



ANNUAL REPORT



2023

FACULTY OF BUSINESS STUDIES
University of Vavuniya, Sri Lanka

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"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"



"TO BE THE MOST NATIONALLY RENOWNED FACULTY IN BUSINESS EDUCATION"



VALUES

EXCELLENCE
INTEGRITY
EQUITY AND EQUALITY
TRANSPARENCY AND ACCOUNTABILITY
RESPONSIVENESS
DIFFUSION
CO-CREATION

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1. FACULTY OVERVIEW

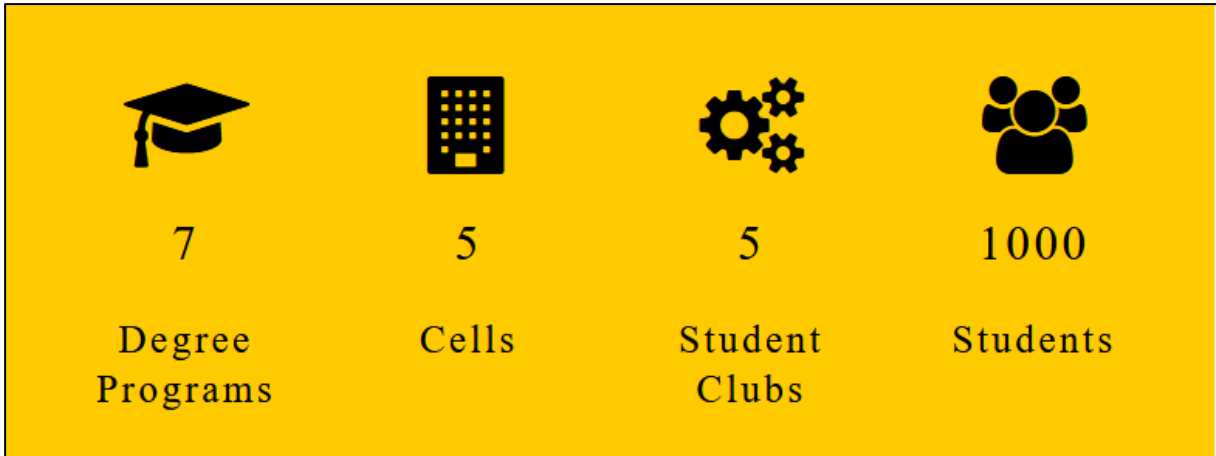


1.1 Faculty Overview

The Faculty of Business Studies was established in 1997 under the Vavuniya Campus of the University of Jaffna. During the year 2021, the Vavuniya Campus of the University of Jaffna has been upgraded as the newly incorporated government university and named as University of Vavuniya. The faculty of Business Studies offers BBM honours degree programme; namely, Accounting and Finance, Marketing Management, Business Economics, Human Resource Management, Entrepreneurship, Project Management and Banking and Insurance. Altogether, seven departments function under the faculty. The Department of English Language Teaching has also been part of the Faculty of Business Studies. The present student population of the faculty is around 1000.

The faculty also conducts short courses, certificate courses and community outreach programs under the Industry Community Interaction Cell (ICIC). The faculty is in progress commencing the Master of Business Administration program in the year 2024.

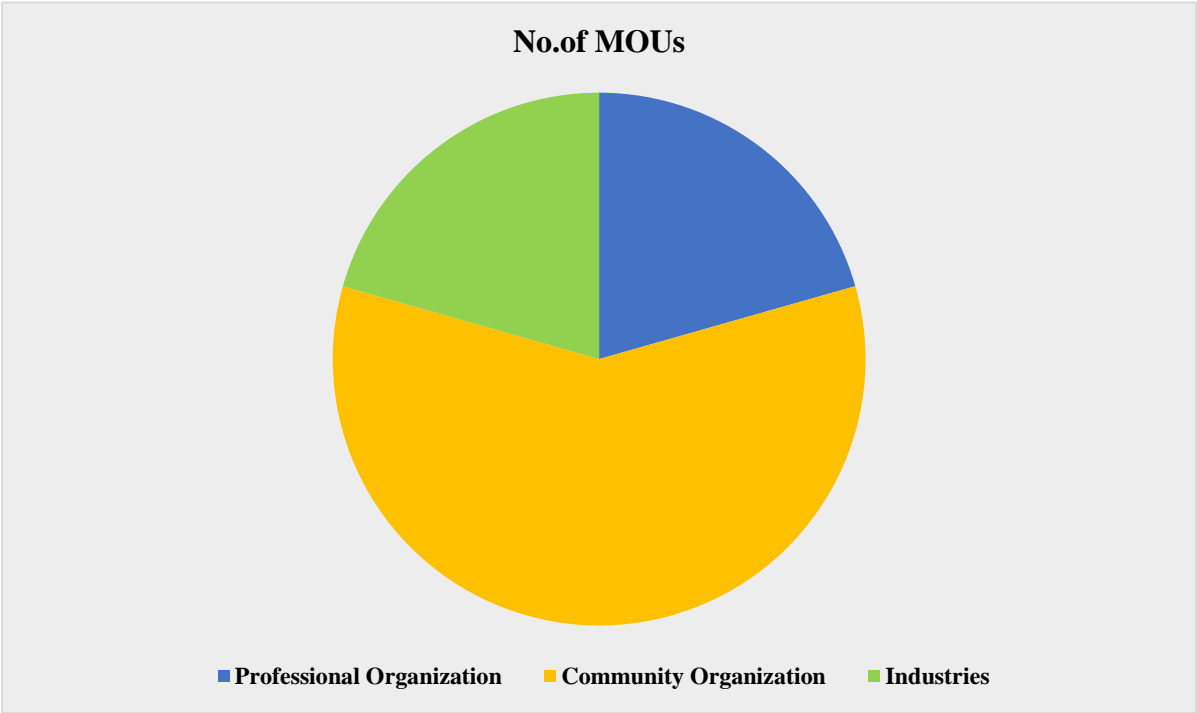
The focus of curriculum of the faculty is on both theoretical and practical expertise in the areas of project management, marketing, banking and insurance, entrepreneurship, finance, accounting, human resource management, and economics. It gives undergraduates a strong basis on which to qualify for and participate in professional tests, foster optimistic outlooks, creativity, and self-assurance.



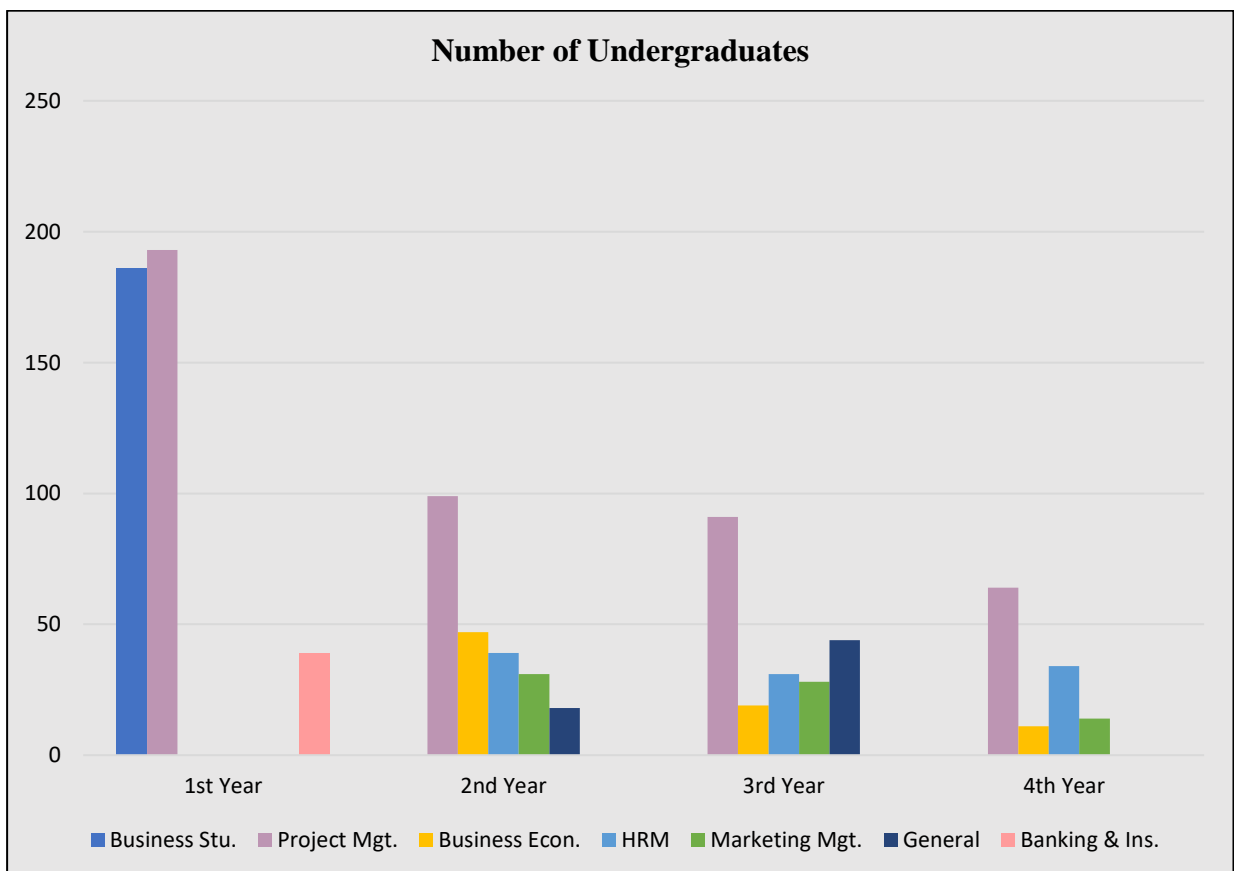
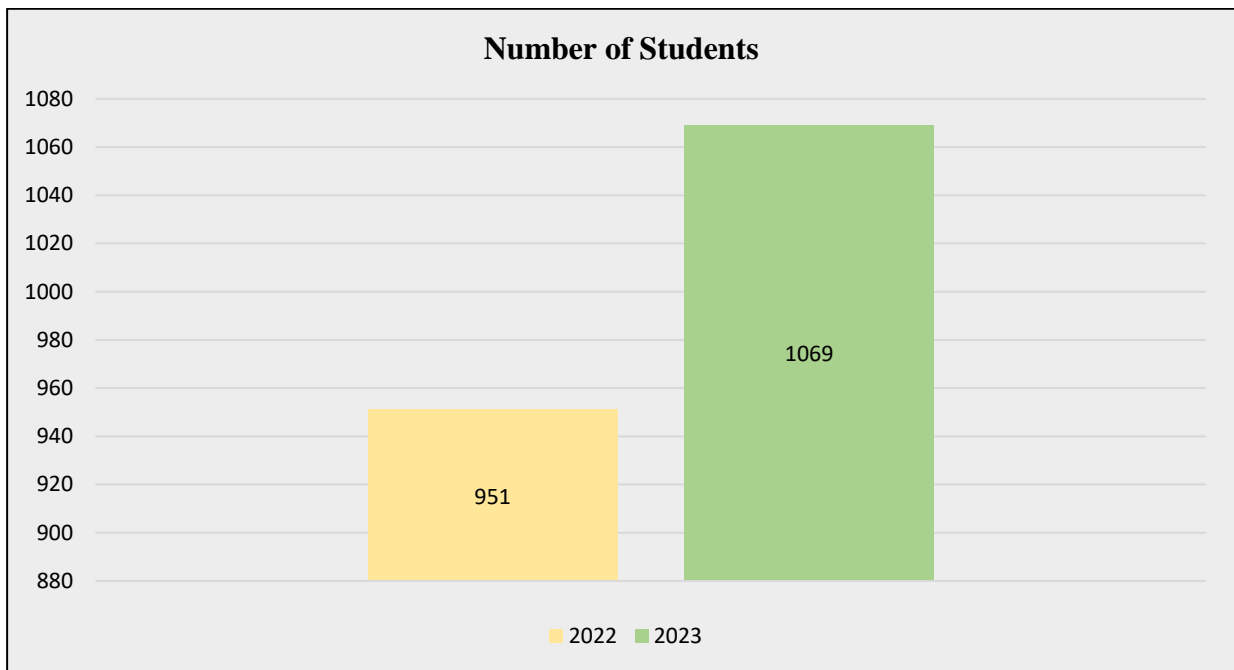
1.1.1 Community and Industry Interaction Units

