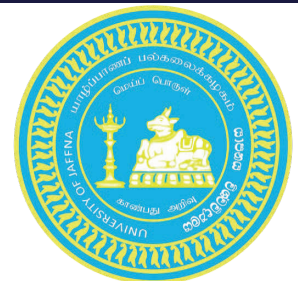




# ANNUAL REPORT 2020

Faculty of Business Studies, Vavuniya Campus of the University of Jaffna.

Website: <http://www.vau.jfn.ac.lk/fbs/>



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## 1.0 History of the Faculty of Business Studies

The historical backdrop of Vavuniya Campus as a seat of learning returns to 1991 as it was framed by raising the status of the NPAUC. The Students of the NPAUC were retained into the Vavuniya Campus of the University of Jaffna, and the Faculty started its scholastic activities in 1997. The first direct intake to the Campus took place in 1998, and the students from the Commerce and Arts streams were admitted to the Management course for the academic year 1997/1998.

Faculty of Business Studies consists of three Departments, namely, the Department of Finance and Accountancy, the Department of Economics and Management, and the Department of English Language Teaching. In the Faculty of Business Studies, initially, a three-year Bachelor of Business Administration (BBA) degree was offered, and, now, both three and four-year Bachelor of Business Management (BBM) degrees are offered for students.

The Faculty offers a Bachelor of Business Management (BBM) honours degree programme in Accounting and Finance, Marketing Management, Business Economics, and Human Resource Management. Further, the Faculty introduced a new degree programme in BBM in Project Management (BBM in PM), which commenced from the academic year 2014/15. The degree programme was upgraded as honours degree in Project Management from the Academic Year 2017/2018. The Faculty's present student population is 650.

Our programme emphasizes practical and theoretical knowledge in the fields of Accounting, Finance, Economics, Human Resource Management, Marketing, and Project Management. It provides a good foundation for the undergraduates to qualify and compete in professional examinations, inculcate positive attitudes, ingenuity, and self confidence.

## 2.0 Vision, Mission, and Values

### 2.1 Vision



“To be the most nationally renowned faculty in Business Education”



## 2.2 Mission



“To nurture the students to become dynamic leaders to outperform in challenging business environment through the highest quality of teaching, learning, research and industry and community engagement”

## 2.3 Values



We ensure seven core values enabling us to attain our Vision and Mission.

- **Excellence:** Aspire to reach the highest standards of our staff and students to exploit their full potential.
- **Integrity:** Maintain a set of professional and ethical standards in all we do.
- **Equity and Equality:** Ensure equity and equality in all aspects and promoting diversity.
- **Responsiveness:** Commit to be innovative and creative and contribute to regional and national development.
- **Diffusion:** Disseminate knowledge through learning, teaching, and research.
- **Co-creation:** Collaborative development of new values together with experts and /or stakeholders.
- **Transparency and Accountability:** Demonstrate transparency and accountability to our stakeholders.

## 3.0 Staff Achievements

### 3.1 Publications and Communications in Conferences

#### 3.1.1 Journals - Department of Finance and Accountancy

1. Thevaruban, J. S. and Anuradhi, S. (2020). Factors influencing on income taxpayers' compliance behavior: Special reference to Kandy District, Sri Lanka. *Journal of Business Management*, 3(1), pp.112-132.
2. Larojan, C. (2020). Capital Adequacy Requirements and Profitability: An Empirical Study on Banking Industry in Sri Lanka. *Journal of Economics and Business*, 3(2), pp. 589-601.
3. Niresh, J.A. and Silva, W.H.E. (2020). Corporate Social Responsibility Disclosure Dimensions and Financial Performance: A Study of Selected Listed Banks, Finance and Insurance Companies in Sri Lanka, *Accountancy Business and Public Interest*, 19(1), pp.1-19.

### 3.1.2 Communication - Department of Finance and Accountancy

1. Koperunthevy, K., Paulina Mary, G. P and Neruja, N. (2020). Household income and Expenditure behavior in Northern Province in Sri Lanka: A non-parametric Analysis, *3<sup>rd</sup> Research Conference on Business Studies*, 26<sup>th</sup> October, 2020.

### 3.1.3 Journals - Department of Economics and Management

1. Mathushan, P. and Nanthagopan, Y. (2020). Aestheticization and its Consequences: A Study of School Teachers. *Journal of Business Management*, 03 (01), pp. 1-16.
2. Mathushan, P. and Nanthagopan, Y. (2020). Intelligence is A Game-Changer - The Effect of Emotional Intelligence on Job Performance. MENTOR. *The Journal of Business Studies*, 4 (01).
3. Mathushan, P. and Pushpanathan, A. (2020). Human resource management and entrepreneurship fit: A systematic review of literature, *Journal of Management Matters*, 7(01) September 2020, pp. 11-27.
4. Pushpanathan, A. and Mathushan, P. (2020). Green washing and Its' Consequences in Green Entrepreneurial Thrust: A Systematic Review of Literature, *The Journal of Business Studies*, 04(2), pp. 13-24.
5. Thompson, N., McGill, T., Bunn, A., and Alexander, R. (2020). Cultural factors and the role of privacy concerns in acceptance of government surveillance. *Journal of the Association for Information Science and Technology*, 71(9), 1129-1142.
6. Kajanthy, K. and Vivek, R. (2020). Exploring the Factors Affecting User Satisfaction of Dialog Axiata Plc Company Products: A Systematic Review. *Journal of Business Management (JBM)*, 3 (1), pp. 133-150.

### 3.1.4 Communications - Department of Economics and Management

1. Mangaleswaran, T. (2020). Human Resource Management Challenges in COVID 19. 8<sup>th</sup> International Seminar of Entrepreneurship and Business. University Malaysia Kelantan held on 22<sup>nd</sup> November 2020.
2. Mathushan, P., Nanthagopan, Y., and Kengatharan, N. (2020). The Impact of Covid -19 on Human Resources: Evidence from Apparel Industries. 9<sup>th</sup> International Conference on "Education, Advance Management, and Technology for Sustainable Development, Sai ram Institute of Management Studies, India, on 25<sup>th</sup> & 26<sup>th</sup> February 2020.

