

Curriculum Vitae



Personal Information:

Name : Sareena U M A Gaffoor
Date of Birth : 27th June 1969
Sex : Female
Religion : Muslim
Status : Married
Contact Address : No: 03, T. C. House, Hijra Road
Sammanthiurai
Mobile: 0778890595
Resid. : 0672261439
Office : 0672255184
E-mail: agsareen@seu.ac.lk

Educational Qualifications:

Doctor of Philosophy in Management (HRM), University of Jaffna (Reading from January' 2017)

Master of Science in Management, Faculty of Graduate Studies, University of Sri Jayewardenepura. (26.01.2007)

“Bachelor of Business Administration (Hons)”, Second Class (Upper Division), Department of Management, University of Jaffna. (28.08.1995)

Professional Qualifications:

Professional Diploma in Counseling, CEDPL, SEUSL, 02.12.2013.

Certificate in Teaching in Higher Education (CTHE), University of Colombo, (2001).

Diploma in Computer Engineering (software) MYOWN Computer System (Pvt) Ltd. (1995).

Professional Experience:

Resource person and visiting lecturer for the course “Managerial Organizations” for MBA degree programme of Faculty of Management and Commerce, South Eastern University of Sri Lanka, from 2011 to 2018.

“Visiting Lecture” for Master of Business Administration / Postgraduate Diploma in Management, Postgraduate Unit, Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil. 2016/ 2017 and 2017/2018 Batches. Subject: Human Behavior in Organization

“Visiting Lecture” for Master of Business Administration / Postgraduate Diploma in Management, Postgraduate Unit, Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil. 2011/ 2012 Batch Subject: Strategic Human Resource Management.

Senior Lecturer Gr. I in Management, Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil 26.01.2013 – To-Date

Senior Lecturer Gr. II, Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil 26.01.2007 – 25.01.2013

“Lecturer in Management”, Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil 01.03.2000 – 25.01.2007

“Temporary Lecturer in Management”, Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil. Feb’ 1998 Feb’ 2000

“Visiting Lecture”, Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil. 1997

“Temporary College Lecturer”, Eastern province Affiliated University College, Sammanthurai 1997

“Trainee Computer Instructor” MYOWN Computer System (Pvt) Ltd. 1995

Teaching Interest:

Managerial Organization (Postgraduates Student)
Strategic Human Resource Management (Postgraduates Student)
Human Behavior in Organization (Postgraduates Student)
Management and Entrepreneurial skills
Management Theory and Practice.
Principles of Management
Total Quality Management
Total Quality and Human Resources
Management of Employee Health and Safety
Introduction to Marketing
Introduction to Tourism
Organizational Behavior
Human Resources Management
Human Resource Development
Strategic Management
Undergraduates Dissertation Supervision

Research and Publications: Journal Articles

Sareena Umma M. A. G and Vithurshana, V. (2017). Impact of Demographic Characteristics on Job Satisfaction of School Teachers in Thirukkivil Education Zone. International Journal for Economics and Business Management Vol. 7, Issue. 1, December 2017 pp 196-209.

Sandamali, R.M.C. and Sareena Umma, M.A. G. (2014). Impact of Value Relevance of Dividend per Share on Stock Prices in Listed Manufacturing Companies in Sri Lanka. The International Journal for Economics and Business Management Vol. 3 Issue. 2, June 2014 pp 09-15.

Sareena U M A Gaffoor, (2009). The Impact of Personality on Employee Job Performance: An Empirical Study of Non- Academic Employees of the University in the Eastern Province of Sri Lanka, Journal of Management Vol. V. No. 1, October 2009. pp 50-60

Research and Publications: Conference Proceedings

Sareena Umma M. A. G. and Fathima Zahana M. M. (2017) Factors Affecting Work Life Balance of School Teachers: A Study on Assiraj Maha Vidyalaya Akkaraipattu. Proceedings of the 6th AIRC, FMC, SEUSL, 15th & 16th November, 2017.

Fernando L. S. R. and Sareena Umma, M. A. G. (2016).The Factors Affecting Work Life Balance of Married Working Women: With Special Reference to Bank of Ceylon Head Office. Proceeding, IntSym 2016, SEUSL.

Tharsiny, M.T. and Sareena Umma M.A.G. (2015). The Impact of Work Life Balance on Employees' Work Performance: Special Reference to Insurance Companies Operating in the Kilinochchi District. Proceedings of the 4th AIRC, FMC, SEUSL, November 18, 2015.

