



Bulletin

THE IMPERATIVE OF WASTE MANAGEMENT: *A Socio-Economic and Moral Perspective*

In this ever-evolving society, the ways we consume and dispose of goods have severe implications for the health of our planet. Waste management involves collecting, processing, recycling, and disposing waste materials. It is a significant and urgent topic, impacting the environment, society, and economy. While waste management systems have improved, the scale of the challenge has grown due to the increase of population, urbanization, and consumption. If we don't manage waste effectively, it will eventually manage us.

The Current State of Waste Management:

Waste management practices vary globally with many inadequate systems. Humans generate over 2 billion tons of municipal solid waste each year with at least 33% inadequately managed (World Bank, 2023). Mismanaged waste leads to the dependence upon open dumping and burning, causing health and environmental consequences. Our modern lifestyle produces excessive waste, leading to landfill and ocean pollution and harmful greenhouse gas emissions.

Waste management practices have evolved, including recycling, composting, and waste-to-energy. However, there are gaps in global effectiveness. Developed nations have structured systems while many developing countries struggle with inadequate methods. Inconsistencies in waste management lead to local and regional environmental problems. Illegal dumping, improper hazardous waste handling, and

excessive plastic waste production are rampant. Despite recycling programs, waste still ends up in landfills, emitting greenhouse gases and potentially contaminating water sources. The waste hierarchy, "Reduce, Reuse, Recycle" is often ideal rather than widely practiced.

Areas of Improvement:

Efficient waste management relies on reducing waste at the source and shifting from disposal to waste prevention. This requires lifestyle changes and systemic shifts in manufacturing and packaging processes. Improvement is needed in recycling infrastructure including efficient facilities, sorting, and recycling practices. Promoting recycling habits and establishing markets for recycled materials is crucial. Management of hazardous and special waste needs improvement, focusing on proper handling, storage, disposal techniques, and strict regulation enforcement to prevent illegal dumping.

Business Opportunities in Waste:

Waste presents untapped business opportunities as startups explore ways to turn them into resources. For example, they convert organic waste into compost or biogas and recycle plastic waste into construction materials or clothing. The circular economy, which views waste as a valuable resource, fosters economic growth, job creation, and sustainability. The circular economy reimagines waste as a valuable resource instead of following the traditional



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linear “take-make-dispose” model where it aims to keep products, materials, and resources in use as long as possible. So, this approach minimizes waste generation and maximizes its value by opening various avenues for innovative businesses to capitalize on waste and contribute to sustainable development.

The Moral Obligation Towards Waste Management:

Waste management is a moral obligation. Our consumption and disposal habits impact this planet and future generations. Each individual must contribute to effective waste management by responsibly disposing waste, reducing consumption, reusing items, and recycling. Governments, businesses, and individuals all play a significant role in waste management. Governments should develop and enforce waste management regulations, educate the public, and incentivize sustainability. Businesses should adopt sustainable practices, design products that minimize waste and prioritize recyclability, and participate in recycling programs. University students play a vital role in advancing the principles and practices of the circular economy. As future leaders, innovators, and decision-makers, they have the opportunity to bring a positive change and contribute to a more sustainable and resource-efficient future.

Our TESS (Techno-Economic-Societal Sustainable Development) project is co-funded by the European Union through its Erasmus+ CBHE Training in Sri Lanka. The project implements innovative university courses to foster the comprehensive understanding of waste management practices among university students. These initiatives will promote waste management and circular economy practices within the community.

Students can advocate for the adoption of circular economy principles within their universities and educational institutions. They can organize awareness campaigns, workshops, and seminars to educate their peers and faculty about the benefits and importance of the circular economy. By fostering a culture of sustainability inside their educational institute, they can inspire others to embrace circular thinking. Students can actively engage in research and innovation to develop new solutions and technologies that support the circular economy. They can collaborate with professors, industry partners, and fellow students to explore sustainable materials, waste reduction strategies, and circular business models. Their fresh perspectives and enthusiasm for change can drive innovation and they can inspire realworld applications. Furthermore, students can make sustainable choices in their personal lives. They can adapt to sustainable consumption habits, such as buying second-hand items, repairing instead of replacing them, and reducing waste. As conscious consumers, students can also contribute to the circular economy by reducing the demand for new resources and products.

Lastly, students can actively participate in circular economy initiatives and projects outside the university. They can join local sustainability organizations, volunteer in community recycling programs, or collaborate with local businesses to promote circular practices. By engaging with a wider community, students can amplify the impact of their efforts and inspire others to embrace circularity. University students have a significant role to play in advancing the circular economy. They can contribute to creating a more sustainable and regenerative future through advocacy, research, personal choices, and community engagement. Their actions today will shape the world of tomorrow, making their involvement crucial in driving the transition towards a circular and resource-efficient society.

Therefore, effective waste management is essential for sustainable development and a thriving environment. It requires efforts from governments, corporations, and individuals. Waste should be seen as a resource, providing economic opportunities and societal benefits when it is properly managed. Managing waste is not only an environmental imperative but also a moral obligation. So, together we can create a sustainable, prosperous, and equitable future.

World Bank (2023) retrieved from:

https://datatopics.worldbank.org/what-a-waste/trends_in_solid_waste_management.html.



