

# Business Buzz

November 2023



## Engagement Forum With The Dean Of Sunway Business School

23rd November 2023 -- Student had a remarkable experience with the Dean of Sunway Business School - Professor Lim Weng Marc. The engagement fostered a great interaction with the student as he brought a fresh perspective to his journey in the education industry that served as an inspiration while motivating students to aspire for excellence. His innovative approaches to teaching and leadership were evident during the engagement, shaping a dynamic and forward-thinking learning environment at Sunway Business School.

**HIGHLIGHTS**

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1st November 2023

## Fundamental Research Grant Scheme (FRGS) Workshop

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## ICAEW Members' Society Malaysian Chapter Annual Dinner

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## Principles of Responsible Management Education (PRME) by Dr Priya Sharma

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## Industrial Visit to Roche at Pinnacle, Bandar Sunway

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## Shared Services Forum with AIA, SLB & Standard Chartered

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## Smartening Up Supply Chain Management with AI & Game Theory by Hilti

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## How to Start an E-Commerce Business?

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## Deepavali Celebration with SBS

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## Sunway Global Partners Day 2023

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## Artificial Intelligence Talk by Amazon Web Services (AWS)

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## Investment for University Students by Chua Yun Zhe (Jeff)

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## Mutual Funds: Roadmap to Financial Success by Eastspring Investment

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## Statelessness and the Right to Education Forum

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## AI in Media Nexus by Kiron Kesav, Omnicom Media Group (OMG)

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## Artificial Intelligence Workshop by Amazon Web Services (AWS)

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## Bowling Night with SUGSC

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## Farewell Lunch for Prof. Hwang Ha Jin

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## The journey from Miss UniWorld Malaysia to Success - Kate Lai

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## How to Start a Business in University with Low Capital?

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## Investment Strategy - Low Risk High Return

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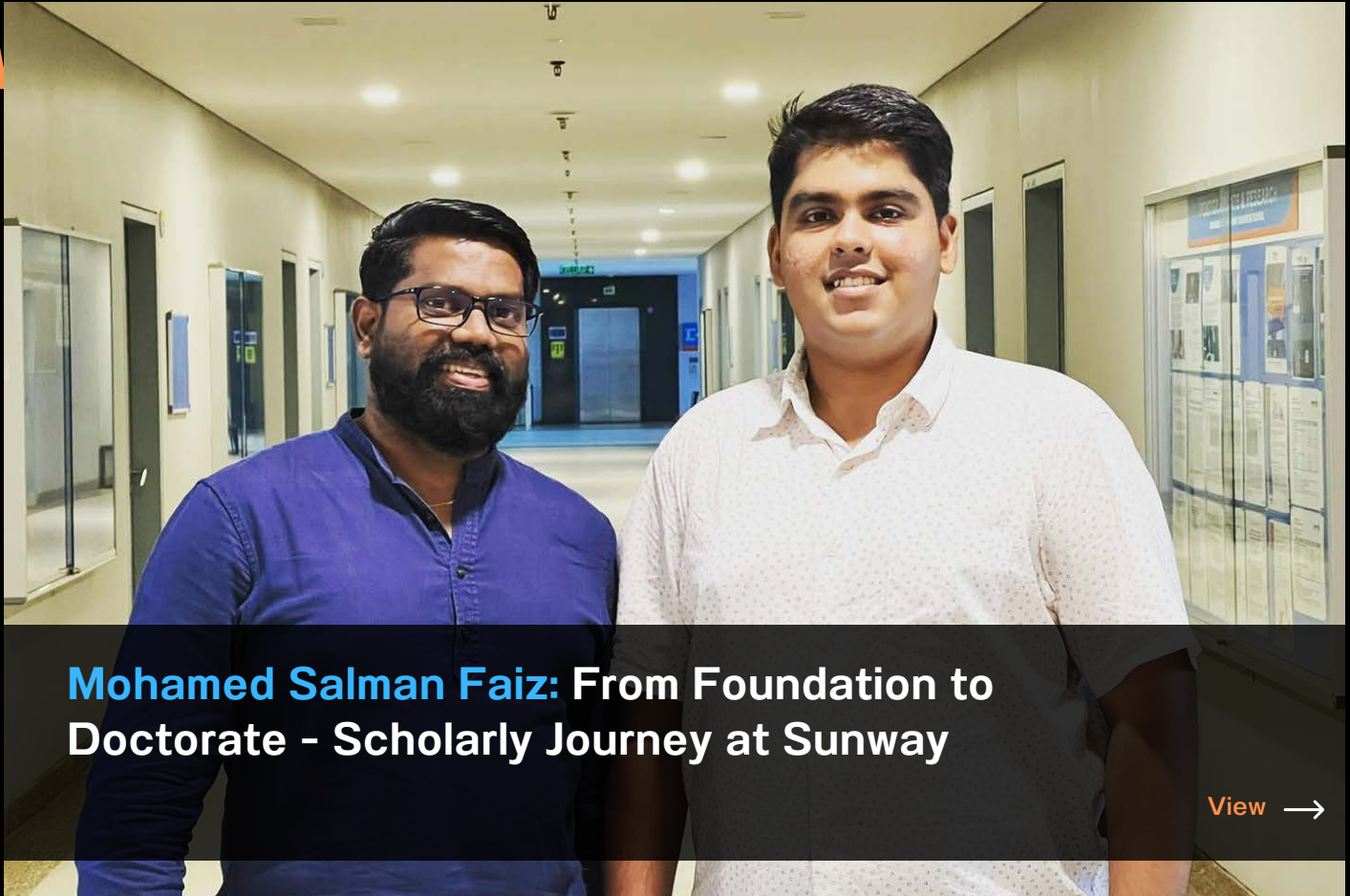
**Low Jun Jie: From Day Dreamer to Dream Maker - My Sunway Journey**