3. Mathushan, P., Nanthagopan, Y., and Kengatharan, N. (2020). Upheavals in the Education System in Sri Lanka due to the COVID-19 Epidemic: A Qualitative Study on Government Schools. 10<sup>th</sup> International Online Conference on “Impact of “Covid 19” on Local and Global Economy & Recovery Strategies”, Sai ram Institute of Management Studies, India, on 16<sup>th</sup> & 17<sup>th</sup> June 2020.
4. Vivek, R., and Nanthagopan, Y. (2020). Gamification in Human Resource Management. 4<sup>th</sup> CIPM Research symposium, held on 30<sup>th</sup> July 2020 at BMICH, Colombo.
5. Fernando, C.W.M., Aqeela Ijas M. R. F., and Nanthagopan, Y. (2020), The E-HRM Practices: Case study of GPV Lanka (pvt) Ltd, Sri Lanka. 4<sup>th</sup> CIPM Research Symposium, held on 30<sup>th</sup> July 2020 at BMICH, Colombo.
6. Mathushan, P. Kengatharan, N., and Nanthagopan, Y. (2020). The challenges and consequences of Covid-19 epidemic on entrepreneurship: A qualitative study on entrepreneurs. 3<sup>rd</sup> Research Conference on Business Studies (RCBS 2020), Faculty of Business Studies, Vavuniya Campus of the University of Jaffna, held on 26<sup>th</sup> October 2020.
7. Diluxshana, T., Nanthagopan. Y., and Thirugnanasampanthar, S. (2020). Participatory Approaches in Community Development Projects: An exploratory study of NGOs in Northern Province. 3<sup>rd</sup> Research Conference on Business Studies (RCBS 2020), Faculty of Business Studies, Vavuniya Campus of the University of Jaffna, held on 26<sup>th</sup> October 2020.
8. Koperunthevy, K., Paulina Mary, G. P., and Neruja, N. (2020). Household income and expenditure behavior in Northern Province in Sri Lanka: A non - parametric analysis, 3<sup>rd</sup> Research Conference on Business Studies (RCBS)-2020.
9. Selvarajan, P. and Safna, M. I. N. (2020). A Critical Evaluation of Resonant and Dissonant Leadership and their implications during the COVID-19 Pandemic Situation in Sri Lanka, *Proceedings of the 3<sup>rd</sup> Research Conference on Business Studies*, Faculty of Business Studies Vavuniya Campus of the University of Jaffna, pp. 320-327, October 26<sup>th</sup>.
10. Pushpanathan, A. and Madhushini Edirisinghe, E.A. (2020). Factors Influencing on Customer Satisfaction Towards Baby Cereals of Nestle Lanka Plc: A Study of Mothers who are Working at Benji Ltd In Sri Lanka, 2<sup>nd</sup> Asia International Conference on Multidisciplinary Research 2020, 10<sup>th</sup> December 2020, p. 4.

11. Madubashini, D. K., and Pushpanathan, A. (2020). Corporate Social Responsibility (CSR) activities and brand equity of Dialog Axiata PLC, Sri Lanka, 3<sup>rd</sup> Research Conference on Business Studies (RCBS- 2020), Vavuniya Campus of the University of Jaffna, 26<sup>th</sup> October 2020, pp. 396 - 401.
12. Swarnika, K. L. and Pushpanathan, A. (2020). Effect of microfinance services on the performance of micro-entrepreneurs: A study in Pilimathalawa area, 3<sup>rd</sup> Research Conference on Business Studies (RCBS - 2020), Vavuniya Campus of the University of Jaffna, 26<sup>th</sup> October 2020, pp. 268 - 274
13. Mathushan, P. and Pushpanathan, A. (2020). An insight into the critical success factors influence on women entrepreneurship, 3<sup>rd</sup> Research Conference on Business Studies (RCBS- 2020), Vavuniya Campus of the University of Jaffna, 26 October 2020, pp. 275 - 279.
14. Thayaparan, A. and Jayathilaka, D. M. P. I. L. (2020). Technical Efficiency of Paddy Farmers and Its Determinants: Application of Translog Frontier Analysis. International Conference on Business Research University of Moratuwa, Moratuwa, Sri Lanka, October 27, 2020, pp.198-217.
15. Jenathane, R. and Thayaparan, A. (2020). Choices of Retirement Age and its Determinants in Sri Lanka: Binary Probit Model Approach. Virtual Conference: 2<sup>nd</sup> International Scholars Conference, University UTARA, Malaysia (ISCUUM 2020), 28<sup>th</sup> to 30<sup>th</sup> September, 2020, p. 54.
16. Jinadasa, P. and Thayaparan, A. (2020). Preferences of Job Choices and its Attributes among Millennial Generations: Evidence from Vavuniya Campus in Sri Lanka. Virtual Conference: 2<sup>nd</sup> International Scholars Conference, University UTARA, Malaysia, held on 28<sup>th</sup> to 30<sup>th</sup> September, 2020, p. 55.
17. Thevaka, S. and Thayaparan, A. (2020). Cost Effective Transport Arrangement and its Distribution of Water Supply in Sri Lanka. 2<sup>nd</sup> International Scholars Conference, University UTARA, Malaysia, held on 28<sup>th</sup> to 30<sup>th</sup> September, 2020, p. 65.
18. Thayaparan, A. and Neruja. N. (2020). Estimating Total Factor Productive Efficiency and its Determinants: Evidence from Paddy Farming in Sri Lanka. Global Academic Research Institute, Gari August Multidisciplinary Symposium, Colombo, 2020, p. 38.

19. Thilakarathna, R.D.G.N.M. and Mathivathany, S. (2020), "Effects of Project Risk Management Strategies on Project Performance". Full paper presented at Research Conference on Business Studies (RCBS-2020) and extended abstract published on Book of Abstracts, Faculty of Business Studies, Vavuniya Campus held on 10<sup>th</sup> October, 2020.
20. Selvamalai, T., Nawarathna, L.S., & Nanayakkara, D. (2020). Sex determination using the humerus of skeletons of contemporary Sri Lankan population. International Conference on Environmental and Medical Statistics, University of Peradeniya, Sri Lanka and Department of Mathematics and Statistics, University of Maryland Baltimore County, USA, at PGIS, University of Peradeniya, Sri Lanka, held on 9<sup>th</sup> and 10<sup>th</sup> January 2020.
21. Sdevin, A. S., Harikaran, S., and Mathivathany, S. (2020). An Assessment of Factors Influencing on Career Decision of Youths in Maritimpattu Division in Mullaitivu District., 2<sup>nd</sup> International Scholars Conference, University UTARA, Malaysia (ISCUUM 2020), 28<sup>th</sup> to 30<sup>th</sup> September, 2020.
22. Aqeela, M.R.F, and Mahenthiran Aloysius, S.M.C. (2020). Impact of Entrepreneurial leadership on business success of SMEs in Akkaraipattu municipal area, 4<sup>th</sup> CIPM Research Symposium 2020, 30<sup>th</sup> July, 2020.
23. Thusyanthy, L., Gottlieb, U., & Tuzovic, S. (2020, July 9-12). The rise of user-generated content: How credible are brand selfies?. Proceedings of High Tech and High Touch: The Future of Human Service: American Marketing Association 11<sup>th</sup> SERVSIG 2020, pp. 258-260, The Queensland University of Technology, Brisbane, Australia.
24. Thayaparan, A. and Sandamali, A.G.A.N. Factors affecting income diversification: Special reference to paddy farming community in Anuradhapura District. 5<sup>th</sup> Interdisciplinary Conference of Management Researchers (ICMR), Faculty of Management Studies Sabaragamuwa University of Sri Lanka, 26<sup>th</sup> November 2020.
25. Neruja, N. and Thayaparan, A. Technical Efficiency of Paddy Farming and Its Determinants in Sri Lanka: Translog Production Frontier Model. 4<sup>th</sup> International Conference on Economics and Development, (ICED 2020), 03<sup>rd</sup>- 04<sup>th</sup> December, 2020, Sri Lanka.



