

Business Buzz

December 2023



Accelerate your Success - Learn the Art of Persuasive Fundraising

18th December 2023 -- SBS Students Helping Hands hosted a captivating session titled "Accelerate your Success: Learn the Art of Persuasive Fundraising" led by Datin Raja Riza. Empowering students to identify and engage external partners, internal stakeholders, and align resources, Datin Raja Riza's insightful workshop equipped them with valuable tools and skills. Her guidance left the students inspired to acquire more information and make a lasting impact.

HIGHLIGHTS

[View](#) →

1st December 2023

Federalism and Malaysia Agreement by Prof Andrew Harding

[View](#) →



1st December 2023

Forging Collaborations & Networking with CROWE and SBS BAF students

[View](#) →



2nd December 2023

Panel Discussion - The Skills Gap

[View](#) →



4th December 2023

Strategies for Success in Stock Trading by TED Optimus

[View](#) →



6th December 2023

10X Your Potential: Networking & Personal Branding by Kid Chan

[View](#) →



9th December 2023

Workforce Readiness Workshops

[View](#) →

9th December 2023

Case Leadership Summit 2023

[View](#) →



12th December 2023

BBA Capstone Showcase

[View](#) →

15th December 2023

Asian Law Society Association 2023 MoU Signing & Launching

[View](#) →



16th December 2023

Sunway Open Day

[View](#) →

20th December 2023

SBS Christmas Luncheon

[View](#) →





Kid Chan: From Sunway College Graduate to Accomplished Photographer, Entrepreneur, and Youth Champion

[View →](#)



Cheryl Soh: Continued Growth - Sunway University Initiates Alumni to Refine Skills in Professional Workshops

[View →](#)

Journal Articles

- Fam, K.-S., Cheng, B. L., Cham, T.-H., Yi, M. T. C., & Ting, H. (2023). The role of cultural differences in customer retention: Evidence from the high-contact service industry. *Journal of Hospitality & Tourism Research*, 47(1), 257-288. SAGE Publications. (Scopus Q1, ABDC A)
- Cham, T.-H., Cheng, B.-L., Aw, E. C.-X., Tan, G. W.-H., Loh, X.-M., & Ooi, K.-B. (2023). Counteracting the impact of online fake news on brands. *Journal of Computer Information Systems*, 1-20. Taylor & Francis. (Scopus Q2, ABDC A)
- Cham, T.-H., Cheng, B.-L., Lee, Y.-H., & Cheah, J.-H. (2023). Should I buy or not? Revisiting the concept and measurement of panic buying. *Current Psychology*, 42(22), 19116-19136. Springer US. (Scopus Q2)
- Koay, K. Y., Lim, W. M., Kaur, S. J., 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*, 41(6), 790-809. (Scopus Q2, ABDC A)
- Ul-Durar, S., Arshed, N., Anwar, A., Sharif, A., & Liu, W. (2023). How does economic complexity affect natural resource extraction in resource rich countries? *Resources Policy*, 86, 104214. (Scopus Q1, ABDC B)
- Siddik, A. B., Yong, L., & Sharif, A. (2023). Do sustainable banking practices enhance the sustainability performance of banking institutions? Direct and indirect effects. *International Journal of Bank Marketing*. (Scopus Q1, ABDC A)
- Bashir, M. F., Ma, B., Sharif, A., Ao, T., & Koca, K. (2023). Nuclear energy consumption, energy access and energy poverty: Policy implications for the COP27 and environmental sustainability. *Technology in Society*, 75, 102385. (Scopus Q1, ABDC C)
- Lom, H.S., Thoo, A. C., Lim, W.M., & Koay, K. K. (2023). Advertising value and privacy concerns in mobile advertising: the case of SMS advertising in banking. *Journal of Financial Services Marketing*. (Scopus Q2, ABDC B)
- Lim, W. M., Kumar, S., Pandey, N., Verma, D., & Kumar, D. (2022). Evolution and trends in consumer behaviour: Insights from *Journal of Consumer Behaviour*. *Journal of Consumer Behaviour*, 22(1), 217-232. (Scopus Q1, ABDC A)
- Lim, W. M., Jasim, K. M., & Das, M. (2024). Augmented and virtual reality in hotels: Impact on tourist satisfaction and intention to stay and return. *International Journal of Hospitality Management*, 116, 103631. (Scopus Q1, ABDC A*)
- Lim, W. M., & Mandrinis, S. (2022b). A general theory of de-internationalization. *Global Business and Organizational Excellence*, 42(2), 9-15. (Scopus Q2, ABDC C)
- Zhang, J., Islam, M. S., Jambulingam, M., Lim, W. M., & Kumar, S. (2024). Leveraging environmental corporate social responsibility to promote green purchases: The case of new energy vehicles in the era of sustainable development. *Journal of Cleaner Production*, 434, 139988. (Scopus Q1, ABDC A)
- Luo, X., Lim, W. M., Cheah, J., Lim, X., & Dwivedi, Y. K. (2023). Live Streaming Commerce: A review and research agenda. *Journal of Computer Information Systems*, 1-24. (Scopus Q1, ABDC A)
- Lim, W. M., Lal, M., Khatri, P., Thomas, A., & Shiva, A. (2023). The state of the art on self-perceived employability. *Global Business and Organizational Excellence*. (Scopus Q2, ABDC C)
- Gangadhari, R. K., Karadayi-Usta, S., & Lim, W. M. (2023). Breaking barriers toward a net-zero economy. *Natural Resources Forum*. (Scopus Q2)
- Lim, W. M. (2022). Choosing a good research topic for premier journals. *Global Business and Organizational Excellence*, 42(2), 5-8. (Scopus Q2, ABDC C)
- Tang, K. L., Tat, H. H., Cham, T., & Cheng, B. L. (2023). Unveiling the influence of social technologies on online social shopping in Malaysia. In *Studies in computational intelligence* (pp. 187-207). (Scopus Q4)

