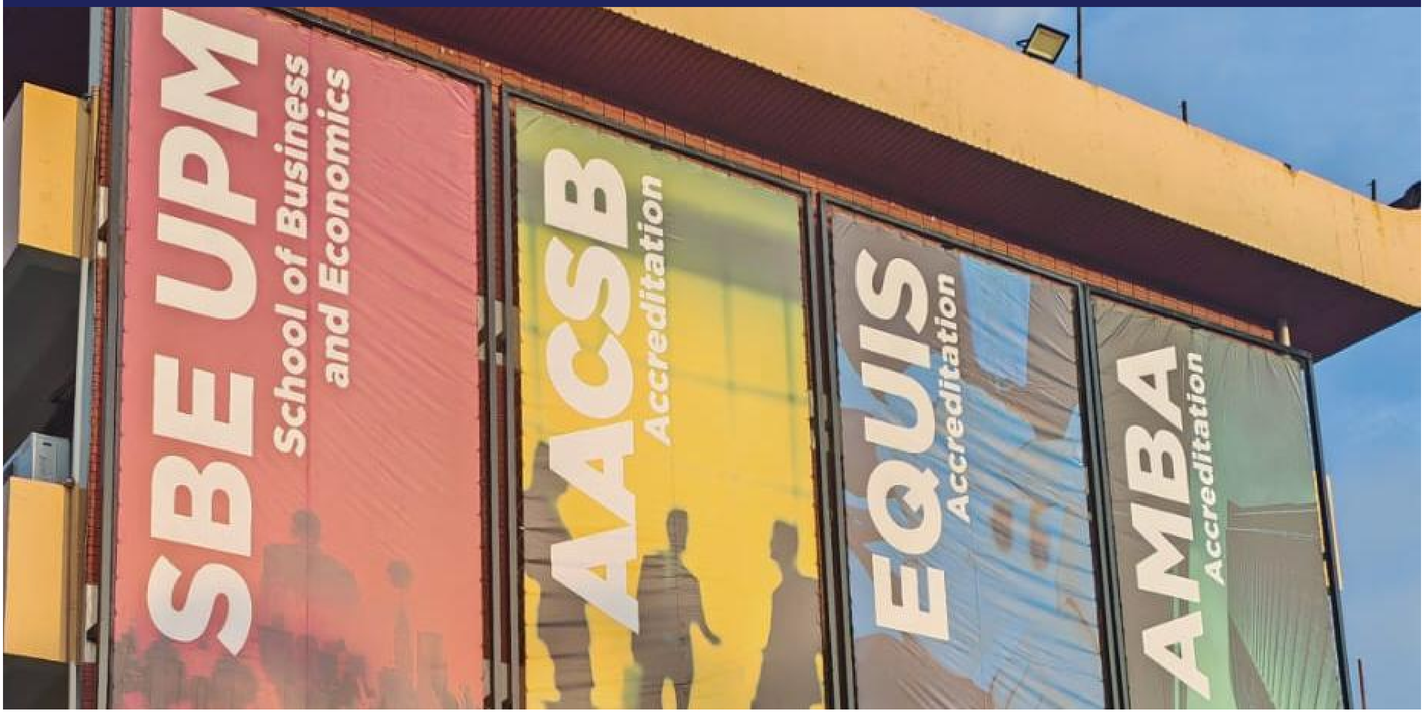
THE TRIPLE CROWN BUSINESS SCHOOL

SBE RESEARCH HIGHLIGHTS

January – April 2026



Bridging Excellence: Navigating Research Trends 2026

Strategic Roadmap: Elevating Our Research

Entering the first quarter of 2026, the Office of the Deputy Dean (Research and Innovation) continues to support high-impact research. Our focus is to provide initiatives that improve research impact, publications, and grant opportunities. By giving our researchers the right tools, support, and networks, we aim to strengthen collaboration and outcomes while maintaining the standards of a Triple Crown business school.

Quarterly Highlights

Research Activities

- Workshop on Social Impact Assessment 2026
- *Bengkel Pemerkasaan* Research Group
- SBE @ Guest Lecture
- Workshop Thesis-To-Book
- TIACOE Public Lecture
- World Bank: Launch of Malaysia Country Climate and Development Report (CCDR)

FOREWORD FROM THE DEAN

It is my pleasure to welcome you to the SBE Research Highlights, which presents the key research activities, initiatives, and achievements of the School of Business and Economics during this period. SBE continues to strengthen academic excellence, with research and innovation as a core pillar of its Triple Crown accreditation, focusing on high-quality research, improved publications, and impactful innovation for academia, industry, and society.

