



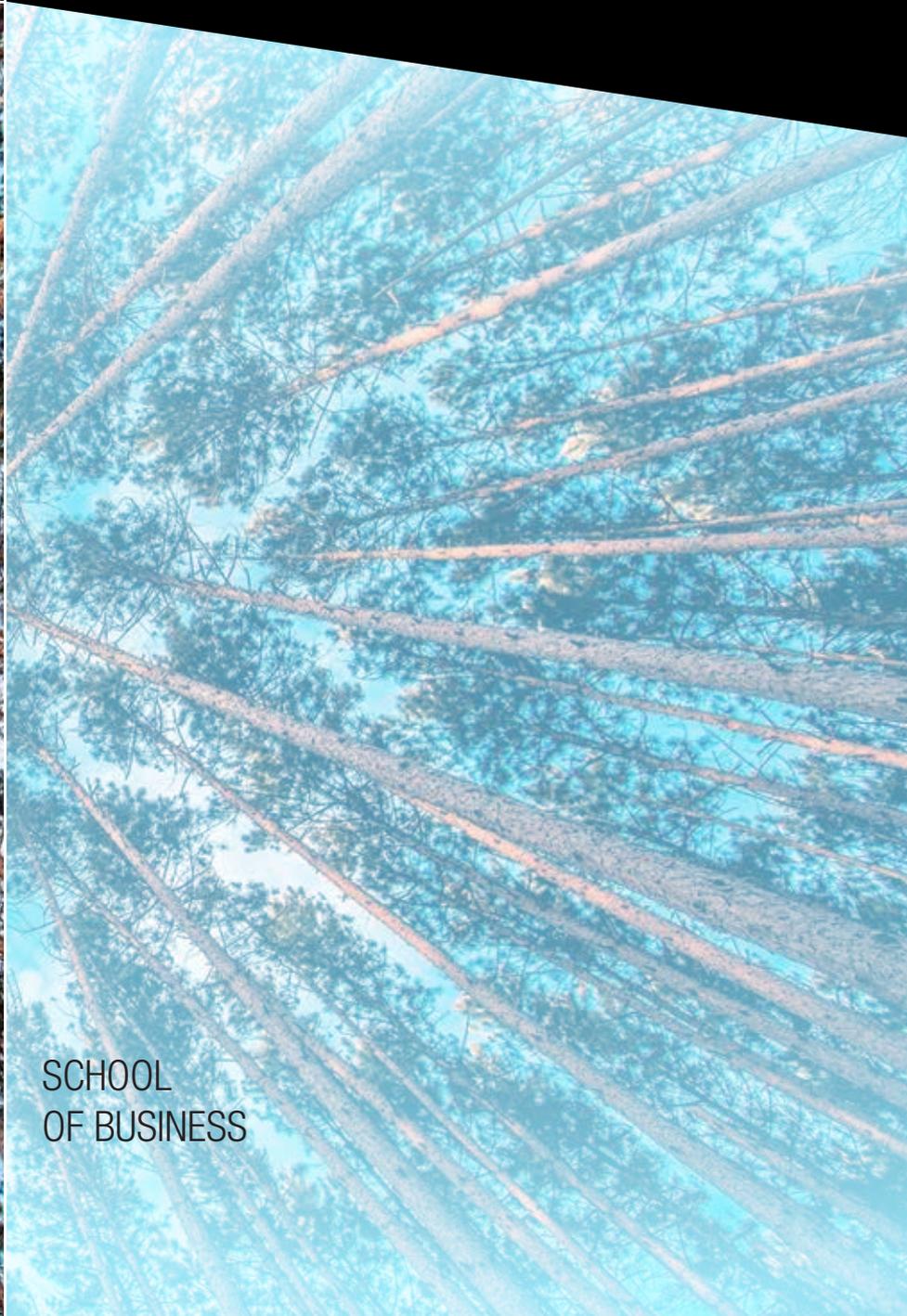
**MONASH**  
University

MALAYSIA

**PRME** Principles for Responsible  
Management Education

*an initiative of the United Nations Global Compact*

# 2017 – 2018 SHARING INFORMATION PROGRESS REPORT



SCHOOL  
OF BUSINESS



SUNWAY  
1 NO POVERTY

SUNWAY  
2 ZERO HUNGER

SUNWAY  
3 GOOD HEALTH AND WELL-BEING

SUNWAY  
4 QUALITY EDUCATION

SUNWAY  
6 CLEAN WATER AND SANITATION

SUNWAY  
7 AFFORDABLE AND CLEAN ENERGY

SUNWAY  
8 DECENT WORK AND ECONOMIC GROWTH

SUNWAY  
8 DECENT WORK AND ECONOMIC GROWTH

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## MESSAGE FROM THE HEAD OF SCHOOL

### PROFESSOR JOHN BENSON

The School of Business at Monash University Malaysia became an Advanced Signatory Member of PRME in 2017. We are delighted to be part of a global network of business schools that are committed to advancing social responsibility through incorporating universal values into all that they do and promoting the 17 UN Sustainable Development Goals (SDGs) in teaching, research, and engagement with industry and the community.

The School's mission is to have a meaningful impact on the way business is conducted in Asia. This mission along with our PRME membership provides a clear direction to how we can contribute to these critical SDGs. Staff and students within the School, as well as Monash Malaysia more generally, have been enthusiastic in their support for the PRME goals and activities, and I believe our students will be better placed than ever before to tackle these difficult ethical and practical challenges.

I am proud to be presenting this PRME report of our activities over the past two years. I would like to thank our PRME Team and our PRME Ambassadors for their leadership and the senior management of the University for their ongoing encouragement and support. The pages that follow are testimony to what can be achieved and how a business school can contribute more widely to the community in which it lives and serves.



## MESSAGE FROM THE PRESIDENT AND PRO VICE-CHANCELLOR

### PROFESSOR ANDREW WALKER

I would like to congratulate the School of Business on their initiative to become a member of PRME and for the work they have undertaken over the past two years in pursuit of the PRME objectives and the 17 UN Sustainable Development Goals.

Universities, and in particular business schools, have a substantial contribution to make to these global objectives not only through their own actions but through their students, alumni, and industry and community partners. Monash University Malaysia stands committed to support these activities and I wish the School well in its future PRME endeavours.

# SCHOOL OF BUSINESS @ MONASH UNIVERSITY MALAYSIA

The School of Business at Monash University Malaysia is proud to be part of a global top 100 university that prioritises sustainability through education, research and engagement. In 2017, the School of Business joined as an Advanced Signatory Member of PRME to guide our efforts to foster future leaders who will contribute to nation-building through sustainable practices.



# AT A GLANCE

## MONASH UNIVERSITY MALAYSIA

INTERNATIONAL BRANCH CAMPUS  
OF MONASH UNIVERSITY (AUSTRALIA)  
OPERATING IN MALAYSIA FOR  
**OVER 20 YEARS**

PART OF A  
**TOP 100**  
WORLD UNIVERSITY

PART OF AUSTRALIA'S PRESTIGIOUS



SELF-ACCREDITING  
PRIVATE UNIVERSITY



**OUTSTANDING**  
RATED TIER 6  
by the Ministry of  
Higher Education, Malaysia

**8400+**  
STUDENTS FROM  
**77**  
COUNTRIES

**7637**  
UNDERGRADUATE  
STUDENTS

**374**  
POSTGRADUATE  
STUDENTS

**475**  
GRADUATE  
RESEARCH STUDENTS



### MONASH GRADUATE ATTRIBUTES

- Responsible and effective global citizens, who engage in an internationalised world, exhibit cross-cultural competence and demonstrate ethical values.
- Critical and creative scholars who produce innovative solutions to problems, apply research skills to a range of challenges and communicate perceptively and effectively.



# SCHOOL OF BUSINESS

## VISION

Our vision is to be recognised as an innovative, entrepreneurial and culturally diverse Business School focused on developing excellence in research, teaching and learning through a process of creating developmental opportunities for our (local, regional and global) stakeholders.

## MISSION

Our mission is to have a meaningful impact on the way business is conducted in Asia through **high quality research, educational excellence, and extensive engagement** with industry and the community.

