



Business Buzz

July 2023



"Harmonizing a World of Three Zeros" - Prof. Muhammad Yunus

30th July 2023 -- In a collaborative effort with Asian Strategy & Leadership Institute (ASLI) and Yunus Social Business Centre, we hosted an intimate dinner dialogue titled "Harmonizing a World of Three Zeros" with Nobel Prize Laureate Professor Muhammad Yunus.

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1st July 2023

Global Supply Chain's 5th Anniversary & BGSCM Alumni Engagement

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3rd July 2023

Unleash Your Finance Potential with the CFA Program

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5th July 2023

Sustainable Stylecon Opening Ceremony

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5th July 2023

The Asia Sustainable Fashion Forum

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5th July 2023

Venture Conference and Workshop Series meeting

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6th July 2023

The Eco-Chic Fashion Fiesta @ Art Gallery, Level 1, SU

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7th July 2023

Fashion Fiesta Bazaar @ Boulevard, Fashion Shows & Closing Ceremony

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10th July 2023

Investment Talk Series by TED Optimus

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11th July 2023

Global Supply Chain Management visit & workshop at MIMA

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11th July 2023

International collaboration meeting with LogiSYM, Singapore

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13th July 2023

Data Analysis & Visualisation by Dr Mohammed Al-Obaydee

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13th July 2023

Student LIFE & Sunway Business School Level Up event

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18th July 2023

Bachelor of Business Analytics's (BBA) Capstone Showcase

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18th July 2023

Financial Planning and Wealth Management workshop

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20th July 2023

MoU signing with UEH University, Vietnam

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21st July 2023

Talk on Academic Publishing by Mr. Kendrick Loo from Routledge

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22nd July 2023

Workforce Readiness Workshop - Student Professional Development

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24th July 2023

Embracing the Colours of Diversity - International Cultural Night

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24th July 2023

Strategic meeting with Mr. Charlie Villasenor, Chairman - PASIA, Philippines

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24th July 2023

MoU signing with Indian Institute of Management (IIM) Nagpur

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22nd July 2023

SBS & LUMS Research Conference Preliminary Meeting

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25th July 2023

SBS & LUMS Research Conference - "Collaborating To Build a Sustainable Future Together"

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26th July 2023

Second day of SBS & LUMS Research Conference

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26th July 2023

Sunway International Business Society (SIBS) 2023 AGM

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27th July 2023

Sunway Business School Convocation - Day 1

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28th July 2023

Sunway Business School Convocation - Day 2

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30th July 2023

Intimate Dinner Dialogue - Harmonizing a World of Three Zeros

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31st July 2023

Entrepreneurship For A Better World: Achieving The Three Zeros Agenda

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Tousif Lakhani: One of The Only Two First Class Honours Journey Through the Global Pandemic

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Tan See Yin: Accounting Is Not Just About Calculation, But Understanding the Principles

