



ANNUAL REPORT -2024-

FACULTY OF BUSINESS STUDIES
UNIVERSITY OF VAVUNIYA
SRI LANKA

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01. 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 1200.



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.



07

**Degree
Programs**



05

Cells



07

**Student
Clubs**



1200

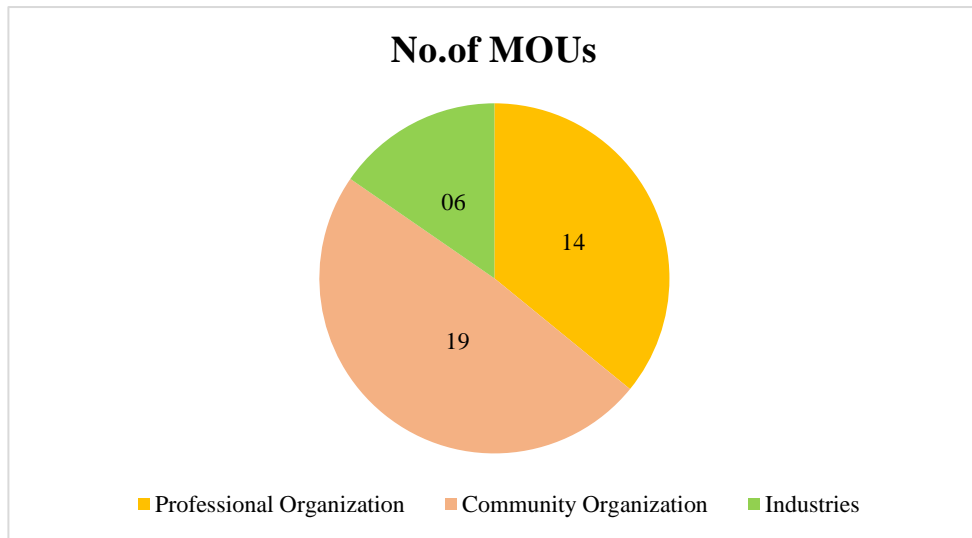
Students

1.1.2 Community and Industry Interaction Units- 02

ICIC-Industry and Community Interaction Cells

MSMEs Facilitation Hub

1.1.2 MOUs with Professional Organization, Communities, and Industries



VISION

“To be the premier faculty in Business Education renowned globally for excellence, innovation, and impact”

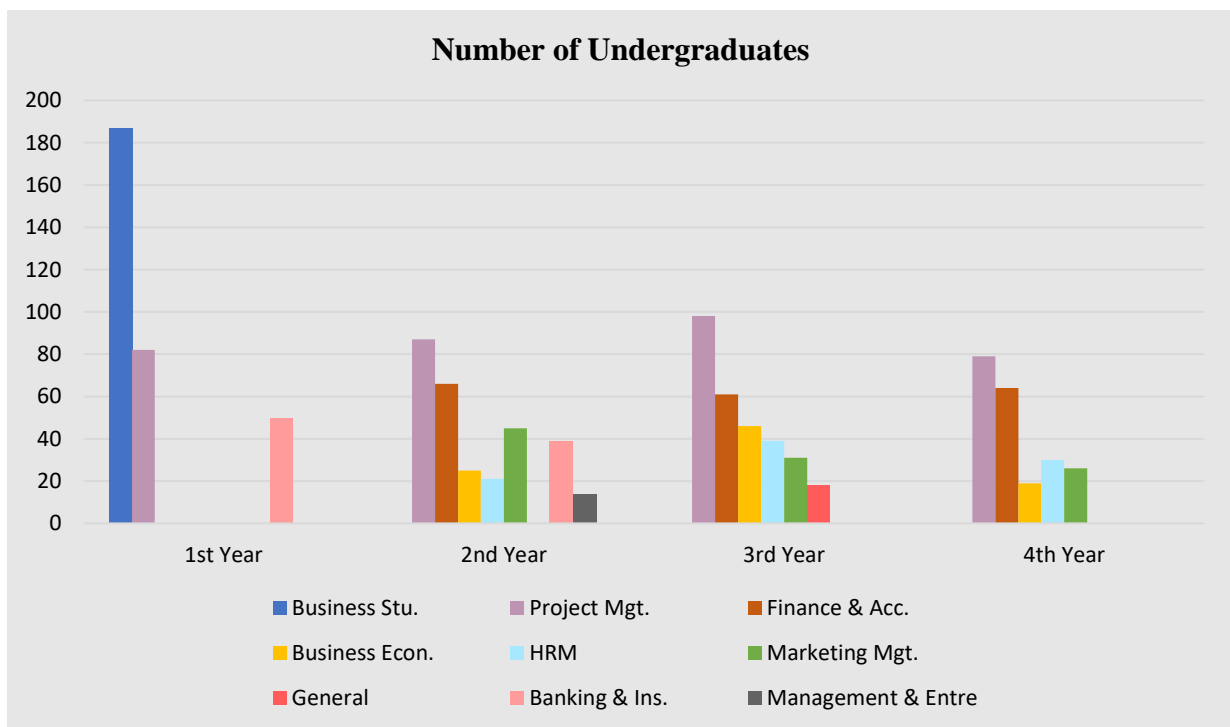
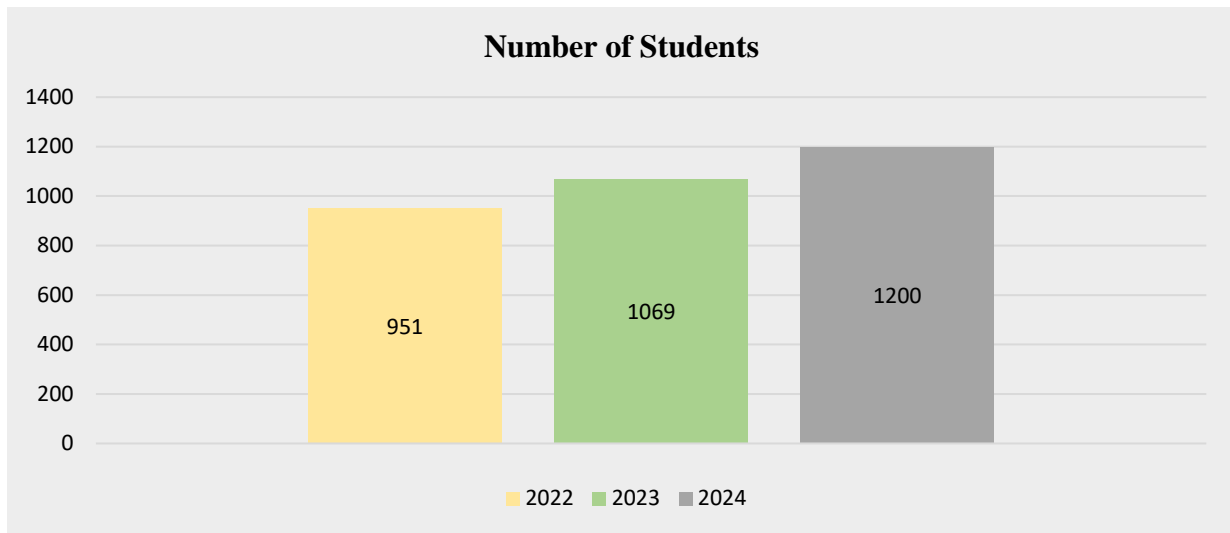
MISSION

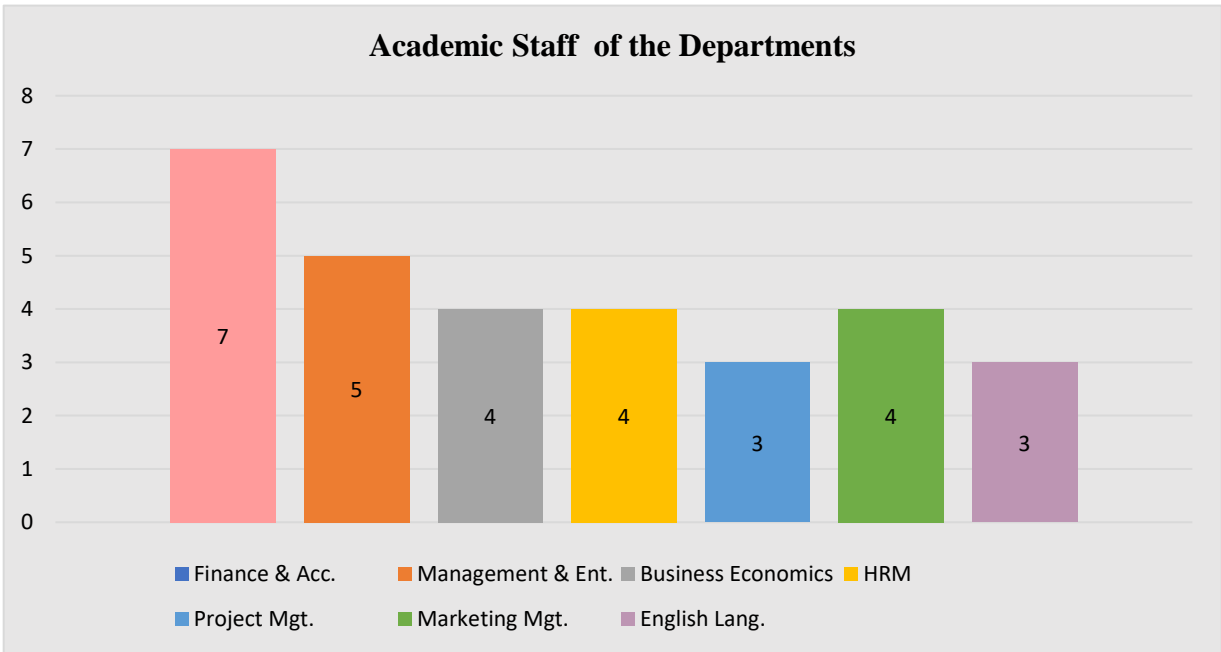
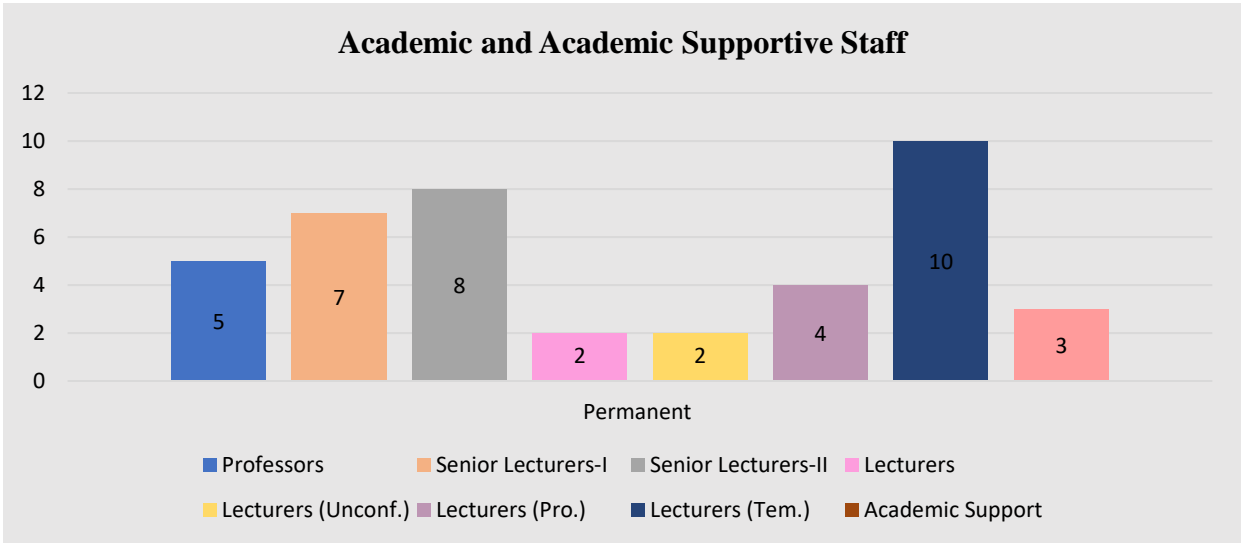
“To empower the students to become dynamic leaders excelling in complex business environments through the highest quality of teaching, impactful research, and strong industry and community partnerships”

VALUES

Excellence
Integrity
Equity and Equality
Responsiveness
Diffusion
Co-creation
Transparency and Accountability

