

**Ms. Saraniya Devendra.**

**BBA (Hons) – Specialization in Marketing, ACIM & AMSLIM**

**Lecturer (Probationary)**

**Department of Business and Management Studies**

**Faculty of Communication & Business Studies**

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## **EMPLOYMENT HISTORY:**

- Lecturer (Probationary)  
**Trincomalee Campus, Eastern University, Sri Lanka** - February 2017 – Present
  - Delivering lectures and seminars
  - Developing and implementing new methods of teaching to reflect changes in research
  - Setting and marking examinations
  - Writing up research and preparing it for publication
  
- Temporary Lecturer  
**Sabaragamuwa University, Sri Lanka** - September 2016 – January 2017  
**Trincomalee Campus, Eastern University, Sri Lanka** - February 2016 – August 2016  
**Eastern University, Sri Lanka** - March 2015 – January 2016
  - Delivering tutorials
  - Assessing students' coursework and marking examinations
  
- Fund Administrator, **HSBC Electronic Data Processing Lanka (Pvt) Ltd, Rajagiriya**  
September 2014 – February 2015
  - Reconciled of brokerage and custodian accounts to underlying records
  - Investigate and resolve queries raised by manager
  - Assist with ingoing review of query process at instigation of supervisor
  
- Marketing Consultant, **Balanita (Pvt) Ltd, Colombo 12**  
January 2012 – January 2015
  - Prepared Best Practices, Training Curriculum and Corporate Social Responsibility activities to implement promotional strategies
  - Develop and execute innovative marketing plus communications programs
  - Participate in product development, consultant relations, industry research and evaluation, product reporting as well as client service
  
- Marketing intern, **Keells Hotel Management Service Ltd, Colombo**  
April 2014 - July 2014
  - Conducted primary and secondary researches
  - Organized marketing aspects of presentation

## ACADEMIC QUALIFICATION:

- **2009 – 2014: BBA in Marketing Specialization (Hons) Eastern University Degree**  
Classification: 1<sup>st</sup> Class
- **Research :** Influential Factors on Generating Positive Word of Mouth in Colombo District
- Currently reading MSc in Management – at the Jayawardenapura University, Sri Lanka

## PROFESSIONAL QUALIFICATION:

- Partly qualified – at the **Chartered Institute of Management Accountants in UK**
- Associate Member  
of **Chartered Institute of Marketing in UK**  
of **Sri Lanka Institute of Marketing**
- Diploma in Computerized Accounting in ESOFIT
- Diploma in Human Resource Management in AIIMAS

## OTHER ACHIEVEMENTS:

- Awarded for the **Best Performance in First Year** – BBA in Eastern University, Sri Lanka
- Passed **University Competency Test of Information Technology** Stage 1 and 2 Examination conducted by the Ministry of Higher Education and University Grants Commission in 2013 (79 marks)

## TEACHING INTEREST:

- Marketing Management
- Consumer Behaviour
- International Marketing
- Marketing Communication
- Strategic Marketing Management
- Strategic Management

## RESEARCH INTEREST:

- Digital Marketing
- Consumer Behaviour
- Marketing Communication

## ACADEMIC ADMINISTRATIVE POSITIONS:

- Student Counselor with effect from 13.02.2017

## PUBLICATION & PRESENTATION:

- Devendra. S., (2014). **Influential Factors on Word of Mouth Communication in Banking Industry.** *Virakesari*, Sunday 17<sup>th</sup> September, pp.3 (Press).
- Has presented paper titled **Service Quality and Marketing Promotional Efforts on Generating Positive Word-of-Mouth** at the 2<sup>nd</sup> student conference on Business.
- Devendra, S. **Influential Factors on Generating Positive Word-of-Mouth.** 3rd International Conference on Marketing - 2015, 18<sup>th</sup> February 2015, Hotel Galadari, Colombo, Sri Lanka (Abstract).
- Devendra. S., (2015). **Importance of Auxiliary Services in Business.** *Thinnakkural*, Sunday 22<sup>nd</sup> March (Press).
- Devendra. S., (2015). **Women as a marketing instrument.** *Thinnakkural*, Sunday 10<sup>th</sup> May (Press).
- Devendra. S., (2015). **Consumer Attitude towards Fast Food Industry.** *Thinnakkural*, Sunday 17<sup>th</sup> May (Press).
- Devendra, S. and Kennedy, F.B. **Consumer Attitude towards Fast Food Industry.** *Journal of Business Studies*, Volume 3, Issue 1, 12<sup>th</sup> June 2015.
- Has presented paper titled **Consumer Attitude towards Fast Food Industry** at the International Conference on Contemporary Management (ICCM-2015).
- Devendra, S. **Importance of Advertisement in Distrubution.** *Leader Magazine* Volume 14, June 2015, Eastern University, Batticaloa, Sri Lanka.
- Devendra, S. **Service Quality and Marketing Promotional Efforts on Generating Positive Word-of-Mouth.** *International Journal of Entrepreneurship & Development Studies*, Volume 3, Issue 2, 15<sup>th</sup> September 2015.
- Devendra, S. and Kennedy, F.B. **Customer Employee Relationship and Generating Positive Word-of-Mouth.** *International Conference on Management & Economics*, 28<sup>th</sup> August 2015, University of Ruhuna, Matara, Sri Lanka.
- Devendra, S. and Thevaranjan, Dinesh. **Personal Factors and Fast Food Consumption.** *Journal of Business Management Science*, Volume 2, Issue 12, December 2015.

- Devendra, S. **Marketing Promotional Efforts and Generating Positive Word-of-Mouth.** International Conference on Business and Information, 22<sup>nd</sup> November 2015, Kealaniya University, Colombo, Sri Lanka (Abstract).
- Devendra, S. and Thevaranjan, Dinesh. **Interpersonal skills and organizational commitment.** Journal of Business Management Science, Volume 2, Issue 1, January 2016.
- Devendra. S., (2016). **Role of Smart Phones on Improving Business Activities.** *Thinnakkural*, Sunday 7<sup>th</sup> February (Press).
- Devendra, S. and Thevaranjan, Dinesh. **Marketing Promotional Efforts and Generating Positive Word-Of-Mouth.** Journal of Business Management Science, Volume 2, Issue 3, March 2016.
- Has presented paper titled **Role of Smart Phones on Improving Quality of Life** at the 5<sup>th</sup> National Conference on Technology and Management.
- Devendra, S. **Service Delivery and Generating Positive Word-of-Mouth.** International Journal of Entrepreneurship & Development Studies, Volume 4, Issue 1, 9<sup>th</sup> May 2016.