



## Curriculum Vita of Dr I.Raisal

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### PERSONAL PROFILE

A decisive, forward thinking, results-oriented leader with a strong vision and strategic capability and a proven track record of performance in organisations. Self-driven and experienced in identifying opportunities for organizational success and revenue. Committed to innovation to drive organizational improvements and implementation of best practices/optimising business procedures.

Prominent researcher specialized in action oriented and evidence based research approaches. Well networked at every level and highly successful in building strong academic and professional partnerships locally and internationally. Collaborative approach with excellent interpersonal skills to engage, motivate and encourage staff to peak performance.

### ACADEMIC QUALIFICATIONS

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|----------|--|
| Aug 2019 | <b>Ph.D. in Management<br/>Management and Science University, Malaysia</b>     |
| Dec 2008 | <b>MBA in Management<br/>WUSL. Sri Lanka</b>                                   |
| Dec 2004 | <b>B.Com in Marketing Management<br/>South Eastern University of Sri Lanka</b> |

### EMPLOYMENT – PRESENT POSITIONS

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|--------------------|---|
| Sep 2015 – Present | <b>Senior Lecturer: Permanent Senior Lecturer<br/>Department of Management, South eastern University of Sri Lanka</b> |
| Sep 2009 – 2012    | <b>Permanent Lecturer<br/>Department of Management, South eastern University of Sri Lanka</b>                         |

### Key Responsibilities

- **Teaching and conduct student evaluation:** prepare lecture material, handouts and presenting information and research findings at lectures, seminars and tutorials; marking student papers; introducing innovative course development in relevant subject area; providing guidance to students.
- **Conduct research and enhance new knowledge:** conduct research in new areas of research within specialist subject area.
- **Academic administration:** Member of department/faculty, determining teaching requirements; participate in relevant committees within department/faculty. Participate in university committees where appropriate and when invited.
- **External Involvement:** Attending conferences/workshops/seminars in specialist subject areas sharing knowledge and liaising and networking with national/international scholars and organizations; inviting experts and academia as guest lecturers/speakers, participating in external working groups, setting and marking examination papers for other institutions; participate in peer review of publications.
- **Additional duties and responsibilities:** in addition to the regular duties as a permanent senior lecturer, specific academic contributions have been made to the the Department of Management, SEUSL and also other Universities/Institutions.

2019 - Present

**Director  
Staff Development Centre (SDC), South Eastern University  
of Sri Lanka**

The primary objective of the SDC is to make university teaching/learning more effective, relevant, student oriented and of international standard by developing skills and competencies of the academic and non-academic staff ensuring more effective and efficient performance among all staff of the University.

### Key Responsibilities

- Ensure delivery of outputs by providing direction and taking responsibility for the overall management and performance of the organization.

### Achievements

- Resumed the induction program for newly recruited academics.
- Conducting many training programmes/workshops/conferences for academics, administrative and supportive staff of the South Eastern University of Sri Lanka and other universities/academic institutions under the UGC fund allocation.

In addition, Following ex position was also held in various entities.

2017

**Key Consultant to the UBT Campus**  
Developed new degree programme

**ACADEMIC AND PROFESSIONAL CONTRIBUTIONS: AT SOUTH EASTERN UNIVERSITY OF SRI LANKA**

- 2019      **Member**  
Board of study, PGDBM / MBA, Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2019      **Chairman**  
Inquiry Committee, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2019      **Students Counsellor**  
Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2019      **Mentor**  
Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2019      **Chairman**  
The program committee of Staff Development Centre (SDC) at South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2019      **Secretary**  
Management Committee of Staff Development Centre (SDC), South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2019      **Senior Students Counsellor**  
South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2018      **Committee Member**  
Program Review Committee (Cluster I, BBA special), FMC, SEUSL
- 2018      **Committee Member**  
Program Review Committee (Cluster II, BBA special in Information systems, Accounting and Finance), FMC, SEUSL.
- 2018      **Examiner**  
Admission Test –Postgraduate Programme -2018 / 2019
- 2018      **General Coordinator**  
Undergraduate Industrial Training Programme of FMC
- 2018      **Associate Editor**  
Journal of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka

