

Newsletter

Faculty of Business Studies

Vavuniya Campus of the University of Jaffna

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Faculty Events

Research Conference on Business Studies (RCBS) – 2020

The 3rd Research Conference on Business Studies (RCBS) – 2020 was held on 26th October 2020 in 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 the Chair of the conference, delivered the introductory address and Prof. S. Srisatkunarajah, the Vice Chancellor of Jaffna University delivered a special address. Followed by, Dr. T. Mangaleswaran delivered the address of Guest of Honour. Prof. S. A. Ariadurai, the Vice Chancellor of Open University of Sri Lanka and Chairman/ CVCD delivered the Chief Guest address. The conference proceedings were launched by Prof. S. Srisatkunarajah together with 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 spoke title on ‘Business Transformation: The Trends in Sri Lankan Corporate Sector, a Case Study’. Prof. Tanya McGill spoke title on ‘Business Transformation: Merging the West and the East’.



The release of the Journal of Business Management (JBM)



The Journal of Business Management (JBM) Volume 03 Issue 01 has been published in July, 2020 by the Faculty of Business Studies, Vavuniya Campus of the University of Jaffna in online. The JBM is a bi-annual journal and it consists of 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 in online.

Commemoration of Late Dr. N. Balakrishnan

Memorial Day of late Dr. N. Balakrishnan (1st Rector of the Vavuniya Campus) was held on 2nd 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 delivered 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 memorial lecture. Dr.Y.Nanthagopan, Dean /Faculty of Business Studies presided the memorial day. The Vice Chancellor of the University of Jaffna, Prof.S.Srisatkunaraja 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, academic and non-academic staff of the Campus, special invitees from the university of Jaffna, and the students of the faculty took part at this remarkable memorial episode. Further, the students from Kanagarayankulam Maha Vidyalayam, Rambaikulam GMV, 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.



Inauguration and Orientation Programme for the freshers

The inauguration ceremony and the orientation for the freshers for the Academic Year 2018/2019 were held successfully from 09th to 11th of September 2020. In the inauguration, the students were cordially welcomed by the Rector, Dean, and all the 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 with regards to health care, leadership, ethnic cohesion, and social harmony. Finally, the students were so glad for attending the event and getting to know how they are going to lead their lives at the Vavuniya Campus, doing their academic and other extra-curricular activities.



Introducing Mentoring System for 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 9th September 2020. All students and their parents were allowed to interact with the mentors on the same day. It was a very successful meeting. The students and parents were pleased with this interaction and thanked the Faculty.



The Launch of the first Newsletter of the Faculty of Business Studies

The First Newsletter of the Faculty of Business Studies was released on 25th of 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 have made a special 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.



The Launch of the updated version of the Faculty Website

The updated version of the Faculty Website has been launched on 25th 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 Website 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 Nires, the Chair of the Web Committee, Mr.K.Suthesan, and Mr.G.Vijayakanthan.



Freshers' Day

The Freshers' Day was celebrated by the Faculty of Business Studies students on 29th 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 singing and mimicry. The staff of the faculty also attended in this event.



Tree Plantation Day

The Faculty Plantation and Beautification Committee has conducted plantation activities from December 5th - 9th, 2020. The Faculty has formally organized the 'Faculty Plantation Day' on 9th December, 2020. The Faculty Plantation was ceremonially started on the auspicious occasion at 09:00 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 Ms. 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' efforts to carry out the planting activities of the Faculty successfully. Also, he appreciated Mr. T.Raguram, Curator, for his support rendered to the Faculty. There are 201 valuable trees planted around the faculty premises.



Workshop on Strategic Planning Review

The workshop on Strategic Planning Review of the Faculty of Business Studies was held on 17th 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 introduced the objectives of the workshop and the progress review of the Strategic actions during the year of 2020. The aim of the workshop is 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 strategic activities to be incorporated to the goals of the strategic planning through thematic group discussions of the participants. There were 25 stakeholders including the staff from the faculty participated in this workshop.



