



**Ms. Vithya Leninkumar**

**Lecturer,  
Department of Business and Management Studies,  
Faculty of Communication and Business Studies,  
Trincomalee Campus, Eastern University, Sri Lanka**

**M.Sc in Management (USJP), BBA in Marketing Management (Hons) (EUSL), AATSL,  
CTHE (University of Kelaniya)**

**Employment History**

- Lecturer, Department of Business and Management Studies, Trincomalee Campus, EUSL from 2012 January - to date.
- Management Trainee at People’s Bank from 2011 June - 2011 December.
- Temporary Assistant Lecturer in Management at Faculty of Commerce & Management, Eastern University, Sri Lanka from 2009 October - 2010 June.
- Bank Trainee at People’s Bank - 2008 January - 2008 March.

**Academic Records**

- Master of Science in Management, University of Sri Jaywardenepura, Sri Lanka.
- Bachelor of Business Administration in Marketing Management (Hons), Eastern University, Sri Lanka.
- Diploma in Social Sciences, Open University, Sri Lanka

**Professional Qualifications**

- Passed finalist of the Association of Accounting Technicians of Sri Lanka (AATSL).
- Certificate in Teaching in Higher Education (CTHE) at University of Kelaniya.
- Diploma in Computerized Accounting Package Tally Business Software.

**Teaching Interests**

- Marketing Management
- Marketing Communication
- Services Marketing
- Consumer Behaviour

- Retail Marketing Management
- Process and Perspectives of Management
- Business Environment
- Human Resource Management
- Gender Issues in Management
- Capacity Building and Negotiation Skills
- Employment Law and Employee Relations

#### **Research Interests**

- Marketing Management
- Services Marketing
- Marketing Communication
- Consumer Behaviour
- Contemporary Management Issues
- Human Resource Management

#### **Administrative Responsibilities**

- Coordinator/ Strategic Planning Unit, Trincomalee Campus, Eastern University, Sri Lanka with from 20.05.2016
- Student Counselor from 01/04/2014 to 31/07/2015 and from 26/04/2016 to date
- Member of Sports Advisory Board, Trincomalee Campus, Eastern University, Sri Lanka
- Member of Faculty Board, Faculty of Communication and Business Studies, Trincomalee Campus, Eastern University, Sri Lanka
- Committee member of First International Research Conference of Trincomalee Campus.

#### **Research & Publications**

- Leninkumar, V. (2017). An investigation on the relationship between Service Quality and Customer Loyalty: A mediating role of Customer Satisfaction. Archives of Business Research, Vol.5, No.5, pp.1-23. DOI: 10.14738/abr.55.3152.
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. International Journal of Academic Research in Business and Social Sciences, Vol. 7, No. 4, pp. 450-465. DOI: 10.6007/IJARBS/v7-i4/2821

- Leninkumar, V. (2016). The Effect of Service Quality on Customer Loyalty. *European Journal of Business and Management*, Vol.8, No.33, pp.44-49.
- Leninkumar, V., Gnanamuthu, C.R. (2014). A Study on consumer buying behavior of fairness cream: Special reference to Trincomalee Town and Gravets. Third Annual Research Conference, South Eastern University, Sri Lanka. pp.115-128
- Vithya, L. (2014). Impact of Perceived Service Quality on Students' Satisfaction. *European Journal of Business and Management*, Vol.6, No.39, pp.42-49.
- Vithya, V. (2009). A Study on Influence of Advertisement in Consumer Brand Preference: Special reference to Soft Drink market in Manmunai North D.S Division, proceedings, 1<sup>st</sup> *International Research Conference on Business and information 2010*, University of Kelaniya, Sri Lanka.
- Marketing and advertising, Daily News, 21st January, 2010.

#### Contact Details

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