1.2 Faculty at a Glance – 2024





1.3 SWOT Analysis

| STRENGTHS | WEAKNESSES |
|---|--|
| <p>S1. The sufficient land has been allocated to the faculty.</p> <p>S2. Dedicated, hardworking and competent staff.</p> <p>S3. Curriculum has been revised time to time to adopt to the changing market needs</p> <p>S4. Multidisciplinary courses aligned with market requirements.</p> <p>S5. All degree programs adopted students centered learning and outcomes-based education approaches</p> <p>S6. Learning Management Systems (LMS) is operational in the faculty</p> <p>S7. Cross cultural and trilingual society.</p> <p>S8. Significant focus on quality assurance and advancement in the faculty.</p> <p>S9. Involvement of staff and students in CSR activities.</p> <p>S10. Active participation of students in extracurricular activities</p> <p>S11. Staff and students' rapport are excellent</p> <p>S12. Pleasant learning atmosphere in the faculty.</p> <p>S13. All degree programs have fall back /exit options to the students.</p> <p>S14. Enhancing research activities in the faculty: RCBS, JBM, and student conferences, Centre for Business Research establishment.</p> <p>S15. The faculty has effective practices for learning, teaching and examinations</p> <p>S16. Effective team working takes place in the faculty</p> <p>S17. The faculty is very active in introducing new degree programs to the demand/needs of the country</p> <p>S18. Stakeholders interest on the faculty</p> <p>S19. Stronger faculty alumni</p> <p>S20 Stronger collaboration with professional, community and industries</p> <p>S21 Faculty has established MSMEs Facilitation hub.</p> | <p>W1. Lack of infrastructure facilities (smart lecture halls, auditorium, health, IT laboratory, WIFI access, bandwidth, Staff and students' common room, hostels)</p> <p>W2. Less number of lecturers with PhD and only five professors and Inadequate cadre ration to students</p> <p>W3- Less motivation for research publications in high indexed journals</p> <p>W4- Inadequate capacity of Students Learning Center.</p> <p>W5 All the degree programs partially incorporated with the IT.</p> <p>W6. Less attractive surroundings.</p> <p>W7. No post graduate programs, external and distance programs</p> <p>W8. The faculty has not fully operational in MIS</p> <p>W9. Failure to attract international students.</p> <p>W10. Lack of transport facilities</p> <p>W11. Lack of collaborative projects in the faculty</p> <p>W12. Not updated the faculty by-laws eg: examinations, committees and units</p> <p>W13. Lack of facilities for differently abled people</p> <p>W14.The faculty has not licensed software eg: Ms office, SPSS, TALLY, ARCGIS Plagiarism software, referencing software and Anti-virus</p> <p>W15. Limited journals in the faculty</p> <p>W16. Courses are partially aligned with the standards prescribed by the professional bodies</p> <p>W17. Lack of professional training for academic, administrative and other non-academic staff</p> <p>W18. Improper distribution of workload among the staff</p> <p>W19. There is no postgraduate programs in the faculty</p> |

| | |
|--|--|
| <p>S22 Active Student Clubs</p> <p>S23 Training and Placement Cells established in department levels</p> <p>S24 Fully functional of Career Guidance Cell</p> <p>S25 Student Mentoring is well practiced.</p> <p>S26 Overall time management of the faculty is good</p> <p>S27 Efficient use of resources in the faculty</p> <p>S28. Reviews strategic plan every year</p> <p>S29 Pleasant working environment</p> <p>S30 Overall strategic direction of the faculty is excellent</p> | <p>W20. Lack of highly indexed journal publications by the academic staff</p> <p>W21. Less number of non-academic staff in the faculty</p> |
|--|--|

| OPPORTUNITIES | THREATS |
|--|---|
| <p>O1. Opportunity to obtain AHEADS funds, research grants, foreign scholarships and PhD opportunities</p> <p>O2. Increasing demand for higher educations in the region</p> <p>O3. Lack of certified professional bodies in Vavuniya.</p> <p>O4. The region requires various post-conflict developments supports from the regional universities.</p> <p>O5. Stakeholders are realized the importance of working with the faculty</p> <p>O6. Government policies to expand the high education opportunities</p> <p>O7. Peaceful multi ethnic composition exists in the region</p> <p>O8. The industries expressed their interest to accommodate our students for the internship</p> <p>O9. Agricultural department expressed interest for establishing Ammachi type traditional food outlet in the campus premises.</p> <p>O10. There are opportunities for getting funds for township projects</p> <p>O11. Increasing interest of industries for collaborating with the universities.</p> <p>O12. UGC provides scholarships for international students to undertake degree programs in Sri Lanka</p> <p>O13. UGC promotes the universities to start new degree programs.</p> <p>O14. UGC makes platforms to increase the students' talents. (Kavitha Talent Show)</p> <p>O15. The industries give priority to CSR activities</p> <p>O16. Adoption of new technologies for distance education</p> | <p>T1. Growing competition in management degree programs from locally available public and private universities and colleges.</p> <p>T2. Lack of industries exist in the region.</p> <p>T3. Bureaucratic structure of the Government institutions.</p> <p>T4. Limited employment opportunities for management graduates</p> <p>T5. Limited industry development in the country</p> <p>T6. Limited funds allocations to the universities</p> <p>T7. Increasing employments opportunities for professional qualifications</p> <p>T8. Government policy towards developing STEM</p> <p>T9. Increasing Private universities in the country</p> <p>T10. Frequent academic interruptions by external parties</p> <p>T11. Pandemic due to COVID19 and interruptions of regular physical operations</p> |

1.4 Staff Details

Academic Staff Permanent

Prof. P. Selvarajan Professor in Management / Department of Management and Entrepreneurship

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

Prof. G. Jeyaseelan Professor in English / Department of English Language Teaching

Dr. K. Kalainathan Senior Lecturer Gr. I / Department of Finance and Accountancy

Mrs. J. S. Thevaruban 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

Mr. C. Larojan Senior Lecturer Gr. I/ Department of Finance and Accountancy

Mr. G. R. M. Gamlath Senior Lecturer Gr. I/ Department of Finance and Accountancy

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.S. Thirugnanasampanthar Senior Lecturer Gr. II / Department of Project Management

Mr. S. A. Jude Leon Senior Lecturer Gr. II / Department of Marketing Management

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

Ms. P. Sarmatha Senior Lecturer Gr. II / Department of English Language Teaching

Mr. T. Selvamalai Lecturer / Department of Business Economics

Ms. J. Prasheena Lecturer/ Department of Human Resource Management

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
Mrs. M. R. F. Aqeela Ijas 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

Senior Lecturer (Temporary)

Dr. N. Ravinthirakumaran Senior Lecturer (Temporary) / Department of Business Economics

Academic Supportive Staff (Permanent)

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

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
Mr. H. P. A. D. Somathilka / Department of Finance and Accountancy
Mr. P. Mathusan / Department of Human Resource Management

Academic Supportive Staff (Temporary)

Sr. S. Sebojiny
Ms. Dinusha Sandanayake
Mr. D. M. Thilakasiri
Mr. M. H. M. Humaidh

Executive Staff

Mrs. P. Danoshana / Assistant Registrar

Non- Academic Staff (Permanent)

Ms. T. Priya / Management Assistant

S. Gobikrishna/ Management Assistant

Mrs. V. Maickanro/ Management Assistant

Mr. Daniraj/ / Management Assistant

Non- Academic Staff (Temporary)

Ms. Piriyanaka/ Management Assistant (Trainee)

Ms. R.Nirosha/ Management Assistant (Trainee)

Ms. N.Keerthika/Management Assistant (Trainee)

Ms. P.Dilakshana/ Management Assistant (Trainee)

Ms. Jathurshana/ Management Assistant (Trainee)

Ms. K. Gobika/ Management Assistant (Trainee)

Ms. Lahinthani/ Management Assistant (Trainee)

Mrs. J.Priyadarshani/ Management Assistant (Trainee)

K.Prashanthan/ Lab Attendant

Mr. R. Sasikaran/ Works Aide

Mr. A.Ajinthan/ Works Aide

Mr. S. Sharmilan/ Works Aide

02. STAFF PUBLICATIONS AND COMMUNICATIONS

2.1 Department of Finance and Accountancy

Journal Publication

1. Thevaruban, J.S. & Ramanan, L., The Impact of Financial Literacy on Firms' Performance: Special Reference to Small and Medium-Scale Enterprises in Vavuniya District, Sri Lanka, *KALAM International Research Journal, Faculty of Arts and Culture, South Eastern University of Sri Lanka*. ISSN (Online): 2738-2214, ISSN (Print): 1391-6815, pp. 136–146.
2. Thevaruban, J.S., Impact of Computerized Accounting Systems on the Quality of Financial Reports of SMEs in Sri Lanka. (2024). *KALAM International Research Journal*, vol. 17, no. 2, December.
3. Gamlath, G.R.M., Nanthagopan, Y., Williams, N.L., & Kengatharan, L. (2024) ‘Optimizing organizational value: crafting a constructively aligned thematic framework for project governance enhancement’, *Sri Lanka Journal of Social Sciences*, 46(2), pp. 145–158. Available at: <https://doi.org/10.4038/sljss.v46i02.8771>.
4. Kumari, A.M.D.S. & Gamlath, G.R.M. (2024) ‘The effect of dividend announcement on share prices: Evidence from Colombo Stock Exchange’, *Business Review*, St. Joseph College of Management, Bangalore, India, December 2024 Volume. [Accepted for publication].
5. Dilrukshi, B.P.D. & Gamlath, G.R.M. (2024) ‘The effects of financial development on foreign direct investment in Sri Lanka’, *Researcher Journal*, University of Jammu, India. [Accepted for publication].
6. Herath, H.M.D.K. & Gamlath, G.R.M. (2024) ‘Impact of digital transformation on financial performance of licensed commercial banks in Sri Lanka: pre and post COVID-19 pandemic’, *Sri Lanka Journal of Social Sciences*, 47(2), pp. 61–79. [Final proofread manuscript for publication].

Conferences and Communication

1. ගමලන්, ජී. ආර්. එම්., “ණය උගුලෙන් ගැලවීමක් නැතිද?” ලංකාදීප දිනපතා පුවත්පත, පොරපිටිය විශේෂ අතිරේකය, 2024.12.27
2. ගමලන්, ජී. ආර්. එම්., සමුපකාර ග්‍රාමීය බැංකු සහ ශ්‍රී ලංකාවේ ආර්ථික ක්‍රියාකාරිත්වය. National Institute of Cooperative Development, Ministry of Cooperative Development, New Pivisuma, Volume 2(1), 2024.
3. ගමලන්, ජී. ආර්. එම්., ග්‍රාමීය සවිබලකරණය තුළින් සංවර්ධනය උදෙසා තුලනාත්මක ප්‍රවේශයක්. Prajashakthi Magazine, 2024 (1).
4. ගමලන්, ජී. ආර්. එම්., Employment Orientation and Profit Maximization [Sinhala Language], PROFIT Magazine, 2024 [December].
5. Pratheepan, N. & Thayaparan, A. (2024) ‘The impact of exchange rate on economic growth’, *Proceedings of the 5th Research Conference on Business Studies (RCBS)*, Faculty of Business Studies, University of Vavuniya, Sri Lanka.

2.2 Department of Business Economics

Journal Publication

1. Herath, D.M.H. & Thayaparan, A. (2024) ‘Determinants of technical efficiency in cow milk production in Kurunegala District: An application of data envelopment analysis’, *Sri Lanka Journal of Economic Research*, 11(2), pp. 19–38. Sri Lanka Forum of University Economists (SLJER).
2. Herath, D.M.H., Thayaparan, A. & 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*, 12(II), p. 15. Available at: <https://journals.sjp.ac.lk/index.php/sljbe/article/view/6797> (Accessed: 6 January 2025). <https://doi.org/10.31357/sljbe.v12.6797>.

Conferences and Communication

1. Harrinee, K. & Larojan, C. (2024) ‘The impact of ownership structure on dividend policy: Evidence from listed manufacturing companies in Sri Lanka’, *Conference Proceedings, 5th Research Conference on Business Studies*, University of Vavuniya.
2. Mohanaraja, S. & Navaratnam, R. (2023) ‘The impact of remittance on economic growth in Sri Lanka’, *Department of Business Economics, University of Vavuniya repository*, Sri Lanka. Conference proceedings in University of Sri Jayewardenepura - ACBE 2024. Available at: <http://192.248.57.140/handle/123456789/842> (Accessed: 6 January 2025). Available at SSRN: <https://ssrn.com/abstract=4929645> or <http://dx.doi.org/10.2139/ssrn.4929645>.
3. Navaratnam, R. (2024) ‘The impact of bank lending on economic growth in Sri Lanka’, in Weerasinghe, S. (Co-author) and Navaratnam, R. (Presenter), *5th Annual Conference on Business Economics (ACBE) 2024*, aligned with 20th International Conference on Business Management (ICBM) 2024. Research Center for Business Economics and Development Studies (RCBEDS), Department of Business Economics, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, 28th February.
4. Navaratnam, R. (2024) ‘The impact of personal remittance on economic growth in Sri Lanka’, in Mohanaraja, S. (Co-author) and Navaratnam, R. (Presenter), *5th Annual Conference on Business Economics (ACBE) 2024*, aligned with 20th International Conference on Business Management (ICBM) 2024. Research Center for Business Economics and Development Studies (RCBEDS), Department of Business Economics, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, 28th February.
5. Navaratnam, R. (2024) ‘Relationship between tourism and economic growth in Sri Lanka: An ARDL bound test approach’, in Thennakoon, D. (Co-author) and Navaratnam, R. (Presenter), *5th Annual Conference on Business Economics (ACBE) 2024*, aligned with 20th International Conference on Business Management (ICBM) 2024. Research Center for Business Economics and Development Studies (RCBEDS), Department of Business Economics, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, 28th February.
6. Erangajith, R.M.D. & Thayaparan, A. (2024) ‘Determinants of youth labor force participation in the agricultural sector: Evidence from Buttala DS Division in Sri Lanka’, *Abstract Proceedings, 9th*

Interdisciplinary Conference of Management Researchers (ICMR 2024), Sabaragamuwa University of Sri Lanka.