Assumption of Duties

by the **New Dean** of the
Faculty of Management and Finance

The University of Ruhuna witnessed the assumption of duties by Professor Manjula K. Wanniarachchige as the Dean of the Faculty of Management and Finance. The event was held at the New Boardroom of the faculty on 1st of March 2023, from 9.00 a.m. to 10.00 a.m. The occasion was graced by the presence of Senior Professor Sujeewa Amarasena, the Vice-Chancellor of the University of Ruhuna, Professor E.P.S. Chandana, the Deputy Vice-Chancellor of the University of Ruhuna, Professor P.A.P. Samantha Kumara, former Dean of the Faculty of Management and Finance, the Heads of the Departments, the Librarian, academic staff, academic support staff, and non-academic staff. In this memorable event, Dr. Tharaka Wijesundara warmly welcomed the audience to the event and highlighted the importance of the event and expressed his gratitude towards the participants. In this impressive event, Professor E.P.S. Chandana, the Deputy Vice-Chancellor addressed the audience and thereafter Senior Professor Sujeewa Amarasena, the Vice-Chancellor, delivered a speech in which he congratulated Professor Manjula K. Wanniarachchige on his new appointment and expressed his confidence in his leadership abilities. He also emphasized the importance of the Faculty of Management and Finance in the University of Ruhuna and its contribution to the whole university system.

The highlight of the event was the speech of Professor Manjula K. Wanniarachchige. He first expressed his gratitude for the opportunity to serve as the Dean of the Faculty of Management and Finance and pledged to work tirelessly to uphold the academic standards of the faculty. Also, he outlined his strategic plan and focus on quality over quantity to aid the faculty to reach new heights. Further, he emphasized the importance of collaboration among the faculties and the need of innovative teaching methods to equip students with the necessary skills to meet the challenges of the modern world. He also expressed his commitment to make the environment more supportive for academic and non-academic staff.

The event was concluded with the vote of thanks by Mrs. M.S. Nanayakkara who thanked all the participants for their presence. The ceremony was a great success and it marked the beginning of a new era in the history of the Faculty of Management and Finance at the University of Ruhuna.

DEPARTMENT HIGHLIGHTS

DEPARTMENT OF ACCOUNTANCY

ASSUMPTION OF DUTIES BY THE HEAD OF THE DEPARTMENT

Senior lecturer Mr. K.G.P.V. Gunarathna assumed duties as the head of the Department of Accountancy with effect from 2nd of May 2023. He is a senior lecturer attached to the Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. He received his BBA (Accounting) degree from the University of Ruhuna, Sri Lanka and his MSc in Business Administration degree from the University of Agder, Norway. His research interest is mainly concerned with capital structure, working capital management, risk and return, and participatory budgeting.



PROJECT PROPOSAL WRITING FOR ACCOUNTING UNDERGRADUATES

An interactive session on project proposal writing was conducted by Mr. Damitha Samarakoon, a freelance technical consultant from the Ministry of Public Administration, Home Affairs, Provincial Councils, and Local Governments on 21st of June 2023 from 1.00 p.m. to 4.00 p.m. at MFLT 05. The target audience was 3000 and 4000 level accounting specializing undergraduates and the programme was organized by the Department of Accountancy.

PROJECT PROPOSAL WRITING

RESOURCE PERSON

Mr. Damitha Samarakoon
Freelance Senior Technical Consultant
Janathakshana (Gte) Ltd.
Techno Action (Gte) Ltd.
Earth Dreams International (Pvt) Ltd.
Ministry of Public Administration, Home Affairs,
Provincial Councils and Local Governments.

Wednesday, 21 June, 2023 | 1.00 PM - 4.00 PM | MFLT 05

Organized by:
Department of Accountancy
Faculty of Management and Finance
University of Ruhuna

DEPARTMENT OF BUSINESS MANAGEMENT

FMF – “BETTER TOMORROW”

The Department of Business Management inaugurated a tree planting and environmental cleaning initiative termed “Better Tomorrow” within the premises of the faculty on 25th of January 2023 at 9:00 a.m. The primary objective behind this endeavor was to proactively address dengue prevention while contributing to the enhancement of the surrounding environment. Through this program, the department sought to promote sustainable practices and foster a healthier and more ecologically conscious community.



THE INAUGURAL PRESENTATION OF THE CIRCLE OF BUSINESS MANAGEMENT'S OFFICIAL LOGO & THE LAUNCH OF SOCIAL MEDIA PLATFORMS

The inaugural presentation of the Circle of Business Management's official logo took place concurrently with the launch of its dedicated social media platforms on 22nd of April 2023. The objective of this initiative was to extend the circle's operational endeavors to a wider societal audience fostering heightened awareness and recognition within the community. This significant milestone was achieved through the collaborative efforts of proficient undergraduates specializing in technology within the Circle of Business Management. The creation of the logo itself was executed by the skilled members of the circle. Presently, the circle's adept marketing team is attentively engaged in strategic efforts aimed at expanding its online presence by gathering an increased number of likes and followers across its various social media channels.

DEPARTMENT OF FINANCE

AWARENESS SESSION ON SCHOLARSHIPS IN JAPAN

An awareness session on scholarships in Japan organized by the Department of Finance, Faculty of Management and Finance, University of Ruhuna was successfully conducted on the 17th of May 2023. Approximately 120 students and 6 academics attended the session. The guest speaker of the session was Senior Professor A.D Karunarathne, the Vice-Chancellor of the University of Colombo. He shared his valuable insights into Japanese education and offered a firsthand account of the educational environment and opportunities available in Japan. Furthermore, Mr. Sathish Perere, a representative from the University of Tokyo in Japan also attended the session. He presented a comprehensive overview of the scholarships available in Japan, providing in-depth information on eligibility criteria, application procedures, and the benefits of studying in Japan. The session commenced with a warm welcome and an introductory speech delivered by Dr. Manjula K. Wanniarachchige, Dean of the Faculty of Management and Finance and Mr. Kasun Harshana, a Temporary Assistant Lecturer of the Department of Finance delivered the vote of thanks.



