

# Bulletin



## BECOMING A VICTIM OF SOMEONE ELSE'S POLITICS

I was informed of the arrest of one of our first-year (G.C.E. A/L - 2020) students from the Faculty of Management and Finance (FMF) by police officially. The person who was arrested has informed the police about being an internal student of University of Ruhuna and the police needed official confirmation which was given by me. He had been arrested by the Maharagama police as a suspect for burning a house of a member of a Pradeshiya Sabha (PS) on 09.05.2022. He is a **suspect only** and **not yet convicted**, hence remains innocent until proven guilty in the criminal proceedings. I do not know whether it was based on CCTV/ digital evidence or being named by the witnesses, other suspects or the victim as a suspect.

### What would happen in the aftermath of arrest?

He would be remanded for a few days or released on bail. There would be legal proceedings for months or years after the incident until the case ends with a conclusion. That would be a long protracted legal battle for him to get released if he has not committed this act. If he gets convicted, he would end up in jail. If he gets acquitted, it is fine for him as there will not be further consequences. If convicted, he will not be employed by the Government of Sri Lanka in public service ever as a person with a past criminal record. This is the current law in Sri Lanka although one could hide the past and get employment, that will be at the risk of being identified in the future and facing the risk of being sacked from the job at any time before retirement. That is the current law and provisions of the establishment code.

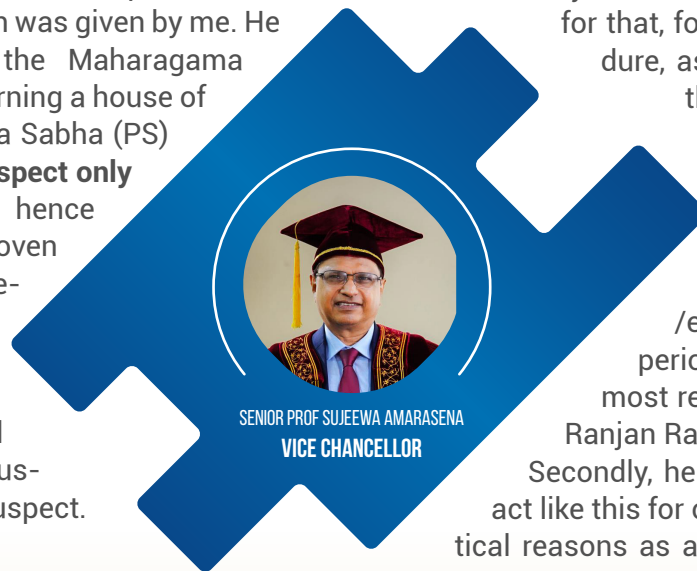
Hope he did not burn the house or participate in that act with a team or was not even in the vicinity.

### What if he did it and why?

One could burn the house of an enemy to get personal revenge or vendetta. That is a criminal offence. We cannot resolve disputes by engaging in violence. Nobody will endorse that approach to resolve a conflict whatever the political identity is, of anybody. If it is the case, he should be jailed for that, following proper legal procedure, asked to pay compensation, then rehabilitated inside a prison and released to civil society. In our legal system, he may be allowed to sit for undergraduate courses /examinations during the period of trial or even in jail. The most recent example of that is Mr. Ranjan Ramanayaka.

Secondly, he could have engaged in an act like this for other reasons, such as political reasons as a group behavior or for any reason. **I consider this as a failure of the education system because the people, often youth engaged in this type of acts do lack the critical analytical skills to understand that what they are engaged in is illegal according to the law of the country.** Anybody may say it is the judicial system of the capitalist class but it is the law approved by the Parliament of SL. I believe anybody who has gone through the education system in this country with its support network for the development of the value system should be able to leave a mob engaged in violence after realizing that it is wrong.

If a person does not stop it or leave the place, she/he could be caught in a group/ or as a person and punished as a group or individually. That is why no one should visit or stay in a place where illegal activities take place.



SENIOR PROF SUJEEWA AMARASENA  
VICE CHANCELLOR

*I consider this phenomenon as “becoming a victim of someone else's politics”. I know some political parties intentionally put innocent people or students in trouble by leading them into violence to achieve two objectives. One is to harm their opponent. The other one is to get an innocent person caught for that, and claim that it is not one of their political activities to show the civil society that they do not support violence. The innocent person getting caught also helps them to mobilize the other students to protest against the state and show that they are trying to protect the victim of the police/ legal system because many innocent colleagues believe the guy caught is innocent. I have many lifetime experiences of this type of behaviour.*

Actually, there is no choice for the victims of someone else's politics also in the legal system. In 1971, these groups after the insurrection were sent to jail, rehabilitated there and released subsequently. Even in 1971, those who committed murders were caught under the criminal law and jailed. They did not get pardoned like the others who engaged in political violence like attacking police stations who were caught under the Criminal Justice Commission and sentenced. All of them were released in 1977 by Mr. J. R. Jayewardene, including Mr. Rohana Wijeweera who had a life sentence. If he committed this crime, I want to believe that this particular student was a victim of someone else's politics. I cannot consider a first-year student being politically mature in our set-up and environment. Our education system is very narrow now and students do not learn other subjects when they are in a different stream unlike in the past. Therefore, by attending five political classes of a party, none could learn politics except the preaching of the party cadre. The first-year students could be recruited by political parties engaged in politics who believe that students should form the backbone of their political party cadre. This happens just before or soon after G.C.E. A/L in our country. It happened on a large scale in our time in some schools in the South.

