

# **CURRICULUM VITAE**

## **ALMA.Shameem**

It is a great pleasure in providing my profile for your reference and kind attention. I am ALMA.Shameem from Nintavur located in Ampara district of Eastern Province. After completing my secondary school education at Al Ashraq National School, I entered into South Eastern University of Sri Lanka in 1996 to complete my Bachelor degree and graduated as a Bachelor of Business Administration (BBA) in the year 2000 with a First Class specializing in Marketing Management. Besides, successful completion of my Master of Business Administration (MBA) being at University of Colombo, Sri Lanka in 2004 and Master of Science in Organizational Management (MSc in OM) at University of Peradeniya, Sri Lanka in 2014. Further I successfully earned Postgraduate Diploma in Conflict Resolution and Peace Preparedness (PG Dip in CR&PP) at University of Bradford, UK.



As part of my academic career, I have been awarded the Commonwealth Professional Fellowship by the Association of Commonwealth Universities, UK to undergo a training program in publishing skills at Henson Editorial Services, Staffordshire University Business Village, Stoke on Trent, United Kingdom. I am also a member of The Association of Accounting Technicians of Sri Lanka (MAAT), and Sri Lanka Institute of Marketing (MSLIM).

During my undergraduate degree programme, I had an opportunity to work as a “Management Trainee” at Nestle Lanka (Pvt) Ltd, which is one of the leading food companies in the world then, switched my career in 2001 to academic profession and was appointed as Assistant Lecturer. Around that time I was employed to work as an Assistant Registrar attached to University of Rajarata in 2003, afterwards moved back to academic profession in 2003 and was appointed as Lecturer in Marketing Management at South Eastern University of Sri Lanka and presently working as a Senior Lecturer in Marketing Management in the Faculty of Management and Commerce, South Eastern University of Sri Lanka ([www.seu.ac.lk](http://www.seu.ac.lk)).

South Eastern University of Sri Lanka hired me as a Lecturer to pursue my academic career and progress to the capacity of a Senior Lecturer – Grade I in Marketing Management. Being in the academic position, I was holding several administrative positions right throughout the years of my stay at the South Eastern University of Sri Lanka, such as Students’ Counselor, Sub Warden, Academic Coordinator, Subject Coordinator for Marketing Management Unit, Chief Editor for the Journal of Management, Coordinator for the Industrial Training, Academic Career Guidance Adviser for Career Guidance Unit, Coordinator for Entrepreneurship and Career Cell, Acting Coordinator for Postgraduate Degree Programme - Faculty of Management Commerce, Proctor, Grant Coordinator for Quality Innovation Grant / BBA / FMC HETC Project, Academic Counselor, and Mentor.

My spheres of research and teaching are marketing, management, conflict and peace related subject areas for bachelor's degree programmes and postgraduate degree programmes. My many research papers can be found to have been published at International conferences and reputed referee journals on the above subject areas, and supervised many undergraduate and postgraduate students' research works. Moreover, some undergraduate and post graduate research students worked under my guidance and supervision.

My experiences is also as a visiting faculty member for reputed institutions, reviewer for International conferences and refereed journals, participated several local and International workshops, and member of several committees in the system. I have contributed at several village level and Island level needs as social responsibilities.

My strong belief is knowledge, skills, and attitudes (KSA) are major pillars of any human development.

## **PERSONAL INFORMATION**

**Full Name** : Aliyar Leebe Mohamed Abdul Shameem

**Gender** : Male

**Civil Status** : Married with Two Children

**Nationality** : Sri Lankan

**Date of Birth** : 24<sup>th</sup> of August 1973

**NIC Number** : 732372008V

**Passport Number** : OL 5651326

**Occupation** : Senior Lecturer

**Address (Residence)** : No.90 Buhary Road, Nintavur – 16, Ampara, Sri Lanka.

**Address (Office)** : Department of Management, Faculty of Management and Commerce,  
South Eastern University of Sri Lanka, Oulvil, Sri Lanka.

**Telephone** : Mobile: 0094 777 104948 Office : 0094 67 2255063

**E-Mail** : [almashameem@gmail.com](mailto:almashameem@gmail.com), [alma\\_shameem@seu.ac.lk](mailto:alma_shameem@seu.ac.lk)

## TEACHING, SCHOLARSHIP AND ACADEMIC DEVELOPMENT

### *Career History*

<b>Post</b>	<b>Time Period</b>	<b>Organization</b>
Temporary Assistant Lecturer	1 <sup>st</sup> February 2001 – 9 <sup>th</sup> September 2002	South Eastern University of Sri Lanka
Assistant Registrar	10 <sup>th</sup> September 2002 - 28 <sup>th</sup> February 2003	Rajarata University of Sri Lanka
Lecturer	01 <sup>st</sup> August 2006	South Eastern University of Sri Lanka
Senior Lecturer Grade II	01 <sup>st</sup> August 2008	South Eastern University of Sri Lanka
Senior Lecturer Grade I	01 <sup>st</sup> August 2014 – Up to Date	South Eastern University of Sri Lanka

### *Taught Subjects*

- ❖ Marketing Management
- ❖ Brand Management
- ❖ Consumer Behavior
- ❖ Strategic Marketing Management
- ❖ Marketing Environment
- ❖ Marketing Information System
- ❖ Business to Business and Service Marketing
- ❖ International Marketing
- ❖ Banker Customer Relationship
- ❖ Principles of Management
- ❖ Strategic Management
- ❖ Introduction to Social Harmony and Peace Building
- ❖ Work Etiquette and Effective Communication
- ❖ Ethnic Cohesion and Peace Building
- ❖ Business Law

## ***Visiting Appointments***

Visiting faculty member for the following institutions.

- ❖ Centre for Extension Studies, South Eastern University of Sri Lanka.
- ❖ Faculty of Applied Sciences, South Eastern University of Sri Lanka.
- ❖ Faculty of Islamic Studies and Arabic Language, South Eastern University of Sri Lanka.
- ❖ Open University of Sri Lanka.
- ❖ Postgraduate Unit, South Eastern University of Sri Lanka
- ❖ Faculty of Engineering, South Eastern University of Sri Lanka.

## ***Academic and Professional Development***

- ❖ **Postgraduate Degree**
  - University : **Master of Business Administration (MBA)**
  - Medium : University of Colombo
  - : English
  
  - University : **Master of Science in Organizational Management (MSc)**
  - Medium : University of Peradeniya
  - : English
  
- ❖ **Bachelor Degree**
  - Class : **Bachelor of Business Administration (BBA)**  
(Specialized in Marketing Management)
  - University : First Class
  - Medium : South Eastern University of Sri Lanka
  - : English
  
- ❖ **Postgraduate Diploma**
  - University : **Postgraduate Diploma in Conflict Resolution and**  
**Peace Preparedness (PG Dip in CR&PP)**
  - Medium : University of Bradford, UK
  - : English
  
- ❖ **Diploma**
  - Institute : **Diploma in Computer Studies**
  - : London Business School (pvt) Ltd.
  