Sareena Umma, M. A. G. and Varothayan, V. (2015). An Investigation of Strategic Factors Affecting the Performance of Manufacturing based Small and Medium Enterprises (SMEs) Operating in Batticaloa District in Sri Lanka, 2nd International Conference on National Capacity Building strategy for Sustainable development and poverty Alleviation. 26-28 May 2015. CR1006, Block 10, American University in the Emirates, Dubai International Academic City, Dubai. UAE.

MMF Rakshana and Sareena UMA Gaffoor (2014). Impact of Financial and Non Financial Motivation on Employees' Performance: a case study on Orient Lanka Confectionery (Pvt) Ltd Kandy. Proceedings of the 2nd ARC, FMC, SEUSL 214-219

Rizvi M. C. M. and Sareena Umma, M.A. G. (2012). The impact of Motivation System on Job Satisfaction: Case of Prima Ceylon Limited Group of Company 2nd International Symposium, SEUSL (2012)

Sareena, U.M.A.G. (2012). Leadership Style of Principals and Job Satisfaction of Teachers: an empirical study of perception of teachers with special reference to Sammanthurai Zonal Education Division, First Annual Research Conference -2012 FMC, SEUSL.

Sareena UMA Gaffoor and MI Fathima Rizana (2011) Impact of Effective Performance Appraisal System on Employees Commitment: With Special Reference to Rainco Pvt Ltd in Sri Lanka. 1st International Symposium, SEUSL (2011).

Research on "The Impact of Personal Factors on Employee Job Performance; an Empirical Study of Non-academic Employees of the Universities in the Eastern province of Sri Lanka" for MSc in Management Degree (2007)

Research thesis on "Effectiveness of Management Activities of MYOWN Computer System (Pvt) Ltd" for BBA Degree (1995)

Postgraduate Thesis Supervision

M.B.A (Two year full time research degree)

Supervisor, Mr. V. Varothayan, MBA Candidate, Title: An Investigation of Strategic Factors Affecting the Performance of Manufacturing based Small and Medium Enterprises (SMEs) Operating in Batticaloa District, Faculty of Management and Commerce, South Eastern University of Sri Lanka. (Successfully completed)

Supervisor, Mr. A. S. Saseekaran, MBA Candidate, Title: An Empirical Study of Factors Affecting Students' Academic Performance in Schools at Secondary Level. Special Reference on Science Stream A/L Students in Paddiruppu Zonal Education Division,

Faculty of Management and Commerce, South Eastern University of Sri Lanka.
(Successfully completed)

Supervisor, Ms. V. Vithursana, MBA Candidate, Title: Impact of Personal Factors on Job Satisfaction of School Teachers in Thirukkivil Education Zone, Faculty of Management and Commerce, South Eastern University of Sri Lanka. (Successfully completed)

Supervisor, Mr. A. Samson, MBA Candidate, Title: Factors Effecting Work-Family Balance of Professionals in the International Non-Governmental Organizations in the Eastern Province of Sri Lanka. (Successfully completed)

Postgraduate Thesis Examiner

Appointed as the examiner to evaluate the Thesis of the MBA student titled Factors Affecting Occupational Safety and Health Management System: Special Reference to Cement Industries at the Mandalay Industry Zone in Myanmar in 2017.

Appointed as the examiner to evaluate the Thesis of the MBA student titled Structures Pediatric Records and its Impact on Documentation Quality and Staff Performance Satisfaction in a District General Hospital, Sri in 2016.

Appointed as the examiner to evaluate the Thesis of the MBA student titled Investigation of Non-Financial Motivational Factors Influencing on Quality of Work Life (QWL) of Civil Engineers to Improve Performance in the State and Private Organization in Sri Lanka. (Special reference for Ampara District)

Experience on Resource Person:

Contributed as a Resource Person in the **Youth Leadership Program** Conducted by SEUSL in collaboration with District Secretariat of Ampara and UNDP Sri Lanka held from November 2015 to March 2016.

Contributed as a Resource Person in the **Mentoring Program** on the “Business and Management Capacity Development of Rural Women Entrepreneurs of India And Sri Lanka” Organized by CGU/SEUSL and the Industrial places facilitated by the Asia Foundation in collaboration with SEUSL and Center for Entrepreneurship Development and Incubation (CEDI), National Institute of Technology, Tiruchirappalli (NITT) Tamil Nadu, India. Held from June 2015 to September 2015.