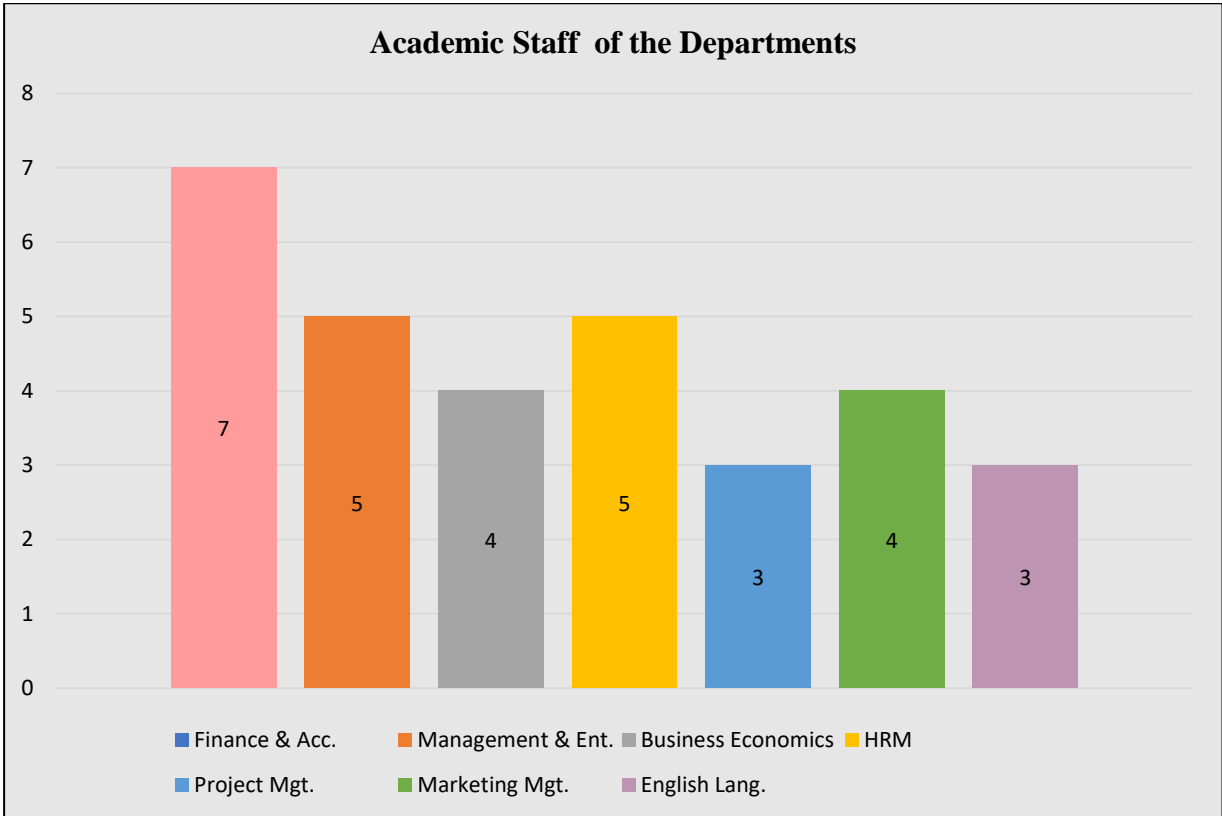
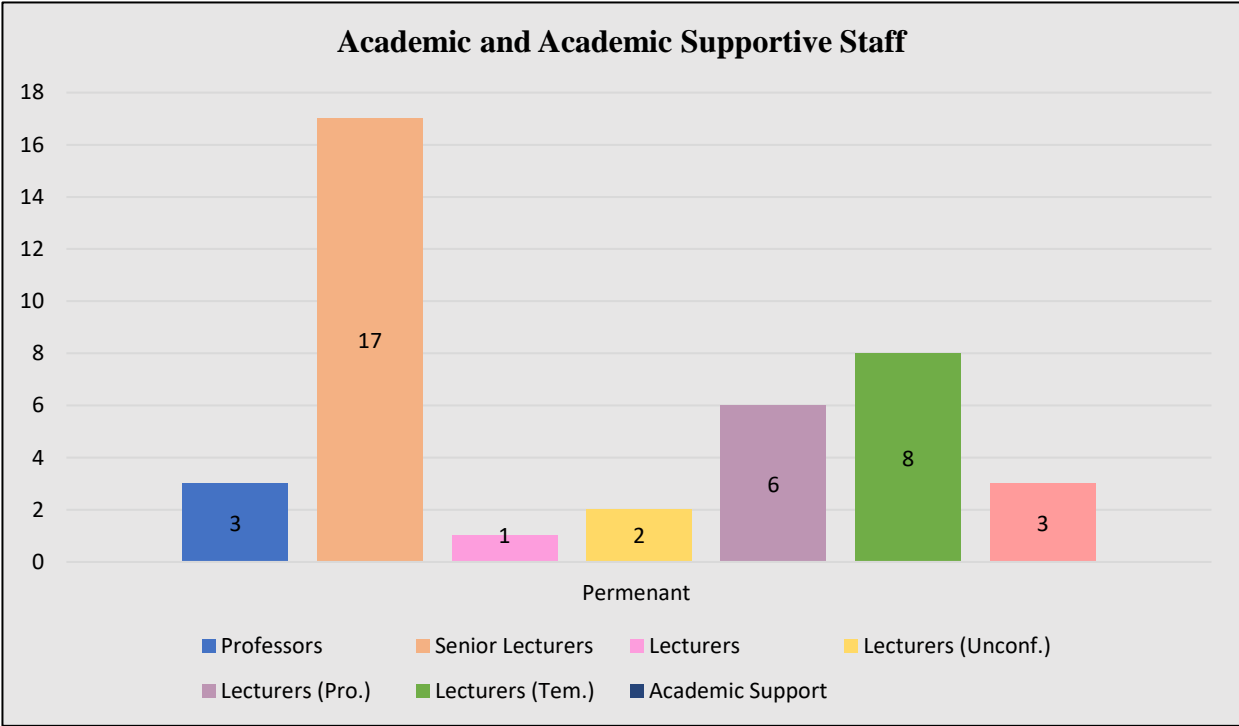
- ICIC-Industry and Community Interaction Cells
- MSMEs Facilitation Hub

1.1.2 MOUs with Professional Organization, Communities, and Industries



1.2 Faculty at a Glance – 2023





1.3 SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▪ The sufficient land has been allocated to the faculty. ▪ Dedicated, hardworking and competent staff. ▪ Curriculum has been revised time to time to adopt to the changing market needs ▪ Multidisciplinary courses aligned with market requirements. ▪ All degree programs adopted students centered learning and outcomes-based education approaches. ▪ Cross cultural and trilingual society. ▪ Involvement of staff and students in CSR activities. ▪ Active participation of students in extracurricular activities. ▪ Stakeholders interest on the faculty. ▪ Stronger faculty alumni. ▪ Stronger collaboration with professional, community and industries. ▪ Faculty has established MSMEs Facilitation hub. ▪ Active Student Clubs 	<ul style="list-style-type: none"> ▪ Lack of infrastructure facilities. ▪ Less number of lecturers with PhD and only two professors and inadequate cadre ration to students. ▪ Less motivation for research publications in high indexed journals. ▪ No post graduate programs, external and distance programs. ▪ The faculty has not fully operational in MIS. ▪ Failure to attract international students. ▪ Lack of collaborative projects in the faculty. ▪ Lack of professional training for academic, administrative and other non-academic staff. ▪ Poor Staff and Student Ratio.

Opportunities	Threats
<ul style="list-style-type: none"> ▪ Increasing demand for higher educations in the region. ▪ Lack of certified professional bodies in Vavuniya. ▪ The region requires various post-conflict developments supports from the regional universities. ▪ Stakeholders are realized the importance of working with the faculty. ▪ Government policies to expand the high education opportunities. ▪ Peaceful multi ethnic composition exists in the region. ▪ The industries expressed their interest to accommodate our students for the internship. ▪ Increasing interest of industries for collaborating with the universities. ▪ UGC provides scholarships for international students to undertake degree programs in Sri Lanka. ▪ The industries give priority to CSR activities. ▪ Adoption of new technologies for distance education. 	<ul style="list-style-type: none"> ▪ Poor Economic Condition of the Country ▪ Growing competition in management degree programs from locally available public and private universities and colleges. ▪ Lack of industries exist in the region. ▪ Bureaucratic structure of the Government institutions. ▪ Limited industry development in the country. ▪ Limited funds allocations to the universities. ▪ Increasing employments opportunities for professional qualifications. ▪ Government policy towards developing STEM. ▪ Increasing Private universities in the country. ▪ Frequent academic interruptions by external parties. ▪ Pandemic due to COVID19 and interruptions of regular physical operations.

1.4 Staff Details

Academic Staff Permanent

Prof. T. Mangaleswaran	Professor in HRM/ Department of Human Resource Management
Prof. A. Pushpanathan	Professor in Management-Department of Management and Entrepreneurship
Prof. Y. Nanthagopan	Professor in Project Management-Department of Project Management
Dr. P. Selvarajan	Senior Lecturer Gr. I / Department of Management and Entrepreneurship
Mrs. J. S. Thevaruban	Senior Lecturer Gr. I / Department of Finance and Accountancy
Dr. G. Jeyaseelan	Senior Lecturer Gr. I / Department of English Language Teaching
Dr. K. Kalainathan	Senior Lecturer Gr. I / Department of Finance and Accountancy
Mr. A. Thayaparan	Senior Lecturer Gr. I / Department of Business Economics
Mrs. P. Godwin Philip	Senior Lecturer Gr. I / Department of Business Economics
Mrs. S. Jeyaseelan	Senior Lecturer Gr. I / Department of English Language Teaching
Dr. N. Ravinthrakuamr	Senior Lecturer Gr. I / Department of Business Economics
Dr. A. Rukshan	Senior Lecturer Gr. II / Department of Management and Entrepreneurship
Mr. T. Pratheepan	Senior Lecturer Gr. II / Department of Finance and Accountancy
Mr. C. Larojan	Senior Lecturer Gr. II / Department of Finance and Accountancy

Mr.S. Thirugnanasampanthar	Senior Lecturer Gr. II / Department of Project Management
Mr. S. A. Jude Leon	Senior Lecturer Gr. II / Department of Marketing Management
Mr. G. R. M. Gamlath	Senior Lecturer Gr. II (Prob) / Department of Finance and Accountancy
Mrs. S. Mathivathany	Senior Lecturer Gr. II (Prob) / Department of Project Management
Mr. S. Hariharan	Senior Lecturer Gr. II/ Department of Human Resource Management
Mrs. V. Kajanthy	Senior Lecturer Gr. II/ Department of Marketing Management
Mr. T. Selvamalai	Lecturer / Department of Business Economics
Mr. S. Sivanenthira	Lecturer (Unconfirmed) / Department of Marketing Management
Mrs.K.P.W.D.R. Weerasinghe	Lecturer (Unconfirmed) / Department of Marketing Management
Mrs. T. Satheeskumar	Lecturer (Probationary) / Department of Management and Entrepreneurship
Ms. P. Sarmatha	Lecturer (Probationary) / Department of English Language Teaching
Mrs. M. R. F. Aqeela Ijas	Lecturer (Probationary) / Department of Human Resource Management
Ms. J. Prasheena	Lecturer (Probationary) / Department of Human Resource Management
Mrs. J. Manthahine	Lecturer (Probationary) / Department of Finance and Accountancy
Mr. N. Pratheepan	Lecturer (Probationary) / Department of Finance and Accountancy

Academic Supportive Staff (Permanent)

Mr. A.Sebarajah	Instructor in English - Gr. II
Ms. S. Anithra	Instructor in English - Gr. III
Mr. S. Douglas	Instructor in English - Gr. III

Temporary Assistant Lecturers

Ms. S.Ajitha	Department of Project Management
Ms. S. Sharangi	Department of Project Management
Ms. M.S.N.Ransara	Department of Business Economics
Ms. D.M.H.Herath	Department of Business Economics
Mr. S.Kapiluxsan	Department of Management and Entrepreneurship
Ms. R.G.I.D.Ekanayake	Department of Finance and Accountancy
Ms. S. Gowshalya	Department of Finance and Accountancy
Ms. M. Sujitha	Department of Human Resource Management

Academic Supportive Staff (Temporary)

Mr. A. Nirojith
Ms. Dinuasha Sandanayake
Mr. D.M. Thilakasiri

Executive Staff

Mrs. P. Danoshana	Assistant Registrar
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Non- Academic Staff (Permanent)

Mr. B. Sujeevan	Technical Officer
Ms. K. Priya	Management Assistant
S. Gobikrishna	Management Assistant
Mrs. V. Maickanro	Management Assistant
Mr. Daniraj	Management Assistant

Non- Academic Staff (Temporary)

Ms. K.Sibi

Mr. A.Ajinthan

Ms. R.Nirosha

Ms. N.Keerthika

Me. Kirutharani

Mr. S. Sharmilan

Ms. Lahinthani

Mrs. J.Priyadarshani

K.Prashanthan

Mr. R. Sasikaran

Ms. K.Thanusha

2. STAFF PUBLICATIONS AND COMMUNICATIONS

2.1 Publications and Communications

2.1.1 Department of Finance and Accountancy

Journal Publication

Kalainathan, K. (2022). The Stock Market Reaction to the Unexpected Events in Sri Lanka, *Peradeniya Management Review*, 4(1).

Kalainathan, K. (2023). Determinants of Debt Financing Decision in Sri Lankan Listed Companies, *International Journal of Accounting & Business Finance*, 9(2), pp.172-190.

Kalainathan, K., Thayaparan, A. & Godwin Phillip, P.M. (2023). Determinants of Household Food Security in Northern Province, Sri Lanka, *Vavuniya Journal of Business Management*, 6(2).

Larojan, C. (2023). The influence of asset quality on financial performance: evidence from Sri Lankan banking industry, *Vavuniya Journal of Business Management*, 6(2).

Communication

Pratheepan, N. & Kalainathan, K. (2023). Determinants of Access to Finance among Small and Medium Enterprises: A case in Vavuniya District. Proceeding, *Vavuniya University International Research Conference, VUIRC - 2023*.

2.1.2 Department of Business Economics

Journal Publication

Kalainathan, K., Thayaparan, A. & Godwin Phillip, P.M. (2023). Determinants of Household Food Security in Northern Province, Sri Lanka, *Vavuniya Journal of Business Management*, 6(2).

Herath D.M.H., Thayaparan, A. and Phillip P.M.G. (2023). Technical Efficiency and Its Determinants in Dairy Farmers in Kurunegala District: Stochastic Frontier Production Function. *Sri Lankan Journal of Business Economics, University of Sri Jayewardenepura, Sri Lanka*. 12 (2). pp 104 - 118.

Ishara I.D.C., Thayaparan A. and Gunathilaka G.Y.N (2023). Adoption Decision and Intensity of Inorganic Fertilizer Usage Among Paddy Farmers in Kalutara: A Cragg's

Double Hurdle Model Approach. *Sri Lankan Journal of Business Economics, University of Sri Jayewardenepura, Sri Lanka.* 12 (1). pp 25-42.

Arupillai Thayaparan, R. Ushadhani and G.Y.N. Gunathilaka (2023). Crop Diversification and its Determinants among Vegetable Farmers in Kotagala, Nuwara Eliya District in Sri Lanka. *Journal of Management, Social Sciences and Humanities, General Sir John Kotelawala, Defense University.*04 (1), pp 1-25.