7. Thayaparan, A. & Bavathaarani, T. (2024) 'Technical efficiency and its determinants among vegetable farmers in Jaffna District: An application of data envelopment analysis', *Abstract Proceedings, 9th Interdisciplinary Conference of Management Researchers (ICMR 2024)*, Sabaragamuwa University of Sri Lanka.
8. Thayaparan, A. & Jayamanna, S.M. (2024) 'Determinants of women participation and the wages in the agricultural sector in Anuradhapura district: Heckman selection model approach', pp. 36, *20th International Conference on Business Management (ICBM 2024)*, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka.
9. Prasangika, K.D.S., Herath, D.M.H. & Phillip, P.M.G. (2024) 'A study on factors influencing household spending in the Anuradhapura District', *RCBS 2024*, Faculty of Business Studies, University of Vavuniya, Sri Lanka.

2.3. Department of English Language Teaching

Conferences and Communication

1. Gnanaseelan, G. (2024) 'Learning to use English prepositions: Structural implications for Tamil students', *Book of Abstracts, International Research Conference of the Open University of Sri Lanka 2024 (IRC-OUSL 2024)*, 7–8 November. ISSN 2012-9912.
2. Subajana, J. & Senaratne, C.D. (2024) 'The impact of using Chomsky's substitution transformations on improving essay writing skills of ESL undergraduates: A case study', *Annual Research Conference 2024*, Faculty of Graduate Studies, University of Colombo, Sri Lanka, 22 November.
3. Subajana, J. & Senaratne, C.D. (2024) 'An investigation of clauses in essay writing by ESL undergraduates at a state university in Sri Lanka: A crucial study for enhancing teaching pedagogy', *Research Congress 2024*, Postgraduate Institute of Humanities and Social Sciences (PGIHS), University of Peradeniya, Sri Lanka, 19 December.

2.4 Department of Management and Entrepreneurship

Journal Publication

1. Selvarajan, P. & Sivapragasham, P. (2022) 'The role of virtual teams in project management during the pandemic and economic crisis situations in Sri Lanka: A case study of Maga Engineering (Pvt) Ltd, Sri Lanka', *Journal of Management*, South Eastern University of Sri Lanka, 17(2), pp. 64–82.

Conferences and Communication

2. Selvarajan, P., Senarathna, W.A.N.M. & Vethanayagam, T. (2024) 'Evaluation of altruistic and distributed leadership: A symbiosis', *Proceedings of the 8th CIPM International Research Symposium*, Colombo, pp. 400–408, 31 May.

3. Weerasinghe, K.P.W.D.R. & Selvarajan, P. (2024) 'Exploring wellness tourism in Sri Lanka: An ethnographic perspective', *Proceedings of the 5th Research Conference on Business Studies*, University of Vavuniya, 30 September.
4. Sivanenthira, S. & Pushpanathan, A. (2024) 'Challenges and issues of women entrepreneurs: A study of women entrepreneurs in Vavuniya District, Sri Lanka', *6th International Research Conference – 2024 (TRInCo – 2024)*, Trincomalee Campus, Eastern University of Sri Lanka, 26–27 September.
5. Thevaka, S. & Suthesan, K. (2024) 'Hybrid CNN-SVM model for face mask detector to protect from a seasonal allergy', *6th International Research Conference (TrinCo 2024)*, Trincomalee Campus, Eastern University of Sri Lanka.
6. Thevaka, S., Deegalla, S. & Viththakan, S. (2024) 'A CNN-LSTM technique-based optimization model for estimating obesity level', *International Conference on Medical Sciences (ICM 2024)*, Faculty of Medical Sciences, University of Sri Jayewardenepura.

2.5 Department of Marketing Management

Journal Publication

1. S.A.J. Leon. (2024) 'Factors influencing word of mouth in the restaurant industry in Anuradhapura town area, Sri Lanka' (2024) *Journal of Management*, South Eastern University of Sri Lanka, 18(1), pp. 47–55.

Conferences and Communication

2. Dilogini, S. & Kajanthy, V. (2024) 'Harnessing omni-channel marketing strategy for digital transformation in Sri Lankan women-led micro, small and medium enterprises', *5th Research Conference in Business Studies (RCBS) 2024*. Available at: <https://fbs.vau.ac.lk/wp-content/uploads/2024/11/Proceeding-RCBS-2024-Final.pdf#page=52> (Accessed: 6 January 2025).
3. Nirensa, K. & Kajanthy, V. (2024) 'Factors affecting entrepreneurial success of women-headed family entrepreneurs: A study in Poonakary area of Kilinochchi District', *5th Research Conference in Business Studies (RCBS) 2024*. Available at: <https://fbs.vau.ac.lk/wp-content/uploads/2024/11/Proceeding-RCBS-2024-Final.pdf#page=76> (Accessed: 6 January 2025).
4. Sivanenthira, S. (2024) 'Challenges and issues of women entrepreneurs: A study of women entrepreneurs in Vavuniya District', *6th International Conference on Promoting Inclusiveness, Life Preservation and Life Furtherance*, Trincomalee Campus, Eastern University of Sri Lanka, in collaboration with Indian Maritime University, India, 27 September.
5. Sivanenthira, S. (2024) 'Factors affecting consumers' attitudes toward eco-friendly packaging in Colombo District: Special reference to Dilmah tea bags', *International Conference on Global Challenges and Vitality Solutions*, Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur, India, 23 November.
6. Weerasinghe, K.P.W.D.R. 2024. Exploring the Serenity from Above: Travelers' Experiences on Hot Air Balloon Journeys over Sri Lanka's Stunning Landscape - A Qualitative Analysis via TripAdvisor, *International Conference on Hospitality and Tourism Management-2024*.

7. Weerasinghe, K.P.W.D.R. & Selvarajan, P. (2024) 'Exploring wellness tourism in Sri Lanka: An ethnographic perspective', *Proceedings of the 5th Research Conference on Business Studies*, University of Vavuniya, 30 September.

2.6 Department of Human Resource Management

Journal Publication

1. Harikaran, S. & Dassanayake, D.M.C. (2024) 'Assessing the impact of Big Five personality traits on job performance: A study in association with insurance agents in Northern Province, Sri Lanka', *Kelaniya Journal of Management*, Faculty of Commerce and Management Studies, University of Kelaniya.
2. Deshani, H.A.S. & Aqeela, M.R.F. (2024) 'HR analytics in predictive decision making in the apparel industry, Katunayake export processing zone', *Journal of Management*, South Eastern University of Sri Lanka, 18, pp.

Conferences and Communication

1. Mangaleswaran, S. & Sreepriya, S. (2024) 'Factors influencing teachers' performance in Vavuniya District', *13th International Conference on Management and Economics 2024*, Faculty of Management and Finance, University of Ruhuna, Sri Lanka, 21 August.
2. Prasheena, A. (2024). "Role of Performance Risk on the relationship between Hedonic Motivation and Behavioural Intention of Customers Towards Adapting E-Banking Technology. *8TH CIPM international research symposium 2024*(pp.524-531).

2.1.7 Department of Project Management

Journal Publication

1. Gamlath, G.R.M., Nanthagopan, Y., Williams, L.N. & Gengatharan, L. (2023) 'Optimizing organisational value: Crafting a constructively aligned thematic framework for project governance enhancement', *Sri Lanka Journal of Social Sciences*, 46(02), pp. 145–158. (Published in June 2024).

Conferences and Communication

2. Dhanushika, S and Nanthagopan, Y. (2024). The Influence of Artificial Intelligence on Project Management Knowledge Areas in the IT industry. A Paper presented at the 5th Research Conference on Business Studies (RCBS) 2024, Faculty of Business Studies, University of Vavuniya, held on 30th of September 2024.
3. Tharan, T and Nanthagopan, Y. (2024). Applicability of Project Management Performance Domains for Agiled Developed IT Projects. A Paper presented at the 5th Research Conference on Business Studies (RCBS) 2024, Faculty of Business Studies, University of Vavuniya, held on 30th of September 2024.

4. Sharangi, S. & Mathivathany, S. (2024) 'A study of exploring sustainable management practices: Non-governmental organization projects in the Trincomalee District', *International Research Conference of The Open University of Sri Lanka 2024 (IRC-OUSL 2024)*, Book of Proceedings, Open University of Sri Lanka, 7–8 November.
5. Jeyaratnam, L., Mathivathany, S. & Thanushan, R. (2024) 'Assessing the impact of stray animals on road safety and public well-being in Jaffna, Sri Lanka', *5th Research Conference on Business Studies (RCBS 2024)*, Book of Proceedings, Faculty of Business Studies, University of Vavuniya, 30 September.
6. Sharangi, S., Nanthagopan, Y. & Sasitharan, M. (2024) 'A study on the application of artificial intelligence governance for project tasks: Sri Lankan software industry', *Asia Pacific Peace Research Association Conference 2024 (APPRAC 2024)*, Book of Proceedings, Harmony Centre, University of Vavuniya, 7–10 March.
7. Dimuthma, U.K.A. & Thirugnanasampanthar, S., 2024. Impact of Kanban Practices on Project Management Performance of Construction Industry. *5th Research Conference on Business Studies - 2024*, 5(5), p.41.
8. Ajitha, S. & Thirugnanasampanthar, S., 2024. The Impact of Employee Turnover on Project Stages of Non-Governmental Organisations' Projects in Vavuniya District. *5th Research Conference on Business Studies - 2024*, 5(5), p.38.

03. STUDENT EVENTS

3.1 Econ Club

Ice Cream Selling

The Econ Club of Faculty of Business Studies, University of Vavuniya, Sri Lanka organized an Ice Cream Sale as its first and foremost activity.

It was held on 15th February 2024 from 11.30 am to 1.30 pm in front of Soosairathnam Block. The main purpose of this activity is to raise funds. With the contribution of all the members, this activity was very successful.



Webinar on Mastering Effective Research Techniques

The Economics Club organized an online webinar titled ‘Mastering Effective Research Techniques’ on 7th August 2024. The session was conducted by Professor M.A. Yasantha Madurapperuma, Head of the Department of Business Economics at the Faculty of Management & Finance, University of Colombo.

The purpose of this webinar was to provide participants with essential knowledge on how to conduct thorough and effective research. It also focused on the critical techniques for gathering, analysing, and presenting data efficiently.



Beautification of University Premises

The Economics Club undertook a beautification project on 01st September 2024, transforming the backyard premises of Soosairathnam and Balakrishnan Blocks throughout the day. The purpose of this beautification project was to create a visually pleasing environment that fosters a positive atmosphere for learning, creativity, and personal growth. Additionally, such improvements contribute to enhancing students’ mental well-being and help in reducing stress.



Edu Aid-Session 2 Seminar

The Economics Club organized the Edu Aid-Session 2 seminar for Advanced Level (A/L) students of Poovarasakulam Tamil Maha Vidyalaya on 05th September 2025. Fifteen students participated in the seminar, which focused on enhancing key skills such as time management (including strategies for allocating time to individual questions), critical thinking (specifically how to apply theoretical knowledge to exam questions), and effective writing techniques.



Free Eye Examination Test

The Economics Club organized a Free Eye Examination Test on 05th September 2025, as part of our health and safety initiatives. The primary objective of this program was to raise awareness about the importance of eye health and facilitate the early detection of potential vision problems. This initiative was conducted in



collaboration with Wickramarachchi Opticians, one of Sri Lanka's leading eye care professionals since 1976. Mr. M. Ameen Jinnah, Branch Manager of Vavuniya Wickramarachchi Opticians, along with Mr. Sathurshan and Mrs. Dhivya Dharshini provided optical services to the staff and students. In addition to the eye examination, participants were offered special discounts on a wide range of spectacles, including 50% off on selected frames, 50% off on sunglasses, and 30% off on premium models.

3.2 Accounting and Finance Club

Vehicle wash

Vehicle wash activity was conducted by Accounting and Finance Club of Faculty of Business Studies, University of Vavuniya, Sri Lanka on the 14th of February 2024 at the entrance of the University of Vavuniya. The wash included body washing and vacuum cleaning of the vehicles. This activity was conducted successfully with the support of all faculty and nonacademic staff as well as students. The objective of the vehicle wash activity was "Fundraising".



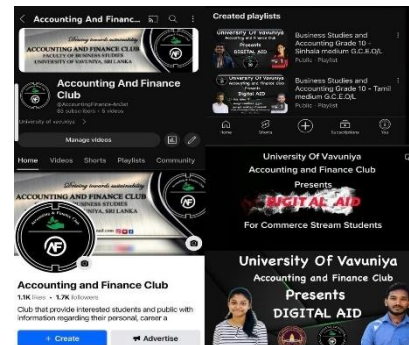
Free juice stall

A free juice stall was opened by Accounting and Finance Club of Faculty of Business Studies, University of Vavuniya, on the 21st of February 2024 at the University premises for the refreshments of students and staff at the Thai Pongal Vizha. This charitable activity was to contribute to our students and staff to quenching their thirst.



