



**Management Studies**  
Sabaragamuwa University of Sri Lanka



**PROSPECTUS - 2021**



# PROSPECTUS: FACULTY OF MANAGEMENT STUDIES SABARAGAMUWA UNIVERSITY OF SRI LANKA

## **Editorial Assistance:**

A.A.M.D.Amarasinghe  
A.C.Jayatilake  
J.H.A.W.N.Hettiarachchi  
J.A.R.C.Sandaruwani  
R.A.D.C.Ranathunga

## **Editorial Advisory Board:**

Prof. Athula Gnanapala  
Prof. D.G. Dharmarathna  
Mr. D. Jasingha  
Dr. S. Munasinghe  
Mr. I.A. Ekanayake  
Dr. Jayantha N. Dewasiri

**Language Editor:** Mr. H.G.Piyasiri

**Designed by:** W.K.Sandamini H. Karunarathna

**Copyright** © 2021 Faculty of Management Studies

Reprint and permissions: dean@mgt.sab.ac.lk

## **Published by:**

Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka  
P.O. Box 02, Belihuloya 70140  
Sri Lanka

Tel/Fax: +94-45-2280007

URL: [www.sab.ac.lk](http://www.sab.ac.lk)



# TABLE OF CONTENTS

---

<b>Sabaragamuwa University of Sri Lanka</b>	<b>01</b>
<b>Faculty of Management Studies</b>	<b>04</b>
<b>Vision of the Faculty</b>	<b>06</b>
<b>Motto and Mission of the Faculty</b>	<b>07</b>
<b>Core Values</b>	<b>08</b>
<b>Department of Accountancy and Finance</b>	<b>10</b>
<b>Department of Business Management</b>	<b>17</b>
<b>Department of Marketing Management</b>	<b>24</b>
<b>Department of Tourism Management</b>	<b>29</b>
<b>MBA / PGD Programmes</b>	<b>37</b>
<b>MSc Programme</b>	<b>39</b>
<b>Centres and Units</b>	<b>42</b>
<b>Research conferences</b>	<b>59</b>
<b>University Life</b>	<b>62</b>





# Sabaragamuwa University of Sri Lanka





# SABARAGAMUWA UNIVERSITY OF SRI LANKA

## BACKGROUND

The Sabaragamuwa University of Sri Lanka was established under the Universities Act Number 16 of 1978 on 7th November 1995 and ceremonially inaugurated on 2nd February 1996. Assigned to the University are the Faculties of Agricultural Sciences, Applied Sciences, Geomatics, Management Studies, Social Sciences & Languages, Graduate Studies and Technology set up at Belihuloya in Ratnapura District of Sabaragamuwa Province while the Faculty of Medicine has been set up in Ratnapura.

Sabaragamuwa University of Sri Lanka, from its inception in 1996, has for more than two decades dedicated its mission towards nurturing scholars who could contribute to society, by broadening knowledge paradigms and imparting it to new generations of students. Universities have a vast challenge amidst rapidly changing society, and Sabaragamuwa University too, having felt this profound impact, has understood one certainty: that change is the norm and knowledge will be a key resource and will be highly sought after within Sri Lanka and around the globe.

Taking up this challenge, we help generate intellectual abilities of students and educate and train them to work in fields where they will be valued both for their specialized knowledge, and for their ability to research, communicate and solve problems. Geared with its outstanding staff, students, facilities and relevant academic programmes, Sabaragamuwa University holds a firm place among the universities in Sri Lanka and is building its way towards ascertaining a stronghold among the world's leading universities.

## VISION

**"To be an internationally acclaimed centre of excellence in higher learning and research, producing dynamic managers, leaders and nation builders to guide the destiny of Sri Lanka".**

## MISSION

**"To search for and disseminate knowledge, promote learning, research and training to produce men and women proficient in their respective disciplines possessing practical skills and positive attitudes enabling to contribute towards sustainable development of the country".**







# Faculty of Management Studies

*"Nurturing Paragons of Virtue"*





# FACULTY OF MANAGEMENT STUDIES

## OVERVIEW

The Faculty of Management Studies of the Sabaragamuwa University of Sri Lanka is one of the pioneering faculties thriving with numerous successes since the university's inception. With absolute pride, the Faculty of Management Studies is at its pinnacle of performance in both the local and global academic arenas. The Faculty, being the university's most prominent faculty, with four departments, Accountancy & Finance, Business Management, Marketing Management, and Tourism Management, offers seven Bachelor of Science Honours degree programmes in Banking and Insurance, Business Management, Eco-Business Management, Financial Management, Hospitality Management, Marketing Management, and Tourism Management, exclusively recognized across the world for the benchmark academic exposure. While enhancing existing programmes and building new programmes, and increasing the focus and integration of global and international competencies and experiences, the faculty has now offered exclusive postgraduate degree programmes, MBA and M.Sc. in Ayurvedic Hospital Management, in collaboration with the Faculty of Graduate Studies. The teaching Faculty consists of highly qualified academics and are experts in their respective fields, enthusiastic, and engaged in a multitude of projects. The Faculty has identified knowledge creation and dissemination as its academic responsibility. Accordingly, the Faculty conducts two international conferences annually i.e. Interdisciplinary Conference of Management Researchers (ICMR) and the Management and Undergraduates Research Session (MURS). The Faculty of Management Studies is the exclusive managing partner of the South Asian Journal of Marketing, published by Emerald Publishing. Moreover, the Faculty publishes two more journals: the South Asian Journal of Tourism and Hospitality and the Asian Journal of Management Studies. In addition to that, the Faculty publishes Udyama - Management Digest Business Magazine on a bi-annual basis and Tourism in Paradise (TI) Magazine on an annual basis.

The Faculty is highly conscious about the excellence of the academic programmes. Therefore, all programmes are aligned with the Sri Lanka Qualification Framework (SLQF) and the subject benchmarks. It is vital to highlight that all the degree programmes offered by the Faculty were evaluated by the QAC/UGC and awarded 'A' grades. The Faculty is dedicated to pursuing an excellent teaching and research culture to deliver high-quality education in a picturesque and peaceful environment to its students. Therefore, during a comparatively short time, the Faculty of Management Studies has gained a wide popularity among students. It extends its tentacles by introducing diverse job-oriented degree programmes with a high demand in various job markets. With dedication, enthusiasm, and hard work, the Faculty has produced fully-fledged graduates capable of addressing the contemporary business world's requirements. The Faculty of Management Studies will become one of the most significant hubs of higher education globally with the present performance levels.





# FACULTY OF MANAGEMENT STUDIES

## VISION OF THE FACULTY

To be the most innovative and  
eco-efficient centre of excellence  
in higher education and  
research in management studies  
in the South Asian region.



# FACULTY OF MANAGEMENT STUDIES

## MOTTO

*Nurturing  
Paragons of  
Virtue*

## MISSION OF THE FACULTY

Becoming the leading innovative and sustainable centre of excellence in higher education and research in the region by:

producing competent management graduates possessing knowledge, skills, attitudes and mind-set to contribute to the sustainable development in the national and global level.

taking tangible measures to nurture and preserve nature through life-changing education in management and related disciplines.

generating new knowledge and disseminating it with global relevance through high-impact research publications.

providing innovative expert services to the interested parties through the development of human capital.





