



# PMN

PERADENIYA MANAGEMENT NEWSLETTER

Volume 01, Issue II  
April - June 2022



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**PMN**

Peradeniya Management Newsletter

# FACULTY EVENTS

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## ▲ TREE PLANTING EVENT 2022

### - ORGANIZATIONAL MANAGEMENT STUDENTS' SOCIETY TOGETHER WITH DEPARTMENT OF MANAGEMENT STUDIES

In connection with the course *MGS 4102: Sustainability in Organizations*, the Organizational Management Students' Society of the Department of Management Studies conducted a 'Tree Planting Event' on the 27<sup>th</sup> of April 2022. This event was held under the theme "Invest in Our Planet" in order to commemorate Earth Day (22<sup>nd</sup> April). The tree planting event took place with the welcome note provided by Ms. A.S. Shiromy, the Lecturer-in-Charge and the Senior Treasurer of the Society.

The event primarily served two purposes: to ensure that human dignity is protected not only for a healthy planet but also in a healthy planet; and to remember that trees are a symbol of dignity, prolonged existence, sustainability, and robustness. To achieve

all these purposes reality, Prof. E.M.A.S.B. Ekanayake, Dean, Faculty of Management planted a tree. Later, Ms. R.M.C. Kumari, Head of the Department, Ms. A.S. Shiromy, Lecturer-in-Charge and students of the Department of Management Studies planted trees. In the end, it was suggested that the tree planting event be implemented annually.

'Tree Planting Photo Gallery 2022' was also organized in parallel with the above event, and the students of the Department planted trees in their home gardens and sent images to commemorate the occasion. With the active participation of the students and the staff, the tree-planting event was conducted successfully, and it was an eye-opening experience for many others.

# MOMENTS TO REMEMBER





## HR CAMP 2022

### - DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

The Department of Human Resource Management, Faculty of Management, University of Peradeniya organized an “HR Camp” in collaboration with Sampath Bank PLC for second-year BBA undergraduates who follow the *HRM 2102: Employee Resourcing* course under the supervision of Dr. Lalith Weragoda, Group Chief Human Resource Officer, Sampath Bank PLC on the 25<sup>th</sup> of May 2022 at Sampath Bank Head Office. The programme was conducted by Ms. Chryshanthi Lokuhetty (Chief Manager - Human Resources, Sampath Bank), Mr. Thenuka Thushyalak (Manager - Talent Acquisition, Sampath Bank), Mr. Prajesh Dayarathne (Manager - Human Resource Operations, Sampath Bank), Ms. Pubudu Rathnayake (Assistant Manager - Sampath Learning Academy, Sampath Bank) and Ms. Hiranthi Gamage (Assistant Manager - Human Resources, Sampath Bank).

The fundamental purpose of this programme was to create a solid platform for our students to understand

how the employee resourcing function is practiced in the industry. The program delivered theoretical and practical insights on how the major functions such as human resource planning, recruitment & selection, preparation of advertisements, and employee onboarding are performed at Sampath Bank. Most importantly, students got the opportunity to face onsite interviews with industry experts followed by reviews and critiques of their resumes and performance at the interviews.

Indeed, this program enabled students to develop and apply employee resourcing tools and techniques to a specific organizational context in which they may operate in the near future. It was also a golden opportunity for them to build their soft skills through experiential learning since such skills will be helpful for the undergraduates in building a lucrative professional career in Human Resource Management.



# MOMENTS TO REMEMBER





## STAFF INDUSTRY EXPOSURE PROGRAMME - DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

The inaugural ceremony of the “Staff Industry Exposure Program” of the Department of Human Resource Management was successfully held on the 7<sup>th</sup> of June 2022 at the Faculty of Management, University of Peradeniya in the presence of Prof. E.M.A.S.B. Ekanayake (Dean, Faculty of Management), Mr. Saman Rupasinghe (Deputy General Manager of Human Resources, MAS Holdings), Ms. Waruni Edirisooriya (Head, Department of Human Resource Management), Heads of other Departments, Academic Staff Members of the Department of Human Resource Management, and Representatives from MAS Intimates, Pallakelle. Mr. Saman Rupasinghe, Deputy General Manager of Human Resources, MAS Holdings was the Guest Speaker on this remarkable day.

The existing curriculum of the Department covers both theoretical and practical facets of Human

Resource Management. Thus, the department puts in a lot of effort to integrate and collaborate with the industry to provide an exposure for its learning partners. Accordingly, the staff members of the Department are required to update and upgrade their academic credentials to align with the contemporary trends and practices in the corporate setup. For this purpose, the ‘Staff Industry Exposure Program’ was launched with the introduction of Mrs. Subashini Weerakotuwa, Senior Lecturer, Department of Human Resource Management





## MOMENTS TO REMEMBER



# ▲ VIRTUAL ORIENTATION PROGRAMME – 2022

## - DEPARTMENT OF MANAGEMENT STUDIES



In collaboration with the Society of Organizational Management, the Department of Management Studies of the Faculty of Management, University of Peradeniya conducted the Orientation Program virtually on the 06<sup>th</sup> of April 2022 for the second-year students who have just been selected for the Organizational Management Degree Programme. The staff members, all students from other years, and alumni attended the programme to welcome the new students. To make the event more meaningful, the Department has given the new intake students the term ‘TALENTED TURTLES’. Mrs. RMC Kumari, Head of the Department delivered the Welcome Speech. The Guest Speaker for the session was Mr. Uditha Weerabahu, General Manager-Human Resources, Brandix Apparel India. The guest speaker provided students with an enlightening platform to extend their understanding of what the market expects from undergraduates in the current workplace. Then, the event changed into an interactive session featuring entertainment such as

singing, drama, and other forms of entertainment with both students and academic staff participation. Two alumni, Mr. K.L.L. Kariyawasam and Ms. S.L. Jinadasa shared their academic and industrial experiences, instilling confidence and enthusiasm in the new intake of students. Mr. A. Mithursan, President, Organizational Management Students' Society gave an eye-opening speech about the society's projects and performance in order to increase the new intake students' engagement in the society's work. Students introduced themselves and discussed their academic expectations and career plans with the staff members in the session. Ms. Randi Nisansala delivered the Vote of Thanks at the end of the Orientation Program, which was hosted by Ms. Shagthi Yogendran. The Department congratulates all the second-year Organizational Management specialized students on being selected to the Department of Management Studies.

