

Dr. Ml. Mujahid Hilal
Senior Lecturer in Marketing Management
Faculty of Management & Commerce
South Eastern University of Sri Lanka
Olivil, Sri Lanka.

ACADEMIC QUALIFICATIONS

- PhD in Management from Cochin University of Science & Technology, Kerala, India awarded with effect from 10 April 2013. Title of the research was 'A Study on International Marketing Strategy for Sri Lankan Tea'.
- Master of Commerce (M.Com), University of Kelaniya, Sri Lanka. 2005.
- B.Com (First Class) South Eastern University of Sri Lanka, 2000

EXPERIENCE

- Senior Lecturer in Marketing Management at South Eastern University of Sri Lanka (2006 Aug – to date)
- Lecturer in Marketing Management at South Eastern University of Sri Lanka (2003 Aug – 2006 Aug)
- Lecturer in Management on contract at South Eastern University of Sri Lanka (2002 Aug – 2003 Aug)
- Temporary Assistant Lecturer in Marketing Management at South Eastern University of Sri Lanka (2000 – 2002)

COMMONWEALTH PROFESSIONAL FELLOWSHIP

- Trained in the areas of publishing skills at Henson Editorial Services in the United Kingdom under the Commonwealth Professional Fellowship offered by the Association of Commonwealth Universities, UK.

PAPERS PRESENTED & PUBLISHED

- *Influence of Marketing Stimuli on Business Performance: A Study on Retail Small Super Markets*, presented at Annual Research Conference – 2014 of

the National School of Business Management, Colombo Sri Lanka held on 6th January 2014.

- *Rice Marketing: Lesson and Driver for Sri Lankan Producers*, presented and published at the 3rd International Symposium of South Eastern University of Sri Lanka held on July 6th and 7th 2013.
- *The Need for Value Addition in Sri Lankan Tea – An Analysis of the Trends in the International Market*, presented at National Seminar on Creating and Delivering Value for Customers, School of Management Studies, Cochin University of Science and Technology, March 2009.
- *The Trend of International Tea Market: The Need for Reviving Sri Lankan Tea Industry*, presented at International Conference on International Business, Albertian Institute of Management, Cochin, Feb. 2010.
- *Competitive Advantage for Sri Lankan Tea in the Global Market*, Presented at International Conference on Management of Change, Kristu Jayanti College of Management & Technology, Bangalore, Feb. 2010.
- *Export Trends in Global Tea Trade: A Cross Countries Analysis with Reference to Sri Lankan and Indian Tea Industry*, Presented and published at International Conference in Malaysia, July 2012
- *A Review of Sri Lankan Tourism and its Prospects*, Presented at International Seminar on “365 Days Destination” School of Management Studies, Cochin University of Science and Technology.
- *Competitiveness of Sri Lankan Tea in the Global Market*, published in Holy Grace Journal of Management in 2011.
- *Service Quality in Sri Lankan Commercial Banks*, published in Osmania Journal of Management 2006.
- *Understanding the Case of Market Orientation*, published in Osmania Journal of Management, 2007.
- *Impact of AIDS on Rural Development*, Presented at 8th International Congress on AIDS in Asia & the Pacific held at the Bandaranaika Memorial International Convention Hall, Colombo.

WORKSHOPS ATTENDED

- Participated in a four days workshop on *“Statistics for Research”* conducted at South Eastern University of Sri Lanka, February 2006
- Participated in the workshop on Social Harmony under the Theme of *‘Peace and Reconciliation’*, April 2005
- Participated in the workshop on *‘Islamic Banking and Financial System’*, December 2004
- Participated in the International workshop on *”Managing Challenges in the Emerging World Order & Winning Strategies for Sustainable Development”*, Organized by Bharata Mata Institute of Management, Kochi, August 2011.
- Successfully completed a course *‘Distance Learning Development, Implementation and Capacity Building’*, Staffordshire University, UK, November 2007.
- Participated in the UGC Sponsored National Seminar on *‘Advanced Research Methodology’* organized by Department of Social Work, Rajagiri College of Social Sciences, Kochi, India. March 2011
- Attended the AICTE sponsored Staff Development Programme on *‘Emerging Trends in Business Research’* at Annamalai University, India, August 2008.
- Participated in Seminar on *‘International Financial Reporting Standards (IFRS)’* jointly organized by School of Management Studies, CUSAT, Kochi and the Institute of Chartered Accountants of India. October, 2010
- Attended Workshop on *‘Profiling Research Publications for Quality Research’* organized by the University Library, Cochin University of Science & Technology, Kochi, January 2012.
- Successfully completed Faculty Development Programme in *Entrepreneurship Development* conducted by National Institute of Micro, Small and Medium Enterprise, Hyderabad, India. November 2011.
- Participated in the Training Workshop on *“Leadership Development and Positive Thinking”* organized by United Nations Development Programme and Ministry of Constitutional Affairs and National Integration. 2007.
- Participated in the *Training Workshop for Probationary Lecturers and Junior Academics on Research Techniques, Scientific and Report Writing, Research Project Proposal Preparation and Grant Applications and Procedures for Registration and Progressing with PHD degree* held at the University of Peradeniya on February 2006.

CHAIRPERSON FOR A SESSION AT INTERNATIONAL CONFERENCES

- Chaired a session at the First Annual Research Conference – 2012
- Chaired a session at the second Annual Research Conference – 2013

WORKSHOPS CONDUCTED

- Resource person for a workshop on Public Relations, Marketing and Time Management conducted for Managers of People's Bank.
- Resource person for a workshop on Office Management for Principals in the Ampara District.

ADMINISTRATIVE POST HELD

- Coordinator for Strategic Planning Unit of South Eastern University of Sri Lanka
- Director for Research & Innovation Centre, South Eastern University of Sri Lanka

PERSONAL INFORMATION

Date of Birth: 06 March 1975
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