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**Dr. Lim Teck Ting: Philanthropy in Education - Generous Contributions to Sunway University**

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## **Mohamed Salman Faiz: From Foundation to Doctorate - Scholarly Journey at Sunway**

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### Journal Articles

- Noomen, A. A., Bekun, F. V., Gyamfi, B. A., & Meo, M. S. (2023b). A bibliometric review analysis into environmental kuznets curve phenomenon: A retrospect and future direction. *Heliyon*, 9(11), e21552 (Scopus Q1)
- Ray, A., Das, B., & She, L. (2023). What affects consumers' choice behaviour towards organic food restaurants? By applying organic food consumption value model. *Journal of Hospitality and Tourism Insights* (Scopus Q2, ABDC C)
- Boyle, C., Barrell, C., Allen, K.-A., & She, L. (2023). Primary and secondary pre-service teachers' attitudes towards inclusive education. *Heliyon*, 9(11), e22328 (Scopus Q1)
- Sharif Nia, H., Marôco, J., She, L., Khoshnavay Fomani, F., Rahmatpour, P., Stepanovic Ilic, I., ... & Reardon, J. (2023). Student satisfaction and academic efficacy during online learning with the mediating effect of student engagement: A multi-country study. *PLoS one*, 18(10), e0285315. (Scopus Q1)
- Raza, S. A., Sharif, A., Kumar, S., & Ahmed, M. (2023). Connectedness between monetary policy uncertainty and sectoral stock market returns: Evidence from asymmetric TVP-VAR approach. *International Review of Financial Analysis*, 90, 102946. (Scopus Q1, ABDC A)
- Ma, B., Sharif, A., Bashir, M., & Bashir, M. F. (2023). The dynamic influence of energy consumption, fiscal policy and green innovation on environmental degradation in BRICST economies. *Energy Policy*, 183, 113823. (Scopus Q1, ABDC A)
- Ozturk, I., Razzaq, A., Sharif, A., & Yu, Z. (2023). Investigating the impact of environmental governance, green innovation, and renewable energy on trade-adjusted material footprint in G20 countries. *Resources Policy*, 86, 104212. (Scopus Q1, ABDC B)
- Lim, W. M., Sahoo, S., Agrawal, A., & Vijayvargy, L. (2023). Fear of missing out and revenge travelling: the role of contextual trust, experiential risk, and cognitive image of destination. *Journal of Travel & Tourism Marketing*, 40(7), 583–601 (Scopus Q1, ABDC A)
- Homer, S. T., & Lim, W. M. (2023). Theory development in a globalized world: Bridging “Doing as the Romans Do” with “Understanding Why the Romans Do It.” *Global Business and Organizational Excellence* (Scopus Q2, ABDC C)
- Rao, A., Lucey, B. M., Kumar, S., & Lim, M. W. (2023b). Do green energy markets catch cold when conventional energy markets sneeze? *Energy Economics*, 127, 107035. (Scopus Q1, ABDC A\*)
- Naeem, M. A., Arfaoui, N., Karim, S., & Lim, W. M. (2023). Tourism market in turbulent times: evidence of asymmetric connectedness. *Current Issues in Tourism*, 1–30 (Scopus Q1, ABDC A)
- Rasul, T., Wijeratne, A., Soleimani, S., & Lim, W. M. (2021). Where there's sugar, there are sugar-related mobile apps. What factors motivate consumers' continued use of m-Health? *Journal of Strategic Marketing*, 31(4), 856–876. (Scopus Q1, ABDC A)

# RESEARCH

## Conference Paper

- Alsamman, M., Fazea, Y., Mohammed, F., & Kehail, M. a. M. (2023). Fog Computing in Smart Cities: A Systematic Review. 3rd International Conference on Emerging Smart Technologies and Applications
- Y. Fazea, Y., Mohammed, F., & Alsamman, M. (2023). Side-Channel Vulnerabilities in Discrete Ziggurat Sampler in Post-Quantum Cryptography. 3rd International Conference on Emerging Smart Technologies and Applications.
- Y. Fazea, F. R. Annur Sani, F. Mohammed and M. Simpson, "Exploring Effective Techniques and Approaches for Requirement Elicitation in Software Development: A Critical Review," 2023 3rd International Conference on Emerging Smart Technologies and Applications (eSmarTA), Taiz, Yemen, 2023, pp. 1-8
- Bazel, M. A., Mohammed, F., Ahmad, M., Baarimah, A. O., & Ibrahim, M. (2023). Blockchain-Based Healthcare: Trend Mapping through Bibliometric Analysis. 3rd International Conference on Emerging Smart Technologies and Applications.
- Supramaniam, S.. Green Tourism Practices in the Hospitality Industry: A Study of Mid to Luxury Hotels, 11th International Qualitative Research Conference, Putrajaya, Kuala Lumpur, 24- 25 November 2023

**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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