

PhD

DOCTOR OF PHILOSOPHY IN MANAGEMENT

LEAD TOWARDS SUCCESS

NSBM GREEN UNIVERSITY





VICE CHANCELLOR'S MESSAGE



Ever since its inception in 2012, NSBM Green University has unfailingly contributed to turning thousands of students' dreams into an achievable reality. We have been offering degrees in a plethora of highly sought, up and coming subject areas while adhering to the goal of sustainable education for ten long years.

NSBM Green University, known for its forward-thinking and revolutionary education, is now ready to extend its scope in postgraduate studies with its PhD study programme. Our doctoral degree programme are designed to provide subject specialized knowledge through extensive research that fosters critical and creative thinking essential for real-life problem solving. Your journey as a PhD candidate at NSBM will be both fulfilling and rewarding as you will be assisted and guided by local and foreign experts and supervisors.

The doctoral degree programme at NSBM is well crafted to suit the modern world requirements of knowledge creation and dissemination. The overall research experience offered by our PhD program consists of taught modules, guest lectures, research workshops, conferences, publication avenues, and expert supervision. Our international partnerships with the University of Plymouth, UK; and Victoria University, Australia enable us to conduct globally relevant, collaborative academic and research projects as well.

Our sole goal in establishing the PhD programme is to provide an opportunity to our academics and professionals to experience a global research culture and international educational standards in a locally renowned higher education institution.

Here, at NSBM Green University, success awaits you!

Prof. E.A. Weerasinghe
Vice Chancellor
NSBM Green University

CONTENT

The Institute: NSBM Green University	03
NSBM Faculty of Business	04
Why a PhD?	05
Overview of the Programme	06
Entry Qualifications	06
Programme Structure	06
Programme Timeline	08
Programme Fees	08
360 Degree Research Experience	09
Our Network	10
Partner Universities	10
Industry Collaborations	10
Collaborative Research	10
Research Centres	11
Publications and Conferences	14
Inspirational Location	16
How to Apply	17



A world-class learning environment for researchers and scholars to prosper under the guidance of international and local academics

A structured programme to ensure researchers are developed and equipped with all the skills and training required

EXTENSIVE INDUSTRY PARTNERSHIPS TO CREATE A CULTURE TOWARDS APPLIED RESEARCH



OPPORTUNITY TO DEVELOP A GLOBAL NETWORK WITH THE EXPOSURE GAINED THROUGH THE PROGRAM



THE INSTITUTE: NSBM GREEN UNIVERSITY

NSBM Green University, the nation's premier degree awarding institute, is the first of its kind in South Asia. NSBM offers undergraduate and postgraduate degree programmes in the fields of Business, Computing, Engineering, Science, Interior Design and Multimedia. NSBM focuses on producing competent professionals for employment in technologically, ethnically, and culturally diverse work environments in an increasingly globalizing world. NSBM is also committed to developing innovative entrepreneurs in society.

Currently, NSBM offers a wide range of its own study programmes (recognized by the University Grants Commission and the Ministry of Higher Education) as well as world-class international programmes conducted in affiliation with top-ranked universities such as Plymouth University, UK, and Victoria University, Australia. NSBM, at all times, nurtures graduate for gainful employment in the corporate world with their specialization ranging in multiple study fields. Whilst working to forge further academic partnerships with renowned universities overseas NSBM is also keen to expand its portfolio of products by introducing more of its own high-quality undergraduate level and postgraduate level study programmes.

Innovation is key at NSBM as the importance of originality and creativity in this global village of a world has been much valued at the university since its inception. Accordingly, NSBM pride itself on the innovative and entrepreneurial qualities the university imparts its participants through excellence in teaching and research. Along with its ethnically and culturally diverse workforce, NSBM also inculcates distinct events such as training, field visits, workshops and study tours to provide international expertise based on the respective fields to ensure that the participant is benefitted the most. Thus, the programmes that NSBM off-ers are much more than just a certificate; the NSBM lecture panel skillfully integrates leadership, ethics, global thinking, core management skills and technological innovations into the learning process to make our participants well qualified global citizens.