Accredited by



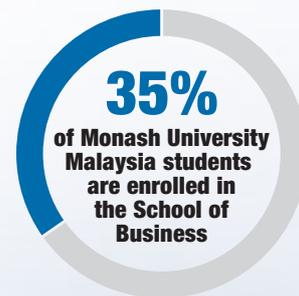
A member of



## STUDENTS 2944

**2708**  
undergraduate  
students

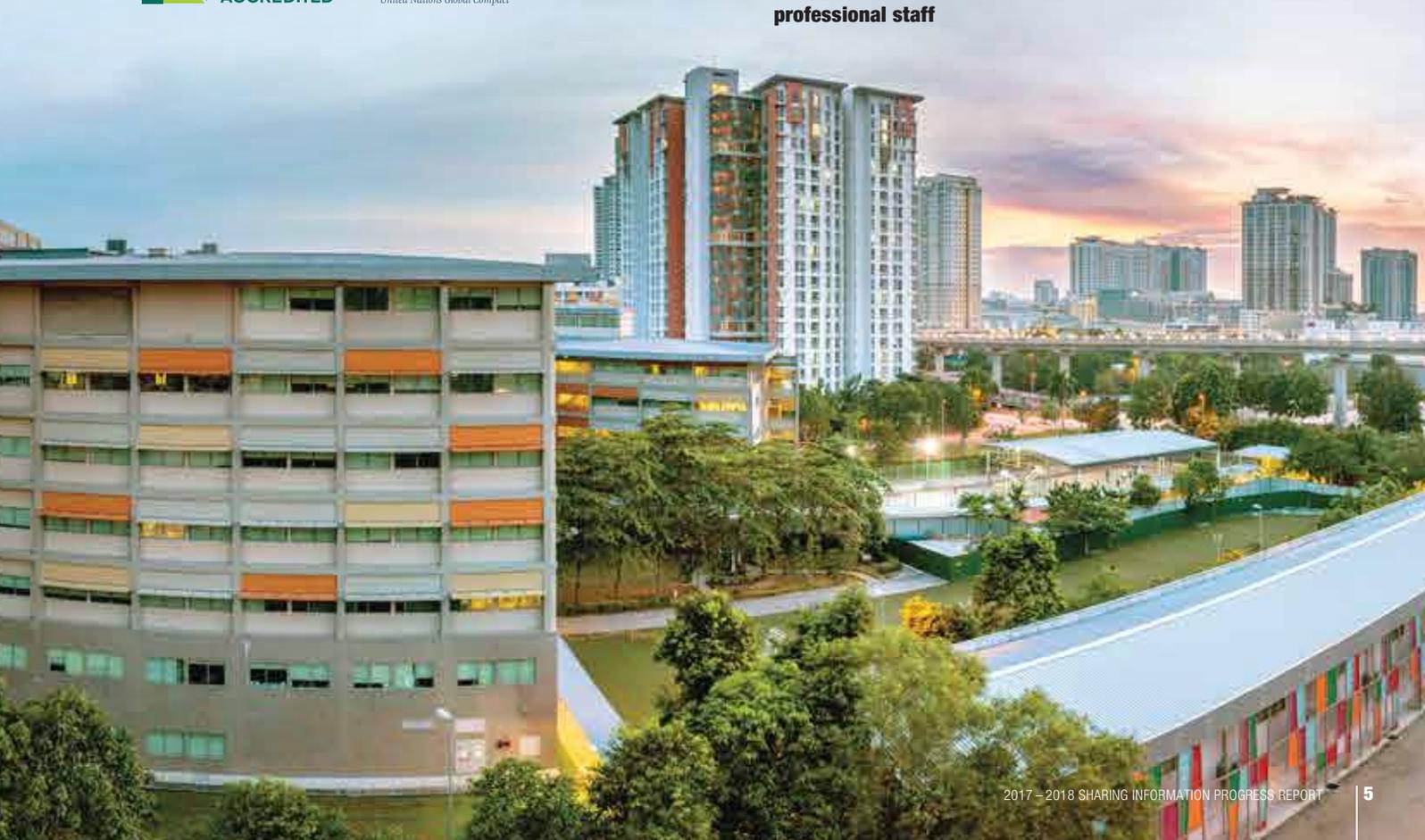
**236**  
postgraduate  
students



## STAFF 104

**76**  
academic staff with over  
90% holding a doctoral qualification

**28**  
professional staff



# CAMPUS INITIATIVES

The School of Business supports a range of initiatives at Monash University Malaysia promoting social and environmental responsibility and equal opportunities for all. These initiatives aim to help the campus community contribute to greater sustainability by shifting mindsets, building skills and supporting changes in behaviour.

# #CHANGEIT



ASSOCIATE PROFESSOR TEH PEI LEE  
School of Business

## Change it

Monash University's "Change it" campaign kicked off in early 2018 with a powerful 60 second video showing footage of major social, environmental and political issues from around the world. The campaign holds up a mirror to issues currently shaping society and challenges young people to be part of changing what they don't like in the world - "If you don't like it, change it." Monash University Malaysia embraced the campaign and has featured key academics such as Associate Professor Teh Pei Lee who is addressing national issues such as the aging community.



### Green Steps @ Uni

Green Steps @ Uni is a free, 5 day leadership program that Monash University Malaysia offers its students. The program enables future leaders to create positive change in businesses and organisations that will lead to more sustainable management of our environment. It runs during the mid-year break and involves a live project based at Monash University Malaysia.

### Join hands & make the pledge

On 7 October 2018, 120 staff and students from Monash University Malaysia took part in an event to signify their commitment to achieving the UN's Sustainable Development Goals. Along with thousands of people across the Sunway City township, they joined hands simultaneously to symbolise their pledge to drive the goals.



### Recycling

Monash University Malaysia is collaborating with the Sunway Group to actively promote recycling activities amongst its communities. In December 2018, Monash University Malaysia engaged iCYCLE® Malaysia, a solution provider in waste management and recycling, to foster a more sustainable campus environment.

### Renewable energy

Monash University Malaysia aims to reduce its carbon footprint and increase its use of renewable energy, and has been progressively installing solar photovoltaic panels on building rooftops to harness solar power. In late 2018, the installation of 646 solar panels covering 2169 square metres was completed. Phase 1 currently harvests enough energy to power 80% of the lighting in the Library and Learning Commons.

### Urban Biodiversity Project

Monash University Malaysia is on a mission to increase plant and animal biodiversity on campus and several projects involving the campus community including the Citizen Science Butterfly Garden Monitoring project, Insect Hotels and donation of lime trees to increase the swallowtail butterfly population on campus.



### Gender Equity Taskforce

Monash University Malaysia established the Gender Equity Taskforce in 2017. It aims to identify and advise the President on projects, policies and programs to enhance gender equality at Monash University Malaysia. So far, the Taskforce has conducted and reported on the Workplace Inclusion Survey, developed a module 'Understanding Gender Inclusivity' for staff through the Continuing Education Excellence Development (CEED) program, launched the Women's Empowerment Network and held the World Cafe for Women to celebrate International Women's Day on 8 March 2018.

### World Urban Forum

The World Urban Forum is the world's premier conference on urbanisation and was held in Kuala Lumpur in February 2018. The networking session "Sunway City - Wasteland to Wonderland" showcased three projects by Monash University Malaysia aiming to improve the sustainability of Sunway City. The projects address the challenges of traffic congestion, environmental pollution, river management and sustainable energy.

### #QuitPlastic

An effort to reduce its environmental footprint, Monash University Malaysia has been reducing plastic use on campus since 2016. In late 2018, the University pledged to stop using all single-use plastic from 1 January 2019 including straws, bags, cutlery and water bottles. The university community is invited to join Monash University Malaysia in their pledge to #QuitPlastic and all staff have been given a reusable water container, glass food container, metal drinking straw and chopsticks.

# WHY PRME?

In early 2017, the School of Business at Monash University Malaysia became an Advanced Signatory Member of the Principles for Responsible Management Education (PRME).

PRME is a United Nations' initiative in partnership with business schools around the world. The initiative recognises that business and management schools play a key role in shaping the mindsets and skills of future leaders and can therefore be powerful drivers of corporate sustainability. The mission of PRME is "to transform business and management education, and develop the responsible leaders of tomorrow".

The School of Business's membership of PRME is built on our understanding of our role as a university that contributes to developing current and future leaders, and reflects our commitment to providing an education that promotes social and environmental responsibility. Our activities revolve around the Six PRME Principles, which are inspired by internationally accepted values and which we aim to incorporate into our education, research and engagement. The School's strategic framework for developing responsible leaders is also centred on incorporating the UN's 17 Sustainable Development Goals (SDGs) into our education, research, and engagement with industry and the community.

## Monash Malaysia PRME Team

The PRME Team drive the School's responsible management education by providing information about the six underlying principles and encouraging activities in the School that support these principles. To promote responsible management education within the School of Business, we have appointed two academic staff and two professional staff as PRME Ambassadors. The PRME Ambassadors engage in dialogue with other institutions that are members of the initiative and serve as the School's point of contact for queries on responsible management education.



## PRINCIPLE 1 | PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



## PRINCIPLE 2 | VALUES

We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



## PRINCIPLE 3 | METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



## PRINCIPLE 4 | RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



## PRINCIPLE 5 | PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



## PRINCIPLE 6 | DIALOGUE

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



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# EDUCATION

Since joining PRME the School has focused on re-aligning the curriculum towards responsible management education using the UN Sustainable Development Goals as a framework and enhancing opportunities for students to learn from industry and government leaders engaged in responsible management practices.



# CURRICULUM DEVELOPMENT



In 2017, the School reviewed its curriculum to align it with responsible management education.

To identify areas of strength and gaps, the School mapped the student learning outcomes for units and programs against the SDGs. The mapping exercise was conducted over two programs – the Bachelor of Business and Commerce (BBusCom) and the Master in International Business (MIB).

We are using the results of the mapping exercise to guide our progress towards the goal of equipping students to build inclusive and sustainable businesses, society and economy. We have made changes to the School’s curriculum including developing new units and changing the content and assessment of existing units to incorporate the SDGs and reflect the principles of responsible management (see Table 1). In addition, we are continuing to develop effective learning experiences for responsible leadership. For example, since 2018 students have been encouraged to take part in internships with NGOs through the Monash University Malaysia Career and Internship Fairs.

**Table 1 | Highlights of changes made to units that align with PRME and SDGs**

Type of change	Units	Example of changes in an unit
<b>NEW UNITS</b>	<p><b>Ethics &amp; Sustainability in a Business Environment</b></p> <p><b>Asia in the World Economy</b></p> <p><b>Ethics and Global Corporate Governance</b></p>	<p><b>Ethics &amp; Sustainability in a Business Environment:</b></p> <p>This new capstone unit challenges students to examine the obligations of the stakeholders to their environment while being ethical and responsible leaders.</p>
<b>NEW CONTENT</b>	<p><b>Investments and Portfolio Management</b></p> <p><b>Business, Competition and Regulation</b></p> <p><b>Marketing Strategy and Implementation</b></p>	<p><b>Business, Competition and Regulation:</b></p> <p>New content giving examples from industry that raise awareness of global economic problems.</p> <p><b>Marketing Strategy and Implementation:</b></p> <p>Included sustainable marketing strategy plans for social enterprises and NGOs in Malaysia.</p>
<b>CHANGES TO ASSESSMENT</b>	<p><b>Current Issues in Corporate Governance</b></p> <p><b>Auditing and Assurance</b></p> <p><b>Comparative Workplace Relations Law</b></p>	<p><b>Current Issues in Corporate Governance:</b></p> <p>A new assessment task related to SDG 5 (Gender equality) was incorporated where students participated in a debate on the inclusion of women on company boards.</p>



# GUEST SPEAKERS



The School of Business has a history of integrating its engagement with industry and government stakeholders into the curriculum by inviting the industry leaders as guest speakers on a wide range of business, economic and socio-political issues.

We believe talks by business leaders who are responsible management practitioners constitute an effective learning experience. Such industry presentations not only offer students an opportunity to bridge the gap between the classroom and the business world, they also give them a chance to hear how responsible managers operate in the real world. Since joining PRME in 2017, the School's focus has been on guest speakers who discuss the SDGs. In 2017 and 2018, over 50 local and international guest speakers engaged with students in the School of Business, with speakers drawn from a broad spectrum of industries, government and academia.



## GENDER MATTERS IN THE BOARDROOM

### Deloitte

**CHERYL KHOR**

Director in Malaysia

In April 2018, Cheryl Khor addressed the issues arising from the 30% quota requirement stipulated in the latest Malaysian Code of Corporate Governance 2017. The Code requires companies to disclose their policies for appointing more women to their boards, and to set both targets and measures towards meeting those targets. In addition, large companies are expected to appoint at least 30% women to their boards. Cheryl Khor's keynote address was delivered at the conclusion of a debate entitled 'Gender Diversity Matters in the Boardroom' that formed part of the assessment for the unit 'Current Issues in Corporate Governance'.



## MALAYSIAN CORPORATIONS DRIVING SUSTAINABILITY

### Sime Darby Plantation

**DR RENARD SIEW**

Group Sustainability Advisor

Renard Siew presented in May 2017 to students on how corporations drive sustainability in Malaysia. The focus of the presentation was on Sime Darby Plantation's supply chain sustainability risks, strategic partnerships, and capitalising on sustainability as a competitive advantage. Some of the initiatives addressing SGD 13 (Climate Action) include "Zero Burning Replanting Technique" and "Integrated Pest Management".