ASSUMPTION OF DUTIES AS THE HEAD OF THE DEPARTMENT

Senior lecturer Mrs. M.S. Nanayakkara assumed duties as the head of a newly established department; Department of Finance with effect from the 1st of March 2023. Mrs. M.S. Nanayakkara is working as a senior lecturer attached to the Department of Finance at the Faculty of Management and Finance, University of Ruhuna. She obtained her BBA Degree from the University of Ruhuna, and her MSc Degree from the University of Agder in Norway. Her teaching and research interests include Management Accounting, Financial Management, Business ethics, and Corporate Social Responsibility.

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

"SARASABHIWANDANA – 2023"

In celebrating the Posen festival, the Circle of Human Resource Development organized "Sarasabhiwandana, Posen Bathi Gee – 2023". All the students of the faculty were welcomed for the event and it was held on 8th of June 2023 from 5.00 p.m. onwards at the open theatre of the faculty of Management and Finance, University of Ruhuna.



"ATHWELA", CSR PROJECT

The Circle of Human Resource Development of the Department of Human Resource Management has made an amazing influence through its annual CSR project: "Athwela". This year, the project centered its efforts on MR/ Kanahalagama Junior College in Akuressa. The objective is to provide vital educational resources and motivate students to pursue their dreams. In collaboration with Nippon Paint, a significant step was taken toward improving the school's infrastructure. On the 17th of June 2023, the school premises underwent a vibrant transformation as the dedicated students of the Circle of

HRD successfully completed the painting project. Moreover, an event was organized to distribute stationery items and an office cupboard to the school children on the 28th of June 2023. This project not only benefited the students of MR/ Kanahalagama Junior School but also served as a valuable learning experience for the undergraduates of the Department of Human Resource Management.

DEPARTMENT OF MARKETING

BITES 101

The Circle of Marketing organized an interesting evening with street food and live music on 4th of January 2023. All the university students cheered for the event and the Vice Chancellor, Senior Professor Sujeewa Amarasena and the Deputy Vice Chancellor, Professor E.P. Saman Chandana graced the occasion. The event was held from 4.30 p.m. onwards at the faculty premises. It was a platform for the street food entrepreneurs of the area to promote their businesses. A few young Sri Lankan artists enlightened the evening and it was a memorable day for the undergraduates as well.



ASSUMPTION OF DUTIES BY THE HEAD OF THE DEPARTMENT

Prof. A.C. Karunaratna assumed duties as the head of the Department of Marketing with effect from 2nd of March 2023. Prof. A.C. Karunaratna who is a senior lecturer attached to the Department of Marketing, Faculty of Management and Finance, University of Ruhuna obtained his B.Com degree from the University of Ruhuna, and MSc. in International Management from University of Agder, Kristiansand, Norway, and his PhD from University of Ruhuna. His teaching and research interests are in understanding the nature of consumer behavior in the fields of Customer Satisfaction, Customer Loyalty, Customer Switching, and Customer Retention.

DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

KOKILA RAWAYA – 2023

Kokila Rawaya – 2023 was successfully held on the 24th of April 2023 from 10.00 a.m. onwards near the university gymnasium. The Entrepreneurship Study Circle organized this event with the participation of academics, non-academics, and undergraduates. The objective of this event was to celebrate and promote cultural diversity, unity and inclusivity within the university community. Further, the festival aimed to provide an opportunity for students to showcase and share the rich traditions, customs, and heritage of the Sinhala and Tamil cultures.



LINKING UNIVERSITY LIFE FOR ENTREPRENEURIAL CAREER

A panel discussion on “Linking university life for an Entrepreneurial Career” and a poster presentation were organized by the Department of Management and Entrepreneurship for all 1000 level students and Entrepreneurship specializing students from 2000 and 3000 levels of the faculty of Management and Finance. The event was held on 19th of January 2023 at the faculty premises. The resource persons were Prof. Nalaka Wickaramasinghe from the University of Kelaniya and Mr. Dulanjana Vithanage, the CEO of Jack Fruit Ceylon Pvt Ltd, Galle. The programme intended to provide expert insights on the real exposure of the entrepreneurs, motivate the students to identify business opportunities and arrange a platform for students to clarify their doubts and concerns from the experts.

STAFF ACHIEVEMENTS

ACADEMIC - COMPLETED DOCTOR OF PHILOSOPHY (MANAGEMENT) DEGREE

Ms. Thedushika De Silva, a lecturer attached to the Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna was able to complete her Doctor of Philosophy (Management) degree at Newcastle Business School, College of Human and Social Futures, University of Newcastle, New South Wales, Australia on the 19th of January 2023.



APPOINTMENT AS A 'REVIEWER' - INTERNATIONAL PEER REVIEWED INDEXED JOURNAL



Dr. K.G. Priyashantha; a senior lecturer attached to the Department of Human Resource Management, Faculty of Management and Finance, University of Ruhuna can be recognized as a talented lecturer who has dedicated his valuable time toward diverse academic-related works such as research activities, conducting guest lectures, working as a resource person, etc. Among his achievements, the recent and the most significant achievement is gaining the appointment as a 'reviewer' in an International Peer Reviewed indexed journal.

