

Bulletin



Ethics for Life and Education

Ethics apply to both our personal and professional lives; it's a branch of philosophy that addresses the questions of morality, such as concepts of right or wrong, and good or bad. It is a fact that a proper understanding of ethics and values can significantly boost one's success in their professional career. As a human, from birth to death every person undergoes various forms of education. Through this education, we are able to develop our mind-set in various physical and spiritual aspects. The physical development of education helps people with advancements and refinement of motor skills. This progresses through five stages: cognitive development, social and emotional development, speech and language, fine five senses and skills, and strong five senses and skills. Human cognition encompasses processes such as memory, association, concept formation, pattern recognition, language, attention, perception, action, information processing, and problem-solving.

Consequently, cognitive development is the process of acquiring, understanding, organizing and learning to use information. This helps individuals obtain the skills needed to live a productive life and function independently within society. Social and emotional development is instrumental in the ability to create and sustain meaningful relationships with the environment, especially with people. Emotional development is connected with the ability to express, recognise, and manage one's emotions and respond effectively to the emotions of others. Thus, it supports coping with feelings, setting goals, and resolving conflicts. Speech and language is a set of shared rules that allow people to express ideas in a

meaningful way. Fine five senses and skills involve the development of critical thinking and adaptability in all situations of life. Ultimately, individuals will be able to strengthen their five senses and skills through the applications of their knowledge and education via experiences. Therefore, physical development is associated with the growth and changes in the body and mind of a person.



Prof. H.S.C. Perera
PhD (Ruh, SL), PGDip (Canada),
MPhil (Ruh, SL), BSc (Sjp, SL)

On the other hand, spiritual development is crucial for an individual because it relates to the fundamental questions about the meaning and the purpose of life; it delves into thoughts and beliefs rather than the physical body. Additionally, spirituality fosters a way of being that provides a foundation for a young person's intellectual, emotional, moral, social, and physical development. Spiritual and moral development not only benefits the individual but is also critical for building a society of engaged citizens committed to common goals and sustainable development. Fostering spirituality in the younger generation is a current need because it enhances the depth of awareness, connection to transcendent, and search for ultimate meaning, as well as engagement in spiritual practices. It revolves around becoming more aware of one's natural innate spirituality, independent of religious affiliation, and is in line with practice or discipline.

Hence, the collaboration of spirituality and education leads to planting the seeds of social change and nurturing spiritually aware citizens and leaders for a new generation. Spirituality strengthens our outlook

for a better future, helping to develop qualities such as respect, responsibility, accountability, and admiration for self and others. One can develop spirituality through self-reflection, commitment-initiation, questioning-doubt, enlightenment, identification, and transformation-manifestation, etc.

I strongly believe that both spiritual and physical development will help us to organise our lives with ethics. Recently, I found a profoundly educational post on Instagram titled “6 Ethics of Life.” Considering the current state of affairs in Sri Lanka, I believe that if we follow and practice these six ethics of life, mentioned below, we can bring positive change and move towards a sustainable society. These six ethics are;

1. Believe: Before you pray

Praying is a very personal act and a primary way for a believer in religion to communicate their emotions and desires with God. It can be found in all religions at all times, prayer may be a corporate or personal act utilizing various forms and techniques. I believe the unity of humanity is in our conviction, hope, and inner belief that prayers will indeed be answered. This belief can strengthen your mind and help you to achieve your goals.

2. Listen: Before you speak

I know for many, active listening is one of the hardest tasks in our life. We were given a pair of ears with one single mouth. With age, individuals obtain better listening skills that is if they allow it to happen. Active listening is important to improve our thoughts and it helps you to better understand and empathise with another's point of view. It can often lead to clearer communication and build effective relationships with your family, friends, colleagues, and all individuals. When you listen actively, it encourages others to openly communicate with you. Poor communication is at the root of many arguments; hence, we should learn to listen more before speaking.

3. Earn: Before you spend

My father is my groundbreaker and my parents always taught me, that if you do not have money, then you don't have the opportunity to spend it. Earning and spending are not only linked with money but also apply to respect, humanity, confidence, and relationships. Just like we deposit and withdraw money from our bank, the same principle applies to humanity. We must emotionally, psychologically, and mentally deposit good thoughts, good deeds, good words, and good things into this world, and into our relationships. Thereby you will be able to gain respect, trust, loyalty, and friendship.

4. Think: Before you write

As humans, many of us often simply speak our minds before even thinking about how it can be interpreted. However, I believe that prior to writing, careful consideration of what will be communicated is essential. Look out for your thoughts, they will become words; watch your words, they will become actions; look at your actions, they will become habits and think on your habits, they will become character. That's how the personality will develop.

5. Try: Before you quit

This is one of my favorite points. On many occasions in my life, I sometimes felt the need to quit. This emerges within us from a place of negativity, embedded with pessimistic thoughts and a lack of confidence, with a thought that I won't succeed. But how would you know the results if you never tried? It is a constant battle for all of us to encourage our mind, body and soul to keep fighting, to keep trying, and to keep thinking when it seems easier to simply stop. I believe we should encourage and commit to training our minds to say “How do I know that, I will fail if I haven't even given it a chance.” My advice is to try before you quit, for it is always better to have tried and then fail than simply letting your spirit fade away with negativity.

6. Live: Before you die

We must take the time to reflect upon our own lives. It was developed through your physical and spiritual affiliations and education. Life is a story and you get to write your own unique one with how you live and the decisions you make. Your choices are based on your decisions, no one else's. But remember life does not have to be worrisome and scary and every bit of life should be enjoyed, cherished, embraced, and lived. Life is a learning experience and should not let it be wasted. Embracing and living life to the fullest is my final thought for everyone.

SUCCESSFULLY COMPLETED A COMPREHENSIVE CURRICULUM REVISION OF THE FACULTY OF MANAGEMENT AND FINANCE

- The Faculty of Management and Finance at The University of Ruhuna recently completed a comprehensive curriculum revision across all its departments. After thorough faculty-level discussions, the curriculum revision has received official approval from the faculty board. Currently, the departments **await comments** on the revised curriculum **from the external reviewers**, and once their input is considered, the final approval will be sought from the University Senate and the Council.

Department of Accountancy has successfully revised its curriculum incorporating insights from academia, industry experts, and student feedback. The revised curriculum aims to enrich students' theoretical and practical understanding, improving their knowledge, attitude, and skills. Introducing new courses, such as ACC 31133: Corporate Finance and Risk Management, ACC 32123: Corporate Governance and Accountability, ACC 32133: Contemporary Accounting Practices, ACC 41133: Corporate Sustainability Reporting, ACC 41153: Data Analysis for Accounting Research, aims to enhance the educational experience for students and ensure they are well-prepared to navigate evolving recent developments in the field. Furthermore, existing courses underwent thorough assessments and revisions to align with the latest advancements in the field, ensuring a comprehensive and up-to-date educational experience for students.

Department of Business Management has successfully revised its curriculum to foster well-rounded undergraduates equipped for the demands of the contemporary world. The revised curriculum introduces 3 new courses to enhance students' skill sets. The list of new courses include MGT 22213: Socio Emotional Skills, MGT 41243: Service Management and MGT 41253: Business Performance Management. Besides, modified 9 courses encompasses, MGT 22223: Industrial and Organizational Psychology, MGT 22233: Taxation and Auditing, MGT 31223: International Business Management, MGT 31233: Business Relationship Management, MGT 31243: E-Business Management, MGT 32213: Business Research Methods, MGT 32243: Procurement and Supply Chain Management, MGT 41213: Corporate Governance and Leadership and MGT 41233: Culture and Ethics. These courses have been carefully crafted to provide students with a sophisticated education that amalgamates both traditional and contemporary aspects of business management.

