



NEWSLETTER

University of Sri Jayewardenepura

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News
Nine Academics from the Faculty of Medical Sciences of USJ, Honored with SUSRED Awards



University of
Sri Jayewardenepura

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'Japura Flames' is acknowledged for some photographs.

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The newsletter of the University of Sri Jayewardenepura
"Saviḍu" is a tri-annual newsletter carrying the vibrant academic,
cultural and communal life of
the University of Sri Jayewardenepura.

NEWS

Stethoscope Scholarship 2024

"Stethoscope Scholarship Programme" is an annual event which is organized by the Buddhist Society of Faculty of Medical Sciences, University of Sri Jayewardenepura. This year's event, held on 26th of January 2024, saw the donation of eight stethoscopes and knee hammers to 8 students of the MBBS 31st Batch and the BDS 1st Batch who are starting their clinical appointments this year. The event was graced by Professor Manori Gamage, the Dean of the Faculty of Medical Sciences, University of Sri Jayewardenepura, Senior Professor Surangi Yasawardene, the Dean of the Faculty of Dental Sciences, and Consultant Surgeon Dr Malith Nandasena, the Senior Treasurer of the Buddhist Society, Faculty of Medical Sciences.



Inauguration Ceremony of the Japura Blue Legacy Club of the Faculty of Urban and Aquatic Bioresources

The Department of Aquatic Bioresources, Faculty of Urban and Aquatic Bioresources launched its first official student club, the Japura Blue Legacy Club, on 17th January 2024. The inauguration ceremony was graced by the participation of Mr. Deepthi Perera, Managing Director, Lumbini Aquaria (Pvt) Ltd. and Founder of Deep Blue Sea Ltd., as the guest speaker. As one of the leading ornamental fish exporters in the country and a successful entrepreneur with diverse business ventures in the fields of ornamental fish farming, sea-cage farming and ornamental fish feed manufacture, Mr. Perera provided valuable insights to the undergraduates of the BSc degree programme in Aquatic Bioresources, about the enormous potential of these industries and how they can make themselves ready to fit into these diverse sectors in the field of Aquatic Bioresources.

The Japura Blue Legacy Club which was established with a view to explore, sustainably utilize and conserve the aquatic bioresources of the country, marked the beginning of the first student club of the Faculty of Urban and Aquatic Bioresources. Senior Prof. Pradeep Jayaweera, Dean, Faculty of Urban and Aquatic Bioresources, and Dr. Erandi Pathirana, Head, Department of Aquatic Bioresources, guided and inspired the students for this important movement. It was really encouraging to observe the inspiration and the true passion of the students to establish this club with less than two years after the establishment of our Faculty. The Japura Blue Legacy Club looks forward for exciting and productive ventures and projects which will ensure sustainable utilization and conservation of our aquatic bioresources.



Inauguration Ceremony of Diploma in Cosmetic Technology Second Batch

The Department of Biosystems Technology at the Faculty of Technology (FOT), University of Sri Jayewardenepura, offers the exclusive Diploma in Cosmetic Technology, a one-year program (SLQF 03), making it the sole government university in Sri Lanka providing such specialized education in the field of Cosmetic Technology. With an extensive curriculum comprising 26 theory credits, 03 credits of practicals, along with tutorials, individual and group presentations, industrial visits, and mini-research projects, this program is designed to furnish students with a robust understanding of cosmetic science and technology.



The primary objectives of this diploma course are to instill fundamental principles in cosmetic science, furnish practical experience in formulating various cosmetic products and conducting quality control analysis, and equip students with the leadership and managerial competencies necessary for venturing into or managing a cosmetic enterprise. This course caters to a diverse audience, including small and medium-scale cosmetic entrepreneurs, cosmeticians, cosmetologists, beauticians, medical practitioners, university students, and individuals aspiring for careers within the cosmetic industry.



The inauguration ceremony for the second batch took place on the 27th April 2024, at the Ven. Sri Soratha Auditorium, FOT, University of Sri Jayewardenepura, marking a successful commencement of the program.



The event was graced by esteemed figures including Prof. Nilmini Liyanage, the Dean of FOT, Heads of Departments of FOT, visiting lecturers, invited academic and non-academic staff members, and candidates of the diploma program. Mr. Nalaka Gunawardana, General Manager of Nature's Beauty Creations Ltd, delivered the keynote speech, while Prof. Nilmini Liyanage, Prof. Lasanthi Jayathunge, Head of the Department of Biosystems Technology, and Dr. Kaushalya Abeysekera, Coordinator of the Diploma, also addressed the gathering, highlighting the significance of the program and its potential impact on the cosmetic industry landscape.

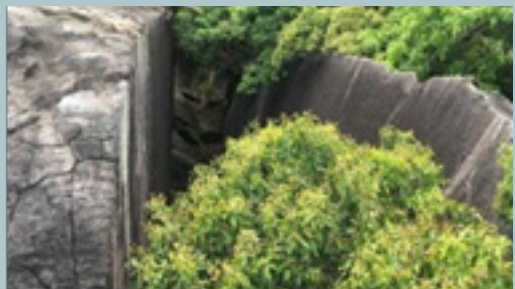
Prof. Karunasena Hettiarachchi gets appointed as the Co-chair of the Ministerial Committee to decipher the Dimbulagala inscription

The Dimbulagala inscription, which was discovered on 10th July 2023 at Dimbulagala Archaeological Reserve, by the Polonnaruwa Archaeological Exploration Team and the Epigraphy Division of the Head Office of the Department of Archeology, is said to be the largest inscription ever found in Sri Lanka. The inscription is about 45 ft in length and 18 ft in height and, took more than a month of difficult and tedious work to copy the inscription into estampage format.

Given the controversies spread about this inscription, the Ministry of Buddhasasana, Religious, and Cultural Affairs appointed an expert committee comprised of eleven members specialized in Epigraphy on 17th January 2024, to decipher this stone inscription, headed by eminent scholar Dr. Malini Dias and Co-chaired by Prof. Karunasena Hettiarachchi, attached to the Department of History and Archaeology of the University of Sri Jayewardenepura.

Unfortunately, 60% of the inscription was unreadable and only 40% was readable. Although around 1000 characters were used for this inscription, mainly it has used 24 Brahmi letters and several rare symbols, which have never been seen in previous inscriptions. According to these signs, characters, and unique symbols, Prof. Hettiarachchi and the expert committee decided to announce that the inscription belonged to the beginning of the 2nd century B.C. or earlier than that.

However, since the preliminary report was compiled entirely based on the estampage brought to Colombo, the Co-chair of the committee Prof. Karunasena Hettiarachchi wishes to physically visit the site to provide a more accurate interpretation and to produce a proper report on this inscription

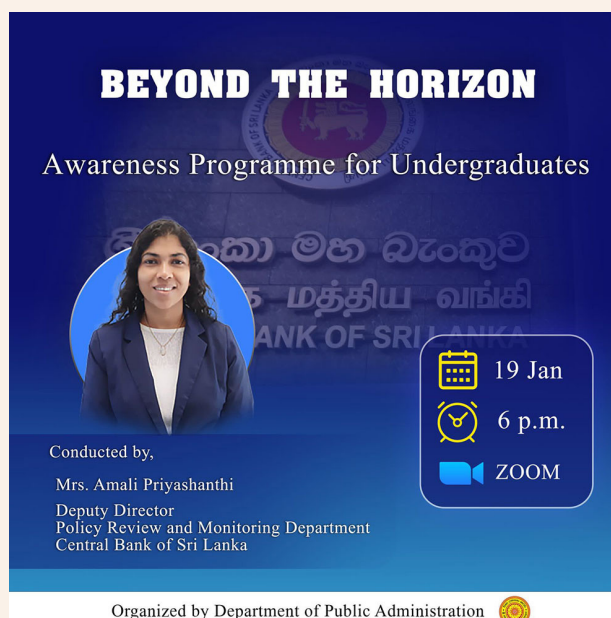


Introduction of the 'Credit and Treasury Management' Course

To address the evolving landscape of the finance field, the Department of Finance has introduced Credit and Treasury Management course within the BSc Honours in Finance degree programme starting from the academic year 2024. By integrating Credit and Treasury Management into the curriculum, the department aims to produce graduates who are better equipped to meet industry demands. This forward-thinking approach seeks to produce graduates who are well-prepared to navigate the complexities of the finance sector, thereby fostering finance professionals adept at managing credit risk, liquidity, and capital allocation. This course exemplifies the department's commitment to aligning academic programme with industry requirements and enhancing the employability of its graduates.

Inaugural Session of "BEYOND THE HORIZON" Series Focuses on Central Bank Careers

Dr. R. P. C. K. Jayasinghe, Head of the Department of Public Administration, inaugurated the "BEYOND THE HORIZON" awareness sessions with a dedicated focus on career opportunities within the Central Bank of Sri Lanka. The session, conducted via Zoom, featured Mrs. Amali Priyashanthi, Deputy Director of the Policy Review and Monitoring Department at the Central Bank. Mrs. Priyashanthi provided valuable insights and guidance on the processes and prerequisites for potential candidates. The event was graced by the participation of the Dean of the Faculty of Management Studies and Commerce, the Head of the Department, enhancing the session's credibility and depth.



The session was exclusively designed for undergraduates from the Faculty of Management Studies and Commerce, facilitating direct interaction and a platform for queries with industry experts. The commencement of this series heralds a promising avenue for students seeking informed guidance towards prospective careers.

FMSC Students Orientation Programme 2024

We are delighted to announce the successful completion of the Student Orientation Programme for the 2022/23 batch at the Faculty of Management Studies and Commerce (FMSC), University of Sri Jayewardenepura, held from January 29th to February 2nd, 2024.

The inauguration ceremony, held on January 29, 2024, at the Bandaranayake Hall of the university, and graced by Senior Professor M. M. Pathmalal, the Vice-Chancellor, Dr. Dushan Jayawickrama, the Dean of the Faculty of Management Studies and Commerce, along with various members of the academic, administrative, and non-academic staff, set the tone for the comprehensive orientation week. Following the inauguration, on the evening of day 1 of the student orientation program, Professor Aruna S. Gamage conducted a session on the "Role of Students in University Education". Subsequently, meetings with academic advisors took place at pre-informed locations across the university, allowing academic advisors to initiate discussions with their assigned groups of new students. There were 86 lecturers, and each academic advisor was allocated a group of new students, typically consisting of 15-16 students. Meeting with the Student Mentors" emerged as the most satisfying session for new students, receiving a commendable 93% satisfaction rate, with students expressing either "very satisfied" or "satisfied."

On the second day, January 30th, students participated in ITRC Sessions, an informative session at the library, and a university tour, allowing new students to familiarize themselves with important locations on campus. On the evening of day 2, an interactive session with university clubs and associations was conducted at different locations within the faculty. Students were pre-informed about the locations of each club and association session, and they were guided by student volunteers to visit their required clubs and associations. There were 17 clubs and associations including, J'pura Flames, Hada Ulpatha, AIESEC, Adventure Club, J'pura Awakashaya, Career Skills Development Cultural Centre, Divisarana, Flair Club, Gave Club, Leo Club, Sports Council, Startup hub, Vikings Club, J'pura Voice, vow Society and Rotaract Club.

On the third day, January 31st, a session by Dr. Saman Weerawansa, Senior Lecturer at the Sri Lanka Foundation Institute, focused on cultivating mindfulness among undergraduates under the theme "Preparing



for University Life.” On the evening of day 3, an IT Skill Development Programme was conducted for a selected group of students at the ITRC labs.

On the fourth day, February 1st, students were organized into two groups. One group engaged in a community project focused on cleaning roads, under the guidance of assigned lecturers and enthusiastic student volunteers. This community initiative was sponsored by Parley for the Oceans and received support from the National Cleaner Production Centre and the Police Environment Protection Division located in Battaramulla. Simultaneously, the other group participated in a session titled ‘Learning to Live with Diversity. The objective of this session was to nurture a culture of diversity and inclusion among undergraduates by facilitating discussions on embracing differences. The focused sessions addressed topics such as rural-urban divisions, gender disparities, and the right to body. Students were encouraged to cultivate empathy and understanding. This schedule was repeated on February 2nd, with one batch focusing on a community project to clean nearby schools, and the other on “Learning to Live with Diversity.” The first phase of the orientation programme concluded on the fifth day with a musical evening at the Bandaranayake Hall, featuring performances by senior students.

In addition to the physically conducted sessions, essential videos for new students, covering topics such as the Medical Center of USJ, Student Welfare Division of USJ, Student Conduct and Discipline at USJ, Student Support Center of FMSC, Sports and Physical Wellbeing at USJ, Library at USJ, Student Affairs, Publications and Examination Division of USJ, and Career Guidance Unit of USJ, were pre-recorded and made accessible on the orientation webpage before the Student Orientation Programme.

The Student Orientation Programme was seamlessly executed, thanks to the collaborative efforts of our dedicated academic, administrative, and non-academic staff, alongside the invaluable support of enthusiastic student volunteers from the second, third, and fourth years of the faculty. Furthermore, we extend our sincere gratitude to the sponsors of the programme: Maliban Biscuit Manufactories (Pvt) Limited, Ceylon Biscuits Limited, Unilever Sri Lanka, Sunquick Lanka Pvt Ltd, and the Department of Entrepreneurship of the faculty. The active participation of both new students and their supportive parents added a touch of success to this well-coordinated event, and we trust it will be a memorable experience in their university life.

The Inauguration Ceremony of the MBA/M.Sc. in Management Programme 2024

The Inauguration Ceremony of the MBA/M.Sc. in Management Programme 2024 was successfully held on January 13, 2024, at the New Boardroom of Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. The ceremony was led by Mr. Nalin B Karunaratne, Chief Executive Officer, Ceylon Biscuits Limited. Dr. Dushan Jayawickrama, Dean of the Faculty of Management Studies and Commerce, Prof. T.G.U.P. Perera, Chairman—of the Board of Studies in Management Studies, Prof. M.A.K. Sriyalatha, Coordinator—MBA Unit, and Ms. W.R.M. Shehani Shanika, Assistant Coordinator of the same Unit, graced the ceremony. Senior academics representing the lecture panel including one of the former Dean of the Faculty of Management Studies, Prof. Hilary Silva, and Chairman—of the Faculty of Postgraduate Studies in Management Prof. Wasantha Perera, Prof. Sudath Manjula Amarasena, Prof. M.D. Pushpakumari, Prof. Champa Rajapakse, and Mr. Daham Gunasena also participated and added more colour to the ceremony. A total of 100 candidates participated in the inauguration ceremony, representing diverse professional backgrounds.



Orientation Program for B.Sc. Management (Public) General (External) Degree



The Orientation Program for the B.Sc. Management (Public) General (External) Degree was held on the 11th of February 2024, commencing at 11:00 A.M. The event

took place at the Bandaranayake Hall of the University of Sri Jayewardenepura. The official proceedings were initiated with a warm welcome address by Prof. Hilary E. Silva, Chairperson of the Board of Study of the Faculty of Management Studies and Commerce at the University of Sri Jayewardenepura.

The event was graced by the participation of distinguished guests including Snr. Prof. Pathmalal Manage, Vice-Chancellor of the University of Sri Jayewardenepura; Dr. Dushan Jayawickrama, Dean of the Faculty of Management Studies and Commerce; Prof. Venerable Pinnawala Sanghasumana Thero, Director of the External Degrees and Extension Courses Unit; and Dr. R. P. C. K. Jayasinghe, Head of the Department of Public Administration and other staff members. The orientation program aimed to familiarize new students with the academic expectations, resources, and opportunities available to them within the Faculty of Management Studies and Commerce.



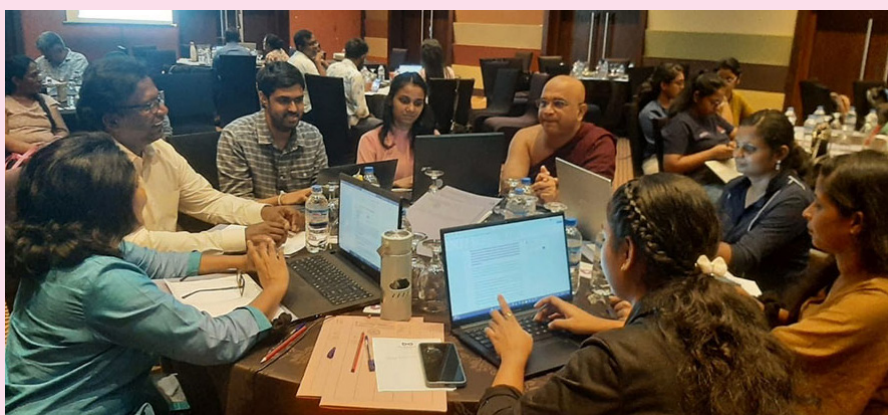
Curriculum Review & Development Workshop - B. Sc. Management (Public) General (External) Degree

The External Degrees and Extensions Courses Unit (EDEU) of the University of Sri Jayewardenepura organized a Curriculum Review & Development Workshop on March 31st and April 1st, 2024, at Hotel Anantaya, Chilaw. Mr. W. M. N. Weeratunge, Former Chairman of the Board of Studies of the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, warmly welcomed participants.



