

YEAR IN REVIEW

DEPARTMENT OF MANAGEMENT

2025

Never miss out !



Subscribe us on Youtube.



Follow us on Instagram



Follow us on Facebook



Follow us on LinkedIn

ACKNOWLEDGEMENT

Vice-Chancellor of NSBM Prof. E. A. Weerasinghe, for your inspiring leadership and significant contributions to the advancement of Sri Lankan higher education.

Deputy Vice-Chancellor Prof. Chaminda Rathnayake, for your unwavering encouragement and assistance in all facets of departmental operations.

Head of Academic Development and Quality Assurance, Prof. Baratha Dodankotuwa, for your steadfast dedication and inspired leadership.

Ms. Thilini de Silva, Dean of the Faculty of Business, for your unwavering support and inspiration during the publication process. The Department of Management's Head, Ms. Aushadharie Kaushalya, for your tremendous leadership and direction.

Ms. Prabha Silva, the Mistress-In-Charge of the Public Relations Circle of the Department of Management, for your diligent monitoring, everlasting guidance and direction in moving this publication forward.

To the members of the Publication and Marketing team of the Public Relations Circle of the Department of Management, whose commitment and diligence have been crucial to this publication's success – your combined efforts have enabled this accomplishment.

Message From The Editorial Team

We are delighted to present the Annual Review of the NSBM Management Department, which highlights a year of remarkable success. This year, the department has excelled in an array of areas, including renowned sponsorships for significant events and proficient lectures in fellowship with notable guest speakers, as well as developing research and the provision of exceptional educational opportunities through innumerable forums. We warmly invite you to explore our milestones and share this review with your colleagues and associates. Thank you!

CONTENTS

1

MESSAGES

2

ABOUT THE
DEPARTMENT

3

DEGREE
PROGRAMS

4

ACADEMIC
STAFF

5

MODULES
&
CIRCLES

6

DEPARTMENT
RESEARCH

7

DEPARTMENT
UNITS

8

STUDENT
CIRCLES
&
OTHER EVENTS

OUR STORY

The Public Relations Circle traces its roots back to a passionate team of five members who first came together with a shared vision to enhance the publicity of the Department of Management and its student circles. Guided by the first MIC, Ms. Shehani Joseph, followed by Ms. Aushadharie Kaushalya and later Ms. Prabha Silva, the pillars behind the foundation for what would soon become one of the department's most influential student bodies.

In its early years, Public Relations Circle took charge of major publicity initiatives such as The Lounge, Quartermate Magazine, and the Year in Review Magazine. These projects not only elevated student creativity and visibility but also shaped Public Relations Circle's identity as the creative voice of the department. The team received strong support from Pasindu Wijesuriya, whose guidance helped establish the fundamentals of Public Relations Circle's direction today.

A significant milestone was achieved in 2025, when the Public Relations Circle was formally recognised and established as an official student circle under the Department of Management. This marked the beginning of a new era with Ms. Prabha Silva appointed as the first MIC of the official circle and Imashi Peiris becoming the inaugural President of the Public Relations Circle, steering the team into a structured and visionary future.



Every institution has its architects. For the Department of Management's PR Team, they were the inaugural executive board, assembled and guided by President Imashi Peiris and MIC Ms. Prabha Silva. Together with Dinadi Jayasuriya (Head of Marketing), Videesha Jayasinghe (Head of Publications), Harini Gajaweera (Head of Projects), and Nipuni Ranasinghe (Head of Finance), this pioneering group built the foundation of the circle from scratch.

Since its official establishment, Public Relations Circle has evolved into a strong and united family - one that continues to grow in talent, purpose, and ambition.

With each project, Public Relations Circle strives to not only highlight the best of the department but also empower students to become confident communicators, storytellers, and leaders in a dynamic world.

Today, the Public Relations Circle stands as a creative force and a pillar of communication within the Department of Management - built on the legacy of its beginnings and driven by the passion of its future.



MESSAGE FROM

THE DEAN OF FACULTY OF BUSINESS



As one of Sri Lanka's leading institutions for higher education, NSBM Green University is widely recognised for its academic excellence, innovative endeavors, and global associations. As an accredited degree-awarding body, NSBM offers a wide array of over 50 programs in undergraduate and postgraduate studies through its faculties in Business, Computing, and Engineering & Science. Boasting a vast community of over 12,000 students, NSBM provides a diverse learning environment for its students, ensuring they possess the necessary skills to succeed in the global scene.

MS THILINI DE SILVA

As NSBM's largest faculty, the faculty of Business offers over 25-degree programs enlisting over 5,400 students. It stands out as a platform for both academic and professional development, ensuring students have a thorough understanding of the ever-changing business environment and enabling them to thrive in globally competitive markets.

At the heart of the faculty, the Department of Management has earned a strong reputation for its academic excellence through well-structured programs in Management, International Business and Human Resource Management. The department fosters leadership qualities, critical thinking, and ethical decision making amongst students by combining academic knowledge with real world applications.

In addition to its academic success, the department emphasises holistic development through various events, workshops, and numerous extracurricular activities. These initiatives are designed to broaden perspectives, refine interpersonal skills, and help develop a growth-oriented mindset amongst students. Such efforts ensure that students ultimately graduate as well-rounded individuals who are prepared to navigate through complex real-world challenges and make constructive contributions to society.

I extend my heartfelt congratulations to the department of management for their outstanding achievements over the past year. The department's persistent dedication towards innovation and academic excellence continues to establish new standards for the university. I eagerly look forward to its forthcoming success in cultivating future leaders and its substantial development in both professional and academic spheres.

MESSAGE FROM THE HEAD OF DEPARTMENT OF MANAGEMENT



It is with tremendous pride and glory as I take this opportunity to celebrate and honour the exceptional accomplishments of the Department of Management over the past year. Our achievements today are a direct result of collective triumphs and relentless devotion we are proud to acknowledge.

The past year has detrimentally challenged our strength, resilience and adaptability in numerous schemes. While difficult, these hurdles we faced became the stepping stones to our collective growth.

MS AUSHADHARIE KAUSHALYA

Our courageous and determined comeback to these trails have allowed us to thrive for excellence, underscoring a unified vision of betterment. These encounters stand as a testament to what is achievable when united with a mutual goal.

Amidst our daily demands, it is important to recognise and celebrate all milestones, regardless of its scale. Every victory, whether individual or collaborative, fortifies our Department's foundation and advances our growth. Acknowledging these triumphant victories fuels our relentless sprint towards excellence.

This publication captures the spirit of resilience, dedication and success of everyone in the Department. This creative work goes beyond a simple list of accomplishments; it is a bloom of artistry, a mirror of our essence and stands as a tribute to our monumental dedication. The keen marches we have made reflect our strive for collective brilliance, defining the spirit of the Department of Management.

While we proudly celebrate our outstanding achievements, we continue to stand committed to building upon this legacy. Collectively, we pursue to push the envelope, innovate and establish novel touchstones for eminence. With a promising odyssey ahead, I am poised that our united efforts will continue to mould a future that honours and dignifies the esteemed legacy of the Department of Management.

MESSAGE FROM

THE MISTRESS IN CHARGE OF THE PUBLIC RELATIONS CIRCLE



It is with great pleasure that I present this Year in Review of the Public Relations Circle, a collective record of the achievements, growth, and vibrant spirit that defined our journey throughout the year.

The PRC has played a vital role in strengthening the public image and visibility of the Department of Management by supporting a wide range of academic, professional, and co-curricular activities.

Our members have worked with exceptional enthusiasm to plan, organize, and promote key departmental events, ensuring meaningful engagement for both our faculty and students.

MS PRABHA SILVA

This year, the team successfully led several creative initiatives, from content development and digital communications to event coordination and student outreach. Each milestone reflects the dedication, teamwork, and professionalism of our members, who continue to embrace responsibility with maturity and passion.

Looking ahead, we are energized by new possibilities. Building on this year's foundation, we aim to deepen our digital engagement, foster stronger industry connections, and introduce innovative platforms that amplify student voices. Our goal is not only to report on the department's story but to become an even more proactive architect of its narrative.