Communication

Perera, M.I.D. & Thayaparan, A. (2023). An Estimation of Technical Efficiency of Turmeric Production in Sri Lanka. *Proceedings of the 12th International Conference on Management and Economics (ICME 2023), Faculty of Management and Finance, University of Ruhuna, Sri Lanka.* August-2023, pp 131- 144.

2.1.3 Department of English Language Teaching

Journal Publication

Gnanaseelan, J. & Subajana, J. (June 2023). Proposing Thematic Diversity Reference Model for Essay Writing and Assessment. *International Journal of Multidisciplinary Studies (IJMS).*10(1): 12 – 34.

Gnanaseelan, J. (2023). The Historiography of the Social, Environmental, Economic and Political Systems of Pesalai, A Village in the Mannar District, Sri Lanka: A Content Analysis. *OUSL Journal.* pp.38.

Communication

Gnanaseelan, J. (2023). Verb Use in a Letter of Complaint Determining Linguistic Features. *The 9th International Conference of Sabaragamuwa University of Sri Lanka, (ICSUSL 2023).* ISSN 2815-0341. pp.285.

Jeyaseelan, S. & Seneratne, C.D. (2022). Syntactic Structural Analysis of Student Writing and Language Education - A Pilot Study (abstract -Proceeding Publication).

Jeyaseelan, S. (2023). The use of cohesive devices in essay writing by ESL undergraduates of the University of Vavuniya, First International Conference on Foreign Languages & Literature (NCFLL), Rajarata University, Sri Lanka.

Jeyaseelan, S. (2023). A Linguistic Stylistics Analysis of the Poem 'Breakfast' by Jacques Pervert, Annual Conference FGS, University of Colombo.

Kunalan, T.& Sarmatha, P. (2023). Achieving Social and Cultural Integrity Through Translating Literary Texts from Tamil to English – A Study Based on the Short Story Collection “Subavam”. 1st International Conference on Harmony and Reconciliation 2022. University of Vavuniya.

Atchuthan, Y., Sarmatha, P. & Mathivathany, S. (2023). Conflict Resolution During Colonialism: A Study with Reference to The Poem a Far Cry from Africa by Derek Walcott. 1st International Conference on Harmony and Reconciliation 2022. University of Vavuniya.

2.1.4 Department of Management and Entrepreneurship

Journal Publication

Selvarajan, P. & Jeyaseelan,S. (2023). Consumer Ethnocentrism on the Purchase of Milk Powder: A Comparative Study between Foreign and Local Brand in Mullaitivu District, *Vavuniya Journal of Business Management, Faculty of Business Studies, University of Vavuniya*. 5(2), pp. 80-102.

Selvarajan, P. & Senarathna, W.A.N.M. (2023). A Phenomenological Review of Machiavellianism in Organizations, *Journal of Business and Technology, Dept. of Commerce and Financial Management, University of Kelaniya*. 7(1), pp.25-36.

Communication

Fernando, R.L.J.P., & Pushpanathan, A. (2023). Exploring Factors and Challenges Influencing the Market Sustainability of Women Entrepreneurs: A Comprehensive Case Study, *2nd International Research Symposium on Management, Faculty of Management Studies, Rajarata University of Sri Lanka*. pp. 179 – 181.

Selvarajan, P & Fernando, P.J.L.R. (2023). Exploring the Coolhunting Market Research in Sri Lankan Perspective, *4th International Conference on Marketing Management, Sri Lanka Institute of Marketing*.

Satheeskumar, T. & Selvarajan, P. (2023). A Comprehensive Introduction to Convolutional Neural Networks: A Case Study for Leaf Image Classification, *3rd International Conference on Science and Technology, Faculty of Technology, South Eastern University of Sri Lanka*.

Jayamali, M. D. R., Alexander, R., Venujan, K., & Thompson, N. (2023). Factors Influencing Adoption of Digital Marketing by the Supermarkets in Sri Lanka. *34th Australasian Conference on Information Systems (ACIS 2023)*, 62, Wellington, New Zealand. Accessible at: <https://aisel.aisnet.org/acis2023/62> .

Jeyaranjan, P., & Alexander, R. (2023). The use of gamification in the knowledge management practices. In: Tareq Ahram and Redha Taiar (eds) Human Interaction & Emerging Technologies (IHET 2023): Artificial Intelligence & Future Applications. AHFE (2023) *International Conference*. AHFE Open Access, AHFE International, USA. Available at: <http://doi.org/10.54941/ahfe1004056>.

Thevaka, S. & Poongothai, S. (2023). The Comprehensive Introduction to Convolutional Neural Networks: A Case Study for Leaf Image Classification. *ICST- 3rd International Conference on Science & Technology, South Eastern University of Sri Lanka*.

2.1.5 Department of Marketing Management

Journal Publication

Suriyage, R.D.S.D., & Leon, S.A.J. (2023). Factors influencing Consumer Buying Decision towards Herbal Products in Monaragala District, Sri Lanka. *Kelaniya Journal of Management*. 12(1). pp55-62.

Communication

Jayamali, M. D. R., Alexander, R., Venujan, K., & Thompson, N. (2023). Factors Influencing Adoption of Digital Marketing by the Supermarkets in Sri Lanka. *34th Australasian Conference on Information Systems (ACIS 2023)*, 62, Wellington, New Zealand. Accessible at: <https://aisel.aisnet.org/acis2023/62> .

Weerasinghe, K.P.W.D.R., & Samarasinghe, D.S.R. (2023). Role of Mindfulness of Food with the Moderating Effect of Environmental Literacy on Sustainable Food Consumption, *SDG Youth Summit, 14th International Conference on Business and Information, University of Kelaniya, Sri Lanka*. pp.5.

2.1.6 Department of Human Resource Management

Journal Publication

Prasheena, J., & Rukshan, A. (2023). The Use of Gamification in the Knowledge Management Practices. *Human Interaction and Emerging Technologies*. 111. 498-507.

Ladshana, M., Prasheena, J., & Nanthagopan, Y. (2023). The Mediating Role of Knowledge Inertia on The Relationship Between Knowledge Sharing Capabilities and Organizational Strategic Learning Capabilities. *Journal of HRM Perspectives*, 8(1),69-80.

Communication

Harikaran,S. & Delistha,S. (2023). Impact of Big Five Personalities on Counterproductive Works Behaviours of Teachers: Special References to Kalkudah Zonal Education Office in Batticaloa District'. *7th CIPM International Research Symposium 2023*.

Abeysekara. A.W.A.K.G., & Ijas,A. (2023). Impact of Human Capital Management on Organizational Competitiveness (Special Reference to Insurance Sector in Chilaw zone, Sri Lanka. *7th CIPM International Research Symposium 2023, Chartered Institute of Personnel Management*.

2.1.7 Department of Project Management

Journal Publication

Vivek. R., Nanthagopan, Y., Piriyaatharshan. S., & Krupskyi, O.P. 4 (2023). Teaching Practices in the New Normal: Qualitative Inquiry (Sri Lanka Case). *Advanced Education*, 23, 170-189.

Vivek, R., & Nanthagopan, Y. (2023). Strategic human resource management challenges in graduate development officer recruitment in Sri Lanka. *Sri Lanka Journal of Social Sciences*, 46 (1): 125-138.

Gamlath, G.R.M., Nanthagopan, Y., Gangatharan, L., and Williams, N, L. (2023). The Effects of Governance Practices on the Performance of the Sri Lankan Public Sector Development Projects. *International Journal of Governance and Public Policy Analysis*, 5(1): 1-26.

Vivek, R., and Nanthagopan, Y. (2023). Exploring digitalization and its impact on Higher Educational Institutes in a contemporary setting: A Study of the Higher Educational Institutes in Sri Lanka. *Ukrainian Journal of Educational Studies and Information Technology*, 11(2): 66-84.

Lashanda, M., Prasheena, Y., and Nanthagopan, Y. (2023). The Mediating Role of Knowledge Inertia on Relationship Between Knowledge Sharing Capabilities and Organisational Strategic Learning Capabilities. *Journal of HRM Perspectives*, 8(1): 69-80.

Vivek, R., Nanthagopan, Y., Piriyaatharshan, S. (2023). Beyond Methods: Theoretical Underpinnings of Triangulation in Qualitative and Multi-Method Studies. *SEEU Review*, 18 (2), 105-122.

Communication

Gamlath, G. R. M., Nanthagopan, Y., Williams, N.L., and Gangatharan, L. (2023). Exploring the Impact of Project Governance on Performance of Public Sector Development Projects in Sri Lanka. *Second International Research Symposium on Management -2023, Faculty of Management Studies, Rajarata University of Sri Lanka.*

Gamlath, G. R. M., Nanthagopan, Y., Nigel L. Williams, and Kengatharan, L. (2023). Exploring the Role of Project Governance and Performance of Sri Lankan Public Sector Development Projects, *International Conference on Management and Entrepreneurship, Faculty of Management Studies, Open University of Sri Lanka.*

Ashinika M.M.D.M.W, Mathivathany. S (January 2023), "The Impact of Cultural Diversity to Community Development Projects in Non-Governmental Organizations", paper presented at 1st International Research Conference on Harmony and Reconciliation (ICHR-2022) and full paper published on Book of Proceeding, Harmony Centre, University of Vavuniya held on 19th & 20th January, 2023.

Y. Atchuthan, P. Sarmatha, S.Mathivathany (January 2023), Conflict resolution during colonialism: a study with reference to the poem a far cry from Africa by derek walcott, paper presented at 1st International Research Conference on Harmony and Reconciliation (ICHR-2022) and full paper published on Book of Proceeding, Harmony Centre, University of Vavuniya held on 19th & 20th January, 2023.

2.2 Books, Chapter in Edited Books, Book Review

Vivek, R., and Nanthagopan, Y. and Aldieri, L (2023). A Systematic Review Using a Factor in Pestle Framework: COVID-19 Pandemic and Expansion of Economic Environments. *Frugal Innovation and Social Transitions in the Digital Era*, IGI Global.

3. STUDENT EVENTS

3.1 Marketing Club

An Awareness Program on Obtaining a New Driving License for Light Vehicles

The Marketing Club of Faculty of Business Studies organized an awareness program on “Obtaining New Driving License for Light Vehicles” on 15th February 2023 from 10.00 am to 11.00 am. Ms. Archana, Managing Officer of Manju Driving School, Mr. Udayan, Employee of Manju Driving School, Ms. Rasakumari, Employee of Manju Driving School, Mr. Dusyanthan, Employee of Manju Driving School were served as resource persons. They explained the step-by-step process of getting a driving license and the main benefits of getting a driving license with them through Marketing



Club. 55 students participated in it. It was an effective awareness program especially for the students who are looking for driving license during their education days in Vavuniya.

A Webinar on “Social Media Marketing”

The Marketing Club of the Faculty of Business Studies organized a webinar on “Social Media Marketing” on 18th of April, 2023 from 5.00 pm to 6.00 pm. Social Media Community Manager at Roy's Villa Hotel, Mr. D. M. R. Dissanayake was the resource person.



Lottery Raffle Draw

The Marketing Club of the Department of Marketing Management generated fund through a lottery raffle by selling tickets within the university and outside people. The event was held in the Board room of Faculty of Business Studies on the 3rd of May 2023 at 9.00 am with the presence of Prof.T.Mangaleswaran, the Vice Chancellor of University of Vavuniya,



Dr.Y.Nanthagopan, Dean of Faculty of Business Studies, Mr.B.Balathas, Assistant Bursar of University of Vavuniya, Heads of the Departments, Assistant Registrar, staff and students of the faculty. The first prize winner is Mrs.V.Kajanthy, the second prize winner is Mr.N.Vinushan. and the third prize winner is Mrs.K.Navanathan.

A Webinar on “Facebook Ads Manager and Facebook Ads Campaign”

The Marketing Club of the Faculty of Business Studies organized the first webinar of the series on “Facebook Ads Manager and Facebook Ads Campaign” on 10th of May, 2023 from 7.00 pm to 8.30 pm. The Social Media Community Manager at Roy's Villa Hotel, Mr. D. M. R. Dissanayake was the resource person.



A Webinar on “Social Media Marketing Research”

The Marketing Club of the Faculty of Business Studies organized the second webinar of the series on “Social Media Marketing Research” on 24th of May, 2023 from 7.00 pm to 8.30 pm. Social Media Community Manager at Roy's Villa Hotel, Mr. D. M. R. Dissanayake was the resource person.



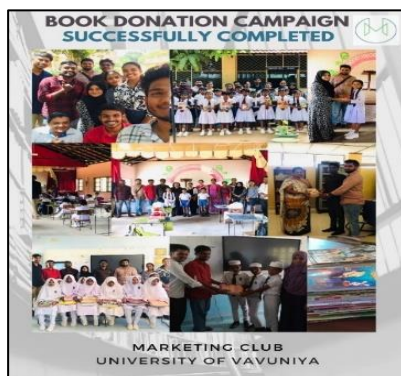
Placing Directional Sign Boards

The Marketing Club of the Department of Marketing Management placed directional sign boards within the Faculty of Business Studies premises on June 15, 2023. This activity helps students, staff, especially visitors/invitees to navigate places or orient themselves in a physical environment.



Book Donation Drive - 2023

A Book Donation Drive programme was held on 19th July 2023, for Vavuniya Schools students of Four deserving schools: V/ Al Aksha Maha Vidyalam, V/ Etambagaskada Vidyalaya, V/ Nedunkulam GSMS and V/Velikulam High Tamil Mixed School under the theme of “Empowering Young Minds through Education”. The Marketing Club, Faculty of Business Studies, University of Vavuniya arranged the programme successfully in collaboration with the Sri Lanka Institute of Marketing (SLIM).



