



**Mrs.Subathini Priyadharsan**

Head

Department of Business and Management Studies

Faculty of Communication and Business Studies

Trincomalee Campus, Eastern University, Sri Lanka

**Academic Qualifications:**

- Master of Science in Management (MSc)/ (Specialization in HRM), University of Sri Jayewardenepura (USJP), Sri Lanka, (2009).
- Bachelor of Business Administration (BBA), (Special Degree), Eastern University, Sri Lanka, (2005)
- Successfully completed Staff Development Programme conducted by the Staff Development Centre of the University of Kelaniya (2011).

**Biography:**

Full Name : Mrs.Subathini Priyadharsan

Permanent Address : 22, Sivan Street, Trincomalee, Sri Lanka

Official Address : Department of Business and Management Studies, Faculty of  
Communication and Business Studies, Trincomalee Campus,  
Konesapuri, Nilaveli

Nationality : Sri Lankan

Marital Status : Married

Official : 0262224012                      Mobile: 0774052683

## **Employment Record:**

Head, Department of Business and Management Studies, Faculty of Communication and Business Studies, Trincomalee Campus with effect from 01-03-2017.

Acting Head of the Department of Business and Management Studies from 01-01-2017 to 28-02-2017.

Senior Lecturer GII/ Department of Business and Management Studies (03-04-2012 up to date)

Lecturer/Department of Business and Management Studies (03-04-2007 to 02-04-2012)

Temporary Assistant Lecturer/ Department of Business and Management Studies (03-10-2005 to 02-04-2007)

## **Administrative Activities:**

- Served as a Chairperson of Board of study with effect from 18-07-2016 up to date
- Served as a Chairman of Faculty research committee with effect from 02-02-2016 up to date
- Representative of Curriculum Evaluation Committee, Eastern University with effect from 01-11-2015 up to date
- Member of Faculty Board
- Member of Campus Board
- Member of Board of Examiner
- Member of Senate
- Member of Library Committee
- Member of Internal Quality Assurance Cell/Faculty
- Appointed member of Technical Evaluation Committee on March/2017
- Chairman Bid opening on Oct/2016 at Trincomalee Campus
- Chairman of the bid opening committee on June/2016 at Trincomalee Campus
- Panel member of selection committee for the promotion to the post of Labour GrI (BMS dept) at EUSL on Jan/2017.
- Panel member of Technical Evaluation Committee for the purchasing of Business Studies Books on Mar/2017.
- Appointed as an External Degree Coordinator with effect from 05-10-2011 to 04-10-2012

- Appointed as a SDC Coordinator with effect from 06-02-2012 to 05-02-2014
- Served as an External Studies Unit Coordinator with effect from 15-03-2014 to 14-03-2016
- Appointed of Chairperson of Technical Evaluation Committee (Canteen Ladies Hostel) on June/2015
- Appointed as a member of selection committee for the post of Temporary Assistant Lecturer, Dept of BMS, Trinco Campus on Jan/2016
- Appointed as a member of selection committee for the Post of Trainee, Trincomalee Campus on Mar/2016.
- Committee member of First International Research Conference of Trincomalee Campus on 2016

**Teaching Subject:**

- Process and perspective of Management
- Human Resource Management
- Marketing
- Organizational Behavior
- Human Resource Training and Development
- Industrial Psychology
- Productivity Management
- Management Information System

**Research Interest:**

- Management
- HRM
- Marketing
- Small Business Management
- Service Marketing
- Accounting

**Outreach Activities:**

- Resource person for “ Awareness of University Entrance and Career Planning” on May/2016 at St. Marys College, Trincomalee
- Resource Person for conduct the Seminar for G.C.E (A/L)-2016 Commerce Stream Students on July/2016
- Resource Person for workshop on “University Application and Course Selection Procedure held at T/R.K.M.Sri Koneswara Hindu College on Feb/2017.
- Prepare the proposal for External Degree Certificate Program, CHRM: Certificate Course in Human Resource Management in 2016
- Participated the Exposure Visit Program from Eastern University-Batch II, conducted by AIT Extension for the period of 14<sup>th</sup> to 21<sup>st</sup> of November, 2016 at the Asian Institute of Technology, Thailand.