NSBM Green University, nestling in the greenery and serenity of a rural setting and complete with state-of-the-art facilities and amenities, is an ultra-modern university complex that provides the perfect setting for high-quality teaching, learning and research.

VISION

To be Sri Lanka's best performing Graduate School, and to be recognized internationally.

MISSION

To develop globally competitive and responsible graduates that businesses demand, working in synergy with all our stakeholders, and contributing to our society.

GOALS

- Produce graduates in demand locally and internationally.
- Achieve national and international supremacy in innovation, discovery, and creativity.
- Link with industry and global knowledge centers.
- Develop an environment conducive to the achievement of the nation's intellectual, cultural, and social aspirations.
- Continually improve the institutional corporate growth.



The heart of the University- NSBM Faculty of Business

NSBM FACULTY OF BUSINESS

NSBM Faculty of Business offers its participants a unique approach to learning. The passion for excellence drives every initiative taken at the Faculty of Business, including teaching, learning, research, and networking with the business community. State-of-the-art teaching and learning approaches adopted transform its graduates into leaders of tomorrow.

Faculty of Business offers a great array of degree options varying from Business Management, Logistics Management, Banking and Finance, Human Resource Management, Law, Accountancy and many more. Its affiliations with many world-renowned universities such as University of Plymouth, United Kingdom and Victoria University, Australia, pave the opportunity for participants to acquire world-class qualifications locally as well as globally.

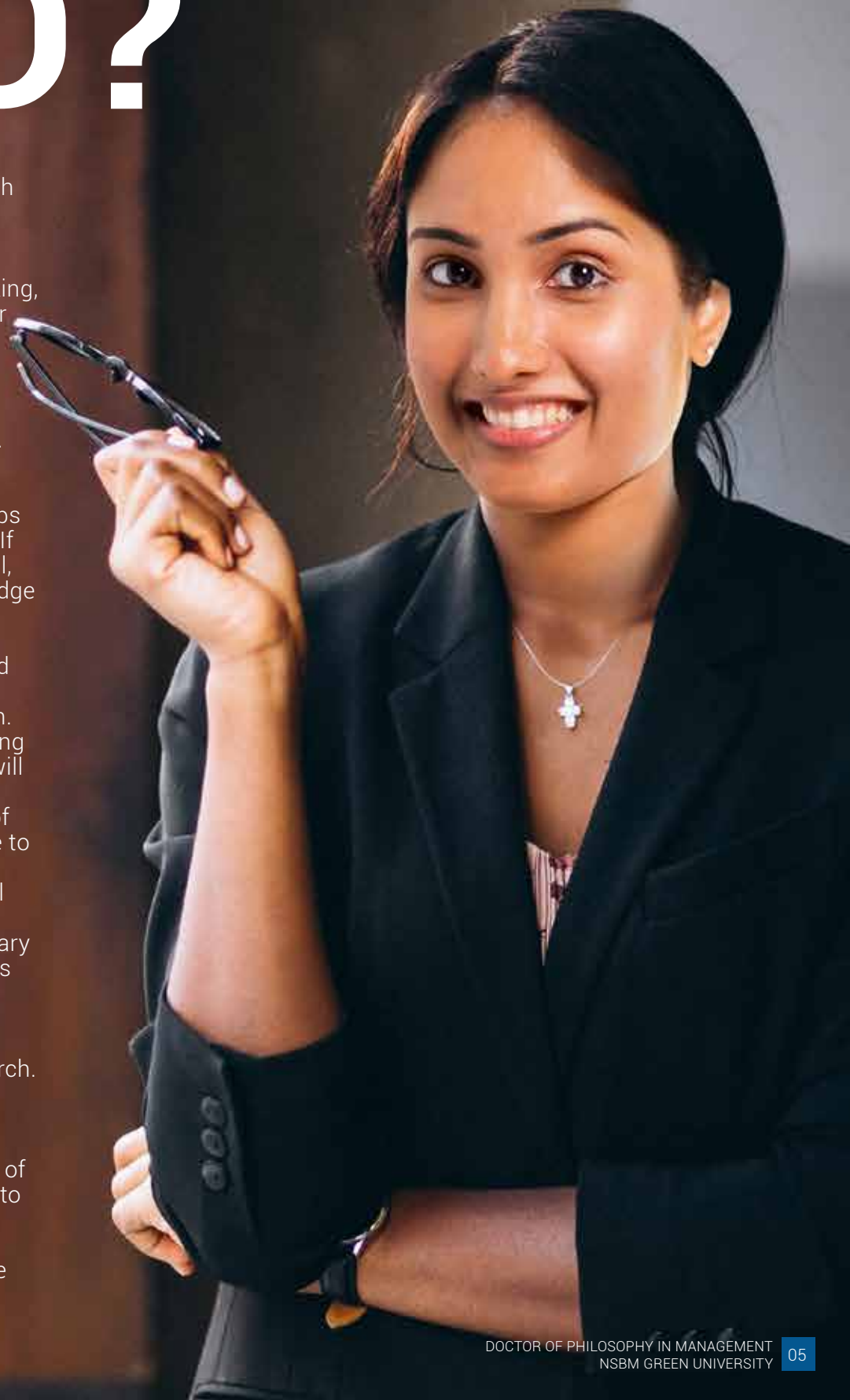
Learning at the Faculty of Business is a unique experience. Participants are given the opportunity to experience the right blend of classroom and real-world situations, allowing them to apply academic knowledge for live business challenges. At the Faculty of Business, we provide our participants intellectual depth, abundant resources, and individual attention. Our core values always shape the distinctive intellectual culture. It continuously strives to transform graduates into business thinkers equipped with excellent problem solving and analytical capabilities.