Department of Management and Entrepreneurship has successfully revised its curriculum in alignment with faculty policy and based on recommendations from IQAC. Most importantly, the department has taken the initiative to alter the name of the degree in line with the curriculum revision. The new degree will be offered as BBA Hons in Business Technology and Entrepreneurship when the department implements the revised curricula. In response to emerging trends and industry demands, the department has introduced new subjects relevant to business technology, including BTE 22333: Digital Business and Electronic Commerce, BTE 31313: Innovation and Technopreneurship, BTE 31323: Digital Finance, BTE 31333: Digital Marketing, BTE 31343: Web Design and Development, BTE 32343: Computer Application in Accounting, BTE 41333: Data Analysis for Research, and BTE 41363: Business Analytics. Additionally, the department introduced a practical course module called BTE 41353: Entrepreneurship Lab, providing students with a platform to engage in real business experiences while completing their degree.

Department of Finance has successfully revised its curriculum in alignment with emerging trends in the evolving financial market. The revised curriculum aims to incorporate new perspectives, skills, and theoretical knowledge required to prepare students for success in the ever-changing financial sector. While revising the curriculum, numerous critical aspects have been considered, notably emerging technology, industry trends and developments, practical application, global perspectives, ethical and professional standards, and continuous improvements. Consequently, the curriculum underwent thoughtful revisions in response to the evolving requirements of contemporary finance practices, incorporating a new module such as FIN 41443: Financial

Risk Management. Furthermore, certain modules have been modified in response to recent changes in the financial sector and technological advancements. For example, FIN 31323: Financial Information Analysis has been renamed FIN 31433: Computer Applications in Accounting and Financial Analysis, and FIN 31313: Investment Analysis and Portfolio Management-I and FIN 32323: Investment Analysis and Portfolio Management II have been integrated into a single course unit titled FIN 31423: Investment and Portfolio Management Similarly, FIN 32333: Tax Planning has been reorganized as FIN 32443: Taxation and Tax Planning The course on FIN 32433: Strategic Finance moved from being taught at the 4000 Level to the second semester of the 3000 Level. Besides the aforementioned courses, all existing courses have been exhaustively examined and revised to make sure that they are continuously aligned with current trends in the industry.

Department of Human Resource Management has successfully revised its curriculum to adapt to the changing business landscape and enhance its commitment to continuous improvement. This revision was driven by factors such as emerging technologies, a global perspective, practical application, alignment with industry expectations, and input from alumni and industry experts. To address the demands of modern HR practices, the department has introduced new modules, such as HRM 31533: Digital HRM, HRM 32513: Human Resource Audit, HRM 41513: Personal Value Creation, HRM 41533: Sustainable Human Resource Management, and HRM 41543: Human Resource Analytics. Additionally, existing modules have been updated with fresh concepts relevant to the field of Human Resource Management. This comprehensive curriculum revision reflected the department's dedication to staying current and preparing students for the dynamic challenges of the HRM profession.

Department of Marketing has successfully revised the current curriculum to align it with the panel's curriculum goals for the year 2023. This process involved incorporating insights and perspectives from academics, field experts, and former students. As a result of this comprehensive review, MKT 41613: Social Media Marketing has been introduced as a new subject, designed to address emerging trends in the marketing field. Students enrolled in this program will have exceptional opportunities to acquire in-depth knowledge of the subject through hands-on computer lab sessions complemented by theoretical foundations. Furthermore, all existing subjects have undergone updates, incorporating new concepts and theories to ensure relevance and currency. The overarching goal of this curriculum revision is to produce graduates who are not only knowledgeable but also equipped with the latest insights and skills to thrive in the contemporary business landscape. The Department anticipates that this initiative will contribute to the development of graduates who are well-prepared for the demands of today's dynamic professional environment.

DEPARTMENT HIGHLIGHTS

DEPARTMENT OF ACCOUNTANCY

● THRAITHALA - MUSICAL SHOW

The most glamorous musical extravaganza 'Thraithala' was orchestrated by the Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. The event concluded with remarkable success on the 5th of July 2023 at the University Main Ground from 6.00 p.m. onwards with the participation of over 7000 undergraduates from the University of Ruhuna. The "Thraithala" became more gleeful and entertaining with the exuberant voices of the new generation consisting of Dinesh Gamage, Ravi Royster, Kaizer Kaiz, Hana Safa along with an unbeatable music combination of Yaka Crew lead by Chanuka Mora. Manuranga Wijesekara; the evening's charismatic host elevated the event's ambience with his captivating voice and enlivened the audience.





EXPECTO'23 - WELCOME PROGRAMME

EXPECTO'23- the commencement programme was organized by the Department of Accountancy to warmly welcome the newcomers to the department. The reception event was attended by academic staff members and undergraduates attached to the Department of Accountancy. Senior Lecturer, Mr. K.G.P.V Gunarathna, the Head of the Department addressed the audience by welcoming and expressing his well wishes to the newcomers.

DEPARTMENT OF BUSINESS MANAGEMENT

ADVERTISING COMPETITION

An Advertising Competition was conducted by the Department of Business Management aligned with its in-course assessment under the subject of MGT 31613: International Business. The event took place on the 19th of July 2023 under the guidance of Senior Lecturer, Dr. Tharaka Wijesundara of the Department of Business Management who coordinated this event to enrich the knowledge of global advertising among undergraduates of the University of Ruhuna. The 3000 Level undergraduates who specialized in Business Management were opened to utilize their creative and aesthetic skills to create advertisements for fourteen products in fourteen countries. All the undergraduates in the Faculty of Management and Finance were able to vote for the best advertisement. Group number 7 representing D.I.H. Perera, K.M.D.A. Deshang, W.M.K. Sanduni, S.D.H. Sanjeewani, G.R.R.U. Gamlath, D.M.I. Nawanjalee, W.A.G.I. Lakmal, E.M.M.R.S. Ekanayaka won the 1st place in this competition.

BIZNES" MAGAZINE LAUNCHING

The Department of Business Management; the newly established Department attached to the Faculty of Management and Finance, University of Ruhuna proudly launched its very first business magazine "BIZNES" on the 11th of August 2023 with the theme of digital disruption. The magazine addressed how technology and digitalization gradually change business, our way of life, and work. The launch of the business magazine by the Department of Business Management was a major part of their action plan for the year. Senior Professor Sujeewa Amarasena; Vice Chancellor of the University of Ruhuna, Professor Manjula K. Wanniarachchige; the Dean of the Faculty of Management and Finance and all the Department Heads of the Faculty of Management and Finance along with all Academic Staff Members and Students attached to the Department of Business Management took part in the launching ceremony.



NOTICE BOARD OPENING

In a move to foster a dynamic and vibrant environment, the Department of Business Management at the Faculty of Management and Finance proudly inaugurated a new notice board on the 11th of August 2023. This initiative aims not only to serve as a platform for departmental announcements but also as a canvas for the artistic talents of the department's undergraduates. The newly launched notice board goes beyond its conventional function by not only serving as a conduit for departmental information but also as a dedicated space to showcase the diverse artistic talents of the department's undergraduates. This innovative step by the Department of Business Management reflects a commitment to fostering a dynamic and inclusive environment for both academic and artistic pursuits.

DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

LEADERSHIP DEVELOPMENT PROGRAMME AT H/KAHANDAMODARA SECONDARY SCHOOL



The Department of Management and Entrepreneurship launched a leadership development programme at H/Kahandamodara Secondary School as part of its Corporate Social Responsibility (CSR) efforts on the 20th of December 2023. Dr. E.K. Jayampathi, a Senior Lecturer at the Department of Management and Entrepreneurship, Faculty of Management and Finance led this initiative as the resource person. The session received support from multiple staff members and undergraduate students from the department, all contributing to the successful execution of this event aimed to instill essential leadership qualities, encourage collaboration, and cultivate a sense of unity among the participants.