I sincerely thank all academic staff, researchers, and students for their dedication and continuous contributions. Your efforts play an important role in sustaining SBE's excellence as a Triple Crown business school and in driving our research agenda forward.

PROFESSOR DR. BANY ARIFFIN AMIN NOORDIN
Dean
School of Business and Economics (SBE)
Universiti Putra Malaysia

WELCOMING REMARKS FROM THE DEPUTY DEAN (RESEARCH AND INNOVATION)

As we begin 2026, the Office of the Deputy Dean (Research and Innovation) continues to support strong research culture in SBE by encouraging impactful research that supports academic excellence and global relevance. This edition of the SBE Research Highlights presents key activities and achievements, showing ongoing efforts to improve publications, increase grant opportunities, and strengthen collaboration among researchers.

We would like to thank all staff, researchers, and students for their continuous support and involvement, and we look forward to further strengthening the research ecosystem and achieving greater impact in the future.

PROFESSOR DR. NORMAZ WANA ISMAIL
Deputy Dean (Research and Innovation)
School of Business and Economics (SBE)
Universiti Putra Malaysia

RESEARCH GROUP @ SBE

In 2026, SBE has seven (7) active research groups that support research, innovation, and collaboration across different areas. These groups bring researchers together to share knowledge and develop impactful work.

Each group focuses on improving research activities, publications, and grant opportunities. Together, they help strengthen a more active and productive research environment at SBE.

Here are the leaders of each research group:

RESEARCH GROUP LEADER

DEVELOPMENT ECONOMICS AND PUBLIC POLICY RESEARCH GROUP
Dr. Chakrin A/L Utit
chakrin_utit@upm.edu.my

ECONOMICS VALUATION AND SOCIAL VALUE RESEARCH GROUP
Assoc. Prof. Dr. Syamsul Herman Mohammad Afandi
syamsulhma@upm.edu.my

SUSTAINABILITY AND WELLNESS RESEARCH GROUP
Prof. Dr. Ho Jo Ann
ann_hj@upm.edu.my

FINANCIAL MARKET & INSTITUTION RESEARCH GROUP
Assoc. Prof. Dr. Fakarudin Kamarudin
fakarudin@upm.edu.my

ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) RESEARCH GROUP
Prof. Dr. Ong Tze San
tzesan@upm.edu.my

SUSTAINABLE AGRICULTURE AND FOOD SECURITY RESEARCH GROUP
Prof. Dr. Shaufique Fahmi Ahmad Sidique
shaufique@upm.edu.my

MICRO SME BUSINESS INNOVATION (MISME) RESEARCH GROUP
Assoc. Prof. Dr. Mass Hareeza Ali @ Hamid
mass@upm.edu.my

IMPACTFUL RESEARCH

Selangor Economic Outlook 2026

Selangor Research Institute (SRI) with the collaboration of School of Business and Economics, Universiti Putra Malaysia has completed a research project on the Selangor Economic Outlook 2026. It is a comprehensive analytical document that examines Selangor's economic position, performance, prospects, and development direction within the context of global, regional, and national economic changes.

The Selangor Economic Outlook 2026 brings together macroeconomic analysis, policy assessment, business sentiment, stakeholder inputs, and forward-looking projections to evaluate current economic conditions, growth opportunities, structural challenges, and key risks shaping the state's economy in 2026.

As the first comprehensive state-level economic outlook report produced by the SBE UPM Economic Programme, the report is led by Dr Muhammad Daaniyall Abd Rahman and his research team. It reflects the confidence entrusted by the Selangor State Government in SBE's expertise to provide evidence-based economic analysis, strategic policy insights, and actionable recommendations to support the state's development agenda.

Presentation at the Sesi Libat Urus Belanjawan Negeri Selangor 2026 with Menteri Besar Selangor

January – April 2026

GRANTS

PUBLICATION

High Impact Article


Corporate Social Responsibility and Environmental Management

WILEY

RESEARCH ARTICLE

Corporate Social Responsibility or Strategic Opportunism? Evidence From High and New Technology Firms

Yang Deng[1] | Assunta Di Vaio[2] | Tze San Ong[3,4]

[1]Dongguan University of Technology, Dongguan, Guangdong, China | [2]Department of Law, University of Naples "Parthenope", Naples, Italy | [3]School of Business and Economics, Universiti Putra Malaysia, Serdang, Malaysia | [4]Department of Business Administration, Daffodil International University, Dhaka, Bangladesh

Correspondence: Assunta Di Vaio (assunta.divaio@uniparthenope.it)

Received: 21 June 2025 | **Revised:** 13 October 2025 | **Accepted:** 20 October 2025

Funding: The authors received no specific funding for this work.