I am especially proud of their commitment to learning, improving, and maintaining high standards in every task undertaken.

As the Mistress-in-Charge, I extend my heartfelt appreciation to all PRC members, academic staff, and supporters who contributed to our success.

The collective energy of this team is its greatest asset. It is this spirit of collaboration—where ideas are shared freely and challenges are met with unified resolve—that transforms simple tasks into memorable campaigns. This synergy is the unseen force behind our visibility and the true catalyst for our accomplishments.

I am confident that the circle will continue to evolve, innovate, and uphold the values of NSBM Green University in the years to come. Let us move forward with confidence, creativity, and a shared vision for excellence.

MESSAGE FROM THE PRESIDENT OF THE PUBLIC RELATIONS CIRCLE



Looking back at the journey of the Public Relations Circle fills my heart with pride and gratitude. What began as a small effort to strengthen communication and creativity within the Department of Management has grown into a vibrant community where voices are heard, talents are celebrated, and ideas truly come to life. My story with the Public Relations Circle started back in 2022, when I joined the team that worked on the Year in Review magazine for the very first time. I still remember the excitement, the late nights spent designing and writing, and the shared passion that drove us to create something meaningful. Since then, I've had the privilege of watching this circle grow, evolve, and find its own identity and today, standing as the first President of the Public Relations Circle since its official establishment in 2025, I feel deeply honored to have been part of this incredible journey.

This year has been about building a legacy - one that reflects creativity, teamwork, and genuine connection. From managing publications and digital platforms to organising events and campaigns, our team worked with heart and purpose. Every project we took on carried the passion of individuals who believed in the power of storytelling and collaboration. But what makes the Public Relations Circle truly special is the people behind it. It's the friendships formed, the laughter shared during brainstorming sessions, and the determination that kept us going, even when challenges arose. Watching our members grow into confident communicators and inspiring leaders has been the most rewarding part of this role. Together, we have built something lasting, a foundation that the next generation of Public Relations Circle leaders can proudly stand on. As I pass the torch to the next board, I do so with immense pride and confidence. I know they will continue to nurture this circle with the same passion and creativity, taking it to even greater heights while staying true to its roots. With that, it gives me great joy to present to you the Department of Management - 2025 Year in Review, a reflection of the department's journey and the incredible work of its circles. This magazine stands as a testament to the dedication, creativity, and teamwork of the Public Relations Circle, the storytellers behind it all, who worked passionately to capture the essence of our department and the spirit that drives us forward.

Imashi Hansi Peiris

President - Public Relations Circle 25.26

Batch 23.2

Bachelor of Business: Double Major in Management and Innovation & Supply Chain and Logistics Management.



ABOUT THE DEPARTMENT

" Where vibrant minds converge to create, share, and redefine knowledge in business management and beyond."

The Department of Management, the largest among its faculty members, serves as a hub for business scholarships and research, with a focus on management science, international management, human resource management, and human capital development. Guided by its objective, the department is committed to developing morally accountable future business leaders by encouraging academic excellence as well as individual growth through a variety of projects and development programs.

The Department consists of two specialised units - the Human Resources Unit and the International Business Management Unit, which are supported by a dedicated team of 14 professors. It enhances student participation with five subject-specific circles - the Public Relations Circle, Human Resource Circle, International Business Management Circle, Entrepreneurship Circle, and Young Researchers' Club. These peer-organised activities, overseen by lecturers, serve as forums for promoting innovation, collaboration, and professional growth.

DEGREE PROGRAMS

BM (HONS) IN INTERNATIONAL BUSINESS – OFFERED BY NSBM

This four-year degree program approved by the University Grants Commission and offered by NSBM Green University Town provides a comprehensive education in International Business Management. It is designed to align with global standards with an academic curriculum blending theoretical study and practical application through internships and dissertations. The primary aim of this program is to endow undergraduates with both solid academic foundation and professional qualifications in international business arena, enabling them to distinguish and succeed locally and beyond. Along the way, you will be developing business knowledge, strong interpersonal and corporate skills to thrive in this competitive international business environment.



BSC IN BUSINESS MANAGEMENT (HUMAN RESOURCE MANAGEMENT) (SPECIAL) - OFFERED BY NSBM

Embark on a comprehensive journey with NSBM BSc. in Business Management (Human Resource Management) (Special) Degree to identify the dynamic demands of the modern business world. The program delivers a broad exposure of core organisational functions; our focus is to cultivate a strong sense of national responsibility thereby developing graduates to lead and contribute to meaningful change.



BSC (HONS) INTERNATIONAL MANAGEMENT AND BUSINESS - PLYMOUTH UNIVERSITY, UNITED KINGDOM

Venture into a dynamic world to understand the complexities of international business by exploring the interrelationships between economics, politics, culture and business factors in a global context. The degree goes beyond theory by testing analytical and critical abilities which prepare undergraduates to engage effectively with complications of the interconnected world. Yield the opportunity to be a part of this enhancing journey where academic excellence meets practical relevance, equipping you with the knowledge and skills for an international career.



BACHELOR OF BUSINESS: DOUBLE MAJOR IN MANAGEMENT AND INNOVATION & SUPPLY CHAIN AND LOGISTICS MANAGEMENT - VICTORIA UNIVERSITY, AUSTRALIA

Take on a leading journey to explore the integration between two essential business majors: Management & Innovation which focuses on techniques, leadership skills and strategies to lead today's business world, whereas supply chain & logistic management addresses a core area from sustainable solutions to procurement and inventory to transport and distribution in a supply chain. Together, these specialisations guide undergraduates to define their future and pursue careers in their chosen fields.



BACHELOR OF BUSINESS - SOUTHERN CROSS UNIVERSITY, AUSTRALIA

Southern Cross University (Australia) in par with the National School of Business Management (NSBM), offers a noteworthy international pathway to a Bachelor of Business. This coordinated 2+2 program is orchestrated to cultivate versatile and liberal-minded professionals. The curriculum provides a comprehensive foundation across key business disciplines comprising sustainability, entrepreneurship, marketing, accounting, finance, artificial intelligence, business analytics, and professional development. Undergraduates obtain the exposure to a holistic strategic understanding whilst commencing studies at NSBM in Sri Lanka before transitioning to Southern Cross University in Australia. Central to the program is the integration of professional work experience, entailing students to apply theory in practical settings.



BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) - AMERICAN UNIVERSITY (AU), USA

American University, USA, in collaboration with the National School of Business Management (NSBM), offers a 2+2 undergraduate transfer program leading to a Bachelor of Science (BS) in Business Administration. Undergraduates complete the initial two years of academics at NSBM Sri Lanka before transferring to American University in Washington, D.C., to complete the final two years.



ACADEMIC STAFF



Ms. Thilini De Silva

PhD - Stockholm University Sweden (Reading), MBA - Postgraduate Institute Of Management, BSc in Banking And Finance - University Of Wayamba

Dean - Faculty of Business | Senior Lecturer



Prof. Baratha Dodankotuwa

MSc in Civil Engineering (Urban Planning) - Kobe University - Japan, Postgraduate Diploma In Demography - University of Colombo, BSc In Estate Management and Valuation (Special) - University of Sri Jayewardenepura

**Head of Academic Development & Quality Assurance
| Associate Professor**



Ms. Bhasuri Amarathunge

PhD in Management - NSBM (Reading), MSc in Management - University of Sri Jayewardenepura, BSc in Management (HRM Special) - University of Sri Jayewardenepura

**Head of The Department of Management (2022 - May 2025)
| Senior Lecturer**



Ms. Aushadharie Kaushalya

PhD in Management - NSBM (Reading), Masters of Business Administration, Federation University - Australia, Bachelor of Business (Accountancy), RMIT University - Australia, Post Graduate Diploma - Leadership in Management - Australia, Diploma - Leadership in Management, Australia

Head of The Department of Management (May 2025 - Present) | Lecturer



Prof. Dushar Dayararthna

PhD in Human Resource Management - La Trobe University Australia, MSc in HRM - University of Sri Jayewardenepura, Postgraduate Certificate Course in HRM - PIM, Bachelor of Business Management in HRM (Special), University of Kelaniya