The program was featured with five sessions for each external degrees program offered from the Faculty of Management Studies and Commerce. The most of the senior academic members and junior academic members of the department were participated to this workshop to have a valuable discussion for the purpose of making well-established curricula for our degree program.

The program ended with a fruitful discussion with the hope of introducing academically rich curricula for the faculty.



Fostering Educational Excellence: A Remarkable Gesture of Corporate Social Responsibility by the Department of Business Economics

The Department of Business Economics launched a corporate social responsibility (CSR) initiative on January 10th, 2024, providing 10 scholarships to deserving undergraduates. This initiative aims to offer financial assistance to students facing economic challenges while demonstrating exceptional academic dedication. Dr. Janaka Fernando, the department head, and Dr. Ananda Rathnayake, a senior lecturer, attended the event.



The scholarships were funded by an anonymous alumni member, reflecting a commitment to giving back to the academic community. This philanthropic contribution exemplifies how successful professionals can nurture the next generation of leaders.

Under this program, 10 students from the Department of Business Economics were selected to receive Rs. 10,000 each. This financial support is intended to alleviate economic burdens, allowing students to focus more effectively on their studies.

Inauguration Ceremony: Department Session of the 5th Batch of Postgraduate Studies in Business Economics

The University of Sri Jayewardenepura's Department of Business Economics convened the Inauguration Ceremony for the 5th Batch of Postgraduate Studies in Business Economics on April 6th, 2024, at the Senate Board Room.

Dr. Janaka Fernando, Head of the Department of Business Economics, delivered the Welcome Speech, setting the tone for the event. Following this, a video address by Senior Prof. Sampath Amaratunge, Professor and Chair of the Department of Business Economics, and Chairman of the University Grants Commission (UGC), was screened, emphasizing the significance of academic rigor and innovation in the field. Prof. Anura Uthumange, a Postgraduate in Business Economics,

shared insights from personal experiences, motivating the incoming students. Subsequently, Prof. Sumudu Perera introduced the MPhil in Business Economics program, outlining its objectives, while Dr. Dinesha Siriwardhane introduced the MBE and MSc in Business Economics Programs, highlighting their comprehensive nature and practical orientation.

Mr. Champika Dhanapala, representing the Postgraduate Student Association and Senior Manager of SME Business Development at Seylan Bank PLC, delivered the Address and Vote of Thanks, expressing gratitude to all involved.

Organized by the Department of Business Economics, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, the ceremony concluded, marking the beginning of a new academic journey for the students.



CONFERENCE & RESEARCH

International Research Conference in Health Sciences (IRCHS) 2024, FAHS, USJ

The Faculty of Allied Health Sciences of the University of Sri Jayewardenepura (USJ) successfully organized the International Research Conference in Health Sciences (IRCHS) 2024 on the theme, "Exploring trends in digital health for health care innovations with sustainable health equity". The conference was held on 02nd April 2024 at the Senate Board Room of USJ.

The conference aimed to provide a platform for researchers, academics, professionals and students to share their knowledge and experience in various fields of health sciences. The conference tracks covered topics such as 'Research in natural products', 'Medication safety and public health', 'Current trends in laboratory diagnostics', 'Nursing management and health promotion', 'Novel formulation', and 'Reproductive, maternal and child health'.

Senior Prof M.M. Pathmalal, Vice Chancellor of University of Sri Jayewardenepura, Senior Prof Vidya Jyothi Vajira H.W. Dissanayake, Dean, Faculty of Medicine, University of Colombo, Prof D I Uluwaduge, Dean, FAHS, Deans of other faculties of USJ, and other invited speakers and guests graced the occasion. The faculty oration was delivered by Prof Nithushi Samaranayake, Professor in Pharmacy & Pharmaceutical Sciences, Department of Pharmacy & Pharmaceutical Sciences, Faculty of Allied Health Sciences, University of Sri Jayewardenepura. The keynote speech was delivered by Prof A.A.T.D Amarasekara, Professor in Nursing and Midwifery, Department of Nursing and Midwifery,



Faculty of Allied Health Sciences, University of Sri Jayewardenepura.

IRCHS 2024 programme included Pre-Conference workshops on “Qualitative research”, “Basics in research writing” and “Basics in flow cytometry”, which were organized by Dept. of Nursing and Midwifery, Dept. of Pharmacy & Pharmaceutical Sciences, and Dept. of Medical Laboratory Sciences respectively.

An international symposium was also held along with the conference on “Trends in digital health for health care innovations with sustainable health equity” where three eminent speakers shared their insights on various aspects of this theme. Professor Dame Tina Lavender, Director of the Centre for Childbirth, Women’s and Newborn Health, the Department of International Public Health, Liverpool School of Tropical Medicine delivered a speech on “Using digital technology to support nursing and midwifery practice”. Dr Laurence Luu, UTS Chancellor’s Research Fellow, School of Life Sciences, University of Technology Sydney talked about “Using genomics to investigate the re-emergence of infectious diseases: Insights from the Australian whooping cough epidemic”. Dr. Madhubhani Hemachandra Medical Writer, Smart Practice, Phoenix, AZ, USA delivered a speech on “Harnessing the Power of AI in Healthcare: Opportunities, Challenges, and Future Directions”.

The Young Innovators Award in Health Sciences was also given away for the fourth consecutive year, where the Best Innovator in Health Sciences 2024, and 1st and 2nd Runners-Up awards were selected through a panel of 15 expert reviewers



Prof. W.T.P. S.K. Senarath delivered a plenary speech at the International Conference on Multidisciplinary Research and Innovations Held at Western Mindanao State University, Zamboanga City, Philippines

Prof. W.T.P. S.K. Senarath delivered a plenary speech at the International Conference on Multidisciplinary Research and Innovations Held at Western Mindanao State University, Zamboanga City, Philippines on 18th April 2024.



05th Commerce Research Symposium

5th Commerce Research Symposium (CRS) held on February 26, 2024, at the Faculty of Management Studies and Commerce, USJ with the collaboration of the 20th International Conference of Business Management (ICBM) 2024 undergraduates' research day. Mr. Kusal Nissanka, Head of Finance and Administration, Colombo Stock Exchange and Dr. Thilini Kaushalya, Senior Lecturer of the Department of Commerce served as the session chairs.



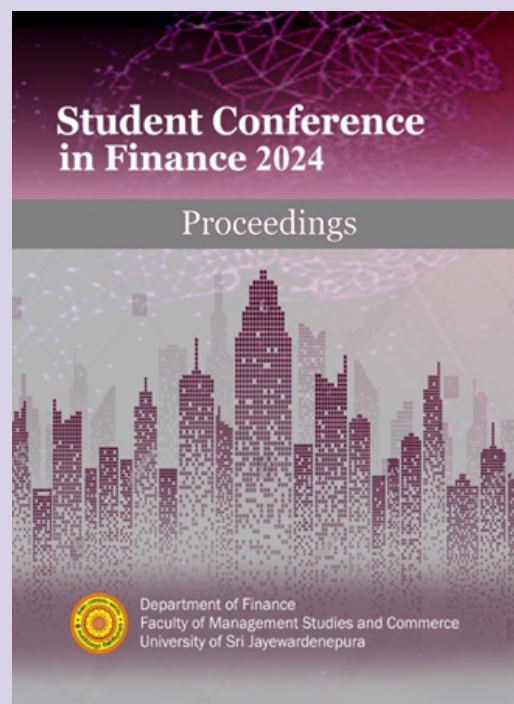
02nd International Research Symposium on Entrepreneurship

Research is considered a major component in the academic life of an undergraduate. To enhance this aspect, the Department of Entrepreneurship organized the 2nd International Research Symposium on Entrepreneurship (IRSE) 2024 as a part of the research week of the Faculty of Management Studies and Commerce, University of Sri Jayawardenepura. The event was held on February 28, 2024, on the university premises and included the participation of panelists from various universities. Professor Eugene Fregetto served as the guest speaker for the session, emphasizing the significance of the research journey and providing insights into conducting effective research. The symposium was conducted under the coordination of Ms. D.C.H. De Silva.



7th Student Conference in Finance

The Department of Finance organized its Seventh Student Conference in Finance on 28 February 2024, during the research week of the Faculty of Management Studies and Commerce. Fourteen outstanding undergraduate research studies covering a diverse range of topics within the field of finance were orally presented. This conference provided a valuable platform for undergraduates to share their work, gain feedback, and engage with peers and experts, fostering an environment of learning and collaboration. The abstracts of these studies have been published in the conference proceedings. The success of this event was made possible by the tireless efforts of Prof. Chandana Gunathilaka - Head of the Department of Finance, Prof. Champa Rajapakse - Chairperson of the conference, organizing committee and the members of the Department of Finance.



Business Information Systems Student Symposiums (BISSS) 2024

The fifth "BIS Student Symposium" (BISSS 2024) organized by the Department of Information Technology was held on Wednesday, the 28th of February 2024 from 1.00 pm onwards at Fayol Hall, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. The event was organized to provide the students a platform to engage, showcase, and contemplate the more socially conscious and applied avenues of Information Systems and Management education. This year, it was held as a part of the ICBM 2024 research week. The symposium consisted of 2 main tracks showcasing 05 extended abstracts and 03 projects presented by the department's undergraduates. The event was conducted with the participation of approximately 100 undergraduates, university academic staff members, alumni, and industry practitioners.





The first Keynote speaker was Dr. Shalinka Jyatileke who is a Lecturer in Data Analytics and AI, La Trobe Business School, La Trobe University, Melbourne, Australia. And the Second Keynote Speaker was Dr. Lahiru Ariyasinghe, Associate Architect – Data Science, Axiata Digital Labs. The Invited Speaker of the event was Mr. Kun Wang, Senior Consultant at Planted Consultancy Services Best Research Award

was presented to 'Propagation of Information Using Political Hashtags in Facebook: A Social Network Analysis', by Ms. Nikita Fernando and Prof. K.S. Lasith Gunawardena

Best IS Development Project Award was presented to 'PHARMA HUNT' by Online Uncommon Medicine Finding System, by Ms. Dharani Nirasha, Ms. Dilki Sasikala and Dr. Mahesh Fernando. The BISSS 2024 Symposium was chaired by Ms. Lakshana Assalaarachchi while Ms. Dulari Perera acted as the secretary.



ICBM week - Undergraduate Research Conference

The Undergraduate Research Conference, of the Faculty of Management Studies and Commerce was held on the 28th of February 2024, at the university premises. The inauguration ceremony was held at the Senate Board Room of the University from 8.30 a.m. to 11.00 a.m. The conference was graced by a keynote address delivered by Professor (Emeritus) Indralal De Silva from the Department of Demography at University of Colombo. Professor De Silva's address focused on "Sustainable Development

Goals and Sri Lankan youth: Do we recognize their vulnerabilities?".



The conference featured presentations by undergraduate researchers from the eleven Departments of the Faculty with independent research sessions by each of the Departments at different venues in the faculty premises. The conference provided a valuable platform for undergraduate researchers to showcase their work, receive feedback from experts, and learn from their peers.



20th International Conference on Business Management

The 20th International Conference on Business Management (ICBM) of the Faculty of Management Studies and Commerce was hosted by the faculty on the 29th of February 2024 at the university premises. Themed “Resilience and Reinvention for Sustainable Development in the VUCA world,” the conference brought together academics, from around the world to discuss pressing issues in business management and explore solutions for achieving sustainable development in a volatile, uncertain, complex, and ambiguous (VUCA) world. The inauguration ceremony of the conference was held at the Senate Board Room of the university. The keynote speech was conducted by Professor John Dumay, Professor, Department of Accounting and Corporate Governance of the Macquarie University, Sydney, Australia.



The research submissions were assigned under several research tracks including Key Paper Presentation Session – Inauguration, Public Policy, Law, and Integrated Assessment for a Sustainable Future, The Learning Blend in Education Management, Marketing in the Age of Digital Transformation, Tourism & Hospitality Management in a Sustainable Economy, Business Process Re-engineering, Operations & Technology Management, Building a Sustainable Workplace

through HRM and Labour Relations, Navigating Resilient Economies for a Sustainable Future, A Convergence of Technologies for Sustainable Growth, Entrepreneurial Leadership in Sustainable SMEs, Building Urban Futures and Managing Real Estate, Sustainable Business Management in an Age of Crisis, Sustainable Finance and Accounting and Multidisciplinary. The conference accommodated 89 research papers in total with over 20 papers from foreign authors.



ICBM Week - PhD Colloquium

The PhD Colloquium organized in conjunction with the 20th International Conference on Business Management by the Faculty of Management Studies and Commerce was held on the 1st of March 2024 at the Senate Boardroom of the University of Sri Jayewardenepura.

The keynote address of the colloquium was delivered by Prof. John Dumay (a Professor in Accounting and Finance at Macquarie University, New South Wales, Australia) followed by the research session chaired by Prof. Wasantha Perera. Six PhD students conducted presentations based on their doctoral studies and six expert discussants provided constructive feedback to the presenters while providing invaluable suggestions to improve their concept papers. The e-version of the Book of Proceedings of the Colloquium was launched by the keynote speaker and is now accessible via the ICBM 2024 website.



Undergraduate Research Day 2024 – Department of Public Administration

The Department of Public Administration, in alignment with the International Conference on Business Management (ICBM), organized the Undergraduate Research Day 2024. The event provided undergraduates with an opportunity to present their research findings and gain exposure for their academic accomplishments.

Held at Webber Hall, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, the event commenced at 10:30 A.M. with a welcome address by Dr. R. P. C. K. Jayasinghe, Chair of Undergraduate Research Day 2024



and the Head of the Department of Public Administration. The panelists, consisting of distinguished alumni from the Department of Public Administration, included Snr. Prof. and Chair (Mrs.) R. Lalitha S. Fernando, Prof. Champika Liyanagamage from the Department of Accounting and Finance at The Open University of Sri Lanka, and Prof. M. A. K. Sriyalatha from the Department of Business Economics at the University of Sri Jayewardenepura. Five authors were selected by the panel of paper reviewers to present their research findings, providing a platform for undergraduates to discuss methodologies and share insights with peers, academics, and industry professionals.



Marketing Insights 2024: The 6th Undergraduate Research Symposium



The Department of Marketing Management at the University of Sri Jayewardenepura successfully hosted the Marketing Insights 2024: 06th Undergraduate Research Symposium in alignment with the International Conference on Business Management organized by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura on 28th February 2024. The Symposium commenced with an inaugural session featuring an inspiring keynote address

delivered by W. Indralal De Silva, Emeritus Professor of Demography at the University of Colombo. Following the inauguration, attendees engaged in track sessions designed to explore a diverse range of marketing themes, presenting 20 extended abstracts across four tracks, namely 'Track 01- Beyond Impressions and Engagement: Advertising and Branding Strategies', 'Track 02 – Connecting Cultures and Consumers: Tourism, Export Marketing, and Online Conversion', 'Track 03 – Beyond Likes and Share: Digital Marketing strategies and Social Media Dynamics', Track 04 – Want to Wellbeing: Consumer Dynamics and Conscious Consumption', each dedicated to specific aspects of marketing. These sessions allowed attendees to delve deeper into diverse marketing themes, unveiling the latest trends and research findings that could shape the future of the industry. The success of this event was made possible by the tireless efforts of the Chair of

the conference, Ms. Pavani Lakshika, Senior Lecturer, with the continuous support received from the faculty members of the Department of Marketing Management.



5th Annual Conference on Business Economics (ACBE) 2024 Department of Business Economics

The 5th Annual Conference on Business Economics (ACBE) 2024, themed “Leveraging Digital Transformation for Economic Recovery,” organised by the Research Center for Business Economics and Development Studies (RCBEDS) of the Department of Business Economics, was held on the 28th of February 2024 at the University of Sri Jayewardenepura premises.

The commencement of the research sessions was marked by a plenary session held from 11.00 am to 12.00 pm at the Old Faculty Board Room. Mr. ByeongJo Kong (Digital Technology Specialist in Data Analytics & Big Data, Digital Technology for Development Division, Climate Change and Sustainable Development Department, Asian Development Bank, Japan) delivered the plenary speech virtually on the topic of Artificial Intelligence for Developing Countries.