Different units at the Faculty of Business are focused on providing a phenomenal educational experience and access to research excellence. The faculty, participants and alumni form the unrivalled network of excellent people making the highest standard of connectivity in the global economy.

WHY A PhD?

Doctoral degree is not just a passport to a world of research and new knowledge, it also a worthwhile opportunity and investment for you to develop your critical and creative thinking, be engage with experts in your field to unlock career opportunities that wouldn't necessarily be available to candidates with only a bachelor's or Master's degree. If you are an academic, a PhD degree will prepare you to succeed in academia as it helps you to develop field specialty. If you are a working professional, you can enhance your knowledge and advance your career. The course units will help you to develop your research skill and allow you to uncover your potential to complete research. As you contribute to the existing knowledge, this PhD journey will be a fulfilling journey which opens doors to a diverse set of rewarding careers irrespective to who you are and what you are doing right now. We have local and foreign experts who can guide you and provide necessary supervision until you finish this challenging yet rewarding journey.

A PhD is more than just research. It allows you to explore your interests and help you to build your confidence as you will contribute to a current debate of your chosen field. So why not to be a part of an inspiring community and advance in an area where you are passionate about!



OVERVIEW OF THE PROGRAMME

The doctoral programme in management at NSBM is well crafted to suit the modern world requirements of knowledge creation. The programme is structured cohesively in a manner that allows the candidates to absorb the knowledge required to successfully move through different stages of the programme. Initially, an introductory workshop would be carried out with the aim of preparing the candidates for doctoral study. Thereafter during the first semester, core modules are delivered with a focus on the systematic development of the required research skills in proceeding to their intended study. Afterwards, the candidate would receive the opportunity to closely work with the appointed supervisor who would be an expert in the selected field of study. The supervision process is closely governed by the university in ensuring impactful and high-quality PhD dissertations within the stipulated time frame.