Digital Aid 3rd Program

Digital Aid 3rd program was organized by the Accounting and Finance Club of University of Vavuniya, on 13th March 2024 and made a fresh step in the YouTube platform. A YouTube channel was created for the Accounting and Finance Club to enhance the digital Aid program. It was launched in both Sinhala and Tamil medium. This program was to improve the knowledge of the Ordinary-Level as well as Advanced-Level students in the commerce stream.



Support seminar for G.C.E Ordinary Level students

Support seminar for Ordinary-Level commerce subjects was conducted by the Accounting and Finance club of the Faculty of Business Studies, University of Vavuniya, on 21st March 2024 at Vavuniya Puthukulam National and Vavuniya Tharanikkulam Ganesh Vidyalayam. The objective of this event is to provide educational support for the students in commerce subject to face their final examination successfully.



Launching of Club T-shirt

Accounting and Finance club of the Faculty of Business Studies, University of Vavuniya launched their club T-shirts on 09th April 2024. The objective of the T-shirt launch was to raise funds for conducting future club activities.



Educational guidance for G.C.E Ordinary Level students

Educational guidance for Ordinary-Level for commerce subject was conducted by the Accounting and Finance Club of the Faculty of Business Studies, University of Vavuniya, on 18th April 2024 at Kanapathy Hindu Ladies Maha Vidyalayam Colombo. The objective of this event is to provide educational support to the students in Commerce subject to face their final examination successfully.



Solid Waste Management program

The Solid Waste Management Program was conducted by Accounting and Finance Club of the Faculty of Business Studies, University of Vavuniya on 09th April 2024. This program was initiated in collaboration with Vavuniya South Pradeshya Sabha by receiving the donation of 12 Dust Bins to our club. The aim of this event is to maintain a proper solid waste management system in university premises.



Corn Stall at the Spirit Cricket Match

A corn stall was set up on 04th August 2024, during the Spirit Cricket Match, at the university playground. This activity was organized with the purpose of fundraising and offering students the enjoyable experience of delicious corn.



Guidance Program for Undergraduate Research and Internship

The Accounting and Finance Club organized a guidance program on 07th August 2024 for final-year students from all disciplines, focusing on their undergraduate research and internship experiences. The aim of this workshop was to provide students with a clear understanding of how to effectively undertake an undergraduate research project and internship. Mr. G.R.M. Gamlath, Senior Lecturer in the Department of Finance and Accountancy was served as the resource person of this program.



Shramadana Campaign

The Accounting and Finance Club conducted a shramadana campaign in VAROD on 28th August 2024, to promote community service, foster a sense of social responsibility, and build community cohesion.



5S Implementation

The Accounting and Finance Club implemented 5s system in the vehicle parking of the Faculty of Business Studies on 31st August 2024.



Beautification of the faculty premises

Beautification of the faculty premises was done by Accounting and Finance Club on 10th September 2024. The objective of this event is to beautify the faculty premises and provide students use that area for relaxing and taking photos.



Walk for green future

Walk for green future was organized by the Accounting and Finance Club on 13th of September 2024 ahead of International Accounting Day. The motive of this event is to raise public awareness about environment protection and sustainability and to develop community engagement to work towards a common goal.



Quiz competition

Quiz competition organized by Accounting and Finance club on 13th of September 2024 ahead of International Accounting Day. The best performers were awarded on International Accounting Day.



Support seminar for G.C.E Advance Level students

Accounting and Finance club conducted support seminar for G.C.E./A/L Students on 4th of October 2024 at B/Welimada Muslim Maha Vidyalaya. The objective of this seminar is to provide educational support for their final examination. In addition, seminars on Advanced Level Accounting were conducted for the students at Vavuniya Puthukulam National School and Vavuniya Tharanikkulam Ganesh Vidyalayam on 30th August 2024.



3.3 HR Club

Sugar Cane Juice Stall

HR Club of the Faculty of Business Studies, University of Vavuniya initiated a Sugar Cane Juice Stall on 6th April 2024 in the faculty premises during the Avurudu Festival of the faculty. This event was specially organized in this summer season with the aim of providing more hydrating juices to provide adequate vitamins and minerals that would boost immunity of the students and staff of the University. The students and staff along with their family members participated and enjoyed this event which was a resounding successful program that provided a unique enjoyable experience to the participants. Also, the event strengthened the community engagement of the HR Students and provided them with the experience of running an entrepreneurial endeavor.



Workshop on “Building a Fortunate Future for Youths”

Workshop on “Building a Fortunate Future for Youths” for the Kovilkulam Children home students was organized by the HR club of the Faculty of Business Studies, University of Vavuniya, Sri Lanka on 5th April 2024 in Kovilkulam Children Home, Vavuniya. The target audience of this Workshop was the Girls who were over 16 years and completed their O/Ls and A/Ls. The major aim of this event was to provide insights to the students regarding their next career and educational path in life and to build confidence in their life.



Webinar on “Lets Learn Canva”

A free Online webinar titled “Lets Learn Canva” was conducted by the HR club of the Faculty of Business Studies, University of Vavuniya for the undergraduates of the faculty on 31st March 2024. The main purpose of this workshop was to introduce and familiarize the Canva tool for the students to utilize that tool effectively to design interactive presentations and to enhance their presentation and poster-making skills. Mr. Nusair Ahamed, Senior Software Engineer, Swivel Tech was invited as the resource person to the event. This Webinar provided practical exposure and insights to the students to handle the Canva tool to make effective, interactive and creative presentation slides and posters for their academic purposes.



Webinar on “Competency Canvass for a Modern-Day HR Professional”

The HR Club has organized a free webinar titled “Competency Canvass for a Modern-Day HR Professional” on 28th June 2024 from 7.00 pm to 8.00 pm. The webinar was conducted via zoom. The webinar titled "Competency Canvass for a Modern-Day HR Professional" provided a comprehensive exploration into the evolving landscape of human resources. The aim of this webinar is to explore on the competencies required for HR professionals to thrive in the modern workplace.

The keynote speaker, Mr. Ahmed Hannan MBA (PIM-SJP), MIM, MCPM, AITD, Manager - Human Resource Development, Royal Ceramics Lanka PLC emphasized the dynamic nature of HR roles, highlighting the shift from traditional administrative functions to strategic business partners. He outlined the core competencies necessary for contemporary HR professionals, including strategic thinking, digital fluency, data-driven decision-making, and emotional intelligence. Mr. Ahmed further stressed the importance of continuous learning and adaptation to keep pace with technological advancements with the changing workforce demographics. The webinar concluded with a Q&A session where attendees could address their queries to the speakers. This segment facilitated a deeper understanding of the practical applications of the discussed competencies. Feedback from participants indicated a high level of satisfaction with the content and delivery of the webinar.



Seminar on Challenges and Opportunities for Management Graduates

The seminar on “Challenges and Opportunities for Management Graduates” was held on 21st August 2024, with the objective of providing insights into the opportunities and challenges that undergraduates may encounter in pursuing their future ambitions and to equip graduates with the knowledge and skills needed to navigate the complexities of their careers. The seminar was conducted by Ms. B. Shanmugarajah and facilitated by Mr. Jerad Milvin from the Royal Academy of Professional Studies.



Providing Dry Rations to the Cleaning Staff

The HR Club organized a project to provide dry rations to the university's cleaning staff on 22nd August 2024. The primary objective was to extend tangible support and express gratitude for their invaluable contributions to the university community. The HR Club procured dry rations consisting of rice, lentils, wheat flour, sugar, milk powder, and other essential food items. Club members volunteered their time and effort to package these supplies into individual parcels to facilitate smooth distribution. The project successfully benefited 27 members of the cleaning staff.



HR Club T-Shirt Distribution Report

The HR Club organized a T-shirt distribution event to promote club identity, enhance member engagement, and foster a sense of belonging among its members on 04th September 2024. The T-shirts, featuring the HR Club logo along with the department and university names, were available in various sizes to accommodate all participants.



Training of Trainers (ToT) Program for University Students on Drug Prevention

The HR Club conducted a Training of Trainers (ToT) Program on Drug Prevention, aimed at HR Specialization students on 12th and 13th September 2024. The program focused on equipping students with the knowledge and skills to effectively deliver drug prevention education to younger audiences in schools. This initiative is a part of a broader effort to combat drug abuse by empowering students to serve as ambassadors of drug prevention in their communities. In addition to theoretical knowledge, participants engaged in practical exercises, including scenario-based learning, which helped develop their communication and presentation skills.



Webinar on Literature Review Writing

The HR Club organized a webinar on Literature Review Writing for final-year students on 19th September 2024. The session was led by Dr. Bindu Nandakumar Menon, Associate Professor, Chhatrapati Shahu Institute of Business Education and Research. The purpose of the webinar was to guide students through the essential steps of writing a literature review, a critical component of their final-year theses and projects. The webinar also provided a step-by-step guide on how to search for relevant academic sources, critically evaluate them, and synthesize findings into a cohesive narrative. An interactive Q&A session followed, where students asked questions about challenges they face in their literature reviews, such as handling large volumes of information and reconciling conflicting research findings. Dr. Bindu offered tailored advice to help students overcome these obstacles.



3.4 Marketing Club

Dengue Preventing Campaign

Marketing club organized Dengue Preventing Campaign within faculty premises, with the active participation and contribution of marketing club members and lecturers of the marketing club, we successfully completed it on 14th February 2024. The purpose of that campaign is creating a suitable environment by cleaning the university area to eradicate dengue which is spreading these days.



A webinar on “Mastering the Art of Sales Management: Strategies for Success”

The Marketing club arranged the webinar on “Mastering the Art of Sales Management: Strategies for Success” on 17th June 2024. The main objective of this webinar is to understand the essentials of sales management in a current marketing context.



Webinar II - 2024

The Marketing Club conducted a webinar on Mastering the Art of Sales Management: Strategies for Success on 17th July 2024. This session focused on practical strategies used by top professionals to close deals and build trust. The topics on negotiation tactics, harnessing technology tools, crafting effective sales strategies, and mastering sales management were discussed in the workshop to set oneself up for a successful career.



Welcoming the New Batch 2021/2022

Marketing Club organized a welcome event for the newly admitted students to the Department of Marketing Management on 06th August 2024. The program commenced with a welcome address delivered by the President of the Marketing Club, followed by a guest speech from the Mr. S.A.Jude Leon, Head of the Department. The event included several engaging activities, fostering a sense of camaraderie among the new students and helping them feel more connected to their peers and the department.



Holi Bash - 2024

The Marketing Club organized a vibrant and colourful event, Holi Bash 2024 to celebrate the joyous festival of Holi on 21st August 2024. The celebration featured a blend of music, fun activities, and delicious food, creating a lively atmosphere for all attendees. The highlight of the evening was the DJ music, which set the perfect tone for the festivities, encouraging



everyone to dance and embrace the spirit of Holi. In addition to the music, the event included various entertainment activities and games, further enhancing the excitement. Mini food stalls offered a variety of snacks and refreshments, making the evening enjoyable. The affordable ticket price-hundred rupees made the event accessible to a wide range of students, with a total of 403 tickets sold.

Book Donation 2024

The Marketing Club of the Department of Marketing Management organized and conducted a Book Donation 2024 on 26th September 2024. Students united together to collect and donate more than 50 educational books to Gamini Vidyalaya, Vavuniya. this effort supported educational resources for the school.



Fundraising Through a Lottery Raffle Draw

The Marketing Club generated funds through a lottery raffle by selling tickets to both university members and the general public. This event was held on 27th September 2024. The raffle draw was attended by Prof. Y. Nanthagopan, Dean of the Faculty of Business Studies, the Assistant Bursar of the University of Vavuniya, Heads of Departments, faculty staff, and students.



Events on University Big Batch Day

The Marketing Club organised and executed four major events during the Big Batch Days, held from 14th to 15th December 2024, on the university ground such as Face Painting, **Food Stall – One Shot Drink and Spicy Corn**, **“FOBS Mirror” Photography Unit**. These events received a grand reception from participants across the Faculty of Business Studies, Faculty of Applied Sciences, and Faculty of Technological Studies.



3.5 Project Management Club

Workshop Series 10 on “How Project Quality Assurance Impacts on Operational Excellence: Strategies and Challenges

The Project Management Club of the Faculty of Business Studies, University of Vavuniya presented a workshop series 10 on “How Project Quality Assurance Impacts on Operational Excellence: Strategies and Challenges” on 07th February 2024. Dr. (Eng.) S.S. Sivakumar, Senior Lecturer, Department of Civil Engineering, Faculty of Engineering, University of Jaffna was invited as the Resource Person for the event. All the first-year, second-year and third-year Project Management students actively participated in the workshop.



Cluster Programme-Series 3

Project Management Club, Faculty of Business Studies, University of Vavuniya, Sri Lanka, arranged Two Cluster Programmes on 20th March 2024 for the students and faculty members.



Webinar Series 09

The PM Club organized a webinar series titled "Project Management 101: From Basic to Building Your Career in the IT Industry," on 03rd July 2024. The session aimed to introduce participants to the fundamentals of project management while emphasizing its significance in the IT sector. The resource person Ms. Y. Wickramasinghe shared insights on essential skills, best practices, and strategies for advancing careers in the industry, providing valuable guidance for both newcomers and those looking to enhance their project management capabilities.