### **3.1.5 Journals - Department of English Language Teaching**

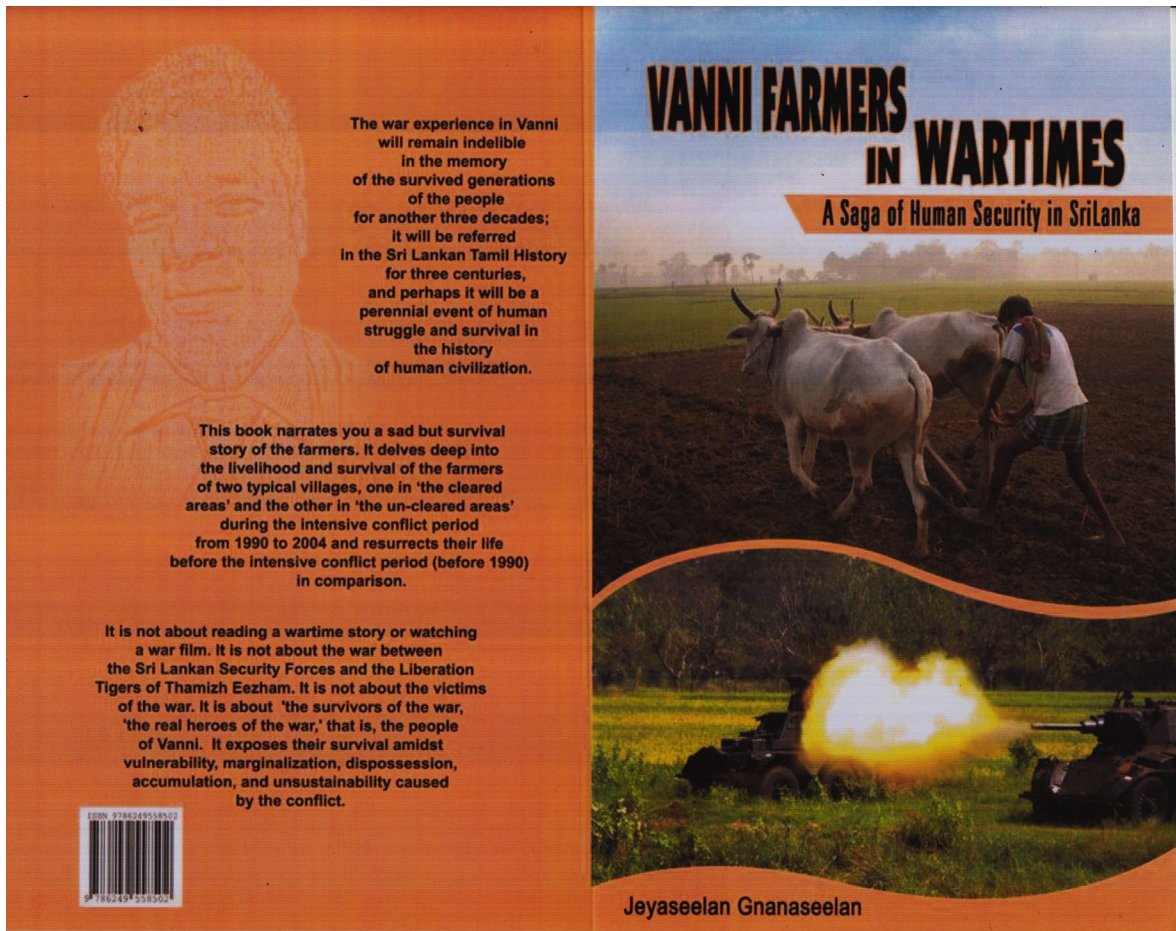
1. Jeyaseelan, S. (2020). The implication of syllabication on the use of comparative/superlative adjectives in essay writing at Vavuniya Campus. *Journal of Business Management*, 3(1), pp. 151-164.

### **3.1.6 Communications - Department of English Language Teaching**

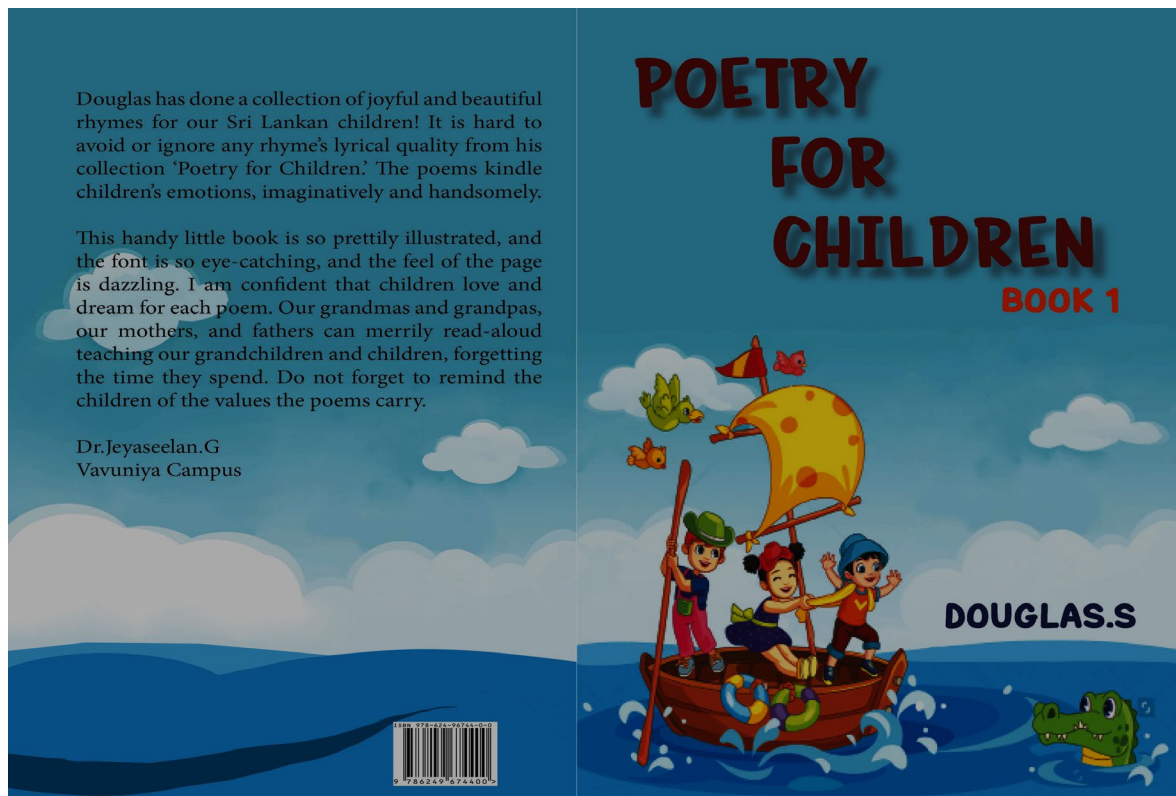
1. Anithra, S. (2020). Implementing Technology Assisted Language learning in Tertiary level ESL classroom - An Investigation at University of Jaffna in the International Seminar on "Challenges for Language Technology (ChaLT-2020)", the Centre of Advanced Study in Linguistics, Annamalai University held on 06<sup>th</sup> - 07<sup>th</sup> February 2020.
2. Sarmatha, S. and Atchuthan, Y. (2020). Gender Discrimination in Postcolonial Scenario, JSA 27<sup>th</sup> Annual Scientific Session 2020, University of Jaffna, Sri Lanka.

