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EDUCATION TIMES

Dr. Jayantha N. Dewasiri appointed as the Brand Ambassador of Emerald Publishing for South Asian Region

View(s):

Dr. Jayantha N. Dewasiri, senior lecturer, attached to the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, has been appointed as the brand ambassador of Emerald Publishing for its South Asian region. It is learned that this is the first time that Emerald has appointed a brand ambassador for its South Asian region and it is a privilege to have a Sri Lankan academic representing a global publishing giant in the world.



Dr. Jayantha Dewasiri

Dr. Jayantha is a well-known researcher who has published in high-ranked journals such as *Managerial Finance* (Emerald), *Qualitative Research in Financial Markets* (Emerald), *Journal of Public Affairs* (Wiley), *International Journal of Qualitative Methods* (Sage), etc. He is a pioneer in applying triangulation research approaches in the management discipline. He has been awarded several times for his outstanding research performance. Based on his Ph.D. study's performance and a competitive evaluation, he awarded the University of Michigan Mixed Methods International Scholarship in 2018. Moreover, he received the outstanding paper award at the International Conference on Business Management conducted by the University of Sri Jayewardenepura in 2017. Based on his Ph.D. contribution, his supervisors (Prof. Weerakoon Banda and Prof. Azeez, A.A.) were also awarded the SUSRED award by the National Science Foundation (NSF). SUSRED (Support Scheme for Supervision of Research Degrees) is an NSF award given to Supervisors of postgraduate research degrees (MPhils and PhDs) and Departments/Divisions/Units of institutions that support postgraduate research in Sri Lanka, in recognition of the service to the nation.

Dr. Jayantha is an eminent researcher in finance who has introduced the data triangulation approach to the finance discipline. Further, he is the first researcher to propose the rationale and research designs for the mixed methods approaches in the finance discipline (<https://journals.sagepub.com/doi/pdf/10.1177/1609406918801730>). Moreover, he identified the development of the research infrastructure and developing skills of the researchers as the key to developing an economy. Accordingly, he has been conducted several programs in collaboration with publishers such as Emerald and SAGE to develop the researchers' skills during the past few years. During an interview, he stated that "there is a paucity of indexed journals based in Sri Lanka, as responsible academics we should develop a few recognized journals here in Sri Lanka." Accordingly, he established the South Asian Journal of Marketing journal in 2019 in collaboration with Emerald Publishing, Sri Lanka Institute of Marketing, and the Sabaragamuwa University of Sri Lanka. Further, he is working as the managing editor of the Sri Lanka Journal of Management Studies (The Open University of Sri Lanka), South Asian Journal of Tourism and Hospitality (Sabaragamuwa University of Sri Lanka), and Management Digest (Sabaragamuwa University of Sri Lanka).

He is also a practitioner with 17 years of industry experience and more than seven years of academic experience in postgraduate teaching and research, especially at the University of Sri Jayewardenepura.

He is currently serving as a visiting lecturer for the MBA and M.Sc. in Applied Finance programmes conducted by the University of Sri Jayewardenepura, Chairman of the Research and Education/ Treasurer at the Sri Lanka Institute of Marketing (SLIM). He is the Chairman of the ICMR 2021, member of the research and publication unit, and MBA Coordinator (2021) of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. Further, he is a Chartered Manager at the Chartered Management Institute, UK, a Member of the Chartered Institute on Marketing, a Life Member of the Sri Lanka Institute of Marketing, and a Certified Management Accountant (CMA).

Considering his valuable contribution to research and academia, especially in the South Asian region, Emerald Publishing has appointed him as the region's Brand Ambassador.