# FACULTY OF MANAGEMENT STUDIES

## CORE VALUES

**Integrity:** acting in an ethical, honest, and fair manner by serving all members of the society as a family.

**Collaboration and Synergy:** encouraging collaborations, team work, and interaction across the disciplines, industry, academia, and society.

**Quality Consciousness:** affiliation and accreditation of the Faculty should be acknowledged by all the stakeholders as a sign of end-to-end quality human resource development and knowledge infrastructure.

**Respect:** due respect is ensured to all internal and external stakeholders of the Faculty.

**Inclusivity:** the Faculty adapts inclusive growth approach to serve women, youth and any other vulnerable groups to prevent gender or any other discrimination.

**Accountability and Sustainability:** ensuring academic excellence through utilization of institutional resources responsibly with consciousness of accountability for the public on environment, socio-culture and economy.

**Community:** the Faculty associates and works together with all stakeholders and the public as one community to build a sustainable nation.

**Creativity and Innovation:** forward-thinking, creativity, and continuous innovation in every mean.







# DEPARTMENT OF ACCOUNTANCY AND FINANCE





# DEPARTMENT OF ACCOUNTANCY AND FINANCE

## INTRODUCTION

The Department of Accountancy & Finance (ACF) offers two-degree programmes for undergraduates interested in pursuing their studies in BSc Honours in Financial Management and BSc Honours in Banking and Insurance. The prime motivation of the Department is to produce high-quality graduates who are academically qualified and highly demanded by the industry. Our curriculum well addresses the industry's current needs and it is on par with the world's top-class business schools in terms of contemporary modalities, encouraging the students to adopt curiosity and agility. The Department has the highest demand among the entrants and produces more than 100 graduates who are employable under any capacity every year. The Department has a qualified panel of academic staff with sound academic and practical exposure in Finance, Banking, and Insurance disciplines.

## VISION

To produce graduates who are agile to the dynamic business environment with excellent commitment in fostering innovations to accomplish a given task.

## MISSION

To become a leader in finance education by expanding knowledge across boundaries with excellent commitments in teaching, research and community engagement.

## DEPARTMENT COLLABORATIONS

- Signed an MoU with the Institute of Certified Management Accountants of Sri Lanka (CMA Sri Lanka)
- Signed an MoU with the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka)
- Signed an MoU with People's Insurance PLC
- Signing an MoU with the Institute of Bankers of Sri Lanka (IBSL) is in progress
- Signing an MoU with the Chartered Financial Analyst Society Sri Lanka (CFA) is in progress

## DEGREES OFFERED

- Bachelor of Science (Honours) in Financial Management
- Bachelor of Science (Honours) in Banking & Insurance

## EXTENTION COURSES

- Diploma in Financial Management

## CONTACT DETAILS

Department of Accountancy & Finance  
Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka  
Belihuloya, 70140  
Sri Lanka.

Phone: +94 (0)452280023

Fax : +94 (0)452280023



# DEPARTMENT OF ACCOUNTANCY AND FINANCE

## ACADEMIC STAFF



**Professor DG  
Dharmarathna**  
Head of the Department  
dunu@mgt.sab.ac.lk



**Professor DAI Dayaratne**  
Professor  
indunil@mgt.sab.ac.lk



**Dr. LMCS Menike**  
Senior Lecturer  
suba@mgmt.sab.ac.lk



**Dr. TUI Peiris**  
Senior Lecturer  
tuipeiris@gmail.com



**Mr. RAG Bandara**  
Senior Lecturer  
ragb@mgt.sab.ac.lk



**Miss UC Edirisinghe**  
Senior Lecturer  
chathurika@mgt.sab.ac.lk



**Mr. HR Sampath**  
Senior Lecturer  
hewagesampath@mgt.sab.ac.lk



**Mr. AAMD Amarasinghe**  
Senior Lecturer  
malith@mgt.sab.ac.lk



**Dr. DN Jayantha**  
Senior Lecturer  
jayantha@mgt.sab.ac.lk



# DEPARTMENT OF ACCOUNTANCY AND FINANCE



**Mr. KDUD Fernando**  
Senior Lecturer  
kdudfernando@mgt.sab.ac.lk



**Mr. HG Piyasiri**  
Senior Instructor in English  
piyaa@mgt.sab.ac.lk



**Mrs. AWGCN Wijethunga**  
Lecturer  
champa@mgt.sab.ac.lk



**Mrs. M Vithiyalani**  
Lecturer (Probationary)  
vithiya@mgt.sab.ac.lk



**Miss PADD Randika**  
Lecturer (Probationary)  
Email: dilini@mgt.sab.ac.lk



**Mrs. TMN Tharanga**  
Lecturer (Probationary)  
tharanga@mgt.sab.ac.lk



**Miss PM Shamika**  
Lecturer (Probationary)  
shamika@mgt.sab.ac.lk



**Miss. PASM Pathiraja**  
Lecturer (Probationary)  
anusha@mgt.sab.ac.lk



**Mrs. HKDWMNA Hapuhinna**  
Lecturer (Probationary)  
amalihakuhinna@mgt.sab.ac.lk



# DEPARTMENT OF ACCOUNTANCY AND FINANCE



**Miss. BWCM Amarasena**  
Lecturer (Temporary)  
bwc.madu@mgt.sab.ac.lk




**Miss. SHML Walakumbura**  
Lecturer (Temporary Assistant)  
lakminiwalakumbura2@gmail.com





# DEPARTMENT OF ACCOUNTANCY AND FINANCE

## EVENTS AND STUDENTS' PROJECTS

A large group of students, many wearing face masks, are gathered in a green field. Some are sitting on the grass, while others are standing. In the background, there are lush green trees and a large, rugged mountain under a clear sky. The scene is bright and sunny.

The Department of Accountancy & Finance organizes different events with the collaboration of students and the academic staff. Investors' Day is the main event annually conducted in the Department. It comprises a series of activities filled with knowledge and entertainment to enhance and enrich the investment instinct of the neighbouring community of the Sabaragamuwa University of Sri Lanka. It is a two-day programme with an educational exhibition, inter-university quiz competition, industrial workshops, and a seminar series for the Advanced Level commerce stream students. The ending remarks with a cultural night staged by the Department of Accountancy and Finance students demonstrating their aesthetic talents beyond the academic activities. In addition, the Edited Book published by the Department is a golden opportunity to publish the undergraduates' theses as research papers.

Our Department is keen on enhancing soft skills such as communication, teamwork, leadership, decision-making, problem-solving, empowerment, empathy, and a positive mindset. The residential English camp conducted by the Department is a clear witness for undergraduates' improvement of their communication skills with solid confidence. Besides, the Yoga and personality development programmes conducted parallel to the curriculum aim at improving the socio-emotional skills of the undergraduates. Each year, several field visits, guest lectures, workshops, webinars, and group projects are organized to enrich the students with new knowledge, experience, and skills.







# DEPARTMENT OF BUSINESS MANAGEMENT





# DEPARTMENT OF BUSINESS MANAGEMENT

## INTRODUCTION

The Department of Business Management (DBM) is a founding department in the Faculty of Management Studies (FMS), which serves as the faculty's resource base for general management courses. The department's qualified, multitalented and passionate staff adds substantial value to transform undergraduates into citizens who serve the country's development. At present, the DBM offers four-year BSc Honours in Business Management Degree, engages in knowledge production and dissemination in management through research and publications and engages in social upliftment programmes.