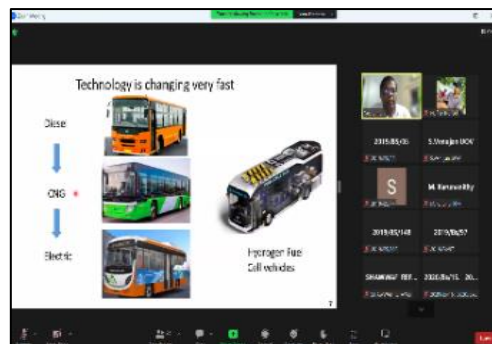
The Second Annual Kite Festival

The Marketing Club commemorated the 2nd Annual Kite Festival on 06th August 2023, at the University Playground, Pampaimadu, Vavuniya, Sri Lanka



Webinar

The Marketing club organized a webinar on “Digital Integrated Supply Chain”, which was held at the Faculty of Business Studies, University of Vavuniya, on 18th August 2023. Mr. K.M. Veeramani, Deputy General Manager of Sourcing & Supply Chain at Ashok Leyland Limited, India, participated as the resource person for this webinar.



Mini Market Stall

The Marketing Club arranged a “Mini Market Stall” from the 16th to 28th August 2023 at the faculty premises. Many students and faculty staff and other faculty members of the University participated in the programme.



Holi Festival – 2023

A Holi Festival - 2023 was organised by the Marketing Club of the Faculty of Business Studies on 24th July 2023, at the faculty. The students at the Faculty colorfully celebrated the day.



3.2 HR Club

The Documentary Short Film Competition

A poster for the Documentary Short Film Competition. At the top, it says 'HUMAN RESOURCE CLUB' and 'Department of HRM, Faculty of Business Studies, University of Vavuniya'. Below that, it says 'Organizes' with a camera icon. The main title is 'Documentary Short Film Competition'. It says 'SEND YOUR SHORT FILMS BEFORE 10TH JANUARY 2023' with a clapperboard icon. Below that, it says 'First 03 Best Short Films will be awarded' with a lightbulb icon. At the bottom, it says 'Make your short film for 15 minutes' with a 15 min icon. Contact details are provided at the bottom right: Ms. P. Heerthana, Vice President/ HR Club, 0762898000 / 0758789520, heerthanapakkiyarasah@gmail.com.

The HR Club conducted a documentary short film competition (open) on the 10th of December 2022 and it was given one-month duration to collect the short films. We received 12 documentary short films and sent those for the evaluation process to Mr.A.M.Ashfaque, Freelance Filmmaker and Researcher. Following short films are awarded.

First place for “Viramana” by Gavindu Deesura from Kalutara. Second place for “The face” by Pathum Mahagama from Nuwara-Eliya. Third place for “Tea” or “Coffee” by Gavindu Deesura from Kalutara.

Webinar on “Creating Professional Documents using Microsoft Word, an Express drive”

The HR Club conducted a webinar, titled “Creating Professional Documents using Microsoft Word, an Express drive” on 4th February 2023 from 9.00 a.m to 12.00 noon via zoom. Mr. M. Mohammed Shiraj, Senior Lecturer in Information Technology, Department of Management, Faculty of Management & Commerce, South Eastern University of Sri Lanka was invited as the Resource Person for the event. Through this webinar, the participants were able to gain understanding on creating the professional documents using

A poster for a webinar. At the top, it says 'University of Vavuniya' with the HR Club logo. Below that, it says 'FREE WEBINAR ON' in a yellow box. The main title is '“Creating Professional Documents using Microsoft Word - An Express Drive!”'. It says 'SATURDAY 04 FEB 2023 9.00 AM - 12.00 NOON'. Below that, it says 'Meeting ID: 646 9090 2166 Passode: UoV#422023'. At the bottom, it says 'Organized by: HR Club, Department of Human Resource Management, Faculty of Business Studies, University of Vavuniya'. On the right, there is a circular photo of Mr. M. Mohamed Shiraj, Senior Lecturer in Information Technology, Department of Management, Faculty of Management & Commerce, South Eastern University of Sri Lanka.

Microsoft Word, gained the idea about the importance of Creating Professional Documents using Microsoft Word in the cooperate range and able to clarify the doubts in the preparation of Creating Professional Documents using Microsoft Word with the less time consuming.

Vehicle Washing

“Vehicle Wash” was conducted by the HR club on 22nd of February 2023 from 12.30 P.M. – 5.30 P.M. The main purpose of this project is to generate fund for the future activities of



the HR Club, Faculty of Business Studies. Further, through this event the students were able to actively engage in the activities and boost their team coordination. This event also gave an opportunity to motivate students through extracurricular activities for a different exposure and to bring out the students’

personality and form a great platform to practice tolerance, building friendship and teamwork. University staff also got our service and the outsiders also extended their support and this program was successfully completed with the full cooperation of everyone.

Diet for life, an exclusive interview

The HR Club conducted an exclusive online interview on “Diet for life.” on 10th May 2023 from 6.00 pm to 8.00 pm via zoom. DT. F. S. Shamil Fowzad, Clinical Nutritionist, Base Hospital, Kalmunai North was invited as the Resource Person for the event. The objectives of the interview were to encourage communicative,



collaborative and collegial activities, give a clear knowledge about diet and its practices, give an understanding of how to follow a proper diet plan in reality for a better life and clarify doubts about practising diet in life. The program was an interactive session. All actively participated. They clarified their all doubts regarding diet in the discussion time. The interview was successfully completed with the full cooperation of all the students, members and staff of the Human Resource Management Department of the Faculty of Business Studies, University of Vavuniya.

Launch of web-based job bank

Job bank under the name of “University of Vavuniya Smart Jobs” was officially launched by the HR Club, Department of HRM on 7 th of June 2023 at 208th faculty board, by the Dean of the Faculty of Business Studies, Head of the Department, Prof.V.Sivalogathan and Senior Treasurer of the HR Club. It is beneficial to the job seekers and the employers who are looking for the new recruitments to speed up the process in finding new opportunities. The primary purpose of the Web- Based Job Bank is initiating to carry out series of activities that enrich students’ exposure in the job market. The activities expected to be carried out by this website to provide a platform where the employer and potential candidates can meet each other and this Job Bank caters the students’ personal and professional paths to construct the basement to achieve their career objectives.



5S System and beautification activities

The 5S system was implemented by the Human Resource Club, Faculty of Business Studies, University of Vavuniya from 15th July 2023 to 10th August 2023, in Balakrishnan Block and beautified the Department of HRM and Faculty premises. The beautification activity contributed to creating a more pleasant and friendly environment. Additionally,

regular maintenance and expansion of the beautification efforts were being prioritised. Eco-friendly drinking water clay pots, bottle plants with stones, posters, name boards, cement plant pots and photos were used for indoor décor and outside decor, 'Punga' Tree and Christina plant were used. Also, numbering the fans and lights, safety and preventive measures, non-verbal signs and waste management are used for the 5S system. Cleaning, maintaining and watering the plants were assigned to the students batch-wise on a roster basis to maintain sustainability.



Grooming Noon Event

Human Resource Club, Faculty of Business Studies, organised a grooming noon event for females and males on 19th July 2023, at the Soosairatnam Block, FBS.



Coconut Kulukki Juice Stall

The Coconut 'Kulukki' Juice Stall was established by the HR club, on 16th August 2023, near the Faculty of Business Studies canteen. It was a delightful and refreshing experience to provide the participants with a natural and delicious treat to beat the heat.



Drug Prevention Street Drama

Human Resource Club organised the Street Drama of Arangalaya on 19th August 2023, in front of the TCL, Faculty of Business Studies. It was a dynamic and immersive programme to provide insight into drug prevention to the audience. The Director, Mr Jeyaraj Thanujan, Cric lk, Pandiruppu, sponsored this event.



3.3 Econ Club Activities

Corn Sale

A corn sale project was organized by the Econ club on Wednesday, 25th January 2023 at 10.30 a.m. outside the canteen of the Faculty of Business Studies. Dr Y Nanthagopan, Dean of Business Studies, Mrs. Paulina Godwin Philip, Head, Department of Business Economics and the senior lecturers, Dr N. Ravinthirakumaran, Mr. A. Thayaparan, and other lecturers participated and supported our project enthusiastically. Economic Club members and students at the University of Vavuniya actively participated and contributed to our success in achieving Rs. 12,150 profit.



Drug Prevention Program

In May 2023, the Econ Club of Business Economics organized a drug prevention program led by Mr. M.M.G.B Rashad (North and East province coordinator, National Dangerous Drug Control Board, Ministry of Defense).

To inform and update the community about the consequences of drug use and drug trafficking in an era of rampant drug trafficking and drug use, we are grateful to Mr. Rashad for conducting this program. This event would not have been possible without the guidance of Mrs. Paulina Godwin, Dr N. Ravinthirakumaran, and Mr. Anton Manikkarasa.



Tot Bag Sell

The students of the Econ Club organised a tot bag-selling programme to encourage young entrepreneurs and increase the club funds between July and August 2023.



Books Swap Program

The book exchange program was held on 27th July 2023, at the Department of Business Economics from 12.30 p.m. to 1.30 p.m. This program aimed to assist the faculty juniors in collecting notes and papers from their seniors and to enhance mutual support between students of all years. Econ Club Exco members have collected notes from 06th July to 25th July 2023, and handed them over to the juniors.



Awareness Program

The Econ Club conducted an awareness program on 19th July 2023 in the BH2 hall to explain what opportunities are available for the BBM (Hons) in the Business Economics degree program. All the second-year, third-year and fourth-year students participated in this program. At this event, Mrs P. Godwin Phillip, Head of the Department of Business Economics, made an introductory speech. Dr N. Ravinthirakumaran delivered a speech on the importance of university education and getting to know a wider variety of people. Furthermore, Miss.P.K.G.A.Nayanakanthi, President of the Econ Club, gave a speech to the students on the benefits of the Degree program.



Food Festival

The Economic Club of the Faculty of Business Studies celebrated a Food Festival on 27th July 2023, from 11.00 a.m. to 3.30 p.m. at the faculty premises. Dean, lecturers and students of the faculty and other faculties of the university participated in the programme.



Stationary Items Donation Program

The Econ Club donated stationery items (Books, Pencils, Erasers, Colour Pencils, Pencil cases and School bags) to the students of Vau/Selvavinayaga Vidayalam in Vauniya on 09th August 2023 under the community works. This event aimed to help poor children, develop the students' education and build successful citizens in Sri Lanka. The programme was successfully organised with the active participation and contribution of the club members and lecturers of the Econ Club. Funds raised from the Econ Club were used for the donation.



A/L Economics Past Paper Discussion by Econ club

A /L Economics Past papers discussion program of “Economic Insights -2023” was conducted by second-year Econ Club members from 10th August to 28th August 2023. The purpose of this program was to help advanced-level students review past A/L papers. Dr. N. Ravinthirakumaran, senior lecturer and senior treasurer of the Econ club, Faculty of Business Studies, University of Vavunia, Sri Lanka, facilitated the programme to hold it successfully.



Well-being First Webinar

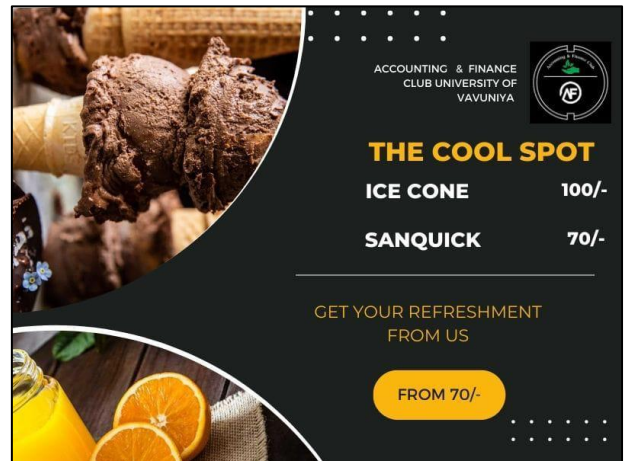
The Econ Club conducted this webinar program on 16th August 2023 from 1.00p.m to 2.00p.m in SH 4 Hall for all the Faculty of Business Studies students under the Health and Safety Practices program. The purpose of this program was to improve the students' mental and physical well-being. The resource person was Mr. Sujan Sugumaran is a medical student and lecturer at the Faculty of Medicine, University of Colombo, Sri Lanka.



3.4 Accounting and Finance Club

An Ice Cream Store

An ice cream store was opened by the Accountancy and Finance Club for the refreshment of all the students and staff at the AWURUDU FUNCTION (Sinhala and Tamil new year Function) which was held at the University of Vavuniya playground on the 29th of April 2023. The objective of that



store was “FUND RAISING “for educational activities in University of Vavuniya. A significant amount of fund was collected by selling ice cream and Juice.

A Film Festival (Avatar 2)

A film festival has been conducted by the Finance and Accountancy club, on 10th of May 2023. It was held at Soosairetnam Block (SH4) at 1.30pm. The objective of the program was, Fund raising. Totally 220 students participated in the program.



A Webinar on Career Development and Investment in Banking

A webinar was organized by the Department of Accountancy and Finance, Training and Placement Cell and students' club on the topic of CAREER DEVELOPMENT AND INVESTMENT IN BANKING.



It was held on the 17th of May 2023 at 11.30 AM to 12.30 PM via Zoom. The webinar was conducted by T.Kokulan,

Executive Officer, Commercial Bank, Vavuniya Branch. The objective of the webinar was expanding the career and investment ideas of students at University of Vavuniya.

Digital Aid 2nd Program

Digital Aid-2 Program in Commerce was organised by the accounting club on 01st August 2023. It was conducted in both Sinhala and Tamil medium by second-year students. The programme was shown to improve the knowledge of the ordinary-level students in commerce subject.



Beautification of the Faculty (photography area)

The Accounting and Finance Club implemented the creation of the photo zone at the University. The primary objective of this project was to beautify the university environment. The area chosen was beside the library premises and behind Balakrishnan Hall. All the members of the Finance and Accounts Department contributed to the project to create this photography area.



School bag donation

The Accounting and Finance Club of the Faculty arranged school bag donations to school students under the social work project. Twenty students were studying at Tharanikkulam Ganesh Vidyalaya in Vavuniya and were selected for the donation. The programme was successfully held on 17th August 2023, at the school with the support of the club members, principal, and staff.



Shramdana Campaign

The Accounting and Finance Club organised a Shramdana activity on 30th August 2023 in the University premises. Students of all years participated in this event. The objective of this activity was to create awareness about the need to keep the environment clean and manage waste.



