Inside

Economics

Charts

These are placed at the start of every chapter for an overview of fundamental concepts of each topic area

1 Basic Economic Ideas



In conclusion, the factor enterprise and the free working of the price mechanism cannot always ensure a satisfactory outcome for consumers due to the existence of imperfect information. Government intervention in the form of regulatory controls, tax imposition or direct provision may therefore be necessary to correct a misallocation of resources and overcome issues related to merit and demerit goods, moral hazard and adverse selection.

QUESTION 3

- (a) Show the difference between a movement along, and a shift in, a production possibility curve. Explain what might cause each to occur. Use diagrams to support your answer. [8]
- (b) Discuss the way in which resources are allocated in planned economies and free market economies. Consider which type of economic system is likely to have the more beneficial outcome. [12]

*Cambridge International AS & A Level Economics
9708 Paper 22 Q3 a & b November 2017*

MODEL ESSAY

- (a) Production possibility curve (PPC) is a curve that shows the maximum potential output that an economy can produce with existing resources. This economic model is constructed based on a few assumptions—the economy is a closed economy, only two types of goods are produced, factors of production are not equally productive, resources are limited, and the state of technology is constant.

A movement along a PPC means the economy reallocates its resources by producing less of one good in order to produce more of the other. The trade-off between goods illustrates the concept of scarcity, whereby one good will have to be 'sacrificed' in order to produce more of the other. Since limited resources cannot satisfy unlimited wants, consumers cannot have more of both goods at the same time. A movement along the PPC is shown in the following diagram, moving from point A to point B.

INTRODUCTION

Define 'production possibility curve' (PPC)

BODY

- Explain the causes for:
- A movement along a PPC —scarcity
 - An outward shift of a PPC —economic growth
 - An inward shift of a PPC —reduction in economic resources

2

15

Hint!

This is a tip found throughout the book on understanding essay questions and basic Economic concepts

CHAPTER 1 Basic Economic Ideas

QUESTION 2

(a) Use examples to illustrate the difference between private goods and public goods, and explain why only private goods will be supplied in a free market economy. [8]

(b) The factor enterprise and the free working of the price mechanism always ensure a satisfactory outcome for consumers even when imperfect information exists. Discuss this view. [12]

*Cambridge International AS & A Level Economics
9708 Paper 22 Q2 a & b June 2016*

MODEL ESSAY

(a) Private goods are goods that are rival and excludable in nature, while public goods are goods that are non-rival and non-excludable. The inherent difference between the two goods can help explain why only private goods will be supplied in a free market economy, an economic system where goods are produced and consumed with little to no government intervention.

For private goods, the rival characteristic means the consumption of a good by a person reduces the amount available for others. An example of this characteristic is the limited number of seats in a cinema hall. When a person occupies a seat in a 200-seat cinema hall, the number of available seats left for others will be 199.

The excludable characteristic of private goods means the seller can exclude a person from consuming a good if the person does not pay for it. For example, a public bus driver can refuse passengers who are unable or unwilling to pay from boarding the bus. While public amenities are available to the general public, some are excludable since they can only be enjoyed after payment. Public buses, telephones and toilets are therefore private goods, and not public goods in the economic sense.

For public goods, the non-rival characteristic means the consumption of a good by a person does not reduce the amount available for others. Television broadcast is an example of a good that possesses the non-rival aspect of a public good. When a person watches a television programme, the broadcast signal received does not reduce or interfere with the reception of other viewers.

HINT!

The free-rider problem is the main discussion point for the second part of Question 2(a).

INTRODUCTION
Define 'private goods', 'public goods' and 'free market economy'

BODY
Explain the characteristics of private goods and cite an example for each:

- Rival—limited number of seats in a cinema hall
- Excludable—non-paying passengers being refused from boarding a bus

BODY
Explain the characteristics of public goods and cite an example for each:

- Non-rival—television broadcast
- Non-excludable—streetlight

COMMON ERRORS

Students often make the mistake of listing public buses, telephones and toilets as examples of public goods in their answer. Take note that these are not public goods.

11

Past-Year Questions

Each model essay is a sample answer to carefully curated questions from actual examination papers

Essay Outlines

Structured into 'Introduction', 'Body' and 'Conclusion', the outlines are a guide to plan and organise essays

Common Errors

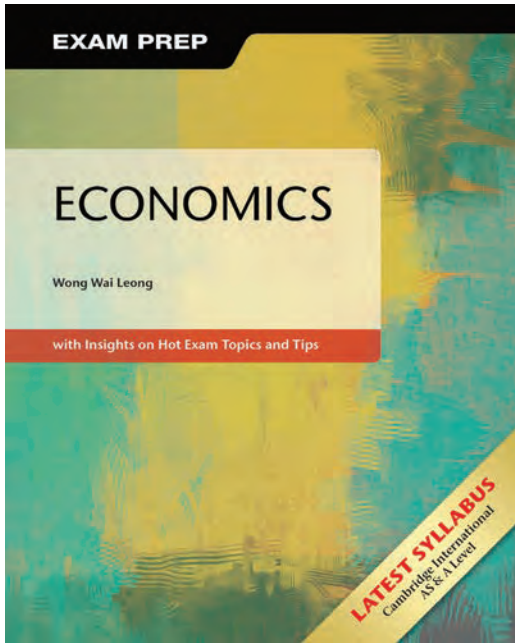
This is an alert on common errors committed by students when writing essays



Economics

Wong Wai Leong

EXAM PREP



Paperback (978-967-5492-91-4)
2024

Paperback (978-967-5492-98-3)
2024

384pp | 205 mm (W) x 255 mm (H)

Readership

Students, educators

Subject Area

Economics

This is an examination-focused coursebook designed to support students in their understanding of the Cambridge International AS & A Level Economics (9708) topics. It provides in-depth coverage of the latest syllabus and features insights and tips that can help students advance through their studies and examinations with confidence.

Key features:

- Past examination questions
- Frequently tested examination topics
- Must-know points on tackling examination questions and blunders to avoid
- Review questions to reinforce learning
- Easy-to-understand charts and diagrams of key economic concepts
- Real-life application of economic concepts to scenarios and world events to give answers an edge during examination

Wong Wai Leong is an Economics lecturer at Sunway College, Malaysia, with more than 25 years of teaching experience. His students have won Cambridge Top in the World and Top in Malaysia awards in A Level Economics.

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