Navarathiri

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



Donating 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 23rd 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.



Clergy Almsgiving at Batticaloa



The clergy Almsgiving (Dhaana), organized by the Buddhist Committee of the Faculty, was held on 22nd August 2020 in Batticaloa. The purpose of this event is to cultivate generosity and amity among the students. It involves students in an act of virtue and generates humanity and kindness.

Career guidance and Awareness programme

Career guidance and Awareness programme for Professional Certificate in Marketing (PCM) for the undergraduate students of the Faculty offered Sri Lanka Institute of Marketing (SLIM), was held on 26th 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.



Community Enrichment Activities

Webinars

Dr. (Mrs) K.Kalainathan conducted a webinar on "CORONA virus outbreaks and Economy" organized by the government Arts and Science College, India, on 10th July 2020.

Dr.(Mrs)K.Kalainathan conducted a webinar on "Leadership amidst crisis: can traditional traits work in the current scenario" organized by PKR Arts college for women on 16th July 2020.

Mrs. J. S. Thevaruban had participated in the Recording of A/L Accounting syllabus – Part II on Nethra Television organized by NIE at Jaffna -15th, 16th & 26th June 2020.

Mrs.J.S Thevaruban delivered a series of Accounting lectures for Advanced Level commerce stream students on the following topics on :

- Preparing Income statement and Statement of Financial Position of a sole proprietorship
- Preparing Income Statement for the incomplete records of the organization

Broadcast over "Nethra Television's Gurukulam" program on 27th and 30th of August 2020 and 10th September 2020.



Mrs.J.S. Thevaruban has been invited as a resource person to conduct a workshop on "Performance Auditing" by the Director, Northern Province Cooperative Training institute for Vavuniya & Mannar District Cooperative Development Officers in Vavuniya on 23rd & 24th July 2020.

Dr. A. Rukshan conducted a Public Talk on the topic "Simple and Effective Ways to Create New Gen websites" organized by the IT Centre of the Vavuniya Campus on 22nd July 2020.

Dr.G.Jeyaseelan conducted a Seminar on 11th November 2020 from 10.00 am - 12.00 noon on Academic English in Research Papers for the academic staff organized by Vavuniya Campus Staff Development Centre. The seminar was conducted in the Teaching Lab of the Faculty of Business Studies physically and via ZOOM.

Dr.G.Jeyaseelan conducted a two-day workshop on "The English Expression in Letter Communication" at the Nedunkerny District Secretariat on 17th & 24th September 2020 in Vavuniya. The Humanitarian Institution, ADRA organized it.

Ms.J.Subajana facilitated a workshop "English Language Teaching through Literature" on 06th October 2020 conducted by the English Union of Vavuniya National College of Education, Vavuniya, and also Ms. J. Subajana reviewed the book 'Breaking the Barriers' a collection of poems written by Dr.K.Shriganeshan, former Senior Lecturer at Vavuniya Campus.

Ms. J. Subajana served as a resource person for a two-day workshop "Community Outreach Programme" on 29th and 30th August 2020 for the students of Puthukulum Maha Vidyalayam, Vavuniya.



Graduate Training Programme

The Faculty of Business Studies of Vavuniya Campus facilitated the Management Package training of the Orientation Training Programme for the Newly Appointed Graduates for Public Sector (Batch 1) in the two study centers in Vavuniya (Divisional Secretariat Vavuniya) and Mannar (Mannar District Secretariat) from the 14th of September 2020 to 03rd of October 2020 for fifteen days.

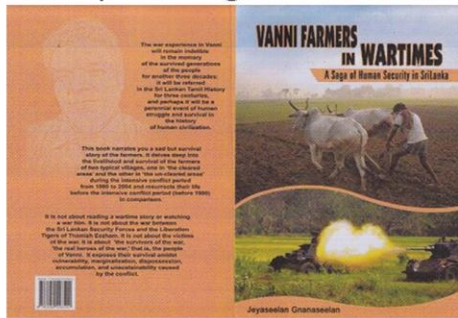


The training program introduced by the government with the vision - To create a society with healthy attitudes and skillful proactive leaders and with the aim - To transform graduates into responsible citizens through the development of positive attitudes and leadership qualities, was jointly organized by the security forces officials of Wannai, and the civil service officials of the District and Divisional Secretariats in Mannar and Vavuniya districts. The remaining workshops for the other four batches have been postponed due to the COVID-19 restrictions.