KITEOPIA

The “KITEOPIA” Festival and Competition was organized by The Entrepreneurship Study Circle on the 26th of July 2023 from 3.00 p.m. onwards at the Faculty Premises in the hope of fostering a vibrant and engaging platform for undergraduates to showcase their creativity, teamwork and network prowess. ‘KITEOPIA’ was successfully concluded with an enjoyable experience along with the broader goals of nurturing undergraduates’ creative, innovative and entrepreneurial skills.



DEPARTMENT OF FINANCE

THE FIRST INTAKE OF STUDENTS FOR THE FINANCE DEGREE PROGRAMME

The Department of Finance, inaugurated its Finance degree programme with the commencement of the first intake of students in the second semester of the academic year 2023/2024, beginning on the November 1st, 2023. The inaugural intake comprised 61 students. This milestone marks the beginning of a new chapter for the faculty of Management and Finance, at the University of Ruhuna as it seeks to create future professionals in the field of finance. At this inception, Mrs. M.S. Nanayakkara, the Head of the Department, highlighted that the department is committed to providing a robust curriculum, research opportunities, and a supportive learning environment to contribute to the intellectual and professional growth of its students.

PREMIER PAS 23’ – DEPARTMENT GET-TOGETHER



The inaugural event, “Premier Pas 23,” organized by the students of the Department of Finance, was held on the 6th of December 2023, from 1.00 p.m. to 4.00 p.m. at the university gymnasium. The lecturers from the Department of Finance graced the event as special guests. The event featured a variety of entertaining activities, including fun games, dance performances, music, speeches, and more. The primary objective of this event which was to foster a strong bond among the first batch of finance students was effectively accomplished. A special expression of gratitude was extended to all the lecturers and students of the Department of Finance for their invaluable contributions to “Premier Pas 23.”

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

4TH ANNIVERSARY CELEBRATION – DHRM



The Department of Human Resource Management joyously commemorated its fourth anniversary on the 1st of November 2023, marking four years of dedication, collaboration, and achievement. This milestone serves as a testament to the hard work and commitment of each member of this incredible team. In conjunction with this momentous occasion, the second volume of the annual magazine, “The HR Disclosure-2023” was released. The magazine features the perspectives of well-known academics, industry experts, graduates, and undergraduates from local and international contexts. It creates a platform for the HRM stakeholders to pen down their perspectives while also being a useful source for the readers to fill their knowledge gap. The editorial board of “The

HR Disclosure” magazine anticipates to uplift the quality of the magazine to an all-inclusive, and well-known magazine representing the Department of Human Resource Management.

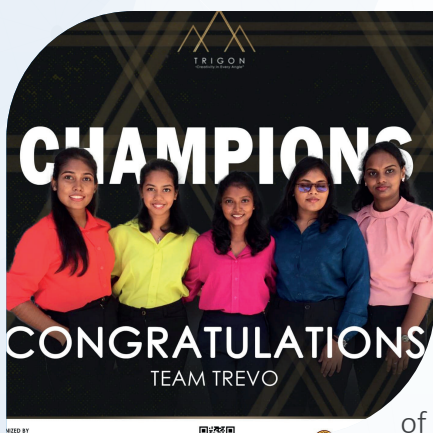
DEPARTMENT OF MARKETING

LUMINARY 23- THE WELCOME PROGRAMME

“LUMINARY 23”- The welcome programme of the Department of Marketing for the 2020/21 batch was successfully held on the 14th of November 2023 from 8.00 a.m. onwards at the Gymnasium indoor stadium. The Circle of Marketing in collaboration with the Department of Marketing organised this glamorous event for the newcomers. Prof. A.C. Karunaratna, Head of the Marketing Department addressed and warmly welcomed students to the department. The Department of Marketing is the foremost platform for undergraduates of the University of Ruhuna to embark on their extraordinary journey in the marketing sector with creativity, countless opportunities, and prospects.



TRIGON- BRAND BUILDING COMPETITION



The brand building competition of “TRIGON” hosted by the Department of Marketing was successfully completed on the 27th of July 2023 in the Grand Rockland Hotel, Matara. This event aimed to provide a platform for undergraduates of the University of Ruhuna to boost their branding knowledge while incorporating their creative skills. The awareness session of the competition was conducted by the students of the Circle of Marketing to provide an overall idea and an understanding of the TRIGON competition. Moreover, Mr. Tharaka Dias, Founder Director of Ambrum Healthcare Solutions and Lecturer affiliated with the SLIM, conducted the workshop to provide theoretical and practical knowledge of branding. The competition consisted of 2 rounds. In the 1st round, 28

reports were submitted by the 28 groups to the TRIGON competition and the 2nd round was conducted alongside the awarding ceremony. 5 shortlisted teams were selected as finalists based on the criteria of novelty, creativity of ideas and performance. The evaluation panel of TRIGON consisted of skilled and experienced experts from the Department of Marketing. Based on the criteria, Team TREVO claimed the championship of the competition.

IMC WORKSHOP

The Circle of Marketing in collaboration with the Faculty of Management and Finance of the University of Ruhuna, Bouquet Advertising Agency and SLIM Business School recently hosted a groundbreaking session on Integrated Marketing Communication (IMC). The workshop created a platform for undergraduates to engage with industry experts, and professionals and gain firsthand insights and experience that are crucial for their professional development. Masteries from Bouquet Advertising Agency hosted an exclusive series of sessions for the students that merged theoretical and practical aspects of IMC. Participants had the chance to gain insights into crafting and implementing effective IMC strategies that are applicable to the current dynamic marketing environment through interactive presentations, discussions and real-world case studies. The session was successfully concluded with an appreciation for the attendees.

STAFF ACHIEVEMENTS

ACADEMIC - DOCTOR OF PHILOSOPHY

COMPLETED DOCTOR OF PHILOSOPHY (HUMAN RESOURCE MANAGEMENT) DEGREE

Dr. K.G. Priyashantha, a senior lecturer attached to the Department of Human Resource Management has Completed the Doctor of Philosophy in Human Resource Management at the University of Kelaniya, Sri Lanka.



COMPLETED DOCTOR OF PHILOSOPHY (MANAGEMENT) DEGREE



Dr. E.K. Jayampathi, a senior lecturer attached to the Department of Management and Entrepreneurship has Completed the Doctor of Philosophy in Management at the University of Kelaniya, Sri Lanka.

COMPLETED DOCTOR OF PHILOSOPHY DEGREE

Dr. H.M. Chandana Pushpakumara, an Instructor in Computer Technology of the computer unit of the faculty has completed the Doctor of Philosophy degree at the University of Sri Jayewardenepura. The convocation was held on 8th of October 2023 at Bandaranaike Memorial International Conference Hall, Colombo.



ALAN MACGREGOR PRIZE-2023- DEPARTMENT OF ACCOUNTANCY AND FINANCE, UNIVERSITY OF OTAGO, NEW ZEALAND



Mrs. D. Samarawickrama, attached to the Department of Finance has won the Alan MacGregor Prize. This prize is granted at the discretion of the Post-Graduate Committee and Head of the Department of Accountancy and Finance, taking into consideration the academic merit of the student over the most recent 12 months of enrollment. <https://www.otago.ac.nz/accountancyfinance/study/student-activities/prizes-in-accounting-and-finance>.

ACADEMIC - MASTERS

COMPLETED MASTER OF SCIENCE IN MANAGEMENT

Three probatory lecturers have completed Master of Science in Management degree at the University of Sri Jayewardenepura. The convocation was held on the 8th of October 2023 at Bandaranaike Memorial International Conference Hall, Colombo.