Debate Competition

The PM Club arranged this competition on 01st August 2024. The focus was on topics related to the 10 Project Management Knowledge Areas. The event concluded with the 3rd year students securing first place in the activities. This initiative aimed to enhance the understanding and application of project management principles among students.



The International Project Management Day 2024

The International Project Management Day 2024, was organized by the Department of Project Management and the Project Management Club on 01st August 2024 with the theme "Embrace, Empower, and Evolve." The event featured keynote speeches, panel discussions, student exhibits, and debates, inspiring participants and enhancing perspectives on project management.



Project Prototype Exhibition

Project Prototype Exhibition was organized by the PM Club on 01st August 2024 ahead of International Project Management Day. Ten models were showcased by 2nd and 3rd-year Project Management students, featuring innovative development projects.



The top three projects have been announced: Group 3 secured 1st place with their Point Pedro Fisher Harbor Development project, Group 2 earned 2nd place for their Hambantota Port project, and Group 1 achieved 3rd place with their Maththale Airport Development project.

QGIS Workshop

The QGIS Workshop was organized by the PM Club on 24th August 2024. The workshop was facilitated by Mr. S. Sivaruban, a Geospatial Specialist. His expertise and engaging presentation provided valuable insights into GIS applications and practical usage. The event was highlighted with an introduction to GIS, followed by detailed discussions on the practical implementation of QGIS, a popular open-source GIS software. The attendees were actively involved in the session, which included hands-on exercises and real-world examples.



Community Work

The Shramadana Campaign organized at the VAROD Disability Centre on 31st August 2024 by PM club. The event, focused on environmental cleanliness and community support. Volunteers came together to promote a cleaner and more inclusive environment, contributing to a positive change for the centre's residents and the surrounding area.



Creative Work -Music Concert

A music concert was organized by the PM Club on 04th September 2024. The event featured participation from the Dean and other Heads of Departments, creating a vibrant atmosphere of collaboration and celebration. The concert



concluded with a vote of thanks delivered by the secretary of the PM Club, expressing gratitude to all attendees and performers for their contributions to the successful event.

Fundraising Activities: Popcorn & Tea selling

The PM Club organized a fundraising activity during a music concert held on university premises on 01st September 2024. The club sold popcorn, mint tea, and lemon tea to concert attendees. This initiative not only contributed to the fundraising efforts but also enhanced the overall concert experience for participants. The event was a success, showcasing the club's ability to engage the university community while raising funds for future activities.

04. MEMORANDUM OF UNDERSTANDING (MoU)

4.1 MoU Signing between Ontomatrix Pvt Ltd and Department of Marketing Management

The OntoMatrix Pvt Ltd and Department of Marketing Management, Faculty of Business Studies signed a Memorandum of Understanding at the University of Vavuniya on 14th June 2024.

The MoU entails various mutual benefits to the University of Vavuniya and OntoMatrix Pvt Ltd. Accordingly, OntoMatrix will offer paid six months internship opportunities for the students including digital marketing training in Social Media Marketing, Search Engine Optimization, creative design, Content Marketing and Pay Per Click Marketing, and other digital marketing related jobs. In addition, OntoMatrix will allow its staff to conduct guest lectures/visiting lectures for the programs offered by the Department of Marketing Management.



Prof. T. Mangaleshwaran, Vice Chancellor, University of Vavuniya, Prof. Y. Nanthagopan, Dean, Faculty of Business Studies, Mr. J. Leon, Head Department of Marketing Management, lecturers of the department, and head of other departments have participated from the University of Vavuniya.

Mr. A. Arjan, HR Manager of OntoMatrix, Mr. S.S. Edward, CMO of OntoMatrix participated in the event on behalf of the OntoMatrix Pvt Ltd.

4.2 MoU (Industry Partnership) with the Puttalam ICT Association and Safe foundation

The Faculty of Business Studies signed two MOUs (Industry Partnership) with the Puttalam ICT Association and SAFE Foundation on 02nd August 2024. The partnership aims to enhance the Bachelor of Business Management Honours in Project Management program and promote project management applications for sustainable development in Sri Lanka. This organizational collaboration is expected to lead to the implementation of internship and placement for undergraduate students.



4.3 MoU signing event between the Faculty of Business Studies and CA Sri Lanka

MoU signing between the Faculty of Business Studies and CA Sri Lanka was conducted on 30th September 2024 to strength the collaboration in education and professional development. The event marked a significant step toward enhancing the University's ties with industry leaders, particularly in accounting and finance.



05. DETAILS OF AWARDS

Ms. V. Kajanthi, Senior Lecturer, Department of Marketing Management was awarded for best presentation, research paper titled “Harnessing Omni-channel Marketing Strategy for Digital Transformation in Sri Lankan Women-led Micro, Small and Medium Enterprises” at the Research Conference on Business Studies (RCBS)-2024.

Ms. V. Kajanthi, Senior Lecturer, Department of Marketing Management was awarded for best presentation, research paper titled “Factors Affecting Entrepreneurial Success of Women Headed Family Entrepreneurs: A Study in Poonakary Area of Kilinochchi District” at the Research Conference on Business Studies (RCBS)-2024.

06. PROGRAMS, WORKSHOPS, AND SEMINARS

Release of 8th Newsletter of the Faculty of Business Studies

The bi-annual newsletter 2023, Volume 04, Issue 02 launched at the Faculty of Business Studies board room on 06th March 2024, 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 Chief editor Mrs. K.P.W.D.R. Weerasinghe.



Workshop on Structure, Criteria and Graduate Profile

The Career Guidance Cell of the Faculty of Business Studies organized a session for undergraduate students on “Structure, Criteria and Graduate Profile of the honors degree program” on 31st January 2024. The Dean and heads of departments served as resource persons.



Short Course on ‘Certificate in Professional English’

The Industry and Community Cell of the Faculty of Business Studies and Department of English Language commenced the Certificate in Professional English course on 10th February 2024. This course is a three-month and weekend program. The inaugural session was conducted with the participants of the following dignitaries.



Workshop Series 06 on ‘Capstone Project’

The Department of Project Management at the Faculty of Business Studies, University of Vavuniya organized a workshop titled “Guide to Capstone Project” on 23rd February 2024 at the SH4 Lecture Hall. The workshop aimed to provide comprehensive guidance to 4th-year Project Management students on the intricacies of the Capstone Project.

The event witnessed the active participation of 4th-year Project Management students to enhance their understanding of project identification and project plan development.



Professor Y. Nanthagopan, the Dean of the Faculty of Business Studies, graced the occasion as the resource person. Prof. Nanthagopan, renowned for his extensive experience and expertise in project management, delivered insightful guidance and shared valuable insights with the participants.

Workshop Series 07 on ‘Participatory Need Analysis (PNA)’

The Department of Project Management, Faculty of Business Studies, University of Vavuniya, Sri Lanka arranged the Participatory Need Analysis (PNA) and collaborated with the Northern Development Council (NDC) through the Presidential Secretary, Sri Lanka on 23rd March 2024. This programme aimed to identify and prioritize the needs of rural communities for sustainable livelihood development in selected three villages Muthumariamman Nagar, Puthur, and Paresankulam Villages, Pulliyankulam Division, Vavuniya District, Sri Lanka.



Prof. Y. Nanthagopan, Mrs. S. Mathivathany, Mr. S. Thirunanasampanthar, and Ms. S. Sharangi, were invited as resource persons to facilitate the mapping of community needs with the presence of Dr. M.M Rizvi and Eng. T. Premendrarajah, Director, Northern Consultants (PVT) Ltd. In this event, the collaborative effort between community members, project management students, staff members, and NDC stakeholders has laid the foundation for sustainable development initiatives in the target villages



Inauguration Ceremony of Academic Program for Newly Enrolled Students

The inauguration ceremony for newly enrolled students was organized by the Faculty of Business Studies, University of Vavuniya for the academic year 2022/2023. The inauguration ceremony was held on 10th June 2024 through the online platform because of the non-academic strike. The faculty welcomed students for the program for Business Management, Banking and Insurance, Project Management degree programs.

In the inauguration ceremony, the Dean, Faculty of Business Studies, Prof. Y. Nanthagopan addressed the students and warmly welcomed them. The welcome address was followed by inaugural address which was delivered by Prof. T. Mangaleswaran, University of Vavuniya. All the lectures commenced on this day via a virtual platform until the executive and non-academic strikes are called off.

The First Batch of BBM Honors in Entrepreneurship

The first batch of students are admitted to the BBM Honors in Entrepreneurship degree programme from the Academic Year 2022/2023. Totally, fourteen (14) students enrolled to this degree programme. This degree programme is offered by Department of Management and Entrepreneurship, Faculty of Business Studies, University of Vavuniya.



The First Batch of BBM Honours in Banking and Insurance

The first batch of students are admitted to the BBM Honours in Banking and Insurance degree programme from the Academic Year 2021/2022. Totally, thirty-nine (39) students enrolled to this degree programme. This degree programme is offered by Department of Finance and Accountancy, Faculty of Business Studies, University of Vavuniya.



A Workshop on Curriculum Development for New Degree Program - BBM Honors in Business Information Systems

The faculty has organized a Curriculum Development workshop on 28th June 2024. Dr. A. Rukshan, Chairperson of the Curriculum Development Committee, facilitated the workshop. The curriculum which integrates 60% of its total credits from computing modules in Information Systems and 40% from Business Management. Esteemed experts from the IT industry and academia across Sri Lanka attended the full-day event, offering valuable suggestions to enhance the curriculum further.



Soft Skills Development Program to MAG Staff

Soft skills development training workshop was conducted for intermediate managers, and operations staff on 25th & 26th March 2024 at Reecha Hotel, Pachchilaippalli, Iyakkachchi for batch II. Prof. Y. Nanthagopan, and Dr. R. Pushpakanthan were participated as resource person of this workshop. Mr.S.Sivanenthira, Coordinator, University of Vavuniya, and MAG, Mr. T.Santheoran, Mr. Vijay, Ms. Saranja contributed to enhance the residential workshop.



This Soft skills development training workshop was conducted on 27th and 28th June 2024 at Reecha Hotel, Pachchilaippalli, Iyakkachchi for batch III and IV under the guidance of Mr. S. A. Jude Leon, Mr. S. Sivanenthira, and Dr. R. Pushpakanthan.



Capacity Building Training for Mines Advisory Group (MAG) Female Staff – 2024

This workshop was included three main important sessions and delivered to two batches for MAG's female demining workforce. The workshop included 18 hours practical experienced lectures and field activities. Day 01, Mr. S.A. Jude Leon, Head Department of Marketing Management and Mr. S. Sivanenthira, Coordinator, ICIVC, University of Vavuniya conducted the first session on 02nd May 2024 which mainly focused on motivation and self-confidence. Day 02, Mr. S. Harikaran, Head, Department of HRM and Mrs. M.R.F. Aqeela, Lecturer, Department of HRM conducted second session on 29th of June 2024 which mainly focused on emotional intelligence.



ICT Training for Mines Advisory Group Staff

Industry Community Interaction Cell (ICIC), Faculty of Business Studies, University of Vavuniya and Mines Advisory Group (MAG) conducted ICT Training for the MAG Staff. The workshop organized for three days including 18 hours of lectures. The workshop for batch I was conducted as a training workshop under the guidance of Dr. A. Rukshan, Mr. S. Sivanenthira and Mr. S. Theivamainthan on 29th June, 30th June and 01st July 2024.



Workshop on Personal Finance Management of Mines Advisory Group Staff

Industry Community Interaction Cell (ICIC), Faculty of Business Studies, University of Vavuniya and Mines Advisory Group (MAG) conducted the training for the MAG Staff. The workshop included the sessions on income, money management, spending and credit, saving and investing. The



workshop organized for two days for batch I including 12 hours of lectures. The workshop conducted under the guidance of Dr. K.Kalainathan, Mrs. J.S. Thevaruban. Mr. L. Larojan, Mr. N.Pratheepan and Mrs. J. Manthahine on 30th June and 01st July 2024.

Release of 9th Newsletter of the Faculty of Business Studies

The bi-annual newsletter 2024, Volume 05, Issue 01 launched at the Faculty of Business Studies board room on 04th September 2024, 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 departments, and the members of the faculty board from the Chairperson Mrs. K.P.W.D.R. Weerasinghe.



Alumni Association Seminar on Education Guidance

Alumni Association of the Faculty of Business Studies arranged seminar on 15th July 2024 for both undergraduates and graduates. It guided students to explore the opportunities to study abroad.



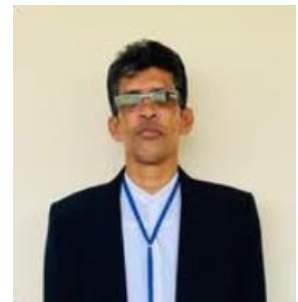
Alumni Association Seminar on Career Guidance

Alumni Association of the Faculty of Business Studies arranged this seminar on 25th July 2024 by Alumni members. It focused on helping participants to navigate their career paths by enhancing awareness of opportunities, developing key skills like resume writing and interview preparation, and building confidence through real-world scenarios.



