

It's already  
**March 2023!**

03/23



**Sunway University Open Day**

25-26 March 2023 -- We've got more than 6,000 visitors, so it has certainly taken a massive, collective effort to cater and convince our potential recruits about what's in store at Sunway University and why Sunway Business School is the place to be. -- Dean

# RESEARCH

The Research Stars at Sunway Business School continue to publish in A-ranked journals! Here are some star examples:

- **Online advertising effectiveness** in **Psychology & Marketing** (A-ranked) by Dr Suzanne Tan Ser Zian with researchers from Australia Link: <https://onlinelibrary.wiley.com/doi/10.1002/mar.21796>
- **Transformative marketing** in **Journal of Business Research** (A-ranked) by Dean and Professor Weng Marc Lim as a sole author. Link: <https://www.sciencedirect.com/science/article/pii/S0148296322011031>
- **Cryptocurrencies versus environmentally sustainable assets** in **International Review of Economics and Finance** (A-ranked) by Associate Professor Zaheer Anwer with researchers from Pakistan and Qatar Link: <https://doi.org/10.1016/j.iref.2023.02.005>
- **International tourism and environmental degradation** in **Evaluation Review** (A-ranked) by Associate Professor Arshian Sharif with researchers from the UAE, Turkey, and Taiwan Link: <https://doi.org/10.1177/0193841X221149809>
- **Macroeconomic consequences of Taiwan aging labor force** in **Journal of Policy Modelling** (A-ranked) with researchers from Malaysia, USA and Taiwan  
<https://www.sciencedirect.com/science/article/abs/pii/S0161893823000066?via%3Dihub>



## Postgraduate Supervisory Training

On 3 Mar 2023 -- A training on Postgraduate students' supervisory has been conducted for all staff that is PhD supervisors. This training is to exposed all the supervisors to the essential practice in nurturing the students to achieve quality PhDs.



## Quantitative Research Workshop

On 30 Mar 2023 -- A very interesting yet fruitful discussion in our internal Research Seminar Series for this month presented by 3 awesome speakers: Associate Professor Zaheer Anwer (Economics & Finance), Dr Nasir Abdul Jalil (Business Analytics) and Dr Suzanne Tan Ser Zian (Marketing Strategy & Innovation)

*"Sunway Business School warmly welcomes local and international opportunities to collaborate in exciting initiatives"*

# ENGAGEMENT



## International Women's Day Celebrations 2023



## ESG Solutions: Collaborating for a Sustainable Future

International Women's Day event - "DigitALL: Innovation and Technology for Gender Equality". Our esteemed panel speakers - Professor Ts. Tengku Narquah Tengku Othman - Group Chief Future Officer (SIRIM Berhad) & Adjunct Professor at UNITAR International University, Ms Vani Mahadevan - Founder/CEO at TechSprint, Dr Meisin Lee, PhD - Treasurer, Women in AI Malaysia/Researcher in NLP (Natural Language Processing), and Ms Nurul Liyana Azmi - Founder/CEO at ReadHero



## Cardiff University

We met with Professor Warren Barr, Head of the School of Law and Politics, Cardiff University. This meeting explored potential linkages between the Centre for Commercial Law and Justice at the Sunway Business School and with the School of Law and Politics at Cardiff. Representing Sunway Business School was Dr Paul Linus Andrews, Associate Dean (International).

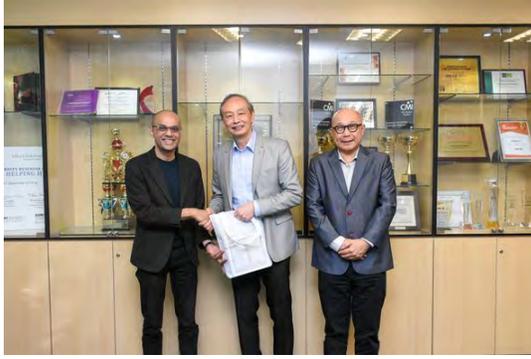
## Sunway-MAPAN Sustainability Plenary

Sunway Business School's Sustainable Business Research Cluster together with Malaysian Association of Public Advocacy for Nature (MAPAN) organised a dialogue entitled Environmental, Social and Corporate Governance (ESG) Solutions: Collaborating for a Sustainable Future Sunway-MAPAN Sustainability Plenary.



