

**CURRICULUM VITAE**  
**PRETHEEBA PRATHEESH**



**Tel:** +94 65 2240930 (Res.) +94 71 5767571 (Mobile)

**E-mail:** p.pretheeba@gmail.com

**Contact Details**

**Address:**

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

*Home:* Main Street, Chenkalady–30350

**Country Status:** Sri Lanka

**Education and Licenses**

**Doctor of Philosophy in Management:** Bharathiar University, India (2014)

**Master of Science in Management:** University of Sri Jayewardenepura, Sri Lanka (2009)  
– Specialized in Financial Management

**Bachelor of Business Administration:** Eastern University, Sri Lanka (2005) – Special Degree – 1<sup>st</sup> Class.

**Certificate in General English Proficiency:** Eastern University, Sri Lanka (2005)

**Certificate in English for Speakers of other Language (Entry 2) – City Guilds Pitman Qualification** (2004) – **First Class**

**Diploma in Information Technology:** Myown Computer System (2000)

## **Professional History**

**Senior Lecturer in Business and Management Studies**, Eastern University, Sri Lanka (03-04-2012 to this date)

**Lecturer in Business and Management Studies**, Eastern University, Sri Lanka (03-04-2007 to 02-04-2012)

**Assistant Lecturer in Management**, Eastern University, Sri Lanka (08-09-2005 to 02-04-2007)

## **Civic / Community Leadership**

### **Administration:**

Served as an Faculty Coordinator, External Studies Unit, Trincomalee Campus, Eastern University, Sri Lanka (01-03-2009 to 28-02-2010)

Served as a Coordinator for Staff Development Programmes, Faculty of Communication and Business Studies, Trincomalee Campus, Eastern University, Sri Lanka (01-03-2008 to 28-02-2009)

Served as a Coordinator for Staff Development Programmes, Trincomalee Campus, Eastern University, Sri Lanka (03-05-2007 to 28-02-2008)

### **Supervision:**

Supervised more than 40 undergraduate research projects.

### **Teaching Interest:**

Strategic Management, Human Resource Management, Financial Management, Service Marketing, Consumer Behaviour, Theory and Practice of Marketing, International Marketing, Small Business Management, Sales Management and Distribution, Marketing Information System, and Financial Accounting

### **Research Interest:**

Financial Management, Marketing, Human Resource Management, and Small Business Management

### **Other Activities:**

Served as a Student Counselor, Trincomalee Campus, Eastern University, Sri Lanka (01-01-2010 to 31-12-2010)

Served as a Treasurer, Trincomalee Campus Teachers Association (TRICTA) from 2008 to 2009

### **National Service:**

Taught Financial Management I & II for Long Logistic Management Course, Naval and Maritime Academy, Sri Lanka Navy, Trincomalee.

Taught Management Accounting - II for Long Logistic Management Course, Naval and Maritime Academy, Sri Lanka Navy, Trincomalee.

Taught Management Module for Lieutenant (Junior Level Executive), School of Navigation, Naval and Maritime Academy, Sri Lanka Navy, Trincomalee.

### **Awards & Fellowships**

University Research Fellowship offered by Bharathiar University, India for Ph.D. research work.

### **Workshop Participations**

1. Attended “Multivariate Analysis Workshop” in 2<sup>nd</sup> IIMA Summer School, 2013, held at Indian Institute of Management, Ahmedabad, India – 2013.
2. Participated in “One-day User Awareness Programme on E-Resources” under UGC-INFONET Digital Library Consortium, conducted by Bharathiar University, India – 2011.
3. Participated in “Writing a Research Proposal” workshop for Master’s and Ph.D. research candidate, conducted by PIM, University of Sri Jayewardenepura, Sri Lanka – 2010.
4. Participated in the workshop on Counseling at Trincomalee Campus under the patronage of IRQUE (QEF) – 2010.
5. Attended workshop on “Methods of Survey Research and Survey Data Analysis using SPSS” conducted by Department of Demography, University of Colombo – 2007.
6. Participated an induction training programme for newly recruited Assistant Lecturer Conducted by Ministry of Education, Sri Lanka Institute of Advanced Technical Education (02-10-2006 to 05-10-2006).

### **Research Assistance**

1. Peoples’ Consultation on Post Tsunami Relief, Reconstruction and Rehabilitation in Sri Lanka.
2. Relief to Development-Post Tsunami, Trincomalee District, Sri Lanka.
3. Livelihood Development Plan, Trincomalee District, Sri Lanka.

## **List of Research Publications**

### **Book Chapter:**

1. **“Entrepreneurial Intentions among Students in India”** (2013), Biswajeet Pattanayak, Kalyan Shankar Ray and PhalguNiranjana (edt.), Inclusive Growth Need to Rethink the Business Model, Bloomsbury Publishing India Pvt. Ltd., New Delhi – 110070, pp. 218-225, ISBN: 978-93-82563-62-4.
2. **“Entrepreneurial Intentions among Students in Sri Lanka”** (2012) Sunil Kumar and Bhavesh Lakhani (edt), Management Research: Current Trends and Practices, Wisdom Publications, Delhi–110095, pp.101-107, ISBN: 978-93-81505-48-9.