Ms. D.L.M.N.K. Ariyasena

Master of Science in Management
Department of Accountancy



Mrs. M.N. Maduwanthi

Master of Science in Management
Department of Human Resource Management



Mrs. P.S.D. Punchihewa

Master of Science in Management
Department of Management and Entrepreneurship

STUDENTS ACHIEVEMENTS

SPORTS

UNIVERSITY REPRESENTATION- SRI LANKA UNIVERSITY GAMES (SLUG -2023) AWARD WINNERS

The Faculty of Management and Finance always creates intellectuals who are proficient and skillful. Sri Lanka University Games (SLUG), which provides undergraduates with a platform to compete and showcase their sports aptitude is a great testament to that.

Best Payer Awards

Cricket- R.H.A. De Zoysa

Football- M.K.M. Arkam

Hockey- H.B.G.I.J. Chathuranga

Table Tennis- S.B.Y.M.N.S. Siwrathne

Volleyball- K.I.K. Madhushani

NATIONAL LEVEL - AWARDS

H.B.G.I.J. Chathuranga, K.M.M.R. Bandara , D.T.C.M. Perera, K.I.K. Madushani were awarded respectively by Sri Lanka Combined University Hockey Team 2023, Combined University Men's Hockey Pool, Women's National Hockey Squad 2023 and Women's National Baseball Squad for their remarkable achievements in their sports.

DANCING

ALL ISLAND SECOND PLACE- "PRATHIBA 2023" INTER-CULTURAL CENTER ALL-ISLAND DANCING COMPETITION

In a remarkable display of talent and dedication, 10 undergraduates associated with the Faculty of Management and Finance, represented the University of Ruhuna at the "Prathiba 2023" Inter-Cultural Center all-island dancing competition held on the 1st of October 2023. Their exceptional performance secured the all-island 2nd place in the open category dance, reflecting their prowess in the art of dance.

The team

S.S. Kodithuwakku
S.P. Gnanarathna
I.D.S.N. Madushani

P.M.V.A. Dissanayake
M.M.T. Nayanika
I.N.U. Rajapaksha
G.A.D. Nisansala

T.C. Wanigasekara
W.A.M.M. Weerakoon
W.M.T. Thushmal

INTER FACULTY FIRST PLACE - NEW DAWN 23- INTER-FACULTY DANCING COMPETITION

The Center of Social Reconciliation and the Cultural Center of the University of Ruhuna collaborated to orchestrate the NEW DAWN-23 Inter-Faculty Dancing Competition. The duo representing the Faculty of Management and Finance displayed unparalleled skill and artistry, securing the coveted first place trophies in both the traditional and freestyle categories, a testament to their dedication and excellence in the realm of dance.

The team

S.S. Kodithuwakku
D.C.J.L. Wikkramaarachchi
K.R.S. Perera
S.P. Gnanarathna
I.D.S.N. Madushani
P.M.V.A. Dissanayake
A.K. Denagamage
M.M.T. Nayanika
I.N.U. Rajapaksha
A.L.G. Nisansala
D.K.Y.S. Dikkumbura

T.C. Wanigasekara
W.A.M.M. Weerakoon
O.A.D. Indumini
Y.H.I.S. Yapa Bandara
W.M.T. Thushmal
S.V.M. Munasinalage
N.S. Senavirathna
L.H.G.O.R. Thathsarani
S.G.D.S. Gunasekara
M.W.V. Dewindi



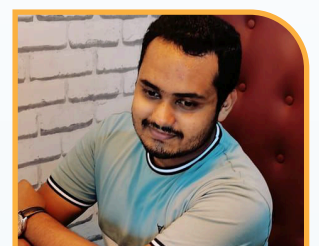
OTHER

UNIVERSITY REPRESENTATION- NATIONAL AND INTERNATIONAL EVENTS



Thiviru Wijesinghe, a 3000 Level student in the Faculty of Management and Finance has been, **nominated for the Student of the Year at the "ED Falcon Global Awards,"** hosted in New Delhi, India. This prestigious awards ceremony is a part of the larger EDTalk World global conference, where education professionals from around the world convene to engage in discussions on matters pertinent to the academic field. Also he has **selected for "Yearlong Future Sustainability Leaders Programme,"** focusing on sustainability and renewable energy through the selection process which was conducted through a transparent selection process of an interview by the University of Ruhuna and the University Grants Commission. It is facilitated by the Masdar Initiative in the UAE. Apart from that he has **selected for the youth forum on "Eradication of Poverty"** which was organized by U-Report in collaboration with UNICEF Sri Lanka.

Moreover, **Thiviru Wijesinghe along with Sachethana Prabath Gunanarathna** who are 3000 Level undergraduates associated with the Department of Business Management; represented the University of Ruhuna at the **International Day for Poverty Eradication Conference** organized by UNICEF Sri Lanka and U-Reporter, held on the 17th of October 2023.



ALUMINI WINS

Greetings to the vibrant community of the University of Ruhuna!

I commenced my academic voyage at the University of Ruhuna during the period of 1994-1999, pursuing a Bachelor of Commerce degree. The solid foundation laid during those formative years equipped me with a robust academic background and instilled in me the values that would guide my professional and academic journey. The challenges faced and conquered during my undergraduate years became stepping stones for the heights I would later reach. All respect and honours should go to my respected teachers.

Upon graduation in April 1999, armed with a bachelor's degree with first class honors and a gold medal for the most outstanding student of that year, I delved into the professional realm as an Audit Examiner at the Auditor General's Department, gaining practical insights into the business world until 2001.

However, my dream and passion for the academic field and my thirst for knowledge prompted me to pursue a master's degree. My university performance helped me to obtain a full scholarship in 2001 for my dual master's degrees. I obtained the first post graduate degree, Master of Business Management from the Asian Institute of Technology, Thailand. Subsequently, I completed a Master of European Business (MEB) at ESCP-EAP, European School of Management, United Kingdom, marking a pivotal chapter in my academic journey.

Returning to Sri Lanka, I continued to search for opportunities to fulfil my dream. Then, I started my academic career as a temporary assistant lecturer in 2004 and as a probationary lecturer in 2005 at the University of Kelaniya. In 2008, I achieved another milestone by securing a full scholarship to pursue my Ph.D., and in 2012, I obtained my Ph.D. in management from the University Business School, Panjab University, Chandigarh, India. This was a momentous achievement that further solidified my commitment to academic excellence. My dedication to the field of management culminated in my

current position as a Professor in the Department of Finance at the University of Kelaniya, Sri Lanka. My main teaching and research areas are organizational behaviour and management-related subjects. My academic journey has been enriched by postgraduate qualifications, including a Postgraduate Diploma in Counselling from the University of Colombo, Sri Lanka.

Throughout my career, I have received numerous accolades, including the prestigious Vice Chancellor's Awards for the most outstanding young researcher of the Faculty of Commerce and Management Studies in the year 2010, Vice Chancellor's Awards for the outstanding dedication and service in the execution of Kalana Mithuru Sevana (Counselling Unit) activities in the year 2017 and 2018.

As a proud alumna of the University of Ruhuna, I carry the lessons learned and values instilled during my time at the university into every endeavour. The journey was not without its challenges, but each obstacle served as a catalyst for growth and resilience.

To the current students of the Faculty of Management and Finance at the University of Ruhuna, I offer these words of encouragement. Embrace the challenges, for they mold you into resilient individuals capable of conquering any professional terrain. Take advantage of the resources provided by the university, be it academic or extracurricular, and forge meaningful connections that will shape your future.