Keywords: corporate social responsibility | earnings management | high and new technology firms | media attention | stakeholder engagement

ABSTRACT

Corporate Social Responsibility (CSR) presents a dual nature in practice. Beyond its explicit ethical imperatives, it can be strategically instrumentalized to manage external pressures, shape public impression, and even divert attention from corporate misconduct. Acknowledging this complexity, this study investigates the conditions under which CSR is leveraged as a strategic tool and how this distinction relates to earnings management (EM). Drawing on agency theory and instrumental stakeholder theory, this study examines 2973 Chinese High and New Technology Firms (HNTFs) from 2017 to 2021 and clarifies the boundary conditions under which a positive CSR–EM association is more plausible, namely, when CSR is predominantly symbolic/instrumental rather than substantive/genuine. This study also tests whether media attention moderates this linkage. It finds a positive association between CSR and EM concentrated in the social and governance pillars, consistent with the use of CSR as reputational insurance and impression management; the environmental pillar shows no meaningful association. Greater media attention strengthens the CSR–EM association, suggesting firms increase visible CSR to meet external expectations while simultaneously managing reported performance. Importantly, this evidence does not dispute substantive/genuine CSR; rather, it highlights conditions under which CSR may be instrumentalized, underscoring the need to differentiate substantive from symbolic engagement.

1 | Introduction

In the context of increasing public scrutiny and growing societal expectations, the ethical responsibilities of corporations have become central to how firms define their long-term legitimacy. Among the many mechanisms adopted to promote ethical conduct and stakeholder trust, Corporate Social Responsibility (CSR) has emerged as one of the most prominent. Initially conceptualized in the mid-20th century (Carroll 1999), CSR has evolved into a crucial dimension of corporate governance, particularly in light of globalization's expanding influence on corporate behavior (Carroll 2015; Orazalin et al. 2024). CSR is fundamentally concerned with firms' policies, reputational standing, and their enduring role in society. It is widely recognized as a cornerstone of business ethics and societal accountability, reflecting how organizations internalize responsibility for their social and environmental impact (Freeman 1984; Jamali 2008; Ibrahim et al. 2022). Companies increasingly align social and environmental goals with business objectives to build lasting relationships with customers, suppliers, and employees.

The ethical function of CSR has a foundational role in shaping corporate integrity. By improving transparency through the timely disclosure of financial, social, and environmental

Corporate Social Responsibility and Environmental Management, 2026; 33:1545–1567 1545
https://doi.org/10.1002/csr.70252

Article Title:

Corporate Social Responsibility or Strategic Opportunism? Evidence From High and New Technology Firms

SDG Alignment:

SDG 12 – Responsible Consumption and Production (Target 12.6)

Summary:

This study examines whether Corporate Social Responsibility (CSR), especially ESG reporting, is used genuinely or as a strategic tool by firms. The findings show that some high-tech firms use CSR as a "reputational shield" to cover earnings management, particularly under pressure such as high growth targets and media attention.

Key Contributions:

- Nation: Highlights the need for stronger policies, including independent ESG assurance, to ensure transparency and proper use of government support.
- Business: Encourages firms to integrate CSR with financial controls and avoid using it as a tool for manipulation.
- Community: Raises awareness for investors and stakeholders to critically evaluate CSR claims and improve trust and accountability.

Deng, Y., Di Vaio, A., & **Ong, Tze. San.** (2026). Corporate Social Responsibility or Strategic Opportunism? Evidence From High and New Technology Firms. Corporate Social Responsibility and Environmental Management, 33(1), 1545-1567. https://doi.org/10.1002/csr.70252
SSCI(IF9.1,Q1), SCOPUS, ERA,, ABDC (C)

PUBLICATION

High Impact Article


Economic Change and Restructuring (2026) 59:3
https://doi.org/10.1007/s10644-025-09947-3

Investigating the nexus between natural resources, economic freedom, and financial development in Sub-Saharan Africa: an evidence from a dynamic panel threshold approach

Ali Abdulkadir Ali Gutale[1] · Yasmin Bani[1] · Abdul Rahim Abdul Samad[1] · Syamsul Herman Bin Mohammad Afandi[1]

Received: 18 July 2024 / Accepted: 22 November 2025 / Published online: 15 December 2025

Abstract
In the face of global economic challenges, understanding the relationship between natural resources and financial development is crucial for sustainable development. Sub-Saharan Africa is abundant in natural resources, yet institutional weaknesses frequently limit its potential. This situation enables us to analyse how economic freedom could leverage these resources to enhance financial development. This study explores the nexus between natural resources (NR), economic freedom (EF), and financial development (FD) in Sub-Saharan Africa (SSA). Utilising a Dynamic Panel Threshold (DPT) estimator across 33 countries from 2005 to 2021, an EF threshold of 0.804 is identified. Below this threshold, NR negatively impacts FD, indicating a Financial Resource Curse (FRC) due to weak economic institutions. However, when EF exceeds this level, the curse dissipates, allowing NR to foster FD. Our findings, supported by robust testing through Method of Moments Quantile Regression (MMQR) and system Generalised Method of Moments (GMM) estimators, highlight the critical need for policymakers to invest NR revenues in institutional development. By doing so, SSA can transform resource wealth into a catalyst for financial development and economic prosperity.