Notable guest speakers in 2017 and 2018 also included:

- **BDO, LUM CHIEW MUN**, Partner, Audit & Assurance and **KARTHIGAYAN SUPRAMANIAM**, Executive Director, Advisory
- **CIMB Group, MERISSA WONG**, Managing Director, M&A and Partnerships
- **EQ Solar Technology International Sdn Bhd, ISABEL KOW**, President
- **International Consultant on Labour Standards and Employment Relations, RAM THIAGARAJAH**
- **Iskandar Investment Bhd, DATUK KHAIRIL ANWAR AHMAD**, CEO & President
- **Islamic Banking and Finance Institute of Malaysia, YUSRY YUSOFF**, CEO
- **Malaysia Tourism Promotion Board, ISKANDAR MIRZA**, Director, Corporate Communication Division
- **Malaysian Institute of Corporate Governance, MEGAT MIZAN NICHOLAS DENNEY**, member of Board of Governors
- **Novartis Malaysia, PAT THONG**, Head of Government Affairs and Patient Access
- **PwC, LAI YIAN TAN**, Executive Director Assurance & **NOR SHERRIZA NOR RASHIDI**, HR Executive
- **Unigeneration Sdn Bhd, MADHU NAMBIAR**, Chief Executive Officer
- **University Malaya, Faculty of Law, ASSOCIATE PROFESSOR AZMI SHAROM**

# STUDY TRIPS



The School of Business takes undergraduate and postgraduate students on study trips to businesses and organisations that are engaged in responsible management of economic, environmental and social challenges.

Students visit Malaysian businesses, local offices of global organisations and participate in international study tours to countries in Asia. These study trips allow students to apply their classroom learning in a real world context and to see how responsible management functions in real business situations.



## Study trips 2018

- Petrosains KLCC, Management Information Systems
- Uniqlo (Malaysia) Sdn Bhd, Management Information Systems
- Bank Negara Malaysia, Management Information Systems
- Sime Darby Plantation, Introduction to Social Commerce
- World Halal Summit MIHAS 2018, Introduction to Islamic Business

## Study trips 2017

- Asia Islamic Fashion Week, Introduction to Islamic Business
- Economic Planning Unit, Prime Minister's Department, Labour Economics
- Giant Lukut, Tesco Lukut and TF Value Mart, Retail Management Principles
- KLSE Bursa Malaysia, Current Issues in Corporate Governance
- Bank Negara Malaysia Malaysia, Conventional and Islamic Finance Law
- World Halal Summit – MIHAS 2017, Introduction to Islamic Business



## Dialogue in the Dark

April & September 2018, Introduction to Management

Two cohorts of first year undergraduate students attended Dialogue in the Dark in which students were led by blind guides through specially constructed dark rooms in which scent, sound, wind, temperature and texture convey the characteristics of daily environments such as a park, a city or having a drink in a local stall. The reversal of roles sees blind people providing a sense of security to the students. The activity promotes empathy with and social inclusion for marginalised people.



## Waste water and sewerage treatment processes

May 2017, Sustainability Strategy in Contemporary Organisations

30 postgraduate students visited a treatment plant managed by Indah Water (national sewerage company in Malaysia). The students were exposed to some aspects of water and waste water management, and different stages of sewerage treatment. During the visit, Indah Water also shared their sustainable initiatives, sustainability reporting and environmental impacts of their processes.



## International study tour, 2017 and 2018

Graduate students in the Master of International Business have the opportunity to enrol in the International Study Tour, a two-week program of visits to businesses overseas that aims to create awareness, develop key insights, and formulate contextually relevant plans while being mindful of the global corporations' environment, markets and sustainable practices. In line with the School's mission to have a meaningful impact on business in Asia, students on the International Study Tour in 2017 and 2018 visited China, Vietnam, Japan, and the Philippines. The study tour covers various aspects of international business such as international HRM, international marketing and entry mode decisions.

# MAKING A DIFFERENCE

Promoting student involvement in activities outside the classroom is a core part of the School's strategy to extend the values of responsible management from the classroom to practice.



## UNDERGRADUATE STUDENT WINS PERDANA FELLOWSHIP

In 2018, School of Business student Laveenyah Yuvarajah was awarded a Perdana Fellowship in a program designed to identify and foster the next generation of leaders in Malaysia. The program is designed to provide exceptionally talented young Malaysians first-hand experience in matters of national governance by giving them the opportunity to work for federal Cabinet Ministers. Yuvarajah spent three months attached to the Ministry of Home Affairs, under the supervision of the Minister Tan Sri Muhyiddin Yassin.

## POSTGRADUATE STUDENT BUILDING SUSTAINABLE BUSINESSES IN MYANMAR

In 2017, postgraduate student Aye Chan Lwin designed a Project Management Fundamentals Course in collaboration with the Myanmar Certified Training Centre. The two-day training course equips participants with project management skills for small to medium-sized projects and allows them to, in turn, train village leaders working on community driven development projects. With funding from the World Bank, Aye Chan has run six courses for 350 participants including the Myanmar government's Department of Rural Development and International Non-Governmental Organisations. Training village leaders has resulted in projects that involve a greater cross-section of community members regardless of race, gender and religion and improving the financial accountability of projects.



# PRME SEMINAR SERIES



In 2017, Monash Business initiated the PRME Seminar Series for the School's academic staff.

The aim of the PRME Seminar Series is to promote awareness and discussion among teaching staff in the School of effective learning experiences to incorporate responsible management and SDGs into our curriculum.

## LIFE BELOW WATER AND SUSTAINABLE PRACTICES UNDERWATER

### Kids Scuba Dive School

HAJI SYED ABDUL RAHMAN SYED HASSAN

Founder and Director

27 Aug 2018

This seminar considered the SDGs from the perspective of a person with a passion for scuba diving. Haji Syed advocates for responsible recreational scuba diving which includes creating an awareness in his students about protecting and conserving our marine environment (SDG 14 Life below water). Haji Syed's passion for scuba diving led him to set up Kids Scuba in 2004 which teaches scuba diving to children, teenagers and people with disabilities. He is also an Ambassador for the NGO Diveheart in Malaysia which works to improve access to water sports for people with disabilities (SDG 10 Reduced inequalities).



**CONNECT THE DOTS! BRING SDGS INTO THE CLASSROOM THROUGH ACTIVE LEARNING**

**Monash University Malaysia**

**PRIYA SHARMA**

Lecturer in the School of Business  
20 Sep 2018

This seminar aimed to share with teaching staff innovative ways of incorporating the SDGs into the curriculum through assessments and active learning. The seminar showcased how SDG 5 (Gender equality) was incorporated into the assessment task of the unit 'Current Issues in Corporate Governance' through the topic of inclusion of women on company boards. The assessment activity incorporated active learning through student involvement in a debate and also included industry participation with a keynote address by Cheryl Khor, Director at Deloitte.



**UN BLUENUMBER INITIATIVE**

**United Nations Global Compact Malaysia**

**SHAHAZAR YAZID**

Executive Director  
7 May 2018

This seminar focused on BlueNumber, an initiative founded in 2015, to establish traceability in agriculture and supply chain management on a global basis. This enhances greater sustainability performance as every supply chain actor is required to self-declare who they are, where they are, what they produce and what services they offer. The information is maintained in an independent, neutral registry and shared on the global map.



**INTROVERTS AND EXTROVERTS AS GREAT LEADERS**

**McGill University**

**PROFESSOR KARL MOORE**

Professor of Strategy & Organisation  
8 Mar 2018

Professor Karl Moore from McGill University, Canada, spoke on the topic of 'Introverts and extroverts as great leaders', incorporating perspectives in leadership style and gender based on his interviews of 350 senior executives. His seminar was jointly organised by the School of Business and the Kuala Lumpur Hub of Global Shapers, an organisation under the World Economic Forum.



**EXPLORING ETHICS IN THE WORKPLACE**

**L'Oreal**

**EMMANUEL LULIN**

Global Chief Ethics Officer  
24 Oct 2017

Emmanuel Lulin considered the extent to which ethics is emphasised in top, multi-national businesses. His seminar bridged academic concepts and real workplace practices. Lulin argued that in addition to ensuring safe working conditions (SDG 3) and gender equality (SDG 5), senior management can also scrutinise suppliers of products and services to ensure the organisation does not indirectly support undesirable practices, such as child labour. This ensures strong commercial institutions (SDG 16) as well as strong community support that is vital for the long-term survival of the business.



**GETTING TO KNOW MSDI**

**Monash Sustainable Development Institute (MSDI)**

**ASSOCIATE PROFESSOR ANNETTE BOS**

Head of Sustainable Development Education  
18 July 2017

Associate Professor Bos shared with academics on the activities and resources available in MSDI, Australia.



**SUPPORTING QUALITY EDUCATION IN VULNERABLE COMMUNITIES**

**LTT Global Communications**

**RANI WEMMEL**

CEO  
15 Sep 2017

Participants learnt about online systems that provided inexpensive, anytime, anywhere learning experiences. These systems could be incorporated into learning activities for disadvantaged communities, enabling the delivery of affordable, quality education (SDG 4) to economically disadvantaged communities, assisting to lift people out of poverty (SDG 1).

# RESEARCH

Our researchers are engaging with industry and contributing to research platforms and projects to promote sustainable economic development while addressing social and environmental responsibilities.



# PUBLICATIONS



The School has a strong track record in high-quality research that addresses regional and global challenges.

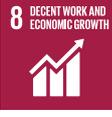
As new PRME members, we assessed our contribution to responsible management research by determining how journal publications have contributed to achieving the SDGs since 2014 (Figure 2). In the last five years, our researchers have contributed to many of the SDGs with a particular focus on research that contributes to achieving SDG 8 (Decent work and economic growth), SDG 9 (Industry, innovation and infrastructure) and SDG 4 (Quality education). Here we have included highlights of the School's recent publications (2017-2018) that address the SDGs in journals (Table 2) and books.

