

STRIVING TOWARDS ACADEMIC EXCELLENCE

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"The AD & QA unit at NSBM is the key body assisting teaching staff for improving performance in academic education, developing research skills, and sharing various experiences in the fields of education, research, and social service. Today's community is no longer limited to industrial production; the production and dissemination of knowledge through modern, advanced, and accelerated scientific techniques have become integral in the field of education."

From this point onwards, NSBM Green University will endeavour to qualify the teaching staff and promote their teaching and research skills through various training programs and activities conducted by the Academic Development and Quality Assurance Center. The professional development of the university teaching staff will contribute to achieve quality and academic accreditation that is sought







various programs and activities. The training programme designed to give our staff holistic academic guidance includes workshops on innovative teaching policies, curriculum development, effective communication, and soft skill improvement conducted by both internal and external experts.

Research Council

The Research Council at NSBM Green University was established in February, 2021 with the recognition of research as an integral part of the university. Designing the research council as an independent body with 22 research centres spanning across the four faculties, has given a streamlined focus on key research areas to be developed as academics. The council, with its internal fund allocated for research, has encouraged the staff members to actively seek for new projects with both internal as well as external partners.

NSBM Student Research Symposium, is a unique product offered by NSBM Green University under the guidance of Prof. Baratha Dodankotuwa, with the objective of inculcating research consciousness among the students of Sri Lanka.



New project ideas are actively encouraged from the level of deans to the respective heads of departments and the projects submitted to the research council are systematically analysed for its feasibility and impact factor through the research council policy document list. The projects which have been cleared at the research council level through the council head are finally approved by the Vice Chancellor. The research council has currently initiated several international and local research collaboration projects with the participation of our staff.

NSBM Journal of Management

NSBM Journal of Management is a scholarly publication of the Academic Development and Quality Assurance unit of NSBM. The NSBM Journal of Management is an ideal platform for local and international researchers to publish scholarly, empirical, and theoretical research articles that have a high impact



on the management field. The journal encourages innovative ideas which could create sustainable development in the world. These objectives rightly coincide with Sri Lanka's national policy towards creating knowledge-based economy.

NSBM Journal of Management was launched in year 2015 under the editorial leadership of Prof. Managala Fonseka who was a visionary academic in the field of management in Sri Lanka. He initiated this journal with the ambition of encouraging the budding generation of researchers at NSBM while providing a cooperative platform to national and international researchers. Since then, the journal has provided a platform for many national and international scholars to publish their research findings. The journal is peer reviewed by an elite panel of scholars from the field of management and business. Thus, the quality of the articles published are ensured, in order to maintain the academic standards of the university.

NSBM Journal of management will be a significant part of the university's future research output. AD&QA unit is now working closely with several reputed research databases to index this journal in their respective data banks. We believe that this measure will ensure the recognition and impact of valuable research output published in this journal.

Postgraduate Research Centre

Postgraduate research centre of NSBM was initiated in the year 2018, under the guidance of Prof. Baratha Dodankotuwa. The Postgraduate Study Centre offers postgraduate students and research staff dedicated social circles and study spaces. The main objective of this study centre is to enhance the research capabilities of postgraduate students and academic staff of the NSBM Green University. It is the main hub for networking and promoting a sense of research community within

the university. This centre provides access to a range of development activities to postgraduate students and research staff such as training courses, academic discussions, conferences, academic publication services, and seminars. Furthermore, this unit is actively working towards collaborative research and postgraduate partnerships with reputed foreign universities.

NSBM Research forum is another important seminar series organized by the Postgraduate research centre; this is an internal colloquium of researchers who meet on a monthly basis to discuss contemporary research in different areas. This provides an ideal platform for the young academic staff to share their ongoing research projects with senior academics and receive vital feedback to enhance the impact of their research projects. The Postgraduate Study Centre is also dedicated to assisting NSBM academic staff members



who are following their doctoral studies. Accordingly, the centre provides the numerous services to PhD Candidates such as internal supervision, library services, and doctoral training courses. Currently, more than 20 academic staff members of NSBM are reading for their doctoral degree. The Postgraduate Research Center will continue to support the research agenda of NSBM Green University through enhancing the research skills of staff and postgraduate students.

International Conference on Business Innovations (ICOBBI)

International Conference on Business Innovations (ICOBBI) was started in 2018 under the guidance of Prof. Baratha Dodankotuwa, with the objective of creating a platform to enhance the quality of higher education and contribute to the development of the world tomorrow.



ICOBI is an ideal platform for local and international researchers to present their scholarly articles. The theme of the first international conference was on “Business Resurgence and Green Living” as the generations of today are responsible for the living conditions of tomorrow. In 2019, NSBM presented ICOBI for the second consecutive year under the theme of “Reviving Talent and Green Living”, as it has become the objective for many academics, researchers, and strategists over the past decades. ICOBI 2020 was carried out under the theme “COVID-19 Transcending Challenges, Recovery Measures and Resilience”. And as the fourth consecutive international conference, ICOBI 2021 will be focusing on the theme of “Revitalizing the Economy”. The conference will continue its success for many more years with the support and participation of academics, researchers, and practitioners in diverse fields.

Student Research Symposium

NSBM Student Research Symposium, is a unique product offered by NSBM Green University under the guidance of Prof. Baratha Dodankotuwa, with the objective of inculcating research consciousness among the students of Sri Lanka. Every year young researchers from NSBM and other higher educational institutes will present their research outputs to an esteemed panel of senior researchers in their relevant fields. SRS started in year 2018 by selecting best undergraduate research articles. In 2019, the research symposium SRS was successfully conducted for the second consecutive year. The NSBM Student Research Symposium will continue for many more years by encouraging and uplifting research culture among Sri Lankan undergraduates.

Business Dialogue

Business Dialogue is a bi-annual magazine issued under the publications of the university. Its most compelling quality is its collaborative nature, with both students and lecturers contributing as editors and authors. Each issue captures the brilliant words and advice of business gurus and experts from multiple industries across the world. The inception of Business Dialogue was in 2018 under the guidance of Prof. Baratha Dodankotuwa, with the theme of celebrating visionary entrepreneurs. The latest magazine in 2021 under the theme of Sri Lankan brands branching in the world portrays that every issue of Business Dialogue shall indeed act as a stimulus to all our aspiring undergraduates. ■

Compiled by Sulakshana De Alwis & Dinusha Sathsarani