Professor

ACADEMIC STAFF



Dr. Tharindu Gunathilake

PhD in Business Management - Girne American University, Turkey, Professional Qualification in Human Resource Management (PQHRM) - Chartered Institute of Personnel Management (CIPM), Sri Lanka, MBA - University of Colombo, B.Sc. in Biological Sciences - University of Colombo, Chartered HR Professional (CIPM), Former Head of HR - MG Group

Senior Lecturer



Mr. Prasanna Perera

PhD in Multidisciplinary - NSBM (Reading), MHRM - University of Colombo, BSc (Maths & Stat) - University of Colombo, Post Graduate Diploma in Education / Post Graduate Diploma - University of Colombo, Post Graduate Diploma in OR - University of Moratuwa

Senior Lecturer



Ms. Shehani Joseph

PhD in Management - NSBM (Reading), Masters in Business Administration - Teesside University of UK, BSc. Business Management - NSBM, Diploma in English Language | Certificate in Computer Science

Lecturer | Country Coordinoator UK Partnerships at NSBM Green University



Ms. Thamodya Ediriweera

MPhil in Business - University of Sri Jayewardenepura (Reading), Bachelor of Business Administration (Special) (First Class Honours) - University of Colombo

Lecturer



Ms. Prabha Silva

PhD in Management - University of Sri Jayewardenepura (Reading)

MBA, Postgraduate Institute of Management, Bachelor of Science (First Class Honours) (Agriculture) Special in Agribusiness Management, PQHRM - Chartered Institute of Personnel Management

Lecturer

ACADEMIC STAFF



Ms. Hasali Rajakaruna

MSc in Management, Bachelor of Science in Business Management (Special) (First Class Honours), NSBM
Lecturer



Ms. Dilki Hansika

MSc in Management - University of Sri Jayewardenepura (Reading), Bachelor of Business Administration (First Class, Honours), University of Colombo
Lecturer



Ms. Udani Dilrangi

DBA - Lincoln University College (Reading), Malaysia, MBA in Entrepreneurship - NSBM, BSc. (Hons) in International Management and Business - University of Plymouth, UK
Lecturer



Ms. Senali Guruge

M.Sc. in Management - University of Sri Jayewardenepura (Reading), BSc. Business Management (HRM) (First Class Honours) (Special) NSBM
Teaching Assistant

MODULES AND CIRCLES

Lecturer name	Conducted modules	MIC/ Projects Involved for the Year 2025
Ms. Thilini De Silva	My professional Brand, Principles of Management, Organizational Behaviour, Organizational Leadership and Culture	Dean - Faculty of Business
Ms. Bhasuri Amarathunge	Organizational Behaviour Introduction to sustainability Human Resource Management Managing People Innovation and Entrepreneurship International HRM Strategic HRM Employee Resourcing	Head- Department of Management, Advisory Committee Exquisite 3.0, MIC- Association of Business Management (ABM)
Ms. Aushadarie Kaushalya	Enterprise, Innovations and Creativity Foreign Direct Investments Global Enterprise Global Strategy Introduction to Information Systems International Business Management International Business Practice Knowledge Management Management Information Systems My Professional Brand New Era of Management Organisational Behaviour Principles of Management Principles of Management & Business Professional Business Project Strategic Management	Head of Student Affairs, MIC - Public Relations, Department of Management, MIC - NSBM Athletics Club, MIC - NSBM Volunteer Club, MIC - NFORCE Club, Participation - AACSB - Asia Pacific Accreditation Conference, Indonesia
Prof. Dushar Dayarathne	· Managing Organizational Change, Strategic HRM, Business Studies, Soft Skills Development, Contemporary Issues in Management	Department of Management Student Research Symposium Chair (DOMSRS), Research Steering Committee, IBM Curriculum Review Committee
Dr. Tharindu Gunathilake	Corporate Strategy, Reward Management, Principles of Management & Business, Human Resource Management, My Professional Brand, Current Issues in Management, Leadership & Organization Behavior, Managing People in Organizations	MIC of Young Researchers' Club, Faculty Representative at Library Committee, Track Chair ICOBI & SRSMTM, Reviewer for ICOBI & ICTAR

MODULES AND CIRCLES

Lecturer name	Conducted modules	MIC/ Projects Involved for the Year 2025
Mr. Prasanna Perera	Professional Development, Soft Skills Development, Personal NGT and Effectiveness, Work Psychology, Psychology for Engineering, Training in Skills Development, Capacity Building, Personality Development	MIC of Students' Well-being Association of NSBM, MIC of the Buddhist Society of NSBM, Senior Student Counsellor- NCARE, Trainer for Industry Employees/School Students and Internal Staff
Ms. Shehani Joseph	Business studies , Soft skills development, Entrepreneurship and Innovations, International business management, Entrepreneurship, Contemporary issues in International business, International business management in contemporary context, Entrepreneurship Venture Scale up, Enterprise and Innovations, Microeconomics tutorials.	Country Coordinator UK Partnerships at NSBM Green University, Lecturer in charge of Entrepreneurship Circle, Young Business Researcher's Club, Rugby Club, Dancing Club
Ms. Thamodya Ediriweera	Organizational Behaviour, Business Environment, Business Theory and Environment (Foundation), Principles of Management, Human Resources Development, Human Resources Management and Organizational Behaviour, Professional Development, Personal Development (FOC)	MIC of International Business Management Circle, Co-MIC of NSBM Chess Club, Coordinator of IBM Unit, tudents' Research Symposium - Department of Management, Head of Marketing, Node Lead of IBM Plymouth Degrees
Ms. Prabha Silva	Principles of Management and Business , Strategic Management, Internationalization of Entrepreneurship and Innovation, Cross Cultural Management, Organizational Behaviour, Human Resource Management, Soft Skills Development, Knowledge Management	Co-ordinator for MOHE Degree Programmes, MIC of Students' Welfare Association of NSBM, MIC of Public Relations Circle of Department of Management, DOMSRS Committee Member, SERC Co-Team Lead, Year in Review 2024, Bhawa'25, Harithawarjana'25

MODULES AND CIRCLES

Lecturer name	Conducted modules	MIC/ Projects Involved for the Year 2025
Ms. Hasali Rajakaruna	Principles of Management (Tutorials), Soft Skills Development, Business Ethics & CSR, Business Ethics	Secretary - Department of Management Student Research Symposium 2025, MIC of Young Researchers' Club, MIC of Basketball Club, Co-Directress for Foundation program, Chief Organizer of the NSBM Colours' Night
Ms. Dilki Hansika	Principles of Management. Organizational Behaviour, Introduction to International Business Management, Business Environment, Principles of Management and Economics, Leadership for Organizational Change, Organizational Leadership, Reward Management, Principles of Management and Business (tutorials)	MIC of Human Resources Circle, Coordinator - HR Degree Programs, Co-MIC of Netball Club, DOMSRS Management, Editorial Committee - IJCBR Volume 3 issue 1, EXQUIZITE 3.0, Member - Quality Circle - FOB, Business Dialoge - 2nd Edition 2025, SERC - Team Lead
Ms. Udani Dilrangi	Enterprise and Innovation, Principles of Management and Business, Enterprise Creativity and Innovations (FOC)	MIC of Entrepreneurship Circle, MIC of NFORCE Club, Colors Night '24, Business Dialogue Special Edition '24, Global Entrepreneurship Week '24, Career Fair '24, IBM Degree Revision
Ms. Senali Guruge	Computer Applications, Management Information Systems, Rewards Management, Introduction to Sustainability, Principles of Management - Tutorials	Co - MIC of Human Resources Circle of NSBM. Students' Research Symposium of Department of Management 2025, Editorial Board in IJCBR Volume 3 Issue 01

DEPARTMENT RESEARCH

Ms. Thilini De Silva

- De Silva, T., Dewantha, B.L.S.P. & Hansson, H. (2025), Towards the journey of women empowerment: The development of a digital platform for women entrepreneurs, International Conference on Gender Research, vol. 8, no. 1, pp. 76–86, Academic Conferences International Ltd.