## JOURNAL ARTICLES

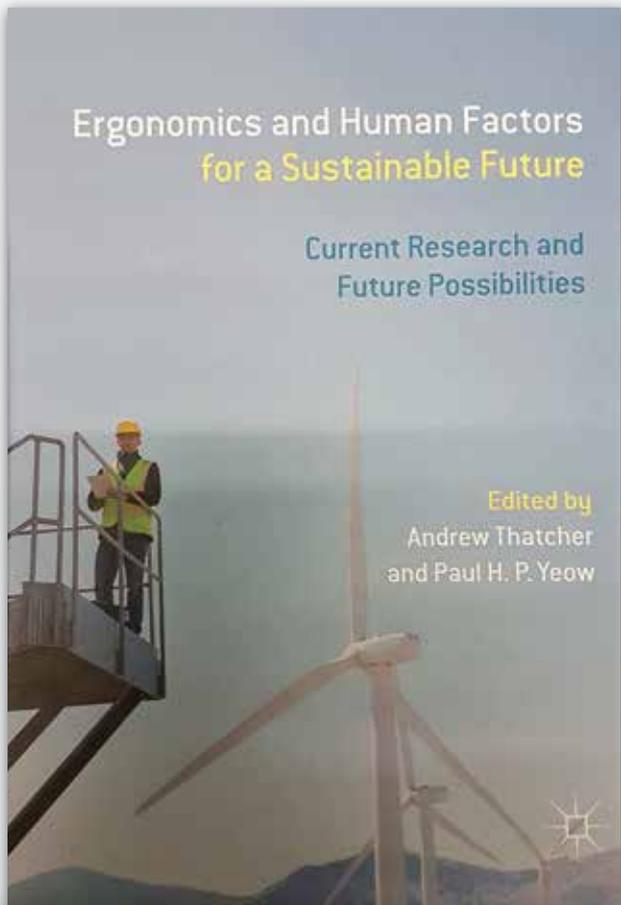
**Figure 2 | Number of peer reviewed journal articles (2014-2018) by researchers in the School of Business that contribute to specific SDGs.**



**Table 2 | Selected articles by researchers at Monash Business (2017-2018) that are related to responsible management and contribute to the SDGs.**

Sustainable Development Goal contributed to	Title and reference
	<p><b>Does power posing affect gerontechnology adoption among older adults?</b>                      Pei Lee Teh, Weng Marc Lim, Pervaiz K Ahmed, Alan HS Chan, Jasmine MY Loo, Soon-Nyeon Cheong and Wen-Jiun Yap. (2017). Behaviour and Information Technology, 36, pp.33-42.</p>
	<p><b>Mak nyahs and the dismantling of dehumanisation: Framing empowerment strategies of Malaysian male-to-female transsexuals in the 2000s</b>                      Joseph N Goh and Thaatchayini Kananatu. (2018). Sexualities: Studies in Culture and Society, 22, pp.114-130.</p>
	<p><b>The impact of supply chain relationships and integration on innovative capabilities and manufacturing performance: The perspective of rapidly developing countries</b>                      Dotun Adebajo, Pei-Lee Teh and Pervaiz K Ahmed. (2018). International Journal of Production Research, 56, pp.1708-1721.</p> <p><b>Forecasting volatility in the biofuel feedstock markets in the presence of structural breaks: A comparison of alternative distribution functions</b>                      Akram Shavkatovich Hasanov, Wai Ching Poon, Ajab Al-Freedi and Zin Yau Heng. (2018). Energy Economics, 70, pp.307-333.</p> <p><b>The generational "exchange" rate: How generations convert career development satisfaction into organisational commitment or neglect of work</b>                      John Benson, Michelle Brown, Miriam Glennie, Michael O'Donnell and Peter O'Keefe. (2018). Human Resource Management Journal, 28, pp.524-539.</p> <p><b>Challenges in gaining supply chain competitiveness: Supplier response strategies and determinants</b>                      Neale G O'Connor, Zhilin Yang and Ling Jiang. (2018). Industrial Marketing Management, 72, pp.138-151.</p>
	<p><b>Ethical work climate, employee commitment and proactive customer service performance: Test of the mediating effects of organizational politics</b>                      Patricia Yin Yin Lau, Jane LY Terpstra Tong, Bella Ya-Hui Lien, Yen-Chen Hsu and Chooi Ling Chong. (2017). Journal of Retailing and Consumer Services, 35, pp.20-26.</p> <p><b>E-waste in the international context? A review of trade flows, regulations, hazards, waste management strategies and technologies for value recovery</b>                      IMSK Ilankoona, Yousef Ghorbani, Meng Nan Chong, Gamini Herath, Thandazile Moyo and Jochen Petersen. (2018). Waste Management, 82, pp.258-275.</p>
	<p><b>Is blockchain technology a watershed for tourism development?</b>                      Andrei OJ Kwok and Sharon GM Koh. (2018). Current Issues in Tourism, published online at <a href="https://www.tandfonline.com/doi/full/10.1080/13683500.2018.1513460?scroll=top&amp;needAccess=true">https://www.tandfonline.com/doi/full/10.1080/13683500.2018.1513460?scroll=top&amp;needAccess=true</a>.</p>
	<p><b>Nature as extended-self: Sacred nature relationship and implications for responsible consumption behavior</b>                      Vimala Kunchambo, Christina KC Lee and Jan Brace-Govan. (2017). Journal of Business Research, 74, pp.126-132.</p> <p><b>Behavioural modification framework to address wastage in household electricity consumption</b>                      Stephanie KA Cheah, Paul HP Yeow, Sumesh R Nair and Felix B Tan. (2018). Ergonomics, 61, pp.627-643.</p>
	<p><b>Political connections, corporate governance and effective tax rates in Malaysia</b>                      Jeyapalan Kasipillai, Mei Yee Lee and Sakthi Mahenthrian. (2017). Australian Tax Forum, 32, pp.493-519.</p>

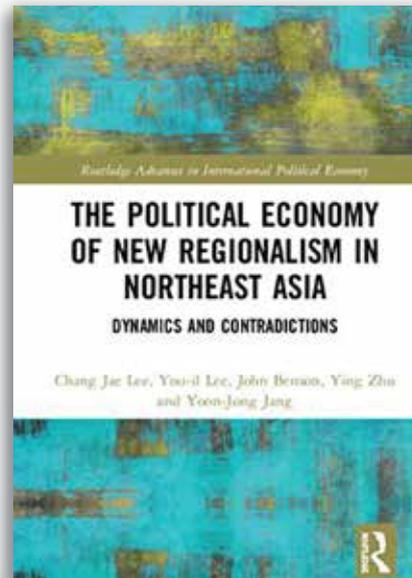
## BOOKS



### Palgrave Macmillan

2018

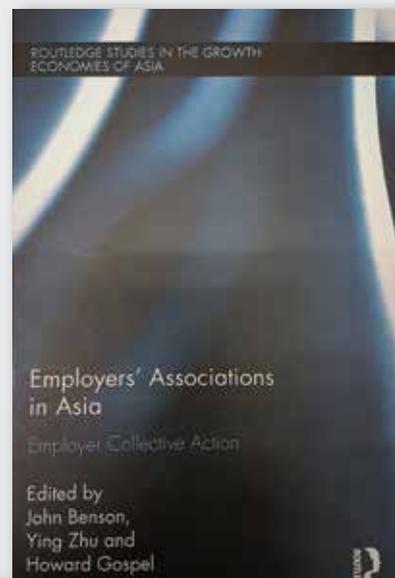
This book focuses on sustainable products and services, such as electric vehicles, green buildings, and biophilic and biomimetic systems (SDG 12 Responsible consumption and production). The authors reflect on individual, organisational, governmental, political, and moral considerations of how human factor ergonomics can contribute to building a sustainable future.



### Routledge

2018

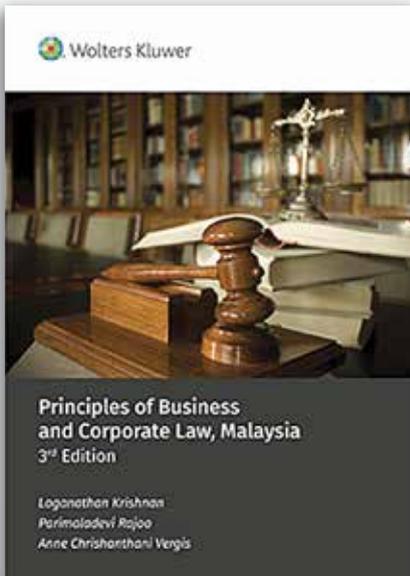
The book explores the political-economic framework underpinning economic regionalism. It views economic regionalism and international trade from a variety of perspectives with input from regional research institutes, business and industry groups, and government officials. The book attempts to unravel the paradox of the market-driven economic globalisation process and assesses the strategies of China, Japan and Korea (SDG 8 Decent work and economic growth).



### Routledge

2017

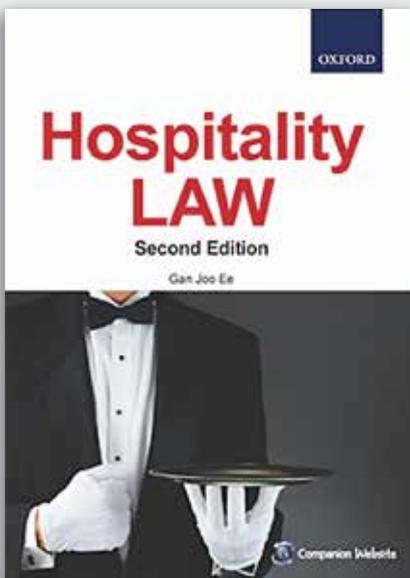
This book explores the nature of employers' associations in the major countries of Asia. It considers their development in recent decades, how changes in market structures and the profile of economies have affected employers' associations, how employers' associations deal with issues to do with pay and employment conditions, and how they interact with regulation and the state. The book shows how the political, economic and institutional contexts of different countries affects the nature of employers' associations and also the wider context of labour markets and trade unions (SDG 8 Decent work and economic growth).



### Wolters Kluwer

2018

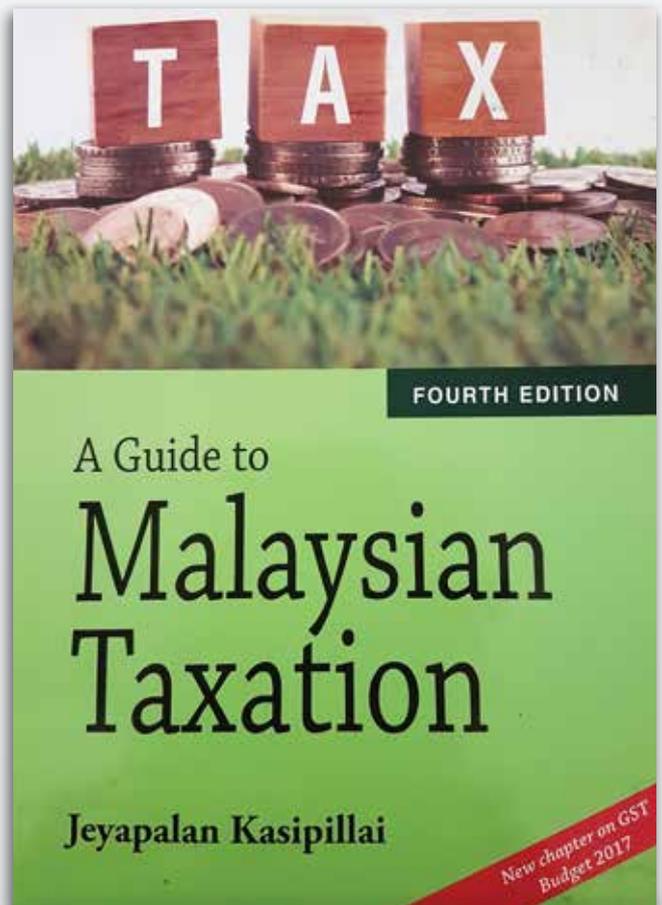
This book explains the Malaysian legal framework and the legislation that governs the Malaysian business environment in the main areas of business and corporate law (SDG 16 Peace, justice and strong institutions). The book aims to provide both students and professionals with a strong, working foundation in commercial law in Malaysia.