### **3.2 Chapter in Edited Books, Book Review, and Publication**

- a) Dr. A. Pushpanathan wrote a chapter, "A Review of Leadership and Organizational Performance" in the book titled "Leadership Theories & Practice" edited by Dr. (Mrs.) S.M.C Mahenthiran Aloysius in 2020.
- b) The book "Vanni farmers in Wartimes - A Saga of Human Security in Sri Lanka" by Dr. J. Gnanaseelan was reviewed by Dr. A. Nanthakumaran and published in the Daily Newspaper on 09.11.2020. This book discusses the historical and conceptual background of the farmers' economic or livelihood security in a conflict situation and their coping strategies and techniques during that time.



c) Mr. S. Douglas, Department of English Language Teaching, published a book titled "Poetry for Children" on 10<sup>th</sup> October 2020.





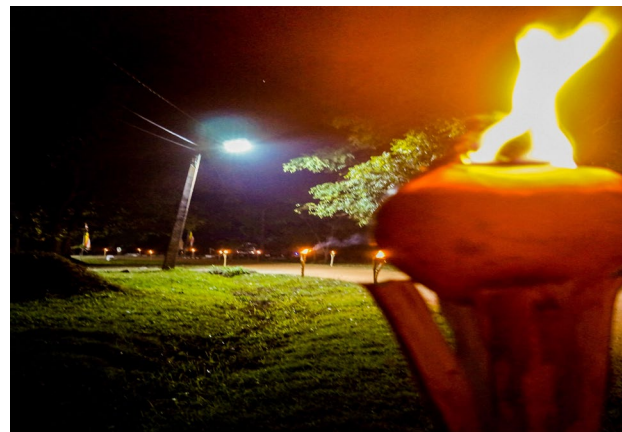
## 4.0 Student Events

### 4.1 Light Festival



The light festival organized by the Catholic Society, Faculty of Business Studies was held on 22<sup>nd</sup> January 2020. This event aims to pursue religious observance and cultivated goodwill and amity among students.

### 4.2 Kavi Bana



Kavi bana programme organized by the Buddhist Committee of the Faculty was held on 29<sup>th</sup> January 2020. The purpose of this event is to disseminate peace and piety among students.



#### 4.3 Thai Pongal Festival



Thai Pongal festival organized by Hindu Society of the Faculty was held on 15<sup>th</sup> January 2020. The objective of this event is to enrich cultural heritage among students.

#### 4.4 Navaratri



Navratri festival, organized by the Students' Union of the Faculty, was held on 25<sup>th</sup> October 2020 in the Faculty of Business Studies. The objective of this event is to enrich the religious and social harmony among the students.



#### 4.5 COVID - 19 Pandemic Aid to the Cleaning Service



The Catholic Society of the Faculty donated groceries to the cleaning service members in the Faculty during the COVID-19 pandemic that was held on 23<sup>rd</sup> September 2020 at the Faculty of Business Studies. This is an exemplary event that generates social concerns and humanity among the youngsters regarding the ongoing issues

#### 4.6 Clergy Alms Giving







The clergy alms giving event (Dhaana), organized by the Buddhist Committee of the Faculty, was held on 22<sup>nd</sup> August 2020, in Batticaloa with a view to cultivate generosity and amity among the students.

#### 4.7 Freshers' Day



The Freshers' Day was celebrated by the Faculty of Business Studies students on 29<sup>th</sup> September 2020 from 1.00 pm to 2.00 pm at the Faculty premises. A party was organized to welcome the freshers in a limited manner. The second-year students welcomed all freshers, and the senior students delivered a welcome address.



Both the first year and second-year students performed signing and mimicry. The staff of the Faculty also attended in this event.

## **5.0 New Projects / Programs**

### **5.1 Establishing Center for Project Management Under KOICA Grant Assistance**

The Faculty of Business studies is the pioneer in Project Management undergraduate degree programs. This is the only Faculty in Sri Lanka that offers Project Management degree programs to the undergraduates. The Faculty of Business Studies took the initiative to establish the Center for Project Management, and the Concept paper for it was submitted to the Ministry of Higher Educations for seeking the financial support under KOICA Grant Assistance 2020. The main objective of the project is to develop the capacities of human resources required for the project management landscape in multifaceted projects in all areas of business, industry and public administration in Sri Lanka.

### **5.2 Developing the Curriculum for Tourism and Hospitality Management**

Since the tourism and hospitality industry significantly contributes to the GDP of the nation, the Faculty of Business Studies has planned to initiate a unique degree programme in this area. A committee for developing the curriculum for this programme and the budget were set and approved by the Council. Discussions are going on with experts to produce a curriculum tailored to fit the needs of the industry.

### **5.3 Introducing New Honours Undergraduate Degree Programmes**

The Faculty expects to admit students from the Academic Year 2021/2022 onwards for the following degree programmes namely; Banking and Insurance, Entrepreneurship, and Business Information Systems.

### **5.4 Master Degree Programmes**

It was initiated by the Faculty Board at its 177<sup>th</sup> meeting held on 28<sup>th</sup> February 2020 to develop a curriculum for the Master of Business Administration (MBA) and Master of Project Management (MPM). The committee members were appointed and the curriculum development is in progress.

### **5.5 Establishing New Departments**

The formation of five departments is under approval in the University Grants Commission (UGC) and are as follows: Department of Business Economics, Department of Marketing Management, Department of Human Resource Management, Department of Project Management, and Department of Entrepreneurship and Management. The Faculty expects the establishment of departments to be gazetted in early 2021 to start the activities formally.



## 6.0 Memorandum of Understanding (MoU)



CIPM Sri Lanka and the Department of Economics and Management of the Faculty of Business Studies entered into an MoU for facilitating academic co-operation, knowledge exchange, and capacity building to develop competent human resource professionals to serve the economy of Sri Lanka. The MoU was signed on 6<sup>th</sup> March 2020, at the Faculty. Prof. K. Kandasamy was the chief guest, and Mr. Dhammika Fernando and Dr. Neil Bogahalande were the special guests.

## 7.0 Visits of Foreign Delegates to the Faculty



A Workshop on Tourism Value Chain-EFECS Project was held on 12<sup>th</sup> February 2020, for the undergraduate students. The workshop was conducted by Sanasa International. Mr. Martin Mailhot, Value Chain Advisor and Ms. Harshi Abeynayake, Value Chain Officer, Tourism served as the resource persons. This event promulgated several premonitions regarding Tourism among the participants.