## University of Sussex Business School

We had a fruitful discussion with Professor Steven McGuire, Dean of the University of Sussex Business School. This was a follow on meeting with Prof Xiaoxiang Zhang, from Sussex in November 2022 and encompassed broad areas of potential research collaboration opportunities and potential student mobility opportunities for students from both Universities. Professor McGuire was accompanied by Lillian Chua, the Regional Manager of University of Sussex.



## Chinese University of Hong Kong (CUHK) Business School

We hosted Professor Waiman Cheung, Associate Dean (Graduate Studies) from the Chinese University of Hong Kong (CUHK) Business School. We explored potential mobility arrangements and the prospects for study trip opportunities for students from both institutions. In attendance representing Sunway Business School were Professor Wong Koi Nyen, Associate Dean (Education) and Dr Paul Linus Andrews, Associate Dean (International).



## Meeting with DELL

We had the opportunity to meet up with [@dell](#) DELL and discussed about some collaboration together on talent development, organisation culture & management, internship recruitment, DELL Accelerated Programme for fresh graduates and career talks for students. They also provide opportunities to graduates with business degree too. They are keen to participate in the Sunway Career Fair this year in campus!

# INDUSTRY



## Estee Lauder

Industry Engagement session with The Estée Lauder Companies Inc., at Global Business Center based Mid Valley. Thank you Estee Lauder hosted the official meeting with the representatives from Sunway Business School and Sunway Business



## Amazon Web Services (AWS)

We had a strategic meeting with [Amazon Web Services](#) (AWS) team and discussed about possible collaboration with our programme leaders and students representatives. It was an honour to have the AWS team: 1. Mr Fabian Tan (Head of

School Student Concilium. This is also part of the follow-up session for student internship and employment feedback.



### Continental Tyres

Sunway University Global Supply Chain students had an industry visit to [@continentalmalaysia](#) Continental Tyres Petaling Jaya plant to learn about the company's strategy on global supply chain and the see for themselves the making process of Continental tyres.

Technology), 2. Mr Fahim S. (Solution Architect), 3. Mr. Nadeem Chaudhry (Technology Sales Senior Leader)



### Hapag-Lloyd Malaysia Internship

A big appreciation to Hapag Lloyd Malaysia office hired First Batch of Total 7 student Interns, all from [Sunway University Global Supply Chain](#) (SUGSC), they are [Foong Kit Ho Nicholas](#), [Yu Yan Chung](#), [Felicia Lee](#), [Rulan Xie](#) (Chinese), [Yasser Mansoor](#) (Yemeni), [Yuen Shen Yeoh](#), and [Xun Yi Tee](#);

## STUDENT ACTIVITIES



### Babson College, USA visited Sunway University

[Sunway International Business Society](#) collaborated with [BinaPavo](#)



### SBS Students Helping Hands New Exco

Congratulations to all the newly appointed committee members of

[@binapavo\\_official](#) to facilitate a campus tour of Sunway University for the esteemed visitors from [Babson College](#), [@babsoncollege](#) USA in their visit to Malaysia for their social studies program. Students from Yayasan Selangor including their representatives from the Education Division also joint the event.

[SBS Students Helping Hands](#). We really appreciate your willingness and your sacrifice of time and efforts towards this great initiative. Not to forget the previous committee who had dedicated all their kind heart to help those who needed love and care. You'll never be forgotten!

## ALUMNI



### Building Profession Connections with Alumni at the SLB (previously known as Schlumberger)

It has been an incredible opportunity to establish professional relationships and exchange experiences with esteemed alumni from prestigious industries. It warms the heart to see our alumni's continued passion and interest towards the development of Sunway University, as evidenced by their desire to plan events and activities for current students.



### Meet the Alumni: Deridian Nurhalim

Our alumnus who graduated with a BSc (Hons) in Business Management (<https://lnkd.in/gr4K4xAg>) in 2018 and travelled from Jakarta, Indonesia to visit Sunway Business School



## From Undergraduate Studies to Master of Marketing

Meeting the alumni that successfully made the journey from Bachelor to Master here at Sunway University: Salman Faiz (India) and Jake Kung (Malaysia)

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*Ramadan Kareem to all Muslim students & colleagues. May this Ramadan give you peace and health. Happy fasting!*



### **Sunway Business School**

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