### Oxford Fajar

2017

This book provides students and hospitality managers with solutions to the legal issues that commonly affect the hospitality and tourism industry (SDG 16 Peace, justice and strong institutions). It provides a contemporary exposition of developments that affect the hospitality and tourism industry, such as the revised minimum wage rates pursuant to the Minimum Wages Order 2016 and the introduction of the Malaysian Aviation Consumer Protection Code 2016. It also discusses recent case law concerning the interpretation of the Consumer Protection Act 1999 and the halal certification system.



### McGraw-Hill

2017

This book provides comprehensive guidance on the law and practice of taxation in Malaysia and, over its several editions, has made a significant contribution to teaching of taxation in Malaysian universities (SDG 8 Decent work and economic growth). The 4th edition of this book explains the core tax concepts and principles, including tax administration of self-assessment system, taxation of various forms of income, basis period, personal reliefs and rebates, business deductions, withholding taxes and double taxation agreements, capital allowances, taxation of companies, real property gains tax, as well as the goods and services tax.

# UNIVERSITY GRANTS



In 2017, Monash University Malaysia provided seed funding to support research and development projects contributing to the sustainable development of the Sunway township where the campus is located.

Staff from the School of Business were involved in all five of the multidisciplinary projects that were funded and their findings were presented at the World Urban Forum in Kuala Lumpur 2018.

## Aging in Sunway City

This project aims to improve the health and well-being of those over 60 years of age in the community by harnessing local expertise, establishing linkages with the Sunway Group and using technological advances and personal monitoring devices.

School of Business Researchers  
ASSOCIATE PROFESSOR TEH PEI LEE  
PROFESSOR PERVAIZ K AHMED

## Monash-Sunway decarbonisation initiative

Urban development in cities causes a significant proportion of global carbon emissions. This project is part of Sunway Group's efforts to work towards sustainable development in Malaysia and will assess using of microalgae and trees to reduce carbon dioxide emissions.

School of Business Researcher  
ASSOCIATE PROFESSOR  
MOTOKI WATABE

## Sustainable intelligent transportation ecosystem

The project involves developing a closed-loop and cognitively-driven transport system capable of assessing and responding dynamically to current traffic conditions. The project also seeks to reduce carbon emissions from transport in Sunway, leading to more a sustainable city.

School of Business Researchers  
PROFESSOR PERVAIZ K AHMED  
ASSOCIATE PROFESSOR SANTHA VAITHILINGAM  
ASSOCIATE PROFESSOR TEH PEI LEE

## Solar concrete paver systems

Monash researchers are developing a paving system that will generate electricity for Sunway City by incorporating solar cells into concrete pavers. Researchers will assess design optimisation to overcome key challenges, such as cost and irradiance optimisation, to ensure the solution's viability on all fronts.

School of Business Researcher  
ASSOCIATE PROFESSOR TEH PEI LEE

## River of sustainability

Our researchers are working on a 2 year project to transform a canal running through Sunway City into a smart and sustainable river that will enhance the quality of life and property value within the township. This project will serve as a living example of how sustainable environmental management benefits the general public.

School of Business Researchers  
PROFESSOR GAMINI HERATH  
ASSOCIATE PROFESSOR SANTHA VAITHILINGAM



The School has a strong track record in high-quality research that addresses regional and global challenges.

The School also provides seed grants to early career researchers that are specifically aimed to stimulate inter- and multidisciplinary work on research, scholarship and creative projects that explore new areas of research with high impact and future funding potential. Some of the seed grant projects undertaken in 2017 and 2018 that address SDGs include:



**Legal and policy protection of minority language education – Tamil schools in Malaysia**

Researchers  
DR THAATCHAAYINI KANANATU  
DR LOGANATHAN KRISHNAN



**Gender diversity and financial reporting quality in Malaysian corporate boards**

Researchers  
DR SA'ADIAH MUNIR  
DR TEE CHWEE MING



**Diversification of livelihood among the rural poor: A case study of the Temuan indigenous group in Malaysia**

Researchers  
DR SHARON KOH GEOK MAY  
DR AUDREY SIAH KIM LAN

**Modern slavery: An institutional explanation of persistent exploitative human resources practices**

Researchers  
DR ERHAN ATAY  
ASSOCIATE PROFESSOR JANE L.Y.  
TERPSTRA TONG

**Environment sustainability: Green HRD for green innovative job behaviour and green well-being**

Researcher  
DR PATRICIA YIN YIN LAU

**Institutions for sustainable marine fisheries governance in Malaysia**

Researchers  
DR AUDREY SIAH KIM LAN  
DR SHARON KOH GEOK MAY  
DR ASHUTOSH SARKER



# INDUSTRY & GOVERNMENT GRANTS



Engaging with industry and government is a central pillar of the School's approach to promoting responsible management and building sustainable social, environmental and economic value.

By actively collaborating with business, industry and the government to provide solutions to their challenges, the School is able to make a meaningful contribution to building sustainable economies and communities. The research projects highlighted below are funded by external organisations.



## Developing smart manufacturing policies in APEC economies

There is currently no dedicated initiative to support smart manufacturing and the extensive transformation and disruptive nature of these technological changes mean that the current government policy, framework and regulation will not be adequate to address issues faced through digitalisation. This project seeks to address the gaps existing in the policy frameworks in Asia-Pacific Economic Cooperation (APEC) economies and propose ways to strengthen their smart manufacturing policies.

### Researchers

**PROFESSOR MAHENDHIRAN NAIR, PROFESSOR PERVAIZ K AHMED, ASSOCIATE PROFESSOR V SANTHA A VAITHILINGAM, DR AU WEE CHAN, DR PRABAHKARAN NARAYANAN and DANIEL LEE LIH WEI**

Funding agency: Asia-Pacific Economic Cooperation Secretariat



## CPA-Monash Business Sentiment Survey Report

This annual report provides insight into the practices and opinions expressed by CEOs and senior managers from a range of industries in Malaysia and covering a wide range of topics. Themes from the 2018 Business Sentiment Survey Report included senior managers' concern that media scrutiny requires greater vigilance in governance, transparency and accountability. Another theme related to senior managers thinking that government needed to support environmentally sustainable business practices with stricter enforcement of environmental laws and incentives for moves towards renewable energy and environmentally friendly products and practices.

### Researchers

**PROFESSOR MAHENDHIRAN NAIR, PROFESSOR PERVAIZ AHMED, ASSOCIATE PROFESSOR SANTHA VAITHILINGAM, DR AU WEE CHAN, DR PRABAHKARAN NARAYANAN, YENG HONG QING, LEE KOK FUNG, DANIEL LEE LIH WEI and HEMA MALINI GUNASAKRAN**

Funding agency: CPA Australia



## Evaluating extent of tax evasion: A Malaysian study

Tax avoidance by high-income earners in developing countries can hamper development efforts and create a culture of noncompliance. Researchers are looking into the hidden income sectors identified in research in 2014 and considering what circumstances have changed since then. Researchers will identify sectors where hidden income and tax evasion are most prevalent and make recommendations to improve tax compliance.

### Researchers

**PROFESSOR JEYAPALAN KASIPILLAI, ASSOCIATE PROFESSOR ELAINE CHEW, DR LEE MEI YEE and PROFESSOR SAKTHI MAHENTHIRAN (BUTLER UNIVERSITY, US)**

Funding agency: Malaysian Tax Research Foundation



## Malaysia Knowledge Economy Phase III

This three year project identified the knowledge content in key economic sectors in Malaysia and outlined pathways to their sustainable development. Key recommendations of the project provided strategies for the Malaysian government to build social capacity to support the key industries. The project also provided input into the 11th Malaysia Plan. The findings were shared through the 'Knowledge Transfer and Capability Development Workshop' and 'MYKE Dissemination Forum' and attracted more than 300 attendees including policymakers, senior representatives of government agencies, industry associations, industry thought-leaders and academics.

### Researchers

**PROFESSOR PERVAIZ AHMED, PROFESSOR MAHENDHIRAN NAIR, ASSOCIATE PROFESSOR SANTHA VAITHILINGAM, ASSOCIATE PROFESSOR TEH PEI LEE and DR AU WEE CHAN**

Funding agency: Economic Planning Unit, Prime Minister's Department of Malaysia



### Selangor Industrial Master Plan Study

The Industrial Master Plan, presented in March 2017, is being used to develop economic policies to enhance Selangor's competitiveness and economic development. The policies will also contribute to raising the innovative capability and socioeconomic development of people associated with the industries. The Industrial Master Plan delivered findings on the development of five business clusters and on new sources of economic growth with government, industry and industry associations.

#### Researchers

**ASSOCIATE PROFESSOR BRIAN LOW KOON HUAT,  
PROFESSOR MAHENDHIRAN NAIR, PROFESSOR PERVAIZ AHMED  
and PROFESSOR CHRISTINA LEE**

Funding agency: Invest Selangor



### Affordable housing in Malaysia

This research considered the performance of affordable housing schemes in Australia, Hong Kong, Singapore and the UK, alongside current policy mechanisms that determine how they are implemented and their impact on the socioeconomic status of the populations. The study has identified best practices and informed Malaysia's affordable housing policy design.

#### Researchers

**ASSOCIATE PROFESSOR SANTHA VAITHILINGAM,  
PROFESSOR PERVAIZ AHMED and PROFESSOR MAHENDHIRAN NAIR**

Funding agency: Real Estate and Housing Developers' Association (REHDA)



### Fostering youth empathy for older people

Empathy towards older people is necessary for older adults to enjoy a good quality of life as they age and promotes high quality care. This project fosters an empathetic attitude among young people towards older people through the use of an age simulation suit that allows young people to experience the physical conditions associated with aging.

#### Researchers

**ASSOCIATE PROFESSOR TEH PEI LEE and  
ASSOCIATE PROFESSOR MOTOKI WATABE**

Funding agency: FMR Construction Sdn Bhd



### Skills needs in the Malaysian plastics industry

The Malaysian plastics industry has a strong performance record and contributes to high-skill employment, but it currently facing challenges navigating from low- to high-value positions to remain globally competitive. This study assessed the current and future skills needs and explored options for improving skill training programs.

#### Researchers

**PROFESSOR MAHENDHIRAN NAIR, PROFESSOR PERVAIZ AHMED,  
ASSOCIATE PROFESSOR SANTHA VAITHILINGAM, DR AU WEE CHAN,  
YENG HONG QING and DANIEL LEE LIH WEI**

Funding agency: Malaysian Plastics Association

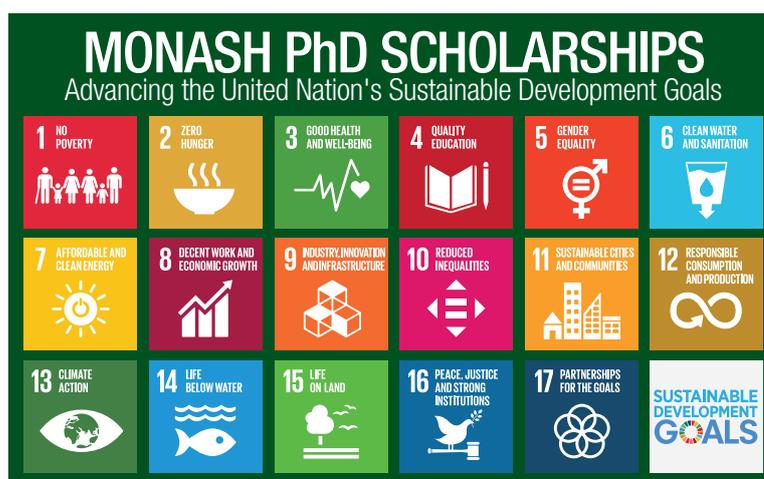
# GRADUATE RESEARCH



Graduate research students in the School of Business make a significant contribution to the School's research into responsible management.