Ms. Bhasuri Amarathunge

- AA Bhasuri Bhagyani, N Gallage and MPN Janadari (2025) Universities as change agents for green entrepreneurship: role of support systems and self-efficacy in fostering sustainable ventures in Sri Lanka. Journal of Applied Research in Higher Education, pp 1-15.

Ms. Aushadharie Kaushalya

- Koswatte, I., Joseph, S., Yatawara, T., Iyampillai, K. & Kaushalya, A. (2025), Entrepreneurial resilience through leadership transformation: Evidence from Sri Lanka, in Leadership and leadership development, pp. 109–132, Routledge
- Rupasena, A. R. C. D., Dayarathna, N. W. K. D. K., Kaushalya, A., & Opatha, H. H. D. P. J. (2025). The relationship between emotional labor and job satisfaction among nurses of selected private hospitals in Sri Lanka with the mediating role of emotions. Sri Lankan Journal of Human Resource Management, 15(2), 45–60.
- Paranavitharana, S., & Vidanalage, A. K. T. (2025). Factors affecting the migration intention of IT undergraduates in Sri Lanka during the crisis recovery period. In Proceedings of the International Conference on Business Innovation 2025 (ICOB I 2025): Innovating for resilience—Redefining business and education beyond boundaries (p. 13). NSBM Green University.

Prof. Dushar Dayarathna

- H Opatha, & Dayarathna. (2025), Unraveling the Dimensions of HR Analytics and Sustainable HR Analytics: Paving to a New Paradigm. Handbook of Business Analytics, pp 34-57.
- RY Sandamali, N Dayarathna, AAB Bhagyani & H Rajakaruna. (2025), Relationship between Work-Family Balance and Occupational Stress of Administrative Officers: Empirical Study in the Public Universities in the Western Province in Sri Lanka. Sri Lankan Journal of Human Resource Management, 15 (02).
- A Rupasena, N Dayarathna, A Kaushalya & H Opatha. (2025), The Relationship between Emotional Labor and Job Satisfaction among Nurses of Selected Private Hospitals in Sri Lanka with the Mediating Role of Emotions. Sri Lankan Journal of Human Resource Management, 15 (02).
- H Opatha, N Dayarathna, PJ Dowling & T Bartram. (2025), Unleashing the value of HR analytics: examining the competency influence on business performance in Sri Lanka. Journal of Management Analytics, pp 1-27.

DEPARTMENT RESEARCH

Dr. Tharindu Gunathilake

- Gunathilake, G. G. T. Y., Dodantenna, S. P., Kandangamuwa, K. P. D. S., & Banduge, R. H. (2025). Spiritual tourism and rural development in Sri Lanka: Potentials, current utilization, and lessons from global experiences. *Journal of Management and Tourism Research (Special Issue on Rural Development)*. <https://www.uwu.ac.lk/wp-content/uploads/2025/12/RA5.pdf>
- Gunathilake, G.G.T.Y., Lagamuwa, G. (2025) The Impact of Pay Reliability on Non-Financial Rewards and Turnover Intentions: The Mediating Role of Subjective Well-Being in Financially Distressed Companies. *Journal of HRM Perspectives (Accepted & to be published in Dec-2025)*
- Gunathilake, G.G.T.Y., & Jayasooriya, S.D.(2025). Operationalizing a Relationship-Centric Model of High-Performance Culture; A Conceptual Precursor for Scale Development. *International Conference on Business Research, University of Moratuwa.*
- Gunathilake, G. G. T. Y (2025). Toward a Theory of AI-Driven Emotional Labour and Work-Life Sustainability:

Mr. Prasanna Perera

- Karunarathne, H. D. K. S., & Perera, G. P. K. P. (2025). Impact of stress factors on job performance of employees based on private sector apparel industries in Kurunegala District, Sri Lanka. *Department of Management Studies Research Symposium (DOMSRS), 2(1), 7-15.**
- Perera, G.P.K. et. al, (2025) Factors Affecting the Availability of Essential Medicine In Selected Government Hospitals In Regional Directorate of Health Services Gampaha.: A Supply Chain Perspective. *ICOBI (2025)*
- Perera, GPK (2025) Professional Skills and Competencies (on Printing)- (2025)

Ms. Shehani Joseph

- Chanchala, B. T., & Joseph, S. (2025). The impact of organizational and technological barriers on implementing GSCM practices in the food and beverage manufacturing industry in Sri Lanka. *International Journal of Contemporary Business Research, 3(1), 91-105.*
- Joseph, S. S. E. K. A. C. (2025). The factors influencing educators' self-esteem in higher education, Sri Lanka: A concept paper. *Applied Research in Business and Education, 8(1), 375-389.*
- Harrison, C. (Ed.). (2025). *Leadership and leadership development: Critical perspectives and contemporary approaches.* Taylor & Francis. (Chapter contribution by S. Joseph.)

Ms. Thamodya Ediriweera

- Walpola, W. Y. I., Ediriweera, T. T., & Hansika, H. A. D. D. (2025). Cross-cultural perspectives on work-life integration: An empirical study from a South Asian organizational context. *International Conference on Business and Innovation (ICOBI 2025).* Taylor & Francis.
- Wijewardhana, G. H. R., Hansika, H. A. D. D., & Ediriweera, T. T. (2025). Gender inequity in logistics: Unraveling systemic barriers to women's managerial roles in Sri Lanka. *International Conference on Business and Innovation (ICOBI 2025).* Taylor & Francis.

DEPARTMENT RESEARCH

Ms. Prabha Silva

- P. Silva & D. Sathsarani K Peiris (2025) Impact of Smart Tourism Technologies on Destination Loyalty: Perspective of Generation Z Travelers. *Journal of Multidisciplinary Research*. 4(2). pp.224-228
- V. Batagoda A.P.Silva (2025) Conceptualising Atypical Recruitment Readiness for Neurodiverse Individuals in MNEs Operating in Sri Lanka. 21st International Conference on Business Management (ICBM 2025), Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. p.35
- A.P.Silva N.D.M.Senanayake (2025) Impact of Triple Bottom Line Dimensions on Sustainable Supply Chain Management: A Case Study Based on ABC Cement Manufacturing Company. 21st International Conference on Business Management (ICBM 2025), Faculty of Management Studies and Commerce, University of Sri Jayewardenepura
- A.P. Silva, Batagoda V. (2025). Atypical Recruitment Readiness for Neurodiverse Individuals in MNEs Operating in Sri Lanka: A Conceptualization. *SKIPS Anveshan (A Journal of Management Studies)*, 6(1), pp. 1-22
- A. P. Silva G. S. S. Dharmarathne, G. P. K. Perera (2025). Factors Affecting Availability of Essential Medicines in Government Hospitals: A Supply Chain Perspective. *International Conference on Business Innovation*
- D. Weerasekera and A. P. Silva P. M. E. Priyadarshani (2025) Green Products Purchase Intention of Generation Z: The Mediating Role of Attitudes. *International Conference on Business Innovation*

Ms. Hasali Rajakaruna

- Pabasara, H. M. P., Ayeshani, R. H. R. N., & Rajakaruna, H. Y. (2025). The impact of service quality on customer satisfaction of 3PL companies in Sri Lanka. In *Proceedings of the Department of Management Student Research Symposium (DOMSRS 2025)*. NSBM Green University, Sri Lanka.
- Sandamali, R. Y., Dayarathna, N. W. K. D. K., Bhagyani, A. A. B., & Rajakaruna, H. Y. (2025). Relationship between work-family balance and occupational stress of administrative officers: An empirical study in the public universities in the Western Province in Sri Lanka. In *Proceedings of the International Conference on Business Management (ICBM 2025)*. University of Sri Jayewardenepura, Sri Lanka.

Ms. Dilki Hansika

- Walpola, W. Y. I., Ediriweera, T. T., & Hansika, H. A. D. D. (2025). Cross-cultural perspectives on work-life integration: An empirical study from a South Asian organizational context. *International Conference on Business and Innovation (ICOBI 2025)*. Taylor & Francis.
- Wijewardhana, G. H. R., Hansika, H. A. D. D., & Ediriweera, T. T. (2025). Gender inequity in logistics: Unraveling systemic barriers to women's managerial roles in Sri Lanka. *International Conference on Business and Innovation (ICOBI 2025)*. Taylor & Francis.