# ORIENTATION PROGRAMME 2022

## -DEPARTMENT OF OPERATIONS MANAGEMENT

The Department of Operations Management, Faculty of Management, University of Peradeniya and the Operations Management Students' Society jointly conducted the Department Orientation Program on the 09<sup>th</sup> of May 2022 at the Faculty Auditorium for the Second-Year OPM undergraduates who recently joined the Department. The event was graced by Prof. R.H. Kuruppuge, Head of the Department, and academic and non-academic staff members of the Department. The program aims to make our freshers aware of the nature of the degree program, the opportunities available to them, and the various career and



professional development paths available for them as a prospective graduate of the Department of Operations Management. We, as a Department would like to congratulate all the Second-year OPM undergraduates on being selected to the Operations Management Department, and we look forward to working together with them.





# MOMENTS TO REMEMBER





## Alumni Association of the Faculty of Management University of Peradeniya

### "AID" - ASSIST IN DISMAY

The Faculty of Management invites from generous donors  
to support its undergraduates for financial assistance  
during this difficult situation in the country

#### HOW CAN YOU HELP THEM?

Choose a Package

Rs. 2500 or Rs. 5000 Per Month for one  
Year or until the student is graduated

Contact us

#### Alumni Association

- SENIOR TREASURER: Mrs. S. Kodithuwakku, Tel: +94715200842
- PRESIDENT: Mr. S. Dhananjaya, Tel: +94712281242
- SECRETARY: Ms. W. M. Harsha Piyumali, Tel: +94715578196
- CONVENER: Mrs. Madhawe Weerathunga, Tel: +94771827929

#### Student Affairs Committee

- CHAIRMAN: Mr. Sameera Fernando, Tel: +94773092723

Make Your Kind  
Contribution

To the student's  
personal bank  
account

### FINANCIAL ASSISTANCE PROGRAMME FOR NEEDY STUDENTS IN THE BACHELOR OF BUSINESS ADMINISTRATION (BBA) HONORS DEGREE PROGRAMME

-Peradeniya Management Faculty Alumni Association  
(PMFAA)

"AID" - Assist in Dismay is the  
Financial Assistance Program for the  
needy students of the Bachelor of  
Business

Administration (BBA) Honors Degree  
Program. As you are aware, the  
university students are suffering  
tremendously given the hard blow  
on their education, of which a  
greater part is due to the economic  
insecurity they face. In collaboration  
with the Student Welfare  
Committee, the Alumni Association,  
Faculty of Management, University  
of Peradeniya embarked on a  
journey to assist the needy  
undergraduates of the Faculty  
through the AID program. The  
Alumni Association together with  
the Faculty Scholarship and Welfare  
Committee will screen  
undergraduates of the Faculty to  
identify the most financially  
vulnerable with a true  
determination to continue their  
studies. For this purpose, we expect  
the kind support of those who are  
intending to donate. This is an  
opportunity for the alumni to give  
back to their alma mater.

Alumni Association  
Senior Treasurer: Mrs. S.  
Kodithuwakku  
Tel: +94715200842

Secretary: Ms. W. M. Harsha  
Piyumali  
Tel: +94715578196

Student Affairs Committee  
Chairman: Mr. Sameera Fernando  
Tel: +94773092723

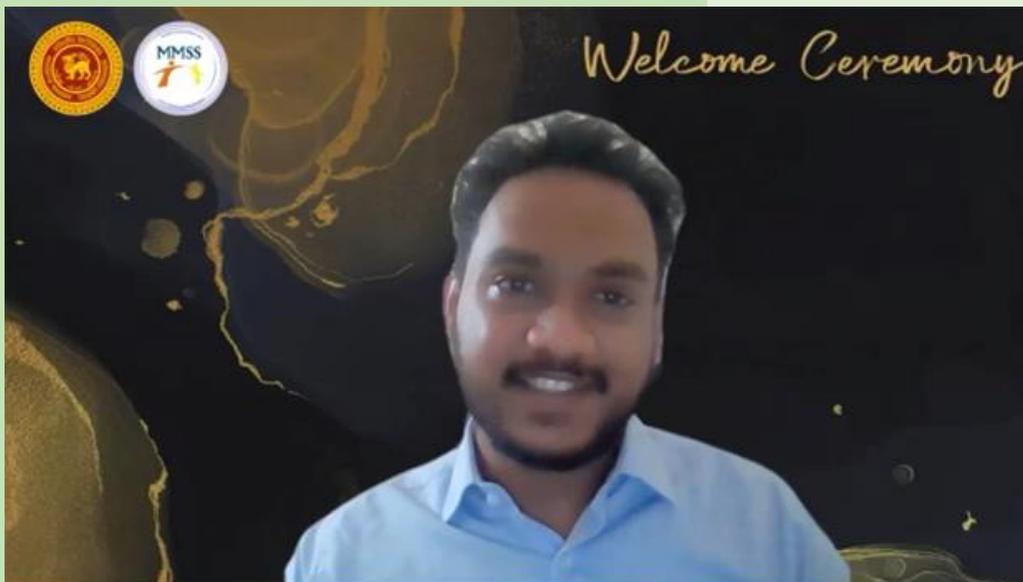
President: Mr. S. Dhananjaya  
Tel: +94712281242

Convener: Mrs.  
Madhawe Weerathunga  
Tel: +94771827929

## THANK YOU FOR YOUR GENEROSITY

# WELCOME CEREMONY- 19 BATCH

-DEPARTMENT OF MARKETING MANAGEMENT



A Ceremony was organized by the Department of Marketing Management, Faculty of Management, University of Peradeniya to welcome the new students of the Batch of 2019 to the Department of Marketing Management. The Welcome Ceremony took place on the 15<sup>th</sup> of March 2022 from 5.00 p.m. onward via Zoom. Ms. B.S. Hettiarachchy, Head of the Department of Marketing

Management addressed the gathering and invited the Third and Fourth-year undergraduates to welcome the new Second-year undergraduates to the Department. Next, the session was made colorful with a dancing item and a singing item performed by the students. Finally, the Welcome Ceremony was successfully concluded with the support of the academics and the students of the Department.