Newspaper

- Cheng, B. L. (2023, May 15). Succeeding with the competitive tailwind of Marketing 5.0. *The Edge Malaysia*

RESEARCH

Conference Paper

- John, S.P. & Supramaniam, S. Value Co-Creation for A Memorable Tourism Experience: A Systematic Literature Review. Australian and New Zealand Marketing Conference (ANZMAC), Otago University New Zealand
- K Suppiah, S. D., Shenba K., Ho, W. K., Hashim, H. A., Jaspal Singh, Rosman, N. S. Stakeholder Engagement and Sustainability Reporting: A Review and Synthesis of Literature, 32nd Asia Pacific Conference on International Accounting Issues, Gold Coast, Australia
- Sarsam, S. M., Alias, A. A., Mon, C. S., Al-Samarraie, H., & Al-Hatem, A. I. (2023). Exploring Public Opinions Toward the Use of Generative Artificial Intelligence Chatbot in Higher Education: An Insight from Topic Modelling and Sentiment Analysis. 2023 International Conference on Big Data, Knowledge and Control Systems Engineering (BdKCSE), Sofia, Bulgaria, 2023, pp. 1-6
- Anwer, Z., Goodell, J., Shahrier, N. A., Migliavacca, M., Persistence of default risk contagions: Comparing systemically important energy firms and environmentally conscious energy companies. The 2023 International Conference on Sustainability, Environment, and Social Transition in Economics and Finance (SESTEF 2023), Southampton United Kingdom
- Tehseen, S., Haider, S. A., and Yasir, M. Entrepreneurial Leadership: Leading With New Opportunities. 9th ASIA International Conference, Malaysia

Book Chapter

- Nthubu, B., Supramaniam, S & K Suppiah, S. D. Configuring ecosystems for MSMEs to achieve SDGs: a Co-Design study in Botswana and Malaysia. In Sustainable Development Goal Series (pp. 285-320), Dasarju & Tambunan (Eds) 2023. Role of Micro, Small and Medium Enterprises in Achieving SDGs: Perspectives from Emerging Economies, Palgrave Macmillan Singapore
- Kumar, D., & K Suppiah, S. D. (2023). MSMEs and SDGs: Evidence from Bangladesh. In Sustainable Development Goal Series (pp. 89-130), Dasarju & Tambunan (Eds) 2023. Role of Micro, Small and Medium Enterprises in Achieving SDGs: Perspectives from Emerging Economies, Palgrave Macmillan Singapore

External Award

- FRGS/1/2023/SS01/UM/02/5 - RM 85,000. Susela Devi K Suppiah in collaboration with UM, IIAM. Explores adoption of AI in Internal Audit

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