

Sabaragamuwa University of Sri Lanka Sixth ICMR: Empower yourself withPioneers of the field
28/11/2021



Dr. Nadee Mahawattha



Ms. Buddhika Dharmarathna



Dr. L.A.C. Sajeewanie



Mr. Malith Amarasinghe



Ms. J.C.R.A. Sadaruwani



Ms. Shanika Rathnasiri



Ms. P.M. Shamika



Prof. Dewasiri N. Jayantha

As one of the emerging and leading young Universities, Sabaragamuwa University of Sri Lanka continuously develops its quality of conducting Academic, Research, and Extracurricular activities as a Green State University. As one of the leading faculties with the highest student population, the Faculty of Management Studies (FMS) has immensely contributed to national development through Academic and Research activities during the past two and half decades. The University Grants Commission of Sri Lanka has awarded FMS as an ‘A’ graded faculty considering its Academic and Research excellence.

The Faculty of Management Studies (FMS) is hosting the 6th Interdisciplinary Conference of Management Researchers (ICMR) 2021 on December 16-17, 2021 via online to celebrate its silver jubilee. The theme ‘Fostering global vicinity today for a resilient future’ is the focus of the 6th ICMR 2021. The conference provides a platform in Sri Lanka for both local and international Researchers and Academics to disseminate their research findings while exploring global alliances to enhance the quality and strength of the Interdisciplinary Conference on Management Researchers. Further, it intends to strengthen the network of Young Researchers with local and foreign management experts while encouraging multidisciplinary dialogues between Researchers and Practitioners in conjunction with different research findings and implications. Ensuring its

global value, 50+ foreign Researchers are attending the conference together with 80+ Sri Lankan Researchers/Academics.

Keynote Speakers of the Conference

The event will be graced by Prof. Philip Kotler, Prof. Parasuraman, M.A., Prof. H. Kent Baker, Prof. Athula Gnanapala and Prof. Hartwig Bohne renowned Researchers of Academia. In addition, Prof. Udaya Rathnayake, Ms. Sangeeta Menon, Prof. Sudhir Rana and Prof. Sumit Narula contribute to the conference as the Guest of Honors.

Prof. Philip Kotler

Prof. Philip Kotler is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management (emeritus). He is called as the ‘Father of Modern Marketing’. He received/pursued his M.A. degree in economics (1953) from the University of Chicago and his Ph.D. degree in economics (1956) from M.I.T. He has received honorary degrees from 22 Universities. He is an author of 80 books and 150 journal articles. Additionally, he has consulted many companies and lectures in many countries. Most importantly, it is the first time that Prof. Kotler is attending a Research Conference in Sri Lanka.

Prof. A. Parasuraman

Prof. A. Parasuraman (‘Parsu’) is considered as one of the most influential figures in the field of service marketing and service quality, and is widely known for his work on SERVQUAL, E-S-QUAL, and the Technology Readiness Index (TRI). He is called as the ‘Services Marketing Guru’. He is currently an Emeritus Professor of Marketing & James W. McLamore Chair Emeritus, University of Miami, USA; Mentor, AIM-Parasuraman Center for Service Excellence, Jagdish Sheth School of Management (JAGSOM), Bengaluru, India; and Pro-Chancellor (Academics), Vijaybhoomi University, Greater Mumbai, India.

Prof. H. Kent Baker

Prof. Baker served as the Chair of the Department of Finance at the American University, USA. He is a highly prolific researcher and an author who has published more than 225 indexed research articles and more than 25 books in Finance and Management during the past five decades. He is one of the leading survey Researchers in finance. The Journal of Finance Literature recognised him among the top 1% of the most prolific authors in finance during the past 50 years. Outside of the Academic realm, he is a professional musician who has toured and recorded.

Prof. Athula Gnanapala

Prof. Athula Gnanapala is a Professor in Tourism Management attached to the Dept. of Tourism Management, Sabaragamuwa University of Sri Lanka. Currently, he is working as the Dean of the Faculty of Management Studies. He has published his work in nearly 25 books and book chapters, more than 40 research articles in refereed and indexed journals and more than 60

international conference presentations. He is a Co-Editor-in-Chief of the South Asian Journal of Tourism and Hospitality.