If our student did not have a personal grudge, then he obviously did it for politics. He did not realize that committing an act like that was a criminal offence. He went with a crowd and did not have the analytical skills to understand that what he was going to do was wrong and then did it. If not, he knew it was wrong but did not have the courage to leave the political group. Then, he is also a criminal for committing political violence. There is no difference between burning the houses of Tamil people because they are Tamils and burning the houses of members of other political parties who oppose your views. Both are criminal activities.

### What will the political parties which guided him do? ●

The individuals will suffer heavily and the political parties will not take any responsibility for the person in jail. This is true for both the JVP, FSP, and even other parties. Only the family members, especially the parents will be there to help them. The family will spend money on lawyers. NO BASL member will appear free. No advisors, or persons who recruited you for the movement will come to rescue you. They will not give you money. Only the poor parents will be there for you. Most of these young people do not tell their parents about the secret politics they are engaged in. Parents come to know only later when their children are in jail.

So, it becomes a case of you sacrificing your valuable life, youth and opportunities for someone else's politics believing it to be the freedom struggle for oppressed masses in SL. This happened to thousands of young people in SL in 1971, 1988/89 in the South and between 1983 to 2009 in the North and East of SL. It has been happening in universities for 50 years on a small scale. This will not happen to opportunistic student leaders.

### The choice ●

Hence, there is a choice for you today, as UOR students. The choice is between your education and someone else's politics. The first choice will help you to climb the ladder to relieve you and your family from social and economic problems. The second available choice i.e someone else's politics could take you to many other destinations starting from unceremonious death on the roadside like Mr. Wenura Edirisinghe, Mr. Padmasiri Threemawithana, Mr. Kollure (All of whom I have met in my life) and thousands of others like Nishmi, Nimal Balasuriya, Ranjitham Gunaratnam, Athula Senaratna etc, to the general cemetery to be burnt alive, jail, disrupted education and destruction of future potential. A few others could become opportunistic but professional politicians and MPs in the parliament or a local council. A few could remain revolutionaries on paper with families in the USA, UK, Australia, etc. while preaching revolution to all of us.

## INAUGURATION CEREMONY OF NEW DEPARTMENTS ●



The Faculty of Management and Finance, University of Ruhuna marked another significant milestone in its journey with the official establishment of two new departments, the Department of Business Management and the Department of Finance.

The Department of Business Management is an industrious and forward-thinking department that aims to deliver professionals to the job market, who can contribute to the nation by creating and disseminating knowledge in the field of business management. The department expects to provide industrial exposure to the undergraduates by developing close relationships with industry professionals, and giving them a competitive advantage.

The Department of Finance targets to deliver professionals who have the competencies to interact with modern financial systems and the investment industry. The department consists of meticulous and well-qualified academics who are suitable to this task. Furthermore, the department expects to develop a student-centered learning culture with a limited intake to give individual attention to each undergraduate.

The inauguration ceremony of the two departments was held on the 06th of October 2022. This prestigious ceremony was graced by the Vice-Chancellor of the University of Ruhuna, Senior Professor Sujeewa Amarasena, the Deputy Vice-Chancellor of the University of Ruhuna, Professor Saman Chandana, by the cordial invitation of the heads of the two new departments of the Faculty of Management and Finance, headed by the Dean, Professor P.A.P. Samantha Kumara. The Registrar, the Acting Librarian, the Heads of other departments of the Faculty of Management and Finance, academics, and other administrative staff were present at the ceremony.

The Head of the Department of Business Management, Dr. T.R. Wijesundara, the Head of the Department of Finance, Dr. Manjula K. Wanniarachchige, and the Organizing Committee extended their warm gratitude to all parties who supported to make the inauguration ceremony a success.

# DEPARTMENT HIGHLIGHTS



## DEPARTMENT OF ACCOUNTANCY ●

### DARK DIMENSION 2022

- A Halloween party; "Dark Dimension 2022" organized by the Circle of Accounting was successfully held on the 5<sup>th</sup> of December 2022 on the faculty premises. All the students representing every department contributed to the event and it was a great opportunity to screen their aesthetic skills. There was a haunted house, a fashion show, and several food stalls for the participants to enjoy on this night of witches. Event.lk, Ruth Styles, Wristband Lanka, and Abec Premier were the sponsors and partners who contributed a lot to the success of Dark Dimension 2022. The Circle of Accounting purported to have entertainment, and enhance collaboration and teamwork skills by organizing this event.

## DEPARTMENT OF BUSINESS MANAGEMENT ●

### RASAWI

- The "Rasawi" a musical program organized by the Department of Business Management as the final event of the "BM Week'22", to bring many new experiences to the university community. It was successfully held on the 04<sup>th</sup> of November from 04.30 p.m onwards on the open theatre premises at the Faculty of Management and Finance. This new-style, food-based musical entertaining event was organized to enhance student collaboration with departmental work, and to uplift and appreciate the aesthetic skills of the university students. The event was rooted based on 12 songs' critiques by four critics; Prof. P.A.P Samantha Kumara – The Dean, Faculty of Management and Finance, Dr. Ven. Ariyawansa Morakandegoda – Senior Lecturer, Department of Sinhala, Faculty of Humanities and Social Sciences, Mr. Deepal A.Guruge - Senior Lecturer, Department of Accountancy, Faculty of Management and Finance, and Prof. Jayantha Amarasinghe – Professor, Department of Sinhala, Faculty of Humanities and Social Sciences.



