

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.

HIGHLIGHTS

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1st October 2023

Cultivating Entrepreneurial Mindset through Charitable Initiatives

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5th October 2023

Social Model Talent Casting & Professional Grooming by ZALORA

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5th October 2023

Power of Planning - Transform Your Future

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10th October 2023

Visit by Lal Bahadur Shastri Institute of Management Delhi

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

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12th October 2023

Deloitte Audit & Tax Simulation: Forging Career Paths with Deloitte

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16th October 2023

Property Investment by Ahyat Ishak - Pejuang Hartanah

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Springboard Challenge Sunway University 2023

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From Campus to Corporate by SLB

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Visit by World Business Council for Sustainable Development (WBCSD)

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Sunway University MoU Signing with Goa Institute of Management

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Group Registrar, SEG Engagement with SBS Students Helping Hands

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Presenting with Impact Workshop by Gerald Fernandez, TAPRO

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SUNWAY UNIVERSITY
A CLASS ABOVE



20th October 2023

People As Competitive Advantage forum by CMI, Shell and SBS

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25th October 2023

The World of FMCG by Mondelez International Inc

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MEMORANDUM OF UNDERSTANDING
SIGNING CEREMONY
25 OCTOBER 2023



25th October 2023

Sunway University MoU Signing with Credit Guarantee Corporation (CGC)

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DHL KLIA Warehouse Visit

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Sunway Alumni Homecoming

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

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Chew Wan Qi (Angel) & Chew Wan Cher (Amber): Sunway Business School Alumnae, siblings excel in "Academics and Leadership"

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

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

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

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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., Nuță, F. M., Nuță, 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 / 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

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.

We are



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ACCREDITED

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.



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