# APPLICATIONS ARE NOW OPEN (2022/2023)

MBA/ MSc/ Macc&Fin/ PD DIP  
FACULTY OF MANAGEMENT  
UNIVERSITY OF PERADENIYA  
SRI LANKA

**MBA / MSc / Macc&Fin / PG Dip**  
12 MAY 2023 EDITION | NO. 123-456  
**Faculty of Management**

**UNIVERSITY OF PERADENIYA**

Applications are  
now open  
for 2022/23

LEARN TO LEAD AND BECOME A LEGACY IN THE WORLD OF WORK  
JOIN THE COMMUNITY OF LEARNERS IN THE  
GARDEN UNIVERSITY OF SRI LANKA

**\* Entry qualifications :**

- Applicants should possess a Degree or equivalent with a minimum of 01 year post-qualifying managerial experience

**\* Admission process :**

- Application submission + Aptitude test + Interview

Duly filled application / documents with the payment slip of the application processing fee of Rs. 3,000 (non-refundable) should be sent / email to the Postgraduate Unit of the Faculty of Management on or before 30<sup>th</sup> August 2022

Application fee can be paid to any People's bank branch to the current Account Number : 057100160026737 of Faculty of Management Research and Funds

For application and more information, visit - [http://mgt.pdn.ac.lk/postgraduate\\_unit/](http://mgt.pdn.ac.lk/postgraduate_unit/)

More information:

**Postgraduate Unit,  
Faculty of Management,  
University of Peradeniya**

☎ 081 2394099 ✉ [pgum@mgt.pdn.ac.lk](mailto:pgum@mgt.pdn.ac.lk)

🌐 [http://mgt.pdn.ac.lk/postgraduate\\_unit/](http://mgt.pdn.ac.lk/postgraduate_unit/)



Acting Registrar  
University of Peradeniya

Programmes Offered	SLQF Level	Course Fee (Rs.)	Contact Person	Duration
Master of Business Administration (MBA)	09 (with a Research Project)	362,500	Mr. Sameera	2 Years
Master of Accounting & Finance (MAcc&Fin)	09 (with a Research Project)	362,500	076 83 98 082	
Master of Science (M.Sc.) in Management	10 (with a Thesis)	432,000	Ms. Nishani	
Master of Science (M.Sc.) in Accounting & Finance	10 (with a Thesis)	432,000	077 14 15 387	1 Year
Postgraduate Diploma in Management	08 (without a Research)	186,500	Mr. Isuru	
Postgraduate Diploma in Accounting & Finance	08 (without a Research)	186,500	076 85 46 167	

Postgraduate Unit reserves the right to not offer programmes if application numbers are insufficient.

# WORKSHOPS AND SEMINARS

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## **SEMINAR FOR G.C.E. A/L COMMERCE STUDENTS OF AMBAGAMUWA CENTRAL COLLEGE, AMBAGAMUWA –STUDENT AFFAIRS COMMITTEE**

The Student Affairs Committee of the Faculty of Management, University of Peradeniya conducted a seminar on ‘Transportation, Supply Chain and Insurance’ for the Advanced Level Commerce students of CP/H/Ambagamuwa Central College on the 05<sup>th</sup> of May 2022 at the Faculty Auditorium. This is a CSR initiative of the Student Affairs Committee, assisting the Advanced Level Commerce students in broadening their understanding of the important topics in the G.C.E. Advanced Level syllabus. Mr. Sameera Fernando, the Chairperson of the Students Affairs Committee welcomed the students and the staff of the CP/H/Ambagamuwa Central College,

whilst Prof. E.M.A.S.B. Ekanayake, Dean, Faculty of Management addressed the students sharing inspirational thoughts.

Ms. Yashoda Senevirathne and Ms. Wathsala Niwarthana, the resource persons for this seminar delivered their speeches on the topics of Transportation, Supply Chain and Insurance.



## MOMENTS TO REMEMBER



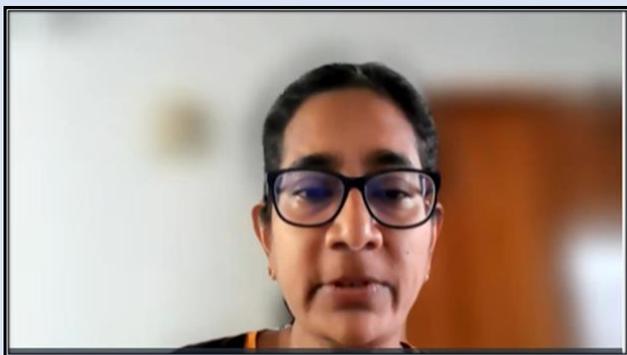
## ▲ “THE JOURNEY TO PHD” PROGRAMME - SECOND PHASE

### - INTERNATIONAL PARTNERSHIP PROGRAMME COMMITTEE

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The first workshop of Phase II of "The Journey to PhD" programme was held on the 17<sup>th</sup> of May 2022 from 02.00 p.m. to 04.00 p.m. via Zoom under two themes: 'The importance of research integrity and ethics for academic research' and 'Publications in the indexed and refereed journals'. The resource person was Prof. Pavithra Kailasapathy from the Department of Human Resources Management, Faculty of Management and Finance, University of Colombo.

This session emphasized mainly on the way to get published in a ranked journal. The resource person's extensive expertise and experience contributed to broaden the participants' academic prospects as future PhDs, strengthen their deep learning, and motivate them to engage in a quality research work while giving a significant importance to the ethical aspects of research.



The second workshop of Phase II of "The Journey to PhD" programme was held on the 24<sup>th</sup> of May 2022 from 02.00 p.m. to 04.00 p.m. via Zoom under the topic, 'Problem Identification'. The resource person of this session was Prof. Sampath Kehelwatenna from Department of Accounting, Faculty of Management and Finance, University of Colombo. This session emphasized on identifying research gaps and establishing a proper research problem within a chosen field of study. Thus, the participants would be able to deepen their understanding on the research gaps and become aware of the techniques to identify an appropriate problem for their research study.





**Seminar on,**  
**Research Design and Data Collection for Qualitative Research**

**Prof. Arosha Adikaram**  
PhD (Colombo), MA (Colombo), BBA (Colombo)  
Department of Human Resource Management  
Faculty of Management & Finance  
University of Colombo.

21<sup>st</sup> May 2022 1.00 - 4.00 pm  
Via zoom  
<https://bit.ly/3wje4ed>

Organized by :- Faculty Undergraduate Research Committee and MERC, Faculty of Management, University of Peradeniya



**Seminar on,**  
**Research Design and Data Collection for Quantitative Research**

**Mr. Tharindu Weerasinghe**  
B.Sc. (HRM) (USJ), MBA (PIM -USJ)  
Senior Lecturer  
Department of Human Resource Management  
Faculty of Commerce and Management Studies  
University of Kelaniya

22<sup>nd</sup> May 2022 6.30 - 9.30 pm  
Via zoom  
<https://bit.ly/3lkjpf4>

Organized by :- Faculty Undergraduate Research Committee and MERC, Faculty of Management, University of Peradeniya

## SEMINARS ON RESEARCH DESIGN AND DATA COLLECTION FOR QUALITATIVE RESEARCH AND QUANTITATIVE RESEARCH

### - FACULTY UNDERGRADUATE RESEARCH COMMITTEE TOGETHER WITH THE 'MERC'

In collaboration with the Management Educational Resources Centre (MERC), the Faculty Undergraduate Research Committee has conducted two seminars on 'Research Design and Data Collection for Qualitative Research' and 'Research Design and Data Collection for Quantitative Research' for the students of the Faculty.