Research presentations were conducted in five sessions from 1.00 pm to 5.00 pm, and 24 abstracts and one extended abstract were published in conference proceedings. The sessions were chaired by Prof. B. W. R. Dhamayanthi (Department of Economics, Faculty of Humanities and





Social Sciences), Prof. Sisira Kumara (Department of Public Administration), Dr. N.S. Kumanayake (Superintendent, Sri Lanka Customs), Dr. K. D. Pathirage (Head-Modeling and Forecasting Division, Economic Research Department, Central Bank of Sri Lanka), Dr. (Mrs.) S. P. Y. W. Senadheera (Deputy Director, Economic Research Department, Central Bank of Sri Lanka), Dr. P. A. H. E. Paranavithana (Deputy Director, Economic Research Department, Central Bank of Sri Lanka), and Prof. (Mrs.) M.A.K. Sriyalatha, Prof. (Mrs.) M.S.S. Perera, Dr. (Mrs.) P. Priyantha Lalanie, Dr. (Mrs.) D.R.J. Siriwardhane, Dr. P.J.S. Fernando, Dr. R.M.A.K. Rathnayake, Ms. A.A.D. Thilini Saparamadu, and Ms. Thilini Navaratne from the Department of Business Economics.

As a pivotal part of the 5th ACBE 2024, an Economic Forum themed "Leveraging Digital

Transformation for Economic Recovery," took place from 5.30 pm to 8.30 pm at the Senate Board Room. The forum aimed to delve into the applications of digital tools to tackle pressing development challenges. This forum featured a distinguished panel, including Mr. Chanuka Wattegama (Director of Policy, Information and Communication Technology Agency), Dr. Vipula Wickramarachchi (Deputy Director, Economic Research Department, Central Bank of Sri Lanka), Mr. Kapila Karunaratne (Head of Delivery - Testing, Exactpro Sri Lanka), Mr. Sasitha Edirisinghe (Delivery Lead, Acuity Knowledge Partners), and Dr. Ananda Rathnayake (Senior Lecturer, Department of Business Economics) served as the moderator of this Economic Forum.

Mr. Dilan Rajapakshe (Conference Chair), Mr. Udeshika Chandrarathne (Secretary), Ms. Thilini Navaratne, Mr. Pasindu Dissanayake, Mr. Asel Hettiarachchi, Ms. Oshadhie Silva, Ms. Dileesha Sewwandi, and Ms. Dinithi Chamika Sandamali organised this conference.

WEBINARS & WORKSHOPS

AI Tools for education: Workshop by UNSW Professor for medical academics

A workshop on how Artificial Intelligence (AI) tools can enhance education, was conducted on 8th January 2024, at the Faculty of Medical Sciences. Organized by the Department of Medical Education, this timely endeavour was well-attended by the faculty's academic staff.

The main resource person of the workshop was Prof. Chinthaka Balasooriya, from University of New South Wales, Sydney, Australia. He initiated the discussion by showing the advantages of the AI use in Education, and demonstrated several AI applications that he personally makes uses of in his teaching. Participants discussed at length the advantages and possible barriers of AI use in learning, teaching and assessment practices.

Prof Manori Gamage, Dean of the Faculty of Medical Sciences, greatly appreciated this voluntary contribution of Prof Balasooriya towards enhancing the quality of medical education in Sri Lanka. Participants enthused about the opportunity given and expressed willingness to participate in further training on this subject.



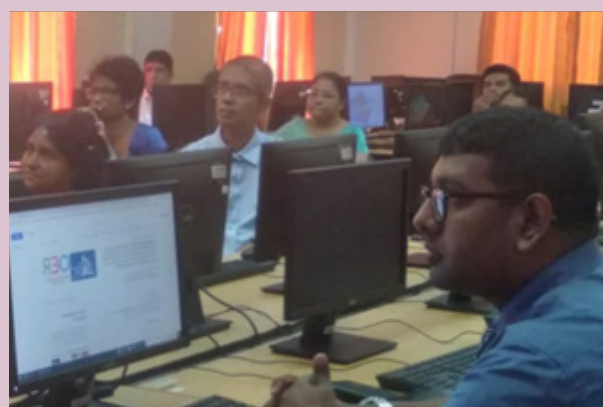
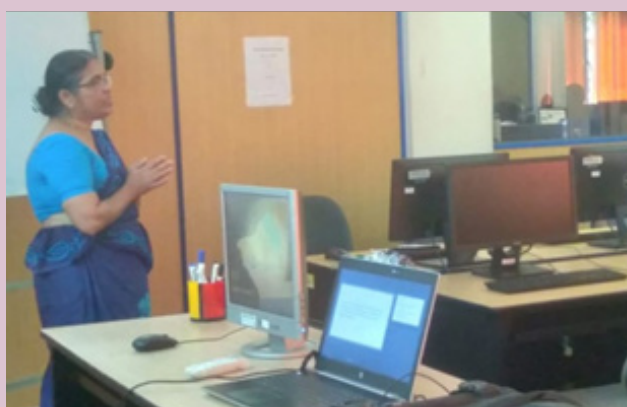
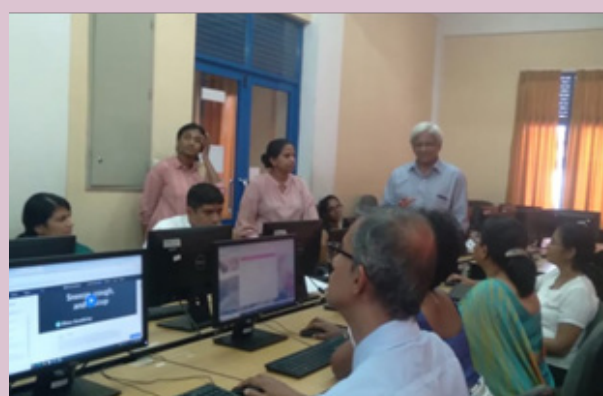
Open Educational Resources Workshop for medical academics

A hands-on workshop was held on 23rd January 2024 on the use of Open Educational Resources (OER) in Medical Education at the Computer Resource Centre of the Faculty of Medical Sciences.

Organized by the Department of Medical Education, the main aim of this session was to provide insight into the use of Open Educational Resources (OER) and its Policy together with providing hands-on experience on selected OER resources for medical teaching.

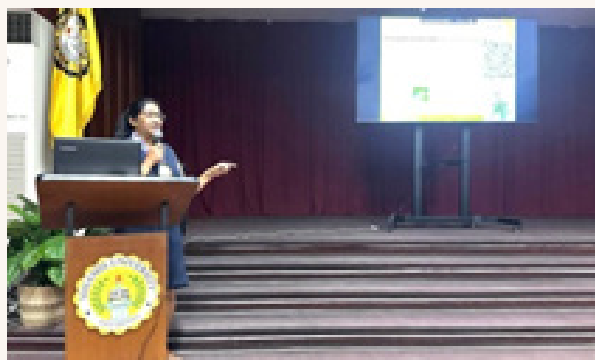
Ms. Shirani Ranasinghe, the Deputy Librarian, and Prof R B Marasinghe, Head of the Department of Medical Education conducted the workshop as resource persons. The participants were given the opportunity to access a list of OER resources compiled by PG trainees, Dr. G.D.T. Kanchana (Senior Registrar-Health Informatics) and Dr. F.S.Mubarak (Registrar Health Informatics), who assisted in the hands-on session as well.

A total of 20 academics actively participated in the workshop. Prof Manori Gamage, the Dean of the Faculty of Medical Sciences, reiterated the importance of referring to the Policy document and the importance of using selected resources in their L/T activities, especially to incorporate the concept into medical teaching.



Seminar Workshop on Ethnopharmacology and Botanical Medicine Held at Misamis University, Ozamiz City, Philippines

Prof. W.T.P. S.K. Senarath delivered a speech at the Seminar Workshop on Ethnopharmacology and Botanical Medicine Held at Misamis University, Ozamiz City, Philippines on 22nd April 2024



Clinical Case-based Learning Workshop and Discussion with UNSW Professors

A Workshop on 'Clinical case-based learning- CCBL' was organized by the Department of Medical Education with a view of discussing collectively on how to refine the use of clinical case-based learning (CCBL) across the medical curriculum. Two professors from UNSW, Sydney, Australia - Prof Chinthaka Balasooriya and Prof Sean Kennedy (via online) – joined the discussion as resource persons.

At the event held on 9th January 2024, Prof Aloka Pathirana and Dr Kanchana Wijesinghe of the Department of Surgery, Faculty of Medical Sciences, presented on the current use of CCBL and the plans for integrating it into the curriculum. Profs Balasooriya and Kennedy showcased the



UNSW model on CCBL and shared their insights on the process. The ensuing discussion paved the way to identifying a broad framework for furthering CCBL based on the drafts prepared by the Case-Based Learning committee of the Faculty of Medical Sciences. A role-play demonstration was also conducted, facilitated by Prof Aloka Pathirana.

On behalf of the faculty, Prof Manori Gamage, Dean, Faculty of Medical Sciences, greatly appreciated the voluntary participation of the two eminent resource persons from the UNSW, Australia.

'YES WE CAN': A Guest Lecture on Future Career Opportunities by Alumnus Ms. Hasheena Ferooz



In the ever-evolving landscape of the professional world, the journey from an undergraduate to a successful professional is an exciting adventure, filled with challenges and opportunities. Proving that nothing is impossible in life, an alumnus of the Department of History and Archaeology of USJ, Ms. Hasheena Ferooz, the Manager (Industrial Sales) of JAT Holdings PLC, shared her story with the current undergraduates (120+) of the Department of History and Archaeology, on the 31st of January 2024, at Prof. Mendis Rohanadheera Hall.

Starting as a graduate in BA (Hons) Degree in History to becoming the Manager of Industrial Sales of a leading company in Sri Lanka is quite a 180-degree paradigm shift, where her path was not always straightforward. However, her courage, dedication and persistence has brought her to this position. Hence, upon the kind invitation of the department, she shared her personal anecdotes, detailing the challenges she faced in an unfamiliar environment, the lessons she learned, and the crucial moments that shaped her journey.

Upon the guidance of the Head of the Department, Sen. Lect. (Ven.) Dambara Amila Thero, the Students Association of the Department of History and Archaeology organized this guest lecture for the benefit of the present studentship. Accordingly, the attendees could grasp how to seek for future career opportunities even in unfamiliar circumstances, how to build up their career lives and

to create professional networks. Further, Ms. Ferooz was kind enough to share her contact details for interested undergraduates who prefer to pursue a challenging career like her.

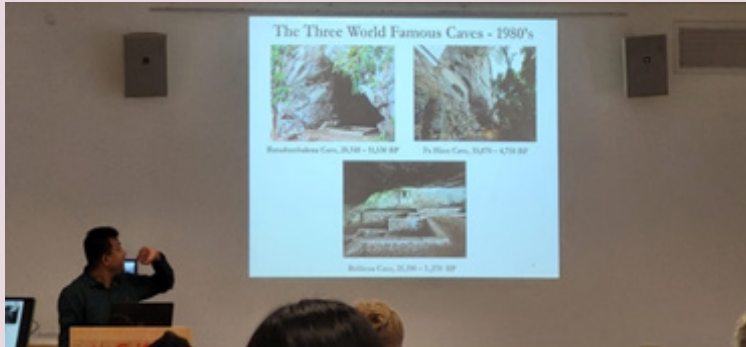
The staff and the students of the Department of History and Archaeology is glad to welcome back Alumnus Ms. Hasheena Ferooz and would like to thank her for sharing her invaluable insights and experience of her successful career path.



Dr. Oshan Wedage attends the 'Human Origins and Our Future' workshop hosted by Griffith University, Australia

In a first-of-its-kind collaboration, Griffith University, Australia, researchers alongside 42 scholars from 22 universities and partner organizations from around the world, set an ambitious task to weave together interdisciplinary scientific research, local community, and Indigenous knowledge to truly understand our human story.





Hosted by Griffith University at a four-day workshop in Brisbane, Queensland (29th January- 05th February), nine Australian universities connected with international guests worldwide, including the University of Sri Jayewardenepura, represented by Sen. Lect. (Dr.) Oshan Wedage, attached to the Department of History and Archaeology. There, Dr. Wedage made two presentations on 'New Investigations into the Late Pleistocene and Early Holocene Prehistory of Sri Lanka' and 'Repatriation Program of Human Skull Remains of the Vedda Community from the University of Edinburgh'.

These workshops are said to represent the first step in the ambitious Griffith-led Australian Research Council Centre of Excellence bid to develop this first-of-its-kind collaboration, titled 'Human Origins and Our Future'. Accordingly, the Centre seeks to integrate cutting-edge scientific methodologies with innovative questions and historical frameworks to unearth fundamental discoveries about our species' environmental, biological, and cultural history.



The workshop also provided participants with exclusive access to the Queensland Museum's collections, offering a rare behind-the-scenes look at its First Nations Collection. The event fostered deeper connections between human evolution specialists from around the globe, and promoted the work of public museums in supporting scientific and cultural knowledge.

ICBM week - Pre-conference workshops

The ICBM 2024 opened with the Pre-Conference Workshops that aimed at imparting knowledge and initiating discussion on four highly engaging topics namely, Artificial Intelligence (AI), economic reawakening and sustainable growth, qualitative research, and elevating research impact.

The first workshop titled “Harnessing the Potential of Artificial Intelligence for Research” conducted by Dr. Nuwan Gunarathne (Department of Accounting) on the 26th of February 2024 from 9 am to 12 noon delved into how AI can magnify research capabilities and streamline research activities.

The second workshop titled “Navigating the Economic Reawakening and Sustainable Growth” conducted by the former Deputy Governor of the Central Bank of Sri Lanka Dr. W. A. Wijewardene on the 26th of February 2024 from 1.30 to 3.30 pm emphasizing the imperative of steering through dynamic economic shifts while fostering enduring and responsible prosperity.

The third workshop titled “Mastering Qualitative Research Insights and Methodologies” conducted by Prof. Hemamalie Gunatilaka (Department of Business Administration) on the 27th of February 2024 from 9.00 am to 12.00 noon created awareness of the qualitative approach and methods and enabled participants to reflect on the nature of reality and the impact of context-specific factors on their life experiences.

The final workshop titled “Elevating Research Impact: Navigating Publication Visibility, Opportunities, and Best Practices” held on the 27th of February from 1.00 to 4.30 pm had two sessions. The first session on “Publishing in Top-Tier Journals and Enhancing Your Research Profile” conducted by Prof. Dewasiri N. Jayantha (Sabaragamuwa University of Sri Lanka, Brand Ambassador/Emerald UK) discussed a winning formula on how to publish in top-tier journals. The second session on “Maximizing the Visibility and Discoverability of Your Research” conducted by Prof. Lasith Gunawardena (Department of Information Technology) shed light on how the two platforms ORCID and CrossRef work in unison to enhance the visibility and discoverability of research.

The workshops were attended by the academic staff and the undergraduate and postgraduate students of the FMSC and the registered participants of the Conference. Spread across two days, attended by local and foreign participants, the workshops set the tone for the ICBM in paving the way for collaborative knowledge-building around some of the most pressing issues of our time.

ICBM Week - Business Forum



The ICBM Business Forum 2024, hosted by the Faculty of Management Studies and Commerce at the University of Sri Jayewardenepura, unfolded at BMICH in Lotus Hall on March 1, 2024, focusing on the theme "Resilience and Reinvention for Sustainable Development in the VUCA world."



The Business Forum emerged as a cornerstone of the conference, fostering the exchange of knowledge and fortifying relationships between academia and industry practitioners. The target audience encompassed a diverse group, including industry leaders, middle-level, and senior-level professionals from various sectors in the private and public domain. This inclusive gathering comprised CEOs, senior executives, government officers, industry experts, and academics.



122 of the invited participants were from the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. 35 Invitee participants were from Industry / Nominated by Departments / FMSC including two external faculty board members of the FMSC.



At the onset of the session, the ICBM 2024 Case study book was launched. This included five case studies crafted by collaborative teams from Industry and FMSC Academics.

The success of the Business Forum was amplified by the active participation of major companies and esteemed panelists.

Hatton National Bank was represented by Mr. Damith Pallewatte, Deputy General Manager, Wholesale Banking Group. John Keells Properties was represented by Mr. Nayana Mawilmada, President of the Property sector. Sen Vin Collection Ltd was represented by Ms. Tania S Abeyesundara, Co-Founder & Chairperson, and Lanka Salusala Ltd by Mr. Denzil Perera, Chairman. The event's discussions were expertly moderated by Dr. Janaka Fernando, Head Department of Business Economics, FMSC. The Q&A session provided thoughtful questions from Industry and Academia resulting in a productive session.

The event concluded with a reception for networking in the relaxed ambiance of Ruby Hall, BMICH. This provided a fitting and inspirational conclusion to the Business Forum, allowing participants to further strengthen connections forged during the insightful discussions.

Workshop on Carbon and Water Footprint Management

Workshop on Carbon and Water Footprint Management

On 7th February 2024, the Faculty of Technology of the University of Sri Jayewardenepura hosted a full-day workshop on Carbon and Water Footprint Management. Organized by Dr. K.P.P. Udayagee and Dr. Pasan Bandara, the event featured expert resource persons from the Sri Lanka Climate Fund and the Ministry of Environment.