STUDENTS ACHIEVEMENTS

SPORTS

BOXING - GOLD MEDAL

Dhananjaya Madhusanka Jayarathne is a final year student in the Faculty of Management and Finance. He was able to gain many achievements under different sports within the past few years. One of his latest achievements in the year 2023 is that gaining the Gold medal from the "Leslie Hadunge Memorial Inter University Boxing Championship" which was held on 3rd of April 2023 at the gymnasium of Peradeniya by playing under the category of 81Kg-91Kg (Heavyweight).



BASEBALL - SELECTED TO THE SRI LANKA WOMEN'S NATIONAL BASEBALL TEAM

Kaushalya Madhushani is a Final year student of Faculty of Management and Finance. She was able to outperform in the field of sports in 2023 by gaining awards under different sports. She is a member of the women baseball team of the faculty of Management and Finance. Further, she was selected to the Sri Lanka women's national baseball team on 28th of April 2023 and she received the award for the outstanding sports women of the year at Creative Pool in 31 FESTA '22 on 4th of January 2023.



UNIVERSITY REPRESENTATION - FACULTY OF MANAGEMENT AND FINANCE

A university is a place that creates multi-talented and leading graduates to the nation. Therefore creating a platform to show their talents is essential for any university. As the Faculty of Management and Finance, we

are pleased to inform you that in the year 2023, most of our undergraduates are able to represent the faculty in the university teams such as the university Elle team and swimming team. Moreover, on 11th of January 2023, our faculty cricket team was able to gain the championship from the “Battle of Brotherhood” Big Match which was held between the Faculty of Science and the Faculty of Management and Finance at the university playground. Some of our students were able to gain the awards at “Ruhuna Hockey League 2023” which was held on 03rd of June 2023. Another great piece of evidence to prove that is, gaining the championship by both men's and women's volleyball teams of the Faculty of Management and Finance by competing with eight other faculties in the university at “Ru Volleyzz 2023” which was held on 04th of June 2023 at Gymnasium of University of Ruhuna. Further, our women's netball team was able to gain the championship from Net Wizards 2023 by defeating all other faculties at the university, and it was held on 18th of June 2023 at the Gymnasium of the University of Ruhuna. Also, on the 29th of June 2023, our faculty Elle team (men) was able to gain the Co- championship from Inter Faculty Elle Championship 2023 while the women's team was able to gain the 3rd place. All these valuable achievements make us proud, as we were able to create multi-talented students who are not only focused on academic activities but also on other activities as well.

OTHER

BUSINESS PLAN DEVELOPMENT COMPETITION: “THE INVESTORS’ DAY”

The Department of Accountancy & Finance at Sabaragamuwa University of Sri Lanka has organized a Business Plan Development competition attached to their major annual event of “The Investors’ Day” which included the “Business Plan Development Competition” which is carrying the expectation of providing an opportunity for university students to generate their own business ideas. Two groups of undergraduates were able to represent the Faculty of Management and Finance, University of Ruhuna in this competition and they were selected to the Grand Finale of the competition as Finalists. These two groups came up with an innovative business idea of “Jackfruit” and “Jackfruit Flour” related sub products including chips, sweets, toffees, etc. Their creative thinking, innovativeness has paved the way to be selected among the few teams in the Grand Finale. The details of the undergraduates are as follows.

TEAM 1

D.M.V.P. Karunarathna
Department of HRM

L.G.C. Sewwandi
Department of Marketing

L.D.D. Sansala
Department of Accountancy

W.A.T. Bhagya
Department of Accountancy

TEAM 2

D.V.D.S. Denagamuwa
Department of Accountancy

D.T. Abeywardhane
Department of Accountancy

N.T. Abeywardhane
Department of Accountancy

B.M.D.B. Batagoda
Department of Accountancy

H.R.A. Gayathrika
Department of Accountancy



ALUMINI WINS

As an alumnus of the University of Ruhuna, I am honored to deliver my thoughts for the forthcoming newsletter published by the Faculty of Management & Finance in June 2023. Here, I will elaborate on how the foundation was laid within university life for my career progression and some lessons for the prospective students.

After getting enrolled in the Faculty of Humanities & Social Sciences in 2001, we belonged to one of the inspirational batches of the faculty because of a few reasons. For the first time in history, we were introduced to the Continuous Assessment method under the semester system which replaced the year-end evaluation mechanism. As there were some concerns from different stakeholder groups, the implementation of this new system was challenging and consumed a considerable time. Nevertheless, after its implementation, we indeed felt that adherence to those assessment methods was also tough. As there was a forty percent allocation for Continuous Assessments of every course module, we were assessed upon a mandatory mid-semester examination and two other forms of assessments.

Moreover, simultaneous submissions of many assessments for different course modules as well as developing links with the industry to collect data for assessments were some other typical challenges of the new implementation. The faculty also encountered a lack of sufficient physical and human resources to implement this new evaluation system as there were double batches separate from the Arts stream and the Commerce stream. Thus the subsequent intakes created many other practical issues as well. With all these drawbacks in achieving academic excellence, the student community necessitated and demanded a separate faculty for

management education for its autonomy. As a result, the Faculty of Management & Finance was established in 2003.

During my university life, I often prioritized academic achievements. Completing the degree with a class was my ultimate objective. Following the degree in Sinhala medium was one of the biggest challenges

as all teaching materials and other learning aids were entirely in English. The university library had a big collection of resources, and I referred to almost all the recommended readings of each course module. While I gradually improved my subject-specific knowledge, I was able to develop my English competency as well. Even though the lectures were conducted in English medium from level three onwards, we were allowed to sit for the examinations in Sinhala medium. However, I was fortunate enough to manage all such examinations in English medium. The Career Guidance Unit of the university provided a sound platform to link undergraduates with the industry. I participated in numerous skill development

workshops and training programs organized by the Career Guidance Unit in collaboration with industry partners. Over a competitive screening process, I was offered an internship opportunity at Sri Lanka Rupavahini (TV) Corporation.