Keywords Financial development · Natural resource rents · Economic freedom · Dynamic panel threshold · SSA

Extended author information available on the last page of the article

Springer

Article Title:
Investigating the Nexus Between Natural Resources, Economic Freedom, and Financial Development in Sub-Saharan Africa: Evidence from a Dynamic Panel Threshold Approach

SDG Alignment:
SDG 8 – Decent Work and Economic Growth
SDG 12 – Responsible Consumption and Production
SDG 16 – Peace, Justice, and Strong Institutions

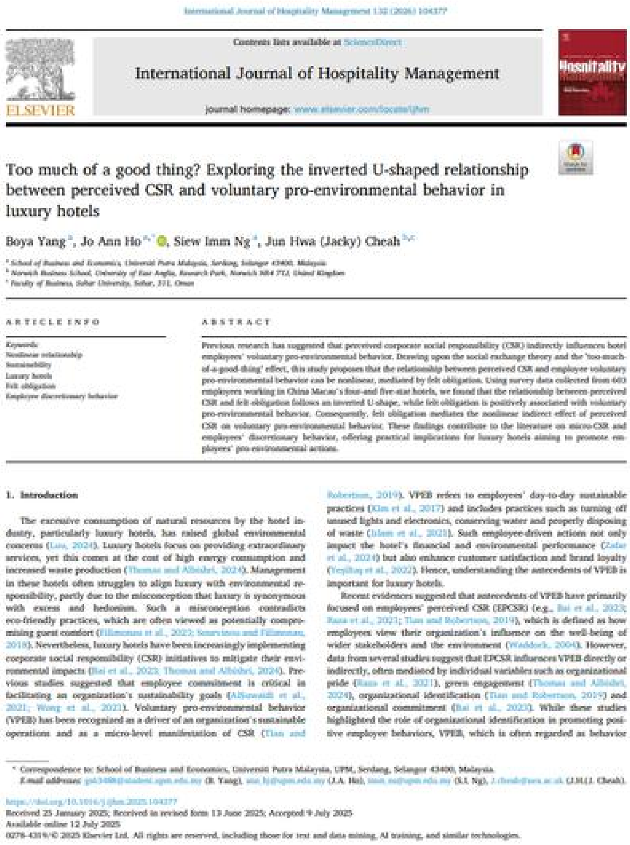
Summary:
This study examines how economic freedom influences the relationship between natural resources and financial development in Sub-Saharan Africa. The findings show that stronger economic freedom helps resource-rich countries use their natural wealth more effectively to support financial development.

Key Contributions:
- Nation: Provides guidance for policymakers to strengthen institutions, protect property rights, and improve regulatory quality to avoid the financial resource curse.
- Business: Highlights the importance of a transparent and investment-friendly environment to support business growth and financial activities.
- Community: Shows that improved financial development can increase access to financial services, support financial inclusion, and enhance overall well-being.

Abdulkadir, A., **Bani. Yasmin**, Rahim, A., & Bin, H. (2026). Investigating the nexus between natural resources, economic freedom, and financial development in Sub-Saharan Africa: an evidence from a dynamic panel threshold approach. Economic Change and Restructuring, 59(1). https://doi.org/10.1007/s10644-025-09947-3
SSCI(IF4.3,Q1), SCOPUS, ERA, ABDC(B)

PUBLICATION

High Impact Article



International Journal of Hospitality Management 132 (2026) 104377

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Too much of a good thing? Exploring the inverted U-shaped relationship between perceived CSR and voluntary pro-environmental behavior in luxury hotels

Boya Yang [a], Jo Ann Ho [a,*], Siew Imm Ng [a], Jun Hwa (Jacky) Cheah [b,c]

[a] School of Business and Economics, Universiti Putra Malaysia, Serdang, Selangor 43400, Malaysia
[b] Norwich Business School, University of East Anglia, Research Park, Norwich NR4 7TJ, United Kingdom
[c] Faculty of Business, Sohar University, Sohar, 311, Oman

ARTICLE INFO

Keywords:
Nonlinear relationship
Sustainability
Luxury hotels
Felt obligation
Employee discretionary behavior