Competitive scholarships are available to graduate students who plan to embark on research that contributes to the strategic development of the global community and to addressing the SDGs. Research areas include:

- Managing sustainable development in Asia
- Green market consumer behaviour
- Corporate governance and business ethics
- Governance and financial markets in Asia
- Organisational innovation and creativity
- Entrepreneurship and social enterprise
- Trade and economics in emerging markets



## Completed PhD projects related to SDGs

Since 2017, 19 graduate students have completed their PhD program at the School of Business. We mapped completed PhD projects against the SDGs that they contributed to achieving and highlights of recently completed projects are shown in Table 3.

**Table 3 | Selected PhD projects within the School of Business that involve responsible management and contribute to the SDGs (completed 2017-2018).**

SDG contributed to	Project title and candidate	Supervisors
	<b>Effects of social behaviour on health and happiness.</b> TEO SHIN EE	PROFESSOR EDUARD JAN BOMHOFF ASSOCIATE PROFESSOR GRACE LEE HOOI YEAN ASSOCIATE PROFESSOR ERTE XIAO
	<b>Essays on the economics of inequality.</b> KOH GEOK MAY	ASSOCIATE PROFESSOR GRACE LEE HOOI YEAN PROFESSOR EDUARD JAN BOMHOFF
	<b>Efficacy of microfinance schemes in enhancing the economic wealth of the Indian micro and small entrepreneurs in Malaysia.</b> JEYANTHI THURAISINGHAM	PROFESSOR MAHENDHIRAN NAIR ASSOCIATE PROFESSOR SANTHA VAITHILINGAM
	<b>Responsible consumption behaviour: A framework for acquisition of computers.</b> LOO WEE HONG	ASSOCIATE PROFESSOR PAUL YEOW HENG PING DR UCHENNA CYRIL EZE
	<b>Does being Shariah-compliant or socially responsible matter to the financial market?</b> CHEONG WING HOH	PROFESSOR MAHENDHIRAN NAIR ASSOCIATE PROFESSOR SANTHA VAITHILINGAM
	<b>Sustainability from a network legitimacy perspective: The case of Malaysia's solar photovoltaic industry.</b> STEPHANIE CHEAH KAY ANN	ASSOCIATE PROFESSOR LOW KOON HUAT ASSOCIATE PROFESSOR PAUL YEOW
	<b>An integrative governance model of understanding ethical behaviour: Evidence from Malaysian state-owned enterprises.</b> ARCHIBALD FRANCIS DE CRUZ	DR MANJIT SINGH ASSOCIATE PROFESSOR SHANTHY THURAISINGHAM
<b>Multiple SDGs</b>	<b>CSR communication strategies: A multiple stakeholder perspective.</b> STEPHANIE GRACELYN RAHAMAN	ASSOCIATE PROFESSOR ELAINE CHEW YIN TENG DR MANJIT SINGH

# INFRASTRUCTURE AND PLATFORMS

Research and education at the School of Business are supported by world-class infrastructure, which includes:

- Gerontechnology Lab
- Monash Business Simulation Lab
- Neurobusiness Behavioural Lab
- Focus Group Room
- High-speed Computer Terminal
- Bloomberg Terminal

## Gerontechnology Lab

Established in 2017 by Associate Professor Teh Pei Lee from the School of Business, the Gerontechnology Lab is an interdisciplinary and collaborative research platform that contributes to the social responsibility to improve the health and well-being of older people. The laboratory translates research into technologies for older people into new products and services. The laboratory also raises awareness of the needs of this growing segment of our society and promotes social inclusion. It was featured in 'Innovations That Inspire' at the AACSB International Conference and Annual Meeting in April 2019.

Collaboration with: City University of Hong Kong, Multimedia University, Fudan University, The Hong Kong University of Science and Technology, The University of Nottingham, and Yuan Ze University.



## Monash Business Simulation Lab

This laboratory is managed by Associate Professor Jothee Sinnakannu from the School of Business and can be used to teach and train professionals, researchers and students by allowing them participate in simulated investment trading and to observe the interactions of capital market concepts and decision making. The laboratory offers research opportunities in disciplines such as behavioural finance, where ideas and theories can be tested in a controlled environment.

The university-wide platforms aim to create opportunities for academic staff to contribute to multidisciplinary research that meets the needs of business, government and the wider community.



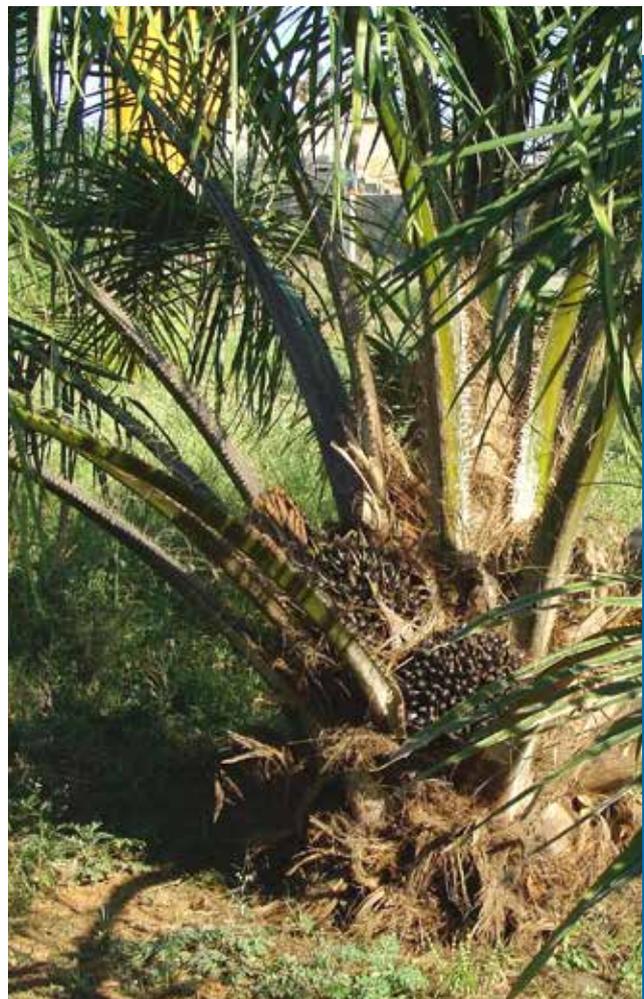
### Global Asia in the 21st Century

The Global Asia in the 21st Century (GA21) platform is directed by Professor Pervaiz Ahmed from the School of Business and aims to contribute to building an inclusive and sustainable future for Asia. The research platform takes a leading role in identifying and researching key challenges that impact Asia and its communities in four research clusters: 'Industry, Market and Social Analytics', 'Culture, Values and Society', 'Health and Wellbeing', and 'Science, Technology and Sustainable Communities'.



### Monash-Industry Palm Oil Education and Research Platform

This platform supports university-industry-government cooperation aimed at improving the competitiveness and sustainability of the palm oil industry in Malaysia and beyond. Palm oil is the world's most produced and consumed oil and the palm oil industry was identified by the Malaysian government as one of the twelve National Key Economic Areas (NKEA). This research platform promotes university-industry linkages and cross-disciplinary collaboration to develop innovative solutions for the palm oil industry through research, education and training.



# ENGAGEMENT

The School of Business aims to embed responsible management in our organisational culture and engagement with the School's community and external organisations. Our activities with students, industry and alumni aim to take global social responsibility out of the classroom and office and into the real world.



# STUDENT ENGAGEMENT



The School of Business believes that learning should continue when students leave the classroom and that some of the most valuable learning experiences occur outside the classroom.

We facilitate students participating in competitions, School events and campus-wide activities that offer them the opportunity to see how the decisions they make every day can help build a sustainable future and meet their social and environmental responsibilities.

## STUDENT COMPETITIONS



### ASEAN Data Science Explorers Competition

WINNERS, 2018

LEE KOK FUNG and VERIKA SYLVIA LIMBERTA

Students from the School of Business have won the 2017 and 2018 competitions run by the ASEAN Foundation and SAP, an enterprise software company. The competition requires entrants to use data-based insights to develop solutions to address challenges ASEAN nations faced in working towards the SDGs. The winning team in 2017 proposed a plan to improve primary education to promote a high quality and inclusive education addressing SDG 4 (Quality education). In 2018, the winning team focused on a solution to advance SDG 8 (Decent work and economic growth) by addressing youth unemployment.



WINNERS, 2017

THEAN SU MEI and WONG FAR MING



### PwC Trust Builders Challenge

THIRD PLACE, 2018

LI REN THEAN, KAH MAN LEO and CARMEN LIM

The competition presents students with an ethical challenge in a business context and teams develop a solution to rebuild trust in business.



### CPA Australia x KPMG: Student to Strategist Challenge

2017 CHAMPIONS

KHOR KAAI YI, STEPHEN TAN WEN JIN and NG CHING KHAI

The case study competition involved developing a business plan for a low cost airline that would ensure long-term sustainability.

## STUDENT CLUBS

The School of Business recognises that students clubs and extracurricular activities can make a valuable contribution to responsible management education. At Monash University Malaysia there are several student clubs with a business focus that are actively supported by the School. These clubs organise study trips to businesses that provide their members with opportunities to bridge their classroom learning and the real world.



**MONASH ENTREPRENEUR CLUB**  
**Create and Sustain:**  
**Monash Entrepreneur Challenge**  
 25 AUG 2018

The Monash Entrepreneur Club hosted a competition to engage more students at Monash University Malaysia to think critically about starting sustainable businesses focused on achieving the SDGs. The competition required aspiring entrepreneurs to present a business plan that was sustainable, creative, profit-making and economically stable. The winners proposed a business to collect household food waste and convert it to biogas and compost.



**MONASH UNIVERSITY INVESTMENT GROUP (MUIG)**  
**UOB Financial Literacy Program**  
 17 and 18 AUGUST 2017

MUIG ran a seminar and a workshop, aimed at educating students and youth on the importance of being financially savvy at a young age by enlightening them on the financial landscape, the effective management of financial risks and how to avoid financial pitfalls. Participants were divided into groups to play the renowned Praxis board game designed to make learning about financial planning fun and exciting for people from all walks of life.