## 8.0 Details of Awards Received



Dr. Y. Nanthagopan, Dean and also Senior Lecturer Gr. I in Project Management received the “Best Research Paper Award” for the research paper titled “Upheavals in the Education System in Sri Lanka due to the COVID-19 Epidemic: A Qualitative Study on Government Schools”, at the 10<sup>th</sup> International Online Conference on Impact of “COVID-19” on Local and Global Economy and Recovery Strategies”, conducted by the SAI RAM Institute of Management Studies, India, held on 16<sup>th</sup> and 17<sup>th</sup> June 2020.



Mr. T. Pratheepan, Senior Lecturer Gr. II in Finance, Department of Finance and Accountancy, received the AHEAD scholarship amounting LKR 9 million for pursuing his Doctoral studies at the Kingston University, United Kingdom, in 2020.

## 9.0 Programs, Workshops, and Seminars

### 9.1 Strategic Planning Review Workshop





The workshop on Strategic Planning Review of the Faculty of Business Studies was held on 17<sup>th</sup> December 2020 at the Faculty board room. Dr.Y.Nanthagopan, the Chairperson of Strategic Planning and Monitoring and Mr.S.Thirugnanasampanthar, the Coordinator, were the resource persons in this workshop. The Chair commenced the workshop with a welcome address. Followed by, Dr.T.Mangaleswaran, the Rector, Vavuniya Campus addressed on the Strategic Planning Review. After that, the Chair introduced the objectives of the workshop and the progress review of the strategic actions during the year of 2020. This workshop aims to manifest the following outcomes: Reviewing and refining the strategic plan, Revise the objectives and strategies, Identify new strategies and ensure the strategic alignment and strategic fit. The Chair also obtained stakeholders' perceptions, new ideas, and activities to be incorporated into the goals of the strategic planning through thematic group discussions of the participants. Around 25 staff from the Faculty of Business Studies participated in this workshop.

## 9.2 Research Conference on Business Studies (RCBS - 2020)



The 3<sup>rd</sup> Research Conference on Business Studies (RCBS - 2020) was held on 26<sup>th</sup> October 2020, both physical and virtual modes, at the Faculty of Business Studies. The theme of the conference was 'Business Transformation: Merging the West and the



East". The conference addressed the current issues that include various areas such as Management, Business, Accounting, Economics, Project Management, Business Communication, and Information Technology. Around 150 participants including renowned scholars, delegates and researchers, were in attendance both physically and virtually. There were sixty-three papers presented at the conference.

At the opening session, Dr. A. Rukshan, RCBS-2020 Convener, delivered the welcome address. Dr. Y. Nanthagopan, Dean and Chair of the conference, delivered the introductory address, and Prof S. Srisatkunarajah, Vice-Chancellor of the University of Jaffna, delivered the address of Special Guest. Followed by, Dr. T. Mangaleswaran delivered the address of Guest of Honour. Prof. S. A. Ariadurai, Vice-Chancellor of the Open University of Sri Lanka and Chairman/CVCD, delivered the Chief Guest address. The conference proceedings were launched by Prof. S. Srisatkunarajah and Mr. C. Larojan, Editor-in-Chief / RCBS - 2020.

The keynote speakers were Prof. S.W.S.B. Dasanayaka, Dean of the Faculty of Business, University of Moratuwa, Sri Lanka, and Prof. Tanya McGill, Discipline of Information Technology, Mathematics and Statistics at Murdoch University in Australia. Prof. S.W.S.B. Dasanayaka delivered a speech on 'Business Transformation: The Trends in Sri Lankan Corporate Sector, a Case Study.' Prof. Tanya McGill delivered a speech on 'Business Transformation: Merging the West and the East.'

### 9.3 Late Dr. N. Balakrishnan Memorial Speech



Memorial Day of late Dr. N. Balakrishnan (1<sup>st</sup> Rector of the Vavuniya Campus) was held on 2<sup>nd</sup> September 2020 at 2.00 pm at the Faculty of Business Studies, Vavuniya Campus. Senior Professor Ranjith Wijewardana / Former Vice-Chancellor, Rajarata University of Sri Lanka has conducted a memorial lecture on "Income Distribution and the Economic Growth in Sri Lanka." The Memorial Day oratory competition on the title of "The Consequences and Challenges of the COVID-19 Pandemic in the Sri Lankan Economy" for A/L Economics Students in Vavuniya district has been conducted, followed by the memorial lecture. Dr. Y. Nanthagopan, Dean / Faculty of Business Studies, presided over the Memorial Day. The Vice-Chancellor of the University of Jaffna, Prof. S. Srisatkunarajah addressed the memorial event via Zoom.

Mr. B. Inthiran, Son of late Dr. N. Balakrishnan, Dr. T. Mangaleswaran, Rector of the Campus, Emeritus Professor P. Balasundarampillai and Professor S. Mohanadas, Former Vice-Chancellors of the University of Jaffna, Mr. V. Kandepan, Registrar of the University, Council Member of the University Mr. P. Thiruvathavooran, Deans of the Faculties, Heads of Departments, the academic and non-academic staff of the Campus, special invitees from the University of Jaffna, and the students of the Faculty were taken part at this remarkable memorial episode.

Further, the students from Kanagarayankulam Maha Vidyalayam, Rambaikulam G.M.V., Saivapragasa Ladies College, and Vavuniya Tamil Madhya Maha Vidyalayam participated at the Memorial Day Oratory Competition for A/L Economics Students and Prof. S. Santhirasegaram judged the Competition. Finally, the certificates and awards were given to the participants and winners.

#### **9.4 Continuity of the Academic Programs during the COVID - 19 Pandemic**

The First Wave of the COVID-19 pandemic began in early 2020, and the Faculty is proud that it had adopted online teaching methods on time when the usual learning operations were forced to be halted due to the pandemic. Until the declaration of the nation's lockdown on 14<sup>th</sup> March 2020, the Faculty had completed ten weeks of lectures. The teaching activities were continued through Zoom and LMS for the rest of the Academic Calendar. The Faculty has successfully conducted online teaching for seven weeks and ended the semester within the stipulated time frame.

The Second Wave of COVID-19 pandemic began in the country in the latter part of October and once again challenged the universities' academic programs. However, the Faculty has managed more effectively without postponing any academic activities. The Faculty has continued physical lectures as scheduled for the third and fourth year

students and has continued online lectures for the first and second year students. The third and fourth semester examinations were completed on 07<sup>th</sup> December 2020 signaling the commitments and efforts put forth by the staff and students. During this period, the Faculty's academic activities were carried out whole the week.