ABSTRACT

Previous research has suggested that perceived corporate social responsibility (CSR) indirectly influences hotel employees' voluntary pro-environmental behavior. Drawing upon the social exchange theory and the 'too-much-of-a-good-thing' effect, this study proposes that the relationship between perceived CSR and employee voluntary pro-environmental behavior can be nonlinear, mediated by felt obligation. Using survey data collected from 603 employees working in China Macau's four-and five-star hotels, we found that the relationship between perceived CSR and felt obligation follows an inverted U-shape, while felt obligation is positively associated with voluntary pro-environmental behavior. Consequently, felt obligation mediates the nonlinear indirect effect of perceived CSR on voluntary pro-environmental behavior. These findings contribute to the literature on micro-CSR and employees' discretionary behavior, offering practical implications for luxury hotels aiming to promote employees' pro-environmental actions.

1. Introduction

Article Title:

Too much of a good thing? exploring the inverted U-shaped relationship between perceived CSR and voluntary pro-environmental behavior in luxury hotels

SDG Alignment:

SDG 12 – Responsible Consumption and Production

SDG 8 – Decent Work and Economic Growth

SDG 13 – Climate Action

Summary:

This study examines how perceived CSR influences hotel employees' voluntary pro-environmental behaviour through felt obligation. The findings show that balanced CSR initiatives encourage employees' pro-environmental behaviour, providing practical insights for sustainable hotel management.

Key Contributions:

- Nation: Provides guidance for policymakers to strengthen institutions, protect property rights, and improve regulatory quality to avoid the financial resource curse.
- Business: Highlights the importance of a transparent and investment-friendly environment to support business growth and financial activities.
- Community: Shows that improved financial development can increase access to financial services, support financial inclusion, and enhance overall well-being.

Yang, B., **Ho, Jo Ann**, Ng, S. I., & Cheah, J. H. (Jacky). (2026). Too much of a good thing? Exploring the inverted U-shaped relationship between perceived CSR and voluntary pro-environmental behavior in luxury hotels. International Journal of Hospitality Management, 132, 104377.
https://doi.org/10.1016/j.ijhm.2025.104377
SSCI(IF8.3,Q1), SCOPUS, ERA, ABDC(A*)

RESEARCH ACTIVITIES

WORKSHOP ON SOCIAL IMPACT ASSESSMENT 2026

The Workshop on Impact Assessment 2026 was organized to enhance participants' understanding and application of research impact evaluation.

Held on 23 and 26 January 2026 at SCL 2, Level 1, Block E, SBE, UPM, the workshop aimed to equip participants with the necessary knowledge and tools to effectively measure, analyse, and communicate the outcomes and societal impact of their research. The sessions were delivered by Dr. Mohd Shahwahid Haji Othman and assist by Mr. Mohd Hafiz Ghazali, who shared key concepts, frameworks, and practical approaches in impact assessment.

Uniting Researchers Through Impact Assessment

The workshop brought together researchers and academic staff from various backgrounds, creating a platform for knowledge sharing and active engagement. Participants explored practical approaches in assessing research outcomes and strengthening impact delivery.

Through interactive discussions and guided sessions, participants gained valuable insights into key frameworks and methodologies in impact assessment. The programme also encouraged collaboration and exchange of ideas, contributing to a more connected and impactful research community.

The session featured insightful sharing by the speakers, providing participants with a deeper understanding of key concepts and methodologies in impact assessment.

RESEARCH ACTIVITIES

BENGKEL PEMERKASAAN RESEARCH GROUP

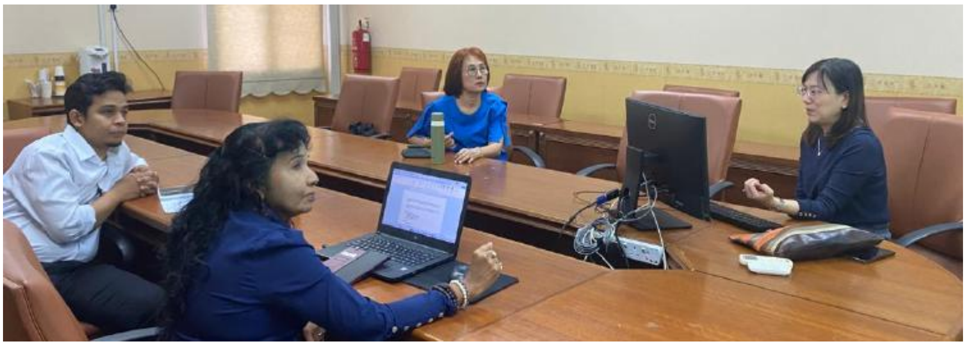
This workshop was organized by the Deputy Dean's Office (Research and Innovation), School of Business and Economics (SBE), UPM, with the aim of strengthening the capabilities of research groups in advancing academic excellence and innovation. It brought together participants to enhance their understanding of effective research planning, management, and impact, in line with current research priorities.

