



**KM. Mubarak**

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## **About Me**

Born and living in the Eastern Province of Sri Lanka, I have been serving as a Senior Lecturer in Business Management at South Eastern University of Sri Lanka, Olvil for 15 years. Presently I am reading PhD at Management & Science University (MSU) Malaysia doing my research in the field of Sri Lankan tourism.

It's my fourth year as a Director involving in activities like proposal writing, project planning & implementation, and project management as well as budgeting & financial controlling, and monitoring & evaluation in a World Bank funded project to the university.

**Areas of interest are identifying business opportunities, promoting small businesses, and training small & medium scale entrepreneurs and carrying out researches in the same area.**

## **Mission**

To serve the nation by capitalizing my capabilities, skills and knowledge through suitable leadership.

## **Academic profile**

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### **Academic achievements**

- Master of Science (Management) (USJ-SL) -2008
- Bachelor of Commerce (Hons) Spl. (USJ-SL) -1997
- Postgraduate Diploma in Conflict Resolution and Peace Preparedness (University of Bradford, UK)
- Secondary and primary education at Madina College, Kandy

### **Professional achievements**

- Certificate in Marketing (UK) 1996 – The Chartered Institute of Marketing CIM (UK).
- Postgraduate Diploma in Marketing (CIM-UK) - finalist
- Certificate in Teaching in Higher Education (CTHE) 2003, University of Colombo.

## Employment profile

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<b>Senior Lecturer</b>	Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL)
<b>Director</b>	OTS/HETC Project, SEUSL

## Research Papers

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- Strengthening cooperation between Muslims, Sinhala and Tamil business communities in Ampara District, International Symposium 24 to 26<sup>th</sup> October 2009, SEUSL.
- Marketing Strategies for Tourism Development in the Eastern Region, International Symposium 2011, South Eastern University of Sri Lanka
- Level of Satisfaction of the Service Providers of Tourism Industry: with reference to the Pothuvil tourist area, International Symposium 2011, FAC, South Eastern University of Sri Lanka.
- Impact of AIDS on rural development, 8<sup>th</sup> International Congress on AIDS in Asia & the Pacific, 19<sup>th</sup> to 23<sup>rd</sup> August 2007, Colombo, Sri Lanka.
- Stimulating Word-of-Mouth Communication through Customer-Employee relationship: an empirical evidence from a service marketplace, International Symposium 2012, South Eastern University of Sri Lanka.

## Consultancies and Training Programs conducted

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- Business idea generation, business development and marketing strategies for small business – Key Resource Person for CCF Sri Lanka in providing training and monitoring **Micro-Financing for Small Scale Entrepreneurs**. I have trained around nine hundred and fifty (950) small scale entrepreneurs from the Eastern coastal belt from Neelavanai up to Nintavur, Ampara District in the year 2007.
- **Career Development & Gainful Employment of Youth: An Intensive Skill Development Program** funded by CCF Sri Lanka – I was instrumental in developing this skill development program and worked as both one of the resource person and the person in-charge of the entire program. This program served 500 youth representing three communities with gender balance.
- **Developing employment skills for unemployed youth in the region.**  
I have designed the program and I was one of the revivers of the program for JobsNet Sri Lanka, Ampara Branch.
- **English language and ICT skill development program for School leavers.** Master mind in designing, implementing and monitoring Information and Communication Technology, and English language employment oriented skill development programmes for school leavers. This project is still continuing and it has already served more than 1000 students.

## **Training programs – local and overseas**

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- Leadership Development and Positive Thinking: in cooperation with Equal Access to Justice Project/UNDP – 2007, Ministry of Constitutional Affairs & National Integration
- Leadership – how to be an effective leader - ILM (Pakistan)
- Adult peace education – British Council, Sri Lanka
- DMDI International Educational Convention 2008 - Malaysia
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## **Personal Profile**

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Full Name: Kaldeen Mohamed Mubarak  
Permanent Address:  
Official Address: Department of Management, Faculty of Management and Commerce, SEUSL, Oluvil.  
Date of Birth: April 3<sup>rd</sup> 1971  
Civil Status: Married  
Nationality: Sri Lankan  
NIC No: 710940134 V

I certify that the given information above is true and correct

*Signed*

KM. Mubarak

Date: June 2012