### OBT PROGRAM

- An Outbound Training Program was held on the 31<sup>st</sup> of October 2022 from 6.30 am to 6.30 pm on the university ground, and the session was opened for all the second year undergraduates at the Department of Business Management. The program was organized as the initial event of the "BM Week'22" by the Department of Business Management in collaboration with the Career Guidance Unit of the University of Ruhuna to enhance the leadership, interpersonal, team building, and soft skills of the undergraduates and ultimately enable students to learn and experience the challenges in an unfamiliar environment.

# DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

## THE HR DISCLOSURE MAGAZINE LAUNCH CEREMONY

The HR Disclosure magazine is published on the Faculty of Management and Finance website. The department of Human Resource Management at the Faculty of Management and Finance, University of Ruhuna had the honour of launching the first issue of the academic magazine, 'The HR Disclosure' 2022 under the theme of HR Discipline on the 1<sup>st</sup> of November 2022. 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 the uplifting quality of the magazine to an all-inclusive, and well-known magazine among HR practitioners.

<http://mgt.ruh.ac.lk/images/ne/hrdcloma.pdf>



## HR WEEK 2022

The HR Week 2022 was organized by the Department of Human Resource Management in line with the Department's 3<sup>rd</sup> anniversary celebration which was held from 31<sup>st</sup> October to 4<sup>th</sup> November 2022 on the premises of Faculty of Management and Finance. The HR week was planned to provide different platforms for undergraduates to improve their talents and creativity while enhancing their academic knowledge and developing their skill sets to fit the industry.

The HR Week began with a beach cleaning program on the 31<sup>st</sup> of October 2022 to manifest that the students are responsible and grateful for the community and the nature they live in. The CSR program was conducted at Wellamadama beach. In the evening of the same day, a talent show called 'Sahurdhayamaya' was held to showcase the aesthetic talents of undergraduates who specialize in HR. The event was successfully held in the open-air theatre at the Faculty of Management and Finance where it could attract a massive crowd through its amusing performances. Further, the HR Disclosure magazine launch ceremony to release the first issue of the HR Disclosure magazine of the Department of Human Resource Management at the Faculty of Management and Finance, University of Ruhuna was launched on the 1<sup>st</sup> of November 2022 with the grace of the Vice Chancellor, Deputy Vice Chancellor of the University of Ruhuna and with the presence of all the guests. And also, the movie 'The Nun' was screened on the same day to celebrate Halloween week and to give an exciting experience for the faculty undergraduates. Since the faculty resumed its physical learning, the event was organized to give a shared familiarity to the students. Moreover, the inauguration of the English club of the Department of Human Resource Management was held on the 3<sup>rd</sup> of November 2022. The English club is a subunit of the Circle of Human Resource Development with the vision of improving the English speaking, writing, and understanding skills of undergraduates who specialise in HR. The English Training program will be implemented by the executive team of the English Club. Furthermore, a guest lecture on 'Critical Successful Factors to secure employment as a fresher' was held to guide the undergraduates on the elements which they should improve before they step into the working culture. The session was conducted by Mr. Janath Prasanka, the Chief Manager of Bank of Ceylon who is also a proud graduate of the Faculty of Management and Finance, University of Ruhuna.

The Voice of HR Panel discussion was held on the 4<sup>th</sup> of November 2022 with the presence of three reputed personalities in the industry namely; Mr. Aruna Gunasekara, the Head of HR & Administration, Nippon Paint Lanka (Pvt) Ltd, Ms. Nimali Senevirathne, the Deputy General Manager - Legal & HR, Abans Environmental Services (Pvt) Ltd and Ms. Vindya Jayasinghe, Manager - HR, Hemas Holdings PLC. They shared their knowledge and the experience in the topic of Emerging KSA factors (Knowledge, Skills, Abilities, Behaviors) that undergraduates should possess and improve before stepping into the corporate world. To mark the closing of HR Week, Dr. Bandula Galhena addressed the undergraduates of the Department of Human Resource Management and appreciated their effort and hard work while encouraging them to balance both academics and skill development activities.

## DEPARTMENT OF MARKETING ●

### THE CERTIFICATE DISTRIBUTION CEREMONY OF "IMAGINES-2022"

The certificate distribution ceremony of "Images-2022"; the first inter-faculty mobile photography competition organized by the Department of Marketing was held on the 1<sup>st</sup> of November 2022 in the Board Room of the Faculty of Management and Finance.

Primarily, the competition was carried out in three categories: Nature, Color of Life, and the University of Ruhuna. The judging panel of "Images 2022" consisted of Dr. A.C. Karunarathna, Senior Lecturer, Department of Marketing, Mr. Sanju Rangodage, Professional Photographer, and Mr. Pumuditha Jayasinghe, Professional Photographer. Mr. T.T. Isuru Lakmal Fernando and Mr. W.G.I.S. Senarathne of the Faculty of Management and Finance won the first place in the Nature Category, followed by Ms. Hashini Tharuka of the Faculty of Humanities and Social Sciences, A.Y.N.H. Tharushika and K.D. Dileesha Nayomi of the Faculty of Humanities and Social Sciences secured the first and the second places, respectively, in the color of Life category. Mr T.T. Isuru Lakmal Fernando of the Faculty of Management and Finance won the first place in the category of the University of Ruhuna.