In conclusion, I want to express my gratitude to my dearest teachers at the University of Ruhuna for laying the foundation of my academic and professional journey. I am a testament to the university's commitment to nurturing individuals who not only excel in their fields but also contribute significantly to society. May the Faculty of Management and Finance, University of Ruhuna, continue to inspire and shape the future leaders of our nation.



Prof. (Dr) Susima Weligamage
PhD, MBA, MEB, PGDC, BCom
University of Kelaniya

SIX MONTHS AT A GLANCE

30TH CONVOCATION

The 30th General Convocation of the Faculty of Management and Finance, University of Ruhuna was held at the Rabindranath Tagore Memorial Auditorium of the University of Ruhuna, Wellamadama, Matara on the 15th of December 2023. There was a total of 356 graduates who obtained the Degree of Bachelor of Business Administration from the Faculty of Management and Finance.

There were 17 graduates who attained first class honours, 86 graduates with second class upper division honours, 82 graduates with second class lower division honours, and 171 ordinary passes, inclusive of 7 gold medals. Ms. K.P.K. De Silva was awarded the Harischandra Gold Medal for achieving the most outstanding performance among graduates who obtained the Degree of Bachelor of Business Administration. Additionally, she earned the Gold Medal presented by the Thrift and Credit Cooperative Society of the University of Ruhuna (Sanasa) for attaining the highest Grade Point Average across all common course units of the Bachelor of Business Administration degree, with a first-class classification.

Mr. B.R.T. Amarasena was awarded the Securities and Exchange Commission (SEC) Gold Medal and Cash Award in recognition of his exceptional performance in the course unit BBA 12043: Introductory Finance. Ms. K.A.N. Nishani was honoured with the Lucky Lanka Gold Medal for achieving the highest Grade Point Average among graduates who obtained the Degree in Business Administration with a specialization in Entrepreneurship. Ms. U.D.C. Nandasena received the Deshamanya Dr. Jinasena Memorial Gold Medal for the successful completion of the Bachelor of Business Administration Specialization in Human Resource Management, attaining the highest Grade Point Average. Ms. B.G. Dilshani was bestowed with The Colombo Stock Exchange Gold Medal for attaining the highest Grade Point Average value among students in the Bachelor of Business Administration Honours in Accounting program. Ms. J.L.K. Taniya earned the Chartered Institute of Personnel Management (CIPM) Gold Medal for achieving the highest marks in the course unit BBA 12033: Human Resource Management within the Bachelor of Business Administration Honours in Human Resource Management.

In addition to the undergraduate program, the faculty provides postgraduate courses, including the Master of Business Administration (MBA) and the Master of Business Management (MBM).



12TH INTERNATIONAL CONFERENCE ON MANAGEMENT AND ECONOMICS

The 12th International Conference on Management and Economics (ICME), organized by the Faculty of Management and Finance, University of Ruhuna, under the theme of “Recession to Recovery: Role of Management and Economics”, was successfully conducted on the 16th of August 2023 at the Faculty Premises. The conference was held for the 12th consecutive time as a hybrid international conference with nearly 100 in-person and over 100 virtual participants in the technical sessions. Associate Professor Dr. Donella Caspersz of the University of Western Australia Business School and Dr. P.K.G. Harischandra, Director of Economic Research, Central Bank of Sri Lanka, graced the occasion as eminent keynote speakers of the conference.

The conference conducted 10 technical sessions under diverse tracks, namely Entrepreneurship, Economics, Agri-Business Management and Public Policy, Operations and Supply Chain Management, Marketing Management and Tourism, Human Resource Management and Organizational Behavior, Accounting and Finance, Education and two Undergraduate Research Forums.

IDEA CLOUD: THE BUSINESS START-UP IDEA COMPETITION

Idea Cloud 2023 was also conducted parallel to the ICME 2023 for the 5th consecutive time among university students to create a platform for them to pitch their innovative ideas that provide solutions for social and economic development in Sri Lanka. Moreover, Business Forum 2023 under the theme of “Role of Cooperatives in Fostering Equitable Growth and Empowerment to Advance Economic and Social Development” was successfully conducted as an on-site event at the premises of the Faculty of Management and Finance, University of Ruhuna parallel to ICME 2023. The Faculty of Management and Finance takes pride in concluding the conference and connected events successfully, leaving a powerful message of its potential for collective knowledge sharing and international collaboration.

MOU SIGNING CEREMONY BETWEEN THE COLOMBO STOCK EXCHANGE AND THE UNIVERSITY OF RUHUNA

In a significant move aimed at promoting capital market education and financial literacy, the Colombo Stock Exchange (CSE) and the University of Ruhuna entered into a Memorandum of Understanding (MoU) on 19th July 2023. The signing ceremony was graced by distinguished personalities, including Senior Prof. Sujeewa Amarasena; the Vice Chancellor of the University of Ruhuna, Mr. Rajeeva Bandaranaike; the Chief Executive Officer of the CSE, Senior Prof. E.P. Saman Chandana; the Deputy Vice Chancellor of the University of Ruhuna, Prof. Manjula K. Wanniarachchige; the Dean of the Faculty of Management and Finance, University of Ruhuna, Mr. Niroshan Wijesundere; the Vice President (Marketing) of the CSE, Mrs. P.S. Kalugama; the Registrar of the University of Ruhuna. Moreover, Mr. K.G.P.V. Gunarathna, the head of the department of Accountancy, Mrs. M.S. Nanayakkara, the Head of the Department of Finance, academics from the Faculty of Management and Finance and the senior executives of the CSE were present at the ceremony. Mr. Nirodha Abeygunawardene, the Manager of the CSE Matara Branch, coordinated the initiatives.

SINDU HENDEWA

The Aesthetic Association of the Faculty of Management and Finance organized “Sindu Hendewa” on the 11th of July 2023 at the Faculty of Management and Finance Premises from 5 p.m. onwards. Attendees were treated to an immersive experience that transcended musical boundaries, fostering a sense of togetherness and appreciation for the arts. From soulful solo to group ensemble performances, the evening resonated with melodies that appealed to a wide audience. It exemplified the power of music to bring people together, and the event added excitement to the overall ambience.

WORKSHOP ON HRIS

The Department of Human Resource Management in collaboration with MintHRM organized a physical workshop providing a valuable opportunity for undergraduates in the Department of Human Resource Management to familiarize themselves with the Human Resource Information System (HRIS). The session

was held on the 20th of July 2023 from 9.00 a.m. to 12.30 p.m. at the Computer Lab in the Faculty of Management and Finance as the concluding workshop in a comprehensive series of ten on Human Resource Information Systems. The workshop was graced by the esteemed presence of Mr. Namal Gunawardena, CEO/-Co-Founder of MintHRM, and Mrs. Thanuja Masakorala, Co-Founder of MintHRM. Undergraduates actively engaged in hands-on experience with HRIS, guided by the two resource persons and five session instructors from MintHRM. Prof. Manjula K. Wanniarachchige; Dean of the Faculty of Management and Finance, Dr. Hemamali Ganewatta, Head of the Department of Human Resource Management, and several academic staff in the Department of Human Resource Management also participated in this event.

WEBINAR “BE YOUR OWN BOSS”

The Department of Management and Entrepreneurship proudly hosted an illuminating webinar titled "BE YOUR OWN BOSS" on the 27th of July 2023. The virtual session took place from 6.30 p.m. to 7.30 p.m. and was conducted seamlessly via the Zoom platform. This strategically designed session was exclusively targeted at undergraduates associated with the Department of Management and Entrepreneurship. The primary aim of the webinar was to cultivate an entrepreneurial mindset among the participants, encouraging them to explore opportunities to create employment rather than merely seeking traditional employment. The webinar featured Mr. Mohan Palliyaguru, a distinguished corporate trainer and motivational speaker, as the resource person. Mr. Palliyaguru's expertise and motivational insights added significant value to the session, inspiring the attendees towards the path of entrepreneurship.