**ASEAN Entrepreneur Week and CSR Challenge**  
 4-9 SEP 2017 and 15-19 OCT 2018

As part of ASEAN Entrepreneur Week in 2017, the club hosted the CSR Challenge, a social entrepreneurship pitch which saw nine teams present solutions to challenges faced by NGOs. The CSR Challenge was supported by GE Malaysia, Petrosains, WWF Malaysia, Thoughts in Gear and Goodkids and the eHub provided prizes.



**MONASH UNIVERSITY VOLUNTEER PROGRAM (MUVV)**  
**Care2Run**

**10 MARCH, 24 MARCH, 31 MARCH, 7 APRIL, and 28 APRIL 2017**  
 The Monash University Volunteer Program student members volunteered and mentored for Care2Run. Care2Run is a non-profit social enterprise under Wildpac Asia PLT. Its aim is to transform differently-abled young people and young people from underserved communities to become tomorrow's leaders via adaptive sports programmes. Care2Run uses sports to enhance executive functions in young people, and help them build social skills as well as improve their overall physical, mental and psychological well-being.

# MONASH BUSINESS RESPONSIBILITY DAY



In Semester 2, 2018 the School of Business held its inaugural Responsibility Day during the students' orientation week. This focused on introducing first year students to the UN's 17 Sustainable Development Goals and the importance and relevance of this framework to business students. The SDGs serve as a simple, practical framework to educate business students about practical issues that directly impact the world of business.

For the SDGs to succeed in changing the world for the better by 2030, they must be brought down to local realities. Business students, in particular must internalise how the issues represented by the SDGs impact businesses. To avoid reaching a plateau in progress towards the SDGs, we need to change the mind-sets, attitudes and behaviors of future consumers, business leaders, investors and policy makers. We viewed the Monash Business Responsibility Day as a platform to begin the process of integrating the SDGs into the psyche of students at the commencement of their university studies.



ENGAGEMENT

## Instagram competition

After PRME Ambassador, Priya Sharma, gave an introduction to the SDGs and the importance and relevance of this framework to business students, students were encouraged to enter the Instagram Competition. Students were invited to upload a creative, vibrant photo related to the SDGs to Instagram labelled with the hashtags #sustainabledevelopmentgoals and #monashmalaysiaprmeday.

## "Tak nak straw"

Responsibility Day included a workshop by the social movement Tak Nak Straw, which urges Malaysians to say "Tak nak", that is "No", to plastic straws and single use plastic in general. Tak Nak Straw began the workshop with a presentation on plastic pollution and its dire impact on the environment, incorporating the SDGs of responsible consumption (SDG 12) and action against climate change (SDG 13). Students were then able to learn how to make straws using bamboo as an alternative to plastic.

## SDGs T-SHIRT DESIGN COMPETITION

This student-led competition aimed to create awareness and encourage students to reflect on SDGs from their own perspectives and express it through design. The competition prompted students to think of several issues, namely: What does SDG mean to you?; How does it influence the way you think or act?; How can you spread awareness of social issues to your family, friends and communities and prompt them to take action? The winner of this competition received a cash prize and the t-shirt was made the official School of Business t-shirt for 2018.



# ALUMNI



The School of Business has a strong and ongoing relationship with alumni through the Monash Malaysia Business Alumni Chapter.

The alumni chapter promotes responsible management and their activities contribute to a number of the SDGs through mentoring for female professionals (SDG 5 Gender equality), contributing to charities to support underprivileged people (SDG 1 Zero hunger) and involvement in the CERTE Bridge Course (SDG 4 Quality education).



## Mentoring for women

### WOMEN WHO THRIVE, 2017

The Alumni chapter promoted gender equality and inclusion through a two month program designed to help female alumni accelerate their career and personal growth under the mentorship of local industry leaders. Thirty alumni participated in workshops, networking events and meetings with their mentors, who were some of Malaysia's most influential business people.



## Helping the disadvantaged

### DAPUR JALANAN SOUP KITCHEN, 2017

MMBAC have been involved in activities to assist disadvantaged members of society in Malaysia through activities with Dapur Jalanan soup kitchen. They volunteered at the soup kitchen, provided 120 care packages to the network of people they support and covered the expenses of the soup kitchen for a week.



## TEDx Monash University Malaysia

### TEDx MONASH UNIVERSITY MALAYSIA: SPARKING HOPES, THOUGHTS AND ACTIONS THROUGH TALKS, 2018

School of Business alumnus Alpheus Tan spoke about the power of belief to help you achieve your goals. Alpheus Tan represented Malaysia at the Young Southeast Asian Leaders Initiative (YSEALI) and attended by President Obama in 2015, worked at the office of the Cabinet of Malaysia on reforms leading up to Malaysia's 14th general election and launched the movement #RedCircle to increase civic engagement by Malaysian youth.

## DISTINGUISHED ALUMNI AWARD

In 2017, the School began recognising Monash Malaysia Business Alumni who are making a positive impact on society with the "Distinguished Alumni Award", presented during graduation ceremonies. The annual award has now been presented twice.



### Advocating for democracy

#### TRICIA YEOH

Distinguished Alumni Award recipient 2017  
Fellow, Institute for Democracy and Economic Affairs

Since graduating in 2004, Tricia Yeoh has contributed to public policy making in Malaysia through her writings and engagements with the media, civil society, public officials, politicians and the private sector. Tricia Yeoh served as Research Officer to the Selangor Menteri Besar (Chief Minister) at the Selangor State Government and Director of the ASLI Centre for Public Policy Studies. She is a regular columnist at Channel News Asia and The Sun and the editor of three books on government reform in Malaysia. Her documentary, *The Rights of the Dead*, about political aide Teoh Beng Hock who died in 2009 while in the custody of the Malaysian Anti-Corruption Commission, won the Justin Louis Award at the Freedom Film Fest 2012 and was screened at the 9th Aljazeera International Documentary Film Festival 2013 in Doha, Qatar.

Through her work with an independent think tank, Institute for Democracy and Economic Affairs (IDEAS), she has contributed to making national and state reforms in public policy on anti-corruption, governance and accountability, natural resource transparency, economic freedom, public administration and education. Yeoh was awarded the Meritorious Service Medal, conferred by the Sultan of Selangor (Pingat Jasa Kebaktian, PJK) in 2011.



### Promoting gender equality

#### SAFAATH AHMED ZAHIR

Distinguished Alumni Award recipient 2018  
Women and Democracy, Maldives

Safaath Ahmed Zahir graduated in 2013 and began an internship at the Capital Market Development Authority in Maldives. During her internship, she was invited to become the Secretary General of Women on Boards, a non-governmental organisation promoting gender diversity in the workplace. Zahir then established Women and Democracy, an NGO that aims to empower women in political leadership and to assist women to acquire skills to successfully participate in all aspects of the Maldivian political process.

In 2016, Zahir was presented with a Queen's Young Leaders Award by Her Majesty The Queen in recognition of her role in transforming the lives of others and making a lasting difference in her community. Later that year, the United Nations Youth Envoy's Office appointed her as a Young Leader for the Sustainable Development Goals. In 2017, she was listed as one of the Pioneer Women of Asia in the Forbes 30 Under 30.

# ENTREPRENEURSHIP AND INNOVATION HUB



The Entrepreneurship and Innovation Hub (eiHub) was launched in 2017 and is central to the School's commitment to responsible management education.

The eiHub nurtures aspiring student entrepreneurs through providing coaching and training, research and engagement with industry. Through its initiatives, eiHub encourages the development of social enterprises with activities and programs that inspire students and staff on building scalable and sustainable startups that can provide solutions to solve societal and economic challenges. The eiHub also engages with the entrepreneurial community in organising guest speaker talks involving entrepreneurs and design thinking boot camps for "Teenpreneurs". So far, the eiHub has connected with more than 50 entrepreneurs and reached out to hundreds of students and staff.



## Showcasing female entrepreneurs

### WOMEN ENTREPRENEURS BAZAAR, OCT 2018

The eiHub and the School of Business celebrated Women Entrepreneurship Week (Oct 13-20, 2018) with Montclair State University and universities and institutions from 32 countries. To honour the resourcefulness and talents of women entrepreneurs, 35 female entrepreneurs were invited to eiHub's Women Entrepreneurs Bazaar to promote and sell their products and services. The event supports responsible management education on entrepreneurship to women and contributing to SDG 5 (Gender equality).

## Empowering teenpreneurs to meet the SDGs

### TEENPRENEUR BOOTCAMP, OCT 2018

The one-day program gave 80 secondary school students (15-16 years old) an overview of entrepreneurship and introduced them to responsible management. The challenge for the teenagers was to propose a product or service to help meet SDG 6 (Clean water and sanitation). Participants were introduced to design thinking tools and methodology to ideate, validate, and pitch their solutions and business ideas in front of a panel of industry professionals.



# ON THE EDGE TALKS

A speaker series on current issues by entrepreneurs provides opportunities to network and to learn from innovative and successful entrepreneurs.



## Women entrepreneurs: Agents of change

OCT 2018

KIM LIM, CEO AND CO-FOUNDER, THE PICHA PROJECT  
CAROLINE FONG, FOUNDER AND DIRECTOR, COFFEE ZONE

Two women entrepreneurs shared their stories of success, challenges and lessons learned during their entrepreneurial journey as they work towards goals on promoting social inclusivity and economic sustainability in Malaysia through employing differently-abled staff and collaborating with 15 marginalised families.



## Enterprise for people and planet: Malaysian perspective

OCT 2017

JERRYSON ABRAHAM DOSS, CO-FOUNDER, VIVA STARFISH  
RASHVIN PAL SINGH, CO-FOUNDER, BIJI-BIJI INITIATIVE

The speakers shared their experiences of being social entrepreneurs in Malaysia. Jerryson Abraham Doss explained how part of the profits from his business was channeled to support social causes such as funding education for underprivileged children (SDG 4 Quality education). Rashvin Pal Singh's enterprise focuses on championing sustainable living by recycling and reusing unwanted materials creatively such as designing bags from discarded seatbelts, and offering alternative solutions to help reduce waste and support sustainable cities (SDG 11 Sustainable cities and communities).



## Empowerment of women entrepreneurs in the 21st century

JAN 2018

MS. CHRISTINA NG, FOUNDER, CHRISTYNG  
MS. WONG XIAO CHENG, CO-FOUNDER AND HEAD OF BUSINESS, EARTH HEIR



## What does it take for companies to survive in the digital age?

JUNE 2018

CHRISTIAN EDELMANN, CO-FOUNDER AND CHIEF TECHNOLOGY OFFICER, DAHMAKAN  
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# INDUSTRY SYMPOSIA



The School's aim to have a meaningful impact on the way business is conducted in Asia can only be achieved through engagement with leaders in business, industry and government.

The School's engagement with industry is focused on promoting responsible and sustainable management practices. The School of Business hosts and jointly organises a range of events that share the findings of our research on responsible management with industry. A central feature of our industry symposia is that they facilitate discussion between academics and people in business and government of how research can be applied to achieve responsible management practices in the real world.