### ILLUMINATE- MARKETING DAY

The Department of Marketing, Faculty of Management and Finance hosted "Illuminate- Marketing Day" on the 31<sup>st</sup> of October 2022 on the faculty premises. The event consisted of fun games that improved the involvement and networking abilities of the undergraduates of the department. In addition, a Mehendi stall and a photo booth were set up to raise funds for the student circle's future endeavours.



## DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP ●

### ENTREPRENEURIAL DIALOGUE 2022

Entrepreneurial Dialogue 2022 organized by the Department of Management and Entrepreneurship with the collaboration of the Entrepreneurship Study Circle for the 2000 level and 3000 level undergraduates who specialize in entrepreneurship was successfully held on the 01<sup>st</sup> of November 2022 on the faculty premises. Mr. Dulanjana Withanage, the CEO of Jack Fruit Ceylon Pvt Ltd, and Ms. Anusha Warnakula, the CEO of Susinidu baby care products were the resource persons of the session and they were able to make the environment more conducive. The students were keen to interact with each resource person throughout the session, resulting in a massive success in the workshop.

## FUN EVENING



Fun Evening– Happy Clips; is an entertaining event which was successfully held on the 01 st of November 2022 from 2.00 pm onwards for 2000 level and 3000 level undergraduates of the Department of Management and Entrepreneurship on the faculty premises. The Entrepreneurship Study Circle organized this entertaining event to create a platform for undergraduates who specialize in entrepreneurship to build collaborative behavior with others. One major objective of this event is to learn problem-solving, strategy, trust, calculated risk-taking, and how to adapt to unforeseen issues.

# STAFF ACHIEVEMENTS

## GOLD MEDAL FOR THE BEST PERFORMANCE



Mr. Uchitha Wijesinghe, a lecturer attached to the Department of Marketing, Faculty of Management and Finance, University of Ruhuna, completed his Master of Business Administration degree from the Faculty of Management and Finance, University of Colombo. Moreover, he obtained the medals mentioned below along with his accomplishment.

- Professor J.A.S.K. Jayakody Memorial Gold Medal for the best performance in research in the MBA program
- Hayleys Agriculture Holdings Award for the Highest Marks for the thesis
- Cement Corporation Award for the thesis in the area of marketing

# STUDENTS' ACHIEVEMENTS

## SPORTS

- Inter-University Games is a platform for undergraduates in every university in Sri Lanka to showcase their sporting talents. This event happens yearly by representing all the government universities in Sri Lanka. Undergraduates who engage in sports, dream to represent their university in the Inter-University Games. In 2022, the physical education unit of the University of Ruhuna announced the selected undergraduates for the Inter-University Games under different categories. As the Faculty of Management and Finance, it is a pleasure to announce that 55 students from the faculty have been selected to represent the university. This is an immense achievement for the Faculty of Management and Finance as well as for the students.

## "IFODLC 2022"

- "IFODLC 2022" is an inter-faculty orator, dance, and literature competition organized by the Cultural centre of the University of Ruhuna. The students from the Faculty of Management and Finance participated in the competition, representing the faculty. We congratulate the students who brought the victory to the Faculty of Management and Finance with great pleasure. Gayani Rajapakshe, a first-year undergraduate in the Faculty of Management and Finance, who participated in the literature competition under the category of "Short Stories (English)", has won 1st place. Also, G.A. Binuli Yashali Perera, a first-year undergraduate in the Faculty of Management and Finance, who participated in the literature competition under the category of "Lyrics Writing (Sinhala)", has won the 2nd place.

# ALUMNI WINS

Ms. Lalani Weeraarachchi graduated with a Bachelor of Business Administration(Honours) degree and specialized in Marketing Management from the University of Ruhuna in 2006. She obtained a second-class upper-division in her achievement. She attended B/ Uva Paranagama Vidyalaya for primary education and B/ Bandarawela Central College for her secondary education. Also, she actively participated in the Commerce Circle and played for Volleyball, Elle, and Basketball teams during her undergraduate period.



**MS. LALANI WEERAARACHCHI**

Moreover, she holds an MBA from Asia e-University, Malaysia, Chartered Qualification in Human Resources Management from CIPM, National Diploma in Training & Human Talent Development from SLITAD along with several other qualifications in Accountancy and Finance Management.

She is a Certified Trainer from SLITAD who also holds several memberships of professional bodies like CIPM, SLITAD & AHRP. Ms. Lalani Weeraarachchi has over 16 years of experience in Human Resources Management. She started her career in 2007 and is currently serving in the position of General Manager – Human Resources, at Hayleys Fentons, Sri Lanka. She assumed her duty in the current position in September 2022.

Ms. Lalani Weeraarachchi began her career as a Marketer and switched her field later to Human Resource Management as a Management Trainee at Miami Exports (Pvt) Ltd in 2007.

Thereafter, she moved to EAM Maliban Textiles as an HR Executive. She has groomed herself to be a great HR professional during her long stay at Atlas Axillia Co. (Pvt) Ltd. Ultimately, she Joined Hayleys Fentons as an HR Executive and became the Head of Human Resources.

## ● MS. LALANI WEERAARACHCHI'S MESSAGE FOR THE CURRENT STUDENTS

I am very pleased to address you on behalf of the Alumni of the Faculty of Management and Finance, University of Ruhuna. I hope that you are also excited as I am to be a part of this great moment. In the Year 2001, when I became a student at the University of Ruhuna, I was just a student with A/L results. Many advised me and influenced me to transfer from the University of Ruhuna to another university in Colombo. However, I was determined to stay as I always believe that what I receive is the BEST. I am very proud to prove my decision and the progress up to the date.