The session on Research Design and Data Collection for Qualitative Research was conducted on the 21<sup>st</sup> of May 2022 (Saturday) from 1.00 p.m. to 4.00 p.m. via Zoom. The session on Research Design and Data Collection for Quantitative Research was conducted on the 22<sup>nd</sup> of May 2022 (Sunday) from 6.30 p.m. to 9.30 p.m. via Zoom. The aims of these seminars were

to facilitate students to improve their knowledge of Research Design and Data Collection for Qualitative and Quantitative Research and enable them to incorporate those skills into the learning and research process. The resource persons for the seminars were Prof. Arosha S. Adikaram, Professor, Department of Human Resources Management, Faculty of Management & Finance, University of Colombo and Mr. Tharindu Weerasinghe, Senior Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya.



## **BOOK READING CIRCLE** **-DEPARTMENT OF MANAGEMENT STUDIES**

The inaugural session of the Book Reading Circle Programme of the Department of Management Studies was successfully conducted on the 25<sup>th</sup> of May 2022 at the Faculty Board Room with the participation of the Head of the Department, academic staff members of the Department and the

students specializing in Organizational Management. This programme was organized in collaboration with the Organizational Management Students' Society with the aim of enhancing the reading skills of the students.

## IELTS TRAINING PROGRAMME -INTERNATIONAL PARTNERSHIP PROGRAMME COMMITTEE

The IELTS training programme which was organized in connection with Pillar III of the Journey to PhD Programme commenced on the 01<sup>st</sup> of June 2022. Mrs. Chintha Ellawala, Former Head of the English Language Teaching Unit of the University of Peradeniya was chosen as the resource person for the IELTS training programme while selected academic staff members from all five departments of the Faculty of Management were invited as participants in the training programme. Prof. E.M.A.S.B. Ekanayake, the Dean of the Faculty of Management, Mrs. Subashini Weerakotuwa, the Chairperson of the committee for the Journey to PhD Programme, Mr. Nalaka Hewage, the Coordinator of Pillar III, Journey to PhD Programme, and the other members of the committee for the Journey to PhD Programme took the initiative to organize the aforementioned IELTS training programme



This 20-hour training programme would enable the young academics of the Faculty of Management to prepare for the IELTS examination, sit for the examination with confidence, and earn the required test scores thereby fulfilling one of their PhD application requirements. Almost all the sessions of the training programme have been scheduled to be conducted as face-to-face sessions, and each participant is expected to maintain an excellent attendance record during the training programme.

In his speech during the inaugural session of the IELTS training programme, Prof. E.M.A.S.B. Ekanayake, the Dean of the Faculty of Management encouraged the participants to make the most of the opportunity, and emphasized the importance of taking the IELTS examination towards the end of the training programme.



## **▲ WORKSHOP ON ‘VISION BUILDING AND PERSONALITY DEVELOPMENT’**

### **- DEPARTMENT OF MANAGEMENT STUDIES TOGETHER WITH THE CAREER GUIDANCE UNIT**

The Department of Management Studies conducted a workshop on the 03<sup>rd</sup> of June 2022 from 9. 00 a.m. to 3.00 p.m. in collaboration with the Career Guidance Unit, University of Peradeniya. This event was based on ‘Vision Building and Leadership Development’, and it catered to the needs of Second-Year Organizational Management students.

This workshop was organized with the aim of inculcating positive attitudes in the students to determine a clear vision for their lives and to develop their personalities. At the end of the session, certificates were awarded to all the students for their active participation



# MOMENTS TO REMEMBER





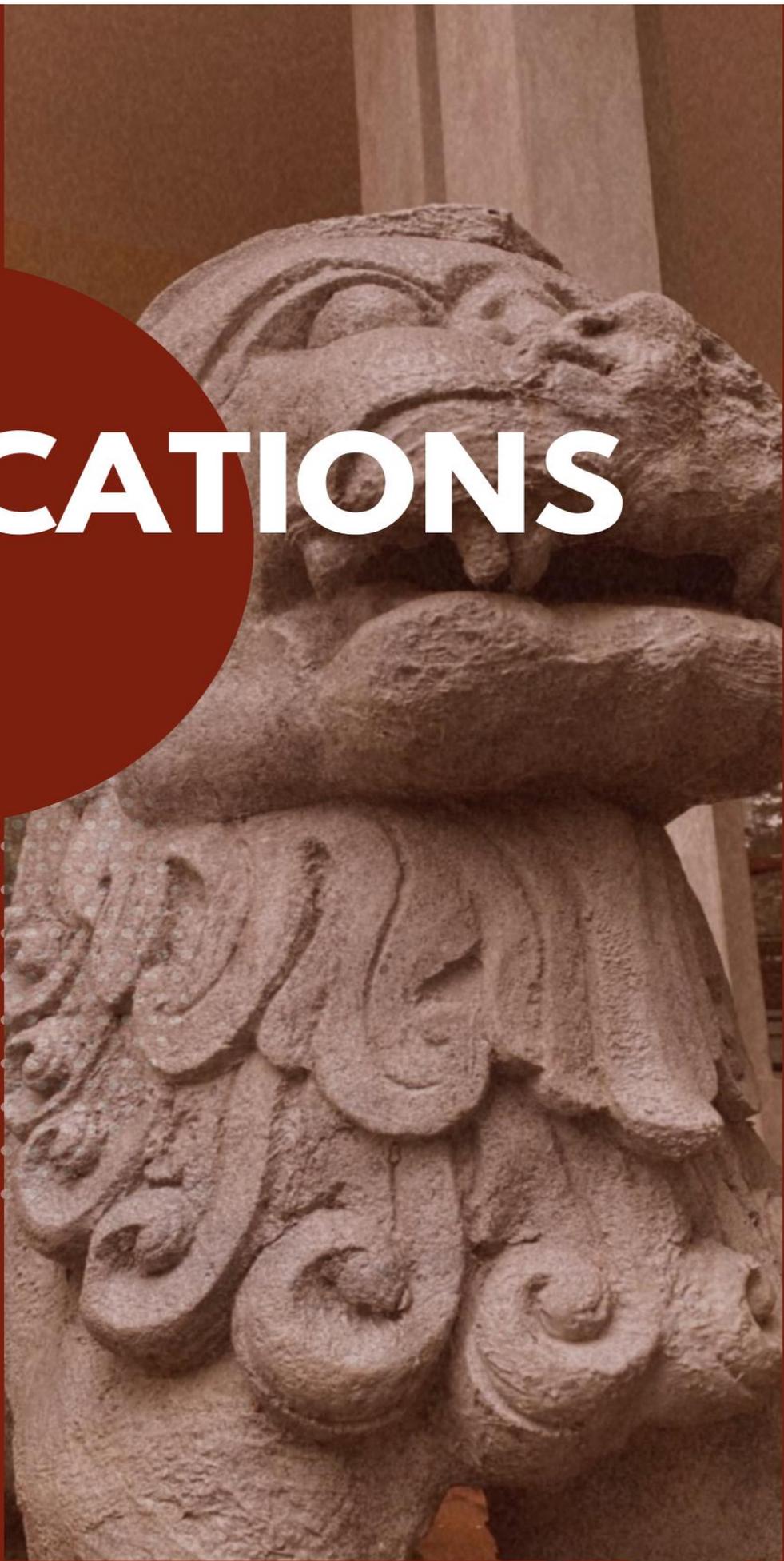
## ▲ BOOST YOUR MIND: A MOTIVATIONAL SESSION

