

Business Buzz

October 2023



Networking with the Embassy of the Russian Federation in Malaysia 26th October 2023 -- Sunway Business School had a privilege to visit the embassy and meet with the Ambassador of the Russian Federation to Malaysia, His Excellency Mr Naiyl M. Latypov. This visit have created ambassador networking opportunities, enhanced understanding of Russian culture, broadened perspectives on international relations and diplomacy, and opened up the potential for student exchange programmes, joint research initiatives, and knowledge exchange; all in support of global engagement.

1st October 2023

Cultivating
Entrepreneurial
Mindset through
Charitable Initiatives

<u>View</u> →





5th October 2023

Social Model Talent
Casting & Professional
Grooming by ZALORA

<u>View</u> →

5th October 2023

Power of Planning - Transform Your Future

<u>View</u> →





10th October 2023

Visit by Lal Bahadur Shastri Institute of Management Delhi

<u>View</u> →

Visit by Prof. Thomas Burkhardt from University Koblenz-Landau Germany

<u>View</u> →

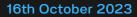




12th October 2023

Deloitte Audit & Tax Simulation: Forging Career Paths with Deloitte

<u>View</u> →



Property Investment by Ahyat Ishak -Pejuang Hartanah

View —





16th October 2023

Springboard Challenge Sunway University 2023

<u>View</u> →

From Campus to Corporate by SLB







17th October 2023

Visit by World Business Council for Sustainable Development (WBCSD)

 $\underline{\text{View}} \longrightarrow$



Sunway University MoU Signing with Goa Institute of Management

View -





18th October 2023

Group Registrar, SEG Engagement with SBS Students Helping Hands

<u>View</u> →

Presenting with Impact Workshop by Gerald Fernandez, TAPRO

<u>View</u> →

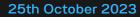




20th October 2023

People As Competitive Advantage forum by CMI, Shell and SBS

 $\underline{\text{View}} \longrightarrow$



The World of FMCG by Mondelez International Inc

<u>View</u> →





25th October 2023

Sunway University
MoU Signing with
Credit Guarantee
Corporation (CGC)

<u>View</u> →

DHL KLIA Warehouse Visit







28th October 2023

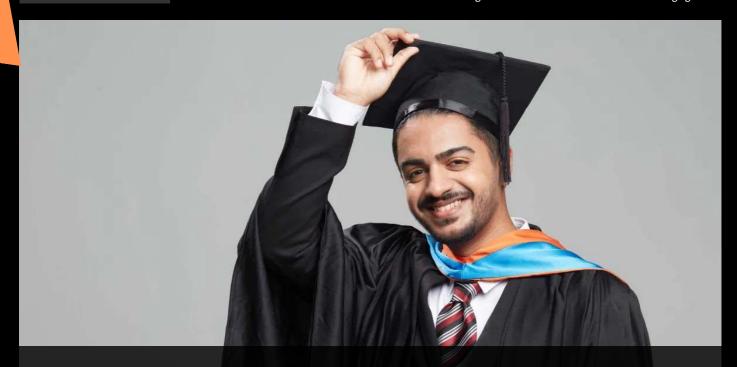
Sunway Alumni

Homecoming

 $\underline{\text{View}} \longrightarrow$

Mr. Arumugam Muthusamy

Manager - Alumni Relations and Student Engagement



Arsh Zubair Rajwani: The COVID Adventure of a Third Culture International Student

View



Chew Wan Qi (Angel) & Chew Wan Cher (Amber):

F

Sunway Business School Alumnae, siblings excel in "Academics and Leadership"

Manager - Alumni Relations and Student Engagement



Ralph Mpofu: A Sunway Graduate's enduring legacy of Engagement

View →



Janelle Goh Mei Wern: A shining example of achievement, leadership, and community engagement

View -



Mr. Arumugam Muthusamy Manager - Alumni Relations and Student Engagement



Amy Marsha Souris: Consistently focuses on making a difference in the community

View →

Alumni



Professor Yuka Fujimoto
Associate Dean (Research)

