

SULAIHA BEEVI ATHAMBAWA,

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Professional Summary

With Master of Science in Management qualifications in management discipline from University of Sri Jayewardenepura, Sri Lanka, I have more than 20 years of experience in teaching and research, especially in the areas of Management, Human Resource Management and Management Information System and Business Studies.

Educational Qualifications

PhD (Reading)

Department of Industrial Management,
University of Kelaniya, Sri Lanka.

Research Title: A model of Business Transformation in technology perspective to develop organizations in post conflict Immerging provinces of Sri Lanka- Special reference with Rice manufacturing in Eastern province.

BBA (2nd Class Honours) 1989 – 1994

University of Jaffna, Sri Lanka

Professional Qualifications

2002 Certificate in Teaching in Higher Education program of
University of Colombo

Other Training

2008 **Innovative and Interactive Teaching Methods**
South eastern University of Sri Lanka

2009 **Outcomes based Curriculum Revision in Higher Education**
IQAU, SEUSL

- 2006 **Training program on 5 S Application in Productivity and Quality improvement**
Sri Lanka Standards Institution
- 2003 **Academic Development**
South Eastern University of Sri Lanka
- 2010 **Peer Observation**
South Eastern University of Sri Lanka

Employment Record

- 1998 – To date **Senior Lecturer Grade I / Senior Lecturer Grade II / Lecturer**
Department of Management, Faculty of Management & Commerce, South Eastern University of Sri Lanka
- 1995 - 1996 **Assistant Lecturer,**
Affiliated University College,
Sammanthurai

Administrative positions

- 2014 – 2015 **Coordinator,**
Post Graduate Unit, South Eastern University of Sri Lanka
- Responsibilities** include the management of the unit, operating two post graduate programs (MBA & PGDM) in addition to the teaching, research and national level contributions.
- Achievements** during my tenure as the coordinator of the unit successfully organized a residential program of one week in Malaysia, includes industrial visits, Seminars and Business Forum.
- 2007-2010 Head,
Department of Management (2007-2010)
Faculty of Management & Commerce,
South Eastern University of Sri Lanka
- Responsibilities** include the management of a department with 18 academic staff in addition to the teaching, research and national level contributions.
- Achievements** during my tenure as the head of the department successfully completed Self-Assessment Report

Research Publications

- a. MAC. Sulaiha Beevi, "What are the factors affecting the pro mobility among teachers at universities in Sri Lanka, an empirical investigation between city and rural areas of the universities", Journal of Management, volume III, No: 1
- b. S. Athambawa, Pushpakumara, C., Wickramarachchi, A.P.R. and Nanayakkara, J.L.D.F, "An assessment of obstacles to technology driven business transformation in the agro based organizations in the Eastern Province of Sri Lanka" , 11th Annual Research Symposium, Faculty of Graduate Studies, University of Kelaniya, Sri Lanka, 30th November – 1st December, 2010.
- c. Sulaiha Beevi, M.A.C, Pushpakumara, C., Wickramarachchi, A.P.R. and Nanayakkara, L.D.J.F," Strategic Technology Adoption and Its Current State Implications on Agri Business for Making Sustainable Development in Eastern Province in Sri Lanka", International Research Symposium, South Eastern University of Sri Lanka, 19th – 21st April, 2011
- d. Sulaiha Beevi, MAC, "Influence of Knowledge on technology adoption in the rice milling industry for transformation of the business in Ampara District", 3rd International Symposium, South Eastern University of Sri Lanka, 06th&07th, 2013
- e. Sulaiha Beevi, MAC, Bilal Nisthar "The Influence of Human Resource planning in business transformation of Apparel Industries: experiences of five organizations in Eastern province of Sri Lanka", 2nd Annual Research Conference, South Eastern University of Sri Lanka, 2013.
- f. Ishar Ali, S.Athambawa, "Determinants of customers' intention to use Islamic financing services- The case of Islamic Bank in Sri Lanka", 2nd Annual Research Conference, South Eastern University of Sri Lanka, 2013.
- g. S. Athambawa, Pushpakumara, C., "Influence of Organizational Culture on Technology Adoption: A special reference with rice producers in Eastern province of Sri Lanka", The International Journal for Economics and Business Management, volume 4, issue1, 2014.
- h. S. Athambawa, Bilal, N, "Business Transformation through Human Resource Transformation – Empirical study with regard to Tea industry in Kandy district", 4th Annual International Research Conference, 18th & 19th November, 2015
- i. Sulaiha Beevi, MAC., Salfiya ummah, MAC., "Job satisfaction and Organizational Citizenship behavior; An Empirical study- special reference to Non-Academic employees of National Universities in the Eastern province of Sri Lanka", University of Colombo, 2015
- j. Sulaiha Beevi, MAC, Salfiya Ummah MAC, "Factors influencing on work performance: special reference to Divisional Secretariats in Ampara District", 5th Annual International

Research Conference, Faculty of Management and Commerce, South Eastern University of Sri Lanka, 23rd November, 2016.