Throughout the intensive three-year PhD programme, the candidates are driven to acquire and share new knowledge for the benefit of the larger community. This is facilitated by the resourceful faculty with a core team of academics from both local and international scholarly communities, offering the ideal balance of unique experiences and global exposure for the candidates. In addition to the core team of academics, the supervisory panel consists of a pool of globally renowned scholars who has a wealth of experience in research and consultancy.

ENTRY QUALIFICATIONS

A Master of Philosophy Degree in Management or related field **or**

A Master's Degree in Management or related field



PROGRAM STRUCTURE

The three-year study programme consists of two phases, Preparatory and Execution. A student shall be effectively engaged in research for a period of three years. It shall commence as a trickle with the conduct of the Introductory Workshop and gradually build over time. The in-built activities and assignments included in the modules as well as the study meetings, are aimed at facilitating the research efforts of students.

YEAR/ SEMESTER	MODULE/ ACTIVITY
PREPARATORY PHASE	
Year 1: Semester I	Introductory Workshop CLUSTER I: DMT 1102: Research Methodology in Management I DMT 1202: Theoretical Approaches to Management DMT 1302: Academic Writing and Presentation Study meetings (fortnightly) CLUSTER II DMT 1402: Research Methodology in Management II and Ethics DMT 1502: Sociology of Knowledge DMT 1602: Seminar Series on Thesis Proposal Writing
Year 1: Semester II and Year 2: Semester I	Appointment of supervisors Thesis Proposal preparation and defense. Laboratory Sessions: Software for Data Analysis <i>DMT 1602: Seminar Series on Thesis Proposal Writing to continue</i>
EXECUTION PHASE	
Year 2: Semester II and Year 3: Semester I and II	Conduct of the doctoral research: By the end of Year 3/5, Semester II submission of Thesis (either a monograph or a compendium of 3-5 papers). DMT 2190: Thesis <i>Defense of the Thesis will follow</i>



PROGRAMME TIMELINE

The programme is a three-year study programme and the maximum period allowed for completion is seven years from the initial date of registration.

PROGRAMME FEES

The 3-year full time course will be LKR 2,100,000 for the entire duration. However, the candidates who are unable to complete the programme within three years, must pay a programme fee for the extended period.

PROGRAMME FEES
3 YEAR FULL TIME COURSE
 WILL BE LKR 2,100,000 FOR THE ENTIRE DURATION

FOR LOCAL APPLICANTS (LKR)

	Year 1	Year 2	Year 3	Total
Annual Registration Fee	40,000			40,000
Library Fee	10,000			10,000
Tuition Fee	650,000	700,000	700,000	2,050,000
Total	700,000	700,000	700,000	2,100,000



360 DEGREE RESEARCH EXPERIENCE

With the support of experts in the field of business research, we offer a superb opportunity to develop your research skills through PhD study.

EXPERT SUPERVISION

We will provide you expert guidance on the formal specification of your topic, the structure and organization of your thesis, and the general direction of your research. Your supervisors will be experts in your areas of research. Regular supervision helps to ensure that your research progresses in the appropriate direction. Full-time doctoral students are expected to meet with their supervisors at least 10 times during the year.

TAUGHT MODULES

Taught modules are designed to help you in the transition to independent research, you will normally be expected to complete several assessed taught modules during course of study in the areas such as philosophical thinking, research methodology and academic writing.

RESEARCH WORKSHOPS

In addition to attending taught modules, we will provide you additional workshops time to time to enhance your research management, research skills, presentation and communication skills, and research ethics. These workshops will be conducted by both local and international experts in respective areas.

CONFERENCES AND PUBLICATION AVENUES

All PhD students are expected to attend and publish in International Conference for Business Innovation which is organized by the NSBN Green University. This is an excellent platform to doctoral researchers to publish their work in progress. Further, NSBM Green university also publish set of peer reviewed journals to facilitate your publication requirements.

GUEST SPEAKERS

Our academic departments and centers host regular speakers from academia, business and industry, as well as high-profile panel sessions to give you more insights about the development in the field of business and management.