The workshop attracted enthusiastic participation from over 125 attendees, including both undergraduate and postgraduate students. The workshop significantly enhanced participants' understanding of calculating and managing carbon and water footprints. Through interactive sessions and practical case studies, students gained valuable insights and skills to apply in real-world scenarios. Additionally, the event fostered networking opportunities with industry experts and inspired attendees to adopt sustainable practices, contributing to environmental sustainability and climate resilience in Sri Lanka.

CONTRIBUTION TO NATIONAL DEVELOPMENT

The History and Archaeology Students' Association organizes a successful 'G.C.E. O/L History Revision Seminar' at Bandaranayake Secondary School, Theldeniya (2024)

Recognized as a national endeavor undertaken by the department, the History and Archaeology Students' Association of the USJ, organized another successful 'G.C.E. O/L History Revision Seminar', aimed at the students preparing for the G.C.E. Ordinary Level Examination-2024. This seminar, held on 15th March 2024 at Bandaranayake Secondary School, Theldeniya, was attended by about 200 students from Bandaranayake Secondary School, Theldeniya, and Ulpathagama Junior College, Theldeniya.



The seminar offered comprehensive sessions covering MCQ questions, map marking, and structural essay-type questions, all based on G.C.E. O/L History past exam papers and the syllabus. The students were provided with opportunities to address and clarify subject-related queries arising from both the sessions and their reviewing of past papers. Moreover, the seminar consisted of discussions on effective exam strategies, aiming to motivate students both holistically and with a focus on the subject matters. Following the event, the History and Archaeology Students' Association generously donated books to expand the school library.

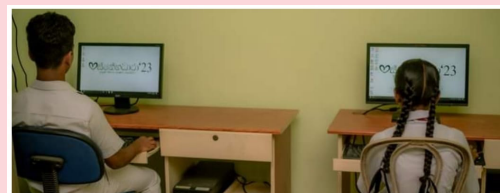


The seminar's resource persons included Lect. Damith Ranagala from the Department of History and Archaeology, along with undergraduate students from the History and Archaeology Students' Association. Participants expressed their appreciation for the seminar and extended gratitude to the university for organizing such a valuable event. Additionally, this seminar served as a practical platform for our undergraduate students to enhance their teaching skills, further enriching their academic experience.

Snehadhara '23

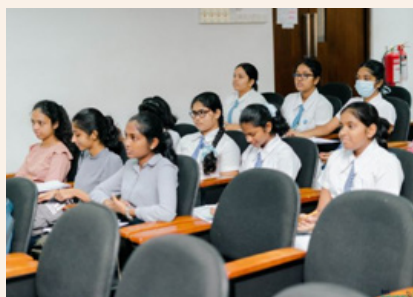
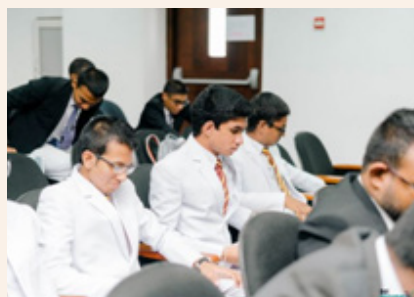
The "Snehadhara '23" project, organized annually by the Students' Association of Finance as part of their social responsibility initiative, successfully concluded on 26th April 2024, at Thimbiriyawa Vidyalaya in Nikaweratiya with the participation of Professor Chandana Gunathilaka, Head of the Department, Dr. Sampath Kongahawatte, Ms. Miyuki Peris, Ms Abehita Fernando, Ms. Ama Hinguralaarachchi, Mr. Ruwanga Wijesuriya, Ms. Hansini Palihawadana, the academic members.

This initiative aimed to support school students facing financial constraints and limited educational resources. The project involved the renovation of school buildings, classrooms, and sanitary facilities, provision of computers and ICT equipment for online learning as well as upgrading of the school library. In addition to infrastructural enhancements, the project provided support to the students by providing them with essential educational materials. Each student received gifts of stationery and other educational supplies, to pursue their studies effectively. The project included a series of sessions/activities designed to enhance the overall development of the students. Interactive sessions were conducted to improve students' knowledge, skills, and attitudes. These activities focused on various aspects, including academic subjects, personal development, and life skills, aiming to equip the students with a well-rounded education and prepare them for their journey in future studies. This initiative reflects the commitment of the Students' Association of Finance to making a meaningful impact on the community and fostering educational growth among underprivileged students.



Science Diplomacy competition- SciDiplomatiX'23

The Genetics and Molecular Biology Society (GeMSoc) of the Genetics and Molecular Biology Unit organized an all-island Science Diplomacy competition- SciDiplomatiX'23 for school students and undergraduates on 03rd February 2024. Conceptualized by Dr. Hiruni Harischandra of the Genetics and Molecular Biology Unit, the main objective of organizing this diplomacy competition was to encourage the next generation of leaders in Sri Lanka to consider science diplomacy as a potent tool for addressing contemporary global crises while fostering national unity and promoting innovative solutions.



Manusath Apeksha Dahara program organized by MBA batch of 2023

The Manusath Apeksha Dahara program, held on the 1st of May from 10 am to 5 pm at Apeksha Hospital Maharagama, epitomized a harmonious collaboration between the MBA batch of 2023 and Apeksha Hospital Maharagama. This initiative encompassed various facets, including a successful music therapy session, provision of requested items to the hospital, distribution of medications, and blood donation to the hospital's blood bank. The seamless execution of the program owed much to the active involvement of distinguished lecturers from the esteemed Japura MBA/M.Sc. program. Among them



Project Manusath Apeksha Dahara - 1st of May 2024
Organized By the MBA Batch of 2023

were Dr. Dushan Jayawickrama, Dean of the Faculty of Management Studies and Commerce, Prof. Kumuduni Sriyalatha, Coordinator MBA/MSc in Management Program, Prof. Sudath M. Amarasena, Mr. Dilan Rathnayaka (Senior Lecturer), Ms. W. R. M. Shehani Shanika, Assistant Coordinator MBA/MSc in Management Program. Furthermore, the participation of J'pura Masters Alumni Association members and fellow batch mates added to the collective effort, fostering a sense of community and camaraderie. Through the Manusath Apeksha Dahara program, the MBA batch of 2023, alongside Apeksha Hospital Maharagama, demonstrated a commitment to holistic healthcare and social responsibility, leaving a positive impact on both the institution and the broader community.



The Marketing Management Association (MMA) of the Department of Marketing Management is proud to have hosted around 150 students and staff from Ibbagamuwa Central College, Kurunagala, under our “Nenasara” project on 08th April 2024. Dr. Sandamali Galdolage, Head of the Department welcomed the students, while Dr. Dushan Jayawickrama, Dean of the Faculty, shared the importance of higher education and the advantages of joining the University of Sri Jayewardenepura’s Faculty of Management Studies and Commerce. Students experienced a guided campus tour, exploring our academic and recreational facilities. They interacted with the department’s enthusiastic students, fostering a sense of mutual respect. This visit aimed to inspire the students’ academic and personal growth, leaving a lasting impression on their educational journey.



"රන් අස්වනු පුරන් කුඹුරු අක්කර 100" pilot project of 306 A2 Sinha District was conducted in conjunction with the Faculty of Urban and Aquatic Bioresources



A ceremony was held to grandly mark the end of the successful first phase pilot project of the "රන් අස්වනු පුරන් කුඹුරු අක්කර 100" last Wednesday, 03/04/2024 at Polgasovita. At the end of this project, 08 farmers were identified and privileged out of the 46 farmers in the Western Province, with the aim of promoting farming among farmers. Sinha President Sinha Prasad Gamage representing the 306 A2 Sinha District covered by the project, Project Coordinator Sinha B.K. Mr. Wimalasiri and other members of the Sinha Social

Committee represented the project and the Agricultural Instructors from the Department of Agriculture were participated as the resource persons and contributed their immerse support throughout the project.

The Dean of the Faculty of Urban and Aquatic Bioresources, Senior Professor Pradeep Jayaweera, Senior Lecturers Dr. Udari Rathnathunga, Dr. Surani Chathurika and Dr. Anusha Ekanayake, Demonstrator, Ms. Prathibhani Maddumage from the Department of Urban Bioresources and Senior Lecturer Dr. Janitha Walpita from the Department of Multidisciplinary were participated as the resource persons and contributed their immerse support throughout the project.

According to Mr. Wimalasiri's timely opinion, 50 acres of fallow paddy fields were successfully harvested as the first phase of this project which was implemented in the 2023, 2024 season cantered on Horana, Bandaragama and Kahathuduwa areas. During the project low-cost silica promoter which was developed by the Faculty of Urban and Aquatic Resources (is at the research level) introduced as a substitute for the expensive, imported silica promoter that is currently being used was given at the beginning of the season. The programme has become successful with the productive contribution of all the resource persons as a collective effort.

AWARDS

Chemistry Debaters of USJ Placed 1st Runner-Up at The Inter-University Chemistry Debate Competition 2024

University of Sri Jayewardenepura participated at the Annual Inter University Debate Competition organized by the Institute of Chemistry Ceylon (ICChemC), on the 27th April 2024, and secured the first runner-up position at the competition. Eight students from the Department of Chemistry participated in the competition



Nine Academics from the Faculty of Medical Sciences of USJ, honored with SUSRED Awards 2023

SUSRED is a support scheme for supervision of research degrees awarded by the National Science Foundation (NSF) under two categories, MPhil and PhD. The awards are made in recognition of the commitment of the supervisors of the MPhil and PhD research projects and their contribution in achieving impactful research outcomes efficiently. The research projects have to be conducted in Sri Lanka and completed before five years.

This year nine academics of the Faculty of Medical Sciences, University of Sri Jayewardenepura received SUSRED Awards for 2023. The title of the project, names and the departments of the supervisors and the Higher degrees by research student are given below. The three projects

address the SDG 3, Good health and wellbeing with a multi-disciplinary approach. While two of them are related to prevention and treatment of infections one research is on the mental health of pregnant women which is a vulnerable group.

PhD category

Title 1 - Fluorescence in situ hybridization assay to diagnose cutaneous leishmaniasis and characterization of the microbiome & biofilms in lesions caused by *Leishmania donovani* in Sri Lanka - **Dr. Thilini Dilhara Jayasena Kaluarachchi**

Awardees-

1. Professor D R Wickreamasinghe(Department of Parasitology)
2. Professor Shalindra Ranasingha(Department of Parasitology)
3. Professor Surangi Yasawardene(Department of Anatomy)
4. Professor Manjula Weerasekera(Department of Microbiology)

Title 2 - Perinatal anxiety and its association with obstructive sleep apnoea and other maternal and foetal outcomes in women of selected Medical Officer of Health areas in Colombo District - **Ms. M N Pryadarshani**

Awardees-

1. Professor D M S Fernando (Department of Physiology)
2. Professor C S E Goonawardena(Department of Community Medicine)
3. Dulshika Amerasinghe Waas (Department of Psychiatry)

MPhil category

Title 1- Central venous catheter related bloodstream infections and catheter colonization in intensive care unit patients and characterization of coagulase negative Staphylococci as a common cause – Ms. Sohani Medis

Awardees –

1. Jananie Kottahachchi (Department of Microbiology)
2. D.M.B. Thushari Dissanayake (Department of Microbiology)



Mphil candidate wins “Young Investigators award” at European Conference

Dr. Asanka Eriyawa, an MPhil in Pharmacology student from the Faculty of Graduate Studies, studying under the board of studies in Medicine, has been awarded the Young Investigators Award for his study titled “Model to Predict the Risk of Developing Atrioventricular Block (AVB) in Acute Oleander Poisoning: A Prospective Cohort Study from Sri Lanka” at the 44th Congress of the European Association of Poison Centres and Clinical Toxicologists, held in Munich, Germany, from May 28th to 31st, 2024. Research Team included Prof. Pradeepa Jayawardane Prof. Shaluka Jayamanne, Dr. Niroshan Lokunarangoda, Dr. Rajeevan Francis and Dr. Nilangika Sandakumari.



Research grant was awarded to Dr E.U.U. Rathnathunga by Sri Lanka Council for Agricultural Research Policy

The project proposal submitted to Sri Lanka Council for Agricultural Research Policy (SLCARP) seeking funds to conduct the project on “Development of An Efficient Semi-Artificial Vertical Farming System Supplemented with Sunlight and Bio-Fertilizer for Selected Solanaceae Crops” has been approved for funding in 2024. The SLCARP has been awarded a grant of Three Million Seven Hundred and Ten Thousand Rupees (Rs. Mn. 3.710) for carrying out of the research project in 3 yearsto Dr E.U.U. Rathnathunga. PhD graduate will produce as one of the significant accomplishments of this project.

Conference On Transdisciplinary Research In Engineering

A Sustainable Innovation for the Future from Fungal Mycelium

A research team from the University of Sri Jayewardenepura's Faculty of Technology has garnered recognition for their innovative work! At the recent Conference On Transdisciplinary Research In Engineering, held on 9th February 2024, they won the Best Paper Award in the "Interdisciplinary Research and Engineering" track.

The award-winning research, led by MPhil candidate Chathura Madusanka under the supervision of Dr. Dhanushka Udayanga and co-supervisors Prof. Renuka Nilmini, Dr. Chulaka Hewawasam, Dr. Suranga M. Rajapaksha, and Dr. Dimuthu Manamgoda, explores the potential of fungal mycelium as a sustainable and cost-effective alternative to synthetic materials. This



groundbreaking project focuses on fabricating and characterizing plate-like composites using locally available lignocellulosic waste (such as sawdust) and fungi isolated in Sri Lanka (specifically, *Lentinus squarrosulus* and *Pleurotus ostreatus*). This approach not only promotes sustainability but also reduces reliance on imported materials. The research investigates the physico-mechanical properties of these composites, aiming to develop versatile applications for them. This achievement highlights the university's commitment to fostering innovative and sustainable solutions. We congratulate the research team on their well-deserved award!

Dilini Peiris Shines Bright: Sweeps Top Honors at the 19th South Asian Economics Students' Meet 2024



On January 24, 2024, Dilini Peiris, an undergraduate from the Department of Business Economics at the University of Sri Jayewardenepura, distinguished herself at the 19th South Asian Economics Students' Meet in Colombo, Sri Lanka. Her achievements have brought significant honor to her university and established her as a promising figure in the field of economics.

Dilini presented a research paper titled "Role of Financial Institutions in Advancing Green Financing Mechanisms: Evidence from Sri Lanka," which aligned with the conference theme and captivated the audience. Her innovative exploration of green financing within the South Asian context earned her the "Best Research Paper" award under theme 05.

In addition to her research success, Dilini secured the first runner-up position in the event's quiz



competition. Her quick thinking and comprehensive understanding of complex economic concepts highlighted her intellectual versatility and depth of knowledge.

The Department of Business Economics at the University of Sri Jayewardenepura congratulates Dilini Peiris on these outstanding achievements. Her success underscores the high academic standards and quality of education provided by the university. As a trailblazer in economics, Dilini inspires her peers and future students to strive for excellence and contribute to academic discourse meaningfully.

Achieving Excellence with Multiple Best Paper Awards at ICBM 2024

D. C. H. De Silva, M. H. D. N. Perera, and H. N. R. Gunawardane have won the Best Paper Award in the "Entrepreneurial Leadership in Sustainable SMEs" track at the 20th International Conference on Business Management (ICBM 2024).

Their award-winning paper, titled "Entrepreneurial Bricolage in SMEs: Exploring the Interplay of Divergent Thinking, Self-Efficacy, and Gender Dynamics", offers significant insights into the mechanisms by which small and medium enterprises (SMEs) navigate the complexities of entrepreneurial challenges. The study highlights the critical roles of divergent thinking and self-efficacy while addressing the nuanced impacts of gender dynamics within the entrepreneurial landscape.

In addition, H. N. R. Gunawardane has also won the Best Paper Award in the Key Paper Presentation track at the 20th International Conference on Business Management (ICBM 2024) for the paper titled "Economic Development's Alphabet Soup in the VUCA World: IS, NIS, NIE, EE, and EEE". This paper delves into the intricate dynamics of economic development in a volatile, uncertain, complex, and ambiguous (VUCA) world, dissecting various economic models and frameworks to provide a comprehensive understanding of their interplay.

This recognition not only honours the individual achievements of the authors but also underscores the Faculty of Management Studies and Commerce's commitment to fostering cutting-edge research that addresses contemporary issues in business management. The award is a testament to the high standards of scholarly excellence upheld by our faculty members.

Outstanding Achievements Recognized at University Colors Award Ceremony

The Department of Public Administration at the University of Sri Jayewardenepura proudly congratulates its exceptional students for their outstanding achievements at the 47th Colors Awarding Ceremony.