Establishment of Centre for Business Research

The Faculty of Business Studies formed a vessel of research called 'Centre for Business Research' on the recommendation of the Senate and the approval of the Council at its 32nd meeting held on 27th of July 2024. The aim of this initiative is to gain, disseminate, and share the research exposure among the faculty academic staff in order to improve their research capacity through availability of internal and external experts and events in research, especially in business minded research. Mr. G.R.M Gamlath has been appointed as the first coordinator of the Centre for Business Research.



Inauguration Ceremony for the New Academic Year 2022/2023

The inauguration ceremony for the 2022/2023 academic year was organized on 29th July 2024. The Dean, Prof.Y.Nanthagopan addressed the students and warmly welcomed them to be a part of this historic institution. The inaugural speech was delivered by the vice chancellor, Prof. A. Atputharajah. All the heads of the departments of the Faculty of Business Studies and staff members also welcomed the newcomers and gave them words of wisdom and blessings.



Orientation program for the Academic Year 2022/2023

The orientation program for the academic year 2022/2023 was conducted from 31st July to 28th August 2024 to acquaint the new students with the university education system, academic rules and facilities in the university. During the orientation program days, the students were engaged under various sessions such as “LMS, ZOOM & Cyber Security”, “Students’ Code of conduct”, “946 Circular and Students’ Life at University”, “Introducing Student & Welfare Division”, “Introducing the role of senior students’ counselor”, “Introducing the Mentoring System of the Faculty of Business Studies” and the “Role of the Library in University Education.



Students’ Field Visit

Department of Project Management

Third-year, Project Management students visited Mynah Farm Guest House and Training Centre, Jagathees Dairy Factory, and various business locations in Batticaloa on 12th & 13th July 2024. The objectives of this field visit were to explore how success can be achieved through small-scale entrepreneurship.



The Department of Project Management organized a field study visit for fourth-year students to project-based organizations in Colombo on 25th- 26th September 2024. The visit included Port City Colombo, the Central Environmental Authority, Lotus Tower, and Unidil Packaging.



It supported students to identify real-world project management practices in construction, environmental management, and manufacturing.

Department of Human Resource Management

The Department of HRM organized a field visit to Omega Line Vavuniya Apparels, a leading garment manufacturing company on 7th September 2024. It provided practical insights to the students on human resource management practices in a large-scale operation. 70 students from final year and third year participated for this visit.



This initiative aimed to bridge the gap between classroom learning and real-world HR applications by offering students exposure to key HR processes, employee engagement practices, health and safety measures and operational strategies in the apparel sector.

Department of Management and Entrepreneurship

The Department of Management and Entrepreneurship organized a field visit on 06th and 07th September 2024. In the first day, the students visited the Katunayaka Export Processing Zone (KEPZ). The second day of the visit involved three groups visiting various businesses in the Puttalam district such as Wariz brand (dry fish business), Blue Ripples (floating restaurant), Sathya Enterprises (salt company), Kandiah Beach Family Restaurant, Tech 2 Computer, We 5 Advertising



Service, Zam Zam Mixer Company, and V Style Garment and Lakvijaya Power Plant, and they discussed eco-friendly designs used at Dolphin Beach Makara Resorts in Kalpitiya. This field visit provided numerous benefits, including identifying the entrepreneurial environment, raising awareness of real-world business situations, visiting and interviewing various business locations, and recognizing business opportunities in the Puttalam district, along with local specialties.



Department of Marketing Management

The Department of Marketing Management organized a field visit on 12th September 2024 for the course unit



‘Customer Relations in Marketing’. The field visit included 26 final year students and two lecturers to Layard’s Wharf at Havelock City Mall, owned by Food Studio Pvt Ltd, one of Sri Lanka’s renowned food chains.

Undergraduate Research Symposium on Project Management

The Department of Project Management organized the first Undergraduate Research Symposium on Project Management (URSPM) on 02nd August 2024, supported by the USAID and SAFE Foundation with the participation of the PMI Sri Lankan Chapter and other partners. The event featured



keynote speeches, technical sessions (70 papers), and panel discussions, fostering academic excellence and student engagement in project management researches.

MOUs (Industry Partnership) with the Puttalam ICT Association and Safe foundation

The Faculty of Business Studies signed two MOUs (Industry Partnership) with the Puttalam ICT Association and SAFE Foundation on 02nd August 2024. The partnership aims to enhance the



Bachelor of Business Management Honours in Project Management program and promote project management applications for sustainable development in Sri Lanka. This organizational collaboration is expected to lead to the implementation of internship and placement for undergraduate students.

Certificate Awarding of the English Short Course Program

The first awarding ceremony for Certificate in Professional English was conducted on 10th August 2024. The Industry and Community Cell of the Faculty and Department of English language commenced three months course on 10th February 2024.



Workshop on Academic Writing

The Department of Project Management organized a workshop on Academic Writing, conducted by Prof. G. Jeyaseelan on 28th August 2024. The session aimed to enhance students' academic writing skills, covering essential techniques for structuring research papers, proper citation methods, and improving clarity in writing. The interactive workshop provided practical guidance and strategies for effectively presenting ideas in an academic context. The session was well-attended by students and faculty members, and it emphasized the importance of strong writing skills for academic success and research.



Workshop on Reviewing Literature: Based on the Research Problem and Objectives

The Department of Project Management organized a workshop on Reviewing Literature: Based on the Research Problem and Objectives, led by Dr. N. Ravintirakumaran on 29th August 2024. The workshop



focused on guiding students through the process of conducting literature reviews, emphasizing how to align them with research problems and objectives. It provided participants with strategies for identifying relevant sources, analyzing existing research, and synthesizing information to strengthen their own work.

Workshop on Navigating Innovation: Strategies for Creative Entrepreneurs

The workshop was organized on 2nd September 2024 with aim of guiding students to generate novel ideas in the business world as an entrepreneur. The resource person of this workshop was Dr. S. Sithampanathan, Founder and president at PervasID.



A Workshop on Project Management Principles, Trends, and Opportunities

This workshop was held on 12th September 2024. The session featured renowned guest speaker Mr. Siva Sivalogan, President and Founder of exPERTcon. During the workshop, he discussed key project management principles,



emerging trends, and potential opportunities in the field. His insights offered participants a clear understanding of contemporary practices, as well as practical applications relevant to both public and private sectors.

Undergraduate Research Symposium on Accounting and Finance

The symposium was held on 13th September 2024 as part of International Accounting Day celebrations. The event provided a platform for students to present their research findings, enhance their understanding of key concepts, and engage in academic discourse.



The 5th Research Conference on Business Studies (RCBS) 2024

The Faculty of Business Studies arranged 5th RCBS on 30th September 2024, under the theme of "Unlocking Business Frontiers: Exploring Innovations and Knowledge Diffusion", attracted participants from various business sectors, academic institutions, and industries.

The opening speeches included a Chief Guest Speech by Prof. Sampath Amarathunge, Chairman of the University Grants Commission, Sri Lanka, and a Keynote Speech by Prof. Arosha S. Adikaram, Professor of HRM, University of Colombo. Special Guest Speech given by Prof. A. Atputharajah, Vice Chancellor, University of Vavuniya.



Professional Bodies, who were key partners and supporters of this event, including the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Personnel Management (CIPM), the Institute of Certified Management Accountants of Sri Lanka (CMA), Sri Lanka Institute of Marketing (SLIM), Institute of Bankers of Sri Lanka (IBSL), Project Management Institute, Sri Lankan Chapter and Responsible Project Management.



The conference was packed with insightful discussions, including multiple special guest speeches, panel discussions, and technical sessions, focusing on emerging trends in business studies,

entrepreneurship, and knowledge sharing. Key speaker, Dr. Karen Thompson from the University of Southampton who shared their perspectives on business innovations and sustainable project management.

These six sessions provided a platform for nearly 70 authors to present a total of 49 papers, showcasing cutting-edge research across multiple disciplines, including finance, human resources, marketing, economics, project management, entrepreneurship, and tourism. The discussions highlighted emerging trends and innovative solutions, offering valuable insights for academia and industry.

Industry Exhibition

An industry exhibition was inaugurated at the Faculty of Business Studies premises as a part of the RCBS



conference on 30th September and 01st October 2024. The exhibition featured 50 local entrepreneurs showcasing their products and services, highlighting innovation and entrepreneurial growth in the region. The event provided a platform for networking, knowledge sharing, and fostering business opportunities between the university community and local entrepreneurs.

Career Guidance Seminars

The Faculty of Business Studies invited six professional bodies, including the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), the Association of



Chartered Certified Accountants (ACCA), the Chartered Institute of Personnel Management (CIPM), the Institute of Certified Management Accountants of Sri Lanka (CMA), Sri Lanka Institute of Marketing (SLIM), Institute of Bankers of Sri Lanka (IBSL), and Project Management Institute for a Career Guidance Seminars on 01st October 2024. The seminar targeted both undergraduates and school students, providing career advice and information on professional courses.

Internship Placement Interview

Internship Placement Interviews were conducted with thirty organizations on 01st October 2024 by the Faculty of Business Studies. The organizations interviewed final year students for six months internship and job placement.



Cultural Night and Annual Awarding Ceremony

Cultural Night and awarding ceremony was held on 31st September 2024, at the faculty premises. The student clubs were awarded to the top three students clubs based on the performance reviewed by the independent evaluation panel. The first place was won by the accounting club, second and third place were won by the PM club and HR club. The students research excellence awards were provided to the students those who got overall best results for their final year dissertation works in 2017/2018 batch: H. Pakkiyarasah, Department of HRM; M. Subapriya, Department of Business Economics; W.B.P.Dilrukshi, Department of Accounting and Finance; J.L.Jensika, Department of Marketing Management; M.A.D. Umanga, Department of Project Management. The night also featured amazing performances, showcasing the diverse talents of students.



Visit of Ruhuna University Students

Forty students and staff from University of Ruhuna visited Faculty of Business Studies on 10th December



2024. The aim of this visit is to make the collaboration among the students and share a variety of resources and experiences, fostering collaboration and community. The event was highlighted the topics on Ramayana concept, tourism and destination culture.

Strategic Planning Workshop

The Strategic Planning and Review Workshop was organized by the Faculty of Business Studies on 18th December 2024. The resource persons of this workshop are Prof Y. Nanthagopan/ Chairperson, Committee for Strategic Planning and Monitoring/ Faculty of Business Studies, Prof Suresh Surendran/ Visiting Professor, Faculty of Business Studies, and Mr. S. Harikaran/ Co-Ordinator, Committee for strategic Planning and Monitoring. The chairperson outlined the objectives and anticipated outcomes of the workshop. This was followed by a presentation on the progress of activities from the previous year of the faculty; and draft strategic plan for 2025–2029.



Thematic group discussions were conducted among five groups. During the brainstorming session, participants identified core areas for development by reviewing strategic alignment, goals, objectives, strategies, key performance indicators, and action plans. Finally, the thematic groups presented their findings, aligning their presentations with the five outlined goals. The participants included vice-chancellor, professors in the Faculty of Business Studies, heads of departments, academic staff, registrar, bursar, executive staff, technical officers, instructor/DELT, alumni, students' representatives from Fourth-year students, external stakeholders from government, private and non-governmental organizations, and Entrepreneurs.

STUDENT UNION ACTIVITY

FOBS Week

The Student Union, Faculty of Business Studies organized "FOBS-2024", from the 31st August 2024 until the 11th



September 2024. The objectives of this event are to promote togetherness, sportsmanship, and healthy competition among students in the faculty. Ultimately, fourth-year students secured the championship with a total of 257 points, while third-year students attained first runner-up with 250 points, and second-year students gained second runner-up with 181 points.

Friendly Elle Match

The friendly Elle match was organized by the student's union on 25th August 2024. The events fostered a sense of camaraderie, teamwork, and healthy competition among students.

07. FACULTY BOARD MEETINGS IN DETAIL

Eight (08) Faculty Board meetings were conducted during the year 2024. The breakdown structure of the meetings is as tabulated below;

| Faculty Board Meeting | Date |
|---------------------------------|---------------------------------|
| 214 th Faculty Board | 03 rd January 2024 |
| 215 th Faculty Board | 06 th March 2024 |
| 216 th Faculty Board | 03 rd April 2024 |
| 217 th Faculty Board | 05 th June 2024 |
| 218 th Faculty Board | 17 th July 2024 |
| 219 th Faculty Board | 04 th September 2024 |
| 220 th Faculty Board | 21 st October 2024 |
| 221 th Faculty Board | 27 th November 2024 |

08. OUTREACH ACTIVITY

8.1 Prof. P. Selvarajan, Professor in Management / Dep. of Management and Entrepreneurship

1. Serving as an Adjunct Professor at the Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur, India.
2. Served as a Reviewer for the paper for Current Issues in Personality Psychology, Belgium, 2024.
3. Served as a Resource Person for the workshop on “Student Counselling and Mentoring” for Academic and Administrative other relevant staff of the University of Vavuniya on 24th April 2024 organized by the Staff Development Centre.
4. Chair of Technical Session: 5th Research Conference on Business Studies, Faculty of Business Studies, University of Vavuniya, Sri Lanka.
5. Served as a member of the Curriculum Revision Committee of the Faculty of Business Studies, University of Vavuniya.
6. Served as a member of the Curriculum Development Committee of new degree programme of BBM (Hons) in Business Information Systems.
7. Served as a member of the Curriculum Development Committee of new external degree programme in BBM.
8. Served as a Reviewer for the papers at the Research Conference on Business Studies (RCBS - 2024).
9. Served as a Reviewer for the Vavuniya Journal of Business Management.
10. Served as a member of the Editorial committee of the Research Conference on Business Studies (RCBS -2024)
11. Served as the Member of the Faculty Research Committee.
12. Serving as a member of the FQAC of the Faculty of Business studies, University of Vavuniya.
13. Served as the Chairperson of the Examination Offence Committee.
14. Serving as the Chairperson for the Interim Committee of the Institutional Review on Criterion four.
15. Served as a Resource Person for the workshop on “Student Counselling and Mentoring” for Academic and Administrative other relevant staff of the University of Vavuniya on 24th April 2024 organized by the Staff Development Centre.