LABOR LAW IN AN ORGANIZATION

The Department of Human Resource Management organized a guest lecture on “Labor Law in the Organizational Context” for the 3000 Level HRM-specializing undergraduates. The session was conducted by Mrs. N.U.W. Rathnayake, Senior Labor Officer and Mrs. W.D.D.S. Dharmapala, Labor Officer from the District Labor Office, Matara and it was held on the 9th of August 2023 from 9.00 a.m. onwards at MFLT 2B.

WORKSHOP ON MS EXCEL USE IN ACCOUNTING

The Department of Accounting, Faculty of Management and Finance hosted an interactive and informative workshop on MS Excel Use in Accounting on the 22nd of September 2023 from 5.00 p.m. onwards via Zoom platform. As the resource person of the event, Mr. Dinuka Hashan, Assistant Manager- Finance, Intrepid Colombo (Pvt) Ltd, conducted this incredible workshop. Undergraduates who specialize in accounting were welcome to participate in the workshop. The objective of this workshop was to acquire Excel skills and improve their accounting prowess. The workshop was concluded successfully, providing the students with integrated knowledge of Excel and accounting.

MY DISSERTATION JOURNEY: EXPERIENCE SHARING SESSION

“My Dissertation Journey”, an experience-sharing session organized by the Department of Management and Entrepreneurship, was held on the 5th of October 2023, from 6.30 p.m. via Zoom. The session was conducted by Mrs. A.S. Munasinghe, Temporary Assistant Lecturer, Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna who shared her experience and insights on how time and other resources should be effectively utilized to complete the final year dissertation with the 4000 Level undergraduates of the Faculty of Management, University of Ruhuna. Her session proved to be highly insightful and productive, as students gained valuable knowledge and insights that will undoubtedly assist them in their journey to complete their final year dissertations.

EFFECTIVE LITERATURE REVIEW WRITING- SESSION 01

The Department of Management and Entrepreneurship proudly organized an insightful online session titled "How to Write an Effective Literature Review." The session took place on the 12th of October 2023, commencing at 6.00 p.m., conducted seamlessly via Zoom. The webinar catered to the target audience of 4000 Level undergraduates affiliated with the Department of Management and Entrepreneurship. Its primary goal was to enhance the research skills of students, providing them with essential insights and strategies to excel in

their academic endeavours. The distinguished resource person for the session was Mrs. M.G.M. Dilrukshi, Senior Lecturer from the Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna. Mrs. Dilrukshi's wealth of experience and intellectual prowess significantly enriched the session, making it a highly prosperous learning opportunity.

DEPARTMENT WELCOME- ARAMBHA

The Entrepreneurship study circle organized "Department Welcome 2023- ARAMBHA", to welcome new students to the Department of Management and Entrepreneurship. As such, the official welcoming of newcomers was held on 6th of November 2023 at the MFLT 05 with the participation of academic staff and the entrepreneurship major undergraduates. The welcoming ceremony featured speeches from the Head of the Department and several activities organized by the Entrepreneurship Study Circle.

WELCOMING THE 2000 LEVEL HRM STUDENTS

The Department of Human Resource Management, in collaboration with the Human Resource Development Circle, orchestrated a vibrant event to extend a heartfelt welcome to the newest members of the HRM specialization; second year undergraduates. The event, held on the 8th of November 2023 at MFLT 06, was a celebration marked by dynamic and entertaining performances. The afternoon commenced with engaging dance performances and entertaining acts organized by the 3000 Level students, creating an atmosphere of joy and unity to warmly welcome their 2000 Level counterparts. Dr. Hemamali Ganewatta, the Head of the Department of Human Resource Management, delivered the main speech, providing an overview of the department, detailing its mission, and outlining its future plans. Dr. Thedushika De Silva, Senior Lecturer of the department, addressed the gathering, speaking on current job opportunities in the field. Mr. Isuru Janith, Vice President of the HRD Circle, and Miss Kiruli Lasangi, Vice Secretary of the HRD Circle also addressed the gathering. The afternoon was both inspiring and memorable, marking it a special welcome for the 2000 Level undergraduates joining the Department of Human Resource Management.

WRITING INTRODUCTION AND PROBLEM STATEMENT TO A DISSERTATION

An online session on "How to write an introduction and problem statement to a dissertation", organized by the Department of Management and Entrepreneurship was conducted via Zoom on the 9th of November 2023 from 6.30 p.m. onwards. The session catered to the 4000 Level undergraduates within the department, equipping them with essential skills to excel in their research endeavours. Mrs. D.M.R. Deepika, Lecturer, Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna as the resource person for the session. Her expertise and engaging content made this session exceptionally captivating and intellectually stimulating for improving the research skills of the students.

APPOINTMENT OF NEW OFFICE BEARERS FOR HRD CIRCLE

The Annual General Meeting of the HRD Circle on the 16th of November 2023, at MFLT 08, marked a momentous occasion with the appointment of new office bearers for 2023-2024, unveiling a new chapter for the Circle. The event witnessed the participation of the Head and members of the academic staff of the Department of Human Resource Management. The HRD Circle, dedicated to fostering professional growth and development in Human Resources, consistently stands at the forefront of innovation and excellence. Mr. N. Natheeshan (MF/2020/6159) was appointed as the Vice President, and Miss. K.C. Swarnamali (MF/2020/6135) was appointed as the Secretary. Dr. Thedushika De Silva was appointed as the new Senior Treasurer. During the event, Dr. Hemamali Ganewatta, the Head of the Department of Human Resource Management, delivered a speech congratulating the new office bearers for their pivotal role in fostering a vibrant organization. She also extended congratulations to Dr. Thedushika De Silva for her appointment as the Senior Treasurer and expressed gratitude to Ms. Vidyani Vithanage, the outgoing Senior Treasurer, and other office bearers for their dedicated service during the past year. Mr. Natheeshan and Miss. Swarnamali also addressed the gathering.

LANGUAGE PROFICIENCY INITIATIVES: ECHRM'S PROMISING START

The English Club for Human Resource Management (ECHRM) marked a transformative moment with the appointment of office bearers for the term 2023-2024, established on the 16th of November 2023. Miss. Nethmi Perera was appointed as the President and Miss. Samadhi Muthukuda assumed the role of the Secretary with eight other office bearers. Formerly being a part of the HRD Circle, the transition to "English Club-HRM" (ECHRM) signifies a strategic shift, highlighting an exclusive focus on language development separate from its previous affiliation. This shift aims to enhance language proficiency, boost confidence among undergraduates, address language skill gaps, and foster unity within the department. The club's logo, adorned in vibrant dark blue, embodies a united community striving to master English, symbolizing an ongoing journey of knowledge and growth. The club's mission centers on creating a supportive environment for language enhancement through diverse activities. The ECHRM's commitment extends to delivering high-quality undergraduates proficient in language, communication, teamwork, critical thinking, and cultural awareness. This marks an exciting chapter in the Department of Human Resource Management's journey toward a more empowered and language-proficient student body.