Recognizing their remarkable dedication and talent, the department congratulates:

- Chamara Sankha for Baseball (Men) – Colours – Out-Final
- Naveen Dilshan for Elle (Men) – Colours – Out-Final
- Dulshan Weerasinghe for Baseball (Men) – Colours – 4th Year
- Dasun Sandakelum for Elle (Men) – Colours – 3rd Year
- Milrat Madushan for Hockey (Men) – Merit Award – 3rd Year
- R. H. C. Jayasinghe for Karate (Women) – Merit Award – 2nd Year

Their achievements not only highlight their athletic prowess but also their academic commitment. As these students continue to inspire others, the university commends their exemplary performance and looks forward to their future successes.



Mr. Pasan Rathnayake Secures 1st Runners-Up Position in Emerging Young Economist Contest at Colombo Business Economics Summit

Mr. Pasan Rathnayake, a 4th-year student in the Department of Business Economics, has achieved a remarkable feat by securing the 1st runners-up position in the Emerging Young Economist (EYE) Contest held at the Colombo Business Economics Summit. This prestigious event, organized by the Business Economics Students' Association (BESA), aimed to foster interest among undergraduates in contributing to the economic development of the country.

The Summit took place on the 26th of March 2024 at the University of Colombo premises, attracting students, academics, and industry professionals from across the country.

Mr. Pasan Rathnayake participated in the Emerging Young Economist (EYE) Contest, which assessed contestants' ability to interpret economic messages from visual slides and articulate their insights. The competition also included a live open interview with a panel of distinguished economists and scholars from the University of Colombo. During this interview, participants were evaluated on their subject knowledge in Economics and Management, critical thinking skills, and oral communication abilities.

Amidst stiff competition, Mr. Pasan Rathnayake demonstrated exceptional analytical skills and a deep understanding of economic concepts. His ability to decipher complex economic messages from visual slides and articulate insightful interpretations impressed the judging panel. Additionally, Mr. Rathnayake's performance during the live interview showcased his proficiency in Economics and Management, as well as his eloquence in communicating his ideas effectively.

Mr. Pasan Rathnayake's outstanding achievement as the 1st runners-up in the Emerging Young Economist Contest at the Colombo Business Economics Summit is a testament to his dedication, intellect, and passion for economics. His success not only brings honor to himself but also reflects positively on the Department of Business Economics and the University of Sri Jayewardenepura as a whole.



Harshani Priyanka Receives Merit Award for Outstanding Research on Remote Work and Employee Satisfaction



We are thrilled to announce that Ms. Harshani Priyanka, a student at the University of Sri Jayewardenepura's Department of Business Economics, has been awarded the Merit Award at the "Best Research Awards -2023" organized by the Institute of Applied Statistics Sri Lanka. Harshani's research, titled "Effects of working from home on employee satisfaction in the VUCA environment," garnered recognition for its insightful exploration of contemporary workplace dynamics.



The award ceremony, a celebration of academic excellence and innovation, took place on the 30th of March 2024 at 8.00 AM in the esteemed Auditorium of the Institute of Applied Statistics, Sri Lanka.

Harshani's research focused on examining the impact of remote work arrangements on employee satisfaction within the context of the volatile, uncertain, complex, and ambiguous (VUCA) business environment. Through meticulous analysis and comprehensive data collection, she uncovered valuable insights into the challenges and opportunities associated with remote work practices.

Harshani attributes her success to the unwavering support and guidance provided by her research supervisor,

Senior Lecturer Dr. M.P.K. Withanawasam, whose expertise and mentorship were instrumental in shaping the research's trajectory. She also expresses her heartfelt gratitude to Dr. Janaka Fernando, Head of the Department of Business Economics, and the entire lecture panel for their invaluable assistance and encouragement throughout the research process.



As organizations worldwide navigate the evolving landscape of remote work, Harshani's research serves as a beacon of knowledge, offering practical implications for enhancing employee satisfaction and organizational performance in virtual work environments.

PUBLICATIONS

The Department of History and Archaeology upholds its decades-long tradition by launching 'Vidarani Academic Volume-2023'



As one of the most longstanding and prestigious academic volumes published in the University of Sri Jayewardenepura, the 'Vidarani Academic Volume-2023', published by the Department of History and Archaeology, was launched with great splendour on 26th March 2024, from 2.00 pm onwards at the FHSS Auditorium (Sumangala Sabhasadaya) of the USJ. The ceremony was graced by the presence of the Vice-Chancellor of the USJ, Sen.Prof. Pathmalal M. Manage, alongside the Dean of the Faculty of Humanities and Social Sciences, Prof. Shirantha Heenkenda, Deans from other faculties and numerous invited dignitaries.

The event was commenced with the lighting of traditional oil lamp followed by the university anthem. The Head of the Department of History and Archaeology, Sen. Lect. (Ven.) Dambara Amila Thero, delivered the welcome speech by articulating the objectives and significance of the ceremony. The assembly was then addressed by the Vice-Chancellor, Sen. Prof. Pathmalal M. Manage and the Dean of the FHSS, Prof. Shirantha Heenkenda,



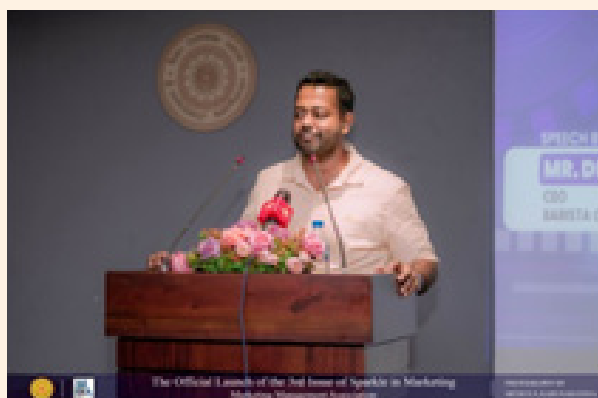
sharing their appreciation and further encouragement towards continuous publication and advancement of the Vidarani Academic Volume, with aspirations to elevate it to the status of an academic journal.

After officially presenting the first copies of the Vidarani academic volume to the invited dignitaries, Prof. Karunasena Hettiarachchi of the Department of History and Archaeology delivered

a compelling keynote address, further enriching the intellectual ambiance of the event, while reminiscing the decade-old journey of this academic volume.

The ceremony was enlivened by vibrant dances and lyrical interludes, adding a cultural flair that celebrated the heritage and spirit of the university. The launching ceremony was concluded with the Vote of thanks by the Secretary of the History and Archaeology Students' Association, followed by the national anthem. The Department of History and Archaeology extends heartfelt thanks to everyone who supported towards the success of this event through both word and deed.

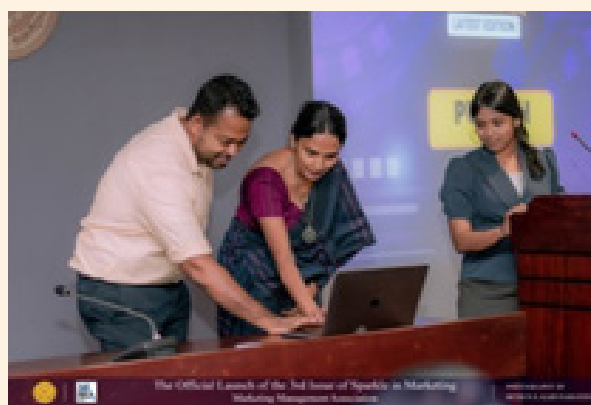
Launch of the Third Edition of "Sparkle in Marketing" Magazine



Launch of the third edition of the departmental magazine, "Sparkle in Marketing." Held on 14th March 2024, at the New Faculty Board Room of the Faculty of Management Studies and Commerce of University of Sri Jayewardenepura, the launch event was a distinguished occasion graced by the presence of the esteemed panel of lecturers of the department, including the Head of the Department, Dr. Sandamali Galdolage. The event was further enriched by a guest

speech delivered by Mr. Dilupa Pathira, CEO of Barista Coffee Lanka (PVT) LTD., a prominent figure in the industry and the magazine's "Big Story" resource person. Additional contributions from esteemed resource persons Mr. Amitha Amarasinghe, Mr. Oshadee Withanawasm, and

Mr. Usitha Dheerasinghe further enriched the launch. This year's theme, "Island Innovation: Sri Lanka's Leap into a Tech-Driven Tomorrow," sparked engaging discussions on the future of marketing and Sri Lanka's potential within the technological landscape.

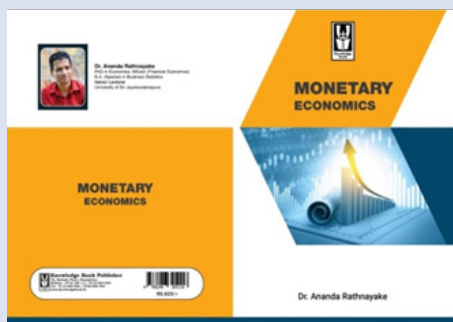
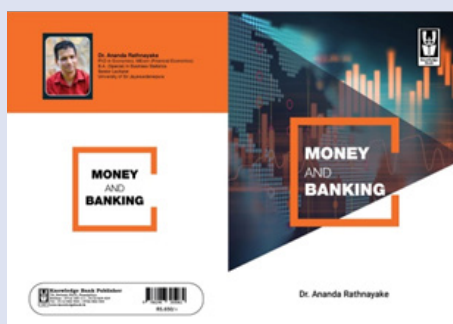
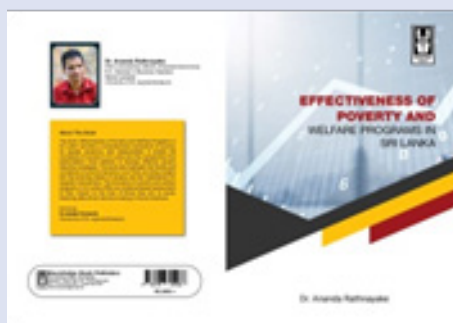


Unveiling Economic Insights: Dr. Ananda Rathnayake's Literary Journey of Seven Books



In the dynamic field of business economics, individual scholarly contributions can significantly shape our understanding of economic landscapes. Dr. Ananda Rathnayake, a Senior Lecturer in the Department of

Business Economics, has made a notable impact with the publication of seven insightful books. This article explores Dr. Rathnayake's academic work, focusing on the subjects he teaches and the broader economic context of Sri Lanka.



Over four years, Dr. Rathnayake has published seven impactful books. Three are designed for his university students, offering invaluable resources related to his courses. The remaining four extend beyond academia, providing insights into Sri Lanka's economic intricacies.

Dr. Rathnayake's works include,

- **Economics of Innovations:** This book explores the dynamics of innovation and their economic implications, emphasizing the role of innovation in economic growth.
- **Foreign Exchange Crisis in Sri Lanka:** A critical examination of foreign exchange crises and their impact on Sri Lanka's economic stability.
- **Effectiveness of Poverty and Welfare Programs in Sri Lanka:** Assessing the efficacy of poverty alleviation and welfare programs within Sri Lanka's socio-economic landscape.
- **Money and Banking:** A detailed exploration of monetary systems and banking within Sri Lanka's economic context.
- **Monetary Economics:** Examining monetary policy principles and applications, with a focus on Sri Lanka's economy.
- **Development of Sri Lanka after Independence:** A historical analysis of Sri Lanka's economic development post-independence.
- **Is Sri Lanka on its Deathbed near the Mountain of Debt?:** An examination of Sri Lanka's debt situation and its potential ramifications.

Dr. Rathnayake is also preparing to submit Sinhala translations of his works, aiming to make his economic perspectives more accessible to a broader audience.

Dr. Ananda Rathnayake's books showcase his academic expertise and serve as valuable resources for students, researchers, and anyone interested in Sri Lanka's economic dynamics. His ongoing literary contributions continue to shape economic discourse and foster a more informed society.

'Clinical Surgery Made Easy': Two USJ Professors launch an international text book



Two professors from the surgery department at the University of Sri Jayewardenepura have compiled and published a new medical book titled "Clinical Surgery Made Easy – A Companion to Problem-Based Learning, 3rd Edition". The 450-page volume covers a wide range of surgical procedures and techniques, aimed at serving as a practical guide for surgical trainees and practicing surgeons.

The book is a collaborative effort, featuring contributions from several academics and alumni associated with the university's surgery department. The co-authors are Prof. Mohan de Silva and Prof. Bawantha Gamage.

"Our goal with this book is to simplify complex surgical concepts and procedures through clear explanations, illustrations, and case studies," stated Prof. Mohan de Silva. "We believe it will be an invaluable resource for surgeons at all levels of training and experience."

The book launch ceremony took place at the Sri Lanka College of Surgeons in Colombo 7 on 30th March 2024. It was attended by Prof. M.M. Pathmalal, Vice-Chancellor of the University of Sri Jayewardenepura, and numerous other academics and medical professionals.

"I commend the efforts of Prof. Mohan de Silva, Prof. Bawantha Gamage, and the entire team behind this important work," said Prof. Pathmalal. "Their dedication to advancing surgical education and knowledge will undoubtedly benefit countless patients in the years to come."

At the launch event, Senior Prof. Aloka Pathirana, Professor and the Chair of Surgery of the Faculty of Medical Sciences USJP, delivered a keynote address, highlighting the importance of advancing medical education to meet the demands of modern healthcare.

"Clinical Surgery Made Easy" is now available for purchase through major bookstores and online retailers across Sri Lanka and internationally.

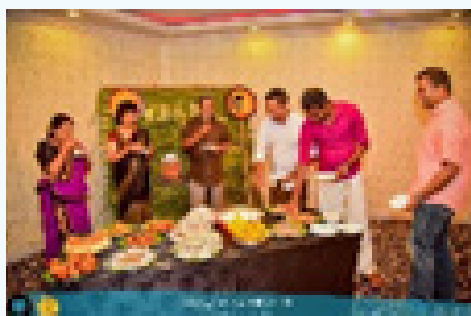
COMMUNITY CELEBRATIONS

Zoorya Mangalya 2024 – New Year Festival

Zoologists' Association of the University of Sri Jayewadenepura (ZSJP) successfully organized the Zoorya Mangalya 2024 New Year festival celebration of Sinhala Tamil New Year on 27th April 2024.



Awurudu Night 2024: A Festive Celebration by FMSC MBA/MSc 2023 Batch



The FMSC MBA/MSc 2023 Batch recently hosted "Awurudu Night 2024," a spirited celebration to mark the culmination of their first year in the program. The event, held in traditional Sinhala Awurudu style, was a vibrant and joyous occasion, reflecting the unity and camaraderie of the MBA cohort. Led by the MBA/MSc in Management Program Coordinator, Prof. M.A.K. Sriyalatha, and Assistant Coordinator, Mrs. W.R.M.

Shehani Shanika, the Awurudu Night welcomed esteemed guests, including Chair and Senior Professor H.N.D.P. Opatha, and Prof T.S.M Amarasena participants from the J'pura Masters Alumni Association, and other distinguished faculty members and lecturers. The evening was filled with cultural performances, traditional Awurudu games, and the selection of Awurudu Kumaras and Awurudu Kumaries, showcasing the rich heritage and traditions embraced by the

FMSC MBA/MSc 2023 Batch. The success of the event was made possible through the collective efforts of the batch members, program office staff, and sub-organizing committees, who worked tirelessly to create a memorable and enjoyable experience for all attendees. "Awurudu Night 2024" exemplified the spirit of togetherness and celebration within the FMSC MBA/MSc 2023 Batch, marking a memorable milestone in their academic journey.



MBA lectures restarted after the New Year Holidays



MBA lectures for the 2022 & 2024 batches officially restarted after the New Year vacation on Saturday, 27th April 2024. The students have arranged a colorful & delicious Awurudu Kavali Table, and it was available to enjoy after lighting the oil lamp. Dean of the Faculty, Dr Dushan Jayawickrama, Coordinator of the Programme Prof. Kumuduni Sriyalatha, Snr. Prof. H.H.D.N.P. Opatha, Snr Prof.D.B.T.H. Dissabandara, Prof. K.M.S.D.Kulathunga and Ms. V.G. Pavani Lakshika representing the panel of lecturers, and Ms. W.R.M Shehani Shanika, Assistant Coordinator of the Programme participated in the event.



Sooryabhishekaya'24



The Association of Public Administration organized the "Sooryabhishekaya'24, an "Aurudu Ceremony" to celebrate the Sinhala and Tamil New Year. The event took place on 17th of April 2024 from 8.00 AM onwards at *Ehela Wala Premises* of the University of Sri Jayewardenepura.

The event officially commenced with the lifting over milk and opening of the "Aurudu Kevili Table" by Dr. R. P. C. K. Jayasinghe, Head of the Department of Public Administration, the other lecturers, and students of the Department. The event featured lots of "Aurudu Kreedas" and aesthetic items providing a perfect platform for students to enjoy our "Traditional Gemi Kreedas" and showcase their hidden aesthetic talents. Also, the winners of each "Aurudu Kreedas", has been awarded a small gift. Moreover, the evening of the event was featured a "DJ Night" and finally, the event ended with a great success.