Prof. Hartwig Bohne

Prof. Hartwig Bohne has been a Professor of International Hotel Management at the Dresden School of Management, a faculty of the SRH Hochschule Berlin, since April 2018. He is a Pracademic who has more than 15 years of professional experience. All the participants will receive a certificate upon their participation confirming the attended sessions

Registration Fee: 2,500/= (LKR) for the local participants

University and Academic Partnerships

Emerald Publishing has extended its supportive hands to the Research conference in many aspects, including opening opportunities for the best manuscripts to be published in renowned journals such as the International Journal of Emerging Markets and the South Asian Journal of Marketing.

The faculty have collaborated with the Gulf Medical University (Ajman, UAE), Shaheed Bhagat Sing College of the University of Delhi and University of Technology MARA, Malaysia, to conduct its management conference on an international scale.

Professional Collaborations

This is the first time that a conference is being conducted in association with the greatest number of Professional Institutions in Sri Lanka. For instance, Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka), Sri Lanka Institute of Marketing (SLIM), Institute of Bankers of Sri Lanka (IBSL), CFA Sri Lanka Society, CMA Sri Lanka, Chartered Institute of Personnel Management Sri Lanka (CIPM), Chartered Institute of Marketing (CIM) and Chartered Institute of Management Accountants (CIMA) have joined hands with the Faculty of Management Studies in sponsoring the 6th ICMR.

Industry Collaborations and Media Partners

ICMR 2021 has opened its rooms for the industry to participate in the research dialogue by celebrating its Silver Jubilee. The conference is sponsored by leading organisations such as Dialog Axiata PLC (Telecommunication Partner / Principal Sponsor), Bank of Ceylon (Banking Partner), Softlogic Life (Insurance Partner), Kelani Cables PLC (Industrial Partner), Rainco Private Limited (Accessories Partner) and Nokia Mobile (Smartphone Partner), making the conference a great success.

The Associated News Papers of Ceylon Ltd joined hands with ICMR 2021 as the exclusive Print Media Partner (Sunday Observer, Daily News, Silumina, and Dinamina). Siyatha TV and Siyatha FM support the conference as the exclusive Electronic Media Partners.

What are the benefits of the conference?

We cordially invite all the Professionals to join hands at the conference. This is a global opportunity to learn from the pioneers of the field. For instance, Prof. Philip Kotler will be discussing the ‘New Features and Technologies in Marketing’ while Prof. Parasuraman is delivering a session on ‘Sustainability and Service Quality:

A Proposed Framework and Implications for Service Innovations’. On the other hand, Prof. Baker will be discussing ‘How to Improve Research Productivity and Journal Acceptances’.

This would be a unique opportunity where you will be able to learn from nine Pioneers from the Academia and Industry: Prof. Philip Kotler, Prof. A. Parasuraman, Prof. H. Kent Baker, Prof. Hartwig Bohne, Prof. Athula Gnanapala, Ms. Sangeeta Menon, Prof. Sudhir Rana, and Prof. Sumit Narula. Besides, all the participants will receive an e-certificate of attendance confirming their participation.

How to register?

The participants can register to the conference through <https://www.sab.ac.lk/mgmt/icmr/registration.html> The committee has decided to open it only for 1000 virtual participants this time. Anyone from the Industry/ Academia can attend the conference paying the registration fee (LKR 2,500.00). Please visit <https://www.sab.ac.lk/mgmt/icmr/> for more information.

Conference Team

Prof. Dewasiri N. Jayantha (Chairman, ICMR 2021), Dr. Nadee Mahawattha (Secretary), Ms. Buddhika Dharmarathna (Co-Chair), Dr. L.A.C. Sajeewani (Co-Chair), Malith Amarasinghe (Co-Chair), Ms. JCRA Sadaruwani (Co-Chair), Ms. Shanika Rathnasiri (Coordinating Secretary) and Ms. Miuni Shamika (Treasurer)