BOOK DONATION PROGRAMME

Sri Lanka Institute of Marketing (SLIM); the national body of Marketing has donated 314 textbooks covering a number of areas in marketing, to the library of the University of Ruhuna. Under the guidance of Prof. Dewasiri N. Jayantha, Vice President of Education of SLIM and Mr. Sanath Senanayake; CEO/Executive Director of SLIM, 314 invaluable textbooks were donated to the University of Ruhuna as their Corporate Social Responsibility project. The Programme was held on 20th November 2023 at the Senate Room of the University of Ruhuna. Mr. Sanath Senanayake; CEO/ Executive Director of Sri Lanka Institute of Marketing, Mr. Sadeepa Abeynayake; the Manager of Southern Operation, and Mr. Lahiru Rasantha; Assistant Manager of SLIM Matara took part in the programme representing SLIM. Senior Professor Sujeewa Amarasena; the Vice Chancellor of the University of Ruhuna, Professor Saman Chandana; the Deputy Vice Chancellor, Prof. Manjula K. Wanniarachchige; the Dean of the Faculty of Management and Finance, Professor A.C Karunarathna; the Head of the Department of Marketing, Mr. Nimal Hettiarachchi; University Librarian, academic staff and students attached to the Department of Marketing participated in the programme. On this occasion, Mr. Sanath Senanayake; CEO/ Executive Director of SLIM donated an invaluable book pack to the Vice Chancellor, of the University of Ruhuna and the Vice Chancellor handed over the book pack to the university librarian Mr. Nimal Hettiarachchi.

DHAMMA SERMON IN REMEMBRANCE OF MR. ROY FERNANADO

The Department of Human Resource Management together with the Circle of Human Resource Development organized a Dhamma sermon on the 21st of November 2023 marking the one year anniversary of the unexpected passing of our lecturer, Mr. A.P. Roy Fernando. The ceremony, held in the faculty premises, served as a sincere tribute to honour the memory of the late lecturer and express gratitude for his remarkable 25 years of dedicated service to the University of Ruhuna. The programme featured a meaningful Dhamma sermon, providing a reflective space for both academic and non-academic staff, as well as students. The students of the Circle, in particular, demonstrated exceptional organizational skills by adorning the faculty premises to harmonize with the solemnity of the religious ceremony. This event was a heartfelt tribute to honour Mr. A.P. Roy Fernando's memory and acknowledge the positive influence he had on our academic community.

WORKSHOP ON PERSONAL GROOMING

The Department of Human Resource Management, in collaboration with the Chartered Institute of Personnel Management (CIPM), organized an insightful session on "Personal Grooming" for the undergraduates of the department. Mrs. Avanthi Barnard, HR Consultant, and General Manager at Steps Construction (Pvt) Ltd, led the session, which took place in MFLT 04 from 1.00 p.m. onwards on 29th November 2023. Mr. Sampath Rathwatta, Central Manager of CIPM Galle Branch, and Study Programme Coordinator of CIPM Galle Branch were also active participants. The session commenced with a cordial reception and an introductory speech

delivered by the Head of the Department of Human Resource Management. Expressing gratitude on behalf of the attendees, Miss. M.M.T.V. Samudrika an enthusiastic undergraduate, delivered the vote of thanks. This insightful session proved to be immensely valuable, providing students with essential insights to refine skills in communication, morale, manners, professionalism, and relationship-building. It was a remarkable occasion aimed at equipping undergraduates with practical knowledge for their personal and professional development.

WORKSHOP ON COLOMBO STOCK EXCHANGE

The Department of Finance successfully organized a workshop on the Colombo Stock Exchange (CSE) at the Faculty of Management and Finance premises on 29th November 2023 from 1.00 p.m. to 4.00 p.m. Mr. Nirodha Abeygunawradena, Manager of the CSE Matara Branch, and Mr. Bimal Rathnayake, Senior Executive Officer at the CSE Matara Branch conducted the workshop as guest speakers. The workshop was inaugurated with an introduction by Mr. K.R.K. Harshana, an Assistant Lecturer of the Department of Finance. Senior Lecturer Mrs. M.S. Nanayakkara, the Head of the Department of Finance, coordinated and organized the workshop. Students from the Department of Finance actively participated in the workshop. The workshop was successful in providing attendees with extensive knowledge and practical experiences of the Colombo Stock Exchange.

WORKSHOP ON ZOTERO

The Department of Human Resource Management organized an insightful session on “How to Use Zotero: Awareness Session for Reference Management and Citation” for third year undergraduates pursuing the BBA Honours in Human Resource Management. Dr. K.G. Priyashantha, Senior Lecturer, Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna led the session, which took place in the Computer Lab at the Faculty of Management and Finance, starting at 2.00 p.m. on the 11th of December 2023. This insightful session proved immensely valuable, providing students with essential insights to empower them in the realms of research.

YUM YARD FOOD STALL AT THE 30TH CONVOCATION

The Circle of Human Resource Development of the Department of Human Resource Management organized the Yum Yard Food Stall at the University premises on the 14th and 15th of December 2023. Tailored specifically for the convocation, the stall catered to the attendees from 8.00 a.m. to 6.30 p.m. on both days. Student teams dedicatedly worked tirelessly to meet the demands of the two-day event, showcasing their commitment to excellence. The authentic taste of “Game Roti” was among the standout foods that attracted a diverse array of customers, earning its reputation as one of the best selections. The students' collective endeavor was not only about serving delicious food; it was a concerted effort aimed at raising funds for future student development programmes.

SNOW IS FALLING – 2023

The Aesthetic Association of the Faculty of Management and Finance organised "Snow is Falling – 2023" a Christmas celebration held on 19th of December 2023 at 5.00 p.m. at MFLT 04. The event was a magical celebration that brought joy and festive spirit to all participants hoping to create a winter wonderland filled with enchanting activities and memorable moments. The venue was transformed into a dazzling winter wonderland, adorned with twinkling lights, snowflakes, and festive decorations. The ambience truly captured the essence of the holiday season. The incredible performances by the talented students of the department added a festive touch and participants were blessed with a delightful lineup of entertainment, including live music and carol singers.

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Dewmi Perera
 MF/2022/7495

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A.M.A.N. Gunarathne
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 නොලැබුණු දේ ගැන නොහිතා ලැබුණු දේ පරිස්සම් කරන මිනිස්සු
 තව කෙනෙක් වෙනුවෙන් මුළු ජීවිතේම කැප කරපු මිනිස්සු
 අනිත් කෙනා දිනනකොට මුළු හදවතින්ම සතුටු වෙන මිනිස්සු
 ඒ අය හිටි ලස්සන හදවත් තියෙන ආදරණීය මිනිස්සු

A.M.A.N. Gunarathne
 MF/2021/7074

OUR LIFE

A river is beautiful when it flows
 It is more beautiful when it hits
 the rocks.
 In the river that flows so
 Many dark clouds come
 Our life is like that.
 If there are no problems
 There is no joy in our life
 If you win your life
 One day you can fly
 The universe will bless you then
 Think for a moment!

MF/2022/7495
 Dewmi Perera

DILEMMA

There's so many stories but none of mine's
heard
There's so many clouds I can run after but none
I can reach
There's hundreds around but I'm standing alone
All these years my decisions have been on second
Thoughts but now I feel like rushing into life all
of a sudden
I wanna climb these mountains, cross the
Bridges and barriers I've built for myself
Find an adventure in me, let my candle glow
bright
I wanna cry my feelings out, cry an ocean then
Go for a swim
Oh my whole life's been a huge non- event and
Now I yearn for a carnival to uproar
There's so much time I've let gone of but now
Every second seems precious
I wanna open the doors wide, spread my wings
And let my heart explore

R.K. Uyangoda
MF/2021/7194

IMMORTAL AFFECTION

Wiping both hands
On the side of her dress
She leaned against her wall alone in
her world.
Unspoken sadness in her heart
when it hurts
Her face was wet with tears in an instant
Filled with many dreams
Children who run after their dreams
She somehow fills the huge expenses
with her own hands
If children are flowers, she is the scape
It bears all the flowers
Her mind is running far away seeing
the future is because of her children
wiping away tears from her parched
face
she imagines a slight smile step back
into the real world
because the laughter of the little ones
was heard very close...