## CORE PURPOSE

"Uplift the society for a better future"

## BHAGS

"To be the next Harvard Business School by 2050"

"Be the Sri Lankan icon of higher education in the field of Management by 2030"

## CORE VALUES

- Commitment and accomplishment
- Creativity and innovation
- Equality within differences
- Honesty
- Initiative, quality, and continuous improvement
- Respect talent
- Social and environmental responsibility
- Unity

## DEPARTMENT COLLABORATIONS

The Memorandum of Understanding (MoU) with the Institute of Certified Management Accountants of Sri Lanka (CMA) grants exemptions for selected subjects in Certified Management Accountants professional qualification.

The department is in the process of signing an MoU with the Chartered Institute of Personnel Management (CIPM) Sri Lanka.

Coca-Cola Beverages Lanka Ltd offers a gold medal at the convocation to the best student with the highest final GPA from the Department of Business Management, and Gospel House Handicrafts offers a gold medal for the best performance in the Entrepreneurship and Small Business Management subject in the Faculty of Management Studies.

Airtel Sri Lanka conducts a Virtual Mentoring Programme and Webinar series with top corporate trainers and industry experts in Sri Lanka by allowing undergraduates to perform better and prepare for positions of greater responsibility.

## DEGREES OFFERED

- Bachelor of Science (Honours) in Business Management

## CONTACT DETAILS

Department of Business Management  
Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka  
Belihuloya, 70140  
Sri Lanka.

Phone: +94 (0)452280025

Fax : +94 (0)452280025



# DEPARTMENT OF BUSINESS MANAGEMENT

## STAFF MEMBERS



**Mr. I.A. Ekanayake**  
Head of the Department  
Senior Lecturer (Grade II)  
achintha@mgt.sab.ac.lk



**Dr. H. P. R. Priyankara**  
Senior Lecturer (Grade I)  
hprp@mgt.sab.ac.lk



**Mr. P.J. Jayathilaka**  
Senior Lecturer (Grade I)  
jim@mgt.sab.ac.lk



**Mrs. L.D. Kalyani**  
Senior Lecturer (Grade I)  
kal@mgt.sab.ac.lk



**Mrs. K.L.B.G. Dharmaratne**  
Senior Lecturer (Grade I)  
buddhi@mgt.sab.ac.lk



**Mr. A. M.J. Aththanayake**  
Senior Lecturer (Grade I)  
jayalath@mgt.sab.ac.lk



**Dr. N.P.G.S.I. Naotunna**  
Senior Lecturer (Grade II)  
shashi@mgt.sab.ac.lk



**Mrs. J.K.S.C. Perera**  
Senior Lecturer (Grade II)  
chrisangika@mgt.sab.ac.lk



**Ms. A. C. Jayatilake**  
Senior Lecturer (Grade II)  
amalie@mgt.sab.ac.lk



# DEPARTMENT OF BUSINESS MANAGEMENT



**Ms. A.W. Thiranagama**  
Lecturer (Probationary)  
waruni@mgt.sab.ac.lk



**Ms. I.M. Katuwandeniya**  
Lecturer (Probationary)  
isharak@mgt.sab.ac.lk



**Ms. W.A.K. Amitha**  
Lecturer (Probationary)  
amitha@mgt.sab.ac.lk



**Ms. P.R.C.N. Ariyaratne**  
Lecturer (Probationary)  
chathuri@mgt.sab.ac.lk



**Mr. K.C. Ariyaratna**  
Lecturer (Probationary)  
kvca2010@gmail.com





# DEPARTMENT OF BUSINESS MANAGEMENT

## EVENTS AND STUDENTS' PROJECTS

DBM, grounded on Outcome-Based Education and Student-Centered Learning principles, hosts and executes various curriculum integrated and off-curriculum events and projects to develop competencies and qualities of our undergraduates to excel as top professionals in the management and entrepreneurship domains.

'The Hike I Took' is the first such event designed for the first-year students to get exposed to life inspirational experience sharing series by highly successful people around the globe. Entrepreneurship Day, an annual event, collaborates all undergraduates of the Faculty in organizing the entire programme to develop their entrepreneurial flavour by dealing with successful entrepreneurs.

'HRM Through the Lenses of Practitioners' is an annual interactive event under the Human Resource Management (HRM) subject where HRM practitioners share their insights on the latest developments in HRM practices. "Indigeno" An Exhibition is organized under the Indigenous Management Practices subject to make the undergraduates aware of and embed Sri Lankan cultural aspects to business practices. Student mini projects are conducted under Change Management, Project Management and Event Management subjects to enhance the faculty's conducive learning environment and incorporate subject learnings practically. Occupational Health & Safety Trainings (Life Saving Trainings, Fire Trainings etc.) will be an added advantage to be a health and safety-conscious individual in the agile environment.





# DEPARTMENT OF BUSINESS MANAGEMENT

Self-management programmes and corporate reality awareness programmes focus on shaping undergraduates to fit into the corporate world as value-based strong individuals. Series of “Edu Lane” by Alumni members inspire undergraduates with their success stories. The “Learning for Life” programme includes a series of life-changing sessions to gain knowledge on different spheres of life as all educated people are generally expected to possess a good deal of general knowledge. “Movie Lane” makes self-learning more enjoyable and meaningful.

Off-campus field visits are a part of the department curriculum to facilitate undergraduates' understanding of practical and theoretical knowledge of real business scenarios. Activity-Based English Development Programmes are organized to empower undergraduates through self-improvement and confidence in English, supporting them to excel in business, professional, and community life. Personal and professional grooming and etiquette sessions are conducted for all department undergraduates by prominent grooming and etiquette trainers and practitioners in Sri Lanka.

Further, Activity-based outdoor trainings, personal and career planning workshops, mentoring programmes in collaboration with the industry are organized to provide amazing life experiences to undergraduates. Also, the Department conducts CSR programmes as a responsible institution in society. Additionally, undergraduates organize many workshops, webinars and video conferences under different subjects by learning through the human library with an intensive and exciting educational experience.







**FACULTY  
OF  
MANAGEMENT STUDIES**



# DEPARTMENT OF MARKETING MANAGEMENT





# DEPARTMENT OF MARKETING MANAGEMENT

## INTRODUCTION

The emergence of marketing as an academic discipline and growing demand from students led to the introduction of the Department of Marketing Management, which offers BSc. Honours in Marketing Management. Our degree program aims to provide the students with underpinning knowledge and understanding of business and apply marketing theories and their strategic applications to organizations operating in a highly digitized and dynamic global business environment. Through the use of a wide range of approaches, students will learn varied aspects of marketing principles essential to the work of marketing professionals, including marketing planning and strategy, digital marketing techniques, consumer behaviour, integrated marketing communication, managing sales force, building relationships with stakeholders and conducting marketing research. Students will learn practical skills throughout the course, including IT, numerical and communication skills; much of this will be underpinned by real-life examples

## VISION

To be the epitome of marketing excellence in Sri Lanka.

## MISSION

To nurture a versatile marketer fostering knowledge to be a change agent with innovations, research competence, creativity and agility in ever dynamic business environment.