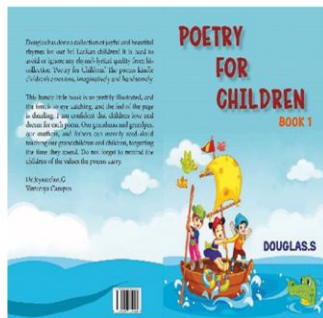
Mr.S.Thirugnanasampanthar was appointed as District Coordinator for Graduate Training Programme and Dr.T.Mangaleswaran, Dr.P.Selvarajan, Dr. A. P u s h p a n a t h a n , Dr. Y. Nanthagopan, Dr.A.Rukshan, Mrs.S. Mathivathany, Mr.S.A.Jude Leon, Mr. S.Harikaran, Ms.M.R.F.Aqeela, and Ms.S.Kajanthly served as Resource Persons on the Graduate Training Programme.

Book Publications

The book "Vanni farmers in Wartimes - A Saga of Human Security in Sri Lanka" by Dr.G. Jeyaseelan was reviewed by Dr. A. Nanthakumaran and published in the Daily Newspaper on 9th November 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.



Mr. S. Douglas, Department of English Language Teaching published a book titled "poetry for children" on 10th October 2020. The poems kindle children's emotions, imaginatively and handsomely. It is beautiful and joyful collection of rhymes for our Sri Lankan Children.



Appointment



Ms.S.Sarmatha has been appointed as a Lecturer (Probationary) at the Department of English Language Teaching (DELT), Faculty of Business Studies.

Awards



Mr.T.Pratheepan, Senior Lecturer Gr.II in Finance, Department of Finance and Accountancy, received AHEAD scholarship (LKR 9 million) for his Doctoral studies at Kingston University London, UK, in 2020. He is the first academic of our Faculty to receive this scholarship funded by the World Bank.

Continuity of the academic programmes of the Faculty during the second wave of COVID-19

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 third and fourth year students and has continued online lectures for first and second year students.

The third and fourth semester examinations were completed on 07th December 2020 without interruption. This is another outstanding achievement of the Faculty, that completed the Academic Year 2018/2019 as scheduled by staff and students' significant commitments and efforts. During this period, the Faculty's academic activities were carried out through the whole week to succeed.

Farewell Party



The farewell party of Mr.R.Sankaralingam, Health Service Labourer / Deans' office and Mr.R.A. Raveenthiran, Works Aide Gr.I / DELT who have completed their services at the Faculty of Business Studies, was held on 4th November 2020, Balakrishnan Block. Dr.Y.Nanthagopan, Dean / Faculty of Business Studies commenced the party with welcome address and appreciated their service. He also thanked the attendees for coming. Then, Dr.T.Mangaleswaran / the Rector, Vavuniya Campus delivered a speech regarding their valuable service and appreciated their dedication. Followed by, Dr.G.Jeyaseelan / Head, DELT, Dr.(Mrs.).K.Kalainathan / Head, Department of Finance and Accountancy, Ms. P. Godwin Phillip Head / Department of Economics and Management, Dr.P.Selvarajan / Director, Staff Development Centre and Mrs.J.S. Thevaruban / Director, Career Guidance Unit delivered speeches and appreciated their worthwhile contributions to the development of the faculty. Thereafter, Mr. R. Sangaralingam and Mr.R.A.Raveendran were honoured by Memorandum and gifts. Due to COVID-19, this event was organized in a limited manner. Around 54 participants took part in this party.

Newsletter Committee - FBS



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