**-DEPARTMENT OF MANAGEMENT STUDIES TOGETHER WITH THE CAREER GUIDANCE UNIT**

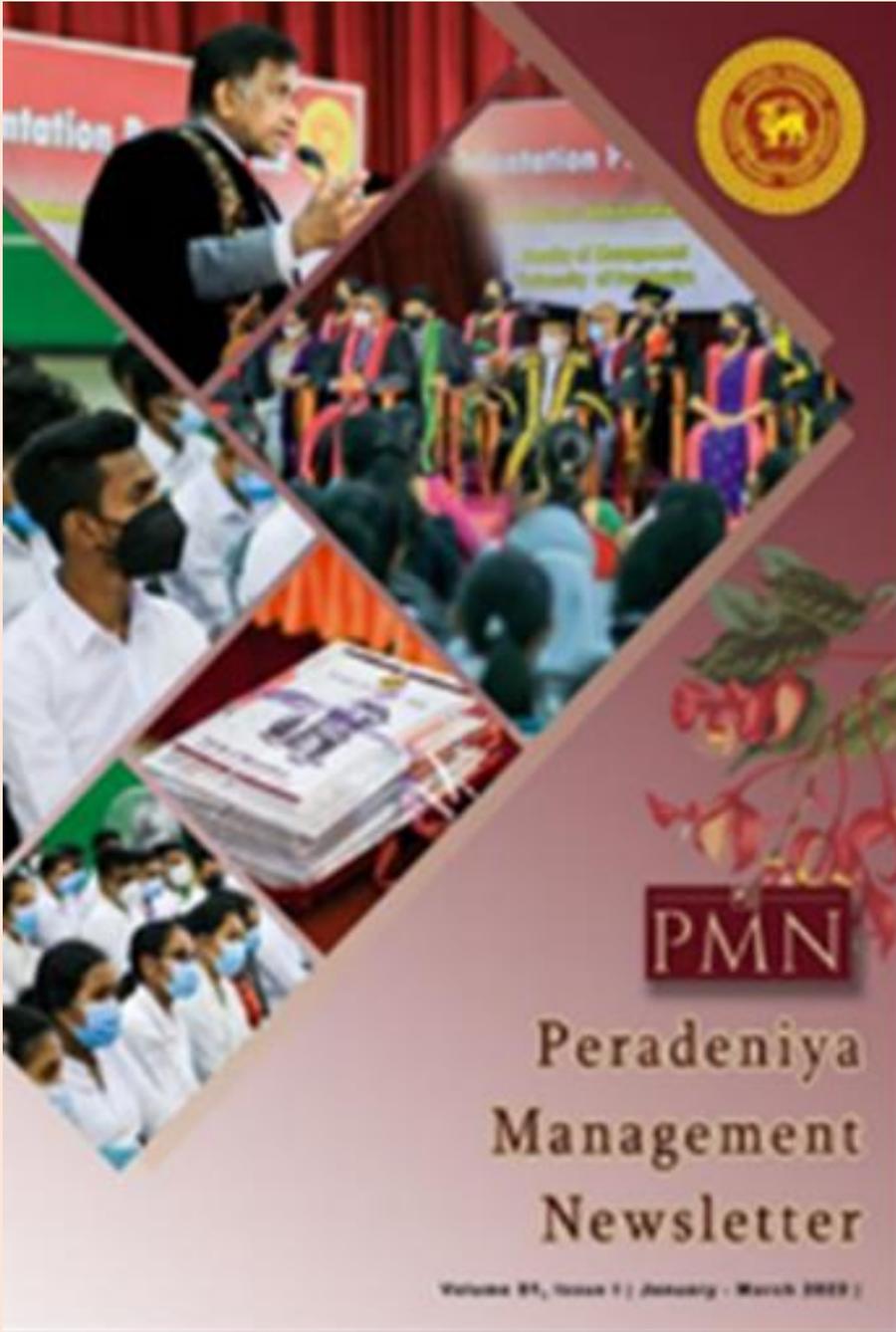
In collaboration with the Career Guidance Unit of the University of Peradeniya, the Department of Management Studies organized a motivational session, namely, 'Boost Your Mind' for the students specializing in the BBA Honours Degree Programme in Organizational Management. This event was held on the 08<sup>th</sup> of June, 2022 from 10.00 a.m. to 12.00 noon at the Faculty Auditorium. The resource person was Mr. S.A.S. Dasun Sachinthana, Counsellor, Career Guidance Unit of the University. Several innovative tasks had been incorporated into the session with the aim of elevating the students' performance related to both academic and aesthetic aspects.