## DEPARTMENT COLLABORATIONS

An MOU has been signed with the Sri Lanka Institute of Marketing (SLIM)

## DEGREES OFFERED

- Bachelor of Science (Honours) in Marketing Management

## CONTACT DETAILS

Department of Marketing Management  
Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka  
Belihuloya, 70140  
Sri Lanka.

Phone: +94 (0)452280025  
Fax : +94 (0)452280025



# DEPARTMENT OF MARKETING MANAGEMENT

## STAFF MEMBERS



**Head of the Department**  
**Mr. D Jasingha**  
Senior Lecturer  
dul@mgt.sab.ac.lk



**Dr. Vilasini De Silva**  
Senior Lecturer  
vilasini17@gmail.com



**Ms KDLR Kapuge**  
Senior Lecturer  
kapugerandi@gmail.com



**Dr. LAC Sajeewanie**  
Senior Lecturer  
chandima213@mgt.sab.ac.lk



**Mr. HMCB Bandara**  
Senior Lecturer  
bandarac@mgt.sab.ac.lk



**Mr. RA Chanaka Ushantha**  
Senior Lecturer  
chanaka@mgt.sab.ac.lk



**Dr. MDNMU Mahawatttha**  
Senior Lecturer  
nadi@mgt.sab.ac.lk



**Dr. TC Gamage**  
Senior Lecturer  
thilinicg@mgt.sab.ac.lk



**Ms. PLGSD Piumali**  
Lecturer (prob.)  
sanduni@mgt.sab.ac.lk



**Ms. JHAWN Hettiarachchi**  
Lecturer (prob.)  
warunika@mgt.sab.ac.lk



**Ms. MSH Rathnasiri**  
Lecturer (prob.)  
shanika@mgt.sab.ac.lk



# DEPARTMENT OF MARKETING MANAGEMENT

## EVENTS AND STUDENTS' PROJECTS

The Department of Marketing Management (DMM) intends to create an avenue for the vibrant youth who are willing to become practicing marketers. Therefore, with the aim of providing a platform for the undergraduates to showcase their skills and develop industry collaborations, several annual events are organized. "SABRA Marketing Day" is the leading annual event of the Department targeting the undergraduates of SUSL and the other universities, A/L students and neighbouring communities.

Different CSR activities such as tree planting, donations for schools and elderly care homes, etc., are also organized by the undergraduates of the Department of Marketing Management by concerning their social responsibilities as undergraduates.

Several industry collaboration activities under different subject modules (e.g., workshops, field visits, webinars, exhibitions, etc.,) are continuously organized to enrich and reshape the undergraduates towards becoming versatile, smart marketers as required by the job market.

# SABRA MARKETING DAY

# 2K19









# DEPARTMENT OF TOURISM MANAGEMENT





# DEPARTMENT OF TOURISM MANAGEMENT

## INTRODUCTION

The Department of Tourism Management (DTM) offers degree programmes in three academic disciplines; BSc Honours in Tourism Management; BSc Honours in EcoBusiness Management; and BSc Honours in Hospitality Management. The DTM also offers opportunities for graduate studies in various sub-disciplines. These innovative academic programmes are conducted by a well-qualified and experienced academic staff who are capable of developing students' knowledge, skills, and attitudes to suit the current and future needs of the world.

## VISION

To become the center of excellence in tourism, hospitality and corporate sustainability education in Sri Lanka.

## MISSION

To enhance and sustain our contribution to the nation by developing intellectuals in sustainable practices and management of tourism, hospitality, and other businesses while fostering interdisciplinary and multidisciplinary research.

## DEPARTMENT COLLABORATIONS

The Department of Tourism Management collaboratively works with many organisations such as the Ministry of Tourism, National Tourism Organizations, Provincial Tourism Ministries, Sri Lanka Institute of Tourism and Hotel Management (SLITHM), and the other national and international universities to deepen and broaden the students' learning experiences, development of the DTM and to enhance its national contribution.

## DEGREES OFFERED

- Bachelor of Science (Honours) in Tourism Management
- Bachelor of Science (Honours) EcoBusiness Management
- Bachelor of Science (Honours) Hospitality Management

Department of Tourism Management  
Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka  
Belihuloya, 70140  
Sri Lanka.

Phone: +94 (0)45-2280296  
Fax : +94 (0)45-2280296



# DEPARTMENT OF TOURISM MANAGEMENT

## STAFF MEMBERS



**Dr. Sarath Munasinghe**  
Head of the Department  
Senior Lecturer  
sarath@mgt.sab.ac.lk



**Professor RMW Rathnayake**  
Professor in Environmental  
Management  
warath1@gmail.com



**Professor Athula Gnanapala**  
Professor in Tourism  
Management  
gnanapala@mgt.sab.ac.lk



**Professor MSMASLAM Aslam**  
Professor in Tourism Management  
aslam@mgt.sab.ac.lk



**Dr. I Ratnayake**  
Senior Lecturer  
iraj@mgt.sab.ac.lk



**Mr. KRHL Gunasekara**  
Senior Lecturer  
lal@mgt.sab.ac.lk



**Dr. RSSW Arachchi**  
Senior Lecturer  
rangana@mgt.sab.ac.lk



**Dr. WMPSB Wahala**  
Senior Lecturer  
wahala@mgt.sab.ac.lk



**Mr. CNR Wijesundara**  
Senior Lecturer  
namal@mgt.sab.ac.lk



# DEPARTMENT OF TOURISM MANAGEMENT



**Mrs. KM Pathmalatha**  
Senior Lecturer  
kmpmanori@gmail.com



**Mrs. HJM Yoganjana S. Menike**  
Senior Lecturer  
yoganjanasm@yahoo.com



**Mrs. JARC Sandaruwani**  
Lecturer  
rudmi@mgt.sab.ac.lk



**Mr. GVH Dinusha**  
Lecturer (prob.)  
hiran@mgt.sab.ac.lk



**Mr. RADC Ranathunga**  
Lecturer (prob.)  
chandimalrane@mgt.sab.ac.lk



**Mr. KKLC Kannangara**  
Lecturer (prob.)  
loshan@mgt.sab.ac.lk



**Ms. GMTS Ranathunga**  
Temporary Assistant  
Lecturer  
tharaka@mgt.sab.ac.lk



**Ms. H.S.D.P.D. Sapugoda**  
Temporary Assistant  
Lecturer  
poornimadeshajali@gmail.com



# DEPARTMENT OF TOURISM MANAGEMENT



## EVENTS AND STUDENTS' PROJECTS

The undergraduates of BSc Honours in Tourism Management engage in many extracurricular activities such as events and projects. Celebration of the World Tourism Day is remarkable among them and it is an annual event which both tourism and hospitality undergraduates organise collaboratively with the lecturers of the DTM. Tourism in Paradise (TiP) is a magazine, which is published annually by the undergraduates and the lecturers of the DTM. Additionally, undergraduates get opportunities to demonstrate their skills in several other events such as 'The Gravity' (a model restaurant), 'Swastha' (a model Ayurvedha Spa), විමිනිය (a model traditional Sri Lankan Food outlet). Food festivals, Cooking Competitions, Towel Art Exhibitions are some of the mini-projects organized by the DTM to integrate outcome-based education coupled with fun-filled learning experiences for the undergraduates. Further, community development programs, field visits, webinars, and workshops promoted by the DTM develop the skills and attitudes of undergraduates in numerous ways. Beyond these, there are many entertainment programs and events aiming at creating undergraduates who are sensitive to the social and cultural aspects of the industry and the society at large.