The workshop was held on 27 and 28 January 2026, followed by a session on 3 February 2026. The sessions provided valuable insights and practical approaches, while fostering collaboration and engagement among participants

Day 1 began with the opening address and Research 2026 by the Dean, Prof. Dr. Bany Ariffin Amin Noordin, outlining key priorities and research direction.

During the Dean's presentation, Prof. Dr. Bany Ariffin Amin Noordin shared and explained the strategic plan, strategic objectives, and research KPIs for SBE. The session provided clearer direction on SBE's research goals and priorities.

January – April 2026



RESEARCH ACTIVITIES

GUEST LECTURE @ SBE

MEASURE OF PRODUCTION PERFORMANCE: EFFICIENCY AND RESILIENCE IN AGRICULTURE

A Guest Lecture @ SBE entitled "Measures of Production Performance: Efficiency and Resilience in Agriculture" was organized by the Deputy Dean's Office (Research & Innovation), School of Business and Economics (SBE), UPM on 5 February 2026. The session was delivered by Prof. Dr. Johannes Sauer, who shared valuable insights on measuring production performance, with a focus on efficiency and resilience in the agricultural sector.

The lecture provided participants with a deeper understanding of key concepts and approaches in evaluating agricultural performance, while also encouraging discussion on current challenges and sustainable practices within the field.

Final group photo with Prof. Dr. Johannes Sauer, Prof. Dr. Normaz Wana Ismail, committee members and participants.

RESEARCH ACTIVITIES

WORKSHOP ON THESIS-TO-BOOK TRANSFORMATION 2026 (SERIES 4/2026)

A Workshop on Thesis-to-Book Transformation 2026 (Series 4/2026) was organized by the Deputy Dean's Office (Research & Innovation), School of Business and Economics (SBE), UPM, in collaboration with UPM Press on 8–9 April 2026. The workshop aimed to guide academic staff in turning their theses into academic books and to support the development of a strong publishing culture.

The sessions were conducted by Ms. Fatin Nur Syaziena Sharil and Ms. Siti Nur Fatihah Jamdali, who shared practical guidance on restructuring and refining thesis content into publishable books for a wider audience.

Group photo with participants and UPM Press.

UPM Press provided explanations and sharing with participants during the session.

The two-day Workshop on Thesis-to-Book Transformation 2026 brought together academic staff to transform their theses into publishable scholarly books. UPM Press provided guidance on key processes such as structuring chapters, refining content, and preparing essential book components according to publishing standards.

The workshop also focused on improving writing quality, clarity, and presentation of research findings to ensure the final manuscripts are suitable for academic publication.

January – April 2026

RESEARCH ACTIVITIES

TUN ISMAIL ALI CENTER OF EXCELLENCE (TIACOE) PUBLIC LECTURE

Participants from SBE in a group photo with Professor Refet S. Gürkaynak.

The TIACOE Public Lecture held on 21 April 2026 at the Asia School of Business brought together academic and corporate participants for an engaging and insightful session. The lecture, titled "A Conductive Measure of Chinese Monetary Policy", was delivered by Professor Refet S. Gürkaynak, Professor of Economics at Bilkent University, who shared valuable perspectives on monetary policy, financial markets, and macroeconomic dynamics.

Participants engaged in an interactive Q&A session followed by networking, encouraging meaningful discussions and exchanges among attendees. The session highlighted key aspects of monetary policy, including its implementation, transmission mechanisms, and impact on financial markets and the broader economy, providing participants with a deeper understanding of current economic dynamics.

We would also like to extend our sincere appreciation to Professor Gürkaynak for the insightful session, and to the Asia School of Business for their warm hospitality in hosting us as guests.

RESEARCH ACTIVITIES

WORLD BANK: LAUNCH OF MALAYSIA COUNTRY CLIMATE AND DEVELOPMENT REPORT (CCDR)

Panel discussion in progress, with speakers sharing ideas and insights.

The WORLD BANK: Launch of Malaysia Country Climate and Development Report (CCDR), held on 30 April 2026 at the Silk Ballroom, Zenith Hotel Putrajaya, brought together participants for an informative and engaging session. The report highlighted the importance of aligning Malaysia's development goals with climate objectives as the country moves towards high-income status.

The session emphasized the need to adopt resilient and sustainable practices in national development strategies, addressing the challenges of climate change while supporting long-term economic stability and adaptability.