# PUBLICATIONS



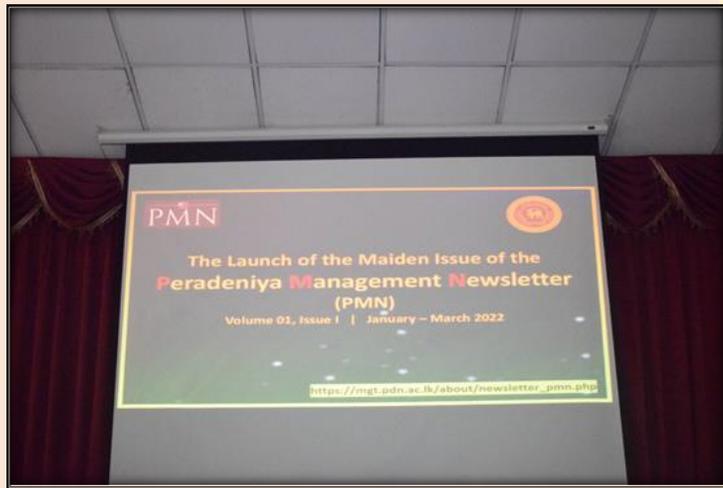
# THE MAIDEN ISSUE OF “PERADENIYA MANAGEMENT NEWSLETTER” (PMN) - MEDIA UNIT



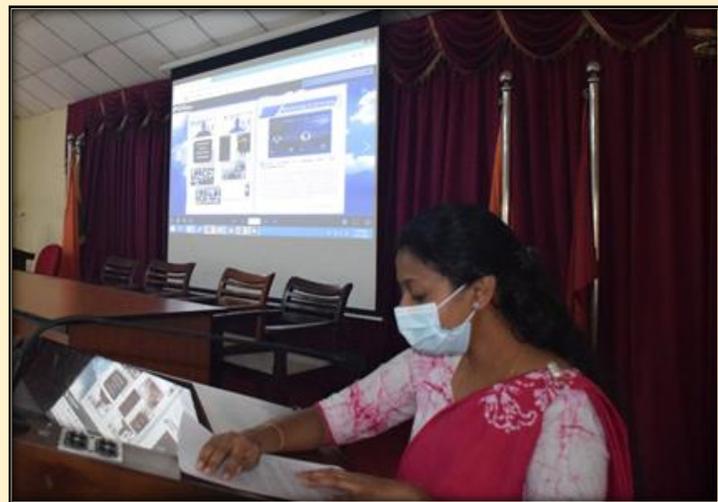
The maiden issue of ‘Peradeniya Management Newsletter (PMN), the e-Newsletter of the Faculty of Management, University of Peradeniya, was launched at a ceremony held on the 25<sup>th</sup> of April 2022 (Monday) from 1.30 p.m. to 2.00 p.m. at the Faculty Auditorium. The event was graced by Prof. E.M.A.S.B. Ekanayake, Dean of the Faculty, Heads of Departments, Academic Staff Members and Non-academic Staff Members of the Faculty of Management.

The Peradeniya Management Newsletter (PMN) is one of the pillars of the Media Unit that electronically publishes four issues per annum. The Newsletter includes news articles regarding recent publications, workshops, seminars, conferences attended or organized, MOUs, awards and other recognitions, appointments, promotions, and retirements of the Faculty members. The Academic Departments, Committees, Units, and Centers of the Faculty of Management are invited to submit news articles for publication in the Newsletter.

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## MOMENTS TO REMEMBER



# ▲ THE LAUNCH OF THE E-MAGAZINE “THE ESSENCE OF MARKETING”

## - DEPARTMENT OF MARKETING MANAGEMENT



The Marketing Management Students’ Society, Department of Marketing Management successfully launched the maiden issue of the e-Magazine “The Essence of Marketing” on the 30<sup>th</sup> of May 2022 at the Faculty Auditorium. The purpose of the magazine is to provide the students with a platform to publicize articles related to Marketing Management, opinion pages, interviews, insights, creative content, or a write-up of case studies.

This special occasion was graced by the presence of the Prof. E.M.A.S.B. Ekanayake, Dean, Faculty of Management, Heads of the Departments, Academic Staff members, and students from the Department of Marketing and other departments of the Faculty. Mr. Aaqil Munavver and Ms. AMY Jayarathna who act as the President and the Vice-President of the Marketing Management Students’ Society, Department of Marketing Management welcomed the guests and the Ms. K.D.M.K. Weeratunge, Senior Treasurer, Marketing Management Students’ Society addressed the gathering which was followed by the speeches by Ms. BS Hettiarachchy, Head, Department of Marketing Management and Prof. EMASB Ekanayake, Dean, Faculty of Management, University of Peradeniya.

The event was made more glamorous by dancing and a singing item which were performed by the students of the Department of Marketing Management. Finally, Ms. W.M.H.W. Wijesundara, Secretary, Marketing Management Students’ Society delivered the Vote of Thanks and concluded the session.

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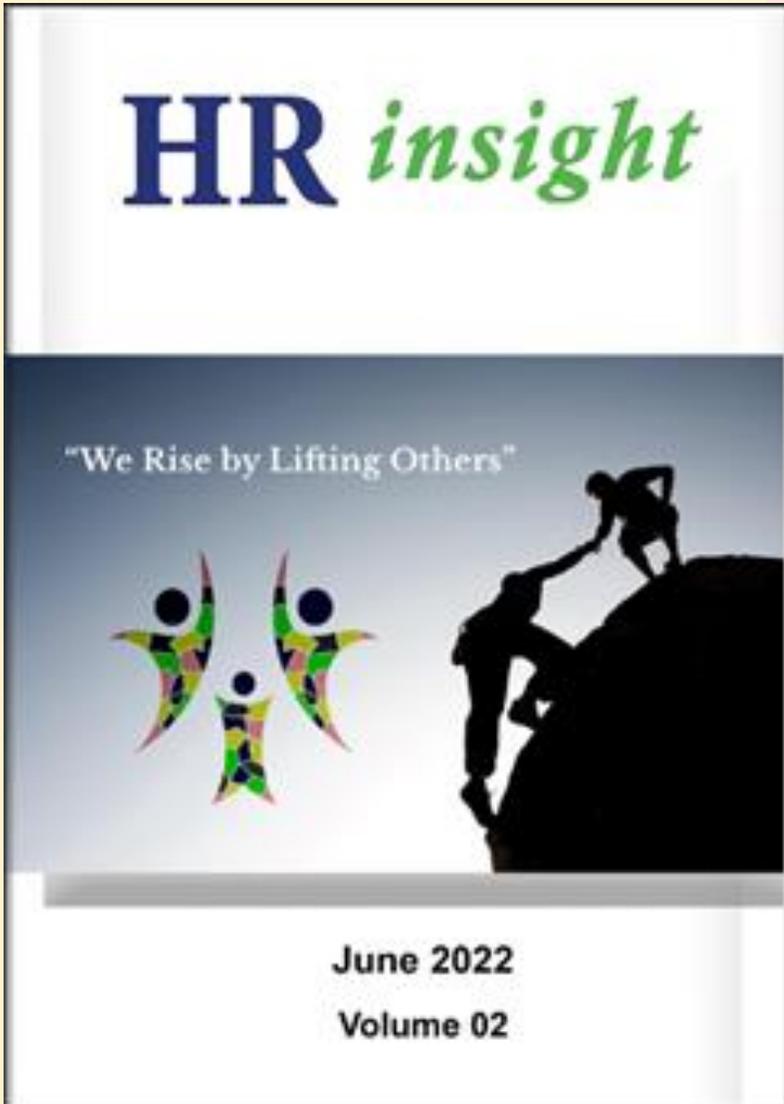