HUMAN RESOURCE UNIT



The Human Resources Unit of the Faculty of Business at NSBM Green University is dedicated to shaping multifaceted graduates with strong academic foundations and refined leadership, business and interpersonal skills.

Moreover, it manages the Human Resources Circle, which is a platform provided to undergraduates to demonstrate their abilities and positively impact through various skill building initiatives.

The unit delivers the Bachelor of Science in Business Management (Human Resource Management) degree in an engaging and supportive learning environment, guided by an experienced and highly qualified academic staff.

INTERNATIONAL BUSINESS UNIT

The International Business Management Unit at NSBM is recognised for nurturing well-rounded graduates and maintaining a sturdy alumni network. It equips students with knowledge on economic, political, and cultural dynamics, thereby developing competencies needed to operate effectively in the global business market.

The circle of International Business Management further enhances student experience by offering workshops, seminars, and events with industry experts. The unit delivers a range of academic programs like BSc in International Management and Business (Plymouth University), BM in International Business (NSBM), and Bachelor of Business in Management, Innovation & Supply Chain Logistics (Victoria University).



HUMAN RESOURCE CIRCLE

1. Legacy Renewed

The Legacy Renewed 2025 installation ceremony for the Human Resource Circle of NSBM Green University, held on January 7, 2025, celebrated leadership continuity and achievements by honoring the outgoing board's milestones and formally transferring leadership to the incoming officials. A key focus of the event was the unveiling of the strategic plan for 2025, which detailed the circle's vision and priorities for the year ahead. The ceremony also generated excitement with the announcement of the project board for Exquizite 4.0, distinguished as the largest corporate quiz competition organised by a university in Sri Lanka.



2. HR Harmony

HR Harmony 2025 successfully inducted new members into the NSBM Green University HR Circle. The session established the organisational structure and 2025 goals while forecasting strategic alignment and collaboration through interactive workshops and team building activities.

3. Canva Workshop

The student development program successfully executed an interactive design workshop, led by industry expert Ms. Ovini Nishadi, Co-founder and Sales Director at The Better Post. The session focused on leveraging Canva to impart essential design proficiencies, strategically enabling participants to generate visually compelling and highly impactful content with efficiency.



HUMAN RESOURCE CIRCLE

EVENTS 2025

4. Corporate Tides

Round 1 of Exquizite 4.0, Sri Lanka's largest university-organised corporate quiz, successfully concluded, engaging over 60 corporate teams and 300 professionals via an online platform. Organised by the NSBM HR Circle for the 4th consecutive year, the event featured a panel of esteemed faculty judges. Following the competition, the top 25 teams advanced to the semi-finals.



5. Seas of Knowledge

The semi-final of EXQUIZITE 4.0, hosted by the HR Circle on March 20, 2025, successfully narrowed the field of over 60 corporate participants. Following intense competition among the Top 25 teams, the "Super 8" were identified, including Horizon Group-USA, IFS Team 2, Health Recon Team 1, Advice Lab Team 2, and BOC. The Top 3 winning companies have officially advanced to the Grand Finale.

6. The Grand Corporate Voyage

The Grand Finale of EXQUIZITE 4.0, the largest corporate quiz competition hosted by the Human Resource Circle under the Department of Management, concluded spectacularly on 20th March 2025. IFS Team 3 was crowned the Champion, with Orana taking Runner-Up, and IFS Team 4 securing Second Runner-Up. The event was honored by the attendance of esteemed dignitaries, including Professor E.A. Weerasignhe, the Vice Chancellor of NSBM Green University.



HUMAN RESOURCE CIRCLE

EVENTS 2025

7. Future Fit

The Future Fit workshop, conducted by Ms. Dulani Ekanayake, Senior Human Resources Executive at Ateam Software, was successfully held on April 25th, 2025, at NSBM Green University. Organised by the Human Resource Circle under the Department of Management, the session focused on equipping students with essential knowledge on job searching, career planning, and enhancing employability skills, underscoring the organisers' commitment to supporting students' transition from academia to the professional world.



NSBM GREEN UNIVERSITY

8. Image Matters

The "Image Matters" professional grooming and etiquette workshop, led by Mr. Tharaka Anuradha (Client Coverage Manager, Dialog Axiata PLC) and organised by the Human Resources Circle, was held on 8th July 2025. The session focused on helping undergraduates build a strong professional impression to convey respect, seriousness, and boost their confidence for their post-education careers.

9. The Career Compass Workshop

The Career Compass Workshop organised by Human Resource Circle of NSBM Green University was held on 17th September 2025 at the Faculty of Business. The session was conducted by Dr. Anuruddha Gamage, General Manager – HR & Corporate Sustainability at Kelani Valley Plantations. He shared deep and practical insights on shaping realistic career expectations enhancing workplace readiness and significance of strengthening soft skills. Students were also guided to learn how to build a compelling professional career and align personal values with organisational culture.

This workshop served as a vital link between academic knowledge and industry requirements offering participants actionable guidance to improve their overall career well being and strengthening the commitment to student empowerment.



PUBLIC RELATIONS CIRCLE

1. Year-In-Review 2024

The Department of Management released the fourth edition of its 2024 Year in Review at the Faculty of Business event, Nominations '25, on 29 January 2025. Copies were presented to key NSBM leaders, including the Vice-Chancellor and the Dean of the Faculty of Business. The publication highlights the department's achievements, academic staff, students, and events organised by student circles. The success of the project is credited to the Department's Public Relations Team, led by Ms. Bhasuri Amarasinghe, along with lecturers Ms. Prabha Silva and Ms. Aushadaree Kaushalya, and several PR team members, whose dedication is gratefully acknowledged.



2. Annual General Meeting



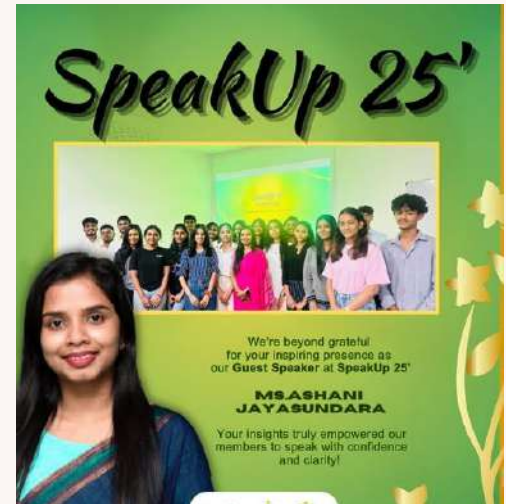
The Public Relations Circle proudly marked a milestone by hosting the annual general meeting. The event featured with the release of the launch episode by the Department of Project Management of PRC, unveiling of the very first Next Gen 1.0 magazine, a remarkable publication produced by the Department of Publications of PRC. The ceremony also celebrated new leadership as the newly appointed executive members were officially badged, showcasing the beginning of another dynamic chapter for the circle



PUBLIC RELATIONS CIRCLE

3. Speak Up

The SpeakUp 25' event concluded on 30th May, 2025, with a motivational session by guest speaker Ms. Ashani Jayasundara, whose insights inspired participants to build confidence and communicate more effectively. The event encouraged members to continue expressing themselves and making an impact.



4. Policy Pulse: Youth Voices for South Asia, organised by the South Asia Policy and Research Institute (SAPRI)



The SAPRI Youth Policy Dialogue titled “Policy Pulse: Youth Voices for South Asia” led by former President of Sri Lanka and the Chair of SAPRI’s Advisory Council, Madam Chandrika Bandaranaike Kumaratunga, held on 19 September 2025, brought together young academics, policy enthusiasts, and professionals to discuss policymaking challenges and the importance of informed, critical decision-making. Guided by Mr. Deshal De Mel, an economist, and Mr. Dhananath Fernando, CEO of Advocata, participants examined the real-world impacts of policy and were tasked with drafting policy briefs to address systemic issues. Students from the Public Relations Circle, Entrepreneurship Circle and Association of Business Management of NSBM took part in the forum and prepared policy briefs contributing to national development discussions. The initiative broadened students’ exposure to national-level policymaking and enhanced their analytical and innovative skills.