# DEPARTMENT OF TOURISM MANAGEMENT

## EVENTS AND STUDENTS' PROJECTS

Annually, our undergraduates organize many events and activities parallel to their academic programs. World Environmental Day celebration is one of the key events commemorated by our department every year. In 2020, due to the global pandemic, the Department organized a virtual learning program in partnership with Hayleys PLC. The program consisted of many activities including; online assessments, webinars, and challenges that were approached by a wider audience, including academia and industry professionals.

In January 2020, the Faculty decided to ban single-use plastic usage from the Faculty premises ahead of UN decade on Ecosystem Restoration in 2021. Several events were rolled out marking the Faculty's move towards banning single-use plastics. The initiative was supported and driven by our undergraduates. In addition to the main events, the undergraduates carry out mini projects integrated into their respective course modules in which many projects resulted in innovative and tangible outcomes. Furthermore, the Department offers field visits for the undergraduates to gain hands-on experience on the theoretical aspects that they learn during the academic programs. The workshops and webinars have been embedded in the degree programs that enables undergraduates to develop their knowledge, skills and attitudes towards their career prospects.





# DEPARTMENT OF TOURISM MANAGEMENT

The undergraduates of BSc Honours in Hospitality Management engage in many extracurricular activities such as events and projects. Celebration of the World Tourism Day is remarkable among them and it is an annual event which both tourism and hospitality undergraduates organise collaboratively with the lecturers of the DTM. Tourism in Paradise (TiP) is a magazine, which is published annually by the undergraduates and the lecturers of the DTM. Additionally, undergraduates get opportunities to demonstrate their skills in several other events such as 'The Gravity' (a model restaurant), 'Swastha' (a model Ayurvedha Spa), විමිනිය (a model traditional Sri Lankan Food outlet).

Food festivals, Cooking Competitions, Towel Art Exhibitions are some of the mini-projects organized by the DTM to integrate outcome-based education coupled with fun-filled learning experiences for the undergraduates. Further, community development programs, field visits, webinars, and workshops promoted by the DTM develop the skills and attitudes of undergraduates in numerous ways. Beyond these, there are many entertainment programs and events aiming at creating undergraduates who are sensitive to the social and cultural aspects of the industry and the society at large.









## MASTER OF BUSINESS ADMINISTRATION (MBA)

## POST GRADUATE DIPLOMA (PGD) IN BUSINESS ADMINISTRATION

The Faculty of Management Studies (FMS), Sabaragamuwa University of Sri Lanka (SUSL), offers post-graduate qualifications through the Faculty of Graduate Studies (FGS). The Master of Business Administration (MBA) and the Post Graduate Diploma (PGD) in Business Administration offer the opportunity to obtain theoretical and professional knowledge for those who are looking for higher degree qualifications in Management. The 60-credit MBA qualification offers specialization in several areas such as Finance, Marketing, and Tourism. At the same time, the 35-credit PGD provides the opportunity for an early exit as well. Having these qualifications, you will work responsibly, independently, and with the managerial spirit, which will open up rewarding opportunities in future careers. In addition, we determine to provide an opportunity to create new knowledge and facilitate effective and efficient delivery of study programs through quality teaching and research training.

Thank you for your interest in the post-graduate academic programs offered by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. We look forward to serving you by realizing the aspirations of your career progression and thirst for knowledge with pleasure. For further details of our study programs, please visit <https://www.sab.ac.lk/fgs/>











## MASTER OF SCIENCE IN AYURVEDIC HOSPITAL MANAGEMENT

The Master of Science in Ayurvedic Hospital Management Degree is offered by the Faculty of Graduate Studies in collaboration with the Faculty of Management Studies. This Degree is a level 10 programme according to the Sri Lanka Qualification Framework (SLQF) and specially designed to provide comprehensive postgraduate training for Ayurveda Medical Practitioners. The objective of the programme is to provide a theoretical and research base to prepare participants for administrative, educational, consultative, and research positions in Ayurvedic health care and hospital management.

The duration of the programme is two academic years. In the first year, which consists of three semesters including the preliminary courses, the participants must follow fifteen subjects, including a module in Research Methodology. In the second year, students are required to take five more modules, including two electives and prepare a dissertation on an approved research topic. The programme offers advanced research training based on individual interests and career aspirations to allow students to develop the ability to complete significant research in a specific area of study. The intellectual and supportive environment fostered by the Faculty encourages students to conduct such research collaboratively with the academic staff. Visit <https://www.sab.ac.lk/fgs/msc-ayurvedic-hospital-management> for further information.











# CENTRES AND UNITS

## COMPUTER CENTRE

The Centre for Computer Studies in the Faculty of Management Studies is the IT division of the Faculty. More than 180 computers installed in the Faculty building have been networked, and it includes two computer labs and offices with Internet facilities. It facilitates Lecturers and Instructors for teaching and conducting practical classes pertaining to the degree programs of the undergraduate and postgraduate degree programs. The Centre is also available for the undergraduates and provide them the required facilities for academic-related work and to access diverse research publication websites, databases, and software.

### STAFF



**Mr. H.M.M.A Herath**  
Coordinator  
Instructor  
[maresh@ccs.sab.ac.lk](mailto:maresh@ccs.sab.ac.lk)



**Dr. HK Salinda Premadasa**  
Senior Lecturer  
[salinda@ccs.sab.ac.lk](mailto:salinda@ccs.sab.ac.lk)



**Mr. S Nimishan**  
Position: Lecturer (prob.)  
[nimishan@ccs.sab.ac.lk](mailto:nimishan@ccs.sab.ac.lk)



# CENTRES AND UNITS

## PRACTICAL TRAINING UNIT

The Practical Training Unit (PTU) of the Faculty of Management Studies was established in 2006 to coordinate the practical training process of the final year undergraduates and the second-year undergraduates in the Business Management degree program in the Faculty. These practical trainings enable students to gain practical experience in the industrial and commercial fields, and the PTU attempts to place them in various business organizations through its practical training scheme.

### STAFF



**Dr. TUI Peiris**  
Coordinator  
Senior Lecturer  
[tuipeiris@gmail.com](mailto:tuipeiris@gmail.com)





# CENTRES AND UNITS

## RESEARCH AND PUBLICATION UNIT

A nation's overall capacity depends considerably on its research. The Research and Publication Unit of the Faculty of Management Studies promotes and facilitates the development of new research initiatives of the Faculty staff members to have a flourishing teaching competence, and it nurtures the profile and the reputation of the Faculty of Management Studies.

Moreover, the Unit establishes a strong collaboration between the Faculty of Management Studies and the industry stakeholders and other research platforms in terms of research, which provides an active contribution to the economic development of the country.

### STAFF



**Prof. MSM Aslam**  
**Chairman**  
Research and Publication  
Unit,  
Faculty of Management  
Studies



**Dr. Thilini Gamage**  
**Secretary**  
Research and Publication  
Unit  
Faculty of Management  
Studies



The Asian Journal of Management Studies (AJMS) is a double-blind peer-reviewed scholarly journal in the field of business and management. AJMS aims at publishing scholarly work in the field of business, management and organizations in the local, regional and global arena. It is published twice a year (June and December) by the Faculty of Management Studies of the Sabaragamuwa University of Sri Lanka.