We would like to thank the organizers for the kind invitation. Our lecturers and students greatly benefited from the session, gaining valuable insights into climate and development issues, while also enhancing their understanding through the discussions and knowledge shared during the event.

SBE'S SCHOLARS

PROFESSOR @ SBE

In this edition, we feature our **Professor in SBE**, recognizing their contributions to research and academic excellence in the faculty.

		Research Area	Specialised Research Areas
	**Bany Ariffin Amin Noordin, Ph.D** Professor/Dean **Email:** bany@upm.edu.my	Finance	Corporate Finance, Firm's Internationalization Process, Ownership Structure, Asset Valuation and Corporate Governance

		Research Area	Specialised Research Areas
	**Normaz Wana Ismail, Ph.D** Professor/Deputy Dean (Research & Innovation) B.A (Concordia), M.Econ (UPM), Ph.D. in Economics (Southampton) **Email:** nwi@upm.edu.my	Development Economics; International Trade	Global Value Chain, Gravity Model, Economic Growth, Food Security

		Research Area	Specialised Research Areas
	**Rozanah Ab Rahman, Ph.D** Professor/Deputy Dean (Industry and Community Relations) **Email:** rozanah@upm.edu.my	Business Law	Law on Safety & Health at Work, Law of Employment

		Research Area	Specialised Research Areas
	**Abdul Rahim Abdul Samad, Ph.D** Professor / Head of Laboratory of Institute of Tropical Agriculture and Food Security (ITAFos) B. Econ, MEcon, Ph.D. (UPM) **Email:** abdrahim_as@upm.edu.my	Agriculture Economics; Environmental Economics	Market and Price Analysis, Food Security and Policy, Economic Valuation of Ecosystem Services, Sustainable Development and Green Growth, Energy Economics and Renewable Resources, Circular Economy and Waste Management

		Research Area	Specialised Research Areas
	**Law Siong Hook, Ph.D** Professor B. Sc. Resource Economics (UPM), Mecon (UPM), Ph.D (Leicester) **Email:** lawsh@upm.edu.my	Development Economics, Financial Economics, Macroeconomics	Financial development, financial inclusion, economic growth, innovation, income inequality

		Research Area	Specialised Research Areas
	**Shaufique Fahmi Ahmad Sidique, Ph.D** Professor B. Sc. (Cardiff),MBA (UNITAR), Ph.D (Michigan State) **Email:** shaufique@upm.edu.my	Agricultural Economics	Environmental and Resource Economics

SBE'S SCHOLARS

		Research Area	Specialised Research Areas
	**Wan Azman Saini Wan Ngah, Ph.D** Professor/ Editor-in-Chief of International Journal of Economics and Management (IJEM) BBA (Michigan), M. Econ (UPM), Ph.D. (Southampton) **Email:** wazman@upm.edu.my	Financial Economics; International Finance	**Financial Economics:** financial inclusion, fintech, corporate risk taking, capital structure **International Finance:** Foreign Direct Investment, R&D Spillovers

		Research Area	Specialised Research Areas
	**Zaiton Samdin, Ph.D** Professor / Deputy Director of Institute of Tropical Forestry and Forest Products (INTROP), UPM B. Sc. (UPM), M.Sc. (UPM), Ph.D. (Exeter) **Email:** zaisa@upm.edu.my	Environmental Economics; Resource Economics, Tourism Economics	Economic Valuation, Socio Economic Impact, Sustainable Tourism, Ecotourism

		Research Area	Specialised Research Areas
	**Rusmawati Said, Ph.D** Professor / Deputy Dean (School of Graduate Studies), UPM B. Econ (UUM), M.Econ (UUM), Ph.D. (Cardiff) **Email:** rusmawati@upm.edu.my	Development Economics; Labor Economics; Macroeconomics	Labor Economics

		Research Area	Specialised Research Areas
	**Ho Jo Ann, Ph.D** Professor Ph.D. (Cardiff) **Email:** ann_hj@upm.edu.my	Ethics and Corporate Social Responsibility	Workplace Behavior & Ethics (Employee engagement & well-being); Leadership & Ethical Decision-Making; Sustainability & Performance (ESG, Pro-environmental behavior & firm performance)

		Research Area	Specialised Research Areas
	**Suhaimi Ab Rahman, Ph.D** Professor **Email:** suhaimiabrahaman@upm.edu.my	Business Law	Islamic Business Law; Halal Governance; Islamic Finance; Comparative Business Law

		Research Area	Specialised Research Areas
	**Sridar Ramachandran, Ph.D** Professor B.Sc. (UPM), MBA (UPM), Ph.D. (Strathclyde) **Email:** sridar@upm.edu.my	Tourism	Sustainable Tourism