### 9.5 The Inauguration and Orientation Programme for the Freshers - 2018/2019



The inauguration ceremony and the freshers' orientation for the academic programme 2018/2019 were held successfully from 09<sup>th</sup> to 11<sup>th</sup> September 2020. In the inauguration, the students were cordially welcomed by the Rector, Dean, and all the Academic and Non-Academic Staff of the Faculty of Business Studies. The key event of the programme was to establish a network hub between the parents and the academics. At the end of the inauguration ceremony, the parents' meeting was organized to develop good rapport between academic staff and parents. The parents were interested and happy to meet the academic staff. The following two days, the students were given proper guidance regarding health care, leadership, ethnic cohesion, and social harmony. Finally, the students were so glad to attend the event and get to know how they will lead their lives at the Vavuniya Campus, doing their academic and other extra-curricular activities.



## 9.6 The release of the Journal of Business Management (JBM)



The Journal of Business Management (JBM) Volume 3: Issue 1 has been published online in July, 2020 by the Faculty of Business Studies, Vavuniya Campus of the University of Jaffna. The JBM is a bi-annual journal and it publishes original full papers of high quality in all the disciplines of Business Management. Each full paper is reviewed through a double-blind process. All papers published in this journal are accessible online.

## 9.7 Introducing Mentoring System for the Students

The Mentoring system was established in the Faculty of Business Studies. Initially, Academic mentors were appointed by the Faculty Board, and all-new intake first-year students were assigned to them. Dr. Y. Nanthagopan, Dean of the Faculty of Business Studies, conducted the first students' mentoring awareness meeting during the orientation session on 9<sup>th</sup> September 2020. All students and their parents had been allowed to interact with the mentors on the same day. It was a very successful meeting; the students' parents were pleased with this interaction and thanked the Faculty.

## 9.8 The Launch of the First Newsletter of the Faculty of Business Studies



The First Newsletter of the Faculty of Business Studies was released on 25<sup>th</sup> June 2020 in the Balakrishnan Block of the Faculty. It conveys information regarding staff and student events and notable activities and achievements of the Faculty. Dr. T. Mangaleswaran / Rector of the Vavuniya Campus and Dr. Y. Nanthagopan / Dean of the Faculty of Business Studies has made a memorable speech at this event. The first copy of the newsletter was issued by Mr. T. Pratheepan, the Chair of the Faculty Newsletter Committee, to Dr. T. Mangaleswaran, Rector of the Vavuniya Campus. The Deans of the Faculties, Heads of the Departments, Senior Assistant Librarian, Deputy Registrar / Establishments, Deputy Registrar / Examinations and Students' Admission, External Faculty Board Members, Works Engineer, and all the Academic, Administrative and Non-academic staff of the Faculty have made this remarkable event a success with their immense participation.

### 9.9 The Launch of the Updated Faculty Website



A new Faculty Website has been launched on 25<sup>th</sup> June 2020 with the presence of Dr. T. Mangaleswaran / Rector of the Vavuniya Campus, Dr. Y. Nanthagopan / Dean of the



Faculty of Business Studies, Deans of the other Faculties, Heads of the Departments, Senior Assistant Librarian, Deputy Registrar / Establishments, Deputy Registrar / Examinations and Students' Admission, External Faculty Board Members, Works Engineer, and all the Academic, Administrative and Non-Academic staff of the Faculty. The previous version of the Faculty of Business Studies has been re-modeled by enriching the available content and adding functions. Dr. Y. Nanthagopan / Dean of the Faculty of Business Studies praised the efforts made by the Members of the Web Committee and, more specifically, Mr. J. Aloy Niresh, the Chair of the Web Committee, Mr. K. Suthesan, and Mr. G. Vijayakanthan.

### 9.10 Career Guidance and Awareness Program



Career Guidance and Awareness Program for the Faculty's undergraduate students offered by SLIM was held on 26<sup>th</sup> August 2020. Mr. Naazim Seiyed, Managing Director, International Academy of Professional Studies (IAPS), was the resource person. There were 120 students from all streams in the Faculty of Business Studies participated.

### 9.11 Graduate Training





The Faculty facilitated the Management Package training of the Orientation Training Program for the newly appointed graduates in the Public Sector (Batch 1) in the Vavuniya and Mannar study centers from 14<sup>th</sup> September 2020 to 3<sup>rd</sup> October 2020. The training program is introduced by the government with the vision to create a society with healthy attitudes and skillful proactive leaders and with the aim to transform graduates into responsible citizens through the development of positive attitudes and leadership qualities. It was jointly organized by the security forces officials of Wannu, and the civil service officials of the District and Divisional Secretariats in Mannar and Vavuniya districts. The Lecturers of the Faculty of Business Studies facilitated the planned 15 modules of the Management Package. The remaining workshops for the other four batches have been postponed due to the COVID - 19 restrictions.

#### **9.12 Aid to the affected Students due to COVID -19 Pandemic**

Staff members generously supported the selected students of the Faculty of Business Studies, signaling their humanity in uplifting our students' well-being during the COVID - 19 pandemics. The Faculty has received a total amount of LKR 330,000/- from the staff members. The whole received money has been symmetrically deposited to the BOC accounts of the finally screened 66 students in need of financial assistance.

## 10.0 Faculty Board Meetings in Detail

Twelve Faculty Board meetings were conducted during the year and among them two were in connection with Special Faculty Board. The breakdown structure of the meetings is as tabulated below;

Faculty Board Meeting	Date
176 <sup>th</sup> Faculty Board	29.01.2020
177 <sup>th</sup> Faculty Board	28.02.2020
Special Faculty Board	15.04.2020
178 <sup>th</sup> Faculty Board	12.05.2020
Special Faculty Board	09.06.2020
179 <sup>th</sup> Faculty Board	25.06.2020
180 <sup>th</sup> Faculty Board	29.07.2020
181 <sup>th</sup> Faculty Board	26.08.2020
182 <sup>th</sup> Faculty Board	30.09.2020
183 <sup>th</sup> Faculty Board	28.10.2020
184 <sup>th</sup> Faculty Board	25.11.2020
185 <sup>th</sup> Faculty Board	30.12.2020

## 11.0 Outreach Activities

### 1. Dr. Y. Nanthagopan

- a) Conducted Strategic Planning Review workshop for the staff and stakeholders of the Faculty of Business Studies, on 17<sup>th</sup> December 2020, at Board Room of the FBS, Vavuniya Campus, Pambaimadu, Vavuniya.
- b) Conducted a workshop on “Decision making and Problem solving” for the newly employed government graduates on 15<sup>th</sup> and 17<sup>th</sup> September 2020, at Divisional Secretary Auditorium of Vavuniya and Mannar.
- c) Conducted a workshop on “Planning and Planning Process” for the newly employed government graduates on 21<sup>st</sup> and 24<sup>th</sup> of September 2020, at Divisional Secretary Auditorium of Vavuniya and Mannar.
- d) Conducted a workshop on ‘Project Management Applications in Managing Contemporary Issues in Engineering Industry’ for the Engineers of IESL, on 5<sup>th</sup> February 2020, at NWSDB, Vavuniya.