## CURRICULUM VITAE

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- 2017            **Member**  
SER writing Team, Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2015            **Member**  
Sports Advisory Board to the Physical education Department, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2012            **Founder Chairman**  
University Colours' Night, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2010- 2011    **Coordinator**  
University corporate plan, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2010-2011    **Member**  
Faculty Planning Committee, Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL)
- 2009-2012    **Founder coordinator**  
Mission office (strategic Planning Division), South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2009-2011    **Students Counselor**  
Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL)

### ACADEMIC AND PROFESSIONAL CONTRIBUTIONS: AT NATIONAL LEVEL

- 2011            **Resource person**  
Training program on customer care and marketing for Peoples bank staff, Ampara Region
- 2010            **Resource person**  
Training program on customer care and marketing for Peoples bank staff, Batticaloa Region

### ACADEMIC AND PROFESSIONAL CONTRIBUTIONS: AT INTERNATIONAL LEVEL

2018.            Founder Member of Global Enterprise Academy, UK

### RESEARCH & PUBLICATIONS

#### Publications

- 2019 Ismail Raisal, Arun Kumar Tarofder, Haleem Athambawa: Interplay of Knowledge Creation Capability and Organizational Forgetting on Absorptive Capacity and Innovation Performance among SMEs: A Symmetrical Approaches, *Asian Journal of Economics, Business and Accounting* 11 (4) pp 1-12
- 2018 Ismail Raisal, Arun Kumar Tarofder, Dac Silva: Exploring Critical Effect of Knowledge Inflows and Absorptive Capacity on Product Innovation. *Opcion*; 34(16):565-577
- 2017 Ibralebbe Mohamed Kalith, David Asirvatham, Ismail Raisal: *Context-dependent Syllable Modeling of Sentence-based Semi-continuous Speech Recognition for the Tamil Language*. *Information Technology Journal*; 16(3):125-133., DOI:10.3923/itj.2017.125.133
- 2015 Raisal Ismail, Arun Kumar Tarofder: *Corporate governance structure and firm performance in small and medium-sized enterprises (SMEs) in Sri Lanka: A path to access the credit*. *Journal of Management*; Vol. 12(No.1):28-37., DOI:10.4038/jm.v12i1.7584
- 2014 Raisal Ismail, S.Gunapalan: *An analytical study on performance system and motivation in state and private banking sectors in Eastern province of Sri Lanka*. *International Journal of Business, Economics and Management*; 4(1):36-48

#### Conferences

- 2016 Athambawa Haleem, Ismail Raisal: *the study of the influence of information technology sophistication on the quality of accounting information system in bank branches at Ampara district, Sri Lanka*. Fifth Annual Research Conference, FMC, SEUSL, Oluvil
- 2014 Raisal Ismail, S.Gunapalan: *A Case study on Tourism Developments in Arugam Bay Tourism Destination from Stakeholders' Perspective*. Second Annual Research Conference, FMC, SEUSL, Oluvil
- 2014 M A M Hussain, I Raisal: *Impact of Effective Performance Appraisal System (PAS) on Employees' Commitment in the selected branches of State Banks of Sri Lanka*. Second Annual Research Conference, FMC, SEUSL, Oluvil
- 2014 Raisal Ismail: *Impact of Effective Performance Appraisal System (PAS) on Employees' Commitment in the selected branches of State Banks of Sri Lanka*. Annual research Conference, Oluvil
- 2010 Raisal Ismail: *Impediments for the Business success of family owned Small and Medium Business in Sri Lanka – An Empirical investigation*: 1st International Conference by Department of Language, Oluvil;

### CONFERENCES

#### International Conferences

- 2019      **Keynote speaker**  
Digital Banking and Financial Inclusion in International Conference on Digital Banking for Sustainable Development (DBSD- 2K19) Conducted by Alagappa University, Tamil Nadu, India.