8.2 Prof. T. Mangaleswaran, Professor in HRM/ Department of Human Resource Management

1. Keynote speech on Effective Leadership for Excellence at the 28th International and 59th National Conference of the Indian Academy of Applied Psychology Applying Psychology for Professional Excellence, at Pondicherry University on 2nd February 2024.

2. Keynote speech on HRM and Psychology at International Conference on Life and Psychology at the Manar Saraposhi Government College (Autonomous), Thanjavur on 01st of February 2024.
3. Keynote speech on Role of Human Resource in Superpower Status of India at the international Conference on The Changing world (Industry, Sustainability, Infor-Tech and Mankind organized by the Chhatrapati Shahu Institute of Business and Education and Research, India on 15th March 2024.
4. Keynote Speaker of the Research Session of Human Resource Management and Best Practices Research Track 2024, Faculty of Management Studies, Open University of Sri Lanka.
5. Keynote speech on Artificial Intelligence and Human Resource Management at the International Conference on "Global Challenges and Vitality Solutions" (Life, People, Product & Systems) on 22nd and 23rd November 2024 on Chhatrapati Shahu Institute of Business Education and Research (CSIBER) – CSIBER at Kolhapur, Maharashtra, India.
6. PhD thesis on 'Investors' Behavior Towards the commodity Market in Coimbatore District', Bharathiar University be accepted for the award of PhD degree in Commerce was evaluated to Bharathiar University evaluated and submitted on October 2024.
7. MBA dissertation on 'Factors Affecting Job Attractiveness of Engineering Professionals Towards the Government Sector in Sri Lanka' was evaluated to Rajarata University of Sri Lanka.
8. MBA dissertation on 'The impact of work from home on Productivity with Special Reference to Executive level Government officers in North Central Province' was evaluated to Rajarat University of Sri Lanka
9. Effect of Human Resource Management Practices on Teachers Job Satisfaction, Sri Lanka Journal of Educational Research, National Institute of Education, Sri Lanka on 06th October 2024.
10. Reviewed the research article on Training That Sticks: Rethinking Kirkpatrick for Hotels for CIPM Journal of HRM Perspectives on 01st November 2024.
11. Reviewed the article on Work-Life Balance and Organizational Citizenship Behavior: A Special Reference of the State Banking Staff in the Ampara District, Sri Lanka for the 13th Annual International Research Conference (AiRC - 2024), Faculty of Management and Commerce, South Eastern University of Sri Lanka
12. Panel Chair at the International Conference on Indian role as Global Business Superpower unleashing the power of the Indian Business Model at the AMA Ram Sanatan Dharma College, University of Delhi on 13th March 2024.
13. Session Chair for the Human Resource Management and Best Practices track at 3rd International Conference on Management and Entrepreneurship, Faculty of Management Studies, Open University of Sri Lanka on 3rd October 2024.
14. Panel Chair on the Human Resource Management at the 3rd International Research Symposium on Management (IRSM 2024), Faculty of Management Studies, Rajarata University of Sri Lanka on 21st November 2024.
15. Research Proposal Development Workshop of MBA student of the Faculty of Management Studies, Rajarata University of Sri Lanka on 15th of December 2024.

16. Appointed as Member of the Resource Pool of Expertise for Research Review and Road map development by the Ministry of Education, Science and Technology for two years wef 16th October 2024.
17. Participated Sri Lanka U.S.Tech Transfer Tour from December 7th to 15th 2023 organized by the U.S Department of Commerce.
18. Institute of Management of Sri Lanka elected as Honorary Fellow Member of the Institute on 15th February 2024.
19. Standing Committee Member on National HR Data Hub with Research and Development Capabilities, Chartered Institute of Personnel Management Sri Lanka.
20. Co-Chair for the APPRA 2024 Conference on Digital Transformation and Artificial Intelligence for Sustaining Peace and Democracy which was held from 7th to 10th of March 2024 at University of Vavuniya.

8.3 Prof. A. Pushpanathan, Professor in Management-Department of Management and Entrepreneurship

1. Visiting lecturer, Agro Enterprise Development and Management, Department of Bio System Technology, Faculty of Technology, University of Jaffna.
2. Visiting lecturer, Entrepreneurial Skills and Development, MBA Programme, Faculty of Management Studies and Commerce, University of Jaffna.
3. Appointing Supervisor for Research Thesis, MBA programme of RUSL.
4. Panel of reviewer for 02nd International Research Symposium on Entrepreneurship (IRSE) 2024.
5. “The Relationship between the Entrepreneurial Orientation and SMEs Performance of Colombo District, Sri Lanka” and “Impact of social media marketing on the purchase intention of undergraduates: A study of the state universities in the Western province of Sri Lanka” organized by the Department of Entrepreneurship, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, held on February 28th, 2024.
6. Panel member for PhD Research findings Presentation organized by Faculty of Graduate Studies, University of Jaffna, held on 12.11.2024.
7. Panel member for evaluating the research work of a candidate applied for Professor / Associate Professor in Management in the Department of Management (By Merit), Eastern University of Sri Lanka held on 27.08.2024.
8. Panel member for Proposal presentation for the Postgraduate Degree Program (PhD) organized by Faculty of Graduate Studies, Eastern University of Sri Lanka held on 21.03.2024.
9. Chairperson, Technical Session of the Human Resource Management and Organisational Studies, Entrepreneurship and Innovation Track of the 8th International Conference on Contemporary Management (ICCM) -2024 organized by the Faculty of Management Studies and Commerce, University of Jaffna, held on 12th and 13th June 2024
10. 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.

11. Appointed as Second Examiner for the Evaluation of the Research Thesis of the Degree in Master of Business Administration (MBA), Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale. Two thesis evaluated and submitted to the University.
12. Served as a resource person for the workshop on “Functional Accounting” organized by the Department of Commerce with Computer Application, Dr.SNS Rajalakshmi College of Arts and Science, India held on 21.03.2024.
13. Appointed as Examiner for marking the thesis of PhD candidate:
14. A study on the impact of visual merchandising elements in apparel branded store that influence purchase decisions among working women with special reference to Coimbatore city, a thesis submitted to Bharathiar University, Coimbatore, Tamil Nadu, India - 2024.
15. A study on occupational stress, organizational commitment, and life satisfaction among academicians with special reference to Coimbatore District, Tamil Nadu, a thesis submitted to the Department of Management, Suguna College of Arts and Science (Affiliated to Bharathiar University) Coimbatore – 2024.
16. Effects of Knowledge Management Enablers and Knowledge Process on Organizational Performance, a thesis submitted to School of Management Studies, Vels Institute of Science, Technology & Advanced Studies (Vistas) Pallavaram, Chennai – 2024.

8.4 Prof. Y. Nanthagopan, Professor in Project Management-Department of Project Management

1. Supervising dissertations for MBA students at Rajarata University.
2. Supervising PhD research at NSBM Green University.
3. Served as a visiting lecturer for the course units of Operations and Supply Chain Management and Lecturer in Charge for the MBA program of the University of Jaffna.
4. Served as a visiting lecturer for the course units of Project Management for the MSc in Health Management programme of the University of Jaffna.
5. Chair of Technical Session: 8th International Conference on Contemporary Management, organized by the Faculty of Management Studies and Commerce (ICCM) 2024 on 12-13 of June 2024.
6. Chair of Technical Session: Undergraduate Research Symposium 2024 (URS 2024), organized by the Department of Financial Management, Faculty of Management Studies and Commerce, University of Jaffna in collaboration with CFA Society Sri Lanka, on 13th of September 2024.
7. Served as a panel speaker of the session of Entrepreneur Support Systems, Perspectives from a Mentor, Business Development Advisor and Investor in Northern context of Sri Lanka, in the GRIT Project Ecosystem Convergence Forum, organized by the WUSC and EUMC at the hotel North Gate Jaffna on 14th of March 2024.
8. Served as a panel speaker on Leveraging experience from existing initiatives for future of M&E education, at the academic symposium on M& E Education, organized by the Centre for Evaluation, University of Sri Jayawardena in collaboration with the Asia Pacific Evaluation Association (APEA), at the Hotel Ramada, Colombo, Sri Lanka on 2nd to 4th December, 2024.

9. Served as a Moderator on the panel discussion of Navigating Complexity of the Undergraduate Research Symposium on Project Management (URSPM- 2024), Organised by the Department of Project Management, Faculty of Business Studies, University of Vavuniya on 1st of August 2024.
10. Served as a resource person for the Stakeholders Consultation workshop under the theme of “Assessment and Mapping of Market-Driven Employability Skills Training Opportunities to Assist MAG Demining Workforce in Transitioning to Alternative Occupations” held on 7th September 2024 at the Faculty of Business Studies, University of Vavuniya.
11. Served as a Resource Person in a Strategic Planning Review Workshop for the Faculty of Business Studies staff and stakeholders at the Project Management Building, University of Vavuniya, on 18th of December 2024.
12. Served as a resource person for the Certificate course in Entrepreneurship and Small Business Management (CESBM) conducted by the Centre for Distance and Continuing Education of the University of Vavuniya, on 15th of March 2024.
13. Served as a resource person for “Soft skills development training” held on 28th and 29th of March 2024 for MAG middle-level managers at Reecha Organic Resort.
14. Served as a resource person for “Custommised Capacity Building Programme” held on 5th and 6th of May 2024 for MAG demining workforce at Faculty of Business Studies, University of Vavuniya.
15. Served as a person for the workshop on “Participatory Need Analysis”, in Muthumariamman Nagar, Puthur, and Paresankulam Villages, Pulliyankulam Division, Vavuniya district, organized by Northern Development Council (NDC) through the Presidential Secretary, Sri Lanka in collaboration with the Department of Project Management, Faculty of Business Studies, University of Vavuniya, on 23rd March 2024.
16. Served as a resource person for a seminar on “How to conduct the Capstone Project” for the skill development programme for the Project Management students on 17th March 2024.

8.5 Prof. G. Jeyaseelan, Professor in English / Department of English Language Teaching

1. Resource Person for Seminars on Communication Skills for Better Interpersonal Interactions and Workplace Efficiency held for the staff of the Department of Animal Production and health, Vavuniya on 6th and 13th of June 2024 at the department, Poonthottom, Vavuniya.
2. Book Translator/500 pages on the Change in the life of the Disabled People by Late Mr. Manikavasakar.

8.6 Dr. K. Kalainathan, Senior Lecturer Gr. I / Department of Finance and Accountancy

1. Adjunct Professor CSIBER – conducted lecture on “Financial Management”.
2. Visiting Lecture – Open University of Sri Lanka, Vavuniya Study Centre
3. Resource Person – Certificate Course in Entrepreneurship and Small Business Management (CESBM).

4. Keynote Speaker – International Research Conference on Changing World (Industry, Sustainability, Info-Tech & Mankind), Organized by Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur, India, on 15th and 16th March 2024.
5. Resource Person – One-day International Conference on Innovation and Intellectual Property Rights for Multidisciplinary Research, Organized by Nazareth Margoschis College at Pillaiyanmanai, Nazareth 628 617, Tamil Nadu, India, on 27th March 2024.
6. Resource Person – International Women’s Day on Economic Transformation through Support for Women: A Response to the Crisis, organized by the Human Rights Commission of Sri Lanka on 28th March 2024.
7. Chairperson - 8th International Conference on Contemporary Management (ICCM-2024), on "Inspiring Change for Global Sustainability", arranged by Faculty of Management Studies and Commerce, University of Jaffna, held on 12th and 13th June 2024.
8. Chairperson – 2nd International Symposium on Gender Equity and Equality (IRSGEE – 2024) on “Intersectional and Integrated Perspectives on Gender Mainstreaming” arranged by CGEE, University of Jaffna, held on 11th December, 2024.
9. Contributed to developing a course module on Personal Financial Management for the staff of MAG, Vavuniya.