2. Dr.Poongothai Selvarajan

- a) Served as a Resource Person for the “Employee Orientation Training” for newly recruited Academic, Administrative and Non-Academic Staff of the Vavuniya Campus on 10<sup>th</sup> December 2020.
- b) Served as a Resource Person for the “Orientation Training” for newly recruited graduates in Vavuniya and Mannar District on the topics of Organizational Behavior and Stress Management in September & October 2020.
- c) Serving as the Director / Staff Development Centre of Vavuniya Campus and organized 10 workshops in 2020.

3. Dr. A. Pushpanathan

- a) Participated as Resource Person in the Workshop organized by the Staff Development Centre, Vavuniya Campus, for the Permanent Non-academic Staff of the Vavuniya Campus on the topic of Effective Office Management on 15<sup>th</sup> July, 2020.
- b) Participated as Resource Person for the Orientation Training Programme for the Graduates in Vavuniya and Mannar District over the period from 14<sup>th</sup> September 2020 to 03<sup>rd</sup> October 2020 on the topics of Introduction to Management, Organizing and Organizational Structure, and Change Management.

4. Mrs. S. Mathivathany

- a) Conducted a workshop on Disaster Mangement, on 30<sup>th</sup> September 2020 for Orientation Training For New Graduate Employees (Public Sector), Mannar District.
- b) Conducted a workshop on Disaster Mangement, on 1<sup>st</sup> October 2020 for Orientation Training For New Graduate Employees (Public Sector), Vavuniya District.

5. Mr. S. Thirugnanasampanthar

- a) Facilitated Five-day sessions in the workshops at the two training centres of the District Secretariats Mannar and Vavuniya for the Management Package of the Orientation Training for the Graduates employed in the Public Sector in 2020.

6. Dr. A. Rukshan

- a) Served as a resource person to deliver the Public Talk # 6 “Simple and Effective Ways to Create New Gen websites” on 22<sup>nd</sup> July 2020, from 7 pm to 8 pm.
- b) Served as a resource person to deliver a training on "Digital Tools" on 30<sup>th</sup> September 2020, in both Manner and Vavuniya.
- c) Conducted a Public talk on the topic of "Simple and Effective Ways to Create New Gen websites" organized by the IT Centre of the Vavuniya Campus on 22<sup>nd</sup> July 2020.

7. Ms. M. R. F. Aqeela

- a) Conducted a Graduate Management Training Programme on 'Motivation' & 'Introduction to Management' for newly recruited Graduate Employees in Vavuniya District (Public Sector), 2020.

8. Mr. S. A. Jude Leon

- a) Conducted Graduate Management Training Programmes on “Basic Marketing” and “Creativity and Innovation” for newly recruited Graduate Employees in Mannar District (Public Sector) in 2020.
- b) Conducted Graduate Management Training Programmes on “Basic Marketing” and “Creativity and Innovation” for newly recruited Graduate Employees in Vavuniya District (Public Sector) in 2020.
- c) Conducted a workshop on "Career guidance for School leavers" at the UC hall at Vavuniya organized by the Berendina Employment Center on 13<sup>th</sup> January 2020.

9. Mr. S. Harikaran

- a) Conducted a workshop on “Career guidance for School Leavers in Kilinochchi” organized by the Berendina Employment agency on 28<sup>th</sup> February, 2020.
- b) Conducted a Graduate Management Training Programme on “Introduction to Management”, “Motivation” and “Human Resource Management” for Newly recruited Graduate Employees in Mannar District (Public Sector), 2020.
- c) Conducted a Graduate Management Training Programme on “Human Resource Management” for Newly recruited Graduate Employees in Vavuniya District (Public Sector), 2020.



10. Ms. S. Kajanthy

- a) Conducted a Graduate Management Training Programme on “Creativity and Innovation” for newly recruited graduate employees in Mannar District on 25<sup>th</sup> September 2020.
- b) Conducted a Graduate Management Training Programme on “Creativity and Innovation” for newly recruited graduate employees in Vavuniya District on 29<sup>th</sup> September 2020.
- c) Conducted a Graduate Management Training Programme on “Basic Marketing” for newly recruited graduate employees in Vavuniya District on 30<sup>th</sup> September 2020.

11. Dr. (Mrs.) K. Kalainathan

- a) Conducted a webinar on “Implication of COVID -19 on Financial Market” arranged by the Faculty of Business Studies, Vavuniya Campus of the University of Jaffna on 27<sup>th</sup> June 2020.
- b) Conducted a webinar on "CORONA virus outbreaks and Economy" organized by the Government Arts and Science College, India, on 10<sup>th</sup> July 2020.
- c) Conducted a webinar on “Leadership amidst crisis: can traditional traits work in the current scenario” organized by P.K.R. Arts college for women on 16<sup>th</sup> July 2020.
- d) Conducted a two-day webinar on “Implication of COVID - 19 in Financial Market” to the MBA students from various universities in Sri Lanka and Lecturers of NSF College of Technology, Coimbatore, India; and academics of Sri Lankan universities on 18<sup>th</sup> and 27<sup>th</sup> May 2020 respectively.

12. Mrs. J. S. Thevaruban

- a) Delivered a series of accounting lectures for the Advanced Level commerce stream students on the topics of “Prepare Income statement and Statement of Financial Position for a Sole Proprietorship”, and “Prepare Income Statement for the incomplete records of the organization”. It was broadcast on "Nethra Television's Gurukulam" program on 27<sup>th</sup> and 30<sup>th</sup> August 2020 and 10<sup>th</sup> September 2020.
- b) Participated in the recording of A/L Accounting syllabus - Part II on Nethra Television organized by NIE at Jaffna on 15<sup>th</sup>, 16<sup>th</sup> and 26<sup>th</sup> June 2020.



- c) Invited as a resource person to conduct a workshop on "Performance Auditing" by the Director, Northern Province Cooperative Training institute for Vavuniya and Mannar District Cooperative Development Officers in Vavuniya on 23<sup>rd</sup> and 24<sup>th</sup> July 2020.
- d) Conducted a webinar on Financial Management for MBA students and staff of SNS College of Technology, Coimbatore, India on 27<sup>th</sup> May 2020.

13. Dr. J. Gnanaseelan

- a) Academic English in Research Papers: a seminar conducted to the academic staff of Vavuniya Campus organized by the Staff Development Center, Vavuniya Campus on 11<sup>th</sup> November 2020.
- b) Conducted a two-day workshop (March 10<sup>th</sup> and 12<sup>th</sup>, 2020) on "Letter Writing Skills in English" for the Local Economic and Social Strengthening Project - Phase II for Management Staff of the Divisional Secretariat at Vavuniya Division, Vavuniya. Organized by ADRA (Adventist Development and Relief Agency, Sri Lanka).
- c) Conducted a workshop on "Letter Writing Skills in English", a Two day workshop, Local Economic and Social Strengthening Project - Phase II for Management Staff of the Divisional Secretariat at Venkkalacheddikulam Division, Vavuniya. Organized by the Adventist Development And Relief Agency, Sri Lanka on January 30<sup>th</sup> 2020.
- d) Delivered a Guest Talk on "Social Justice and the Sri Lankan Context" to the Public Servants of the Vavuniya District, at the Vavuniya Cultural Hall, Vavuniya, in February 2020 Jointly organized by the Election Commission, Sri Lanka and the District Secretariat, Vavuniya.
- e) Conducted a two-day workshop on "The English Expression in Letter Communication" at the Nedunkerny District Secretariat on 17<sup>th</sup> & 24<sup>th</sup> September 2020 in Vavuniya organized by the Humanitarian Institution.
- f) Conducted a one day workshop on "Practical Training in Using the English Expressions in Letter Communication" for the Local Economic and Social Strengthening Project - Phase II for Management Staff of the Divisional Secretariat at Nedunkerny Division, Vavuniya North. The workshop was organized by ADRA (Adventist Development and Relief Agency, Sri Lanka) on 17<sup>th</sup> September 2020.