- ❖ **Fellowship**
  - : Commonwealth Professional Fellowship at Henson  
Editorial Services and North Staffordshire Press Ltd.,  
Staffordshire University Business Village.
  
- ❖ **Members in the Professional Body:**
  - **MSLIM** - Ordinary Member (Life) of Sri Lanka Institute of Marketing.
  - **MAAT** – Member of the Association of accounting Technicians of Sri Lanka
  - **YSF** – Member of Young Scientists Forum – National Science & Technology Commission

❖ **Industrial Experiences:**

- Management Trainee at Kuehne & Nagal Lanka (Pvt) Ltd.
- Marketing & Sales Trainee at Nestle Lanka Ltd.

***Postgraduate Supervision***

<b>Postgraduate Title</b>	<b>Title of the Thesis</b>	<b>Year</b>
MBA	<ul style="list-style-type: none"> <li>• Integrating Risk Management and Value Management: An Evaluation of Sri Lanka Construction Industry.</li> </ul>	2016
	<ul style="list-style-type: none"> <li>• Impact of Service Quality on Customer Satisfaction: A Study among the Mobile Telecommunication Networks.</li> </ul>	2017
	<ul style="list-style-type: none"> <li>• Factors Affecting the Adoption of Green banking Practices in Commercial Banks in Sri Lanka.</li> </ul>	2017
	<ul style="list-style-type: none"> <li>• Factors Influencing on Customer Churn in the Kalmunai Region in Sri Lanka Telecom PLC.</li> </ul>	2017
Postgraduate Diploma	<ul style="list-style-type: none"> <li>• Customer Perception of Supermarket Shoppers at Cargills Food City</li> </ul>	2010
	<ul style="list-style-type: none"> <li>• A Study of Customer Satisfaction of Lanka Bell Service</li> </ul>	2010

***Participating in Continuing Professional Development***

As a Resource Person in Seminars / Workshops / Staff Development Programme / CPD Programmes / Extension Courses / Short Courses.

<b>S/ No</b>	<b>Type of the Program</b>	<b>Title of the program</b>	<b>To Whom</b>	<b>Organized by</b>	<b>Date</b>
01	Workshop	Problem Solving and risk Management	Undergraduates	Department of Social Science, SEUSL	22 <sup>nd</sup> March 2009
02	Workshop	New Paradigms in Organization and Job fair	Undergraduates	IRQUE Project, SEUSL	05 <sup>th</sup> August 2009

03	Workshop	Customer Relationship Management	Managers	People's Bank	25 <sup>th</sup> February 2010
04	Seminar	Marketing Management	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	21 <sup>st</sup> November 2010
05	Seminar	Strategic Management	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	05 <sup>th</sup> December 2010
06	Workshop	Conflict Transformation and Peace Building	2 <sup>nd</sup> Year Undergraduates	Career Guidance Unit, SEUSL	21 <sup>st</sup> September 2011
07	Seminar	Strategic Management	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	12 <sup>th</sup> February 2012
08	Seminar	Strategic Management	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	15 <sup>th</sup> April 13 <sup>th</sup> May 10 <sup>th</sup> June 15 <sup>th</sup> July 12 <sup>th</sup> August 2012
09	Seminar	Management and Entrepreneurial Skills	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	03 <sup>rd</sup> March 2013
10	Seminar	Strategic Management	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	24 <sup>th</sup> March 2013
11	Training Program	Marketing financial products	Bankers	Centre for External Degree and Professional Learning, SEUSL	12 February 2013
12	Short Course	Managing conflict at work place	2 <sup>nd</sup> , 3 <sup>rd</sup> & Final Year Students from All Faculties	Career Guidance Unit, SEUSL	31 <sup>st</sup> August 2013
13	Training Program	Career Guidance System in the	The New University	Ministry of Higher	2014

		University	Entrants Undergraduates	Education	
14	Seminar	Student Centered Learning	Undergraduate	Faculty of Islamic Studies and Arabic Language, SEUSL	2014
15	Seminar	Strategic Management	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	20 <sup>th</sup> December 2014
16	Training	Career Lead	Undergraduates	Faculty of Management and Commerce, SEUSL	2015
17	Seminar	Soft Skills and Career Development	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	2016
18	Youth Development Programme	Marketing Yourself	Youth	UNDP Sri Lanka	2015-2016
19.	Seminar	Ethnic Cohesion and Peace Building	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	2017
20	Seminar	Career Guidance	Undergraduates – External Degree Program	Faculty of Management and Commerce, SEUSL	2017

## RESEARCH, SCHOLARSHIP AND CREATIVE WORK

### ***Peer Reviewed Publications and Other Publications***

- ❖ Shameem, ALMA. and Hasbullah.S.H. (2009), ‘Resettlement Scheme for the Displaced of Oulvil Harbour: Recovery or Renewing Crisis?’, Paper presented at Sri Lanka Conference on Peace and Development, Organized by International Centre for Ethnic Studies (ICES) and University of Peradeniya, held on 23rd -25th August 2009.
- ❖ Shameem, ALMA. (2011), ‘Displacement, Resettlement, and Development- Interrelation and Contradictions: A Case from Ampara District of Sri Lanka’, Paper published in abstract form

at Young Scientists Forum Symposium, Organized by Young Scientists Forum (YSF) and National Science and Technology Commission (NASTEC), held on 27th of January 2012.

- ❖ Shameem, ALMA. and Silva,S.D (2011), ‘An assessment of the role of business entrepreneurs in conflict Transformation – A Case Study of South Eastern Sri Lanka’, Paper presented at 1st International Symposium, Organized by South Eastern University of Sri Lanka, held on 19th -21st April 2011.
- ❖ Shameem, ALMA. and Ahamed, S.T. (2011), ‘The Role of business community in the business Environment: Through the lens of corporate social responsibility’, Paper presented at 1st International Symposium, Organized by South Eastern University of Sri Lanka, held on 19th -21st April 2011.
- ❖ Shameem, ALMA. and Rooly,R. (2011), ‘A Global Climate Change: A Business Strategy Perspective’, Paper presented at International Conference, Organized by University of Annamalai- India, held on 28th -30th July 2011.
- ❖ Shameem, ALMA. (2011), ‘The Entrepreneurs’ Sustainable Network Approach: A Way to Improve the Multi Ethnic Business and Social Relationship in the Post Conflict Context’, Paper presented at International Conference, organized by Sai Ram Institute of Management Studies, India, held on 22nd -23th September 2011.
- ❖ Shiraj,M.M.and Shameem, ALMA. (2011), ‘Barcode Enabled Inventory Management System for Successful Pharmaceutical Business Organization. Are You Ready for It?’ Paper published as full paper form at International Conference, organized by Sai Ram Institute of Management Studies, India, held on 22nd -23th September 2011, Published by Masilamani Pathippagam, India, ISBN 978-81-81974-00-1.
- ❖ Shameem,ALMA. (2011), ‘Holistic Marketing’, A Paper published as full paper form on Sri Lankan Marketer, Published by Sri Lanka Institute of Marketing, pp.62-23.
- ❖ Shameem,ALMA. and Silva,S.D (2012), The Role of Entrepreneurs in Conflict Transformation: A case study in South Eastern Sri Lanka, Sankhya: International Journal of Management and Technology, Sai Ram Institute of Management Studies, India, ISSN 0975-3915.
- ❖ Shiraj.M.M.and Shameem, ALMA. (2013), ‘An Evaluation of Potential Adoption of Web based Marketing in Hotel Industry – A case study of Arugambay Based Hotels’, Paper presented at International Conference, Organized by South Eastern University of Sri Lanka, held on 06th -07th July 2013.
- ❖ Shiraj, M.M. ,Shameem, ALMA.,and Sabraz S.N. (2013), ‘Comparative Study on Customer Satisfaction of Islamic and Conventional Banking in Sri Lanka’ Paper presented at International Symposium, Organized by Faculty of Islamic Studies and Arabic Language, South Eastern University of Sri Lanka, held on 5<sup>th</sup> January 2014.
- ❖ Shameem,ALMA. (2013), ‘Readability Statistics’, A Paper published as full paper form on Certified Management Accountant, Published by Institute of Certified Management Accountants of Sri Lanka,pp.62-23.