# MOMENTS TO REMEMBER



## ▲ E-HR INSIGHT

### - 'HRM GUILD', THE SOCIETY OF HUMAN RESOURCE MANAGEMENT

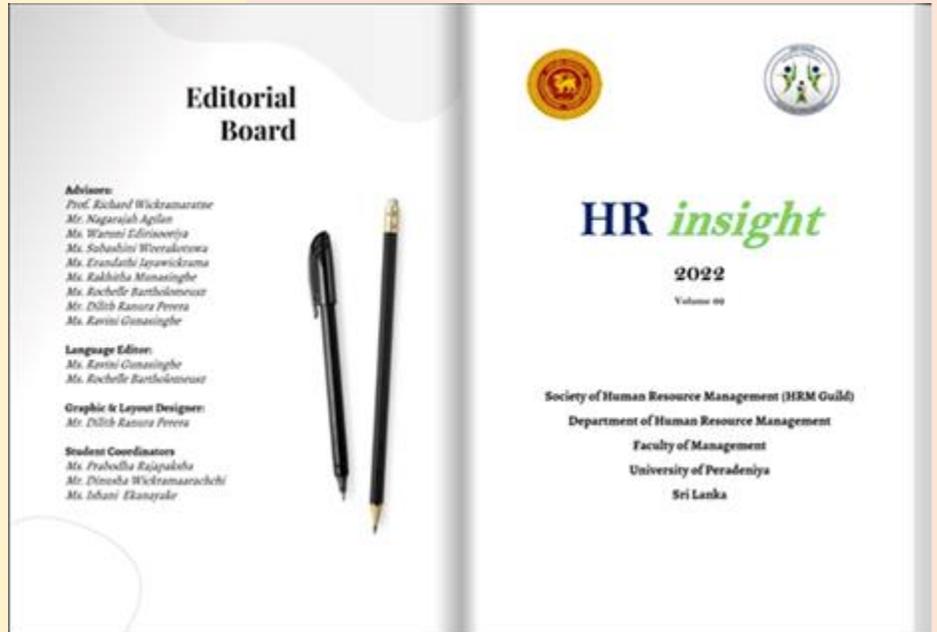


The student publication of the HRM Guild (The Society of Human Resource Management), namely, 'e-HR insight' was released on the 7<sup>th</sup> June 2022 in the presence of Prof. E.M.A.S.B. Ekanayake, Dean, Faculty of Management, University of Peradeniya, Mr. Saman Rupasinghe, Deputy General Manager of Human Resources, MAS Intimates, Ms. Waruni Edirisooriya, Head, Department of Human Resource Management, Heads of other Departments, Academic Staff Members of the Department of Human Resource Management, Mr. Dinusha Bhagya, President, HRM Guild and all the members of the HRM Guild. The COVID-19 pandemic and subsequent business transformations have expanded the role of human resource management in the current decade. Hence, this latest volume of 'e-HR insight' has focused on the main theme of "Managing HR in the New Normal," followed by three sub-themes namely, "Empathy, Resilience, and Empowerment". Indeed, this volume has become a great platform for the undergraduates of the Department of Human Resource Management to express their opinions, challenge the status quo, and provide feedback on matters concerning students and their future.

The Department wishes to congratulate all the students whose articles are published in the second volume of 'e-HR insight' and appreciate the time spared in connecting with the corporate world to gather relevant facts and keeping abreast with the current trends in the domain of human resource management.

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# MOMENTS TO REMEMBER



**PUBLICATIONS BY FACULTY MEMBERS**

**Ms. P.T.M. Gunathilake was awarded as the Second Runner-Up (Postgraduate Category) by the Institute of Applied Statistics, Sri Lanka at the Best Research Awards – 2021 for her paper titled ‘Long Memory in Stock Market Returns: Evidence from Sri Lanka’.**

**Ms. M.N.F. Nuskiya co-authored an article with Ms. P.P. Abeykoon and Prof. K.G.A.Udayakuma titled “Corporate Internet Reporting: Evidence from Sri Lankan Listed Companies”. It was published in the International Emerging Financial Markets and Policy Conference (EFMP) organized by The Sri Lanka Finance Association, Sri Lanka (SLFA) on the 17<sup>th</sup> of June, 2022.**



**Ms. H.H.A.J. Gunatissa submitted a conference paper to the APacCHRIE conference organized by Sunway University Malaysia. This paper is titled ‘Moving beyond three pillar of sustainability: Hotel sustainability in a popular tourist destination’.**

**Ms. R.M.U.R.K. Rathnayaka and Ms. H.D. Samarakoon co-authored an article titled ‘The Role of Instagram influencers Credibility on customer Purchase Intention: A case of Restaurant Sector Sri Lanka’. This article was published in the Sri Lanka Journal of Marketing, Volume 8, Issue I January – April 2022.**



**Mr. D.M.D.Bandar published a paper titled ‘Impact of influencer marketing on Social media Users’ Travel Intention’ in the Sri Lanka Journal of Marketing , Volume 8, Issue I January – April 2022.**

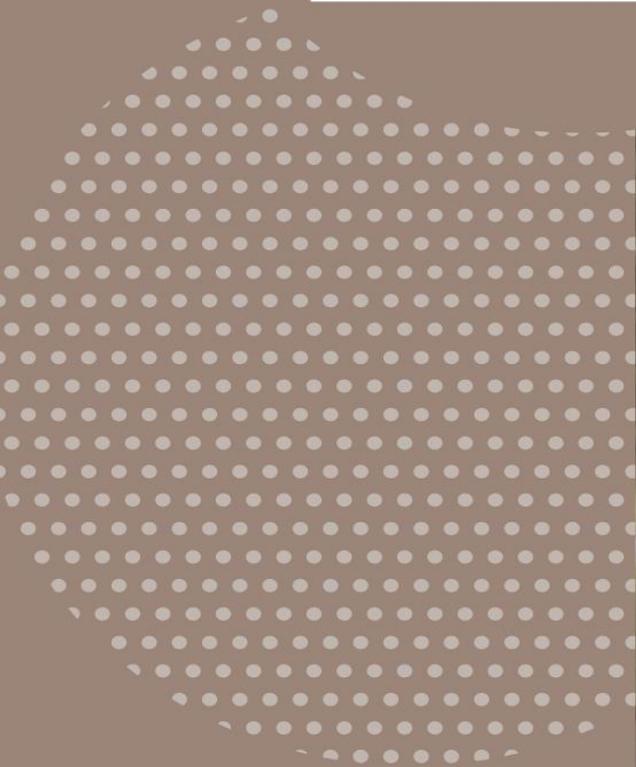


**Prof. R.H. Kuruppuge, Ms. S.H.T. Kumudumali, Mr. D.R. Perera, and Mr. D M D Bandara has published a research article titled ‘Degree of effectiveness of virtual learning mode in Sri Lanka: With reference to state Universities in Sri Lanka’ at the ICBAFM 2021 - International Conference on Block chain and Advanced Financial Management, Ton Duc Thang University, Ho Chi Minh City, Vietnam.**