In our childhood we all have dreams, and we all have ambitions in a profession to be. What is important is to understand the real denotation behind our dreams. I wanted to be a principal because my childhood superhero, my father, was a principal. Currently, I am not a principal, but I am giving my leadership to manage thousands of employees in organizations. I work hard, stand alone and show the world what it is made of. When you are challenged or beaten, make it a reason to get up and back again on track. So, never give up on your life dreams and the destination you want to reach.

Remember, the corporate world today is not looking for traditional candidates. All industries are changing rapidly with technological enhancements. Whatever subjects you learn today, are required to be on par with the expectations of the corporate world, which requires a lot of learning and adoption. Especially in the private sector organizations, there is a high demand for innovative, creative, agile, determined, powerful & challenging candidates, who can work with minimum supervision. Even if you select the government sector as your career, you need to be competitive and maintain a similar or better profile than a professional in the private sector. This is the most required change in the government sector to bring lifestyle enhancements and better-quality, in-service experience, which entire Sri Lankans are eagerly waiting for.

You always need to find the best version of yourself, not to get defeated by any challenge in your life. Remember the sacrifices and effort your parents made during the best time in their lives to take you to this stage. It is your sole responsibility to drive the rest of your life toward the journey of success. You are the person exclusively accountable for your tomorrow. You can't blame anyone for not having the life you dream of. You need to earn your life. You need to hunt for the success you want to be. Create your competition to be better than yesterday. Create your competition to have a better tomorrow than today. When you look back on your life, don't keep regrets. Believe in yourself, believe in your future, and you will find your way.

Not limiting your education to graduation from university, you need to make yourself ready for the corporate world by acquiring the professional qualifications to perform and satisfy the present career demands. I am proud that I got the right life partner, my better half who supports me in all possible ways and means to make my life a success, even nowadays to continue my studies with all my family commitments. You need to have a partner, who can understand you better than anyone else, and who is always committed to driving, and supports your success. You need to revert the same. The balance in your family, education, and work is a KEY to enjoying a HAPPY LIFE.

Remember, the only way you can fail is when you give up. Every time you fail, you come one step closer to success with gained experience from the failures. You are not scared; you are courageous. You are not weak; you are powerful. You are not ordinary; you are special. Give it your best, Go for your dreams; It is your turn.

## SIX MONTHS AT GLANCE

### CONVOCATION



The 29<sup>th</sup> General Convocation was held at the Rabindra-nath Tagore Memorial Auditorium of the University of Ruhuna, Wellamadama, Matara on the 16<sup>th</sup> of December 2022. There was a total of 290 graduates who obtained the Degree of Bachelor of Business Administration from the Faculty of Management and Finance. There were 18 graduates with first-classes (Hons), 68 graduates with second-class upper division (Hons), 63 graduates with second-class lower division (Hons), and 141 ordinary passes including 4 gold medals. Apart from the undergraduate program, the faculty offers postgraduate courses including Doctor of Philosophy (PhD), Master's in Philosophy (MPhil), Master of Business Administration (MBA), Master of Business Management (MBM), and Postgraduate Diploma courses such as Diploma in Marketing and Diploma in Human Resource Management.

### THE CORPORATE EXPECTATIONS OF INTERNS

A session on "The expert in anything was once a beginner" was successfully conducted by the Department of Accountancy on the 21<sup>st</sup> of September 2022 from 7.00 p.m. to 8.00 p.m. via Zoom. The resource person was Mr. Mark Gunathilake who is a Manager at John Keells Office Automation (Pvt) Limited and the target audience of the session was the final-year undergraduates of the Department of Accountancy who were eligible to start their internship training on the 19<sup>th</sup> of September 2022.

## ICME-2022

The 11<sup>th</sup> International Conference on Management and Economics under the theme of “Re-envisioning the Business Management Landscape for VUCA World” that aimed to create a forum for academics, researchers, and practitioners across the globe to debate and share their knowledge on business institutes and their impact on the economy and contemporary management practices was held on the 4<sup>th</sup> of August 2022 on the faculty premises. The Undergraduate Research Forum (URF) created a platform for undergraduates who were undertaking their bachelor's at any of the higher education institutes in the world to showcase their valuable independent and/ or collaborative research findings.

## IDEA CLOUD - 2022

Idea Cloud is an annual business start-up idea competition where tertiary-level students and school-level students can pitch their innovative ideas that provide solutions for social and economic development in Sri Lanka as one of the efforts of the faculty. Idea Cloud 2022 was the fourth consecutive time in which Idea Cloud was rolled out. The main purpose of this competition was to promote and develop entrepreneurial and innovative attitudes and behavior in students. In this competition, the ideas could be new business models, start-ups, infrastructural modifications, or products which were the outcomes of greater creative and innovative efforts of the young generation. The competition was organized to be held in parallel to the International Conference on Management and Economics (ICME 2022) on the 4<sup>th</sup> of August 2022 on the faculty premises.

## FACULTY DAY 2022



Faculty Day is a tradition that has been continuing in the faculty for the past years aiming at building a strong relationship between the academic members, students, academic support staff and non-academic staff. The event was held by the faculty on the 2<sup>nd</sup> of November 2022 with the support of the Physical Education Unit and the Sports Advisory Board of the University of Ruhuna. The 2022 Faculty Day was intended to provide a fruitful opportunity for the faculty to enjoy a day filled with entertaining events and sports. Other expected objectives of the event were to promote an active and healthy life among all

the members of the faculty to promote study circles of the departments, and to develop the human relation skills of the undergraduates.