- ❖ Shameem,ALMA. (2013), 'The Concept of Business Village in Sri Lankan Universities', A Paper published as full paper form on Athirvu Magazine, Published by University Students' Union, South eastern University of Sri Lanka, pp.92-94.
- ❖ Shameem,ALMA. (2013), The concept of Business village in Sri Lankan Universities, An Article published on Daily News, 2013.03.19
- ❖ Shameem, ALMA. (2014), 'Marketing of Financial Institutions in Eastern Part of Sri Lanka: Emerging Opportunities, Challenges, and Strategies', Paper presented at Kuala Lumpur International Business, Economics and Law Conference 4, Organized by ZR Resources in collaboration with Tourism Malaysia, held on 31<sup>st</sup> May - 1<sup>st</sup> June 2014.
- ❖ Ismail, MBM, Shameem, ALMA. and Riswan, A (2015), The Impact of Marketing Mix on Customer Satisfaction towards Laptop Industry, PIJCMR: Primax International Journal of Commerce and Management Research, Primax Commerce and Management Research Academy, India, ISSN 2321- 3604.
- ❖ Shameem, ALMA. (2016), 'Factors Influencing on Consumer Satisfaction in Hotel Industry: A Post War Evaluation', Paper presented at Tourism Leaders Summit and International Symposium on Tourism Economics and Hotel Management, Organized by Alumni Association of Tourism Economics and Hospitality Management, University of Colombo, held on 28<sup>th</sup>September 2016, ISBN: 978 955 3957 01 6
- ❖ Shameem, ALMA. (2016), 'Religious Principles as Marketing Strategies: Critical Evaluation of their Applications and Impacts on Financial Institutions in South Eastern Part of Sri Lanka', Paper presented at 5<sup>th</sup> International Research Conference on Humanities and Social Sciences, Organized by Faculty of Humanities and Social Sciences, University of Sri Jayawardenepura, held on 10<sup>th</sup> – 11<sup>th</sup> November 2016, ISSN: 2279 2309
- ❖ Shameem, ALMA. (2016), 'Influence of Seven Ps on Customer Satisfaction in Hotel', Paper presented at 7<sup>th</sup>International Conference on Business and Information, Organized by Faculty of Commerce and Management Studies, University of Kelaniya, held on 19<sup>th</sup>November 2016.
- ❖ Shameem, ALMA. (2016), 'Marketing Chain Analysis of Rice Production in Ampara District' Eastern Part of Sri Lanka', Paper presented at International Postgraduate Conference, Organized by Faculty of Graduate Studies, University of Kelaniya, held on 08<sup>th</sup> – 09<sup>th</sup> December 2016.
- ❖ Shameem, ALMA. (2017), 'A Religious Based Perspective of Cross Cultural Study on Attitudes towards Advertisements', Paper presented at International Conference on Advanced Marketing, Organized by The International Institute of Knowledge Management and Faculty of Commerce and Management Studies, University of Kelaniya, held on 26<sup>th</sup> – 27<sup>th</sup> January 2017, ISBN: 978 955 4903 67 8
- ❖ David .C, and Shameem, ALMA. (2017), The Marketing Environment and Intention to Adoption of Green Banking: Does it Have a Relationships? GLOBAL Journal of Business and Management Research, Sai Ram Institute of Management Studies, India, ISSN 2347- 7814.

- ❖ Ishar Ali, MS, Mubarak, KM, and Shameem. ALMA. (2017), Interior Atmosphere: Does it Really Have an Impact on Consumer Purchasing Behavior at Self-Serving Convenience Stores? Journal of Marketing and Consumer Research, International Institute for Science, Technology & Education, UK, ISSN 2422- 8451.
  
- ❖ Shameem, ALMA. (2017), ‘Impact of Service Delivery on Customer Satisfaction: A Study Among the Telecommunication Networks in Sri Lanka’, Paper presented at 4<sup>th</sup> International Conference on Business & Management in Fin - Tech Driven Age, Organized by The Skyline University College, University of Sharjah, held on 26<sup>th</sup> – 27<sup>th</sup> March, 2017.
  
- ❖ Shameem, ALMA. (2017), ‘Impacts of Marketing Strategies on the Growth of Small Medium Enterprises in Sri Lanka’, Paper presented at Asia Pacific Multidisciplinary Research Conference, Organized by Unique Conference Canada, held on 29<sup>th</sup> – 30<sup>th</sup> July, 2017, ISBN: 978 1 988652 08 5.
  
- ❖ David .C, and Shameem, ALMA. (2017), ‘The Level of Influence of Economic Factors on the Intention to Adoption of Green Banking Practices in Commercial Banks’, Paper presented at 2<sup>nd</sup> International Research Conference, Organized by Tricomalee Campus, Eastern University Sri Lanka, held on 13<sup>th</sup> – 14<sup>th</sup> September, 2017, ISBN: 978 955 1443 87 0.
  
- ❖ David .C, and Shameem, ALMA. (2017), ‘The Influence of Management Commitment and Support on the Intention to Adoption of Green Banking Practices in Commercial Banks’, Paper presented at 2<sup>nd</sup> Interdisciplinary Conference of Management Researchers in Collaboration with 10<sup>th</sup> Tourism Outlook Conference and 1<sup>st</sup> International Environment Sustainable Conference, Organized by Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, held on 19<sup>th</sup> – 21<sup>th</sup> October, 2017, ISBN: 978 955 644 060 7.
  
- ❖ Shameem, ALMA. (2017), ‘Application of Social Media Marketing in a Small and Medium Size Businesses ’, Paper presented at 6<sup>th</sup> Annual International Research Conference, Organized by Faculty of Management and Commerce, South Eastern University Sri Lanka, held on 15<sup>th</sup> – 16<sup>th</sup> 1November, 2017, ISSN: 2536 8869.
  