8.7 Mrs. J. S. Thevaruban, Senior Lecturer Gr. I / Department of Finance and Accountancy

1. I served as a resource person in the “Seminar on University Admission and Guidance for the G.C.E (A/l) 2023 Batch held on 12/06/2024”, which was organized by the Career Guidance Unit, University of Vavuniya.
2. I served as a resource person for the Training on " Personal Management" for MAG staff – 4 Batches at the University of Vavuniya

8.8 Mr. A. Thayaparan, Senior Lecturer Gr. I / Department of Business Economics

1. Served as a Visiting lecturer at Open university.
2. Supervised undergraduate students at Open university- 2024.

8.9 Mrs. S. Jeyaseelan, Senior Lecturer Gr. I / Department of English Language Teaching

1. Supervision of Undergraduate / Masters Students’ Dissertation- (Second Examiner for dissertations of undergraduates TESL Degree Programme University of Kelaniya, Sri Lanka.

8.10 Mr. C. Larojan, Senior Lecturer Gr. I/ Department of Finance and Accountancy

1. Served as the resource person for the Personal Financial Management for the staff of MAG.
2. Served as the Chief Examiner for the subject of Accounting for the G.C.E. (A/L) Examination.

3. Contributed to developing a course module on Personal Financial Management for the staff of MAG, Vavuniya.

8.11 Dr. N. Ravinthrakumar Senior Lecturer Gr. I / Department of Business Economics

1. Visiting lecturer, Department of Economics, University of Jaffna, Subject: Current Issues in World Economy.
2. PhD research Supervisor, Department of Economics, University of Colombo.
3. Chairpersons, Undergraduate Research Symposium (URS) 2024, Faculty of Management Studies and Commerce, University of Jaffna.
4. Served as a Resource person for the workshop on Economics for everyone, Improving Economic Literacy and accessibility, organized by Department of Animal production and Health, Vavuniya on 05th June 2024 and on 12th June 2024.
5. Served as a Resource person for the workshop on “Capacity development program for the G.C.E (A/L) Economic teachers”, Organized by Ministry of Education on 20th June 2024.

8.12 Dr. A. Rukshan, Senior Lecturer Gr. II / Department of Management and Entrepreneurship

1. Visiting lecturer, University of Colombo, Department of Marketing, Faculty of Management and Finance. Module - MKT 4243 - Digital Marketing.
2. Chair in the Technical Session - Business Technology at the International Conference on Contemporary Management (ICCM) - 2024 held on 12th June 2024 organized by Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.

8.13 Mr.S. Thirugnanasampanthar, Senior Lecturer Gr. II / Department of Project Management

1. Facilitator & Visiting Lecturer on Operations Management for Entrepreneurs/ OUSL Kilinochchi,2024.

8.14 Mr. S. A. Jude Leon, Senior Lecturer Gr. II / Department of Marketing Management

2. Served as a Resource person for the workshop on “Soft Skills Development” for MAG drivers held on 27th and 28th April, 2024 at Reecha Hotel, Iyakkachchi.
3. Served as a Resource person for the workshop on “Professional Skills Development” for school leavers held on 20th April, 2024 at IDM Nations Campus, Vavuniya.
4. Served as a Resource Person for the workshop on “Motivation and Self Confidence” for MAG staff held on 2nd May, 2024 at the Faculty of Business Studies, University of Vavuniya.

5. Served as a Resource Person for the workshop on “Marketing in Modern Era” for Animal Production Health (APH) Department staff held on 19th and 20th June, 2024 in Vavuniya.
6. Served as a Resource person for the workshop on “Soft Skills Development” for MAG drivers held on 27th and 28th June, 2024 at Reecha Hotel, Iyakkachchi.
7. Served as a Resource person for the workshop on “Soft Skills Development” for MAG Middle Level Managers/supervisors held on 30th and 31st August, 2024 at Reecha Hotel, Iyakkachchi.
8. Served as a Guest Speaker at the SLIM Open Day on August 10th, 2024 on the topic "Marketing drives Success"
9. Served as a resource person for the workshop on "Marketing Mix" for the Advanced Level students organized by Zonal Education Office, Vavuniya at V/Rambaikulam Girls' Maha Vidyalayam on 8th October, 2024.
10. Served as a resource person for the workshop on “Employee Empowerment” for VAROD staff at VAROD, Vavuniya on 11th December, 2024.
11. Served as a resource person for the workshop on “Leadership and Motivation” for the students of St. Mary’s Tamil Maha Vidyalayam/Puttalam at VAROD, Vavuniya on 17th December, 2024.
12. Member of the Academic Advisory Board and Skill Group of Academic, and Guest Lecture at Asia Chartered Institute of Digital Marketing (ACIDM).

8.15 Mrs. S. Mathivathany, Senior Lecturer Gr. II/ Department of Project Management

1. Convener/ Asia Pacific Peace Research Association Conference (APPRA 2024) of the Harmony Centre, University of Vavuniya
2. Coordinator/ University Student Ambassador National Programme (USANP) on Child Protection – 2024, organized by National Child Protection Authority in collaboration with University Grant Commission (UGC) & Universities approved by University Grants Commission.
3. Served as Editor, Proceedings of the Asia Pacific Peace Research Association Conference 2024, published by Harmony Centre, University of Vavuniya, Sri Lanka during the Asia Pacific Peace Research Association Conference 2024 on 07th – 10th March 2024.
4. Coordinator, Kilinochchi District, for the BDFP 2024, Women SME Project of the Asia Foundation 2023/2024 coordinated by the ICIC, Faculty of Business Studies, University of Vavuniya.
5. Member – Standing Committee of the Social Reconciliation Centre, UGC-2024.
6. Chairperson with the representative of Asia Foundation and Jaffna Social Action Center (JSAC) for the final Presentation and Certification Program for Kilinochchi District team of the Business Development Fellowship program organized by ICICVC, Faculty of Business Studies at the Department of Project Management’s Boardroom, University of Vavuniya on 9th of September 2024.
7. Served as a panel Moderator for the Panel on Role of Business Incubators and Entrepreneurs in Regional and National Development, organized by ESBM, External Studies, CDCD, University of Vavuniya on 25th August 2024.

8. Served as a panel speaker in Session 3: Teaching M&E: standards, competencies, and effective approaches at the academic symposium on M& E Education, organized by the Centre for Evaluation, University of Sri Jayawardena in collaboration with the Asia Pacific Evaluation Association (APEA), at the Hotel Ramada, Colombo, Sri Lanka on 2nd to 4th December, 2024.
9. Served as a panel speaker on the panel discussion of the Unlocking New Horizons via GIVE – Where Ideas Find Opportunities, at Launch of Digital Entrepreneurial Ecosystem Gate for Innovation Venture and Entrepreneurship (GIVE) Organized by The Gate Institute, in collaboration with the Technopark, Eastern University, Sri Lanka on November 25, 2024, at 1300 Technopark, 50, New Kalmunai Road, Eastern University, Batticaloa.
10. Served as Resource Person for a workshop on “SWOT ANALYSIS for personal development” under the Career Guidance Program for youth organized by the Adventist Development and Relief Agency (ADRA) on 21st February 2024 at Kilinochchi.
11. Served as Resource Person for a two days’ workshop on “Project Dynamo: Empowering Social Activists through Strategic Mobilization” organized by the Women Life and Rights Association (WLRA) from 19th January 2024 to 20th January 2024 at the Tamil Society Hall, Kilinochchi.
12. Served as Resource Person for a four days’ workshop on "Provision of Project Management Capacity Building Training Programme in Sri Lanka: Time, Cost, Career and personal Development" from 9th January 2024 to 12th January 2024 organized by the Miami Ad School - Sri Lanka & Maldives supported by UNOPS at the Mallika Resort, located at the Oviya Hotel, located at Vavuniya.
13. Participated as Resource person for the MAG Program on Customized Capacity Building Program for MAG’s Female Demining Workforce in the Month of May 2024.
14. Contributed as a resource person for preparation of Session plan and curriculam development MAG Program in May 2024.
15. Attended first ever Academic Symposium on Monitoring and Evaluation Education, and act as panelist for the panel organized by the Centre for Evaluation of University of Sri Jayewadenapura from 02.12.2024 to 05.12.2024.
16. Attended as Special Guest for the Regional Project Management Conference 2024 organized by the Project Management Institute, Colombo, Sri Lanka on 31st May 2024.

8.16 Mr. S. Hariharan, Senior Lecturer Gr. II/ Department of Human Resource Management

1. 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 29th June 2024.
2. Served as a resource person for workshop on “Career Guidance for youth” organized by ADRA on 21st , 22nd and 28th February at Mannar DS office.
3. Served as a resource person for workshop on “Career Guidance for youth” organized by ADRA on 13th and 26th June at Mannar Technical College.
4. Served as a resource person for a staff empowerment programme organized by VAROD on 6th September 2024.
5. Served as a resource person for the certificate course in entrepreneurship and small business management conducted by the CDCE of the University of Vavuniya.
6. Served as a resource person for the seminar on “University Admission Guidance 2024” organized by the career guidance unit, University of Vavuniya on 12th June 2024.
7. Reviewer/ CIPM Journal of HRM Perspectives (2024).
8. Reviewer/ 7th CIPM International Research Symposium 2024 .
9. Reviewer/ 13th Annual International Conference 2024 of FMC, SEUSL.
10. Reviewer/ Mentor -The Journal of Business Studies (JBS) of FCMS, EUSL.

8.17 Mrs. V. Kajanthy, Senior Lecturer Gr. II/ Department of Marketing Management

1. Conducted Training on Personal Financial Management for MAG Staff on the topic “Retirement Planning” on 28th July 2024.
2. Reviewed research papers, The 8th ICCM conference organized by University of Jaffna.
3. Panel Member on the "Marketing and Supply Chain Management" track of the 3rd International Research Symposium on Management 2024, organized by the Faculty of Management Studies, Rajarata University of Sri Lanka, on 28th November 2024.

8.18 Ms. P. Sarmatha, Senior Lecturer Gr. II / Department of English Language Teaching

1. Served as a Reviewer for extended abstract titled English Prepositions and Tamil Cases: Linguistic Implications for the ESL Students invited by the Editorial Team of the RUICHSS – 2024, Faculty of Humanities and Social Sciences, University of Ruhuna. 2024.
2. Coordinator – HDE.
3. Coordinator – British Council Activities.

8.19 Ms. J. Prasheena, Lecturer/ Department of Human Resource Management

1. Resource Person for MAG programme 2024 on Personal Financial Management conducted by ICIC, UOV.

8.20 Mr. S. Sivanenthira, Lecturer (Unconfirmed) / Department of Marketing Management

1. Resource persons for ICT Training for Mines Advisory Group (MAG) Batch IV held on 29th and 30th September 2024.

2. Mr.S.Sivanenthira, Resource persons for ICT Training for Mines Advisory Group (MAG) Batch V held on 28th and 29^h October 2024.
3. Resource persons for the power of connection: Building a network for the future for G.C.E (A/L) Students held on 11th November 2024 at Zonal Education Office, Thenmarachchi, Chavakachcheri.

8.20 Mrs.K.P.W.D.R. Weerasinghe, Lecturer (Unconfirmed) / Department of Marketing Management

1. Research supervisor, Undergraduate research supervision, Department of Marketing Management, Faculty of Management Studies, Open University of Sri Lanka, 2024.
2. Appointed as a Moderator of Question Papers and Second Examiner –NVQ Level 6, Semester I/II Exam – July 2024, University College of Anuradhapura, University of Vocational Technology.
3. Country Coordinator for Sri Lanka to the 10th International Conference on Tourism and Hospitality (ICOHT 2024) which take place from the 25th- 26th July 2024, Colombo, Sri Lanka.

8.21 Mrs. M. R. F. Aqeela Ijas, Lecturer (Probationary) / Department of Human Resource Management

1. Resource person for “Women capacity building Training” for MAG staff under the topic of “Emotional Intelligence” on 29th of June 2024.

8.22 Mrs. J. Manthahine, Lecturer (Probationary) / Department of Finance and Accountancy

1. Served as a resource person for the workshop on " Personal Financial Management" held on 01st July 2024 28th July 2024 for MAG staff at the University of Vavuniya.
2. Served as a resource person for the workshop on “Leadership and Motivation” organized by Vanni Rehabilitation Organization for the Differently abled (VAROD) in Vavuniya on 11th December 2024.

8.23 Mr. N. Prathepan, Lecturer (Probationary) / Department of Finance and Accountancy

1. Resource person for Personal Financial Management for MAG staff.

8.24 Mr. Soosaipillai Douglas

1. Visiting Lecturer at Advanced Technological Institute, Vavuniya.
2. Visiting Lecturer at the Open University Vavuniya Study Center.
3. Resource person for Teaching English to MAG operations Staff.
4. Coordinator for the Teaching English to MAG operations Staff Programme.

8.25 Mr. A. Sebarajah

1. Served as a Visiting lecturer in English at Sri Lanka Institute of Advanced Technological Education (SLIATE), Vavuniya.
2. A panel of Judges for the Zonal Level English Language Day & Drama Competition.
3. A trainer for English skills for MAG Operation Staff.

09. FUTURE PLANS

Inauguration of New Academic Program 2024/25.

Commencement of Certificate in English.

Commencement of Advanced HRM Program.

Commencement of Diploma in Personal Financial Management.

Commencement of Advanced MBA Program.

10. FAILURES

The faculty failed to get the approval to fill the vacancies in four departments.

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.