BIZCON අවුරුදු උදාත්තය 2024 | Celebrating BIZCON New Year 2024: A Festive Gathering of Unity and Tradition`

On April 18th, 2024, the vibrant spirit of BIZCON New Year filled the air as students, lecturers, and esteemed guests gathered at the Lower University Ground premises for a day of festivities and unity. Led by the Head of the Department of Business Economics, Dr. Janaka Fernando, the event saw active participation from all members of the Department of Business Economics as they came together to celebrate the dawn of a new year.



As we bid farewell to the old and welcome the new, BIZCON extends its warmest wishes to all

students, lecturers, and guests. May the spirit of tradition, unity, and sustainability guide us as we embark on this journey into the New Year. Together, let us strive towards a future filled with prosperity, happiness, and harmony.

In the tapestry of life, the celebration of BIZCON New Year serves as a vibrant thread, weaving together the rich cultural heritage of tradition and the noble pursuit of sustainability. As we come together to rejoice in the beauty of nature's renewal and the strength of communal bonds, let us reaffirm our commitment to building a brighter, more sustainable world for all



STUDENTS' ACTIVITIES

Wildlife research internship; Hong Kong University students at Herp Lab, Department of Zoology.

Department of Zoology hosted three passionate students from Hong Kong, courtesy of the "University Student Sponsorship Programme in Wildlife Conservation 2023/24 (USSP)." On 21st January 2024.



Open Mic 2024; Unleashing the Power of Voices



Open Mic," a sensational musical event organized by the Zoologists' Association of the University of Sri Jayewardenepura. Held on 19th January 2024, on the serene premises of "Ehala Wala, Department of Zoology, It was an evening filled with extraordinary talent and unforgettable performances.

FAS welcomed for the 2022/2023 Academic Year (2022 A/L intake)



The Faculty of Applied Sciences at the University of Sri Jayewardenepura welcomed its new intake with an inauguration ceremony of the orientation program on 18th April 2024. The ceremony was held at the Bandarayake Hall of the University and was attended by the Vice Chancellor of the University of Sri Jayewardenepura; Senior

Prof. Pathmalal M. Manage, the Registrar of the University of Sri Jayewardenepura; Mr.A.B. Weliwita, the Dean of the Faculty of Applied Sciences; Prof. Upul Subasinghe; and Deans of other faculties, Heads of Departments, as well as the academic members of the faculty.



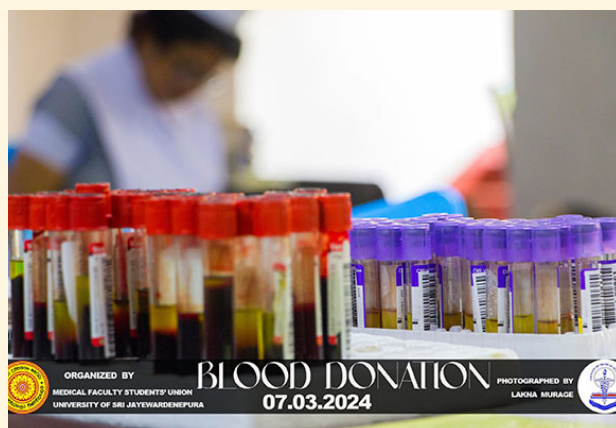
Blood Donation Campaign organised by Medical and Dental students



The annual blood donation campaign, a cornerstone event at our university, serves dual purposes: addressing critical national blood supply needs and providing invaluable educational opportunities for our students. This year's campaign organized by second year students of Faculty of Medical Sciences and Faculty of Dental Sciences could collect 70 pints of blood from 87 registered members.

This campaign goes beyond the university premises, actively engaging local villagers and fostering community connections. By encouraging their participation, we not only strengthen ties with the community but also emphasize the importance of collective action in saving lives.

Through this initiative, students apply their theoretical knowledge in a practical setting, gaining invaluable experience and understanding. The campaign exemplifies our commitment to societal welfare and educational excellence, highlighting the significant impact that collective efforts can have on addressing crucial healthcare needs.

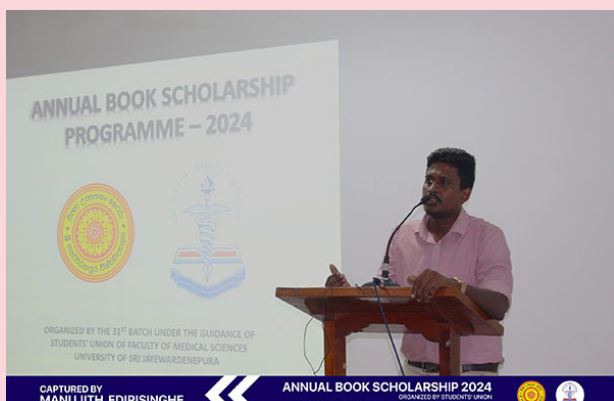


Annual Book Scholarship for Medical and Dental students

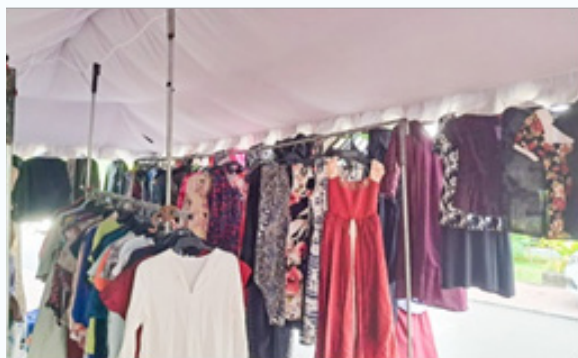


The annual book scholarship program for the year 2024 was organized by the third-year students of Faculty of Medical Sciences and Faculty of Dental Sciences under the guidance of Medical Faculty Students' Union. This year, the scholarship was awarded to the 33rd batch of Faculty of Medical Sciences and the 3rd batch of Faculty of Dental Sciences who commenced their academic journey as first year students. A total of 155 students, comprising two-third of the entire batch, received reference books for their studies which included both used and new books donated by their seniors with good faith.

This event serves as a testament to the strong bond between senior and junior batches, and it highlights the spirit of empathy, group work, and collective success celebrated by the Students' Union. As we move forward, the Students' Union remains committed to organizing such events and programs, aimed at fostering these essential values and uplifting the student community as a whole.



Announcing our earth-embracing initiative: FMS Student Welfare Committee Thrift Shops



The Student Welfare Committee of the Faculty of Medical Sciences at the University of Sri Jayewardenepura proudly organized two successful thrift shops. These events took place in two phases: the first on 1st and 2nd February 2024, and the second on 26th and 27th March 2024, within the university premises.

This initiative emerged as a symbol of empathy and community spirit. The concept was to collect used and unused household and personal items from donors and sell them at reasonable prices. The name 'Student Welfare Committee Thrift Shop' was chosen to reflect this effort.

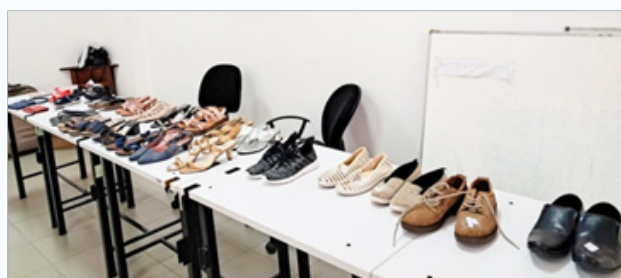
The initiative aimed to reduce environmental harm by repurposing useful resources that would otherwise be discarded. Donors generously contributed items such as clothes, electronics, shoes, books, and toys. Some of these items were

brand new, while others were lightly used but still in good condition.

More than just a fundraising effort, the thrift shops were a testament to our community's compassion and unity. The goal was not profit but to ensure that everyone, regardless of their financial situation, could benefit. Thanks to the combined efforts of our academic and non-academic staff, students, and other supporters, the Student Welfare Committee successfully raised funds—albeit a modest amount—to assist those in need.

We are deeply grateful to all who contributed to this initiative through donations, volunteering, or simply spreading the word. Your support made this initiative a success, and we look forward to your continued involvement in our future endeavors.

Thank you for embracing this earth-friendly and community-driven initiative.



3rd - year Archaeology undergraduates received their Underwater Archaeology training at the 'Godawaya Shipwreck Project-2024' in Ambalantota

Under the guidance of the Head of the Department of History and Archaeology, Sen.Lect. (Ven.) Dambara Amila Thero, the 3rd-year Archaeology (Honours) degree students received their Underwater Archaeology training program, from 1st April to 9th April 2024, at the 'Godawaya Shipwreck Project-2024' at Ambalantota, implemented by the Maritime Archaeology Unit (MAU) of the Central Cultural Fund.



During this period, the students received the opportunity to apply their theoretical classroom knowledge to practical fieldwork. They gained hands-on experience in various aspects of Underwater Archaeology, including underwater explorations and excavations, use of diving equipment including underwater photography, legal frameworks and conventions, the specific context of Maritime Archaeology



in Sri Lanka, artifact and in-situ conservation and overall management of underwater cultural heritage.

The Department of History and Archaeology extends its sincere thanks to several key individuals who made this training possible. Special thanks go to the Vice-Chancellor of the USJ, Sen. Prof. Pathmalal M. Manage, and the Dean of the FHSS, Prof. Shirantha Heenkenda, for their



organizational support in planning this training program. Moreover, the department is thankful to the Director-General of the Central Cultural Fund of Sri Lanka, Prof. Gamini Ranasinghe, for his approval to organize this training for our students. Last but not least, the department also appreciates the dedicated efforts of Mr. W.M. Chandraratna, Officer-in-charge of the MAU, along with Mr. Rasika Muthucumarana, Senior Archaeology Officer, Sen.Lect. Amalka Wijesuriya, and their team for meticulously executing the training program amidst their research project, and providing exceptional care and practical knowledge to our students.

FINEXT'24



FINEXT'24 organized by the Students' Association of Finance in collaboration with the Finance Alumni Association, was held on 2nd of February 2024 at the university premises. The primary objective of FINEXT'24 was to support finance undergraduates in their journey towards achieving their career aspirations through targeted career training, meaningful networking opportunities, and skill development sessions, and strengthen their connections within the industry. FINEXT'24 unfolded in two distinct phases. Phase I consisted of a comprehensive workshop focused on crafting professional CVs and mastering interview techniques, equipping students with essential tools for their job

search. Phase II was the Finance Career Fair, which facilitated direct interaction between students and potential employers, where students had the opportunity to network with esteemed employers and industry leaders including Brandix, MAS Holdings, David Pieris Group of Companies and Acuity Knowledge Partners. The inauguration ceremony was addressed by Dr. Dushan Jayawickrama, Dean of the Faculty of Management Studies and Commerce at the University of Sri Jayewardenepura, followed by Professor Chandana Gunathilaka, Head of the Department of Finance.



Annual General Meeting of COMSO Society 2024



The Annual General Meeting of the Commerce Society (COMSO) held on 20th February 2024 at Fayol lecture hall with the participation of the academic members and all four years undergraduates of the Department. The following executive board members elected for the term 2024/25 of COMSO.



Career Guidance Workshop 2024



The Department of Commerce organized a workshop on "Career Guidance" on 08th February 2024 for final year undergraduates via Zoom platform. A distinguished panel of industry experts facilitated the Career Guidance Workshop. The esteemed panelists included Mr. Roshantha Jayathunga, Head of HR Strategy; Talent Development at Hatton National Bank; Mr. Sachithra Illeperuma, Executive Trainee at Hatton National Bank; Ms. Anushka Tissera, Associate Director of the Talent Team at Ernst & Young; Young; and Ms. Neomi Wijesinghe, Head of HR and Country HR Business Partner at DHL Global Forwarding

Lanka Pvt Ltd. The workshop included the content of facilitate networking and promote individual development in career ladder.

“Unlock the Power of E-Commerce” – A Commerce Discussion Forum

The forum was conducted in partnership with the renowned e-commerce giant Daraz under the theme “The Transformative Influence of E-Commerce,” which created a chance to unlock e-commerce secrets, innovation, and excellence in business education. It was held on April 30, 2024, at the university premises, and the event was coordinated by Mrs. Shanika Kumarasinghe, Lecturer (Probationary), on behalf of the Department of Commerce.



Strategic Insights '23: Organizational Development Project Competition

The Operations Management Students' Association of the Department of Decision Sciences in conjunction with the Research Center for Innovation, Operations, and Quality Management in the Department of Decision Sciences, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, recently concluded the highly anticipated Strategic Insights '23 competition. This Organizational Development Project Competition provided a unique platform for students to showcase their problem-solving skills while tackling real-world challenges faced by Sri Lankan businesses.

The competition focused on a critical area: Operations Management. Two teams of eight, representing diverse industries, competed for top honors. Partnering with industry giants like MAS Bodyline and Hayleys Advantis, the competition presented students with genuine operational problems. Polypack Secco Pvt Ltd and Hemas Consumer Brands further enriched the event by contributing as gift partners.

Strategic Insights '23 wasn't just about competition. It fostered a vibrant ecosystem of collaboration and innovation. Students gained invaluable hands-on experience, tackling real

business challenges and developing innovative solutions. Companies, on the other hand, received a refreshing perspective on their operations through students' unique approaches. This relationship between academia and industry is a cornerstone of the department's mission. The event concluded with a prize ceremony held on 4th April 2024. Mr. L. H. T. De S. Wickramasuriya, the head of the Department of Decision Sciences, academic staff, representatives from partner companies, and students from the Department of Decision Sciences all gathered to celebrate the participants' achievements. Team Bizboosters which was allocated to MAS Bodyline (Pvt) Ltd emerged victorious, securing the first-place prize and a cash award of Rs. 40,000 for their exceptional project solution.

The impact of Strategic Insights '23 extends far beyond the competition itself. By fostering innovation and collaboration between academia and industry, the competition equipped students with the skills they need to become future business leaders, while empowering businesses to achieve operational excellence



Beyond Limits: The Outbound Training Journey at Commando Regiment Training School - Uva Kuda Oya

The batch of 2019/20 of the Department of Decision Sciences, University of Sri Jayewardenepura, embarked on a transformative outbound training programme at the esteemed Commando Regiment Training School, Uva Kuda Oya, from April 26th, 2024, to April 28th, 2024, with remarkable success. This three-day training programme was designed with the goal of developing the personalities of students by encouraging leadership, improving teamwork, and pushing them both mentally and physically outside their comfort zones. Throughout the training programme, students engaged in various challenging activities.

The adventure began with the arrival of students at the Commando Regiment Training School, located in a picturesque area with hilly and lush surroundings. On the first day, after a brief orientation session, they gave the students an opportunity to organize a talent show within a very short period of 20 minutes for preparation. From there, they primarily expected to give students an opportunity to display their multi-talents and improve their organizational skills. Students had experiences full of curiosity and are unforgettable, which were objectively designed to enhance the ability of students to make quick decisions.

The second day began with a series of physical training exercises, after which the students were divided into five groups where each group was guided by commando trainers as the instructors throughout the programme. A series of group competitions were held on that day, including obstacle courses, team-building activities, and survival skills training. These activities not only demanded physical strength but also required sharp mental acuity and quick decision-making. Instructors also provided valuable feedback, highlighting each team's strengths and areas for improvement. A campfire was organized on the second night, which was an opportunity for the students to relieve stress and have fun after a long day of activities.

On the final day of the programme, students had the opportunity to go on a hike to the beautiful "Monarakanda" mountain range. Thereafter, the certificate awarding ceremony marked the end



of this exceptional outbound training programme, where the students shared their experiences gained throughout the training, the challenges they faced, and their personal growth.

The experiences gained and the lessons learned through this programme would undoubtedly have a lasting impact on the students. They returned with a renewed sense of confidence, stronger teamwork skills, and a greater appreciation for resilience and effective leadership.



Student Conducted Forums on Entrepreneurship Development



04th year Students of the Department of Entrepreneurship organized 02 forums during the month of March. The forum on 04th March named as 'Invest in Her' was organized in significance of the womens' day. The panelists for the forum were Ms. Niroshini P.Rathninda, Founder/Managing Director of SAP Kalutara (Pvt) Ltd. (Lady Green) and Ms.Lakmini Weerakkody , Founder/ Managing Director Lak Nature International (Pvt) Ltd. The forum discussed on developing the women entrepreneurs in the country for personal and national development.

The second forum was conducted under the area of National Policy Framework for

SME Development with the intention of increasing awareness on the policies applicable for SMEs and the areas of development. The forum was conducted with 03 panelists from the Industrial Development Board





including Dr.Saranga Alhapperuma , Chairman of Industrial Development Board.

These forums were conducted in the university premises under the guidance of Ms.D.C.H.De Silva, Ms.Malshadi Serasinghe and Ms.G.R.T Perera as a requirement of the subject ENT 4340 : Contemporary Issues in Entrepreneurship.



Annual General Meeting of the Department of Entrepreneurship - 2024



The Annual General Meeting of the CEFEN Students' Association which was organized by the CEFEN Students Association of the Department of Entrepreneurship, Faculty of Management Studies and Commerce was held on 19th of April 2024 from 12 pm onwards at the Old Board Room with the

participation of the Head of the Department, lecturers and students from second, third and fourth years.

