

# Varsity sets up publishing house

It aims to follow in footsteps of international institutions by producing own books

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SUNWAY University has added another feather to its cap with the launch of Sunway University Press (SUP), an important milestone in the university's evolution.

Established in 2016 to complement the institution's vision of becoming an Asian powerhouse for knowledge, the publishing house will join the ranks of Cambridge University Press, Oxford University Press, Harvard University Press as well as University of Malaya Press. Through SUP, the public will have access to the university's intellectual property including its research, public lectures and academic materials cultivated within the institution.

Sunway University vice-chancellor and SUP editorial board chairman Prof Graeme Wilkinson highlighted the key purpose of universities, which is to create and disseminate knowledge.

"It is in that respect that the university press was set up.

"Books play an important role and that is why we are keen to create books and publish them, following the footsteps of elite institutions that have their own university presses," he said.

Wilkinson added that the SUP's strategy is two-fold.

It will publish specialists' scholarly works in multiple fields including research monographs, conference and workshop proceedings as well as records of lectures held at the university.

"At the same time, we will have



(From left) Sunway Education Group and Sunway University senior executive director Dr Elizabeth Lee, Cheah, Sunway University provost and 'Great Thinkers, Great Minds' editor Prof Peter Heard and Wilkinson at the launch of Sunway University Press and its first two publications.

works that will appeal more to the mass market and books suitable for university and college students both locally and internationally," he added.

The publications cover a broad range of non-fiction subjects such as science and technology, business and finance, arts and humanities, professional accounting and education.

As academicians continue to

author more books, SUP is also offering publishing opportunities to keen writers outside the university, whose works will be reviewed by its editorial board.

Essentially, SUP's objective is to publish informative, high-quality books which are relevant to the market, Wilkinson emphasised.

The university press will also be making some of its books available online. To celebrate the official

launch held at Sunway University, SUP presented its first two publications, *Great Thinkers, Great Minds - Sunway University Professors' Lecture Series* and *All About Derivatives - Mathematical Differentiation for College Students*.

The first book is a collection of 10 selected papers on original research presented as public lectures by the university's own academicians.

Co-authored by one of Sunway College's lecturers, the second title is a practical guide book to help students master the concept of mathematical differentiation.

On how much will be set aside annually to print the books, Sunway Group founder and chairman and Sunway University chancellor Tan Sri Dr Jeffrey Cheah said that the amount does not matter.

"It's about helping society and the nation to progress in the long term.

"As we progress in life and learn more things, I believe it's important for us to impart the knowledge by writing and publishing as many books as we can, and the future generation to learn and benefit.

"If you don't print, it will be forgotten," he said, adding that they want to encourage young people to read more to acquire more knowledge.

The Sunway University Press is part of the university's effort to encourage a vibrant intellectual environment of sharing, learning and raising standards of excellence in education.

"We are very determined to make SUP a success and be recognised, in due course, by world academicians and the general public.

"It takes time and a lot of hard work, but as the Chinese saying goes, 'a journey of a thousand miles begins with a single step'," Cheah concluded.

For details, visit <https://press.sunway.edu.my>

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