Journal Paper

- Anwer, Z., Goodell, J. W., Migliavacca, M., & Paltrinieri, A. (2023). Does ESG impact systemic risk? Evidencing an inverted U-shape relationship for major energy firms. Journal of Economic Behavior and Organization, 216, 10-25. (Scopus Q1, ABDC A*)
- Tiwari, S., Sharif, A., Nuţă, F. M., Nuţă, A. C., Çütçü, İ., & Eren, M. V. (2023). Sustainable pathways for attaining net-zero emissions in European emerging countries the nexus between renewable energy sources and ecological footprint.
 Environmental Science and Pollution Research, 30(48), 105999-106014. (Scopus Q1)
- Özkan, O., Sharif, A., Mey, L. S., & Tiwari, S. (2023). The dynamic role of green technological innovation, financial development
 and trade openness on urban environmental degradation in China: Fresh insights from carbon efficiency. Urban Climate, 52,
 101679. (Scopus Q1)
- Işık, C., Ongan, S., Özdemir, D., Jabeen, G., Sharif, A., Alvarado, R., Amin, A., & Rehman, A. (2023). Renewable energy, climate policy uncertainty, industrial production, domestic exports *I* re-exports, and CO2 emissions in the USA: a SVAR approach. Gondwana Research. (Scopus Q1)
- Al-Kumaim, N. H., Samer, M., Hassan, S. H., Shabbir, M. S., Mohammed, F., & Al-shami, S. A. (2023). New demands by hotel
 customers post COVID-19 era. Foresight. (Scopus Q1, ABDC C)
- Chan, K., & Idris, I. Engaging communication and marketing students in cross-cultural synchronous online learning. Asian
 Journal of the Scholarship of Teaching and Learning.
- Lim, W. M. (n.d.). Philosophy of science and research paradigm for business research in the transformative age of automation, digitalization, hyperconnectivity, obligations, globalization and sustainability. Journal of Trade Science.
- Bowman, C., & Lim, W. M. (2023). Innovation, best practice, or normal life? Activities, Adaptation & Aging, 47(4), 415-422.
 (Scopus Q2)
- Yeo, K. H. K., Lim, W. M., & Yii, K. (2023). Financial planning behaviour: a systematic literature review and new theory development. Journal of Financial Services Marketing. (Scopus Q2, ABDC B)

Research 10

RESEARCH

Conference Paper

- Ahmad, A. Idris, I., Jahari, A., Che Mat, C.R., Hamzah, H. Khairi, A. Sustainable Fashion Marketing: The Magnificence of Unobtrusiveness and The Impact of Publicizing Influencers. (n.d.). 3rd International Conference of World Academy of Islamic Management (WAIM).
- Chan, K. & Idris, I. Develop and implement a virtual course-based research project with an international partner. ConnectUR 2023 Annual Conference

Newspaper

 Muthusamy, A. & Tehseen, S. (2023, Oct 16). Thriving against all odds: The power of peer, family and government support for women entrepreneurs. The Edge Malaysia

Sunway Business School conducts research into the various aspects of business, from operations within a business to the talents that make a business and the industry policies that impact it. Our research spans across the broad range of disciplines in our school — accounting, economics, finance, business analytics, management, marketing, and commercial law — keeping us abreast of latest developments and industry trends in business.

Research 11

We are



Our pride lies in the prestigious accreditation bestowed upon Sunway Business School by the Association to Advance Collegiate Schools of Business (AACSB). With this accolade, earned by less than 6% of business schools worldwide, you can be confident that you will receive a top-notch education of unparalleled quality and relevance.



Sunway Business School

No. 5, Jalan Universiti, 47500 Bandar Sunway, Selangor, Malaysia

https://sunwayuniversity.edu.my/sunway-business-school sbs@sunway.edu.my