After graduating in 2006, while I was working in a consulting firm, I was recruited as an Assistant Lecturer to the Department of Accounting & Finance considering my academic performance. I believe that the secret behind all these successful stories was my regular and active participation in lectures. Subsequently, I was offered a permanent lecturer position by the Department of Accountancy of Wayamba University of Sri Lanka in 2008. Meanwhile, I received a Chinese Government Scholarship to undertake my postgraduate education at the Wuhan University of Technology in 2009. With its successful completion, I was promoted to Senior



Emil Uduwalage (PhD)
Senior Lecturer (Gr.I)
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Wayamba University of Sri Lanka

Lecturer (Gr.II) in 2013 and subsequently, to Senior Lecturer (Gr.I) in 2019. I was also offered a doctoral scholarship by Tilburg University in the Netherlands and thus, I successfully completed my PhD (Finance) degree in 2022.

As for me, I am sure that the University of Ruhuna will cater to all curriculum and non-curriculum requirements of current as well as future student communities. Being a top-ranked university in the country, it has shown its capabilities in producing reputed scholars and professionals. One day you will also receive your degree with lots of knowledge, skills, and competencies. Then, you may treat it as the ticket to change the world rather than the ticket to a good life.

SIX MONTHS AT GLANCE

20TH ACADEMIC SESSIONS AND 19TH VICE CHANCELLOR'S AWARDS

Academic sessions and the Vice Chancellor's awards ceremony is held annually to showcase the research contributions and appreciate the most outstanding scholars of the University of Ruhuna. This time the Faculty of Management and Finance hosted the 20th Academic Sessions and 19th Vice Chancellor's Awards. It was held on 7th of June 2023 under the theme "Intellectual and Entrepreneurial Thrust for a Resilient and Progressive Society". The Chief Guest of the ceremony was the Vice Chancellor, Senior Professor Sujeewa Amarasena and the Guest of Honour was the Deputy Vice Chancellor, Professor E.P. Saman Chandana and the keynote speaker was Dr. Chandra Embuldeniya, the founder Vice Chancellor of Uva Wellassa University. The inauguration ceremony was held at the Auditorium of the Faculty of Fisheries and Marine Sciences and the technical sessions were held at the Faculty of Management and Finance premises.

FMF CAREER DAY 2023

The Faculty of Management and Finance and the Career Cell collaboratively organized the "Career Day 2023" on 17th of May 2023 from 9.00 a.m. to 4.00 p.m. at the University Gymnasium with the sponsorship of AHEAD project. The objective of the programme was to build a platform for undergraduates to explore their internship opportunities and develop soft skills to face an interview. Many reputed organizations participated in the programme and they could also tighten their CV collection. MAS Holdings, Sri Lanka Telecom Mobitel, Sampath Bank PLC, Bank of Ceylon, DSI Samson Group, and Harischandra Mills PLC are a few of such organizations.

BLOOD DONATION CAMPAIGN

The undergraduates of the 19/20 batch of the Faculty of Management and Finance organized a blood donation campaign in commemoration of Anjana Sandesh, one of their batchmates and it was handled by a health crew from National Blood Transfusion Service. The campaign was held on 18th of January 2023 at the University Gymnasium and the students and the staff of the university actively participated in it.

FMF NEW INTAKE

The new student intake of the Faculty of Management and Finance was on the 2nd of May 2023. The 2000 level undergraduates organized "Fresco 2023" to welcome the new batch. It was held on 17th of May 2023 from 2.00 p.m. at MFLT 01. The 2000 level undergraduates hosted the programme and the students from the 2000, 3000, and 4000 levels performed in the programme. It was a glamorous evening and it was a memorable welcome for 1000 level undergraduates.

WORKSHOP ON RECORDING GOVERNMENT INCOME & EXPENDITURE

The Department of Accountancy organized a workshop on how to record government income and expenditures with reference to ACC 41113: Public Sector Accounting and Finance for 4000 level Accounting specializing undergraduates on 15th of June 2023 at MFLT 05 from 12.00 noon to 4.00 p.m. The objective of the workshop was to give practical exposure to public sector accounting and the resource person was Mr. P.P.D. Samantha, Chief Accountant, Local Government Department, Southern Province.

INDUSTRY EXPERIENCE FOR FUTURE ENTREPRENEURS

The Department of Management and Entrepreneurship and the study circle of Entrepreneurship collaboratively organized field visits for 3000 and 2000 level Entrepreneurship specializing undergraduates. The 3000 level students visited Anantara Kalutara Resort, Ecospindles (Pvt) Ltd, Nithiya Papers (Pvt) Ltd on 10th of January 2023. The students were able to gain real-world experience in social and green entrepreneurship. The 2000 level students visited Hayleys Fibre PLC, Sooriya Weaving Mills, and Jungle Village Hotel Unawatuna on 17th of January 2023 and they were able to gain an exposure to start up a business innovatively and creatively.

“IF YOU FAIL TO PLAN, YOU ARE PLANNING TO FAIL”

A two-day workshop on preparing a business plan for 2000 level Entrepreneurship specializing undergraduates was organized by the Department of Management and Entrepreneurship. The workshop was held on the 31st of January and 1st of February 2023 at MFLT 2B and the resource persons were Dr. E.K. Jayampathi (Senior Lecturer) and Ms. D.M.R. Deepika Disanayake (Senior Lecturer) attached to the Department of Management and Entrepreneurship of the faculty of Management and Finance. The objective of the workshop was to give practical exposure to the students on preparing a business plan.