A.M.A.N. Gunarathne
MF/2021/7074

BEAST WITHIN ME

There's something within me
I find hard to explain
It's like a frame
Sometimes I wanna breakthrough
I try so hard my body, my mind feels numb
But I fail every time
It's like a beast
My every try feeds him
My failure satisfies him
As if keeping me tied on a leash
His hold on me never loosens
But ever tightens
At times it feels as if
I'm drowning into something
Something that doesn't have a bottom for me to hit
I'm turning into something
I'm not or am I?
There's something ...
The beast grows within the growing me
It's as if I'm looking at myself
Through a shattered mirror
I can only endure so much
I feel claustrophobic in my own skin

R.K. Uyangoda
MF/2021/7194

LOVE

In moonlit skies and sunsets '
embrace,
Love whispers softly, a tender grace
Heartbeats sync, a rhythm divine,
Two souls intertwined, an eternal line.
Through fields of dreams and oceans wide.
Love's gentle touch, a constant guide
In laughter's echo and tears that fall,
Love weaves a tale, the strongest of all
A dance of Passion, a flame so bright,
Igniting the darkness, dispelling the night.
A Symphony played on hearts ' accord
Love's melody, forever adored.
So let love blossom, like flowers in spring,
A timeless ode that the ages sing
For in love's embrace, we find our art,
A master piece painted heart on the canvas on the
heart.

MF/2021/6674
N.A.I.S. Siriwardhana

STAFF PUBLICATIONS



Rupasinghe, L. R., Maldeniyage, P., & Perera, G. D. N. (2023)

Systematic Literature Review: On Green Innovation
Management Journal for Advanced Research

Rupasinghe, L. R., Maldeniyage, P., & Perera, G. D. N. (2023)

Identifying Research Gaps and Developing a Nomological Framework on Green Innovation and Competitive Advantage
International Journal of Research and Innovation in Social Science

Rupasinghe, L. R., Maldeniyage, P., & Perera, G. D. N. (2023)

Mapping the Knowledge of Green Innovation: A Systematic Literature Review
Journal of Humanities and Applied Social Sciences



Deepal, A. G., & Jayamaha, A. (2023)

Audit Expectation Gap in the Public Sector: A Review of Literature
Journal of Accountancy and Finance

Deepal, A.G., & Jayamaha, A. (2023).

Audit Expectation Gap of Government Auditees on the Duties of Public Sector Auditors in Sri Lanka
Wayamba Journal of Management



Ekanayake, W. Y. M. M. N., & Wanniarachchige, M. K. (2023)

Effect of Ownership on the Performance of Licensed Commercial Banks in Sri Lanka
Journal of Management Matters



Ekanayake, W. Y. M. M. N., & Indrani, M. W. (2023)

Financial Performance and Stock Price: Evidence from Listed Manufacturing Companies in Sri Lanka
International Journal of Accounting & Business Finance



Nanayakkara, M. S., Shamil, M. M., & Karunarathne, W. A. V. D. (2023)

Multi Actors' Perspectives on Environmental, Social, and Governance Reporting in Listed Companies in Sri Lanka
International Journal of Accounting and Business Finance



Darshi, G. A. N., Kennedy D. Gunawardana, & Y. K. Weerakoon Banda. (2023)

Factors Affecting Quality of Sustainability Reporting: Evidence from Banking Industry in Sri Lanka
Sri Lanka Journal of Management Studies



Samarawickrama, D., Biswas, P. K., & Roberts, H. (2023)

Mandatory CSR regulations and social disclosure: The mediating role of the CSR committee
Meditari Accountancy Research



Dilrukshi, M. G. M., & Wickramasinghe, C. N. (2023)

The effect of open innovation on firm performance: Research gaps
Wayamba Journal of Management



Ganewatta, G. K. H., & Hiroshima, N. L. D. H. (2023)

Impact of Work Overload as a Job Stressor on Employees' Intention to Leave: The Mediating Effect of Work-Family Conflict in a Sri Lankan Apparel Sector Organisation
Journal of Business, Economics and Finance



Pushpakumara, H. M. C., Prasad, M.J., & Wanniarachchige, M.K. (2023)
Issues and Challenges of Quality Assurance in Higher Education Institutes: A Systematic Literature Review
Journal of Management Matters



Karunaratna, A. C. (2023)
Unravelling the Threads of Customer Loyalty: Motives Shaping Supermarket Patronage in Sri Lanka
Journal of the University of Ruhuna



Abeykoon, B. B. D. S., & Sirisena, A. B. (2023)
A Bibliometric Analysis of Data Governance Research: Trends, Collaborations, and Future Directions
South Asian Journal of Business Insights



Abeykoon, B. B. D. S., & Kumar, P. (2023)
Global Military Technology: A Bibliometric Analysis of Trends and Directions
Sri Lanka Military Academy Journal



Jeewanthi, H. A. C., Jeewantha, G. K. C., & Indrani, M. W. (2023)
Corporate Social Responsibility and Market-based Performance: A Bi-directional Evidence from Sri Lanka
Journal of Accountancy and Finance



STUDENT RESEARCH WORK

- **Audarika, V. P. V., & Kumara, P. A. P. S. (2023).** Mediation Impact of Brand Reputation on the Relationship between Corporate Social Responsibility and Brand Loyalty in the Context of Sri Lankan Television Industry. 12th International Conference on Management and Economics, Faculty of Management & Finance, University of Ruhuna, Sri Lanka.
- **De Silva, K. P. K., & Wijesundara, T. R. (2023).** Online Re-Purchase Intention of Apparel Products; The Mediation Role of E-Loyalty Among Millennials in Sri Lanka. 12th International Conference on Management and Economics, Faculty of Management & Finance, University of Ruhuna, Sri Lanka.
- **Abegunasekara, N.N., & Rodrigo, P.D.S.D. (2023).** Impact of Digital Transformation on the Performance of SMEs. 12th International Conference on Management and Economics, Faculty of Management & Finance, University of Ruhuna, Sri Lanka.
- **Isurika, M. D. C., & Wanniarachchige, M. K. (2023).** The Impact of ICT Adoption on the Organizational Performance of SMEs. 12th International Conference on Management and Economics, Faculty of Management & Finance, University of Ruhuna, Sri Lanka.
- **Uchintha, K. K. M., Rodrigo, P. D. S. D., & Munasinghe, A. S. (2023).** Systematic Literature Review: On Green Innovation. 12th International Conference on Management and Economics, Faculty of Management & Finance, University of Ruhuna, Sri Lanka.

UPCOMING EVENTS

BITES 101

The "BITES 101" street food festival is scheduled to be held for the second time by the Department of Marketing. The event will be held as a department project by the students in the Department of Marketing on 17th January 2023 from 6.00 p.m. onwards at the faculty premises. The event presents a valuable opportunity for students to translate their theoretical knowledge into practical skills by taking part in this project as street food vendors and promoting their entrepreneurial ventures. Moreover, this initiative aims to foster collaboration, organizational proficiency, and teamwork among undergraduate students in the Department of Marketing.

GUEST LECTURE ON IHRM

The Department of Human Resource Management, in collaboration with the Consulate General of India at Hambanthota, is planning to organize a guest lecture for students at the 3000 Level pursuing the Bachelor of Business Administration degree. The aim of this event is to enhance their understanding of the practical aspects of International Human Resource Management. The event will be held on the 8th of January 2023, from 10.00 a.m. to 12.00 noon.

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SKILLS, AND ATTITUDES OF MANAGEMENT AND FINANCE
TO
ENSURE AND UPLIFT THE SOCIOECONOMIC STANDARDS OF
THE COUNTRY"