Flower Arch Lane Project

This is one of the green projects organised by the Accounting and Finance Club, Faculty of Business Studies, from the first week of June 2023 to 31st August 2023, to construct the flower arch to beautify the lane for taking photos in front of the library of the University.



Kristina Park

The Accounting and Finance Club started to make a Kristina Park at the University premises. The project was initiated on 01st July 2023. The major aim of this project was to beautify the infrastructure of the University. The area is in front of the library premises, and Soosairathnam Hall was selected for the project. All the batches of the Department of Finance and Accounting of the Faculty contributed to and supported this project. Many plants were planted and assigned 2nd-year students to maintain it.



Awarding Ceremony for Exco members of the Accounting and Finance Club

An awarding ceremony of appreciation to Exco members of the Accounting and Finance Club of the Faculty of Business Studies was organised by the Accounting and Finance Club on 25th October 2023, to honour the services of the members rendered to the Club.



3.5 PM Club Activities

Workshop Series 03 Stepping into IT Project Management

The guest speaker of this webinar was Mr. Vidura Bandara, a project and operation manager at the Ai team who provided knowledge about IT related project management and how it works in this current situation of Sri Lanka not only that he discussed about the 10 knowledge areas of project management according to the Pmbok 6 and difference between agile and waterfall approaches. All the first year, second year, third year Project Management students, other faculty students of university and alumni of the university were actively participated to the workshop.

The Project Management Club
Invites you to join a workshop on

Stepping into IT Project Management

Mr. Vidura Bandara
Project & Operation manager
at The AI Team
Certified Scrum Master
BSc (Hons) CS
Agail coach
Storyteller

SUNDAY
26th February 2023

Time
9.00AM - 11.00AM

VIA ZOOM

JOIN ZOOM MEETING
Meeting ID : 68110674458
Passcode : C%4j7gR%

PROJECT MANAGEMENT CLUB
DEPARTMENT OF PROJECT MANAGEMENT
FACULTY OF BUSINESS STUDIES
UNIVERSITY OF VAVUNIYA

Workshop Series 04: Stepping into IT Project Management

The Project Management Club organized the workshop series 04 titled “PRACTICAL USAGE OF PROJECT MANAGEMENT IN IT INDUSTRIES” via zoom platform on 15th March 2023 from 03.00 PM to 05.00 PM. The guest speaker of this webinar was Mr.Aathif Nihas. He is working as a project manager at Codegen international who discussed about what is project management and how it works in this current situation of Sri Lanka and in the Codegen international as well. All the first year, second year, third year Project Management students, other faculty students of university and alumni of the university were actively participated to the workshop.



The Project Management Club
Invites you to join a workshop on
Practical Usage of
Project Management in IT Industries

Mr.Aathif Nihas
Project Manager at
CodeGen International
Bsc (Hons) cs

What is Project Management
Agile Project Management
Agile frameworks
scrum and usage of JIRA software as a tool in Project management.

15th march 2023
03.00pm - 05.00pm
Via Zoom

JOIN ZOOM MEETING
Meeting ID : 871 618 9371

PROJECT MANAGEMENT CLUB
DEPARTMENT OF PROJECT MANAGEMENT
FACULTY OF BUSINESS STUDIES
UNIVERSITY OF VAVUNIYA

Workshop Series 05: Guide to the Capstone projects

The Project Management Club organized the workshop series 05 “Guide to the Capstone projects” via zoom platform on 04th April 2023 from 02.00 PM to 04.00 PM. The guest speaker for this webinar was Dr. Y. Nanthagopan, Dean of the Faculty of Business Studies at the University of Vavuniya. This workshop will prominently focus on final-year project management student’s capstone projects and guide them towards the successful completion of their undertaken capstone projects. In this workshop, he discussed what a capstone project is and how to work on it. The resource person provided



The Project Management Club
Invites you to join a workshop on
Guide to the Capstone projects

Dr. Y.Nanthagopan
(PhD / Bournemouth, UK)
Dean Faculty of Business Studies
University of Vavuniya

4th April 2023
2.00pm to 4.00pm
Hybrid Mode
At University of Vavuniya

Zoom ID : 871 618 9371
Invite Link : <https://learn.zoom.us/j/8716189371>

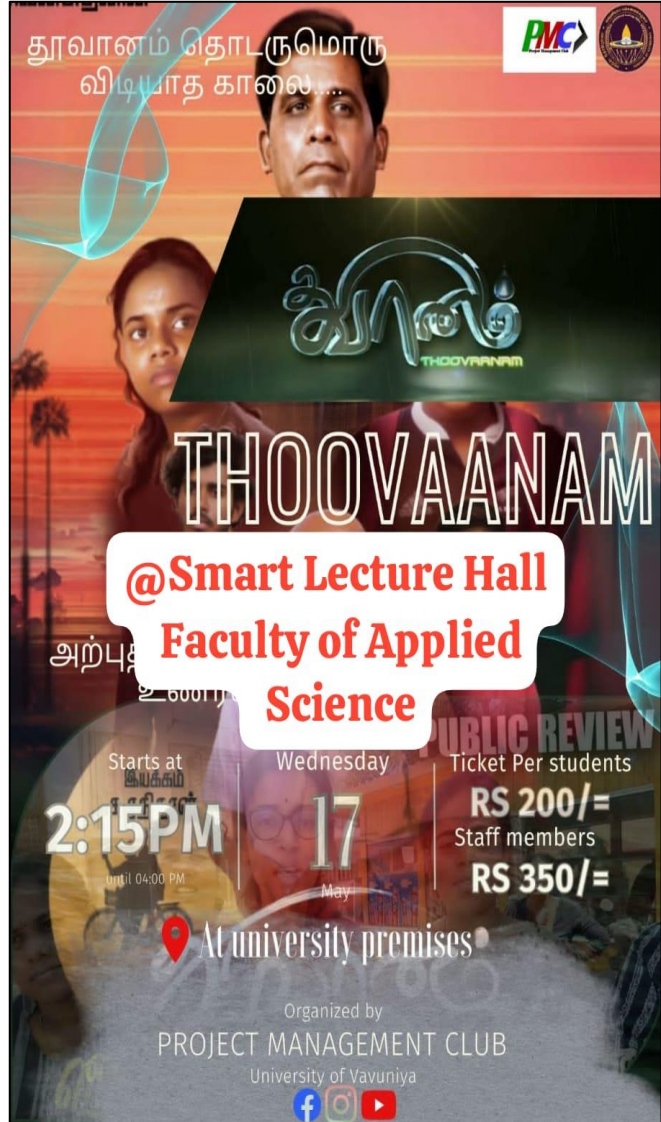
PROJECT MANAGEMENT CLUB
DEPARTMENT OF PROJECT MANAGEMENT
FACULTY OF BUSINESS STUDIES
UNIVERSITY OF VAVUNIYA

the knowledge about this field and gave ideas for working on capstone projects. All the first year, second year, third year Project Management students, assistant lecturers also actively participated to this workshop.

“Showing the Thoovanam movie to students, staff, and outside people.”

The Project Management Club organized a fundraising activity by showing Thoovanam, a Srilankan Tamil movie, to the university students, staff, and outside people through selling tickets. It was telecast in two different slots in different places: for university people in Applied science faculty smart lecture hall at the University of Vavuniya, for outside people, in Amudha theater Vavuniya.

Thoovanam is a Sri Lankan Tamil film directed by Dr. Shivasuthan, and all the cast and crew of this movie are from Sri Lanka. This movie totally covers the Sri Lankan Tamil people's tradition and culture. As a project management club, we intended to raise social awareness among students and other people by showing this movie. In the university, there were 50 staff members and 250 students who came to watch this movie in the applied science faculty smart hall at 2.15pm, and 119 outside people came to the Amudha Theater to watch this movie in the evening show. We successfully completed this fundraising activity with earnings of 50,500 LKR from tickets and selling beverages and snacks inside and outside the university.



Online Quiz Competition- Series 03

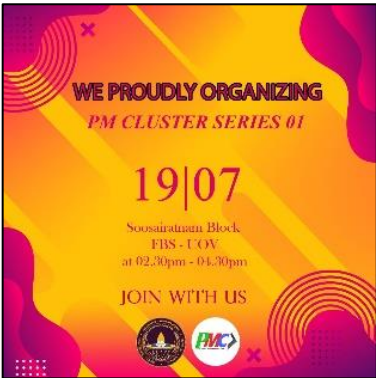
The Project Management Club arranged an Online Quiz Competition majoring in the project management stream for all first, second, third year project management students on 26th May 2023 through LMS in Career Guidance, Regional Planning and Capstone Project. The first, second, and third places, respectively, were the winning places. Three

winners were chosen from each batch. The winners are: 2020/PM/21, 2020/PM/31, 2020/PM/91, 2019/PM/33, 2019/PM/41, 2019/PM/19, 2018/PM/25, 2018/PM/58 and 2018/PM/36. The purpose of conducting such a competition is to guide the students for their examination and refresh their learning subjects to go for a better result.



PM Cluster Programme-Series 1

Project Management Club, Faculty of Business Studies, University of Vavuniya, Sri Lanka, arranged Two Cluster Programmes on 19th July 2023, for the students and faculty members.



PM Cluster Programme-Series 2

The PM Cluster Program, held on 09th August 2023 was a significant event that brought together students and faculty members from the Project Management Club (PM Club). The

event occurred at the LH01 Hall and was organised to foster knowledge sharing, creativity, and a sense of community among the participants.



Workshop Series 04 – Social Impact Assessment (SIA)

A Highly Insightful Session on “Social Impact Assessment for Projects” was organised by the Project Management Club on 26th July 2023. Mr Thevarajah Krishnarajah, a renowned Community Development and Social Safeguard Expert, Senior Social Officer, and Gender Expert, participated in honouring the event.



Cultural Food Carnival

The Project Management Club jointly with the Department of Cultural Affairs of the Divisional Secretariat, Vavuniya District organised a Vibrant and Enriching Event for the entire community. It was celebrated as a Cultural Food Carnival on 21st August 2023.



Workshop Series 09

The Project Management Club conducted workshop series 09 on “Disaster Risk Reduction (DRR) Measures in Development Projects for the Sustainable Developments in Sri Lanka” to renounced the World Disaster Risk Reduction Day-2023 on 11th October 2023.

3.6 Student Union Activities

Annual Friendly Elle Match

Annual Friendly Elle Match 2023 was organized by Students’ Union of faculty of Business Studies on 28th July 2023, at university ground.



Vanni- Dhamma Sangayana- 2023

The Pirith Chanting Ceremony (religious event) was organized by Students' Union of faculty of Business Studies from 19th August at night to 20th August 2023 at morning.



The Navaratri Pooja -2023

The Navaratri Pooja was commemorated by the Hindu Union of the Faculty, University of Vavuniya, Sri Lanka, in the Lecture Hall - 1 from 15th October 2023, and the Vaani Vizha was celebrated on 24th October 2023, at the faculty.



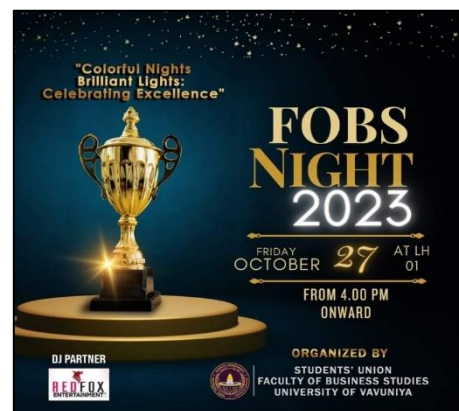
Faculty of Business Studies Week (FOBS week)

Faculty of Business Studies Week-2023 was held by the Students' Union of the Faculty of Business Studies, University of Vavuniya, from 11th to 24th October 2023. It included sport events such as Badminton, Table Tennis, Chess, Carom, Football, Cricket, Kabaddi, Elle, Volleyball, Netball, jumping events, and Running events. And, soft skills competition such as singing, drama, debates and special talents events including poem, art, essay writing were held. All the winners were awarded at the FOBS Nights 2023.



FOBS Night 2023

FOBS night 2023 was celebrated on 27th October 2023 from 4.00 p.m. onward at the LH1. The theme of this event was “Colourful Nights, Brilliant Lights: Celebrating Excellence”. The event was organized by the Students’ Union of Faculty of Business Studies. At there, students from final year of the faculty were awarded the champion of the FOBS week. The 2nd place was won by the third year students and 3rd place was awarded for second year students.





3.7 Student Achievement

The mora lenz announcing competition was conducted across the island wide among all the universities by the University of Moratuwa. Among 1000 participant, A. Fathima Farwin was selected in to the 10 finalised competitors. The grand final was held at the University of Moratuwa on 16th September 2023. Under the Tamil Announcing final round she won Mora Lenz Media award for the All-Island Inter-University Tamil Announcing category.



4. MEMORANDUM OF UNDERSTANDING (MOUs)

4.1 MOU Agreement with People's Bank for Internship

An agreement of MOU was signed between the University of Vavuniya and People's Bank for providing Internship to the undergraduates of the Faculty of Business Studies.

4.2 MOU signing between Department of Finance and Accountancy, Faculty of Business Studies, University of Vavuniya and the Association of Chartered Certified Accountant (ACCA)

The Association of Chartered Certified Accountant (ACCA) Sri Lanka and the Department of Finance and Accountancy of the Faculty of Business Studies at the University of Vavuniya

signed a Memorandum of Understanding at the premises of ACCA, Colombo on 13 th January 2023. The ACCA is committed to the development of a strong global accounting profession. It is one of the leading professional accounting bodies which has spread its membership all over the world. The MoU entails various mutual benefits to the University of Vavuniya and the ACCA, Sri Lanka. Accordingly, the ACCA provides access to university staff and students to professional development and learning resources; the ACCA grants exemptions for identified courses for the Bachelor of Business Management graduates as a pathway to obtain the ACCA qualification and facilitates academic collaboration, knowledge exchange, and capacity building in order to develop competent accounting professionals to serve the region and the nation. The signing event held. The ACCA and the University of Vavuniya to collaboratively organize competencies and skills development initiatives for the undergraduates and enhancing the employability of undergraduates of the Department of Finance and Accountancy of the Faculty of Business Studies, University of Vavuniya through capacity building initiatives.