INTERNATIONAL BUSINESS MANAGEMENT CIRCLE

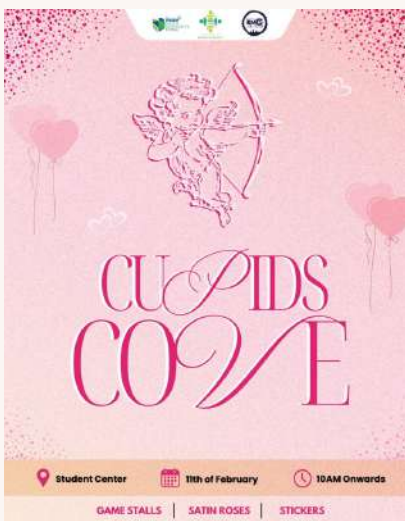
1. Annual General Meeting

The Annual General Meeting of the International Business Management Circle introduced the new board, promoting synergy and collaboration among members. This meeting facilitated productive discussions leading to an ambitious action plan that incorporates the board's innovative vision for a transformative year ahead.



2. Cupids Cove

On February 11, 2025, Valentine's Day at NSBM Green University featured Cupid Cove, a lively event organised by the IBM Circle. This inclusive celebration included various game stalls, catering to couples and singles alike, and fostered an environment for celebrating love, friendship, and joy.



3. Mindscape Round 1 - Puzzle Showdown

Round 1 of Mindscape's Puzzle Showdown kicked off on April 22, 2025, igniting a thrilling two-hour contest of brainpower and quick thinking. Participants took on fast-paced questions and intense challenges in a high-energy Kahoot showdown, testing the limits of their problem-solving abilities. Only the most agile and strategic minds made it through-proving their speed, knowledge, and composure under pressure.



INTERNATIONAL BUSINESS MANAGEMENT CIRCLE

4. Mindscape Round 2 - Mystery Battle

On May 2, 2025, six teams participated in a four-hour challenge in Round 2 of Mindscape's Mystery Battle, showcasing teamwork, strategic thinking, and resilience. Four finalist teams advanced to the next round, while all participants demonstrated inspiring dedication and problem-solving skills.



5. Mindscape Round 3 - GRAND FINALE

The Grand Finale of Mindscape featured two competitive preliminary rounds followed by a final stage that rigorously assessed participants' strategic thinking and responsiveness. All finalists demonstrated strong performance, with Team Goal Diggers ultimately securing the overall victory. The collective efforts of all participants and members contributed to a successful and memorable event.



5. Forever with Us

“Forever With Us” is a non-academic event created to honour and celebrate the non-academic staff who assist every day. It gathers the Dean, academic staff, and non-academic staff in one friendly environment where everyone can unwind and connect. As students, IBM Circle appreciate how much the non-academic team does—from helping in the department to ensuring everything runs smoothly. This event is our way of showing gratitude and acknowledging that they are an important part of our university.

The name ‘Forever With Us’ signifies that their contributions continue to have a lasting impact on everyone.



YOUNG RESEARCHERS' CIRCLE

1. DOMSRS'25

The Department of Management at NSBM Green University marked a significant milestone in undergraduate research excellence by successfully hosting its second Student Research Symposium on April 3rd, 2025. Held under the inspiring theme “Trailblazers for Tomorrow: Driving Innovation through Human Resources, Entrepreneurship, and Global Business,” the symposium continued the legacy established in 2024 under the leadership of the Head of Department, Ms. Bhasuri Amarathunge. This year’s event was led by Symposium Chair Prof. Dushar Dayarathne and coordinated by Symposium Secretary Ms. Hasali Rajakaruna. Adding further depth and academic value, the keynote address was delivered by Dr. W. A. Sajitha Dishanka, Senior Lecturer in the Department of Business Economics and former Head of the Department of International Business at the University of Colombo, whose expertise greatly enriched the symposium.



2. Research Support Workshop Series - Session 1

YOUNG RESEARCHER'S CIRCLE



The Young Researchers' Circle of NSBM Green University proudly marked the successful completion of the first session under its Research Support Workshop Series. Held on the 31st of January 2025 at the Faculty of Business, the event brought together students from various backgrounds, united by their passion for research. Conducted by Ms. Prabha Silva, the session offered students invaluable insights and meaningful learning experiences. Warm appreciation was also conveyed to Ms. Bhasuri Amarathunga, Head of the Department of Management, for her continued guidance and support, and to Ms. Hasali Rajakaruna, mistress-in-charge of the Young Researchers' Circle, for her dedicated leadership. Reflecting on the workshop's success, the circle looks forward to future collaborations and learning opportunities, setting the stage for a stronger, smarter community of young researchers.

ENTREPRENEURSHIP CIRCLE

1. Experiencing Entrepreneurship

As the first session under the 'Future Biztycoon' workshop series concluded, participants garnered a deeper understanding into our ever-changing corporate world. This session was attended by both Biztycoon participants and Victoria University's undergraduate students, providing all students with the opportunity to better understand the essence of entrepreneurship. The workshop was conducted by Dr. Nilusha Gallage, a lecturer specialising in innovation and entrepreneurship, at Victoria University's business school. With her vast knowledge and industry level experience, the session provided a platform for future entrepreneurs to explore innovation and build the foundation they require to pursue their aspiring ventures.



2. Problem Validation

The second workshop under the 'Future Biztycoon' workshop series was conducted by Mr. Heshan J Peris, founder and CEO of KREADER and KBOOKS, covering the topic of 'Problem Validation'. Through this workshop, participants gained a thorough understanding of how problems are identified and validated, using solutions applicable in the corporate arena.



3. Business Canvas

As the third installment under the 'Biztycoon' workshop series, Ms. Shara Mackey conducted her session on the topic of 'Business Canvas.' Ms. Shara Mackey, who is a corporate trainer and educationist, turned heads with her captivating speech on the corporate world, providing valuable insights into the field of entrepreneurship. Participants walked away with a deeper understanding of the entrepreneurial landscape, and gained the confidence required to transform their



ENTREPRENEURSHIP CIRCLE

4. Product Market Fit

As the fourth workshop under the Biztycoon workshop series, Ms. Nadia De Mel, founder of NINA and Synergyx, conducted an online session on the 9th of February, on the topic 'Product Market Fit.' This insightful session covered several key areas including strategic planning, customer segmentation and market alignment.



5. Product Development

In the course of the session, Mr. Migara Amithodhana covered the topic of 'Product Development', and the key stages involved. Mr. Migara Amithodhana, CEO and Co-founder of Magicbit Pvt Ltd, is a profound STEM educationist and a well-established chartered engineer. With his unparalleled expertise and real-world experience, participants walked away with a thorough understanding of the product development process, and strategies propelling successful innovations.



6. Valentine Mart

The Valentine Mart, the Entrepreneurship Circle's annual valentines stall, proved to once again be a major success. It brought together business owners from across the faculties within the university to showcase and sell their products amongst our students. During this event, several interactive activities were conducted, ranging from games to a dedicated craft corner, in addition to several food & beverage stalls offering a wide variety of indulgences.



ENTREPRENEURSHIP CIRCLE

7. Startup Finance

The sixth session under the Biztycoon workshop series was conducted by Ms. Natalia Newton on February 19th, on the topic of 'Start-up Finance'. During the session, Ms. Natalia provided participants with a thorough understanding of startup funds, securing investments and making strategic financial decisions.



8. Pitching Like A Pro

The seventh workshop under the Biztycoon series was conducted on the 20th of February by Mr. Mohammed Mafaz, co-founder and chief storyteller at Show & Tell (pvt) ltd. With his exceptional articulacy and unwavering passion for storytelling, participants walked away with refined pitching skills and a more persuasive approach to storytelling, leaving a lasting impression in competition and confidently pitching before investors.