## Exploring best practices in HR

Over 150 and 140 participants respectively attended the 2017 and 2018 HR Forums which provided insights into ways to bridge current human resource management research and practices in sustainability. The forums brought together CEOs of international companies based in Malaysia and Singapore, HR experts and leaders, and scholars from the School of Business to provide a platform for participants to explore, learn, and engage.

**HR FORUM, 26 SEP 2017 and 25 SEP 2018**

Jointly organised by: School of Business and Fish Camp

ENGAGEMENT



## Solutions for the aging population

Researchers from Japan, Malaysia and Taiwan spoke about the latest developments in gerontechnology and led interactive workshops designed to stimulate conversation and ideas for future technologies. The 2018 symposium also launched the Gerontechnology Challenge, open to the public, where participants were asked to propose a product idea that could improve quality of life for older persons.

**GERONTECHNOLOGY SYMPOSIUM, 21 NOV 2017 and 14 SEP 2018**

Jointly organised by: Gerontechnology Laboratory, Petrosains and IEEE Technology and Engineering Management Society

## Knowledge Transfer and Capability Development Workshop MYKE Dissemination Forum

These two events disseminated the outcomes of the three year research project 'Malaysia Knowledge Economy Phase III' that identified strengths and weaknesses in key industries and made recommendations to strengthen them. The MYKE Dissemination Forum was an effective platform to showcase the cluster's findings, attracting more than 300 attendees including policymakers, senior representatives of government agencies, industry associations, industry thought-leaders and academics.

**KNOWLEDGE TRANSFER AND CAPABILITY DEVELOPMENT (FOR THE ECONOMIC PLANNING UNIT, PRIME MINISTER'S OFFICE), 3 AUG 2017**

MYKE Dissemination Forum 9-11 and 14-18 Aug 2017



## Forecasting Malaysia's GDP

A new econometric forecasting model was developed for local states that measures and tracks the short-, medium- and long-term performances of the Malaysian economy from 2018 to 2047. The model provides valuable insights into electricity demand planning and supply for the nation.

A hands-on workshop on the new forecasting model was conducted for research analysts from Single Buyer and RAM. Moving forward, researchers intend to develop GDP forecasting models for Malaysia according to the economic activity at national and state levels.

**FORECASTING MODEL WORKSHOP, 17-19 DEC 2018**

Funding agency: RAM



## Closing the rural urban divide in Malaysia

The workshop brought together around 40 academics from the UK and Malaysia to generate new ideas that will support policymakers, healthcare providers, and non-governmental organisations to work towards closing the gap between rural and urban communities in Malaysia in both social welfare and economic development.

**A NEWTON RESEARCHER LINKS WORKSHOP, 21-25 SEP 2018**

Advancing work, health and well-being in rural and urban Malaysia  
Funding agency: Newton-Ungku Omar Fund (a UK and Malaysian government collaboration)



## Achieving sustainable healthcare

This event considered the challenges practitioners and policy makers face in providing high quality healthcare at affordable costs across the globe, addressing SDG 3 (Good health and well-being). Speakers at this event were drawn from the world's brightest minds in the healthcare industry, including researchers, policymakers and practitioners.

**IMPROVING HEALTH AND SOCIAL CARE MANAGEMENT IN MALAYSIA: LEARNING FROM GLOBAL EXPERIENCE, 28 NOV 2017**

Jointly organised by: PROFESSOR PERVAIZ AHMED (GA21, Monash University Malaysia) and PROFESSOR AMRIK SOHAL (Monash University, Australia)



## Dispute resolution in Islamic finance

This symposium provided insights into the options available to resolve disputes (SDG 16) in Islamic finance, which serves the financial needs of many poorer nations and communities, contributing to overcoming poverty (SDG 1).

**SYMPOSIUM ON DISPUTE RESOLUTION IN ISLAMIC FINANCE, 5 SEPT 2017**

Organised and supported by: DR ADNAN TRAKIC (School of Business), Islamic University of Malaysia, Malaysian Current Law Journal and Kuala Lumpur Regional Centre for Arbitration



## IMPROVING REFUGEE ACCESS TO FURTHER EDUCATION

### CERTE Bridge Course, Oct 2017 and Oct 2018

It is a joint initiative between UNHCR, Opening Universities for Refugees, Payong and tertiary institutions in Kuala Lumpur. The School coordinated a 9-day course for refugees called 'Continuing and Equipping Refugees for Tertiary Education (CERTE) Bridge Course'. The School of Business has hosted the course twice with a total so far of 33 participants.

The aim of the CERTE Bridge Course is to identify refugees who can demonstrate the motivation and academic potential to access further education and to empower them to gain admission. During the Bridge Course, students are provided with basic knowledge of the application process for higher education institutes, equipped with the soft skills needed for successful applications and taught basic research skills in writing and presentations.

This initiative contributes to meeting our social responsibilities in a number of ways. It is improving access for disadvantaged people to quality education (SDG 4) and increasing human capital in the refugee population to alleviate poverty (SDG 1). The CERTE Bridge Course is conducted in collaboration with several international organisations, including the UNHCR Malaysia (SDG 17 Partnership for the goals).

## A SOCIAL SAFETY NET FOR REFUGEES

### Social Protection Fund

The School of Business at Monash University Malaysia collaborated with Liberty to Learn to deliver four training sessions and provide mentoring to the leaders of refugee community organisations to build the economic resilience of these vulnerable communities.

With funding from the UNHCR's Social Protection Fund for refugees, seven small grants were awarded to refugee community based organisations. The aim of the Social Protection Fund is to strengthen the capacity of the refugee community organisations, support the sustainability of their projects and facilitate self-reliance within refugee communities. The Fund also aims to improve the livelihoods of over 200 vulnerable persons in the community especially women and youth.

The School of Business contributed to the project by conducting workshops in project management for the leaders of the community based organisations and by facilitating networking between the leaders. The School also provided mentors from academic staff to guide the refugee organisations as they implement the tools and resources from the workshops.



# CONNECTING WITH PRME GLOBALLY



Since 2017, the PRME Team participated in international events which provided insights into current developments in responsible management education and informed the planning, initiation, implementation and capturing of various PRME activities in the School.

Direct outcomes from participation include:

- Development of models and activities for PRME initiatives
- Networking with business schools that have embarked on PRME initiatives
- Catalyst for the continued engagement with UN agencies and organisations involved in addressing global challenges relating to SDGs



**8th PRME Asia Forum  
(December 2018, India)**  
ATTENDED BY DR. JUSTIN XAVIER



**Australian 3C (Collaborate, Create & Change) Forum – Project Eucalyptus UNSW (November 2018, Australia)**  
ATTENDED BY PRIYA SHARMA



**5th Responsible Management Education Research Conference (November 2018, Germany)**  
ATTENDED BY PRIYA SHARMA



**UK and Ireland Chapter PRME Conference (June 2017 & 2018, United Kingdom)**  
ATTENDED BY DR. ANANDA SAMUDHRAM



**PRME workshop at the Copenhagen Business School (September 2017, Denmark) “Launching and Implementing a Responsible Management Education” Program and visited the UN City**  
ATTENDED BY DR. JUSTIN XAVIER



**UN PRME Global Forum on Responsible Management Education (July 2017, United States)**  
ATTENDED BY PRIYA SHARMA



**AACSB Responsible Management Education Affinity Group Learning Journey (April 2018, United States)**  
Visited MA’O farm in Hawaii which strives to meet 5 critical areas under the SDGs  
ATTENDED BY DR. JUSTIN XAVIER

# ACHIEVEMENTS

PRME Principle	Achievements
<b>PRINCIPLE 1   PURPOSE</b> 	<p>The School embarked on the PRME initiative in 2017 to develop the capabilities of students to be future responsible leaders in society and to build an inclusive and sustainable global economy. Key events include:</p> <ul style="list-style-type: none"> <li>• Exposure to sustainable practices through study trips (pgs.12-13)</li> <li>• Student success in business competitions focused on responsible management (pg.30)</li> <li>• Support of student-led clubs fostering social consciousness (pg.31)</li> <li>• Introduction of Monash Business Responsibility Day (pg.32)</li> </ul>
<b>PRINCIPLE 2   VALUES</b> 	<p>The School integrated the principles of responsible management into our academic activities, curricula, and organisational practices. Activities undertaken:</p> <ul style="list-style-type: none"> <li>• Curriculum mapping and development to align with SDGs (pg.10)</li> <li>• Aligning educators to principles of responsible management through PRME Seminar Series (pgs.15-16)</li> </ul>
<b>PRINCIPLE 3   METHOD</b> 	<p>As part of the School commitment towards continuous improvement in education, the School aligned educational frameworks, materials, processes and environments in support of PRME. Initiatives introduced:</p> <ul style="list-style-type: none"> <li>• Mapping of the curriculum against SDGs (pg.10)</li> <li>• Development of new units and new assessment tasks (pg.10)</li> <li>• Students exposed to sustainable practices through industry guest speakers and study trips (pgs.11-13)</li> </ul>
<b>PRINCIPLE 4   RESEARCH</b> 	<p>The School engages in quality research that contributes to global and regional sustainable social, environmental and economic value while creating meaningful impact. Research accomplishments:</p> <ul style="list-style-type: none"> <li>• Publications – highly ranked journals and books (pgs.18-21)</li> <li>• Grants – university, industry and government (pgs.22-25)</li> <li>• PhD scholarship in pursuit of SDGs (pg.26)</li> <li>• Completed PhD projects (pg.26)</li> </ul>
<b>PRINCIPLE 5   PARTNERSHIP</b> 	<p>The School actively engages with multiple stakeholders in industry, government and NGOs to improve knowledge and understanding of the challenges and potential solutions in meeting social and environmental responsibilities. Activities include:</p> <ul style="list-style-type: none"> <li>• Alumni engagement and Distinguished Alumni Award (pg.33)</li> <li>• Establishment of eiHub and its initiatives (pgs.34-35)</li> <li>• Industry symposia (pgs.36-37)</li> </ul>
<b>PRINCIPLE 6   DIALOGUE</b> 	<p>The School initiates and supports dialogue and debate among key stakeholders and interest groups on regional and global sustainable issues. Initiatives include:</p> <ul style="list-style-type: none"> <li>• Introduction of PRME Series seminar (pgs.15-16)</li> <li>• Monash Business Responsibility Day (pg.32)</li> <li>• Community engagement (pg.38)</li> <li>• Connecting with PRME globally (pg.39)</li> </ul>

# FUTURE DIRECTION

For 2019-2020, the School of Business is aligning its strategic priorities and PRME initiatives under three key themes which set out a number of facilitative actions:

## EDUCATION

**Curriculum development and new programs**

**Building professionalism and capability among academics through relevant education and training**

## RESEARCH

**Further build PRME and SDGs research activities**

**Undertake case studies of regional issues**

## ENGAGEMENT

**Connecting people and groups**

**Extend, influence and build partnerships through developing and nurturing mutually beneficial relationships**

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