The South Asian Journal of Marketing (SAJM) is an international, open access, peer-reviewed academic journal focusing on all topics related to Marketing with a particular emphasis on the South Asia region. The journal is published by Emerald and managed by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka on behalf of the Sri Lanka Institute of Marketing.

### Partners



Emerald Publishing



Sri Lanka Institute of  
Marketing (SLIM)



# CENTRES AND UNITS

## RESEARCH AND PUBLICATION UNIT



South Asian Journal of Tourism and Hospitality (SAJTH) is a peer-reviewed, double-blind open access journal of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. It is a premier biannual outlet for substantive research in tourism and hospitality in and out of South Asia. The journal was launched in January 2021.

## Management Udyama Digest

Udyama - Management Digest is the official business magazine of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. As an "A" graded management faculty of the Sri Lankan state university system, we always attempt to be a knowledge hub for the nation by connecting to a wider network. This magazine is an attempt as part of that extensive vision to connect and share knowledge and updated information among the wider community while bridging the gap between academia and industry.



Asian Journal of Finance (AJF) is a peer-reviewed open access journal of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. It is a biannual scholarly outlet for interdisciplinary publications especially on Banking, Insurance, Economics, and Finance in Asia. The journal is to be launched in January 2022. The AJF is an eclectic international forum for insights, innovations and advances in Banking, Insurance, Finance, and Economics and study designs using qualitative, quantitative or mixed methods research.

The Global Context of Health Tourism in the Asia Pacific book provides a comprehensive overview of the philosophical, conceptual and managerial issues surrounding the field of health tourism in the Asia Pacific Region from an internal perspective. The contributors are experts in their fields and have come together to provide a cutting edge analysis of the emergence and future of health tourism in this region. This includes analysing the definitions and concepts used in health and medical tourism from the regional and national perspectives.



# WRITING IMPACTFUL RESEARCH PROGRAMME

## INTRODUCTION

The program is being delivered by the Research and Publication unit of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka in collaboration with Emerald Publishing and College of Healthcare Management and Economics, Gulf Medical University, UAE.



**Management Studies**  
Sabaragamuwa University of Sri Lanka



## THE OBJECTIVE OF THE PROGRAM

The whole objective of the program is to develop impactful researchers by enhancing the research and publication competencies of the scholars in the south Asian region.

## PROGRAMME ILOS

1. Devising new contributions and making originality
2. Writing and publishing impactful manuscripts
3. Leading the scholarly community

## AUDIENCE

Approximately around 1000 academics and researchers interested in scholarly publications every year

## DURATION

4 Months / Annual Programme

## MODE OF DELIVERY

Go to webinar

## COST

Free of Charge

## CERTIFICATE FOR COMPLETION

A certificate (Jointly by Emerald Publishing, Sabaragamuwa University of Sri Lanka and Gulf Medical University, UAE) is issued to the participants for each webinar and a certificate 'Completion of the WIR' is issued after the completion of the entire programme.



# WRITING IMPACTFUL RESEARCH PROGRAMME

## PROGRAM COORDINATORS



**Dr. Jayantha N. Dewasiri**  
Faculty of Management  
Studies  
Sabaragamuwa  
University of Sri Lanka



**Ms. Sangeeta Menon**  
Publishing Relationship  
Manager  
Emerald Publishing



**Dr. Sudhir Rana**  
College of Healthcare  
Management and Economics  
Gulf Medical University  
UAE



**Mr. Muhammad Kashif Saeed**  
Gift University  
Pakistan

## CONTENTS OF THE COURSE

Contents of the Course (16 sessions of 120 minutes each)

**How relevant is the Innovative approach  
in research for targeting high impact  
journals**



**Prof. Vikas Arya**  
International University of Rabat  
Rabat Business School  
Morocco



# WRITING IMPACTFUL RESEARCH PROGRAMME

## CONTENTS OF THE COURSE

Contents of the Course (16 sessions of 120 minutes each)

**Putting eggs in a different basket: The rationale and complexities in publishing**



**Prof. Kashif Saeed**  
GIFT University  
Pakistan

**Philosophy of Research**



**Prof. Arosha S Adhikaram**  
University of Colombo



**Prof. Tharusha N  
Goonerathne**  
University of Colombo

**Generating Research Question through  
problemitization**



**Prof. Abhishek Behl**  
O P Jindal Global University  
India



# WRITING IMPACTFUL RESEARCH PROGRAMME

## CONTENTS OF THE COURSE

Contents of the Course (16 sessions of 120 minutes each)

### Literature Review: Fundamentals



**Prof. Satyanarayana Parayitam**  
University of Massachusetts  
Dartmouth  
USA

### The rationale for methodology selection



**Dr. Dewasiri N.J.**  
Sabaragamuwa University of Sri  
Lanka



**Prof. Amila Jayarathne**  
University of Sri  
Jayewardenepura

### How to Select the Suitable Journal? Journal Finders (Journal Databases)



**Prof. Moon Moon Haque**  
Dean  
College of Healthcare Management and Economics  
Gulf Medical University



# WRITING IMPACTFUL RESEARCH PROGRAMME

## CONTENTS OF THE COURSE

Contents of the Course (16 sessions of 120 minutes each)

### Understanding Sections and Structure of Literature Review Papers



**Prof. Sudhir Rana**  
College of Healthcare  
Management and Economics  
Gulf Medical University

### Understanding Structure and Sections of Empirical Papers



**Prof. Umesh Bamel**  
HRM & OB Group, International  
Management Institute New Delhi  
India

### Understanding the 'Methodology' and 'Sections' for Conceptual papers



**Prof. (Dr.) Zubin Sethna**  
Regent's University London



**Professor (Dr) Rosalind  
Jones**  
Liverpool John Moores  
University  
UK



# WRITING IMPACTFUL RESEARCH PROGRAMME

## CONTENTS OF THE COURSE

Contents of the Course (16 sessions of 120 minutes each)

**Take Your Research To The Next Level**



**Dr. Subhasree Nag**  
Senior Solution Consultant  
Clarivate Analytics / Web of  
Science

**Reference Management and Bibliography  
creation: EndNote**



**Vishav Sharma**

**Elsevier tools facilitating Research  
writing**



**Dr. Shubhra Dutta**  
Customer Consultant  
Elsevier/ Science Direct



# WRITING IMPACTFUL RESEARCH PROGRAMME

## CONTENTS OF THE COURSE

Contents of the Course (16 sessions of 120 minutes each)

**Understanding publishing process**



**Prof. Shanthi Gopalakrishnan**  
Editor-in-Chief:  
South Asian Journal of Business Studies  
Martin Tuchman School of Management  
USA

**How to improve article acceptance rate and publish Quicker: A publisher's perspective**



**Sangeeta Menon**  
Publishing relationship  
Manager  
Emerald Publishing

**Ethics in publications and how to eliminate common mistakes in the publication process?**  
**How to enhance researchers' image and reputation?**



**Dr Nakul Parmeshwar**  
Institute of Rural  
Management Anand  
Gujarat State  
India



# CENTRES AND UNITS

## CELLS BUILD SYSTEMS

### CELLS BUILD SYSTEMS

The concept of “Cells Build Systems” was developed to integrate different cells into one system which facilitates the smooth operation of the Faculty. It consists of four main cells at present namely,

1. Faculty Quality Assurance Cell
2. Sustainability Cell
3. Gender Equity and Equality Cell
4. Differently Abled Resource Centre

Transform existing operations to **Real-World Learning Models** in the Faculty of Management Studies, SUSL

Technology Enabled,  
Environmental Friendly  
Smart Learning Environment



Integrated  
Management  
System on  
Environment,  
Quality, Health  
& Safety

SCL- OBE

ELTA- ELSE – Sub  
activity 5.2



Conceptualized and Prepared by Sampath Wahala



#### Curriculum embedded Student's Projects

Energy and Industrial Resource Management [EBM2253], Resource Efficient Cleaner Production [EBM3213], Environmental management and auditing systems, Change management [BM 4142], Project Management, etc..