Prof. T. Mangaleswaran, Vice-Chancellor University of Vavuniya, Dr. Y. Nanthagopan, Dean Faculty of Business Studies, Dr. K. Kalainathan, Head, Department of Finance and Accountancy Ms. J. Manthahine, Lecturer (Probationary) in accounting have represented the University of Vavuniya. Ms. Nilusha Ranasinghe, Head of South Asia Cluster of ACCA (Sri Lanka, Maldives and Bangladesh), and Ms Dilani Perera, Business Relationship Manager of ACCA Sri Lanka also participated in the event on behalf of the ACCA.



4.3 MOU Agreement with Mines Advisory Group (MAG)

An Agreement was signed with MAG to conduct English Training Programme for MAG staff on the 22nd of March 2023 to conduct an English Training Programme. The officials from both parties participated in the event. Cristy McLennan who is the Country Director, MAG International, Sri Lanka also participated. On behalf of the University of Vavuniya, the Vice-Chancellor, Prof. T. Mangaleswaran signed the agreement.



4.4 Signed an Agreement between the University of Vavuniya and Mines Advisory Group

The University of Vavuniya signed an agreement with the Mines Advisory Group (MAG) on the 22nd August 2023.

The event took place at the University of Vavuniya. On behalf of the MAG, the Country Director, Ms. Cristy McLennan, Skills Development Specialist, Mr. T. Senthoooran, and other MAG officials participated, and on behalf of the University of Vavuniya, Vice-Chancellor, Prof. T. Managaleswaran, Dean/ Faculty of Business Studies, Prof. Y. Nanthagopan, and Coordinator/ ICIC, Mr. S. Sivanenthira participated in the signing agreement. Academic staff members and university administrators were present at this event as well.

The primary objective of this collaboration is to enhance the execution of the staff transfer plan and provide assistance to the nearby community in the Northern Province. Moreover, it will focus on creating a space where the University supports MAG in implementing the staff transition activities to prepare MAG's staff for new careers after the redundancy programme has taken place due to Sri Lanka becoming landmine-free.



5. DETAILS OF AWARDS

Mr. Aruppillai Thayaparan received the “Research Excellence Award” on 27th September 2023, at the 26th Anniversary Ceremony of the Faculty of Business Studies, University of Vavuniya.

Mr. Aruppillai Thayaparan was awarded “The Best Paper Award” at the 12th International Conference on Management and Economics 2023 organized by the Faculty of Management and Finance, University of Ruhuna, Sri Lanka, on 16th August, 2023.

Mrs. K.P.W.D.R. Weerasinghe was awarded “Best Poster Presentation” for the paper titled “Role of Mindfulness of Food with the Moderating Effect of Environmental Literacy on Sustainable Food Consumption”, at SDG Youth Summit, 14th International Conference on Business and Information, University of Kelaniya, Sri Lanka.

Received a certificate programme scholarship by the Indian Government through Indian Technical & Economic Cooperation on ‘Adapting to new era of blended Teaching and Learning’.

6. PROGRAMS, WORKSHOPS, AND SEMINARS

6.1 Release of the Newsletters and Journals of the Faculty of Business Studies

6.1.1 Release of 7th Newsletter of the Faculty of Business Studies (Volume 04, Issue 01)

Release of 7th Newsletter of the Faculty of Business Studies The bi-annual newsletter Volume 04, issue 01, was launched at the Faculty Awards Ceremony on the 07th September 2023 at the Faculty of Business Studies. Prof. Y. Nanthagopan, Dean, Faculty of Business Studies, and Mr. Jesuthasan Jude Walton, Project Manager, UNDP, received special copies of the Newsletter from Ms. P. Sarmatha, Chairperson, Newsletter Committee.



6.1.2 Release of 8th Newsletter of the Faculty of Business Studies (Volume 04, Issue 02)

The bi-annual newsletter 2023, Volume 04, Issue 02 launched at the Faculty of Business Studies board room on 06th March 2024, at 2.00 pm with the presence of Newsletter committee members and faculty board members. The copies of the newsletter were received by the Dean, Professors, Heads of the department, and the members of the faculty board from the Chairperson Mrs. K.P.W.D.R. Weerasinghe.



6.2 Release of Vavuniya Journal of Business Management Volume

A printed version of Vavuniya Journal of Business Management (VJBM) – Volume 5 Issue II was released at the 213th meeting of the faculty board held on 06th December 2023 at 02.00 pm in the Board Room of the Faculty of Business Studies and Via ZOOM. The journal includes seven research articles. The editor-in-chief, Dr. N. Ravinthirakumaran handed over the 1st copy to Prof. Y. Nanthagopan, Dean, Faculty of Business Studies.



6.3 First Advisory Committee Meeting of Micro Small Medium Enterprises

The Stakeholders Inaugural meeting of Micro Small Medium Enterprises (MSMEs) of the Faculty of Business Studies was held on 22nd February 2023. Dr. Y. Nanthagopan, Dean/Faculty of Business Studies briefed the MSMEs hub operations. The future activities of the Hub were discussed in detail. It was decided to collect the data after making revisions to the questionnaire.

6.4 Webinar on Smart Panel Operation

The Faculty organized a training session on Smart Panel operation and its new affordable technologies in join with John Keells Holdings for all the academic staff on 15th February 2023 at the Computer Laboratory of the Faculty. The executives from John Keells Holdings served as the resource persons.



6.5 Selection of New EX-CO Members of the Faculty Alumni Association

The Annual General Meeting of the Faculty Alumni Association was held on 12th February 2023. The Alumni Association for the year 2021-2022 was dissolved and the election of selecting new members for the Alumni Association of 2023-2024 was taken place. The following members were unanimously elected for the Ex-Co.

President	Mr. V.Kumaradeepan
Vice-President	Mr. Habeeb Mohamed
General Secretary	Ms. M.I.N. Safna
Assistant Secretary	Ms.G.Y.N.Gunathilaka
Treasurer	Mr. P.Thilakshan
Assistant Treasurer	Ms.Y.M.D.S.G.Yapa

6.6 Inauguration and Orientation for the First-Year Students

The Inauguration Ceremony and Orientation Program were organized by the Faculty of Business Studies, University of Vauniya for the academic year 2021/2022. The inauguration ceremony was held on the 26th of June,2023 and the orientation program was conducted from the 27th of June to the 7th of July,2023 to accustom the freshers to the University educational system, academic rules, and facilities.

In the inauguration ceremony, the Dean of Faculty of Business Studies, Dr.Y.Nanthagopan addressed the students and warmly welcomed them to be a part of this historic institution. The welcome address was followed by the inaugural address which was delivered by Prof. T. Mangaleswaran,



the Vice Chancellor of the University of Vavuniya. Then, the Heads of Departments and staff members of the University and the Faculty also welcomed the newcomers and gave their words of blessings to them.

Prof.J.Robinson, Mr. P.Sasitharan, Mr.S.Suman, Dr. Y.Nanthagopan, Dr.K.Kalainathan, Mr.M. Deshapriya, Dr. S. Suthakaran, Dr. P. Sathiyalingam, Dr. M. Kayanan, Mr.S.Shanmugathan, Prof.N.Ananthini, Dr.G.Jeyaseelan, Mr. A. Swamipillai, Mr.K.Gnanabaskaran, Dr. K. Arjunan, Mr.R.Sivasegaran,



Mr.Jeyakumar, Mr.S.Nithiyantham, Mr.S.Theivamainthan, Ms. Paulina Mary Godwin Phillip and Prof.Nagalingam Nagendrakumar served as the resource persons in the orientation programme.



6.7 Workshop on “Creativity and Leadership” by Career Guidance Cell

The Career Guidance Cell of the Faculty of Business Studies organized a workshop on “Creativity and Leadership” for the third-year students of all three faculties of the University of Vavuniya. Prof. (Dr). Panchanatham Natarajan, Former Vice Chancellor, Tamil Nadu Teachers Education University, Tamil Nadu, India served as the resource person for this workshop. It was held on the 4th of May, 2023 at the Faculty of Business Studies. 170 students participated in this workshop.

6.8 Workshop on BBM External Degree Programme Curriculum Development

The workshop on BBM external degree programme curriculum development was held on the 06th November 2023 from 9.00 a.m. to 1.00 p.m., at the BH4 hall of the Balakrishna block. Prof. V. Sivalogathan is the chairperson of this committee. The main objective of this workshop is to gather information and opinions from the stakeholders to develop the BBM degree programme. The meeting was proceeded with the participation of external

resource persons, including Prof. S.P. Sooriyakumaran, Prof. S. Gunapalan, Prof. P.M.B.Jayathilake, Mr. A. Jayasith, Mr. S.Sooriyakumaran, Dr. Neavis Morais, Prof. N. Nagendrakumar, Prof. T.Velnampy. Vice-chancellor, professors and all the academic staffs participated to discuss and revise the curriculum.



6.9 Live Webinar on Sri Lanka Budget Analysis-2024

The webinar was conducted by Department of Business Economics, Faculty of Business Studies on 28th November 2023 at 07 p.m. The facilitator of this program was Dr. N.Ravinthirakumaran, Senior Lecturer, Department of Economics, University of Vavuniya.



6.10 Field Visit for Students

The Faculty of Business Studies arranged field visits for the Entrepreneurship and Portfolio management subjects. The field visit for Entrepreneurship was arranged for the third-year students on the 06th October 2023, and they had a meeting with executive officers at ReeCha Kurinji Resort. After that, they met twenty small-scale entrepreneurs in Iyakkachchy.



In another, two-day field visits were arranged on 26th and 27th September 2023 to Moragahakanda Multi-purpose Project, Laggala DS Office, Port City, and SLT Training Center. The main objective of this visit is to study different projects under ongoing course units such as Project Portfolio Management, Strategic



Management, and Agile Project Management and also to provide students with real-world exposure to the concepts they learn in the classroom.

6.11 Business Development Fellowship Programme

The Faculty of Business Studies, University of Vavuniya, has signed an agreement with the Asian Foundation to develop the entrepreneurs' capacities in the rural communities of Jaffna, Kilinochchi and Mullaidivu Districts. For this program, the Asian Foundation selected entrepreneurs for the Business Fellowship Programme in the rural communities of Jaffna, Kilinochchi and Mullaidivu Districts. In Mullaitivu district, two workshops were conducted for ten students on the 07th November 2023 and the 05th December 2023, and Mr. S. Sivanenthira served as a coordinator. In Kilinochchi district, another two days of workshops were conducted on the 08th November 2023 and the 06th December 2023 among 20 students, and Mrs. S.

Mathivathani was the coordinator of his event. The coordinator, Dr. N. Raveenthirakumaran, conducted workshops on the 09th November 2023 and the 18th December 2023 in the Jaffna district with the participation of 20 students.



6.12 Conference on Youth Leadership and Community

Action The conference on Youth Leadership and Community Action organised by the Faculty of Business Studies were held on the 07th September 2023 at the Faculty of Business Studies, University of Vavuniya. The primary goals of the Youth Leadership Programme are ensuring youth understand the roles and responsibilities of community

structures and the government's role in empowering those structures, training youth to be leaders with effective communication skills, good time management, and sound governance principles, empowering youth to be trainers, change makers and mobilisers in their community, and improve and enhance the skills and knowledge of youth.



The conference was inaugurated with the lighting of oil lamp, the National Anthem and Tamil Thai Vazhthu. Then, the chair of the conference, Prof.Y.Nanthagopan, Dean, Faculty of Business Studies delivered the welcome address. In his address, he emphasized the importance of enhancing the leadership skills of youths in the contemporary era. Prof. T. Mangaleswaran, Vice-Chancellor, University of Vavuniya delivered the Chief Guest Address in which he indicated the challenges in expanding the United Nations Development Programme in various districts of the country. Followed by, the Special Guest, Mr. Jesuthasan Jude Walton, Project Manager, UNDP delivered the Special Guest Address in which he pointed out the contribution of youths at community level especially that the youths should build their capacity to resolve problems faced by their community. The Keynote speaker, Mr.S. Senthurajah, Executive Director, SOND delivered the keynote speech which focused on developing community leadership and promoting energetic youths. Eventually, the convener of the conference Mr. S. Sivanenthira, Coordinator, Industrial Community Interactive Cell, Faculty of Business Studies concluded the inauguration with the vote of thanks. Finally, the youths participating in the Youth Leadership Programme conducted a Business Startup Exhibition. There were thirty three group presented their business ideas.

6.13 Certificate Awarding Ceremony of the Youth Leadership Programme

The certificate awarding ceremony of the Youth Leadership Programme was held on 08th September 2023. The program was inaugurated on 31st January 2023 at the University of

Vavuniya. The main purpose of this program was to improve the knowledge, skills, and abilities of the young generation. The Industry Community Interaction Cell (ICIC), Faculty of Business Studies, University of Vavuniya and UNDP started the program. It included nine batches of Youth Leadership Programme (30 members in each batch) from the community center youth members / Action group members from Jaffna, Vavuniya, Mannar, Kilinochchi and Mullaitivu Districts - Northern Province and Batticaloa and Trincomalee - Eastern Province. The lectures were started on the 04th February 2023.

The honourable P.S.M. Charles was invited as the Chief Guest to this awarding ceremony. Her Chief Guest address reinforced youths' participation in the local election and skills development for social cohesion and economic sustainability. She elucidated the exemplary figure of Nelson Mandela, who was the voice of vulnerable people and dreamed of breaking slavery to boost the youth and make social change in the country. Prof. Y. Nanthagopan, Acting Vice Chancellor of the University of Vavuniya, delivered the special guest address in which he indicated prolonged activities and accomplishments of UNDP with the Faculty of Business Studies. Mr. Mohamed Muzain, Portfolio Coordinator, UNDP, was invited as the Guest of Honour. In his speech, he highlighted the milestone activities of UNDP. Around 307 students have been awarded for completing the Youth Leadership Conference at the awarding ceremony.