		Research Area	Specialised Research Areas
	**Ong Tze San, Ph.D** Professor B. Accountancy (UPM), MBA (UPM), Ph.D. (Leeds, UK) **Email:** tzesan@upm.edu.my	Cost Accounting; Corporate Governance; Environmental Accounting; Management Accounting	Sustainability, ESG, Management Accounting, CSR, Corporate Performance

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- AUGUST
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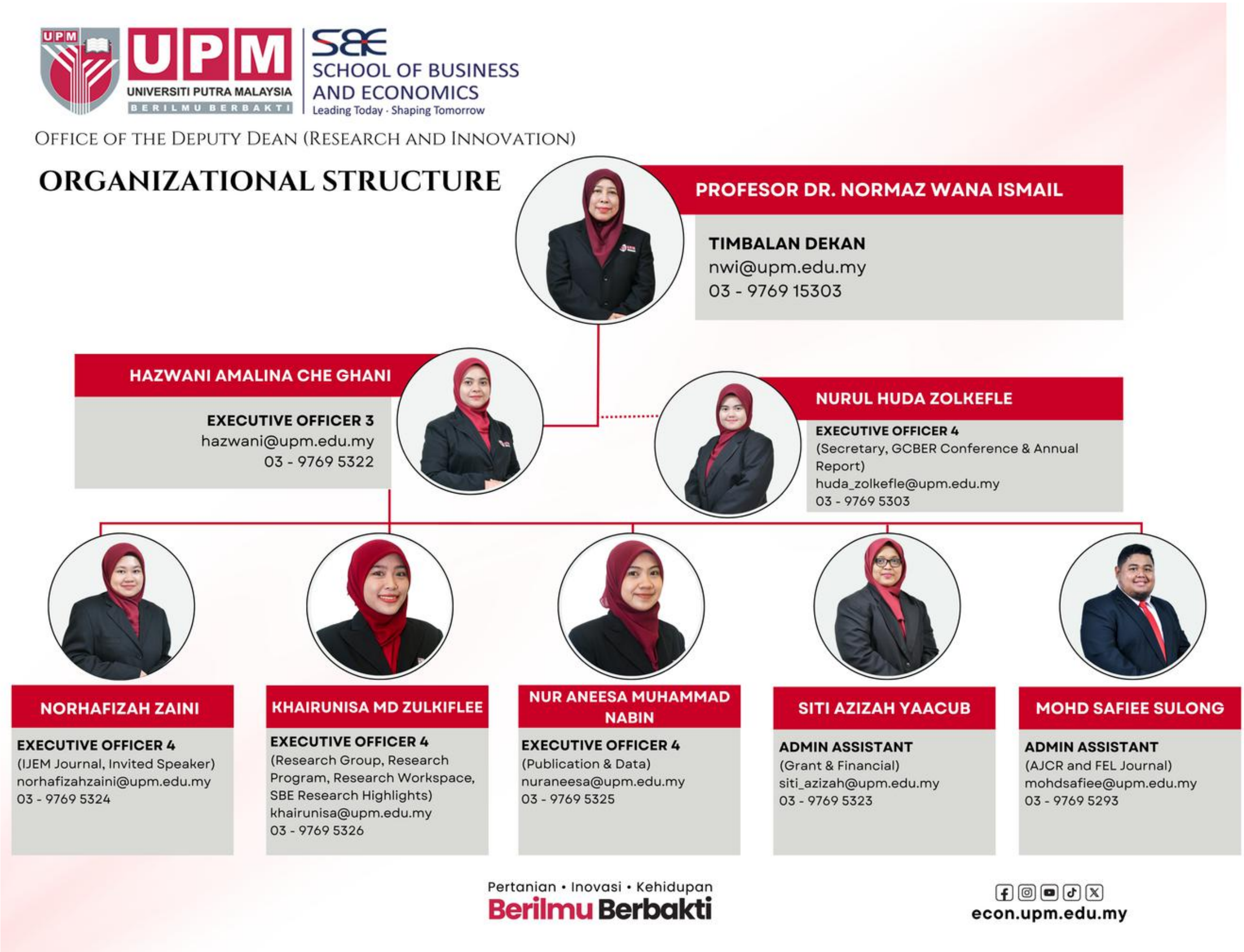
ORGANIZATIONAL STRUCTURE

Office of the Deputy Dean (Research and Innovation)

Meet the dedicated administrative staff behind the Office of the Deputy Dean (Research and Innovation), whose continuous support and commitment play an essential role in ensuring the smooth implementation of research and innovation activities within SBE. Their efforts contribute significantly to the coordination of programmes, research initiatives, and various academic activities throughout the office.



THANK YOU

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