All typical proceedings of the AGM were carried out and the Advisor and Senior Treasurer, Deputy



Advisor and the new Board of Directors for the year 2024/ 2025 was appointed. Accordingly, Ms.Naduni Gunawardana was appointed as the Advisor & Senior Treasurer and Mr. Dhanuka Perera was appointed as the Deputy Advisor for the year 2024/2025.



Free workshop on 'Fostering Creativity for Professional Success'

A free workshop of the topic 'Fostering Creativity for Professional Success' was conducted on the 24th of April 2024 for the students of the University of Sri Jayewardenepura as a requirement of the subject ENT 4342- Professional Skills Development II. Mr.Nimal Chathuranga and Ms. Anuruddhika Jayathilaka participated as the guest speakers for the session. This was conducted under the guidance of Ms. Malshadi Serasinghe

BIS Welcome Student Orientation Program 2024



The BIS Welcome Student Orientation program of the Department of Information Technology was held on 04th April 2024 at the Senate boardroom of the University. The purpose of this program was to welcome first year students to the department and to make them aware of the curriculum of the Bachelor of Science (B.Sc.) Honors in Business Information Systems Degree program. This event was graced by Dr. Dushan Jayawickrama, the Dean of the Faculty of Management Studies and Commerce, as the guest of honor, Mr. Eichiro Alanzo Doll, CTO,



Engenuity AI and Chairman, BCS, the Chartered Institute for IT Sri Lanka Section as the guest industry speaker, and Mr. Samantha Pallegedara, Founder and Managing Director, Nvision Holdings (Pvt) Ltd as the guest alumni speaker. The academic staff members of the department, alumni members, members of the Students Association of the Department of Information Technology and first year students of the department participated in the

event. The head of the Department, Prof. Lasith Gunawardena welcomed the students formally for the event and program. Prof. Champa Hewagamage elaborated the four year curriculum in detail. At the end of the two industry/alumni speaker and speech by Mr. Eran Fernando, President of the students association of IT, a question and answer session to provide answers for the questions raised by the students with the participation of all the staff members of the department.

After the formal orientation program, there was an interactive program with the participation of all the academic staff members of the department, alumni members and first-year students. This program was successfully held at the SBTf 03 hall from 5:00 pm – 6:00 pm. During this program, the students were able to have a conversation with the alumni members to get an overview of the industry opportunities available for the Business Information Systems graduate while alumni members shared their experiences with the first-year students. The members of the Students Association of the Department of Information Technology assisted throughout the program to make this event a success.

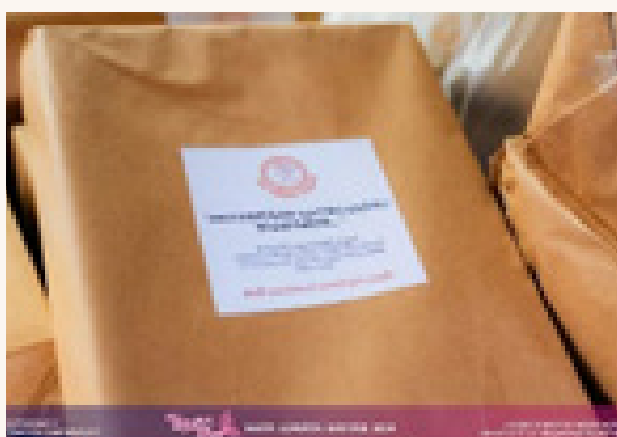


Heta Lowata Diriyak - Phase 03



The third phase of the “Heta Lowata Diriyak” program was successfully completed at Sri Indasara Maha Vidyalaya in Thalarabha, Matara. The main objective of this socially responsible initiative is to support underprivileged students across the country for a brighter future.

This was conducted with the participation of lecturers and students from the Department of Entrepreneurship under the guidance of Ms.Naduni Gunawardana and Mr. Dhanuka Perera . The students at Sri Indasara Maha Vidyalaya received various contributions, and an engaging session on effective learning, in which the students actively participated.



essential items to alleviate the economic burdens faced by the students. The program's highlights included the distribution of sports equipment. Additionally, school shoes, socks, and stationary items were distributed to 50 selected students who are experiencing significant financial difficulties in pursuing their studies.



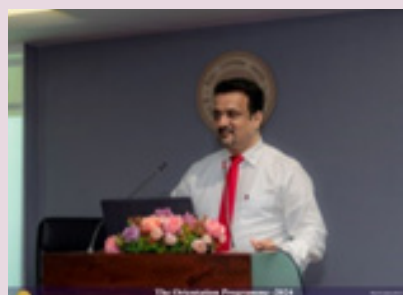
The event was graced by the presence of Head of the Department of Public Administration, along with proud alumni members Mr. Asanka Kuruppu and Mr. Lakshan Perera. Junior lecturers from the Department. The CSR project underscores the Department's and Alumni Association's commitment to giving back to the community and supporting education for all, particularly those facing economic challenges.

First Year Orientation Program of the B. Sc. Honours in Management (Public) Degree Program - 2024



The Department of Public Administration organized an Orientation Program for the first-year undergraduates to formally welcome them to the department. The event took place on March 6, 2024, starting at 8:00 A.M. at the New Faculty Board Room of the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. Mr. Aruna Gunasekara, Head of HR & Administration at Nippon Paint Lanka (Pvt) Ltd and an esteemed alumnus of the Department

of Public Administration, was the Guest Speaker for the occasion. The program commenced with an address by the Head of the Department. The event was further enriched by a keynote speech delivered by Mr. Aruna Gunasekara. Dean of the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, also graced the occasion, adding to its significance.



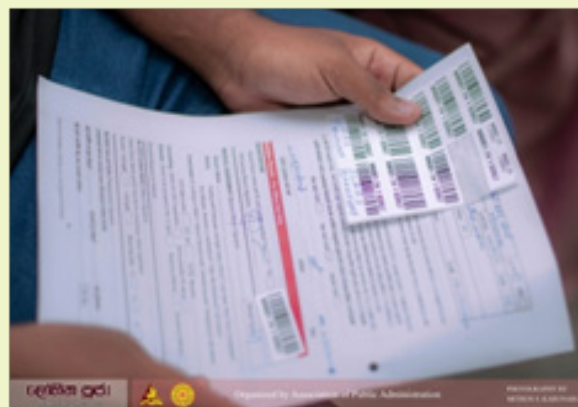
"Lohitha Pooja' 24" - The Blood Donation Campaign



The Association of Public Administration organized the "Lohitha Pooja – '24", a Blood Donation Campaign. The event, held on March 12, 2024, from 9:00 AM onwards at the Old Board Room of the Faculty of Management Studies and Commerce. The program began with speeches from the Co-President of the Association of Public Administration and the Head of the Department of Public Administration. They officially welcomed doctors, nurses, Public Health Inspectors

(PHIs), and other supporting staff from the Narahenpita Blood Bank, as well as honored blood donors.

More than 85 individuals donated blood during the event, with over 60 applicants on a waiting list due to time constraints, highlighting the event's success. All blood donors, including students, lecturers, and external participants, received a Mulberry Plant, sticker, and pen as souvenirs.



The event was graced by the presence of the Dean of the Faculty of Management Studies and Commerce. Ultimately, the campaign concluded successfully, contributing to the hopeful future of millions of individuals by saving lives.



The Department of Public Administration celebrates its Annual "Aurudu Tea Party 2024"

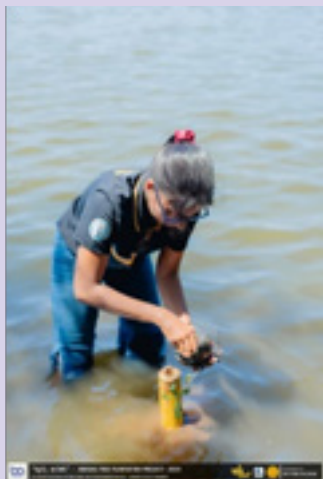


The Department of Public Administration at the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, hosted its "Aurudu Tea Party" on April 18, 2024, at the Department Resource Center to celebrate Sinhala and Hindu New Year 2024. The event was graced by the presence of Dr. Dushan Jayawickrama, Dean of the Faculty, Mr. A. B. Welivita, Registrar, Mrs. S. D. D. Hiranthi, Senior Assistant Registrar, Ms. R. N. Neluwapathirana, Assistant Registrar, Dr. R. P. C. K. Jayasinghe, Head of the Department of Public Administration, and department lecturers.

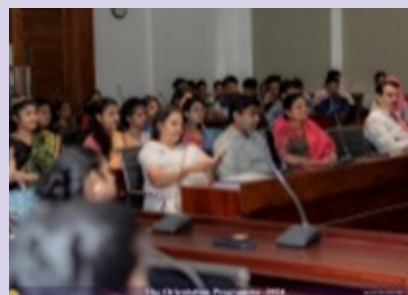


The gathering provided a wonderful opportunity for lecturers and students to share ideas, stories, laughter, and cultural experiences. The Department expressed heartfelt thanks to the students for organizing such a delightful event, continuing a cherished tradition.

“Thuru Arana” - Mangrove Planting Project 2024



“Thuru Arana” - Mangrove Planting Project 2024, scheduled for January 30th, 2024, along the picturesque Madu River in Balapitiya, is poised to be a transformative event for both the environment and the community. The Marketing Management Association organized the project in collaboration with esteemed partners, Ekaterra Ceylon (Pvt) Ltd, and the Madu River Foundation. This initiative represents a harmonious blend of corporate stewardship and grassroots activism. Final-year undergraduates and dedicated staff members from the Department of Marketing Management joined the project to plant mangrove saplings and nurture the delicate balance of nature. Beyond the act of planting trees, “Thuru Arana” embodies a spirit of collaboration and collective responsibility, serving as a beacon of hope for a greener, more sustainable future.



Japura Masters Alumni Association (JMAA) MBA / MSc – Masters Quiz – 2024



March 20, 2024, at the Monarch Imperial, witnessed the official commencement of the “JMAA Masters Quiz – 2024,” a knowledge-based event presented by the Japura Masters

Alumni Association. This day was an enormous achievement since it brought together over 160 brilliant minds, 35 dynamic teams, and the support of 33 prestigious corporate companies. Dr. Dushan Jayawickrama, Dean of the Faculty of Management Studies and Commerce – University

of Sri Jayewardenepura, graced the occasion as the chief guest, and Prof. M.A.K. Sriyalatha, Coordinator of the MBA/MSc Program – University of Sri Jayewardenepura, for being our guest of honor. Congratulations to the champion team, Hatton National Bank PLC; first runners-up, People's Bank Sri Lanka; second runners-up, Orana A/S Sri Lanka; and all other sector winners.



The Department Orientation – 02nd Year Undergraduates



The official orientation of the Department of Marketing Management for the 2nd year undergraduates of the Department was conducted on the 7th of February 2023 at the New Faculty Boardroom in the Faculty of Management Studies and Commerce. This was conducted by the faculty members of the Department with the purpose of welcoming the newly registered 2nd year undergraduates to the Department. The orientation commenced with the speech by Dr. Sandamali Galdolage as the Head of the Department, officially welcoming the students. Dr. Dushan Jayawickrama, Dean of the faculty emphasized the significance of becoming a student of the department, not as the Dean, but as a staff member of the department. Subsequently, Prof. K.P.L. Chandralal explained the new curriculum structure in detail to the students which was followed by a Question-and-Answer Session where the students got the opportunity to clarify their concerns regarding the curriculum and the activities in the Department. The program was

successfully conducted with the support of all the faculty members of the Department which would enhance the connection the Department has with the students.



Annual General Meeting of the Marketing Management Association



25th Annual General Meeting of the Marketing Management Association of the Department of Marketing Management was held on the 15th February 2024 at K.A. Munasinghe Hall of the Faculty of Management Studies and Commerce of University of Sri Jayewardenepura. The meeting was organized by the committee of the Marketing Management Association for the year 2023/24. 2nd year, 3rd year and 4th year undergraduates of the Department and the faculty members were present at the event. The official proceeding of the meeting was commenced by the office bearers of the previous year in seconding the minutes which was followed with the appointment of new office bearers of the Marketing Management Association for the year 2024/25. Prashan Danansooriya and Sapna Madurika was appointed as the new President and the Secretary of the Association for the year 2024/25 from the third-year undergraduates of the Department, while Prof. Asoka Malkanthie was re-appointed as the Senior Treasurer, representing the staff members.



The Department Welcome 2024 – “Thronz”



The Department Welcome 2024 – “Thronz” organized by the third-year undergraduates for the second year undergraduates of the Department of Marketing of Management was held on the 05th of April 2024 at the “Ehela Wala” premises. The event started with the address of Dr. Sandamali Galdolage, the Head of the Department, highlighting the importance of the unity of the students in getting the best from the Department during their period of study. The other academic members of the Department also participated in the event which added more colour to the day’s proceedings. The event was comprised of several activities for the second-year undergraduates with the focus of fun filled team building and leadership enhancement. During the day the second-year students got the opportunity of interacting with the third-year students which would support them in their studies as well as extracurricular activities for a successful academic life at the Department.



Cultivating Balance: Yoga Session for BEC 3180 Personal and Professional Development Course

The Department of Business Economics at the University of Sri Jayewardenepura offers BEC 3180: Personal and Professional Development Course, focusing on cultivating both technical and soft skills. Recently, the course incorporated Yoga sessions to promote mindfulness, inner peace, and holistic well-being.

The course is guided by a distinguished panel: Dr. M.P.K. Withanawasam, Mr. A.D. Hettiarachchi, Ms. Dileesha Sewwandi, and Ms. Sathsarani Weerasinghe. Their combined expertise ensures that students receive a well-rounded education, preparing them for professional demands.

On February 14th and 21st, 2024, BEC 3180 students participated in Yoga sessions led by

Professional Yoga Instructor, Master G. U. Janaka Perera. These sessions focused on mindfulness, breath control, and inner peace through gentle stretches, breathing exercises, and meditation techniques. The aim was to promote relaxation and mental clarity, forming a foundation for personal and professional growth.

The Yoga sessions in the Personal and Professional Development Course underscore the Department of Business Economics' commitment to holistic development and essential soft skills. As students practice Yoga, they enhance their physical and mental well-being while cultivating mindfulness and inner peace. The Personal and Professional Development Course reaffirms the Department's dedication to nurturing well-rounded individuals prepared to thrive personally and professionally.



Navigating Futures: BEC 4646 Introductory Session Illuminates Practical Training for Business Economics Students



On February 1st, the Department of Business Economics held an Introductory Session for BEC 4646: Practical Training in the New Board Room. This session aimed to provide fourth-year students with valuable insights into career paths through presentations by distinguished alumni. The focus was to bridge academic theories with practical experiences, guiding students in their professional journeys.



The primary objective was to illuminate career paths for students undertaking practical training. The event emphasized the connection between academic learning and hands-on experience, offering a roadmap for future careers in business economics.

The session featured notable alumni who shared their perspectives on applying academic knowledge in the real world:

- Dr. Janaka Fernando – Head, Department of Business Economics: Dr. Fernando provided an overview of the importance of practical training in shaping careers, setting the stage for the session.
- Mr. Indika Rajakaruna, Dealing Desk Analyst, Bell Potter Securities: Mr. Rajakaruna shared insights from his finance industry experience, highlighting diverse career opportunities for

students in business economics.

- Ms. Nirosha Karunarathna, Consumer Insights Specialist, UX Researcher, Brand Development Consultant: Ms. Karunarathna discussed consumer insights, user experience research, and personal development, offering a unique perspective on career paths.
- Mr. Manjula Thushara – Chief Internal Auditor, General Manager – Risk & Control, Teejay Lanka PLC: Mr. Thushara emphasized “Crafting Your Career Path,” stressing intentional decision-making and strategic planning for a successful career in business economics.

Compering by Secretary of Alumni Bizcon Ms. Anuradha Jayawardana:

Ms. Jayawardana skillfully guided the proceedings, ensuring a smooth flow of information and interaction during the event.

The session saw active participation from all academic lecturers, highlighting the department’s commitment to supporting students in their practical training endeavors.

The BEC 4646 Introductory Session successfully marked the beginning of a practical training experience for fourth-year students. By focusing on guiding undergraduates in their career paths, the department demonstrated its commitment to holistic education, preparing students both academically and professionally. Insights shared by industry experts provided a valuable roadmap for students, emphasizing the application of academic knowledge in real-world contexts. The event concluded positively, fostering enthusiasm and anticipation for the students’ practical training journey.



Unleashing Energy and Confidence: Zumba Session for BEC 3180 Personal and Professional Development Course



In the pursuit of personal and professional success, students must develop a well-rounded skill set that includes technical expertise and soft skills like communication, leadership, and adaptability. Recognizing this, the Department of Business Economics at the University of Sri Jayewardenepura offers BEC 3180: Personal and Professional Development Course. Recently, as part of this course, students participated in Zumba sessions aimed at promoting mindfulness, inner peace, and holistic well-being.