### **Journal:**

1. **“Gender, Family Business Background and Entrepreneurial Intention in an Emerging Economy”** (2014), International Journal of Business and Emerging Markets, 6(3), pp.217-229.
2. **“Predicting Entrepreneurial Intention among Business and Engineering Students in Sri Lanka”** (2014), Ruhuna Journal of Management and Finance, 1(1), pp.25-36.
3. **“An Appraisal of MFIs in Sri Lanka”** (2012), International Journal of Scientific and Research Publications, 2(10), pp.1-3.
4. **“Creating a Conducive Environment for SMEs in Sri Lanka”** (2012), Wayamba Journal of Management, 3(2), pp. 49-55.
5. **“Entrepreneurial Competencies Among Management Graduates: A Cross Cultural Study”** (2012), Gian Jyoti e-Journal, 2(3), pp.135-143.
6. **“Advertisements Leads to Customer Action in Mobile Telecommunication Industry Special Reference to the Dialog Telecom and Mobitel Ads in Trincomalee Town”** (2011), Journal of Science and Management, 3, pp.83-95.
7. **“Capital structure and Competitive Behaviour : Equity Financing and Earning Pressure in Sri Lanka”** (2010), Wayamba Journal of Management, 1(2), pp.1-9.
8. **“Study on Organizational Culture and Marketing Culture in Sevice Sector: Special Reference to Health Sector in Western Province”** (2008), The Harbour, 2, pp.81-97.

### **Proceedings of Schools/Conferences/Workshops:**

1. **“Assessment of Entrepreneurial Awareness among Students In India”** (2014), Proceeding of the Wayamba International Conference - WinC2014 on Sustainable Development through Equitable Sharing, Conducted by Wayamba University, Sri Lanka.

2. **“Effect of Role Models on Entrepreneurial Inclination”** (2014), Proceeding of the Wayamba International Conference - WinC2014 on Sustainable Development through Equitable Sharing, Conducted by Wayamba University, Sri Lanka.
3. **“Hosting Cloud in Higher Education”** (2014), International Conference on Multidisciplinary Approaches - Harnessing Knowledge and Harmonizing Diversities, Conducted by Faculty of Graduate Studies, University of Sri Jayewardenepura, Sri Lanka.
4. **“Entrepreneurial Intention among Male and Female Students From Different Domains of Specialty”** (2014), Proceedings of the 3rd International Conference on Management and Economics - Reshaping Management and Economic Thinking through Integrating Eco-Friendly and Ethical Practices, Conducted by Faculty of Management and Finance, University of Ruhuna, Sri Lanka.
5. **“Gender, Family Business Background, and Entrepreneurial Intentions in an Emerging Economy”** (2013), Proceeding of the 2<sup>nd</sup> International Conference on Emerging Markets and Issues in Management, Conducted by VIT Business School, VIT University, Vellore, India.
6. **“Competencies Enabling Graduate Students to Successfully Lead Entrepreneurial Activities”** (2013), Proceeding of the 2<sup>nd</sup> International Conference on Emerging Markets and Issues in Management, Conducted by VIT Business School, VIT University, Vellore, India.
7. **“Entrepreneurial Intentions among Students in India”** (2013), Proceeding of the International Management Convention, 2013 – Inclusive Growth: Need to Rethink the Business Models, Conducted by Asian School of Business Management, Bhubaneswar.
8. **“Issues and Policies for E-Waste Management in Asia: A Comparative Review”** (2012), Proceeding of the First National Conference on Information Computational Algorithms and their Applications, Conducted by Selvam College of Technology, Namakkal, India.
9. **“A Deadly Hazard of Telecommunication Infrastructure”** (2012), Proceeding of the First National Conference on Information Computational Algorithms and their Applications, Conducted by Selvam College of Technology, Namakkal, India.
10. **“Constraints to Growth of SMEs in Selected Asian Countries”** (2011), Proceeding of the 1<sup>st</sup> International Conference on the Social Sciences and Humanities, Conducted by Faculty of Arts, University of Peradeniya, Sri Lanka.
11. **“Hazards and Strategies for E-Waste Management in Asia – Comparative Analysis”** (2011), Proceeding of the National Seminar on E-Waste Management in India – Issues and Challenges, Conducted by Ayya Nadar Janaki Ammal College, Sivakasi – 626 124, Tamil Nadu, India.
12. **“Advertisements Leads to Customer Action in Mobile Telecommunication Industry”** (2010), Proceeding of the Annual Research Session, Conducted by Vavuniya campus of Jaffna University, Sri Lanka.

### **Paper Presented at Conference:**

1. **“Constrictions Need to Confront in SME Headway”** (2012), UGC Sponsored National Conference on New Vistas for the Business Beyond 2020, Conducted by Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore-641 046, India.
2. **“Entrepreneurial Intentions among Students in Sri Lanka”** (2012), 6<sup>th</sup> International Conference on Management & Behavioural Sciences, Conducted by Society of Management & Behavioural Sciences, Ahmedabad, India.
3. **“Entrepreneurial Competencies among Management Graduates: A Cross Cultural Study”** (2012), 6<sup>th</sup> International Conference on India in an era of Global Uncertainties: Issues, Opportunities, and Challenges, Conducted by Gian Jyoti Institute of Management and Technology, Mohali, Chandigarh.
4. **“Economic Impact of Telecommunication Infrastructure in India”** (2011), National Seminar on India’s Infrastructure: Challenges, Initiatives and Perspectives, Conducted by Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore – 641 043, Tamil Nadu, India.
5. **“Livelihood Development in Trincomalee”** (2008), Conference of NCAS.
6. **“Labour Productivity of NGOs in Trincomalee District”** (2007), 6<sup>th</sup> Annual Reseach Session, Conducted by Eastern University, Sri Lanka.
7. **“Sustainable Competitive Positioning in Food and Beverage industry–A comparative study between ceylon cold stores limited and cargills ceylon limited”** (2007), Undergraduate Research Forum, Conducted by Eastern University, Sri Lanka.

### **Personal Interests**

Keeping and Maintaining Pets, Fabric Painting, Listening Music, Reading Magazines, Browsing Internet, and Admiring the Nature.