Contributed as a Resource Person in **Entrepreneurship Development Program**. Organized by CGU/SEUSL and the Industrial places facilitated by the Asia Foundation in collaboration with SEUSL and Center for Entrepreneurship Development and Incubation (CEDI), National Institute of Technology, Tiruchirappalli (NITT) Tamil Nadu, India. Held from 23rd to 28th March 2015 at SEUSL

Contributed as a Resource Person for the short term course on Career Guidance & Counseling in the title of “**Developing Positive Attitude**” for 2nd year, 3rd Year and Final Year all Faculty students of SEUSL held on 7th of September 2013.at FAC, SEUSL organized by CGU/ SEUSL.

Contributed of a Resource person for the Workshop on Islamic Banking and Finance on the title of **Modern Human Resource Management** for students of Oasis Academy in India held on 13th of February 2013, organized and conducted by the CEDPL, Through FMC, SEUSL, Oluvil

Contributed as a Resource person for the workshop on “Induction Training Teaching Methodology” on the title of **Effective Lecture Preparation and Delivery** for newly recruited academic staffs of SEUSL held on 8th of December 2012, organized and conducted by the SDC, SEUSL, Oluvil

Contributed as a Resource person for the workshop on “Administrative and Financial Procedure in Higher Educational Institution” on the title of “**Management**” for Non-Academic Staff of the SEUSL held on January 24th to 27th 2009 organized and conducted by the SDC, SEUSL, Oluvil.

Contributed as a Resource person for the subject of “**Management**” to the student of the ward management and supervision group for the Post Basic Diploma in Nursing held from 15.03.2010 to two months at College of Nursing Ampara.

Administrative Experience:

Appointment of Member of SER Writing Team for the program review on BBA, BBA Specialization in Marketing and Specialization Human Resource Management from 01.11.2017 – 14.05.2018

Appointment of Program Coordinator for External BBA Degree Program – CEDPL from 01. 12. 2015 – 31.05. 2018

Appointment of Subject Coordinator/ Business Studies, FMC/SEUSL from 02.06.2016 – 01.06.2017

Appointment of Subject Coordinator/ Human Resource Management, FMC/SEUSL from 02.06.2015 – 01. 06.2016

Appointment as Member of the Editorial Board to the SEUSL Journal of Marketing Volume 1 of 2015 Faculty of Management and Commerce from 14.09.2015 – 13.09.2017.

Appointment as the Coordinator of Quality Assurance and Accreditation cell of Faculty of Management and Commerce. From 10.09.2015 – 09.09.2016

Appointment for the Post of Sub-Activity Coordinator for Introducing New Degree Program for QIG-BBA/FMC HETC Project, SEUSL from 01.09.2015 – 31.12.2015.

Dean / Faculty of Management and Commerce, SEUSL, From 23.05.2012 – 22.05.2015.

Arrangement for carrying on the duties of the Office of the Vice-Chancellor, SEUSL from 2012.09.19 -

Chairman of the Technical Evaluation Committee (TEC) of the Tender for the Faculty of Management and Commerce Canteen- SEUSL, Oluvil

Principle Proposal Writer QIG /HETC Project in 2011

Head / Department of Management from 22.07.2010 – 22.05.2012

2010 Project Proposal Team Member for HETC/ UDG Promoting Ethnic Cohesion

2009 Subject coordinator HRM, FMC/SEUSL

2009 Deputy Proctor, SEUSL Oluvil

2008 Subject coordinator HRM, FMC/SEUSL

2006 Student's Counselor, SEUSL Oluvil

2005 Deputy Proctor, SEUSL Oluvil

2004 Student's Counselor, SEUSL Oluvil

1998 Part time Sub-warden, Ladies Hostel Sammanthurai, SEUSL Oluvil

Paper Presented in Research Conferences

Paper Presented on the 6th Annual International Research Conference Held on 15th & 16th November, 2017, FMC/ SEUSL. Titled Factors Affecting the Work Life Balance of School Teachers: A Study on Assiraj Maha Vidyalaya Akkaripattu.

Paper Presented on the 6th International Symposium Held on 20th & 21st December, 2016, FMC/ SEUSL. Titled Factors Affecting the Work Life Balance of Married Working Women: With Special Reference to Bank of Ceylon Head Office.

Paper Presented on the 4th Annual International Research Conference Held on 18th & 19th November, 2015, FMC/ SEUSL. Titled The Impact of Work Life Balance on Employees Work Performance: Special Reference to Insurance Companies Operating in the Kilinochchi district.