9. Content Creation

The eighth session under the Future Biztycoon series was conducted by Dr. Nirma Sandamali on the topic of content creation on the 21st of February. As an assistant professor in marketing at the University of Bradford, UK, Dr. Sandamali's vast knowledge in the field of marketing paved the way for an interactive and insightful session, highlighting the importance of crafting compelling stories to engage audiences effectively as a vital part of building a startup.



ENTREPRENEURSHIP CIRCLE

10. Social Media Marketing

The Biztycoon workshop series concluded with its final session on the topic of 'Social Media Marketing'. Held on the 22nd of February, the session was conducted by guest speakers Mr. Keith Croos (Senior Executive – client success at Enfection (Pvt) Ltd), and Mr. Trevin Philip (Lead – client success at Enfection (Pvt) Ltd). This session highlighted the importance of brand marketing and the role of social media analytics on brand reach.



11. Round 1, Phase 2 of Biztycoon

As one of the most anticipated startup showdowns of the year, phase 2 of the Future Biztycoon series commenced, bringing together Entrepreneurial minds from across-faculties in an intense showdown of groundbreaking ideas and strategic pitching, presented before a panel of experienced judges.

12. Annual General Meeting

The Entrepreneurship Circle's annual general meeting was held on the 4th of March, shedding light on the circle's extraordinary accomplishments over the past year. The meeting saw the introduction of a new headboard for the Entrepreneurship Circle, paving the road ahead for a year of innovation, leadership and visionary minds. Furthermore, the occasion was graced by awarding the circle's highest contributing members with accolades for their exceptional performance and unyielding dedication.



ENTREPRENEURSHIP CIRCLE

13. Biztycoon Round 2

Following the strong momentum of the first round, the second phase of the Biztycoon competition was held on the 12th of March, bringing together thirty teams in a rigorous showcase of innovation, strategy, and entrepreneurial skill. The event concluded with only five exceptional teams earning their place in the next stage of the competition. Round Two of Future BizTycoon unfolded with great energy, highlighting the creativity and determination of emerging entrepreneurs. Participants, enthusiasts, and business-minded attendees witnessed ideas being transformed into tangible concepts, marking another significant step in shaping the future of aspiring startups.



14. Art therapy Workshop

Held on the 25th of March, the Art Therapy Workshop brought together both students and lecturers, providing an opportunity for them to unwind from their busy schedules and express themselves creatively through art.

15. Finance Vision Workshop

Mr. Channa Gunawardana, Director and CEO of Dankotuwa Porcelain plc, conducted an engaging yet informative session on financial planning. Rooted in his extensive portfolio across both academic and professional spheres, Mr. Channa provided valuable insights into financial planning as young students and future entrepreneurs. As a result, participants came away with an enhanced understanding of financial planning, learning to tailor them towards both their personal and professional goals.



ENTREPRENEURSHIP CIRCLE

16. Pitch Perfect

In preparation for the grande finale of the Biztycoon competition, a final round of training was organised on the 26th of May, giving finalists the confidence they needed to present the perfect pitches on the day of the competition. This session was conducted by Mr. Udayanga Weeraratne, who is a professional trainer, comperer, and a successful entrepreneur. With his vast knowledge and real-world experience, Mr. Weeraratne captivated the audience, providing valuable insight on confidently presenting before both investors and stakeholders.



17. Emerge 25

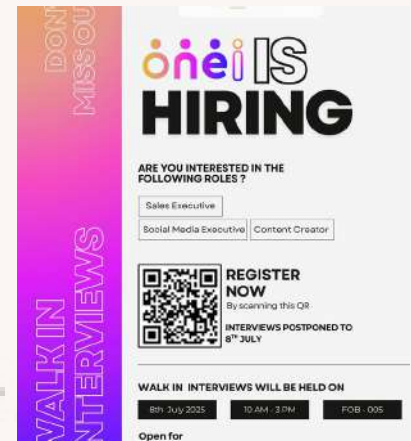
As NSBM's annual entrepreneurial pitch fest organised by the Entrepreneurship Circle, EMERGE 25 once again proved to be a major success, showcasing the exhilarating final showdown between the finalists of the Biztycoon competition. On the 4th of June, the finalists pitched their products and startup ideas in front of sponsors, stakeholders and investors. The event was sponsored by Onei, awarding a cash prize of LKR 75000 to the winning team. Claiming first place, team SEWA emerged victorious, comprising of members: Kulna gunawardhana, Kevin Peiris, Amandia Gunawardane, Rashmi Wickramaratne, Sanadhana Kathirvetpillai, and Tharini Fernando. The second and third places went out to team Rollitos, showcasing impressive creativity and strategic planning, followed by team Fedo, impressing judges with their systematically structured concepts. Serving as the panel for the event was a team of esteemed judges including Mr. Rimzan Faiz (client success manager, mata@roardx), Mr. dhanushka Fernando (founder and ceo of Finez capital ventures), and the dean of the faculty of business Ms. Thilini De Silva.



ENTREPRENEURSHIP CIRCLE

18. Walk in Interviews

As Sri Lanka's largest electronic store, and the proud sponsor of EMERGE 25, Onei paved the way to a world of opportunities by providing a chance for NSBM's brightest minds to join their dynamic team. Walkin interviews were held on the 8th of July, open for students from all faculties for a variety of different positions including marketing, tech, content creation and client interaction, ensuring undergraduates are met with a secure and well-supported introduction to the corporate world.



19. GEW 2025



The Entrepreneurship Circle of NSBM, together with the NSBM's Rotaract club, proudly participated in the launch of the Global Entrepreneurship Week, Sri Lanka 2025. The event brought together a dynamic mix of entrepreneurs, industry experts, and innovators who brought forward impactful ideas on the ever-evolving entrepreneurial landscape. The event was honored by the presence of Sri Lanka's Prime Minister, Dr. Harini Amarasuriya, and had the unique opportunity to hear her insights on the vision and future direction of GEW 2025.

20. GEW 2025 Launch Ceremony

The Global Entrepreneurship Week Launching Ceremony commenced successfully, marking the beginning of a week focused on innovation, collaboration, and entrepreneurial development. The event featured the presence of Mr. Charith Kandamulla, Program Director of GEW, who delivered valuable insights and officially declared the opening of GEW 2025 at NSBM



ENTREPRENEURSHIP CIRCLE

21. GEW 25 - Policy Discussion

The spirit of Global Entrepreneurship Week carried on with the GEW'25 Policy Discussion, which brought together industry expertise for an engaging conversation on the policies shaping entrepreneurship, innovation, and the future of the ecosystem. Conducted by Prof. Shanthi Segarajasingham, and held on the 18th of November, the session encouraged thoughtful dialogue, the exchange of perspectives, and discussions aimed at inspiring meaningful change, further contributing to building a more resilient entrepreneurial landscape.



22. GEW 25 - CINEPRENEUR fest - the movie screening



In light of GEW'25, Cinepreneur Fest was held on the 19th of November, once again picking up the momentum of Global Entrepreneurship Week with an engaging and inspiring screening of 'Glengarry Glen Ross'. The event highlighted themes of vision, strategy, and perseverance in the world of business through film. Participants left motivated, having gained fresh insights and inspiration to fuel their entrepreneurial ambitions.

23. Global Entrepreneurship Week'25 LIVE SESSION: A Conversation with Mr. Heshan J Peiris

The first GEW'25 Live Session brought a fresh wave of inspiration to Global Entrepreneurship Week through an engaging conversation with Mr. Heshan J. Peiris, Founder and CTO of KReader. Hosted on November 19th via the ECNSBM Instagram account, the session offered valuable insights into his journey in innovation and technology. Participants enjoyed a meaningful dialogue that encouraged learning, connection, and renewed entrepreneurial motivation



ENTREPRENEURSHIP CIRCLE

24. Global Entrepreneurship Week'25 IDEA FEST: Inspiring Minds, Igniting Innovation

Held on the 20th of November, GEW'25 Idea Fest brought a dynamic burst of creativity to Global Entrepreneurship Week, offering a platform where ideas and opportunity came together. The event featured two inspiring speakers: Ms. Shaakya Nathavitharana, Founder of Winning Underdogs, and Mr. Anton Thayalan, CEO of Luminary Learning Solutions. Participants gained meaningful insights, explored fresh perspectives, and strengthened their entrepreneurial spirit, fostering innovation, collaboration, and forward-thinking ideas for the future.