OUR NETWORK

NSBM GREEN UNIVERSITY STRONGLY BELIEVE THAT GLOBAL PARTNERSHIPS BETWEEN INDUSTRY, ACADEMIC INSTITUTIONS AND COMMUNITY ARE ESSENTIAL COMPONENTS IN CREATING NEW KNOWLEDGE, AND EXPERTISE FOR SUSTAINABLE DEVELOPMENT.



PARTNER UNIVERSITIES

NSBM Green University has strategic partnerships with three leading universities of the world. Namely, University of Plymouth – UK and Victoria University, Australia. We are working collaborative with these universities in offering degree programmes and research projects. Accordingly, our students will get the opportunity to work with foreign experts in respective universities within the course of PhD programme.



INDUSTRY COLLABORATIONS

We have more than 100 industry partnerships with leading companies in Sri Lanka as well as abroad. We continuously work with these organizations share knowledge and experiences with our students. Further, we offer research and consultancy services to these organizations to overcome their strategic and operational challenges.



COLLABORATIVE RESEARCH

NSBM Green University is actively working with both local and foreign universities in joint research projects. Together we create new inventions and knowledge which facilitate the sustainable development of the society. Currently, more than 6 international universities are working with NSBM Green University on joint research initiatives. As a PhD student you will also get a chance to become members of these research groups and gain more hands-on experiences from the subject specialists.



PROF. HENRIK HANSSON

Professor at Department of Computer and Systems Sciences, Stockholm University

"As an academic and researcher with years of experience, I believe that a government-owned higher education institute like NSBM Green University has a strong capacity to provide doctoral study opportunities and research facilities that enlarge the talent pool of society. The supportive and collaborative environment created for the doctoral programme at NSBM makes itself the ideal place for aspiring candidates dedicated to pursuing excellence in research and coursework. Hence, I am excited to be a part of this well-structured NSBM PhD programme, which offers comprehensive curriculum, cutting-edge research facilitation, and all-around individualized training."



DR. JONATHAN LEAN

Associate Professor in Strategic Management, Plymouth Business School

"I wish NSBM well with their exciting new PhD programme. A doctorate is the pinnacle of academic achievement and I wish future students the best of luck on what will be a challenging but rewarding journey"



PROF. DAFYDD MOORE

Deputy Vice Chancellor International and Planning University of Plymouth

"Doctoral study is a pinnacle of academic achievement and I'm delighted to see this next exciting phase of NSBM's academic development. I warmly congratulate NSBM on launching a PhD programme and offer it my best wishes for the future."

RESEARCH CENTERS



CENTRE FOR WOMEN IN BUSINESS

The Centre for Women in Business is dedicated to conduct research and educating, in women, gender, women entrepreneurship, and empowerment mainly. The center is looking forward helping women across the country succeed as entrepreneurs through exposure, connection, and learning. This includes one-on-one business advice, business skills training, trade missions, networking, courses, and workshops. We are looking forward to work with researchers and philanthropists, various other stakeholders, and communities who are interested in gender, women, entrepreneurship, and empowerment.

OUR MAIN SUBJECT INTERESTS AND RESEARCH AREAS ARE;

- Gender studies
- Women in business
- Cultural studies
- Empowerment

PRIORITY RESEARCH AREAS

- Female Entrepreneurship
- STEM education for Female students
- Reducing gender inequalities at work

CENTRE FOR LEADERSHIP STUDIES AND PRACTICE



A key centre focuses on creating a favourable research environment that fosters emerging leaders inside the university framework while also supporting to elevate the research culture on leadership among academics and students. Further it is also intended to infuse inspiration and creativity into the Sri Lankan leadership research culture by efficiently facilitating diverse methods of empowerment and professionally disseminating the knowledge of various leadership approaches.