Paper Presented on the 2nd Annual Research Conference- 2013 held on 17th January 2014 at FMC/SEUSL. Titled Impact of Financial and Non Financial Motivation on Employees' Performance: a case study on Orient Lanka Confectionery (Pvt) Ltd Kandy

Paper Presented on the 1st Annual Research Conference held on 9th & 10th April 2012 at FMC/SEUSL. Titled Leadership Style of Principals and Job Satisfaction of Teachers: an empirical study of perception of teachers with special reference to Sammanthurai Zonal Education Division

Paper Presented on the International Symposium held on 19th to 21st April 2011 at SEUSL. Titled Impact of Effective Performance Appraisal System on Employees Commitment: With Special Reference to Rainco (Pvt) Ltd in Sri Lanka.

Contribution in the Conferences

Contributed as track Coordinator for Human Resource Development Track 5th Annual International Research Conference Held on 23rd November, 2016, FMC/ SEUSL.

Contributed as chair for the Technical Session on Human Resource Development 5th Annual International Research Conference held on 23rd November, 2016, FMC/ SEUSL.

Contributed as the Reviewer of the 5th Intsym 2015 held on 7th and 8th December, 2015 by SEUSL.

Contributed as Co- editor towards the successful completion of the 4th AIRC conference on “Innovative Perspectives in Business, Finance and Information Management” held on 18th & 19th November, 2015, FMC/ SEUSL.

Contributed as Reviewer towards the successful completion of the 4th AIRC conference on “Innovative Perspectives in Business, Finance and Information Management” held on 18th & 19th November, 2015, at FMC/ SEUSL.

Contributed as the Reviewer of the 4th International Symposium 2015 held on 2nd and 3rd August, 2014 at SEUSL.

Contributed as a **chairperson for the 3rd Annual Research Conference** held on 1st December 2014, at FMC/ SEUSL

Contributed as chair for the Technical Session on Business and Entrepreneurial Development 3rd Annual Research Conference held on 01.12.2014, at FMC/ SEUSL.

Contributed as the Reviewer of the 2nd Annual Research Conference 2013 held on 17th January 2014 at FMC/SEUSL.

Contributed as a **chairperson for the 2nd Annual Research Conference** held on 17th January 2014, at FMC/ SEUSL

Contributed as Reviewer towards the successful completion of the 1st International Symposium on “Towards the Integration of Islamic Knowledge with Human Sciences: held on 5th January 2014, at FIA / SEUSL.

Contributed as a chairperson for the Panel E: Management at the 3rd International Symposium, held on 6th & 7th of July, 2013 at SEUSL.

Contributed as the Reviewer of the 1st Annual Research Conference of FMC/ SEUSL held on 9th and 10th April, 2012 at SEUSL.

Contributed as a Chairperson of the 1st Annual Research Conference of FMC/ SEUSL held on 9th and 10th April, 2012 at SEUSL.

Contributed the 1st Annual Research Conference of FMC/ SEUSL held on 9th and 10th April, 2012 at SEUSL.

Contributed as the member of Review, Proceeding and Editing Committee of International Symposium 2011 held on 19th to 21st April, 2011 at SEUSL.

Contributed as the Reviewer of International Symposium 2011 held on 19th to 21st April, 2011 at SEUSL.

A member of Senate sub Committee on Preparation of a Common Academic Calendar and Utilization of Generated Fund, SEUSL 19.03.2015

VC's Nominee for the Selection Committee for Conformation of Appointment in Non Academic Post 25.03.2015

A member of Curriculum Development Committee (Senate sub Committee, SEUSL)

Chairperson, Faculty Curriculum Development Committee (FMC, SEUSL from 23.05.2012 to 22.05.2015)

Workshop & Seminar Attended

Participated the seminar on Scientific Research: Planning, Implementation and Dissemination. Organized by SDC, SEUSL, Oluvil and Conducted by the General Research Committee (GRC) Sri Lanka Association for Advancement of Science (SLAAS) held on 22nd of September, 2016

Participated in the Skill Development Workshop on "Writing a winning research proposal: a definitive guide" organized and conducted by the SDC, SEUSL and Young Scientist Forum, National Science and Technology Commission on 05th & 06th of October 2015, at SEUSL, Oluvil.

Participated in Faculty Development Programme on Women Entrepreneurship Development. Organized by FMC/SEUSL and the Industrial places facilitated by the Asia Foundation in collaboration with SEUSL and Center for Entrepreneurship Development and Incubation (CEDI), National Institute of Technology, Tiruchirappalli (NITT) Tamil Nadu, India. Held from 25th to 27th February 2015 at SEUSL

Participated the Training Workshop on "Self- Learning Material Preparation" organized by OTS, HETC Project SEUSL, Oluvil on 24th, 25th November and 05th October 2015 at SEUSL Oluvil.