## WORKSHOP ON MICROSOFT POWER BI

The Department of Finance organized a guest lecture, giving a great opportunity to the undergraduates of the Faculty of Management and Finance to get familiar with Microsoft Power BI. The session was conducted by Mr. Lasantha Gamage who is the managing director of LDW Accounting and Business Service PTY LTD in Perth, Australia. He is an expert in large ERP systems and the Microsoft Office suite, having been exposed to the health service, mining and gas, manufacturing, and construction sectors. The session was held on the 18<sup>th</sup> of November 2022 via Zoom and it was a highly successful session in sharing knowledge and experience on data analysis using Microsoft Power BI. This assisted to connect and visualize any data using Microsoft Power BI; the unified, scalable platform for self-service and enterprise business intelligence.

## ● AWARENESS SESSION FOR THE INTERNSHIP

The ICTA team at the faculty together with the Circle of Accounting held a virtual awareness session for the internship on the 13<sup>th</sup> of September 2022. The target audience of the session was the final-year undergraduates of the Department of Accountancy who were eligible to start their internship training on the 19<sup>th</sup> of September 2022. The main objective of the session was to provide an overview of the requirements to complete the internship course unit of the degree program. This session was conducted by Ms. Thanya Weerasinghe, the internship coordinator of the Department of Accountancy and it met with an enthusiastic level of participation from the undergraduates of the department.

## ● AWARENESS PROGRAM ON THE CAPITAL MARKET

The Department of Accountancy and the Department of Finance organized a Capital Market Awareness session with the support of the Securities and Exchange Commission of Sri Lanka on the 21<sup>st</sup> December 2022 at the faculty. Moreover, around 150 students and 10 academics attended the session. Mr. Tushara Jayaratne, the Director - External Relations and Capital Market Education of the SEC conducted the session. Ms. Sheena Gooneratne, Mr. Nimal Kumarasinghe, and Ms. Ravisha de Silva were also present at the session representing the SEC. The Dean of the Faculty, Prof. P.A.P. Samantha Kumara delivered the welcome speech. Dr. Manjula K. Wanniarachchige, the Head-of the Department of Finance delivered the vote of thanks. Mrs. Madhavi Ariyasena a Lecturer of the Department of Accountancy coordinated the event.

## ● A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE UNIVERSITY OF RUHUNA AND INFOSEEK LANKA (PVT) LTD

A Memorandum of Understanding (MoU) between the University of Ruhuna and Infoseek Lanka (Pvt) Ltd was signed at the Vice-Chancellor's office, the University of Ruhuna on the 20<sup>th</sup> of December 2022. The objective of signing this MoU was to commence a partnership on educational cooperation between the University of Ruhuna and Infoseek Lanka (Pvt) Ltd. The Senior Professor Sujeewa Amarasena, the Vice-Chancellor of the University of Ruhuna, Professor Saman Chandana, the Deputy Vice-Chancellor, Professor P. A. P. Samantha Kumara, the Dean, Faculty of Management and Finance, Dr. (Mrs.) G.K. Hemamali Ganewatta, the Head of the Department of Human Resource Management, academic staff of the Department of Human Resource Management and by representing Infoseek Lanka (Pvt) Ltd, Mr. Namal joined online and Mr. Kamal Samsudeen, Mr. Tissa Sri Chandrasekara graced this occasion. Additionally, the AHEAD project funded to organize the MoU signing ceremony.

## ● OUTBOUND TRAINING PROGRAMME- 2000 AND 3000 LEVELS

To develop undergraduates' leadership skills and outgoing personalities, the Department of Human Resource Management organized a two-day Outbound Training program in collaboration with Career Cell of the Faculty of Management and Finance. Program was facilitated by the Career Guidance Unit, University of Ruhuna. The program was held on the 8<sup>th</sup> and the 9<sup>th</sup> of November 2022 on the university premises, and HRM specialized undergraduates of the 2000-level and the 3000-level participated in it. At the end of the 1<sup>st</sup> day of the OBT programme, a bonfire night was held and Professor E.P.S. Chandana, the Deputy Vice-chancellor of the University of Ruhuna graced this occasion as the chief guest.

## ● FIELD VISIT- INSEE CEMENT GALLE PLANT

In line with the semester action plan, the Department of Human Resource Management organized a study tour to visit INSEE Cement plant, Galle under the subject of HRM 22413- Health and Safety Management. This factory visit was organized for HRM specialized undergraduates of 2000-level on the 23<sup>rd</sup> of December 2022. The purpose of this factory visit was to enhance the students' knowledge and provide them with some understanding of the practical aspects of Health and Safety Management. In addition to the factory visit, INSEE cement plant has arranged a practical knowledge sharing and Q & A session at the end of the factory visit.

## ● YEAR-END VOLLEYBALL CHAMPIONSHIP-2022

The Circle of Human Resource Development, Department of the Human Resource Management organized the year-end interdepartmental volleyball championship on the 28<sup>th</sup> of December 2022 from 1.00 p.m. onwards at the Main Stadium, University of Ruhuna. The students participated in the volleyball championship by representing each department of the Faculty of Management and Finance.