LEADERSHIP TRAINING PROGRAMME

The Department of Management and Entrepreneurship and the career cell of the faculty of Management and Finance collaboratively organized a leadership training programme for 3000 level and 4000 level Entrepreneurship specializing students to develop their personality prior to their career path. The programme was held on the 10th of May 2023 at the University ground.

WORKPLACE HEALTH AND SAFETY

The Circle of Human Resource Development organized a guest lecture on “Workplace Health and Safety Management” with the practical implications for 2000 level Human Resource Management specializing undergraduates. The session was conducted by Ms. Thilini H.K. Liyanage, District Factory Inspecting Engineer, Department of Labour and it was held on 23rd of January 2023 from 9.00 a.m. onwards at MFLT 2B.

ASK FROM AN EXPAT

In order to share the industry experts’ insights on international human resource practices, the Circle of Human Resource Development organized a guest lecture for 3000 level Human Resource Management specializing undergraduates. The session was held on the 3rd of February 2023 at MFLT 2B from 10.00 a.m. onwards. The resource person of the session was Mr. P.R. Dipin, the Consul General of India.

“SHAKYABHIWANDANA – 2023”

The Circle of Human Resource Development organized a series of competitions; “Shakyabhiwandana – 2023” for the undergraduates of the faculty in celebrating the Vesak Festival. The competitions included selecting the most creative Vesak lantern, the most creative Vesak photograph, and the most creative Vesak concept. The winners were Dilrukshi Piyumali Atapattu, Kiruli Lasangi, and K.C. Swarnamali respectively.

ACCESSING E-LIBRARY FOR ACADEMIC WRITING

The Circle of Human Resource Development organized a workshop for 4000 level Human Resource Management specializing undergraduates on accessing the e-library system of the university. It was on 13th of June 2023 from 10.00 a.m. to 12.00 p.m. at the faculty computer lab. The workshop was conducted by Mr. Thilina Madushanka, Assistant Librarian, University of Ruhuna.

EVENT ORGANIZING – BBA 12053: MARKETING MANAGEMENT

A series of events were held at the faculty premises as an in-course assignment under BBA12053: Marketing Management which was coordinated by the Senior Lecturer Mr. M.N.M. Nismi. As per the assignment guidelines, the students were asked to organize an event. Accordingly, the best events were selected and

all the undergraduates of the university were welcomed to those events. The objective of this assignment was to develop the organizing skills and teamwork of the students while fulfilling the coursework requirements. The best events included; Group A: Bonfire (1st of February at 4.30 p.m. near MFLT 01), Group B: Miniththuwa (30th of January at 1.00 p.m. at MFLT 04), Group C: Quiz Master Competition (25th of January at 3.30 p.m. near the Gymnasium), Group D: Hogwards (26th of January at 3.30 p.m. near the Gymnasium), Group E: Suhada Husmak (31st of January at 12.30 p.m. near the Y junction, Group F: FUTURE PATH'23 (23rd of January at 1.00 p.m. at MFLT 04), Group G: INTONE'23 (1st of February at 2.30 p.m. at MFLT 04) and Group H: La Comedie (1st of February at 12.30 p.m. at the auditorium of faculty of Humanities and Social Sciences).

ACADEMIC INSIGHTS

UK-KTP Platform in Sri Lanka

Article by Professor Thusitha S.L.W. Gunawardana
Department of Business Management
Faculty of Management and Finance,
University of Ruhuna



Importance of UK-KTP types Platform in Sri Lanka

KTP generally stands for "Knowledge Transfer Partnership". Knowledge Transfer Partnerships is a UK-wide program that helps companies access the knowledge, expertise and in which resources available at universities and research institutes to address specific challenges and stimulate innovation within the company.

A knowledge transfer partnership usually involves a collaboration between a business, university or research institution, and a newly qualified graduate (known as a KTP Associate) who is employed by the university but works within the business. The aim is to transfer knowledge, skills and competence between academia and business, which results in concrete results such as the development of new products, processes or services. Since 1975, Knowledge Transfer Partnerships (KTPs) have assisted UK businesses to deliver innovation for growth. These are unique collaborative partnerships that create positive impact and driving innovation. KTP connects forward-looking businesses with the UK's world-class knowledge base to deliver business-led innovation projects. KTP is developed to address a specific strategic innovative challenge faced by a business partner. There are currently around 800 UK businesses, 100 knowledge bases and over 800 graduates participating in KTP.

Scope of KTP

UK-KTP types of platforms could serve as a centralized digital hub or system designed to facilitate and streamline the processes related to Knowledge Transfer Partnerships. Here are some potential purposes of such a platform. The platform could serve as a place where businesses looking for innovation and knowledge transfer can submit their challenges or projects. It can also facilitate the matching process between businesses and academic institutions or experts with relevant expertise. The platform could help businesses identify suitable academic or research partners who have the expertise and resources to address specific challenges or opportunities. Moreover, the platform could aid in the recruitment of KTP Associates by allowing interested graduates and postgraduates to apply for KTP Associate roles. This could include features such as resume submission, interview scheduling, and more.

The platform could offer resources, best practices, and guidelines related to managing successful KTP projects. This could help both businesses and academic institutions make the most of the partnership. Nevertheless, the platform could foster a community of stakeholders including businesses, academic institutions, KTP Associates, and other collaborators. This could enable networking, knowledge sharing, and

collaboration beyond individual projects. Finally, the platform could serve as a repository for knowledge generated through KTP projects, allowing businesses and researchers to access and build upon previous innovations.