25. Global Entrepreneurship Week'25 LIFE ON LINKEDIN: Building Your Professional Story



The momentum of Global Entrepreneurship Week was further strengthened through an inspiring session on mastering professional presence. 'Life on LinkedIn', conducted by Ms. Prabha Silva from the Department of Management, was held on November 20 at the NSBM Auditorium. The session offered participants practical guidance on building a strong professional identity, fostering growth, and enhancing professional connections, encouraging attendees to take confident steps toward shaping their future careers.

26. Global Entrepreneurship Week'25 SHUTTLE SHOWDOWN

Bringing the perfect blend of energy and well-being, the GEW'25 Shuttle Showdown highlighted the importance of sports and physical activity in fostering teamwork. The event, held on the 21st of November at the Recreational Center, offered a fun and spirited badminton session that strengthened collaboration and boosted enthusiasm among participants. It became a lively celebration of the GEW'25 spirit, encouraging participants to rally together, push boundaries, and experience the power of teamwork through sport.



ENTREPRENEURSHIP CIRCLE

27. Global Entrepreneurship Week'25 LIVE SESSION: Igniting Ideas, Inspiring Innovation

The second live session of GEW'25 delivered another impactful moment in Global Entrepreneurship Week, featuring an inspiring conversation with two remarkable entrepreneurial leaders, Ms. Samra Siddique and Ms. Amirah Fawas, Co-Founders of AurexLK. Held on the 20th of November via Zoom, the session offered participants meaningful insights into their entrepreneurial journey, the challenges they faced, and the transformative experiences that shaped their success. The discussion sparked fresh ideas and strengthened the spirit of GEW'25, encouraging attendees to learn, grow, and work together toward building a dynamic future.



28. GEW'25 LIVE SESSION: Innovating the Future with Mr. Naushad Meedin



As GEW'25 continued to build momentum, the third live session emerged as another standout moment of Global Entrepreneurship Week. This session featured an engaging discussion with Mr. Naushad Meedin, Founder of Virtual Garage, who shared his entrepreneurial journey, visionary thinking, and insights on how innovation shapes the world of tomorrow. Held on 21st November via Zoom, the event fostered profound connections and encouraged learning, leaving participants with a renewed drive for innovation.

29. Global Entrepreneurship Week'25 ENTREPRENEUR HUB: Empowering Ideas with Mr. Dhammika Marasinghe

A rejuvenating boost to Global Entrepreneurship Week came through an inspiring session at the Entrepreneur Hub, where participants had the opportunity to engage with Mr. Dhammika Marasinghe, Technical Lead at 99X Technology AS. Held on the 22nd of November, the session provided participants with valuable industry insights, diving into practical perspectives, and a deeper look into the mindset behind creating impactful tech solutions. The event encouraged innovation, emphasizing the need for continuous learning, and strengthened the entrepreneurial spirit among all who attended.



ENTREPRENEURSHIP CIRCLE

30. Global Entrepreneurship Week'25 LIVE SESSION: Innovating with Mr. Damian Balasuriya

The fourth live session of GEW'25 added a compelling highlight to Global Entrepreneurship Week, featuring an online discussion with Mr. Damian Balasuriya, Founder of the Cocòbai brand and Owner of Ceylon Coco Monarch. Held on the 22nd of November via Zoom, the session offered participants a thought-provoking look into his entrepreneurial journey, his approach to brand building, and the passion that drives his impactful ventures. The event encouraged exploration, inspired fresh ideas, and strengthened the collective drive to innovate and shape the future.



31. Global Entrepreneurship Week'25 PANEL DISCUSSION: Shaping Tomorrow's Businesses Today



An immersive panel discussion added depth and inspiration to Global Entrepreneurship Week, bringing together industry builders Mr. Gimhan Manchanayake, Mr. Thilina Ahangama, Mr. Dulanjana Vithanage, and Mr. Chalindu Yohan. Held on the 24th of November, the session explored key themes in entrepreneurship and innovation while offering practical insights for aspiring future entrepreneurs. The conversation encouraged learning, collaboration, and enhanced perspectives, leaving participants with renewed motivation and a clearer vision for shaping the entrepreneurial future.

32. Global Entrepreneurship Week'25 ENTREPRENEUR MINDSET : Unlocking the Power to Create

An energizing session during Global Entrepreneurship Week focused on cultivating the mindset essential for every entrepreneur. Held on the 25th of November, the morning offered participants inspiration, strategic insights, and practical guidance on transforming ideas into actionable ventures. The event encouraged innovation, learning, and proactive steps toward shaping the future.



ENTREPRENEURSHIP CIRCLE

33. Global Entrepreneurship Week'25 EMPOWERING THE NEXT GENERATION OF ENTREPRENEURS: HRM & AI as Catalysts for Innovation

As part of Global Entrepreneurship Week 2025, TREASUREX MELCHOIR conducted a session titled on 'Empowering the Next Generation of Entrepreneurs: HRM and AI as Catalysts for Innovation.' The event examined how Human Resource Management and Artificial Intelligence are reshaping modern entrepreneurial practice. Attendees gained practical frameworks for strengthening decision-making, fostering creativity, and building adaptable, forward-thinking ventures.



34. GLOBAL ENTREPRENEURSHIP WEEK'25 - 1ST RUNNER-UP



The Entrepreneurship Circle of NSBM, together with the NSBM's Rotaract Club, proudly participated in the launch of Global Entrepreneurship Week Sri Lanka 2025. The event brought together a dynamic mix of entrepreneurs, industry experts, and innovators who shared impactful ideas on the ever-evolving entrepreneurial landscape. Marking a significant milestone, NSBM was also awarded 2nd place at GEW Sri Lanka 2025, further highlighting its strong commitment to entrepreneurship and innovation. The event was honored by the presence of Sri Lanka's Prime Minister, Dr. Harini Amarasuriya, and provided with a unique opportunity to hear her insights on the vision and future direction of GEW 2025.

YEAR PLAN PRESENTATION

The Year Plan Presentation Day, held on the 5th of February 2025, inaugurated prospective initiatives and proposals of each subject circles for the year 2025. The prosperous event illuminated the presence of Ms. Bhasuri Amarathunge, the Head of the Department of Management and the lecturers-in-charge of the subject circles, who offered invaluable commentary on the year plans. The event incorporated the visionary plans enunciated by each of the presidents of the subject circles (constituting Public Relations Circle, Human Resource Circle, International Business Management Circle, Entrepreneurship Circle, and Young Researchers' Circle). The event culminated insightful inventive plans, showcased by the brilliant student body in collaboration with the faculty, that paved the way for a flourishing year.



EDITORIAL TEAM

PUBLIC RELATIONS CIRCLE



Imashi Peiris
23.2 Batch - 26463
Management, Supply Chain &
Logistics Management - VU
President



Ms. Prabha Silva
Mistress-in-Charge of
Public Relations Circle



Videesha Jayasinghe
24.1 Batch - 33352
International Management &
Business - PLY
Head of Publications



Rehansa Gunarathne
24.1 Batch - 33579
International Management &
Business - PLY
Marketing Executive



Sanduli Perera
24.1 Batch - 30815
International Management &
Business - PLY
Publications Executive



Dulmi Subawickrama
24.1 Batch - 33639
International Management &
Business - PLY
Publications Executive



Malindu Weerasinghe
24.3 Batch - 35725
Accounting & Finance - PLY
Publications Executive



Waleed Ifthikhar
24.1 Batch - 33744
Mechanical & Mechatronics
Engineering - PLY
Marketing Executive



WRITTEN, COMPILED, DESIGNED, AND PUBLISHED
BY THE PUBLIC RELATIONS CIRCLE OF THE
DEPARTMENT OF MANAGEMENT