6.14 Celebration of 26th Anniversary of Faculty of Business Studies

The 26th anniversary of the faculty was celebrated with the Cultural and Faculty Awards Ceremony, which was held on the 07th September 2023, at the Faculty of Business Studies from 7.00 p.m. to 10.00 p.m. in which the youths and students of the Faculty of Business Studies executed traditional and unconventional music and dance performances and dramas. The students' clubs of the Faculty of Business Studies were awarded based on their performance. Mr. A. Thayaparan, Senior Lecturer Gr. I attached to the Department of Business Economics received the Research Excellence Award. The Faculty Newsletter was also launched at this event.



6.15 Annual Awards for Students Club

The awarding ceremony was held on 07th September 2023 at the faculty premises. The aim of this award is to enhance students' extracurricular activities at the Faculty of Business Studies. The student club awards were provided to the top three student clubs based on the performance reviewed by the independent evaluation panel appointed by the faculty board. The first place was won by the HR club, second and third place were won by PM club and Marketing club. In addition to the awards, appreciation certificates were provided to the exco/active members of the student clubs.



6.16 A Workshop on “Personal Branding & Interview Skills”

The Chartered Institute of Personnel Management (CIPM) conducted a session on “Personal Branding & Interview Skills” for the students in partnered with the Department of Human

Resource Management, Faculty of Business Studies, University of Vavuniya on 14th December 2023. The facilitator of the workshop was Mr. Priyantha Medawala, AmCipm, Management Consultant, Hayleys Plantations.



6.17 Strategic Planning Workshop

Strategic Planning and Review Workshop of the Faculty of Business Studies was held on the 14th December 2023 (Thursday) from 8.30 a.m. to 1.00 p.m. at the Faculty of Business Studies. Prof. Y. Nanthagopan and Mr. S. Harikaran served as resource persons for this workshop. Professors in the Faculty of Business Studies, Heads of Departments, Academic staff, Bursar, Acting Librarian, Non-Academic staff, Alumni, fourth-year students and external stakeholders participated in this program, and they were separated for five groups. Thematic group discussions were carried out, and they identified the core areas for development by reviewing the faculty's strategic alignment, goals, objectives, strategies, key performance indicators, and action plans.



6.18 The Second Advisory Board Meeting of the MSMEs Facilitation Hub

The 2nd Advisory Board Meeting of the MSMEs facilitation Hub (Micro Small Medium Enterprises) of the Faculty of Business Studies was held on the 14th December 2023 at 3.00 pm. at the Balakrishnan Block, FBS. All the organisations that have signed memorandums of understanding with the faculty have been invited to this meeting. The

objective of this meeting is to discuss the progress of the hub's activities and mainly to discuss the baseline study of the MSMEs in the northern and eastern provinces. On top of that, the faculty extended MOUs for those organisations that expired.



6.19 Internship Placement Interviews

The internship placement interviews were held at the Faculty of Business Studies, University of Vavuniya, on 14th December 2023. The organisations interviewed the final-year students for internships, and they were selected for internships for the period of six months from the 01st January 2024.



7. FACULTY BOARD MEETINGS IN DETAIL

Nine Faculty Board meetings and two special faculty board meetings were conducted during the year. The breakdown structure of the meetings is as tabulated below;

Faculty Board Meeting	Date
205 th Faculty Board	04 th January 2023
Special Faculty Board	17 th February 2023
206 th Faculty Board	03 rd March 2023
207 th Faculty Board	19 th April 2023
208 th Faculty Board	07 th June 2023
209 th Faculty Board	12 th July 2023
210 th Faculty Board	16 th August 2023
Special Faculty Board	04 th September 2023
211 th Faculty Board	04 th October 2023
212 th Faculty Board	01 st November 2023
213 th Faculty Board	06 th December 2023

8. OUTREACH ACTIVITY

8.1 Prof. T. Mangaleshwaran

Keynote Speaker for The International Conference of Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur on the theme “Future Global Business and Technology (Challenges Ahead)0” from 7th to 12th December 2022 at the CSIBER, Kolhapur, India.

Keynote Speaker for the 4th APSPA International Conference of the Asia Pacific School Psychology Association (ASPA), Malaysia in collaboration with the Central University of Haryana, Mahendragarh, India on the theme “Sustainable Development Goals (SDG) with Special Reference to School Psychology in Asia Pacific Region” from 15th to 16th March 2023 at the Central University of Haryana, Mahendragarh, India.

Keynote Speaker for 16th IMTC International Conference 2023 of the International Movement for Tamil Culture (IMTC) in collaboration with the International Tamil Diaspora Association (INTAD), Mauritius, and Murugan Foundation, Mauritius on the theme “Tamil Diaspora: Opportunities and Challenges” from 24th to 26th September 2023 at the University of Mauritius, Mauritius.

Keynote Speaker for the 5th APSPA International Conference of the Asia Pacific School Psychology Association (ASPA), Malaysia in collaboration with the Global Rainbow Foundation, Mauritius from 26th to 27th September 2023 on the theme “The efforts of G20: School Psychologists Connect” at the University of Mauritius, Mauritius.

Keynote Speaker for Annual Research Conference 2023 (ARC 2023) of the Trincomalee Campus, Eastern University of Sri Lanka on 12th October 2023 on the theme “Actualizing Aspirations – A Practice for Embracing an Integral Vision for Transformation” at the Mini Auditorium, Trincomalee Campus, Konesapuri, Nilaveli, Trincomalee.

8.2 Prof.A.Pushpanathan

Served as a Visiting Lecturer for the subject “CST208NT2 -Agro Enterprise Development and Management”, Department of Bio System Technology, Faculty of Technology, University of Jaffna.

[Served as a Visiting Lecturer](#) for the subject “MBA 2134 - Entrepreneurial Skills and Development”, MBA Programme, Faculty of Management Studies and Commerce, University of Jaffna.

[Appointing Supervisor](#) for Research Thesis, MBA programme of RUSL.

[Panel of Reviewers](#) of research paper on the title of "Sustained Business Growth through Transformational Leadership and Stakeholder Management: The Story of Hela Holding," CIPM Journal of HRM Perspectives - 2023.

[Panel of Reviewers](#) of research paper on the title of "Entrepreneurial Characteristics and Business Growth of SMEs: Special Reference to North Central Province" for International Journal of Accounting and Business Finance (IJABF), Faculty of Management Studies and Commerce, University of Jaffna - 2023.

[Panel of Reviewers](#) of Research papers for the Annual Research Conference of SLFE - 2023, Department of Management Science, Faculty of Management, Uva Wellassa University of Sri Lanka.

[Panel of Reviewers](#) of Research Paper on the title of "Packing and Transporting Procedures Used by Sri Lankan Farmers to Reduce Post-Harvest Losses" for 7th CIPM International Research Symposium (Hybrid) 2023, Chartered Institute of Personnel Management Sri Lanka (Inc.).

[Served as a Chairperson](#) for the Technical Session of the 7th CIPM International Research Symposium (Hybrid) 2023 "Transforming the Future Work" organized by the Chartered Institute of Personnel Management Sri Lanka (Inc.) on 25th & 26th May, 2023.

[Appointed as Second Examiner](#) for the Evaluation of the Research Thesis of the Degree in Master of Business Administration (MBA), Faculty of Management and Commerce, University of Jaffna.

[Editorial Board Member](#) for Conference on Youth Leadership and Community Action – 2023.

[Review member](#) of a Course Unit of B.Sc. Business Management (External) Degree Programme for the Course Unit of EDBM 2243 – Organizational Behavior, Department of Business Management, Faculty of Business Studies & Finance, Wayamba University of Sri Lanka - 2023.

Served as a resource person for the workshop conducted by the SDC in collaboration with the CQA on the Awareness Programme for SER writers of the Faculty of Technological Studies on 15th November 2023.

Served as Resource Person for the Youth Leadership Programme - 2022 / 2023 on the subject of Entrepreneurship and Regional Development conducted by the Industry Community Interaction Cell of the University of Vavuniya for the youths in Five District.

Appointed as Examiner for marking the thesis of PhD candidate, Bharathiar University, Coimbatore, Tamil Nadu, India - 2023.

Appointed as Examiner for marking the thesis of PhD candidate, St.Peter's Institute of Higher Education and Research, AVADI, Chennai, Tamil Nadu, India - 2023.

8.3 Prof Y. Nanthagopan

Supervising three dissertations for MBA students at Rajarata University.

Supervising two PhD research at the University of Jaffna and NSBM.

Served as a visiting lecturer for the course unit for Operations and Supply Chain Management and Lecturer in Charge of the MBA program of the University of Jaffna.

Served as a Resource Person in a Strategic Planning Review Workshop for the Faculty of Business Studies staff and stakeholders at the FBS Balakrishnan Block, University of Vavuniya, on 14th of December 2023.

Served as a resource person for “Soft skills development residential training” held on the 26th and 27th of November 2023 for MAG middle-level managers at Reecha Organic Resort.

Served as resource person for “Time Management training” held on 1st of December 2023 for MAG staff at the Faculty of Business Studies, University of Vavuniya.

Served as a resource person for “Managing Community Development Projects” of Youth Leadership Programme for the community youth of northern and eastern provinces from 11th of Feb 2022 to 08th of June 2023. The training programme was organised by the Faculty of Business Studies, University of Vavuniya in collaboration with UNDP.

Served as a resource person for the subject of Project Management for Entrepreneurs of the certificate course in entrepreneurship and small business management, conducted by the Career Guidance Unit of the University of Vavuniya.

Served as a resource person for a “Guide to the Capstone Projects” workshop organised by the Project Management Club, Dept of Project Management, Faculty of Business Studies on 4th of April 2023.

8.4 Dr. P.Selvarajan

Served as the Reviewer for the Magazine “*Management Times- Volume 9*” of the Advanced Technological Institute, Jaffna on 16th December, 2023.

Served as a Resource person for the workshop conducted by the SDC in collaboration with the CQA on the Awareness Programme for SER writers of the Faculty of Technological Studies on 15th November 2023.

Appointed and served as an Adjunct Professor at the Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur, India

Served as a Resource person on Gender sensitivity and GBV response for the Youth Leadership Programme in Jaffna.

Served as a Reviewer for the papers on Management discipline at the Vavuniya University International Research Conference (VUIRC) -2023

Served as a Reviewer for the *Journal of Business Studies* (Mentor) of Eastern University of Sri Lanka.

8.5 Dr. K. Kalainathan

Chief Editor, Proceeding of Annual International Emerging Financial Markets and Policy Conference, Sri Lanka Finance Association, Colombo.

Served as a Resource person for preparing course modules, and delivered lectures on “Fund Management” under the Youth Leadership Development programme organized by the UNDP. And conducted lectures at Vavuniya, Kilinochchi, and Jaffna.

Adjunct Professor CSIBER – conducted a lecture on “Financial Management” and “Portfolio Management”.

Visiting Lecture – Open University of Sri Lanka, Vavuniya Study Centre

Served as a Resource Person – Certificate Course in Entrepreneurship and Small Business Management (CESBM).

Served as a Resource Person – Youth Leadership Programme 2022/2023.

Served as a Member of the Annual International Emerging Financial Markets and Policy Conference, Sri Lanka Finance Association, Colombo.

8.6 Dr. G. Jeyaseelan

Served as a Member of the Standing Committee on Teaching English as a Second Language at the UGC and national level

Served as a Member of the Evaluation Committee of the Applications received for the Australian Society of Graduate Tamil – Unifund Project 2023

Served as a Member of the committee for awarding Scholarship for Prof. R. Azhagarasan Fund.

Resource person to the seminar on University Admission on 13th September 2023 for the GCE A/L 2022 Batch organized by Career Guidance Unit, University of Vavuniya. 2023.

Induction as Adjunct Professor of the Department of Management of CHHATRAPATI SHAHU Institute of Business Education and Research (CSIBER), Kolhapur, India 2023.

Served as a Member of the Evaluation Committee of the Applications received for the Australian Society of Graduate Tamil – Unifund Project 2023.

Served as an Activity Coordinator for Activity -02 and 05 -ELTA ELSE – Dept level Development Project, Bioscience, AHEAD Operation 2023.

Served as a Reviewer, The Sri Lanka Journal of South Asian Studies (SLJSAS). Faculty of Arts, University of Jaffna 2023.

Served as a Member of the Test Development Committee of the UTEL, University Grants Commission, 2023.

Served as a Member of the Writing Skill Sub-committee of the UTEL Test Development Program Committee 2023.

Served as an Examiner for the proposal presentation for the postgraduate Program – MPhil –PhD Board of Study of Languages, Religious and Cultural Studies, EUSL 6th 12 - 2023.

8.7 Dr. N. Ravinthirakumaran

Appointed as a Supervisor for MPhil/PhD (Department of Economics, University of Colombo).

Served as a Visiting Lecturer, Youth leadership programme – 2023 on “Sustainable development goals agenda”.

Served as a resource person for a workshop on “How to write a literature Review” organized by the Department of Project Management on 06th October 2023.

Served as a Resource person on “Does budget 2024 reduce the burden on people’s lives?” organized by the National Council of Arts and Literature, Poonthoddam, Vavuniya, on 17th December 2023.

Served as an organizer of the panel discussion on “Budget 2024”, organized by the Department of Business Economics University of Vavuniya on 28th November 2023.

Delivered a keynote address on “Why do some countries become rich while others stagnate?” at the International Conference on India’s Role in the Global Scenario (Education, Technology, Business, and Climate) on 20th October 2023.

Delivered a keynote address on “What is the stand for INDIA, Possibility to improve the role to the globe?” at Chhatrapati Shahu Institute of Business Education and Research (CSIBER) on 20th October 2023.

8.8 Dr. A. Rukshan

Appointed as supervisor on MBA thesis of Ms. Jeyaranjan Prasheena (MBA awarded in 2023 from the Postgraduate Institute of Management): Investigating the Mediating Role of Intrinsic Motivation on the Relationship between Gamification Artifacts and Intention towards Knowledge Sharing.