Rationale for Establishing a KTP Platform in Sri Lanka

Creating a Knowledge Transfer Partnership (KTP) program in Sri Lanka could offer numerous benefits for businesses, academic institutions, and the overall economic and innovation landscape of the country. There are some rationales for establishing a KTP program in Sri Lanka. A KTP program can foster innovation by facilitating the transfer of knowledge, expertise, and technology from academic institutions to businesses. This can lead to the development of new products, processes, and services, enhancing the competitiveness of Sri Lankan businesses both locally and globally. Many businesses in Sri Lanka face specific challenges that could benefit from academic expertise. A KTP program would allow businesses to tap into the research capabilities of universities and research institutions to address these challenges effectively. KTPs involve hiring graduates (KTP Associates) who work on projects bridging academia and industry. This offers valuable skills development for these graduates, enhancing their employability and providing them with real-world experience. A KTP program can strengthen collaboration between universities and industries, creating a symbiotic relationship where research contributes directly to practical applications. This can foster long-term partnerships between academia and industry. Nevertheless, academic institutions often have research outcomes and technologies that can be commercialized. KTPs provide a structured mechanism for transferring these technologies to businesses for practical applications. Successful KTP projects can contribute to economic growth by helping businesses become more innovative, efficient, and competitive. This, in turn, can lead to increased revenue, job creation, and overall economic prosperity. By offering graduates the opportunity to work on meaningful projects in collaboration with businesses, a KTP program can help retain local talent within Sri Lanka, preventing brain drain and promoting economic development.

KTPs often involve collaborations between sectors that might not traditionally work together. This cross-sector collaboration can lead to the development of innovative solutions that address complex challenges from multiple angles. The knowledge generated through KTP projects can be shared and disseminated, benefiting other businesses, researchers, and institutions beyond the immediate partnership. A KTP program can contribute to building the research and innovation capacity of Sri Lankan institutions, making them more competitive on a global scale. A successful KTP program could attract foreign businesses and investors interested in partnering with Sri Lankan institutions and leveraging local expertise. Before establishing a KTP platform in Sri Lanka, it's important to conduct thorough research, engage with stakeholders, and develop a well-structured framework that addresses the unique needs and characteristics of the country's business and academic landscape. Additionally, government support, funding mechanisms, and active involvement of universities, research institutions, and businesses would be crucial for the success of the program.

Universities play a crucial role in a Knowledge Transfer Partnership (KTP) platform by contributing their expertise, research capabilities, and resources to support the collaboration between academia and industry. The responsibilities of universities in a KTP platform can encompass various aspects of project initiation, execution, and knowledge transfer.

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MF/2020/5991
 I.A. Vidanapathirana

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Hoshini Mewinthika

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 D. Lahiru Heshan Perera

STAFF PUBLICATIONS



Deepal, A.G., & Jayamaha, A.(2023)
Audit expectation gap: A comparative literature analysis of private sector and public sector
Wayamba Journal of Management



Manjula, C., Galhena, B.L., & Mudalige, D.M (2023)
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Journal of Business and Technology



Priyashantha, K.G., De Alwis, A. C., & Welmilla, I.(2023)
Common methods and outcomes of employee engagement: A systematic literature review towards identifying gaps in research.
Sri Lanka Journal of Social Sciences

Priyashantha, K. G., & Chandradasa A.H. I, (2023)
Electronic human resource management (e-HRM); A systematic literature review.
Sri Lanka Journal of Social Sciences

Priyashantha, K. G., De Alwis, A. C., & Welmilla, I. (2023)
Facets of gender stereotypes change: A systematic literature review.
Kelaniya Journal of Management

Priyashantha, K.G. & Yogendran, P. (2022)
Impact of green human resource management on employee green behavior: The mediating role of green attitude.
Indonesian Journal of Sustainable Accounting and Management

Dogra, P., & Priyashantha, K. G. (2023)
Review of work-from-home empirical research during Covid-19.
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Employee engagement management in the COVID-19 pandemic: A systematic literature review.
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Budwar, P., Malik, A., De Silva, M.T.T., & Thevisuthan, P. (2023)
Artificial intelligence—challenges and opportunities for international HRM: a review and research agenda.
Artificial intelligence and international HRM: Challenges opportunities and a research agenda (pp. 1-32.). Abingdon, Oxon: Routledge.

STUDENTS RESEARCH WORK

- Galhena, B.L., Chandradasa, A.H.I., Kumari, G.S.H.D., Karunarathna, D.M.V.P., & Udayangani, K.W.A.S. (2023)
Drivers of AI – based voice robots adoption in higher education: A perspective of extended unified theory of acceptance and use of technology
20th Academic Sessions, University of Ruhuna, Sri Lanka
- Ramawickrama, J., Chandradasa, A.H.I., Silva S.V.H., & Somarathna, T.I.J.C. (2023)
Impact of workplace spirituality and organizational citizenship behavior on employee's job performance: with special reference to ABC (Pvt) Ltd, Sri Lanka
20th Academic sessions, University of Ruhuna, Sri Lanka
- Ganewatta, G.K.H., Chandradasa, A.H.I., Parabendi, A.P.R., Weediya goda, S.H., Ariyawansa, M.R.S. (2023)
Does empathy enhance undergraduates' pro – social behavior? Mediating role of compassion
20th Academic Sessions, University of Ruhuna, Sri Lanka

WORK IN PROGRESS

CURRICULUM REVISION 2023

DEPARTMENT OF ACCOUNTANCY

In light of the curriculum revision scheduled for 2023, the Department of Accountancy has decided to revise the current curriculum based on the inputs from academic, industry experts, and student comments. As a result, several new courses have been introduced to broaden students' theoretical and practical understanding while enhancing their knowledge, attitude and skills. The list of new courses includes Dynamic Accounting Practices, Corporate Governance and Accountability, Data Analysis for Accounting Research, Corporate Sustainability Reporting, Corporate Finance, and Risk Management. In addition to the new courses, all existing courses have undergone comprehensive assessments and revisions to ensure their congruence with the latest advancements in the field.