- k. Hameela, S., Sulaiha Beevi, MAC, "An investigation on the factors influencing on employee job satisfaction- a special reference to super market industry, Batticaloa district", 6th Annual International Research Conference, South Eastern University of Sri Lanka, 20 & 21st December, 2016.
- l. S. Athambawa, APR. Wickramarachchi, C. Pushpakumara, "Business Transformation through Technology adoption: special reference to rice millers in Eastern province, Sri Lanka", International Research Symposium on pure and Applied Sciences IRSPAS- 2017, Faculty of Science, University of Kelaniya, 20th October, 2017.
- m. Hla Lay New, S. Athambawa, "Factors Affecting Occupational Safety and Health Management System: Special reference to Cement Industries at the Mandalay Industry Zone in Myanmar", 6th Annual International Research Conference, 15th & 16th November, 2017.
- n. MAA. Apsara, S. Athambawa, "The Impact of Work Life Balance of Female Employees on Job Satisfaction: Special reference to Leasing Sector of Colombo District", 6th Annual International Research Conference, 15th & 16th November, 2017.
- o. Rifaya. M.I, Athambawa. S, "The Usefulness of Structured Paediatric records on improving documentation quality and staff performance satisfaction in a District General Hospital, Sri Lanka", National Health Research Symposium, 04th & 05th December, 2017.
- p. S. Athambawa, APR. Wickramarachchi, C. Pushpakumara, "Role of technoware and transforming capability adoption on transforming the rice manufacturing business in Sri Lanka", 4th Annual Research Symposium on Social Sciences and Humanities ARSSSH- 2017, National Centre for Advanced Studies in Humanities & Social Sciences, Sri Lanka, 20th December, 2017.
- q. S. Athambawa, "Impact of Market environment of a business in Technology adoption and Transformation: special reference with rice millers' in Eastern province of Sri Lanka", The International Journal for Economics and Business Management, volume 7, issue1, December, 2017. ISSN: 2250-2750.
- r. S. Athambawa, APR. Wickramarachchi, C. Pushpakumara, "Towards Technology Components Adoption: How Government role can Enhance Rice Millers' success – Special reference to Eastern Province of Sri Lanka", The Journal of Information System and Information Technology, Volume 02, No:1, 2017. pp -1 -7. ISSN: 2478 – 0677.

Other Academic Activities

**MBA thesis Supervisor, and
examiner**

South Eastern University of Sri Lanka

Other Selected Administrative Responsibilities

- a) Academic coordinator– Department of Management (01.01.2004- 31.12.2004)
- b) Senior Treasurer – University Students’ Union (Academic year – 2006/2007 & 2007/2008)
- c) Annual Research Symposium Coordinator – Second Annual Research Symposium, FMC
Overall coordinator of conducting symposium
- c) Subject coordinator – Human Resource Management programme
Business Studies
- d) Sub Activity Coordinator- Curriculum Revision Under QIG Program
- e) Member of the Senate 2003-2006
- f) Members Curriculum Committee, FMC
- g) Member of the Research and Publication Committee– SEUSL
- h) Member of Senate Subcommittee on external examination offences
- i) Member of Subject benchmark statement in management studies, (2010) QAAC, UGC, Sri Lanka
- j) Coordinator/ Learning and Resources, Centre for External Degree and Professional Learning, SEUSL.

Details of teaching responsibilities:

Permanent employment at South Eastern University of Sri Lanka

Programme: Master Business Administration

Modules taught: Management Information System
 Project Management
 Human Resources Management
 Strategic Human Resources Management
 Strategic Management

Programme: Postgraduate Diploma in Management

Modules taught: Management Information System
 Human Resources Management

Strategic Management

Programme: Bachelor of Business Administration

Modules taught: Management Information System
 Human Resources Management
 Compensation Management
 Organizational Change and Development
 Industrial Relations