On February 14th and 21st, 2024, students in BEC 3180 : Personal and Professional Development Course experienced the dynamic world of Zumba. Led by Instructor in Physical Education Mrs. Ramani Kulathilaka, these sessions aimed to promote mindfulness, control breathing, and foster inner peace through rhythmic movement and music. Participants were encouraged to let go of stress and tension, immersing themselves in the energetic experience of Zumba.



The Zumba sessions in BEC 3180 highlight the Department of Business Economics' commitment to holistic development and essential soft skills. Through Zumba, students enhance their physical fitness and cultivate mindfulness and inner peace—qualities invaluable for success in today's competitive world. BEC 3180 Personal and Professional Development Course reaffirms the Department's dedication to nurturing well-rounded individuals prepared to thrive personally and professionally.



Dive into Success: Swimming Sessions for BEC 3180: Personal and Professional Development



In the pursuit of professional success, equipping oneself with essential soft skills is paramount. At the University of Sri Jayewardenepura, the BEC 3180: Personal and Professional Development Course is meticulously designed to empower students with the tools they need to thrive in their careers. Under the guidance of a distinguished Lecture Panel and the department head, Dr. Janaka Fernando, this course offers a comprehensive exploration of personal and professional growth

opportunities. A standout component of this journey is the Swimming Sessions, held on March 6th and 13th, 2024, which provide students with a unique blend of exercise and relaxation in the aquatic realm.

Conducted by Mr. Kithsiri Duminda Ihalagamage, the Swimming Head Coach at the University of Sri Jayewardenepura, these sessions are led by a seasoned professional with a wealth of experience in aquatic sports. Mr. Ihalagamage's expertise ensures that students receive comprehensive instruction in swimming techniques, safety protocols, and water fitness routines. Under his guidance, participants are encouraged to push their limits, conquer their fears, and embrace the joy of swimming.

The Annual General Meeting of BIZCON- 2024



The 18th Annual General Meeting of the Business Economics Students' Association (BIZCON) of the Department of Business Economics, University of Sri Jayewardenepura, took place on the 7th of March 2024 at the K.A Munasinghe Hall, resonating with a spirit of renewal and continuity. The event marked a pivotal moment in the association's journey, as leadership transitioned from the outgoing Executive Committee to

the new Board of Officials for the term 2024.

The event was graced by Dr. Janaka Fernando, Head of the Department of Business Economics, whose words of encouragement reaffirmed the Department's unwavering support for the endeavors of BIZCON in the upcoming term. Senior lecturers and lecturers of the department were also present at the occasion to impart their blessings for the success of the upcoming term. Dr. Ananda Rathnayake was appointed as the Senior Treasurer, while Mr. Pasindu Dissanayake, was appointed as the Association in-charge for the forthcoming term. In his address, Dr. Rathnayake set a tone of encouragement and unity, extending his heartfelt wishes for the association to reach new heights.

The successful conclusion of the event marked the resilience of the association and its unwavering commitment to fostering a vibrant community of business economics scholars.



Flincon'24: Fostering Unity and Welcoming New Beginnings at the Department of Business Economics

On March 13th, 2024, the Department of Business Economics at the University of Sri Jayewardenepura came alive with the vibrant energy of Flincon'24—an eagerly anticipated mini-welcome event organized by third-year undergraduates. This event, held at the lower university grounds, marked a special occasion as it warmly greeted the incoming second-year batch, setting the stage for a year filled with camaraderie, shared experiences, and academic growth. Flincon'24 was a celebration of unity and belonging within the department. From the moment attendees stepped onto the grounds, they were greeted with smiles and excitement, creating an atmosphere of warmth and inclusivity. Throughout the day, students engaged in various activities, games, and interactive sessions, forging new friendships and strengthening bonds with their peers. It was a day filled with joyous moments and shared experiences, cementing the sense of community that lies at the heart of the Department of Business Economics.

The event was graced by esteemed guests, including Dr. Dushan Jayawickrama, Dean of the Faculty of Management Studies and Commerce, and Dr. Janaka Fernando, Head of the

Department of Business Economics. Their presence, alongside that of Dr. Ananda Ratnayake and senior lecturers, added prestige and significance to Flincon'24. Their words of encouragement and wisdom resonated with attendees, inspiring them to embark on their academic journey with determination and enthusiasm.



Flincon'24 was more than just a welcome event—it was a testament to the spirit of unity and continuity that defines the Department of Business Economics. As students departed, they carried with them not only the memories of the day but also a sense of pride in belonging to a community dedicated to academic excellence and mutual support. With Flincon'24 as a beacon of inspiration, students looked forward to the journey ahead, knowing that they were part of something truly special.

In conclusion, Flincon'24 was a resounding success, heralding the beginning of a new chapter in the lives of second-year students and reinforcing the bonds of friendship and collaboration within the Department of Business Economics. As they embark on their academic journey, students carry with them the spirit of Flincon'24—a spirit of unity, inclusion, and shared purpose that will continue to guide them towards success and fulfillment in the years to come.



Achieving Balance: Gym Sessions for BEC 3180: Personal and Professional Development Course

In the pursuit of personal and professional success, one often overlooks the significance of physical health and mental well-being. However, at the University of Sri Jayewardenepura, the BEC3180: Personal and Professional Development Course takes a holistic approach to student growth. Led by a distinguished Lecture Panel and under the guidance of Dr. Janaka Fernando, this course delves into essential soft skills crucial for professional success. A notable component of this comprehensive exploration is the Gym Sessions, held on March 6th and 14th, 2024, which aim to foster physical health, mental resilience, teamwork skills, self-discipline, and overall personal growth.

Conducted by Mr. Nalin Lakshan, an experienced Instructor from the Physical Education Unit at the University of Sri Jayewardenepura, the Gym Sessions provided students with expert guidance and support. Mr. Lakshan's expertise ensured that participants received personalized attention and tailored workout plans suited to their fitness levels and goals. Under his mentorship, students were encouraged to push their boundaries, build strength, and cultivate a positive relationship with exercise.

The Gym Sessions for BEC 3180: Personal and Professional Development Course underscore the University of Sri Jayewardenepura's commitment to nurturing well-rounded individuals equipped for success in all aspects of life. By integrating physical activity into the curriculum, the course not only prioritizes student health and well-being but also cultivates essential skills for personal and professional growth. As students harness the power of physical fitness, they embark on a journey towards holistic development, realizing their full potential both inside and outside the classroom.



Prioritizing Health and Wellness: Medical Camp Session for BEC 3180: Personal and Professional Development Course



In the dynamic landscape of professional development, success is not merely defined by academic achievements or technical expertise. Instead, it encompasses a holistic approach that includes physical and mental well-being. Recognizing this integral aspect, the BEC 3180: Personal and Professional Development Course at the University of Sri Jayewardenepura offers students a unique opportunity to enhance their soft skills while prioritizing their health. As part of this journey, the recent Medical Camp Session on March 20, 2024, proved to be a pivotal moment in fostering a culture of health education, screening, and stress management among students.



At the heart of the Medical Camp Session was a commitment to promoting health education and awareness among students. Spearheaded by Dr. S. De Silva, Chief Medical Officer at the Medical Health Centre, University of Sri Jayewardenepura, the session offered valuable insights into various aspects of maintaining a healthy lifestyle. Through interactive discussions and informative sessions, students were equipped with the knowledge to make informed choices about their health.

The Medical Camp Session for BEC 3180 exemplifies the University of Sri Jayewardenepura's commitment to holistic student development. By integrating health education, screening, stress management, and community engagement, the session provided students with valuable tools to prioritize their health and well-being. As students continue their journey towards

professional success, they are equipped not only with essential soft skills but also with the resilience and vitality needed to thrive in an increasingly competitive world.

Unlocking the True Purpose of University Life: Guest Lecture for BEC 3180 Personal and Professional Development Course



In the pursuit of personal and professional success, the journey through university life offers a unique opportunity for growth, discovery, and self-realization. Understanding the importance of this transformative period, the Department of Business Economics at the University of Sri Jayewardenepura offers BEC 3180: Personal and Professional Development Course. As part of this enriching experience, students recently had the privilege of attending a guest lecture aimed at unraveling the true purpose of university life.

On April 3rd, 2024, students enrolled in BEC 3180: Personal and Professional Development Course had the privilege of attending a thought-provoking guest lecture on the theme of "True Purpose of University Life." The session was conducted by Prof. Anura Kumara, a distinguished Professor of the Department

of Business Economics and former Dean of the Faculty of Management Studies and Commerce. Drawing from his extensive experience and insights, Prof. Kumara delved into the profound significance of the university experience beyond academic achievements.

During the guest lecture, Prof. Kumara challenged students to reflect deeply on their university journey and its inherent purpose. He emphasized that while academic excellence is undoubtedly important, true fulfillment and success come from holistic growth and personal development. Through engaging anecdotes, real-life examples, and introspective questions, Prof. Kumara encouraged students to embrace the diverse opportunities available to them—from extracurricular activities to community engagement—and to seize every moment as an opportunity for learning and self-discovery.

The guest lecture on the true purpose of university life served as a poignant reminder of the transformative power of education and



personal growth. Through the guidance of Prof. Anura Kumara and the dedicated efforts of the Lecture Panel, BEC 3180: Personal and Professional Development Course reaffirms its commitment to equipping students with the essential skills and perspectives needed to navigate the complexities of the modern world with confidence, purpose, and integrity.



“Talk to a Business Economist”



The Department of Business Economics at the University of Sri Jayewardenepura organized an insightful session titled “Talk to a Business Economist” on April 24th, 2024. The event, held from 3:00 PM onwards at the Old Faculty Board Room Hall, FMSC, USJ, aimed to provide students with valuable guidance for their future careers, guided by the Subject BEC 3180 Personal and Professional Development.

The session welcomed esteemed alumni as the main invited guests, including Ms. Achini Dharmasiriwardhana, General Manager of Marketing at Anverally Tea, and Mr. Manjula Tushara, Chief Internal Auditor & General Manager – Risk & Control at TeeJay Lanka PLC.

These distinguished alumni shared their insights and experiences with the students, offering practical advice and perspectives from their respective fields. Their presence added significant value to the event, providing students with a glimpse into the real-world applications of their academic studies.

In addition to the alumni guests, the Head of the Department, the Subject Coordinator, and other lecturers actively participated in the session. Their presence and contributions further



enriched the discussion, providing students with comprehensive guidance and support.

Throughout the session, students engaged in interactive discussions and had the opportunity to ask questions, gaining valuable insights into various career paths within the field of business economics.

Overall, the “Talk to a Business Economist” session was an invaluable opportunity for students to lay the preliminary steps for their future careers. The Department of Business Economics remains committed to providing students with opportunities for personal and professional development, preparing them for success in their chosen fields.



INDUSTRY/COMMUNITY COLLABORATIONS

The Cybersphere'24, the Cyber Security awareness day

" The Cybersphere'24, the Cyber Security awareness day ", an event comprised of Tech Talks, and a Panel Discussion, which is organized by the Department of Information and Communication Technology, the Faculty of Technology, University of Sri Jayawardenepura was successfully completed on 14th February 2024 with the participation of more than 260 ICT students at the Sri Soratha Auditorium, Faculty of Technology, University of Sri Jayawardenepura. We are grateful for our esteemed speakers and their collaborative institutions, all academics and the participant who have joined the event to make it successful.

The program was structured into three segments:



1. Prof. Paul Haskell Dowland, Associate Dean representing the Edith Cowan University, Australia presented a valuable tech talk and live demonstration regarding the importance of "Software Security and The Consequences of Web Site Compromission".
2. Dr. Lochandaka Ranathunga, Chair IEEE Computer Society Sri Lankan Chapter, also Senior Lecturer attached to the University of Moratuwa, and Dr. Supunmali Ahangama, President SLAASE3 section (Computer Science) also Senior Lecturer attached to University of Moratuwa provided a valuable speech on "The Impact of The Cyber Security Laws in Enhancing Online Safety Withing Social Media".

3. Mr. Charith De Alwis Tech Lead and Mr. Vinuka Senadheera Business Analyst representing the AION Cyber Security Pvt Ltd. furnished the students with a valuable panel discussion on Cyber Security awareness and career developments.



NANOVA'24 – Nanotechnology Day Program

NANOVA'24, a landmark event for Nanotechnology was successfully conducted at the Faculty of Technology premises by the 3rd year and final-year students of the Industrial Biosystems Technology specialization offered by the Department of Biosystems Technology on 15th March 2024 under the guidance and meticulous care from the Dean of the Faculty, Prof. Nilmini Liyanage and the Head of the Department, Prof. Lasanthi Jayathunge.

The event aimed to inspire Advanced Level (A/L) technology students from the Colombo zone, encouraging them to embrace innovation and discovery through the lens of nanotechnology. Nearly 200 students from Mahinda Rajapakse College, Piliyandala Central College, Mahamevna



Buddhist College, and Kotahena Central College participated, eager to explore the exciting world of nanotech.

NANOVA'24 featured distinguished Chief Guests, including Dr. Thusara Vajira Perera (CEO, Sri Lanka Institute of Nanotechnology), Dr. Chanaka Sandaruwan (Senior Research Scientist, Sri Lanka Institute of Nanotechnology), and Mr. Heminda Jayaweera (Executive Director, TRACE Sri Lanka). Their collective expertise provided deep insights during interactive sessions, demonstrations, and discussions, enriching the students' learning experience.

A standout attraction was the chemistry magic show, which captivated the audience and encouraged hands-on participation in practical sessions. Additionally, the event's exhibition offered a fascinating journey through various nanotechnology applications. Highlights included *Nature-Inspired Biomimicry* showcasing innovative designs inspired by nature, *Hollywood Meets Nanotech* creative fusions of nanotechnology with beloved film characters, *Macrostructures of Carbon-Based Materials* demonstrating their diverse applications, and *Nanomaterials in Nanomedicine* exploring how nanotech can revolutionize healthcare. These exhibits illustrated the limitless potential of nanotechnology, emphasizing its role in driving future innovations.

NANOVA'24 was made possible through the generous support of its sponsors: John Keels Holdings Pvt Ltd (Platinum Sponsor), Techno Instruments Pvt Ltd (Gold Sponsor), LOLC Holdings PLC (Silver Sponsor), and Maliban Biscuits Pvt Ltd (Gift Sponsor).

More than just an event, NANOVA'24 ignited curiosity and underscored the power of scientific progress. The success of the event highlighted the excellent teamwork of the organizing committee and set a benchmark for future initiatives in fostering scientific enthusiasm among young minds.



Signing of MOU with C.W. Mackie PLC

Department of Marketing Management of Faculty of Management Science and Commerce of University of Sri Jayewardenepura and C.W. Mackie PLC formalized a Memorandum of Understanding (MOU) on 06th February 2024, at the university premises. The MOU aims to foster collaboration between the Department and C.W. Mackie PLC. This MoU will provide the students with hands-on experience and industry insights, enriching their academic journey. The MOU's duration remains in force until termination by mutual agreement. The signing ceremony itself was a momentous occasion graced by the esteemed presence of Dr. Dushan Jayawickrama, the Dean of Faculty and Dr. Sandamali Galdolage, Head of the Department with on behalf of the university, while Mr. Mangala Perera, Group Executive Director, and Mr. Nisha Karunaratne, Chief Marketing Officer representing company. Their participation underscored the university's commitment to fostering academic-industry synergy and advancing student development initiatives. According to the MOU the company facilitates the department in terms of educational engagement, industry exposure, internship opportunities, knowledge sharing and curriculum development. In return the Department of Marketing Management will support C.W. Mackie, for there research projects, especially through data collection and providing information, giving priority for sponsoring events, collaborating to the CSR activities.



Corporate Mentoring Program – Phase 03



The Corporate Mentoring Program was initiated with the primary objective of nurturing the personal and professional development of third-year undergraduate students in the Department of Marketing Management, with a focus on enhancing their personality attributes and providing exposure to the corporate world. This program is a formal mentoring program that focuses on one-on-one relationships to help participating students develop



a professional identity and a clearer vision for their career path before they begin their internships. The program matches a mid-to senior-level executive, who is favorably an experienced personality from the industry and affiliates. The third phase of the program started with the briefing session for the mentors, which was conducted on the 19th March 2024 via online. The session was attended by Dr. Sandamali Galdolage, Head of the Department of Marketing Management, Mr. Amitha Amarasinghe and Ms. Samudrika Rasanjalee, the programme coordinators and the respective mentors screened for the programme to be launched by the final week of March. Phase 03 is now well underway and is scheduled to conclude by the final week of May 2024, continuing its mission of empowering students with valuable insights and experiences to prepare them for a successful transition into the corporate world. The evaluation of the students also considered at the end of the program, linking to the course module MAR3274: Professionalism in Marketing.