## ● HOW TO MARKET YOURSELF

A workshop on "How to market yourself" was organized by the Department of Business Management on the 3<sup>rd</sup> of November 2022 from 8.30 a.m. onwards on the faculty premises. The target audience was second year undergraduates and the resource person of this workshop was Mr. Sukhith Mendis, who is a Director, Good Stuff Academy. The main purpose of this workshop was to enhance the knowledge of the undergraduates about market opportunity grabbing, CV development, maintaining the LinkedIn profile, self-empowerment, and interview tips.

## ● ROAD TO BE A JOB CREATOR

The Entrepreneurship Study Circle is in the process of conducting a series of webinars via Zoom by inviting different entrepreneurs from diverse industries under the theme of "Road to be a job creator". The first session of this series was conducted successfully on the 04<sup>th</sup> of July 2022 at 4.00 p.m., with the participation of Ms. Ayesha Imalika Gamage who is the owner /CEO of kawum kokis.com as the resource person. The second session of this series was held on the 15<sup>th</sup> of July 2022 from 4.00 p.m. onwards via Zoom. The resource person was Ms. Senani Warusawithana who is the CEO/ Managing Director of Senani Products. This program especially focused on the students of 3000-level semester 1 and 4000-level semester 1 students who are specialized in Entrepreneurship. The ultimate objective of this program was to guide them to be successful entrepreneurs who can make a positive change in society.

## ● PREPARING CV AIMING TO APPLY FOR INTERNSHIP

To assist undergraduates to design their internship resumes effectively, the Department of Management and Entrepreneurship organized a guest lecture on "Preparing a CV aiming to apply for Internship" for 4000-level undergraduates who are reading for the BBA honours degree program. The session was held on the 6<sup>th</sup> of September 2022 from 4.00 p.m. via Zoom. The session was conducted by Ms. Onandi Wijayaratne, Lecturer (Probationary), Department of Marketing, Faculty of Management and Finance, University of Ruhuna.

## ● LEADERSHIP TRAINING PROGRAM

'Leadership Training - 2022' was an activity-based behavioral training intervention for students' leadership and personality development based on experiential learning methodology of learning through fun and experience. The session was organized by the Department of Management and Entrepreneurship in collaboration with the Career Guidance Unit and held on the 04<sup>th</sup> of November 2022 from 6.00 a.m. to 6.00 p.m. on the university premises. The session was targeted at the 2000-level and 3000-level undergraduates in the Department of Management and Entrepreneurship.

## ● ETHICS AND BANKING INDUSTRY

The Circle of Marketing organized a webinar on Ethics and the Banking Industry on the 26<sup>th</sup> of July 2022 from 10.00 a.m. to 11.00 a.m. Mr. Nuwan Pathirana, the Manager of CSR and Corporate Sustainability of Sampath Bank PLC led the workshop. In this forum for the dissemination of knowledge, he emphasized the importance of marketing ethics to organizations and how marketing students might enter the industry as ethical marketers.



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MF/2020/6306  
D.L.H. Perera  
Department of Business Management

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MF/2020/6032  
A.M.H.M Aththanayake  
Department of Business Management

# STAFF PUBLICATIONS



**Priyashantha, K.G.**, De Alwis, Chamaru A, Welmilla.I., (2022)  
Work-family conflicts, A systematic literature review  
*Management and Economics Review*

**Priyashantha, K.G.**, De Alwis, Chamaru A., Welmilla.I., (2022)  
Disruptive human resource management technologies: A systematic literature review  
*European Journal of Management and Business Economics*

**Priyashantha, K.G.**, De Alwis, Chamaru A., Welmilla I., (2022)  
Work-Family conflicts in the context of labour market change: A systematic literature review  
*Management and Economic Review*

**Priyashantha, K.G.**, (2022)  
Disruptive technologies for human resource management: A conceptual framework development and research agenda  
*Journal of Work-Applied Management*



**Priyashantha, K.G.**, Dahanayake, W.E., **Maduwanthi, M.N.**, (2022)  
Career indecision: A systematic literature review  
*Journal of Humanities and Applied Social Sciences*



Liyanage H., **Galhena B.L.**, (2022)  
Drivers of intention to adopt hybrid working model: Evidence from executives and above-level employees in the selected apparel manufacturing enterprises in Sri Lanka  
*Journal of Management Matters, Rajarata University of Sri Lanka*

Muthugamage, C. D., **Galhena B.L.**, (2022)  
Factors influence on students' intention of the continuous usage of the learning management system (LMS)  
*Journal of Social Sciences and Humanities Review*

**Galhena B.L.**, (2022)  
Determinants of operational e-HRM adoption behavior of the firms in Sri Lanka: An integrated model  
*Kelaniya Journal of Human Resource Management*



**Chandradasa A.H.I.**, **Galhena B.L.**, (2022)  
Continues intention of using Zoom for e-learning; Empirical evidence from management undergraduates in the university of Ruhuna, Sri Lanka  
*Journal of Management Matters, Rajarata University of Sri Lanka*

**Chandradasa A.H.I.**, **Galhena B.L.**, (2022)  
Develop emotionally intelligent undergraduates towards pro-social behaviour for promoting resilience of the society  
*Sri Lanka Journal of Management Studies, The Open University of Sri Lanka*

**Chandradasa A.H.I., Galhena B.L., (2022)**

Undergraduates' Satisfaction with Zoom e-learning Application: Empirical Evidence from Management Undergraduates

*South Asian Journal of Business Insights*



**Wanniarachchige M.K., De Silva L.D., (2022)**

Effect of corporate governance on stock return in firms listed in Colombo stock exchange

*International Journal of Accounting & Business Finance*

**De Silva L.D., Wanniarachchige M.K., (2022)**

Corporate governance compliance among the listed firms in Colombo stock exchange: Does size matter?