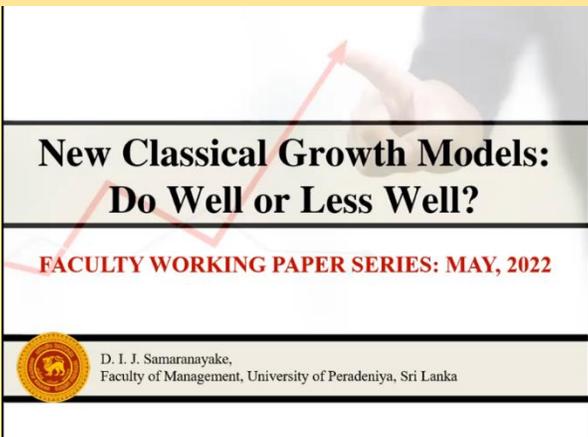


# RESEARCH FORUMS

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# FACULTY WORKING PAPER SERIES– MAY



**New Classical Growth Models:  
Do Well or Less Well?**

**FACULTY WORKING PAPER SERIES: MAY, 2022**

D. I. J. Samaranayake,  
Faculty of Management, University of Peradeniya, Sri Lanka

Identify the importance of applying streamlined microeconomic models to study the aggregate economy

New Classical Macroeconomics





Thank You!

The thirteenth session of the Faculty Working Paper Series was held virtually on the 27<sup>th</sup> of 2022. Mr. D.I.J. Samaranayake from the Department of Management Studies made the presentation based on the title, ‘New Classical Growth Models: Do Well or Less Well? A Review’. The paper was reviewed by Prof. Malaka Ranathilake from the Department of Economics and Statistics, Faculty of Arts, University of Peradeniya. The event was graced by the Dean, Heads of the Departments, and the Academic Staff members of the Faculty of Management. A brief abstract of the paper is given below:

‘The study explains the dynamics in the Optimal Growth and Overlapping Generations models and their implications for (real) GDP per capita [RGDPPC] in different countries in the short-run and long-run. This analysis uses RGDPPCs for ten countries consisting of five per each developed and developing category for 116 years. Sri Lanka was used as the favorite destination and calculated the RGDPPC ratios. Data on RGDPPC for ten countries explain that the relative differences between RGDPPC ratios and the baseline have been varying over time. Also, it demonstrates a high variation in the short-run dynamics between countries. Both models predict a convergence of economies into a steady-state having the same amount of RGDPPCs in the long run. This prediction appears to be acceptable in the analysis. Also, the concept of efficient contributions by generations in the OGE model was concerned and it reflected more realistic reasoning but resulted to make differences across countries’ per capita GDP in the long run. The long-run dynamics revealed that growing inequality is a common issue in developing nations as a very low percentage of populations enjoys a high proportion of national output’.



# PROMOTIONS & APPOINTMENTS

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# PROMOTIONS



**Ms. DMSM Dasanayake**  
Promoted to the Post of Senior Lecturer (Grade II),  
Department of Operations Management, Faculty of  
Management, University of Peradeniya



**Ms. U.W.G.Y.E Jayawickrama**  
Promoted to the Post of Senior Lecturer (Grade II),  
Department of Human Resource Management,  
Faculty of Management, University of Peradeniya



**Ms. E.M.W.A Edirisooriya**  
Promoted to the Post of Senior Lecturer (Grade II),  
Department of Human Resource Management,  
Faculty of Management, University of Peradeniya

# PROMOTIONS



**Ms. P.R.W.M.S.C Weerakotuwa**

Promoted to the Post of Senior Lecturer (Grade II),  
Department of Human Resource Management,  
Faculty of Management, University of Peradeniya



**Mr. T.S.S Fernando**

Promoted to the Post of Senior Lecturer (Grade II),  
Department of Management Studies, Faculty of  
Management, University of Peradeniya

# APPOINTMENTS



**Ms. D .G Gunasekara**  
Appointed to the post of Lecturer  
(Temporary), Department of Business  
Finance, Faculty of Management,  
University of Peradeniya



**Ms. T.M.R.T. Tennakoon**  
Appointed to the Post of Lecturer  
(Temporary), Department of Business  
Finance, Faculty of Management,  
University of Peradeniya



**Ms. N.S.A Shamath**  
Appointed to the Post of Lecturer  
(Temporary), Department of Business  
Finance, Faculty of Management, University  
of Peradeniya

# FACULTY OF MANAGEMENT

The Faculty of Management is the ninth Faculty at the University of Peradeniya, established in 2015. Even though the Faculty of Management at the University of Peradeniya is only seven years old, the University of Peradeniya is the pioneer in Management higher education in the country as it has been offering a Bachelor of Commerce (B.Com.) Degree Programme since 1962. At present, the Faculty of Management offers a Bachelor of Business Administration (BBA) Honours Degree Programme under five specializations related to five Departments and caters to about 175 university entrants who sat their G.C.E. (Advanced Level) examination in the Commerce stream each year. In addition, it also offers two inter-faculty degree programmes, namely, B. Com. and B.Sc. in Computation and Management, in collaboration with the Faculty of Arts and the Faculty of Science, respectively. Apart from the internal degree programmes, the Faculty offers a BBA External Degree Programme in online platform and a Diploma in Management and Development programme through the Centre for Distance & Continuing Education (CDCE) of the University of Peradeniya. Furthermore, the Faculty of Management offers two postgraduate diplomas and four master's degree

programmes with a view to expanding its services to those who seek postgraduate qualifications and training. Within seven years of its existence, the Faculty has achieved the highest grade (Grade 'A') offered by the Quality Assurance Council of the University Grants Commission (UGC) for its BBA Degree Programme. Recently, the Faculty has also won the AHEAD grants worth of Rs. 120 million through which a building and a computer lab were constructed, and furniture, equipment, and learning materials were purchased to promote outcome-based education and learner-centered teaching.

As part of the strategic plan, the Faculty of Management intends to expand its portfolio in line with the development taking place in the industry by introducing new degree programmes at undergraduate as well as postgraduate levels. For this purpose, the Faculty plans to train the staff and develop its physical infrastructure to provide students with adequate knowledge and facilities to transform them into high-quality graduates.



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