- ❖ Shameem, ALMA. (2017), ‘The Role of Internal Marketing Towards Improving Service Quality: Empirical Settings From Eastern Based Hotels in Sri Lanka ’, Paper presented at 6<sup>th</sup> Annual International Research Conference, Organized by Faculty of Management and Commerce, South Eastern University Sri Lanka, held on 15<sup>th</sup> – 16<sup>th</sup> 1November, 2017, ISSN: 2536 8869.
  
- ❖ David .C, and Shameem, ALMA. (2018), ‘Consumer Behavior and its Impacts on Green Banking Practices in Banking in Sri Lanka’, Paper presented at 2<sup>nd</sup> International Research Symposium, Organized by Uva Wellassa University-Sri Lanka, held on 1<sup>st</sup> – 2<sup>nd</sup> February,2018, ISBN: 978 955 0481 19 4.

- ❖ Shameem, ALMA. and Jayasinghe,JKPSK. (2018), Determinants of Customer Based Brand Equity of Credit Cards Issued by the Licensed Commercial Banks in Sri Lanka, The International Journal for Economics and Business Management, Environment Advisory for Sustainable Trust (EAST), India,pp.188, ISSN 2250-2750.

### ***Awards and Prizes***

- ❖ Best Paper Award at International Conference, Organized by University of Annamalai- India, held on 28th -30th July 2011, for paper entitled ‘A Global Climate Change: A Business Strategy Perspective’.
- ❖ Best Paper Award at 2<sup>nd</sup> International Research Conference, Organized by Tricomalee Campus, Eastern University Sri Lanka, held on 13<sup>th</sup> – 14<sup>th</sup> September, 2017, for paper entitled ‘The Level of Influence of Economic Factors on the Intention to Adoption of Green Banking Practices in Commercial Banks’.
- ❖ Commonwealth Professional Fellowship

### ***Other Involvement in Research***

- ❖ Research Consultant for FLICT: 2009-2010

### **Tasks of the consultant**

Reporting directly to the Directors and FLICT, the consultant is required to;

- Develop an action research project proposal, for FLICT.
- Develop the research design with appropriate controls, measures and methods of data analysis.
- Develop the data collecting and analytical tools for the action research to be used by NEF.
- Conduct a literature survey and prepare a report on the state of the art in entrepreneurship promotion and CTPB
- Engage in NEF group activities and related events as part of the process of information gathering for the action research.
- Provide feedback to the project implementer – NEF on the interventions and measuring outcomes
- Ensure that the interventions are properly designed with conflict sensitivity incorporated.
- Assist in the data collection and undertake data analysis and preparation of summary data presentation. Interpret the results in relation to the objectives of the action research.
- Make a presentation of the final results of the research.

- ❖ Field Research Coordinator for the IFAD Project: 2010 and 2012

### **Tasks of Research Coordinator**

- Assist to develop the research project proposal.
- Work with consultant in the literature survey, data collecting and analytical tools for the research.
- Coordinate the data collection and undertake data analysis and preparation of summary data presentation.
- Jointly work with team in the process of interpretation of the results.
- Preparations of final report with the research team.

- ❖ Field Research Coordinator for the IFAD Project: 2010 and 2012

### ***Referee Activities Journals, International Conferences / Symposium and Annual Research Conferences***

- ❖ Reviewer (2011) for the Journal of Management, Published by South Eastern University of Sri Lanka, for paper entitled:
  - ‘Relationship between the retail shopping behavior (RSB) of fast moving consumer goods (FMCG) and Business Performance (BP) in Ampara coastal belt (ACB), Eastern Province of Sri Lanka’.
  - Product mix and sales maximization objective of rice mill entrepreneur in Ampara coastal area, Eastern Province of Sri Lanka’.
  - Gender imbalances in University Admission in Sri Lanka.
- ❖ Reviewer (2012) for the Journal of Business Studies, Published by University of Jaffna, for paper entitled ‘Relationship between brand preference and brand association towards hospital’.
- ❖ Reviewer (2011) for Vavuniya Campus Annual Research Session, Organized by Vavuniya Campus of the University of Jaffna, held on 16th November 2011, for paper entitled:
  - ‘Impact of Switching Cost on Customer Satisfaction and Customer Retention’.
  - ‘Consumer Buying Behavior towards Natural and Carbonated Drinks’.
  - Exploring the product benefits influence the selection of baby diaper brands: a grounded theory approach.
  - The relationship of customer satisfaction, customer loyalty, and profitability: an empirical study in Bank of Ceylon.
  - The impact of empathy of service provider on customer switching in telecommunication industry in Jaffna district, Sri Lanka.

- ❖ Reviewer (2011) for International Symposium, Organized by South Eastern University of Sri Lanka, held on 19th -21st February 2011, for paper entitled:
  - ‘Clothing Buying Behavior of University Students in Sri Lanka’.
  - Comparison of consumer preferences on meat from broiler and village chicken and processed chicken meat products in Batticaloa district of Sri Lanka.
  - An Exploration of visitor Satisfaction and loyalty with nature based tourism product in Sri Lanka.
  - Effect of rural marketing to post war consumer.
  - Evaluations of factors affected for buying micro insurance: A case study on micro insurance in Sri Lanka.
  - The role of Corporate Social Responsibility in enhancing brand equity: The post war scenario.
  
- ❖ Reviewer (2011) for Annual Research Session, Organized by Eastern University, held on 01st- 2nd December 2011, for paper entitled ‘ The study of customer switching behavior toward carbonated soft drink market’.
  
- ❖ Reviewer (2012) for Annual Research Conference, Organized by Faculty of Management and Commerce South Eastern University of Sri Lanka,, held on 09th -10th April 2012,for paper entitled:
  - A study on customer switching behavior in Telecom Service Provider in Bangladesh: The case of mobile phone industry.
  - The effective of promotional mix on brand equity: Mobile service provider.
  - Consumers’ shopping behavior pattern on selected consumer goods in the post conflict marketing environment.
  
- ❖ Reviewer (2012) for Jaffna University International Research Conference (JUICE),Organized by University of Jaffna, held on 20th July 2012, for paper entitled:
  - ‘An Analysis on Consumer Perception towards Supermarkets in Urban Areas of Jaffna District’.
  - The demographic variables and their impact on job satisfaction of bank employees.
  
- ❖ Reviewer (2013) for International Symposium, Organized by South Eastern University of Sri Lanka, held on 06th -07th July 2013, for paper entitled ‘Rice marketing: Lesson and driver for Sri Lankan producers.