#### National Conferences

- 2019      **Reviewer**  
International Symposium on Agriculture and Environment-2020 (ISAE2020) organized by the Faculty of Agriculture, University of Ruhuna
- 2019      **Reviewer**  
9<sup>th</sup> International Symposium on Promoting Multidisciplinary Academic Research and Innovation (PMARI), South Eastern University of Sri Lanka (SEUSL), Sri Lanka.
- 2019      **Reviewer**  
8<sup>th</sup> Annual International Research Conference on “Sustainability through Business, Humanity and technologies”, held by Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2018      **Chair Person**  
Technical session on HRM of 7<sup>th</sup> Annual International Research Conference on “Enhancing Green Environment through Innovative Management Approach” held by Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2018      **Chair Person**  
Technical session on Marketing of 7<sup>th</sup> Annual International Research Conference on “Enhancing Green Environment through Innovative Management Approach” held by Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2017      **Chair Person**  
Technical session on Banking of 6<sup>th</sup> Annual International Research Conference on “Optimizing Enterprise through Research Excellence : Technological Change and Innovation” held by South Eastern University of Sri Lanka (SEUSL), Sri Lanka
- 2017      **Chair Person**

## CURRICULUM VITA

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Technical session on other discipline of 6<sup>th</sup> Annual International Research Conference on “Optimizing Enterprise through Research Excellence: Technological Change and Innovation” held by South Eastern University of Sri Lanka (SEUSL), Sri Lanka

2014            **Editor**  
Volume Editor , Proceedings of 3<sup>rd</sup> Annual International Conference (ARC 2014) on Diversity in Business , Finance and Technology Management, held by Faculty of Management and Commerce , South Eastern University of Sri Lanka (SEUSL), Sri Lanka

### CONSULTANCIES

2013            **External Consultant**  
Research project on a study of Tourism, Income Generation and Business Opportunity Mapping in Batticaloa District, Sri Lanka, Sponsored by USAID

### TEACHING EXPERIENCE

#### National Universities/Institutes

2009-Present            **Lecturer and Senior Lecturer**  
Department of Management, South Eastern University of Sri Lanka.

2019                        **Visiting Lecturer**  
Department of Interdisciplinary Studies, Faculty of Engineering, SEUSL

2019                        **Visiting Lecturer**  
Department of Chemical Science, Faculty of Applied Sciences, SEUSL

2018-present            **Visiting Lecturer**  
Postgraduate Unit, Faculty of Management and Commerce,  
SEUSL

2011 / 2012              **Visiting Lecturer**  
Bachelor of Management Studies (BMS), Ampara Branch, Open  
University of Sri Lanka

### ACHIEVEMENTS

- Award: Best performance in the Research Methodology in MSU, Malaysia
- Award : Best paper award for the paper “ the study of the influence of information technology sophistication on the quality of Accounting Information System in bank branches at Ampara district, Sri Lanka, at 6<sup>th</sup> International Symposium 2016(IntSym-2016) held in SEUSL

## CURRICULUM VITAE

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- Award: First Class - Gold medal winner for the best student in the bachelor degree

### COMPETENCIES

**Professionalism:** In-depth knowledge and professional competence in my areas of discipline and strive to keep job knowledge up-to-date. Corporate knowledge and sound judgement.

**Accountability:** Take ownership for all responsibilities and deliver outputs; support subordinates, by providing oversight and taking ownership of delegated responsibilities and authority; operating in compliance with organizational rules and regulations.

**Building Strategic Partnership:** Identify opportunities for collaboration; maintain an established network of contacts; build and strengthen strategic alliances with partners and stakeholders

**Innovation:** Generate new ideas and approaches, research best practices and propose new, more effective ways of doing things.

**Communication:** Speak and write clearly and effectively in English, Sinhala and Tamil; openness in sharing information and having two-way communication

**ICT:** Good knowledge of information technology including the knowledge of essential computer packages

**Teamwork:** Work collaboratively with colleagues to achieve organizational goals; solicit input and value others' ideas and expertise

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