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Journal Paper

- Afshan, S.; Cheong, C. W. H. & Sharif, A. (2023) Modelling the role of energy price movements toward economic stability in Malaysia: new evidence from wavelet-based analysis. *Environmental Science and Pollution Research*. Scopus: Q1, ABDC: NA
- Anwar, A., Huong, N. T. T., Sharif, A., Kilinc-Ata, N. (2023) Is a green world read or a dream? A look at green growth from green innovation and financial development: *Evidence from Fragile Economies*. Scopus: Q2 ABDC: N/A
- Chalke, A., Cheng, B.L., & Dent, M. (2023) Narrative Transportation and Trust in Luxury Hotels SNS Marketing: The Moderating Role of Social Interaction. *Services Marketing Quarterly*. Scopus= Q2, ABDC =B
- Chin, J.X., Cheng, B.L., Chalke, A., Idris, I. (2023) Brand Engagement in Self-Concept for Influencer Marketing: The Role of Product Involvement as a Moderator. *e-Academia Journal*. Non-Scopus ABDC=N/A
- Ślusarczyk, B., Moghavvemi, S., & Tehseen, S. (2023) Women and Business: Empirical study on economic constraints, legal conditions, and social support influencing women entrepreneurs in Malaysia and Poland. *Entrepreneurial Business and Economics Review*. Scopus: Q1, ABDC= N/A
- Goh, S.K., Wong, K.N., Ayupp, K. & Lai, Y.W. (2023) Income inequality, income growth and government redistribution in Malaysia: What do we know in the long run? *Malaysian Journal of Economic Studies*. Scopus: Q3, ABDC=C
- Lan M., Long S. (2023) Self-Regulated Learning and Academic Success in Online College Learning. *The Asia-Pacific Education Researcher*. Scopus: Q1 ABDC: N/A
- Kajtazi, K., Rexhepi, G., Sharif, A., & Ozturk, I. (2023) Business model innovation and its impact on corporate sustainability. *Journal of Business Research*. Scopus: Q1, ABDC: A
- Koay, K.Y., Lim, W.M., Kaur, S., Soh, K., Poon, W. C. (2023) How and when social media influencers' intimate self-disclosure fosters purchase intentions: the roles of congruency and parasocial relationships. *Marketing Intelligence Planning*. Scopus: Q1 ABDC: A
- Lim, W. M., Gunasekara, A., Pallant, J. L., Pallant, J. I., & Pechenkina, E. (2023). Generative AI and the future of education: Ragnarök or reformation? A paradoxical perspective from management educators. *The International Journal of Management Education*, 21(2), 100790.
- Mahajan, R., Lim, W. M., Kumar, S., & Sareen, M. (2023). COVID-19 and management education: From pandemic to endemic. *The International Journal of Management Education*, 21(2), 100801.
- Sin, K. Y., Lo, M. C., Mohamad, A. A., AL Mamun, A., & Sim, C. L. (2023) Selecting Total Quality Management (TQM) Best Practices in the Hotel Industry Environment: A Hybrid Model based on DEMATEL and ANP. *International Journal of Supply and Operations Management*. Scopus: Q3 ABDC: N/A
- Piprani, A.Z, Khan, S.A.R., Salim, R. & Rahman, M, K. (2023) Unlocking sustainable supply chain performance through dynamic data analytics: a multiple mediation model of sustainable innovation and supply chain resilience. *Environmental Science and Pollution Research*. Scopus: Q1 ABDC: N/A

RESEARCH

Conference Paper

- Tang, T. Y., & Hwang, H. J. (2023). Bibliometric Analysis of Robotic Process Automation Domain: Key Topics, Challenges, and Solutions. In International Conference on Computational Science and Its Applications (pp. 489-506). Cham: Springer Nature Switzerland.
- Chi, W. W., Tang, T. Y., Salleh, N. M., & Hwang, H. J. (2023). A Novel Natural Language Processing Strategy to Improve Digital Accounting Classification Approach for Supplier Invoices ERP Transaction Process. In International Conference on Computational Science and Its Applications (pp. 581-598). Cham: Springer Nature Switzerland.
- Wong, M.E.L., Jafry, N. H. A., Salleh, N. M., Hwang, H., & Jalil, N. A. (2023). Mitigating Traffic Congestion in Smart and Sustainable Cities Using Machine Learning: A Review. In International Conference on Computational Science and Its Applications (pp. 321-331). Cham: Springer Nature Switzerland

Newspaper or Magazine Articles

- Bolt, E.E.T. and Islam, M.S. (2023) "10 reasons why you should do a systematic literature review – and how to conduct one!". The University of Leeds. <https://business.leeds.ac.uk/dir-record/research-blog/2145/10-reasons-why-you-should-do-a-systematic-literature-review-and-how-to-conduct-one>

Book or Book Chapters

- Cheng, BL., Cham, TH., Cai, Y.F., Chalke, A., Dent, M.M. (2023) Does Electronic Word-of-Mouth Still Contribute to Boosting Purchase Intention? Understanding the Role of Gender as a Moderator.
- Kaliappan, M., & Sinnappan, P. (2023). Agriculture: The future of food. In S. Baskaran (Ed.), Industrial Revolution 4.0: Emergence, evolving concerns, challenges, and opportunities. (pp. 61-77). Universiti Teknologi Malaysia.
- Sinnappan, P. (Ed.). (2023). Achieving economic growth and welfare through green consumerism. IGI Global.

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