Participated in the Session on "Brainstorming with External Stakeholders for Curriculum Development of BBA Programme" organized by QIG Round 2 of window 1 of HETC Project SEUSL, Oluvil held on 18th of September 2014.

Participated in the Workshop on "Grading System for Auxiliary / Enhancement Courses" held on 13th of March 2014 at SDC, SEUSL, Oluvil

Participated in the Workshop on "Curriculum Development Issues" held on 6th of March 2014 organized under the QIG /BBA / HETC Project at SEUSL, Oluvil.

Participated in the Health Educational Programme on “How to cut down unnecessary medical bills by practicing healthy lifestyle in Islamic way” held on 6th January 2014 at SEUSL Oluvil.

Participated in the Awareness Programme on New Paradigm in Education: Student Centered Learning and Teaching, organized by Library in collaboration with SDC/ SEUSL held on 15th November 2013 at SEUSL.

Participated in the Workshop on “Modern Teaching Methodology and The Excellent in University Teaching at SEUSL. Conducted by Mustafa International University in Collaboration with SEUSL on the 24th & 25th of September 2013.

Participated in the International Seminar on Special Topics in Management at University College of Islam Melaka, held on 26th May to 31st May 2013.

Participated in the Workshop on UGC Reforms and Guidelines on Curriculum Development for External Degree Programs organized by SDC, SEUSL held on 8th April 2013 at SEUSL.

Participated in the Workshop on “Data Analysis Using R, RStudio & R Commander” organized by the SDC, SEUSL, Oluvil, held on 3rd April 2013.

Participated Management training Program with PG Student at Dhaanish Ahmed college of Engineering, Chennai, India on April 17th to April 21st 2012.

Participated in the Regional Workshop on Formulation of a National Human Resources and Employment Policy, Strategy and Action Plan for Sri Lanka at Suisse Hotel, Kandy September 13th 2011

Participated in the Workshop on Statistical Software for Research Methodology, organized and conducted by the SDC, SEUSL, Oluvil. December 23rd & 24th 2010

Participated the Workshop Right attitude for Better Performance, organized and conducted by the SDC, SEUSL, Oluvil. April 27th 2010

Participated the workshop on A Structured methodology of teaching & Knowledge Economy – An Asian Perspective (SDC, SEUSL and HKBK College of Engineering Bangalore, India) on March 4th 2010

Participated in the workshop on Improving Academic Ethics & Developing Effectiveness of Academic and Administrative Staff, organized by SDC, SEUSL on December 20th 2009

Participated the Training in Research and Publication, organized by the NCAS on September 24th & 25th 2009

Participated in the workshop on General Function of the University: Special reference to Universities Act and Guidelines to Office System in the Universities, organized by SDC, SEUSL on December 19th 2009

Participated the workshop on Outcome Based Curriculum Revision in Higher Education organized by (QAAC, IQAU and IRQUE at SEUSL) February 16th 2009

Participated the workshop on Innovative and interactive Teaching Methods organized by (QAAC, and IRQUE at SEUSL) on December 24th 2008

Participated the workshop on Quality Related Issues in Higher Education organized by (QAAC, and IRQUE at Hotel Topaz, Kandy) on October 11th 2008

Participated the Short course on 'Statistics for Research' organized by SDC, SEUSL on February 11th to 14th 2006

Participated the Workshop on 'Information Technology' (IT), organized by SDC, SEUSL on September 27th to 29th 2005

Participated the Workshop on 'Cleaner Production as a Tool for Sustainable Consumption and Production' at National Cleaner Production Centre, Colombo on December 19th & 20th 2005

Participated in the workshop on Social Harmony under the theme of 'Peace and Reconciliation', IRQUE Project, SEUSL on April 25th 2005

Participated in the workshop on "Islamic Banking and Financial System", organized by SEUSL and International Islamic University of Pakistan, on December 14th & 15th 2004

Participated in the workshop on Contemporary Social Issues in Sri Lanka", organized by Faculty of Arts and Culture, SEUSL on September 15th & 16th 2003

Participated in a one day session in Computer Career Guidance Programme at SEUSL on January 21st 2001

Participated in the workshop on Strategic Planning Academic session -2001, Faculty of Management and Commerce, SEUSL on January 18th to 21st 2001

Participated and Successfully Completed the Course on 'Total Quality Management', Conducted by SEUSL and University of Management and Technology, Pakistan on May 27th to 30th 1998 (30 Hours)