- ❖ Reviewer (2014) for International Symposium, Organized by Organized by Faculty of Islamic Studies and Arabic Language, South Eastern University of Sri Lanka, held on 5<sup>th</sup> January 2014.
- ❖ Reviewer (2014) for Annual Research Conference, Organized by Faculty of Management and Commerce South Eastern University of Sri Lanka, held on 17<sup>th</sup> January 2014, for paper entitled:
  - Determinants of Customer' Intention to Use Islamic Financing Service. The Case of Islamic Bank in Sri Lanka.
  - The Factors Influencing on Customer Switching Behavior: A Study on Soft Drink Market in Vavuniya District.
  - Customer Expectations and Perception of Service Quality of Islamic Banking Windows: The Research Based on Ampara District.
- ❖ Reviewer (2014) for 4<sup>th</sup> International Symposium, Organized by South Eastern University of Sri Lanka, held on 2<sup>nd</sup> – 3<sup>rd</sup> August, 2014.
- ❖ Reviewer (2015) for 4<sup>th</sup> Annual International Research Conference, Organized by Faculty of Management and Commerce South Eastern University of Sri Lanka, held on 18<sup>th</sup> – 19<sup>th</sup> November, 2014.
- ❖ Reviewer (2015) for 5<sup>th</sup> International Symposium, Organized by South Eastern University of Sri Lanka, held on 7<sup>h</sup> – 8<sup>th</sup> December, 2015.
- ❖ Reviewer (2015) for South Eastern University Arts Research Session , Organized by Faculty of Arts and Culture, South Eastern University of Sri Lanka, held on 22<sup>nd</sup> December, 2015.
- ❖ Reviewer (2016) for 4<sup>th</sup>International Conference, Organized by Eastern University of Sri Lanka, held on 10<sup>th</sup> -11<sup>th</sup>March 2016, for paper entitled 'Factors Influencing Customer Loyalty of Using Electronic Banking: Study on Banks in Kandy District.
- ❖ Reviewer (2016) for 5<sup>th</sup> Annual International Research Conference, organized by Faculty of Management and Commerce South Eastern University of Sri Lanka, held on 12<sup>th</sup> March 2016, for paper entitled 'Customer Perception on Usage of Internet Banking in Batticaloa District'.
- ❖ Reviewer (2016) for the Journal of Marketing, Published by Faculty of Management and Commerce, South Eastern University of Sri Lanka, for paper entitled:
  - An analytical paper on privacy issues of consumers in unsolicited marketing campaign.
  - Interior Atmosphere: Does it really have an impact on consumers purchasing behavior at self-serving convenience stores?

- ❖ Reviewer (2017) for the Journal of Management, Published by Faculty of Management and Commerce, South Eastern University of Sri Lanka, for paper entitled ‘Interest income of depositors: Do depositors gain in north and east of Sri Lanka?’
- ❖ Reviewer (2017) for 6th Annual International Research Conference, organized by Faculty of Management and Commerce South Eastern University of Sri Lanka, held on 15<sup>th</sup> -16<sup>th</sup> November, 2017, for paper entitled:
  - Factors affecting consumer conformity behavior in virtual communities: with special reference to generation “Y” in Sri Lanka.
  - A Study on Corporate Social Responsibilities in banking sector.
  - Fish marketing and brokers ‘influence in Kelinochchi.

### ***Editor in Chief***

- ❖ Journal of Management Volume VIII & IX

## **CONTRIBUTIONS TO UNIVERSITY AND NATIONAL / INTERNATIONAL DEVELOPMENT**

### ***UNIVERSITY, NATIONAL AND INTERNATIONAL DEVELOPMENT ACTIVITIES***

<b>S/No</b>	<b>Description</b>
01	<p><b>Post:</b> Volunteer Students’ Counselor</p> <p><b>Time Period:</b> 2001 (One Year)</p> <p><b>Duty, Task, and Responsibility:</b> Maintaining discipline and order in the university</p>
02	<p><b>Post:</b> Part Time sub warden</p> <p><b>Time Period:</b> 2<sup>nd</sup> July 2001 – 30<sup>th</sup> June 2002 (One Year)</p> <p><b>Duty, Task, and Responsibility:</b> In charge and held responsible for the given hostel being run by the university.</p>
03	<p><b>Post:</b> Part Time Academic Coordinator</p> <p><b>Time Period:</b> 27<sup>th</sup> March 2006 – 26<sup>th</sup> February 2007 (One Year)</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Organizing various lecture program at Academic program Centre for the internal students of all three faculties.</li> </ul>

	<ul style="list-style-type: none"> <li>• Coordinating with deans and heads of the departments.</li> <li>• Identifying, organizing, and conducting visiting lecture program.</li> <li>• Coordinating all other relevant activities regarding this program.</li> <li>• Being in charge of all welfare facilities of the students and at APC.</li> </ul>
04	<p><b>Post:</b> Subject Coordinator / Marketing Management</p> <p><b>Time Period:</b></p> <ul style="list-style-type: none"> <li>• 01<sup>st</sup> July 2005 – 31<sup>st</sup> December 2005</li> <li>• 01<sup>st</sup> September 2007 -31<sup>st</sup> August 2008</li> <li>• 03<sup>rd</sup> January 2011 – 31<sup>st</sup> December 2011</li> <li>• 03<sup>rd</sup> January2012 – 31<sup>st</sup> December 2012</li> <li>• 02<sup>nd</sup> June 2014 – 01<sup>st</sup> June 2015</li> <li>• 02<sup>nd</sup> June 2016 – 2<sup>nd</sup> June 2017</li> </ul> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Organizing various lecture program at departmental level.</li> <li>• Coordinating with deans and heads of the departments.</li> <li>• Identifying, organizing, and conducting visiting lecture program.</li> <li>• Coordinating all other relevant activities regarding this specialization.</li> </ul>
05	<p><b>Post:</b> Chief Editor for the Journal of Management</p> <p><b>Time Period:</b> 2012-2013 (One Year)</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Total responsible for the publication of the journal.</li> </ul>
06	<p><b>Post:</b> Coordinator for the Industrial Training</p> <p><b>Time Period:</b> 03<sup>rd</sup> January 2011 – 31<sup>st</sup> December 2012 (One Year)</p> <p><b>Duty, Task, and Responsibility:</b></p>



	<ul style="list-style-type: none"> <li>• Finding suitable training institutions to the final year students.</li> <li>• Contacting relevant official in order to get placement for students training.</li> <li>• Maintaining database consisting all the relevant information.</li> <li>• Undertaking and preparing the MOU agreement with the training institutions.</li> <li>• Undertaking and preparing review regarding the progress.</li> <li>• Getting feedback from the trainees as well as from training institution at the end of each year.</li> </ul>
07	<p><b>Post:</b> Academic Career Guidance Adviser for Career Guidance Unit</p> <p><b>Time Period:</b></p> <ul style="list-style-type: none"> <li>• 02<sup>nd</sup> January 2012 – 31<sup>st</sup> December 2102 (One Year)</li> <li>• 01<sup>st</sup> January 2013 – 31<sup>st</sup> December 2013 (One Year)</li> </ul> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Liaise and collaborate with the career guidance unit in building of service relevant to the faculty and in integrating career guidance within the curricula.</li> <li>• Planning, organizing, conducting and monitoring the capacity building sessions to develop skills that are needed for today’s job market at the faculty with the support of Career Guidance Unit of the University.</li> <li>• Liaising with Dean. Heads of Departments and Director / CGU on activities related to career guidance unit.</li> <li>• Making students aware of the current job market conditions and helping them to identify possible career path from their 1<sup>st</sup> year.</li> <li>• Creating comprehensive data base containing details of undergraduates who are seeking employment.</li> <li>• Supporting the director of career guidance unit in the administration and management of the CGU.</li> </ul>
08	<p><b>Post:</b> Part time Academic Warden (Male Hostels)</p> <p><b>Time Period:</b></p> <ul style="list-style-type: none"> <li>• 20<sup>th</sup> October 2009 – 19<sup>th</sup> September 2010 (One Year)</li> </ul>