#### 14. Mrs. Subajana Jeyaseelan

- a) Organized online IELTS workshops for the students of the Vavuniya Campus as an Activity Co-ordinator/AHEAD on 8<sup>th</sup>, 9<sup>th</sup> of August and 29<sup>th</sup> of November, 2020.
- b) Facilitated a workshop “English Language Teaching through Literature” on 6<sup>th</sup> October 2020 conducted by the English Union of Vavuniya National College of Education, Vavuniya.
- c) Served as a resource person for a two-day workshop - "Community Outreach Programme" on 29<sup>th</sup> and 30<sup>th</sup> August for the students of Puthukulum Maha Vidyalayam, Vavuniya.

#### 15. Mr. K. Suthesan

- a) Conducted a training workshop for the staff and students on “ZOOM and LMS for meetings and distance education” via Zoom on 20<sup>th</sup>, 22<sup>nd</sup>, 23<sup>rd</sup> and 24<sup>th</sup> April 2020.

### 12.0 Future Plans

The Faculty of Business Studies is intended to achieve the following as specified in the Strategic Plan 2021 - 2025. The progress is as summarized below;

#### 1. Signing MOUs with Professional bodies: CIPM, SLIM, PMI, IPS, CMA.

Initiatives have already been taken by the Faculty officials to sign MOUs with Professional bodies. The Faculty has entered into MOUs with SLIM and CIPM already and progressing towards signing MOUs with Institute of Policy Studies and Project Management Institute paving the way towards a win-win situation.

#### 2. Faculty business incubator cell project writing is in progress.

#### 3. Establishment of five new student clubs are in process.

The Faculty has recognized that the students’ learning should not merely be directed towards classroom learning. It is of utmost importance to strengthen energies for the complete transformation of the students. The Council has already approved the formation of the Economics Club, HR Club, Project Management Club, Accounting and Finance Club, and Marketing Club, and the Faculty will take initiatives to materialize them after the normalcy returns.

4. Developing journal publications policy.

The Faculty is of a view to developing “Publications Policy” in the months to come since most of the staff are unaware of finding the credible Journal to get their papers published. Predatory publications are detrimental to academic success, and therefore the Faculty has identified a need to develop a comprehensive mechanism to keep the staff away from publishing their articles in Vanity Press.

5. Faculty Alumni formation.

The Alumni database has been constructed and uploaded in the Faculty website. Around 140 ex-students have registered so far and the constitution got approved in the 449<sup>th</sup> Council meeting held on 01<sup>st</sup> November 2020. The Faculty Alumni is labelled as “Alumni Association of the Faculty of Business Studies (AAFBS)”, planned to be formed in early 2021.

6. Establishing SMART lecture halls are in progress.

7. Signing MOUs with internship organizations are in progress.

The students find difficulties searching for an organization that best fits their field of study to follow the internship. The Faculty is aware of it and will soon find a viable solution by way of getting into agreements / increasing collaborations with industries to overcome this issue.

8. Establishment of job bank is in progress.

9. Introducing a two-year Higher Diploma in English Course.

The Department of English Language Teaching (DELT) has the draft curriculum for the “Higher Diploma in English” yet to be approved. The curriculum would be in line with the requirements as laid down in the Sri Lanka Qualifications Framework - Level 4.

10. Developing Faculty level e-repository

It was planned to create an e-repository to disseminate the Faculty staff and students' research output since repositories are inevitable in the scholarly communication landscape nowadays.

11. Introducing subject disciplined Conferences and Journals.

12. Increasing publications in Science Indexed Journals.

The Faculty plans to take concrete steps to uplift the quality of research work of the staff and students through workshops, especially on “Academic Writing,” paving the way to get their papers published in well-reputed Indexed Journals.

13. Obtaining national and international accreditations.
14. Research Collaborations with foreign universities.
15. Conducting Career Fairs.
16. Developing a “Faculty Charter”.

### **13.0 Failures and Achievements**

1. Unable to expand infrastructure and academic facilities.

The Faculty is facing issues because of a lack of funds to further expand its infrastructure and academic facilities. The Cabinet approved the construction of a building complex for the Faculty of Business Studies at a total estimated LKR 926 million costs to implement the project phase-wise for three years from 2021. The government suspended the implementation of all new building projects with immediate effect due to the COVID outbreak. It would become difficult for the Faculty to accommodate students in the hostel if the government increases the students' intake in the next Academic Year.

2. Lack of self-generated income activities.

The Faculty is primarily depending on government funding to carry out and sustain its activities. Further, the self-generated income comes from the Industry Community Interaction Cell of the Vavuniya Campus (ICICVC) since no other Master Degree Programmes or extension courses are currently available. It is a timely need to introduce extension courses and expedite the Master's degree programs' curriculum development process. The Faculty is aware of it and has started the preliminary work for introducing MBA and Master of Project Management postgraduate degree programs soon. The Curriculum Development Committee was formed, and the budget also approved by the Council, signaling the Faculty's commitment towards finding alternative sources of income rather than fully depending on government sources of financing.

3. Lack of interaction between the staff and students.

The country's prevailing situation is a hindering factor that has resulted in having less interaction between the staff and students. It limits the Faculty to carry out certain activities such as the formation of Alumni and materializing the student clubs. The Faculty has prepared the constitution for Alumni and the Terms of Reference (TOR) for establishing student clubs, and both got approved by the Council. Nevertheless,



the Faculty is unable to progress further due to the physical absence of students and Alumni.

## 14.0 Any Other Activities

### 14.1 Tree Plantation Day



The Faculty Plantation and Beautification Committee has conducted plantation activities from December 5<sup>th</sup> - 9<sup>th</sup>, 2020. The Faculty has formally organized the 'Faculty Plantation Day' on 9<sup>th</sup> December, 2020. The Faculty Plantation was ceremonially started on the auspicious occasion at 9 am in the faculty premises. In total, 100 students and 40 staff members have participated in the plantation activities. The event began with an opening speech by Mrs. S. Mathivathany, Senior Treasurer

of the Faculty Students' Union. Followed by, Dr. Y.Nanthagopan, Dean of the Faculty, delivered the speech and thanked the staff and students to carry out the planting activities of the Faculty successfully. Also, he appreciated Mr. T. Raguram, Curator, for his support rendered to the Faculty.