OUR MAIN SUBJECT INTERESTS ARE :

- Situational Approach to Leadership
- Transformation and Transactional Leadership
- Charismatic Leadership
- Trait Approach to Leadership
- Behavioural Approach to Leadership
- Avoiding Leadership and Involved Leadership
- Adaptive Leadership
- Entrepreneurial Leadership

PRIORITY RESEARCH AREAS

- Conflict resolution
- Dealing with change
- Problem Solving
- Leading Innovation
- Virtual leadership
- Enhancing Employee and Organisational Empowerment

CENTRE FOR CONTEMPORARY ACCOUNTING AND FINANCE AND ECONOMICS

Center for contemporary accounting finance and economics is to take an inclusive approach to research in accounting, finance, and economics. Inclusive means both across disciplines in interdisciplinary research as well as to be open for research in and collaboration with practitioners.

OUR MAIN INTEREST AREAS ARE:

- Market-Based Accounting Research
- Voluntary Disclosure and Corporate Reporting
- Corporate Governance
- Management Accounting and Control
- Financial Accounting
- Accounting History and Accounting Education
- Taxation
- Financial Markets
- Pricing Models
- Green Financing
- Financial Technology
- Dividends
- Management Accounting and Performance Measurement
- Development Economics
- Applied Labor Economics
- Financial Economics
- International Economics

PRIORITY RESEARCH AREAS

CORPORATE GOVERNANCE

Ownership structure and dividend policy

TAXATION

Tax education in Sri Lanka

CORPORATE REPORTING AND FINANCE

Sustainability and information dissemination

FINANCE PERFORMANCE

Social transmission bias impact individuals' financial decision making

ECONOMICS

SL stakeholder survey: Learning from the Covid-19 Pandemic
Use of Augmented Reality in teaching economics for undergraduates

CENTRE FOR GLOBAL MARKETING AND TOURISM (CGMT)

RESEARCH INTEREST OF MARKETING ARM OF CGMT

- Consumer Psychology
- Marketing Communication
- Service Quality
- Marketing Entrepreneurship
- Branding and Brand Equity
- Digital Marketing and Interactive Marketing
- Consumer Values
- Sustainable Marketing
- Radical Marketing and Marketing Innovations
- Retail Innovations and Sales
- Neuro Marketing
- Micro Marketing
- Marketing for Small & Medium Enterprises (SMEs)

RESEARCH INTEREST OF TOURISM & HOSPITALITY ARM OF CGMT

- Destination Branding and Attraction
- Budget Tourism
- Rural Tourism
- Luxury Tourism
- Spiritual Tourism
- Religious Tourism
- Tourism Strategy and Development
- Human Resource in Tourism and Hospitality Sector
- Virtual Reality and Tourism
- Solo Travelers and Tourism
- Technology and Tourism Development
- Lifestyle Tourism
- Experiential Tourism



CENTRE FOR BUSINESS TRANSFORMATION (CBT)



A key centre within the Faculty of Business is dedicated to fostering research related to globalization, organizations, employment, culture, and sustainable development, as well as the promotion of interdisciplinary business research. We bring together researchers and practitioners from different disciplines to bridge the gap between knowledge and practice, and research and impact in fields of business management.

OUR MAIN SUBJECT INTERESTS ARE;

- International Business
- Human Resource Management
- Organisational Behaviour
- Business Ethics
- Operations Management
- Industrial Management
- Project Management
- Logistics and Supply Chain Management
- Business Psychology

PRIORITY RESEARCH AREAS

- Change Management
- Entrepreneurial Action and Creativity
- Work-life Interactions
- Sustainable Organizations
- Knowledge Management And Organizational Learning
- High Performance Work Systems
- Strategy and Innovation
- Group Dynamics
- Green Supply Chain Management
- Ergonomics

PUBLICATIONS AND CONFERENCES



NSBM JOURNAL OF MANAGEMENT

The NSBM Journal of Management is a bi-annual publication that provides a medium for disseminating the findings of study and research that address issues, practices, and developments in Management. Launched in 2015, scholars and practitioners are invited to This Refereed journal promotes free and unbiased opinion, networking and sharing of experience in matters of

importance to organizations and society. It is gaining acceptance as a formidable publication, and the Editorial Board has set its sights on applying for indexed journal status within the next few years. It is currently listed on the Sri Lanka Journals On-Line.