# CELLS BUILD SYSTEMS

## FACULTY QUALITY ASSURANCE CELL

Faculty Quality Assurance Cell (FQAC) of the Faculty of Management Studies is primarily safeguarding the academic standards and quality of higher education qualifications offered by the Faculty while encouraging continuous improvement in the management of the quality of higher education. The Faculty Quality Assurance Cell oversees quality assurance for all teaching and learning processes, student support, and institutional development in liaison with the Centre for Quality Assurance, Sabaragamuwa University of Sri Lanka. It also ensures that the Faculty operates in conformity with the Sri Lankan Qualification Framework (SLQF) and academic standards and accreditation set forth by the Quality Assurance and Accreditation Council at UGC, Sri Lanka.

Accreditation Council at UGC, Sri Lanka. Marking a milestone achievement, FQAC led the Faculty of Management Studies, to receive the highest grade (A-Grade) for all seven degree programs at the program review conducted in 2019 by the Quality Assurance Council of University Grants Commission for adherence to the best practices in compliance with the new criteria and standards stipulated in the *Manual for Review of undergraduate Study Programme of Sri Lankan Universities and Higher Education Institutions*.

*"Quality is a journey throughout and need a fine integration of all elements to be effective"*

With this belief, the FQAC drives the Faculty towards ensuring the quality in all aspects to facilitate the transformation of existing operations into Real-World Learning Models. Currently, the FQAC is in the process of implementing internationally recognized standards; ISO 9001:2015 Quality Management Systems, ISO 21001:2018 Management Systems for Educational Institutes, ISO 45001:2018 Occupational Health and Safety Management Systems for an Integrated Management System in the Faculty.





# CELLS BUILD SYSTEMS

## FACULTY QUALITY ASSURANCE CELL

### STEERING COMMITTEE



**Dr. Sampath Bandara Wahala**  
Coordinator  
wahala@mgt.sab.ac.lk



**Ms. Waruni Thiranagama**  
Administrative Secretary



**Mr. Achintha Ekanayake**



**Ms. Rudmi Sandaruwani**



**Mr. Hiran Dinusha**



**Ms. Ishara Katuwandeniya**



**Ms. Sanduni Dilanka**



**Mr. Chandimal Ranathunga**



**Ms. Miuni Shamika**



**Ms. Madusha Amarasena**



# CELLS BUILD SYSTEMS

## SUSTAINABILITY CELL

The Sustainability Cell of the Faculty of Management Studies is emerged and established as a central need in the process of greening the Faculty towards a “Green Faculty” and to support and inspire this process bottom-up in a pleasant and acceptable way. The Faculty is committed to be a sustainable and socially responsible Faculty by managing the environmental impact associated with the conduct of the Faculty activities towards reduction and prevention, adopting of the best practices and conducting our operations and processes in a sustainable manner, sustainable thoughtful focus on strategic planning. The Sustainability Cell is working towards uplifting the sustainability component within the Faculty in many ways such as:

- certification with Standards of International Standard Organization (ISO) such as 14064:2018 Greenhouse gases - Part 1, ISO 14001:2015 Environmental Management systems, ISO 50001:2018 - Energy Management Systems, ISO 14046:2014 Environmental Management - Water Footprint.
- focus on resource efficiency by developing an energy and water monitoring system and utilization of solar power.
- working towards the “Paperless Faculty” concept by forming a handmade paper recycling plant and digital transformation of paperwork by introducing a documentation management system to the Faculty.
- moving toward a “Plastic - Free Zone” concept by prohibiting single use plastic usage within the Faculty premises and introducing plastic recycling options as a best practice.

- making sustainable culture among the Faculty occupants by self-motivation and awareness such as greener transport behaviour by introducing cycling as a mode of transportation.
- Further to this, as a Faculty we are committed to support achieving Sustainable Development Goals (SDGs).

### STAFF



**Dr. Sampath Bandara  
Wahala**  
**Coordinator**  
Senior Lecturer  
wahala@mgt.sab.ac.lk



**Ms. Dimuthu Thisna  
Vijerathne**  
**Sustainability Consultant**  
dimuthuvijerathne@gmail.com



# CELLS BUILD SYSTEMS

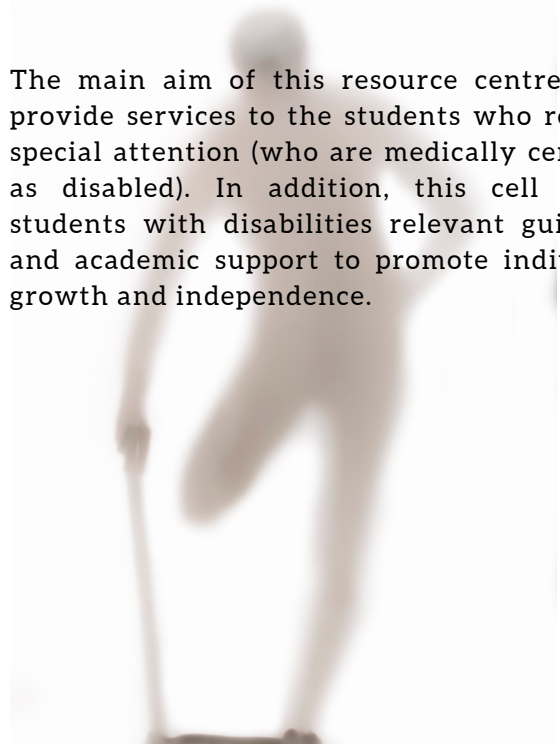
## CENTRE FOR GENDER EQUITY AND EQUALITY

The Centre for Gender Equity and Equality (CGEE) of Sabaragamuwa University was established in January 2017 under the guidance of the University Grants Commission (UGC), Sri Lanka.

The Centre for Gender Equity and Equality (CGE) at the Sabaragamuwa University is dedicated to promoting harmony, cooperation, and mutual respect between/ among men and women in the university; academic, non-academic staffs and the students. Sabaragamuwa University CGEE centre engages in Identifying ways and means to prevent gender inequality, inequity and empower the university community to prevent and respond to gender inequality, inequity, and gender-based violence.

## DIFFERENTLY-ABLED CELL

The main aim of this resource centre is to provide services to the students who require special attention (who are medically certified as disabled). In addition, this cell offers students with disabilities relevant guidance and academic support to promote individual growth and independence.