	<ul style="list-style-type: none"> <li>• 20<sup>th</sup> October 2010 – 31<sup>st</sup> December 2010 (03 Months)</li> </ul> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Responsible for allotment of students’ accommodation as per the policy, arranging for the proper food in the hostels, maintaining proper order and discipline in the male hostels.</li> <li>• Award punishment to the students in case of discipline in the hostels.</li> <li>• Recommend improvements in the living facility of students to the competent authorities of the University.</li> <li>• Report matters related to discipline / neglect of duty caused by any of the sub wardens or employees of the hostels to the competent authorities for appropriate action.</li> <li>• Implement the policy pertaining to hostels as communicated from time to time by the Vice Chancellor.</li> </ul>
09	<p><b>Post:</b> Students Counselor</p> <p><b>Time Period:</b></p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> June 2003 - 31<sup>st</sup> December 2003(Seven Months)</li> <li>• 01<sup>st</sup> March 2004 - 31<sup>st</sup> December 2004 (Ten Months)</li> <li>• 01<sup>st</sup> March 2006 – 28<sup>th</sup> February 2007 (One Year)</li> <li>• 01<sup>st</sup> March 2007 - 28<sup>th</sup> February 2008 (One Year)</li> <li>• 12<sup>th</sup> August 2008 – 11<sup>th</sup> 07<sup>th</sup> July 2009 (One Year)</li> <li>• 01<sup>st</sup> January 2011 – 31<sup>st</sup> December 2011(One Year)</li> <li>• 01<sup>st</sup> January 2013 – 31<sup>st</sup> December 2013(One Year)</li> </ul> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Providing individual and group advisement to students based on their academic progress and individual circumstances, in compliance with administrative policies, within the context of their academic program requirements, and with respect to the support resources available to them.</li> <li>• Guiding students in planning their schedules and registering for courses each term, including but not limited to dropping and adding courses as appropriate, withdrawing, changing majors, and transferring campuses as</li> </ul>

	<p>necessary.</p> <ul style="list-style-type: none"> <li>• Ensuring students understand university policies and procedures and campus processes and practices as they apply to each student’s unique situation, including but not limited to assisting with requests for exceptions and appeals.</li> <li>• Maintaining accurate electronic records for each student regarding his / her schedule, program information, and academic status, as well as advising, correspondence, and document history, among other pertinent activities.</li> <li>• Teaching students how to use electronic resources and direct students to other support service, including but not limited to the library, the academic learning centre, registrar’s office, student financial services, psychological service centre, training department, the academic departments, and other internal or external resources as appropriate.</li> </ul>
10	<p><b>Post:</b> Coordinator for Entrepreneurship and Career Cell</p> <p><b>Time Period:</b> 01<sup>st</sup> January 2013 – 31<sup>st</sup> December 2013 (One Year)</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Gather information of job avenues and placements in different institutions and concerns related to the courses.</li> <li>• Analyze information in the regional, national and international contexts to explore its relevance and utility for the students in their placement and on job training.</li> <li>• Organize seminars and guidance workshops to inform students about the emerging professional trends and events, job profiles, leadership roles, entrepreneurships, market needs, and to impart training in soft skills.</li> <li>• Promote discipline, healthy outlook and positive attitudes towards to global expectations.</li> <li>• Disseminate information on placement avenues in academic/industry/research institutions.</li> <li>• Act as an interface between industry and the students and facilitate industry institution linkages.</li> <li>• Establish the business units at university level.</li> </ul>
11	<p><b>Post:</b> Acting Coordinator for Postgraduate Degree Programme, Faculty of Management Commerce.</p> <p><b>Time Period:</b> 22.09.2013 – 09.12.2013</p>

	<p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Planning, organizing, coordinating, and monitoring of the postgraduate diploma and degree program.</li> <li>• Liaising with deans, heads of departments and subject coordinators on matters related to the postgraduate diploma and degree program.</li> <li>• Monitoring lectures, tutorials, assignments and continues assessments.</li> <li>• Monitoring the availability and usage of teaching aids.</li> <li>• Advising and assisting the administration in creating an appropriate learning environment.</li> <li>• Assisting the teachers in enhancing the quality of teaching.</li> <li>• Administering and analyzing the students' evaluation on the teachers.</li> </ul>
12	<p><b>Post:</b> Proctor</p> <p><b>Time Period:</b> 01.08. 2013</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Supervising the investigation of any alleged breach of Discipline regulations of students. This will involve interviewing students and keeping a written record of such meeting.</li> <li>• Dealing with minor breaches of discipline where the student has admitted guilt. The proctor has the power to impose a range of penalties, including the payment of fines and paper/ replacement costs.</li> <li>• In the case of more serious breach of discipline or in the case of a student pleading not guilty, instituting disciplinary action against a student by referring the case with the recommendation that it be considered by a disciplinary committee.</li> <li>• Preparing and presenting the case against a student at a disciplinary committee hearing.</li> <li>• Attending weekly security meeting and liaising a appropriate with staff from across the university, including accommodation, security support and students union and externally with the local police as appropriate.</li> <li>• Attending both the annual meeting of the disciplinary and membership panel (a committee of senate) and contribute to the annual training event for members of the panel.</li> </ul>

	<ul style="list-style-type: none"> <li>• Making recommendations for changes to disciplinary regulation and procedures in the light of experience.</li> </ul>
13	<p><b>Post:</b> Member of Board of Management – Postgraduate Program, Faculty of Management and Commerce.</p> <p><b>Time Period:</b> 01.09.2012 – 30.11.2016</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• This committee will be monitoring the postgraduate programs of the Faculty of Management and Commerce and will make recommendations to the senate and the council on matters related to the postgraduate program.</li> </ul>
14	<p><b>Post:</b> Grant Coordinator for QIG / BBA / FMC HETC Project</p> <p><b>Time Period:</b> 01.01.2014 – 31.03.2016</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Coordinating the project</li> </ul>
15	<p><b>Post:</b> Academic Counselor</p> <p><b>Time Period:</b> 01.01.2014 – 31.12.2014</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Provides advising and academic service to students in the university such as guiding students through degree requirements, graduation certificates, academic actions, assistance with course selection, processing student appeals, and making referrals.</li> <li>• This position responsibility for the continuous improvement and implementation of procedures and programs directly related to student affairs. This includes the management of such activities as recruited programs, periodic reviews of universities policies impacting the student experience, and collection of student / alumni feedback on the university's programs and service.</li> </ul>
16	<p><b>Post:</b> Mentor</p> <p><b>Time Period:</b> 01.01.2014 – 31.12.2014</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Gain mentees' empathy and establish very good rapport between the mentors and mentees.</li> <li>• Build mutual trust and respect between the mentees and boost their confidence.</li> <li>• Providing individual and group advisement to mentees based on individual circumstances.</li> <li>• Organize personal meetings, group meetings and parents' meetings in order</li> </ul>