**Research work:**

- “Influence of Credit Rationing on Child Labour in poor households in Sri Lanka”, Special reference to Hulandawa Estate in Matara District, co-author Mr.Ariya Madurasinghage Channa. Paper presented and extended abstract published on Research Conference on Business Studies on 2016, Vavuniya Campus, University of Jaffna.
- “ Success of Positive Attitudes”, article published on “Kailainatham”, School Magazine on 2016, T/Nilaveli Kaileswara College.
- “ Study on Consumer Buying Behavior of Footwear in Town and Gravets Division in Trincomalee District”, co-author Mr.V.Regan. Paper presented and published on 1<sup>st</sup> International Undergraduate Research Session-2016, Trincomalee Campus
- “Students’ Perception towards English Medium Instruction (EMI), special reference to Management Undergraduates in Trincomalee Campus, co-author Ms.M.I.F.Shawme Shajah. Paper presented and published on 1<sup>st</sup> International Undergraduate Research Session-2016, Trincomalee Campus
- “ Study on the Students Usage of Library Services”, article published on online journal IJMT on 2015, ISSN 2249-1058

- “Job Performance of Employees at Department of Social Service, Eastern Province”, co-author Ms.Pavithera. Paper presented at 5<sup>th</sup> Symposium, South Eastern University on 2015
- “ Service Quality of Garbage System at Urban Council, Special reference to Trincomalee District”, co-author Mr.Mayuran. Paper Presented on “8<sup>th</sup> International Research Conference of General Sir John Kotelawala Defence University on 2015.
- “ The Study of Service Quality on Customer Satisfaction in Motor Traffic Department in Trincomalee District”, co-author Ms.R.Tharmini, article published in SLIDA journal, 2014.
- “ A Study on Organization Citizenship Behavior and Performance of 1C Schools in Batticaloa District”, co-author Ms.S.Hareniya, article published in online ESOFT Metro Campus, International Journal, 2014.
- ‘Study on the work effectiveness of graduates in the public sector organization’, paper presented at 3<sup>rd</sup> ARS, South Eastern University on 2014.
- STORY OF ENTREPRENEUR WHO CLIMED LADDER OF SUCCESS, Poverty Entrepreneurship and Development book-edited by Mrs.K.Kamalakumari, March 2014, ISBN 978-955-414189-0-1.
- “Study on the Effectiveness of English Medium Montessori in Trincomalee District”, Abstract published in International Conference of Eastern University, Sri Lanka on 2013.
- “Quality of work life of Employees”, Article published in Makudam magazine, 90<sup>th</sup> Anniversary Souvernir-2013, Issue-05, Sri Shan Muga Hindu Ladies College.
- Impact of stress on job performance of employees in the public sector organization, Abstract published on JUICE-International research conference at Jaffna University on 2012.
- A study on factors affecting the rate of failure of small business enterprises in Sri Lanka, co-author Ms.Lakshika, paper presented and abstract published on 1<sup>st</sup> Annual research conference-2012 at South Eastern University.
- “A Study of Marketing Problems and Solution for paddy cultivation in Thampalagamam Divisional Secretariat Division”, with co-author Mr.S.Jude, Paper presented and abstract published on Vavuniya Campus ARS on 2011.

- “The Relationship between the Commitment and Job Performance of Employees in the Public Sector Organization”, article published in the Wayamba Journal of Management, 2011.
- “Organizational Culture and Marketing Culture”, with co-author Pratheeba Thillirasan, published on the Harbour- Annual Journal-2008, Trinco Campus.
- “Quality Measurement of External Degree Program in Trincomalee Campus” with coauthor Mr. N. Nagendrakumar, Senior Lecturer, Paper presented and published on ARS- 2007, Trinco Campus.
- “Impact of Tsunami Disaster on Fishing Industry in Trincomalee District (Special Reference to Kuchchaveli Divisional Secretariat” paper presented at “URS” on 2007 at EUSL
- “Women’s liberation movement and its effect on family life”, the article published on Harbour Journal-2006 at Trinco Campus.

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