# CENTRES AND UNITS

## COUNSELLING UNIT

Counselling has become a need of all today. Sitharana Counselling Centre located in the Faculty of Social Sciences and Languages, provides its services to the students of the Sabaragamuwa University of Sri Lanka. Added to that, Sitharana extends services to academic, administrative, non-academic staffs and the community as well. Sitharana gives a friendly, professional, and trustworthy help to come out of difficulties the undergraduates experience. The undergraduates who go through minor or major problems such as academic issues, relationship problems, study problems, personality or performance-related issues, distress due to physical or mental illness, loneliness and moods, addiction etc. can get the help of Sitharana.







# RESEARCH CONFERENCES

## INTERDISCIPLINARY CONFERENCE OF MANAGEMENT RESEARCHERS (ICMR) 2021



### INTRODUCTION

The Faculty of Management Studies (FMS) of the Sabaragamuwa University of Sri Lanka (SUSL) conducts the Interdisciplinary Conference of Management Researchers (ICMR) every year. This year, the FMS is conducting its 6th conference and the theme of the ICMR 2021 is designed as *"Fostering global vicinity today for a resilient future"*.

### OBJECTIVES OF THE ICMR

- To provide a platform in Sri Lanka for the local and international researchers and academics to disseminate their research findings.
- To explore global alliance to enhance the quality and strength of the Interdisciplinary Conference on Management Researchers.
- To strengthen the network among young researchers and local and foreign management experts.
- To encourage multidisciplinary dialogues between researchers and practitioners in conjunction with different research findings and implications.

### UNIVERSITY PARTNERS



### SIGNIFICANCE

Academic and research collaborations between geographically distant and culturally diversified universities may lead both the host university (FMS, SUSL) and the partner institutions for several benefits. Among them, the initiation of future research collaborations, the introduction of staff and student exchange programmes, and enhancement of branding and global ranking, publication opportunities are a few to be emphasized as the significance of the ICMR.

### PROFESSIONAL PARTNERS



### MEDIA PARTNERS





# RESEARCH CONFERENCES

## MANAGEMENT UNDERGRADUATES' RESEARCH SESSION (MURS)



Management Undergraduates' Research Session (MURS) organized by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka is an annual, one-day academic conference that showcases the best in undergraduate research from the Faculty and in and around the world. MURS challenges undergraduates to rethink of their research work from an international and interdisciplinary perspective. Moreover, it provides an ideal platform for the undergraduates who examine global, regional, and local issues in their research fields while identifying connections among disciplines to present their findings to a larger audience. Through this annual research session, the Faculty creates a unique environment for the celebration and promotion of undergraduates' research achievement; provides models of exemplary research, scholarship, and creativity and helps to improve the state of undergraduate education.

It was first initiated in 2019, with the theme of "Research for a Better Future." Subsequently, in 2020, the Faculty conducted the 2nd MURS under the theme of "Fostering Global Citizenship towards New Normal." Since its inception, more than a hundred and fifty undergraduates from ten universities have presented at MURS.







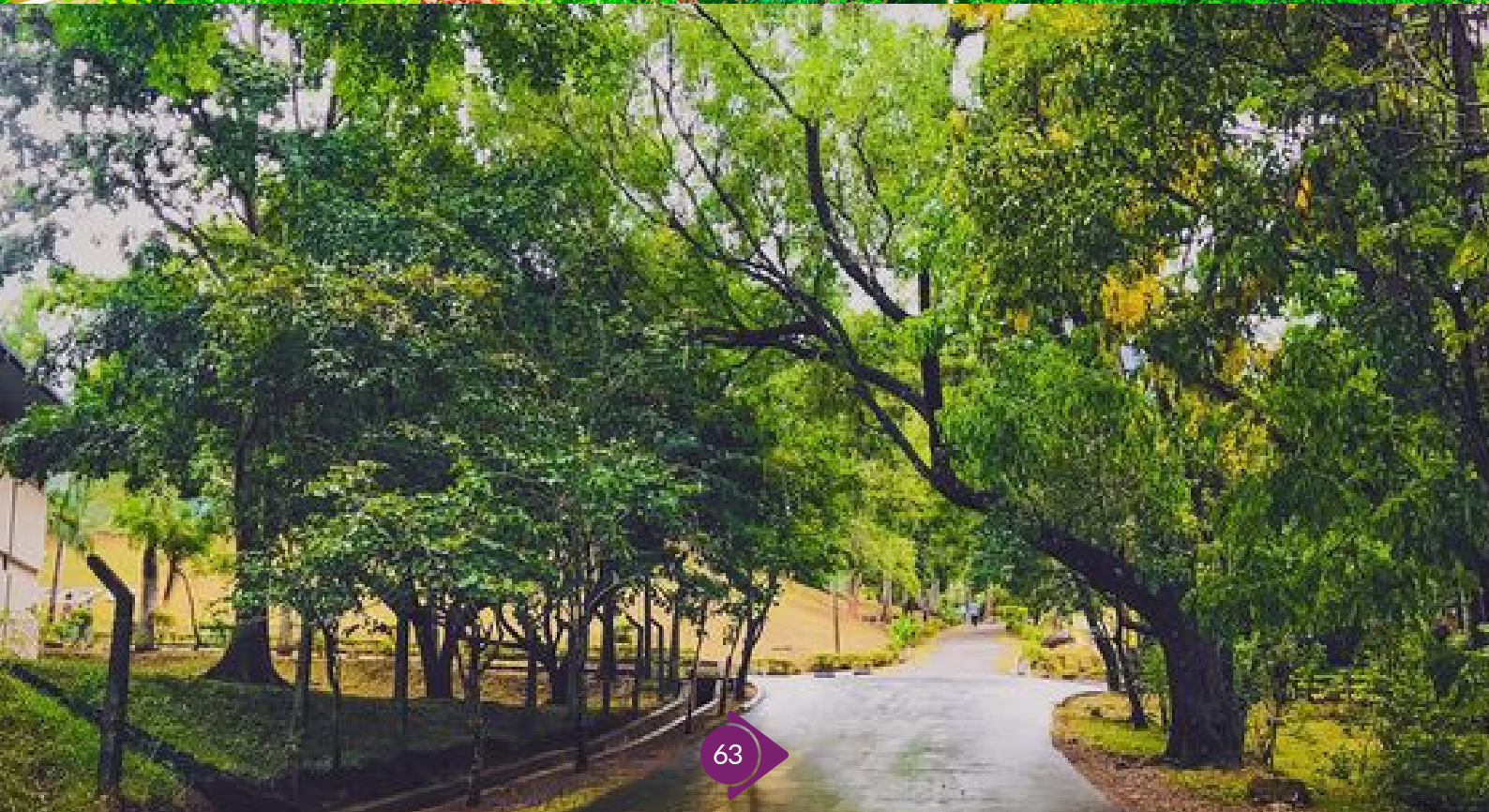




# UNIVERSITY LIFE



































































































# Management Studies

Sabaragamuwa University of Sri Lanka



Faculty of Management Studies,  
Sabaragamuwa University of Sri Lanka,  
Belihuloya, 70140,  
Sri Lanka.



+94 (0)45 - 2280007



<https://www.sab.ac.lk/mgmt/>