	<p>to build trust among the mentors and mentees.</p> <ul style="list-style-type: none"> <li>• Organize district day in University.</li> <li>• Submit a quarterly report to the Vice chancellor.</li> </ul>
17	<p><b>Post:</b> Senate Member</p> <p><b>Time Period:</b> 16.07.2015 – 17.07.2018</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Act according to Sec. 46 (2) of the University Act No.16 of 1978, as amendment of 07 of 1985.</li> </ul>
18	<p><b>Post:</b> Director / Operations Technical Secretariat (OTS), HETC Project</p> <p><b>Time Period:</b> 01.04.2016</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• As per the TOR</li> </ul>
19	<p><b>Post: Coordinator for Strategic Planning, Implementation and Monitoring</b></p> <p><b>Time Period: 02.11.2015 – 12.11.2016</b></p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Preparing, updating, monitoring and evaluating the university strategic plan.</li> <li>• Maintaining a cordial relationship with faculties, departments and units in Planning and implementing the strategic plan.</li> <li>• Initiating and catalyze / facilitate change and transformation process in the university.</li> <li>• Developing and implement proper internal communication system so that every staff are to be informed and integrated with the proposed strategic plan of the university.</li> <li>• Developing and monitoring the works related to secure and maintain ISO certification for environmentally friendly working environment.</li> <li>• You need to submit a quarterly progress report to the vice chancellor.</li> </ul>
20	<p><b>Post:</b> Coordinator for University Business Linkage (UBL Cell)</p>

	<p><b>Time Period:</b> 01.06.2016 -31.06.2017</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Organize the workshops, seminar, and guest lecture programme.</li> <li>• Work with regional business community to link with university.</li> <li>• Establish UBL cell in the university premises.</li> </ul>
21	<p><b>Post:</b> Treasurer – Teachers’ Association of South Eastern University of Sri Lanka (TASEU)</p> <p><b>Time Period:</b> 2015 -2016</p> <p><b>Duty, Task, and Responsibility:</b></p> <ul style="list-style-type: none"> <li>• Maintain the Finance of TASEU</li> <li>• Work with other members of the Association.</li> <li>• Contribute to the university development.</li> </ul>

## OTHER ORGANIZATIONAL CONTRIBUTION

### *Contributions to Conferences*

- ❖ Shameem, ALMA. (2010), **Chairman for Committee for publicity at International Symposium** on Post war Economic Development through Science, Technology, and Management, Organized by South Eastern University of Sri Lanka, held on 19<sup>th</sup> -21<sup>st</sup> April 2011.
- ❖ Shameem, ALMA. (2010), **Member of cultural shows and local tour committee at International Symposium** on Post war Economic Development through Science, Technology, and Management , Organized by South Eastern University of Sri Lanka, held on 19<sup>th</sup> -21<sup>st</sup> April 2011.
- ❖ Shameem, ALMA. (2010), **Secretary at International Symposium** on Post war Economic Development through Science, Technology, and Management , Organized by South Eastern University of Sri Lanka, held on 19<sup>th</sup> -21<sup>st</sup> April 2011.

- ❖ Shameem, ALMA. (2012), **Session Staff Coordinator at Annual Research Conference**, on Emerging Issues in Management and Finance, Organized by Faculty of Management and Commerce, South Eastern University of Sri Lanka, held on 09<sup>th</sup> -10<sup>th</sup> April 2012.
- ❖ Shameem, ALMA. (2012), **Chairperson at Annual Research Conference**, on Emerging Issues in Management and Finance, Organized by Faculty of Management and Commerce, South Eastern University of Sri Lanka, held on 09<sup>th</sup> -10<sup>th</sup> April 2012.
- ❖ Shameem, ALMA. (2012), **Committee Member at International Symposium** on Post war Economic Development through Science, Technology, and Management, Organized by South Eastern University of Sri Lanka, held on 25<sup>th</sup> -27<sup>th</sup> May 2012.
- ❖ Shameem, ALMA. (2013), **Chairperson at International Symposium** on Post war Economic Development through Science, Technology, and Management, Organized by South Eastern University of Sri Lanka, held on 06<sup>th</sup> -07<sup>th</sup> July 2013.
- ❖ Shameem, ALMA. (2014), **Chairperson at International Symposium**, on Towards the Integration of Islamic Knowledge with Human Sciences, Organized by Faculty of Islamic Studies and Arabic Language, South Eastern University of Sri Lanka, held on 5<sup>th</sup> January 2014.
- ❖ Shameem, ALMA. (2014), **Secretary and Associate Editor at Annual Research Conference**, on The Emergence of Novelty in Business Management, Organized by Faculty of Management and Commerce, South Eastern University of Sri Lanka, held on 05<sup>th</sup> January 2014.
- ❖ Shameem, ALMA. (2014), **Chairperson at International Symposium**, on Ethical Approach in Business, Economics & Law for Sustainable Development , Organized by ZR Resources in collaboration with Tourism Malaysia, held on 31<sup>st</sup> May - 1<sup>st</sup> June 2014.
- ❖ Shameem, ALMA. (2015), **Chairperson at Annual Research Conference**, on The Emergence of Novelty in Business Management, Organized by Faculty of Management and Commerce, South Eastern University of Sri Lanka, held on 18 -19<sup>th</sup> November 2015.
- ❖ Shameem, ALMA. (2016), **Chairperson at Annual Research Conference**, on The Emergence of Novelty in Business Management, Organized by Faculty of Management and Commerce, South Eastern University of Sri Lanka, held on 23<sup>rd</sup> November 2016.
- ❖ Shameem, ALMA. (2017), **Chairperson at Annual Research Conference**, on, Organized by Faculty of Management and Commerce, South Eastern University of Sri Lanka, held on 15<sup>th</sup> - 16<sup>th</sup> November, 2017.