INTERNATIONAL CONFERENCE ON BUSINESS INNOVATION (ICOB)

International Conference on Business and Innovation is the flagship event where academics and practitioners present papers on a selected theme [e.g., Business Resurgence and Green Living (2018); Reviving Talent and Green Living (2019)] before a large gathering comprising academia, representatives from

industry, entrepreneurs, and policy makers etc. A one-day event conducted in the spacious NSBM Auditorium, and the papers are selected through a stringent process of blind-reviews and the conference is run on parallel tracks. The day's proceedings come to an end with a wrap-up session and award of medals and certificates.



POSTGRADUATE RESEARCH SYMPOSIUM

In view of the growth of postgraduate level study programmes, the need has arisen to launch a separate research symposium to cover postgraduate level research. Accordingly, work is in progress to introduce a postgraduate student research symposium shortly.



JOURNAL OF MULTIDISCIPLINARY RESEARCH

The first issue of the "Journal of Multi-disciplinary Research" was launched on 26th October 2021 as a special edition complementing the 5th Anniversary Celebrations of the NSBM Green University. This journal is peer-reviewed and published annually committed towards publishing scholarly empirical and theoretical research articles that has a solid impact across different fields.



BUSINESS DIALOGUE

First published in 2018, Business Dialogue is a bi-annual publication with nine issues to-date. The University maintains a close rapport with the industry via the Business Dialogue. Each issue is woven around a captivating theme and provides thoughts of wisdom from business

gurus and experts across industries and governmental bodies. It is a much sought-after publication with both students and academic staff collaborating as editors and authors.

INSPIRATIONAL LOCATION



Praised for its innovative architecture and environmentally friendly technology, the university is spread over an area of 26 acres and the massive university complex was built with the intention of providing an opportunity for both national and international students to have a fully-fledged education in Sri Lanka.



DEDICATED LEARNING SPACES

PhD students will be provided with dedicated space in our whole new PhD Learning Center for your three years of study. Students are free to access this center for their work all working days of the year.



MODERN LEARNING INFRASTRUCTURE

Modern classrooms, lecture halls meeting rooms and computer laboratories are available for conducting academic programmes as well as professional training. These facilities are equipped with modern audio-visual equipment and other related infrastructural facilities.

NSBM provides a comprehensive IT infrastructure in support of teaching and conducting practical sessions. Students are expected to use computer labs according to the schedules given and the use of IT resources should comply with the IT policy of NSBM.



NSBM LIBRARY

NSBM library has a rich collection of books in the fields of Management and Computing. The Library is also equipped with a modern sit-and-read facility and computers that allow students to browse Internet free of charge. All students of NSBM are eligible to use the library facility and upon obtaining the membership, they could borrow books and periodicals. Photocopying facilities are also available at a concessionary rate at the library. Within the context, in addition to the prescribed reading materials, students may expand their reading territory independently.

SPORTING EXCELLENCE

You can enjoy a variety of sports facilities and the Gymnasium on our campus. The recreation center includes a large sports hall with basketball, netball, badminton, table tennis and practice rooms for martial arts plus aerobics and fitness classes.

LIVELY SURROUNDINGS

Away from busy urban suburbs of Colombo, NSBM is situated in calm and relaxing surroundings which is highly conducive to academic work. Students have many free spaces to sit enjoy and relax.


HOW TO APPLY

The applicants should send a short research proposal of 1000 words indicating your initial ideas for a PhD study demonstrating the aims of the intended study along with the Curriculum Vitae to phd@nsbm.ac.lk

The shortlisted candidates will then be informed about the rest of the selection process.



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