Visiting lecturer MBA study program, offered by the Faculty of Management Studies and Commerce at the University of Jaffna for the subject PGDM 1235: Information Strategy.

Served as a Member of the Technical Programming Committee for the 3rd International Conference on Advanced Research in Computing - ICARC 2023, Faculty of Applied Sciences, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.
<https://www.icarc.lk/tpc.php>.

8.9 Mr. Aruppillai Thayaparan

Served as a Visiting lecturer at Open University and supervised 15 undergraduate students at Open University- 2023.

8.10 Mrs.P.Godwin Phillip

Served as a Resource person for the youth leadership programme-2021/2023.

Served as a Resource person for the “Commerce Student Camp” at the zonal level, Vavuniya North.

8.11 Ms. Subajana Jeyaseelan

The Reviewer of a research paper (article) on ‘THE VOICE AGAINST THE MARGINALIZATION OF WOMEN IN THE SELECTED POEMS OF KAMALA DAS’, The Sri Lankan Journal of South Asian Studies, University of Jaffna-2023.

The Reviewer of a research paper (article) on ‘Teaching News Items through Multimodal Approach for ESL Students’, The Sri Lankan Journal of South Asian Studies, University of Jaffna-2023, The Sri Lankan Journal of South Asian Studies, University of Jaffna-2023.

Served as an Activity Coordinator for Activity -04 -ELTA ELSE – Faculty. level Development Project, AHEAD Operation 2023.

Served as an External examiner for the UTEL speaking test at the University of Jaffna on - 1st February 2023.

External examiner for the dissertations for undergraduates TESL programme at the University of Kelaniya-2023.

8.12 Mr. S. Thirugnanasampanthar

Served as a resource person for the UNDP/ Youth Leadership Program for facilitating and curriculum preparation.

8.13 Mr. C. Larojan

Served as a [Resource person](#) for Course Module preparation and delivered on the module of “Participatory Budgeting” under the Youth Leadership Development Program organized by the UNDP, and conducted lectures in Vavuniya, Kilinochchi, and Jaffna.

Served as an [Editor-in-Chief](#)/ International Conference on Harmony and Reconciliation (2023).

Served as the [Chief Examiner](#) for the subject of Accounting for the G.C.E. (A/L) Examination 2022 (2023).

8.14 Mr. S. Harikaran

Served as a [resource person](#) for a workshop on “Skill Required for Preschool Teachers”, organized by the Forum to Assist Children Education (FACE) Vavuniya, on 12th May 2023.

Served as a [resource person](#) for a workshop on “Counselling for Employees”, organized by the International Committee of the Red Cross (ICRC), on 22nd June 2023.

Served as a [resource person](#) for a workshop on “Conflict Resolution and Social Cohesion”, organized by UNDP and the Faculty of the Business Studies University of Vavuniya 2023 (Kilinochchi, Jaffna, Trincomalee and Vavuniya).

Served as a [resource person](#) for a workshop on “University Admission Procedures - 2022/2023”, organized by the Career Guidance Unit, University of Vavuniya, on 13th September 2023.

Served as a [resource person](#) for a workshop on “MAG women capacity building training program - Emotional Intelligence for the career success”, organized by the MAG on 28th October and 29th November 2023.

Served as a [Reviewer](#)/ CIPM Journal of HRM Perspectives (2023).

Served as a [Reviewer](#)/ 7th CIPM International Research Symposium 2023.

Served as a [Reviewer](#)/ 2nd International Conference on Management and Entrepreneurship 2023 (OUSL Sri Lanka).

8.15 Mrs.V.Kajanthy

Served as a resource person on the topic "Corporate Good Governance" for the Youth of Jaffna Region on 26th March 2023 under the Youth Leadership Programme-2023.

Served as a resource person for the "Certificate Course in Entrepreneurship and Small Business Management (CESBM)" on the topic "Marketing and Operations Management for Entrepreneurs" conducted by the Career Guidance Unit of University of Vavuniya on 12th & 19th of August 2023.

Reviewed a research paper titled "Green Supply Chain Management Practices and Organizational Performance in Apparel Industry: A Multiple Case Study", published in the VUIRC - 2023 organized by the University of Vavuniya, Sri Lanka.

8.16 Mr. J.Leon

Served as a resource person for the Youth Leadership Programme training on "Community Leadership" organized by UNDP and the University of Vavuniya at Jaffna, Vavuniya, Kilinochchi, Trincomalee, and Batticaloa.

Served as a resource person for the workshop on "Investment Opportunities" organized by the International Committee of the Red Cross (ICRC) in Vavuniya on 21.06.2023.

Served as a resource person for the workshop on "Digital Marketing for Youth" organized by Berendina Development Services Ltd in Trincomalee on 22.06.2023.

Served as a resource person for the workshop on "Office Management and Marketing" organized by IDM Nations Campus in Vavuniya on 09.07.2023.

Served as a resource person for delivering a talk on the "Importance of choosing commerce stream" for school students organized by Omanthai Central College on 11.07.2023.

Served as a resource person for the seminar on "Marketing Mix" for the Advanced Level students organized by the Zonal Education Office, Vavuniya at V/Rambaikulam Girls' Maha Vidyalayam on 27th of July 2023.

Served as a resource person for the workshop on "Career Guidance for School Students" organized by the Career Guidance Cell of the Faculty of Business Studies at V/Nelukkulam Kalaimagal Maha Vidyalayam on 8th August 2023.

Served as a resource person for the workshop on "Operations Management" organized by the Career Guidance Cell of the Faculty of Business Studies at V/Nelukkulam Kalaimagal Maha Vidyalayam on 10th November 2023.

Resource person for Motivation and Self Confidence training held on 3rd, 4th and 28th of October 2023 for MAG staff at the Faculty of Business Studies, University of Vavuniya.

8.17 Mrs.S.Mathivathany

Served as Resource Person for a four days workshop on "Provision of Project Management Capacity Building Training Programme in Sri Lanka" from 19th December 2023 to 22nd December 2023 organized by the Miami Ad School - Sri Lanka & Maldives supported by UNOPS at the Mallika Resort, located at 182 Customs Rd, Trincomalee 31000.

Served as resource person for "Time Management training" held on 1st of December 2023 for MAG staff at the Faculty of Business Studies, University of Vavuniya.

Served as a resource person for "Disaster Management" of Youth Leadership Programme for the community youth of northern and eastern provinces from 11th of Feb 2022 to 08th of June 2023. The training programme was organized by the Faculty of Business Studies, University of Vavuniya in collaboration with UNDP.

Served as a resource person for the subject of Project Management for Entrepreneurs of the certificate course in entrepreneurship and small business management in 2023, conducted by the Career Guidance Unit of the University of Vavuniya.

Served as a resource person for the subject of Women in Politics for Women of the Advanced certificate course in Women Empowerment in Politics, conducted by the Harmony Centre of the University of Vavuniya.

Served as a resource person for the subject of the Concept of Gender & Feminist approaches to politics for Women in the Advanced certificate course in Women Empowerment in Politics, conducted by the Harmony Centre of the University of Vavuniya.

Served as a resource person for the subject of Women Empowerment and Leadership for Women of the Advanced certificate course in women Empowerment in Politics, conducted by the Harmony Centre of the University of Vavuniya.

Served as a resource person for the subject of Field Study for Women of the Advanced certificate course in women Empowerment in Politics, conducted by the Harmony Centre of the University of Vavuniya.

Served as Resource Person for a Community Rehabilitation Need Assessment workshop for the Staff members and beneficiaries of the Vanni Rehabilitation Organization for the Differently Abled (VAROD) organized by PM Club and VAROD on 19th August 2023.

Served as Resource Person for a workshop on “Women Empowerment for sustainable development” to the newly entered sisters, Vavuniya organized by the Holy Cross Convent, Vavuniya on 30th April 2023.

Served as Panel Moderator for a Local Government Social Development Conference Vavuniya on "Civic Innovative Engagement" on 7th February 2023 organized by the Offer Ceylon supported by Sri Lankan Government, UNDP, STRIDE, CDLG, and European Union at the UC Hall, Vavuniya.

Served as Coordinator, Business Development Fellowship Programme, Kilinochchi District, commenced by the Asia Foundation on the 4th of September 2023.

8.18 Mr. S.Sivanenthira

Served as a Resource Person to prepare the course module and delivered the module of Leadership and Motivation under the Youth Leadership Development Program organized by the UNDP. As a resource person and coordinator, and conducted lectures in Vavuniya, Kilinochchi, Trincomalee, Batticaloa, and Jaffna.

Served as a Resource Person to prepare course modules and delivered the module of Motivation and Self Confidence and Time Management under the Capacity Building Training for Mines Advisory Group (MAG) Female Staff – 2023, and conducted lectures in Vavuniya.

Served as a resource person for the workshop on “Digital Marketing for Youth” organized by Berendina Development Services Ltd in Trincomalee on 22.06.2023.

Served as a resource person for the workshop on “Improving Employability” organized by the International Committee of the Red Cross (ICRC) in Vavuniya on 23.06.2023.

Served as a resource person for the workshop on “Conflict Resolution and Social cohesion” for school teachers organized by J/Meesalai Veerasingam Central College in Chavakachcheri on 14.07.2023.

Resource person for Motivation and Self Confidence training held on 3rd and 4th and 28th of October 2023 for MAG staff at the Faculty of Business Studies, University of Vavuniya

Served as a resource person for the workshop on “Digital Marketing for Youth” organized by Gnanam Education Trust (GET), Jaffna, on 08.10.2023.

Coordinator for Soft skills development residential training held on the 26th and 27th of November 2017 for MAG middle-level managers at Reecha Organic Resort.

8.19 K.P.W.D.R. Weerasinghe

Served as a Resource Person for the development of course outline and study guide on Marketing subject. Institute of Bankers of Sri Lanka, 2023.

Served as a Resource Person for the session writing on Service marketing, BMS Honours in Marketing Management Degree Programme, Department of Marketing Management, Faculty of Management Studies, Open University of Sri Lanka- 2023.

8.20 Ms.P. Sarmatha

Trainer to Teaching Basic English Classes for MAG’s (Mines Advisory Group) Operation Staff. 2023.

Assistant Trainer to Teaching Basic English Classes for MAG’s (Mines Advisory Group) Operation Staff. 2023.

Served as a Resource person for the Youth Leadership Programme - 2022/2023.

Served as a Resource person for the workshop on “Communication Skills” organized by the Staff Development Centre of the University of Vavuniya. 2023.

8.21 Ms.MRF.Aqeela Ijas

Served as a resource person for the “Certificate Course in Entrepreneurship and Small Business Management (CESBM)” on the topic “Human Resource Planning and Health & safety” conducted by the Career Guidance Unit of the University of Vavuniya.

Served as a [resource person](#) for “Emotional Intelligence training held on 26th of October 2023 and 29th of November 2023 for MAG staff at the Faculty of Business Studies, University of Vavuniya.

8.22 Ms. Prasheena Abenayan

[Resource Person](#) for the YLD programme on Conflict Management and Resolution conducted by FBS and UNDP-2023.

[Resource Person](#) for a Certificate course in Entrepreneurship and Small Business Management on Training and Development conducted by the Centre for Distance and Continuing Education (CDCE), UOV.

8.23 Mr. N. Pratheepan

Served as a [Member](#) of Conference Committee for Sri Lanka Finance Association (SLFA), EFMP- 2023, hosted by Department of Financial Management, FMSC at University of Jaffna.

8.24 Mr. Soosaipillai Douglas

Served as a [visiting lecturer](#) at the Open University, Vavuniya Study Center for the short course ‘Listening and Speaking’.

Served as a [visiting lecture](#) at the Advanced Technological Institute of Vavuniya for the Higher National Diploma in English Course.

Served as a [resource person](#) for the subject of Communication and Soft skills for Inter-Faculty Teaching of the academic program of the Faculty of Applied Science, University of Vavuniya.

Served as a [visiting lecturer](#) for the Higher Diploma in English Conducted by the Center for Distance and Continuing Education, University of Vavuniya.

Served as a [visiting lecturer](#) at the Open University, Vavuniya Study Center for the short course ‘Listening and Speaking’.

Served as a [visiting lecturer](#) at the Advanced Technological Institute of Vavuniya for Higher National Diploma in English Course.

Served as the [coordinator](#) for the English Training Programme for the MAG Operational Staff conducted by the University of Vavuniya.

Served as the **Technical Committee member** for the Youth Leadership Conference – 2023, conducted by the Faculty of Business Studies, University of Vavuniya.

Served as a **resource person** for the workshop on ‘Introducing ELL software and applications’ on the 25th of January 2023 for all the permanent and temporary teaching staff of the Faculty of Applied Science and Department of English Language Teaching.

Attended as the **special guest** for the English Day-2023 at Jaffna National College of Education, Jaffna on 23rd November 2023.

8.25 Mr. A. Sebarajah

Served as a **Visiting lecturer** in English at Sri Lanka Institute of Advanced Technological Education (SLIATE), Vavuniya.

Served as a **resource person** to conduct a workshop on “GCE O/L English Exam Preparation” for O/L students on 19th September 2023, organized by Mn/ St. Fathima Madya Maha Vidhyalayam, Pesalai.

8.26 Ms.S.Anithra

Served as a **resource person** for the subject of “Communication and Soft skills” for Inter-Faculty Teaching of the academic program of the Faculty of Applied Science, University of Vavuniya.

9. FUTURE PLANS

- Inauguration of New Academic Program 2023/24
- Commencement of Certificate in English
- Commencement of Advanced HRM Program
- Commencement of Diploma in Personal Financial Management
- Hosting Undergraduate Symposium on Project Management
- Conducting Research Conference on Business Studies-2024 (RCBS)
- Conducting Career Guidance Workshop

10. FAILURES

- The Faculty failed to build the National Planning-approved faculty building complex due to the country's economic crisis.
- The Faculty failed to provide adequate student facilities for learning and teaching due to the poor allocation of treasury fund.