*South Asian Journal of Business Insights*



**Harshana K.R.K., Wanniarachchige M.K., (2022)**

Effect of COVID-19 pandemic on the performance of Sri Lankan banks

*International Journal of Accounting & Business Finance*



**Tharaka Wijesundara., Samantha Kumara P.A.P., (2022)**

Acceptance of product placement in social networking sites: The mediating role of materialism

*Global Knowledge, Memory and Communication*



**Karunaratna A.C., Samantha Kumara P.A.P., (2022)**

Determinants of Customer Satisfaction in the Mobile Telecommunications Service Industry

*South Asian Journal of Business Insights*



**Sriyani G.T.W., Mafasiya Fairoz F., Munasinghe A., (2022)**

Dynamic capabilities and innovative orientation towards business success in turbulent business environments: The experience of a successful woman entrepreneur in Sri Lanka

*Journal of Business and Technology*



**W.M.R. Laksiri., (2022)**

Authenticity: Multiple-item Scale Development and Validation

*South Asian Journal of Business Insights*



**Uchitha Wijesinghe, Ruwangi Chandrasekara and Dinuka Wijetunga., (2022)**

Facebook Community is Judgmental: A Symbolic Interaction Perspective on Context Collapse and Identity Construction of Youth on Social Networking Site

*South Asian Journal of Business Insights*



**Dilrukshi M.G.M.,** Wickramasinghe C.N., Edirisinghe S.D. (2022)  
Impact of open innovation on firm performance: A literature review  
*South Asian Journal of Business Insights*



**Nishadi G. P. K.,** Warnakulasooriya B. N. F., Chandralal K. P. L., (2022)  
Research areas in consumer vulnerability: A systematic literature review  
*Journal of Business Studies*

## STUDENTS' RESEARCH WORK

- **Kawhari H. W. N., (2022)**  
Effect of dividend policy on share price volatility in listed banks and finance, companies in Sri Lanka  
*11<sup>th</sup> International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka*
- **Liyanage H., B.L. Galhena., (2022)**  
Drivers of intention to adopt hybrid working model: Evidence from executives and above-level employees in the selected apparel manufacturing enterprises in Sri Lanka  
*Journal of Management Matters, Rajarata University of Sri Lanka*
- **Maduwanthi R. M., (2022)**  
Effect of credit risk on profitability of Commercial banks in Sri Lanka  
*11<sup>th</sup> International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka*
- **Senanayaka S. A. I. Y., (2022)**  
Effect of leverage on financial performance  
*11<sup>th</sup> International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka*
- **Swarnamali R. M. I., (2022)**  
Impact of e-banking on the profitability of Commercial banks in Sri Lanka,  
*11<sup>th</sup> International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka*
- **Wickramasinghe H. K. S. D., (2022)**  
Impact of brand equity towards purchase intention of the mobile telecommunication sector in Sri Lanka  
*11<sup>th</sup> International Conference on Management and Economics, Faculty of Management and Finance, University of Ruhuna, Sri Lanka*

# PROSPECTS

## MOVING MINDS - HRD CIRCLE NEWSLETTER LAUNCH

- The Circle of Human Resource planned to publish the first-ever annual newsletter published by the student association of the Faculty of Management and Finance, the University of Ruhuna on January 2023. By aiming to provide a platform for the students of the Circle of Human Resource Development to showcase their writing talents, the newsletter "Moving Minds- Roots of Human Resources" was initiated.

## CALLING APPLICATIONS - DIPLOMA IN HUMAN RESOURCE MANAGEMENT

- Applications are calling for the 3rd batch of the Diploma in Human Resource Management offered by the Department of Human Resource Management and coordinated by the Distance and Continuing Education Unit, University of Ruhuna. Diploma in Human Resource Management is designed in line with SLQF level 3. The deadline for the application submission is the 28<sup>th</sup> of February 2023.



## CALLING APPLICATIONS - DIPLOMA IN ENTREPRENEURIAL MANAGEMENT

- Applications are calling for the Diploma in Entrepreneurial Management (1<sup>st</sup> Intake) conducted by the Department of Management and Entrepreneurship in 2023. The program is specially designed to provide knowledge, skills, and competencies required in planning, creating, and managing a business successfully and enabling them to foster entrepreneurial behavior in their business while expanding educational opportunities for the people which is imperative for the economic development of the country and add more value for entrepreneurs. Hence, the program is suited to those who are currently running their own businesses and also who are willing to start up their own ventures. Further, this program will be beneficial for professionals in entrepreneurial consultancy.

# UPCOMING EVENTS

## 20<sup>TH</sup> ACADEMIC SESSIONS AND 19<sup>TH</sup> VICE CHANCELLOR'S AWARDS CEREMONY

- The Academic Sessions and Vice Chancellor's Awards Ceremony is an annual forum and a distinctive platform organized by the University of Ruhuna to showcase the research outcome of academic, academic support, administrative and non-academic staff, and, the postgraduate and, the undergraduate students at the University of Ruhuna and award scholars for their outstanding performance. The Faculty of Management and Finance hosts the 20<sup>th</sup> Academic Sessions and 19<sup>th</sup> Vice Chancellor's Awards ceremony, which will take place on the 02<sup>nd</sup> March 2023, with the theme of "Intellectual and Entrepreneurial Thrust for a Resilient and Progressive Society".

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