DEPARTMENT OF BUSINESS MANAGEMENT

Embarking on a voyage of innovation, the Business Management Department explores exciting horizons with the revision of its syllabus. Pioneering progress, we envision the integration of new and dynamic subjects that will shape the future of the degree program, now adorned with a fresh name- "BBA Digital Business". As syllabi take form, we aspire to equip our students with the competence to navigate the digital landscape with finesse and expertise, fostering good leaders.

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

The Department of Human Resource Management (HRM) has undertaken a comprehensive curriculum revision in response to the continuously evolving business environment, aligning with the Faculty's commitment to continuous improvement. The Department of Human Resource Management considered various critical factors, including emerging technologies, a global outlook, practical application, alignment with industry expectations, and feedback from both alumni and industry experts during the curriculum revision process. Consequently, to address the demands of modern HR practices, several new modules were thoughtfully integrated into the curriculum including Digital HRM, Human Resource Audit, Personal Value Creation, Sustainable Human Resource Management, and Human Resource Analytics. All the other existing modules have been updated with new concepts vital to the Human Resource Management field.

DEPARTMENT OF MANAGEMENT AND ENTREPRENEURSHIP

To comply with the faculty practice and according to the recommendation from IQAC the Department of Management and Entrepreneurship has implemented another curriculum revision. Moreover, complying with the new trends and the demands from the industry the name of the degree program under this curriculum revision will be revised as Business Technology and Entrepreneurship” (BTE). However, still, this matter is under discussion at the faculty. With this new change, we decided to introduce some new subjects which are relevant to business technology. For instance, Innovation and Technopreneurship, Digital Finance, Digital Marketing, Web Design and Development, Digital Business and Electronic Commerce, Computer Application in Accounting for Entrepreneurs, Data Analysis for Research. Further, the department is planning to introduce a new practical course module under the name of Entrepreneurial Lab as it provides a platform for students to engage in real business while completing their degree.

DEPARTMENT OF MARKETING

The Department of Marketing has decided to revise its existing curriculum to align with the planned curriculum revision for the year 2023. The modifications were derived from the insights and perspectives provided by academics, experts in the field, and former students. A thorough evaluation and revision process has been conducted for all existing courses to ensure their alignment with the most recent advancements in the marketing field.

UPCOMING EVENTS

DEPARTMENT OF ACCOUNTANCY

“THRAITHALA – 2023”

The University of Ruhuna is going to witness the most glamorous musical extravaganza “Thraithala” organized by the Circle of Accounting, Department of Accountancy, Faculty of Management and Finance, University of Ruhuna. The event will be held on 5th of July 2023 at the University Main Ground from 6.00 p.m. onwards. A group of talented young artists of this era who has changed the singing wave of the new generation with their unique voices and personality including Dinesh Gamage, Ravi Royster, Kaizer Kaiz, and Hana Shafa will be performing at the event to the music provided by 'Yaka Crew' lead by Chanuka Mora. The event will be painted with a remarkable talent by Manuranga Wijesekara with his compering.

DEPARTMENT OF BUSINESS MANAGEMENT

ADVERTISEMENT COMPETITION

In a remarkable display of marketing ingenuity, the Business Management Department at the University of Ruhuna is planning to organize a dynamic arena for fierce advertising competition on 19th of July 2023. This is to enrich the knowledge of global advertising among undergraduates at the University of Ruhuna. The advertisements will be produced for fourteen products in fourteen different countries. All the undergraduates of the Faculty Management and Finance are able to vote for the best advertisement.

‘BIZNES’ MAGAZINE LAUNCH - DEPARTMENT OF BUSINESS MANAGEMENT

As the newly established department of the Faculty of Management and Finance at the University of Ruhuna, the Business Management Department is launching its very first magazine “BIZNES”. The theme is “Digital Disruption” which addresses how technology and digitalization gradually change businesses, our way of life and work. The magazine will be published on 11th of August 2023, at an event that has an innovative aspect as it will be moderated by the AI model of the Department of Business Management, “EVA”.

DEPARTMENT OF MARKETING

TRIGON

Trigon is a branding competition organized by the Circle of Marketing which aims at the undergraduates in the Department of Marketing, Faculty of Management and Finance, University of Ruhuna. The competition is based on fundamental brand components and undergraduates may learn about practical branding concepts including target audience analysis, brand positioning, and brand communication strategies through the competition. The award ceremony for this event will be held on 27th of July 2023 at faculty premises.

Editor in Chief

Prof. Manjula K. Wanniarachchige

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"TO BE THE PRIME INTELLECTUAL THRUST OF THE NATION"

"PRODUCE GRADUATES WITH A SOUND KNOWLEDGE, SKILLS,
AND ATTITUDES OF MANAGEMENT AND FINANCE TO
ENSURE AND UPLIFT THE SOCIOECONOMIC STANDARDS OF
THE COUNTRY"