### ***Committee Member***

<b>S/No</b>	<b>Title</b>	<b>Time Period</b>
01	Member - Board of Survey	2003, 2004, 2005, 2011
02	Member – Committee on Review of Syllabus: External Degree Program	2005,2011,2013
03	Member – Curriculum Development Committee for Internal Degree Program	2006
04	Member – Curriculum Development Committee for Postgraduate program	2013
05	Member - Committee on Tsunami Relief Activities	2005
06	Member – Disaster Management	2006
07	Member - Distance E-Learning Centre (DeLC) Management Committee	2008
08	Member - Technical Evaluation Committee (TEC)	2010, 2013,2014
09	Project Proposal Team Member - HETC/UDG Promoting Ethnic Cohesion	2010
10	Member – Faculty Selection Board – Scholarship Program for MPhil / PhD	2010
11	Member – Selection Committee	2013
12	Principal Proposal Writer	2013
13	Member – Strategic Plan Committee	2013
14		

### ***Workshops Participated at International and National Level***

<b>S/No</b>	<b>Title</b>	<b>Organized by</b>	<b>Country</b>	<b>Date</b>
01	Contemporary Social Issues in Sri Lanka	Faculty of Arts and Culture, South Eastern University of Sri Lanka	Sri Lanka	16 <sup>th</sup> September 2003
02	Trends and future scenarios of higher education and	Staff Development Unit, University of	Sri Lanka	21 <sup>st</sup> May

	professional development.	Kelaniya		2004
03	Enhancing teaching competencies	Staff Development Unit, University of Kelaniya	Sri Lanka	18th June 2004
04	Enhancing counseling competencies	Staff Development Unit, University of Kelaniya	Sri Lanka	19th November 2004
05	Being more effective in the administration / management roles	Staff Development Unit, University of Kelaniya	Sri Lanka	11 <sup>th</sup> December 2004
06	Development of educational video materials for self learning	The Staff Development Centre of the Educational Technology Division, The Open University	Sri Lanka	1 <sup>st</sup> March 2004
07	Islamic banking and financial system	South Eastern University of Sri Lanka and The International Islamic University Pakistan	Sri Lanka	12 <sup>th</sup> December 2004
08	Social harmony under the theme of peace and reconciliation	South Eastern University of Sri Lanka	Sri Lanka	25 <sup>th</sup> April 2005
09	Information Technology	Staff Development Centre, South Eastern University of Sri Lanka and Faculty of Engineering, University of Peradeniya	Sri Lanka	29 <sup>th</sup> September 2005
10	Statistics for Research	Staff Development Centre, South Eastern University of Sri Lanka	Sri Lanka	14 <sup>th</sup> February 2006
11	Research techniques,	Research promotion	Sri Lanka	4 <sup>th</sup> March

	scientific and report writing, research project proposal preparation and grant application and procedures for registration and progressing with PhD degrees.	Centre, University of Peradeniya		2006
12	Enhancing research competencies	Staff Development Unit, University of Kelaniya	Sri Lanka	26 <sup>th</sup> January 2007
13	Distance learning development, implementation and capacity building	Faculty of Science, Staffordshire University	UK	26 <sup>th</sup> November 2007
14	Using new information and communication technology	Staff Development Unit, University of Kelaniya	Sri Lanka	18 <sup>th</sup> September 2008
15	Quality related issues in higher education	Quality Assurance and Accreditation Council, South Eastern University of Sri Lanka	Sri Lanka	11 <sup>th</sup> October 2008
16	Innovative and interactive teaching methods	Quality Assurance and Accreditation Council, South Eastern University of Sri Lanka	Sri Lanka	24 <sup>th</sup> December 2008
17	Outcomes based curriculum revision in higher education	Quality Assurance and Accreditation Council, South Eastern University of Sri Lanka	Sri Lanka	16 <sup>th</sup> February 2009
18	Statistical software for research methodology	Staff Development Centre, South Eastern University of Sri Lanka	Sri Lanka	24 <sup>th</sup> December 2010
19	Global education strategy for business and technology	Sai Ram Institute of Management Studies	India	26 <sup>th</sup> July 2011

20	Management Training Program	Dhaanish Ahmed College of Engineering and Management	India	17 <sup>th</sup> April 2012
21	Career guidance counselors and academic career guidance advisors in universities	The standing Committee on Career Guidance and Students Welfare, University Grants Commission	Sri Lanka	5 <sup>th</sup> December 2012
22	Data analysis using R, RStudio& commander	Staff Development Centre, South Eastern University of Sri Lanka	Sri Lanka	3 <sup>rd</sup> August 2013
23	Modern teaching methodology and the excellence in university teaching	Mustafa International University, Iran	Sri Lanka	25 <sup>th</sup> September 2013.
24	How to cut down unnecessary medical bills by practicing healthy lifestyle in Islamic Way?	Staff Development Centre, South Eastern University of Sri Lanka	Sri Lanka	06 <sup>th</sup> January 2014
25	Curriculum Development Issues	Department of Management Under QIG / BBA/ HETC Project, Faculty of Management and Commerce, South eastern University of Sri Lanka	Sri Lanka	6 <sup>th</sup> March 2014
26	Multivariate Data Analysis	Board of Study in Biostatistics, PGIA, University of Peradeniya.	Sri Lanka	10 <sup>th</sup> – 12 <sup>th</sup> March 2014
27	Multi Skills Development	Department of	Sri Lanka	6 <sup>th</sup> –

		Management Under QIG / BBA/ HETC Project, Faculty of Management and Commerce, South eastern University of Sri Lanka		7 <sup>th</sup> September 2014
28	Brainstorming with External Stakeholders for Curriculum Development of BBA Programme	Department of Management Under QIG / BBA/ HETC Project, Faculty of Management and Commerce, South eastern University of Sri Lanka	Sri Lanka	18 <sup>th</sup> September 2014
29	Introducing a New Degree Programme on Bachelor of Science in Entrepreneurship.	Department of Management Under QIG / BBA/ HETC Project, Faculty of Management and Commerce, South eastern University of Sri Lanka	Sri Lanka	16 <sup>th</sup> October 2014
30	Virtual Learning	Department of Management Under QIG / BBA/ HETC Project, Faculty of Management and Commerce, South eastern University of Sri Lanka	Sri Lanka	25 <sup>th</sup> -27 <sup>th</sup> October 2014
31	Research Methodology	Research and innovation Center, South eastern University of Sri Lanka	Sri Lanka	1 <sup>st</sup> -2 <sup>nd</sup> November 2014

32	Management Training Programme	International College of Yaysasan Melaka	Malaysia	16 <sup>th</sup> -22 <sup>nd</sup> February 2015
33	E Learning to Academic and Other Supportive Staff	South eastern University of Sri Lanka	Sri Lanka	27 <sup>th</sup> -28 <sup>th</sup> July 2015
34	Short Course Training on Management Skills	Faculty of Business and Accountancy, University of Malaya	Malaysia	21 <sup>st</sup> – 28 <sup>th</sup> February 2016
35	University Business Linkages (UBL)	GIZ- SME Development Centre	Sri Lanka	09 <sup>th</sup> September 2016
36	Scientific Research: Planning, Implementation and Dissemination	General Research Committee and Sri Lanka Association for Advancement of Science	Sri Lanka	22 <sup>nd</sup> September 2016

ALMA.Shameem

Senior Lecturer

Department of Management

Faculty of Management and Commerce

South Eastern University of Sri Lanka

Oluvil, Sri Lanka