

# Y.M.W.G.P.K. UDURAWANA

SENIOR LECTURER

DEPARTMENT OF MARKETING MANAGEMENT

FACULTY OF MANAGEMENT STUDIES  
RAJARATA UNIVERSITY OF SRI LANKA

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## ACADEMIC ACHIVEMENTS

### PhD in Marketing Management

Faculty of Graduate Studies, University of Kelaniya Sri Lanka, Sri Lanka – (2017 – 2020) (Thesis - Experiential Marketing)

### Master in Business Administration

Faculty of Management Studies of Rajarata University of Sri Lanka (2011 – 2014) (Thesis – Destination Marketing)

### Bachelor of Business Administration,

University of Ruhuna, Matara, Sri Lanka (Major in Marketing) 2<sup>nd</sup> Class Upper Division (2001 – 2006)

**G.C.E. (A/L) 1999** Niwaththaka Chethiya Maha Vidyalaya, Anuradhapura - Exam No. 9259279

**G.C.E. (O/L) 1996** Niwaththaka Chethiya Maha Vidyalaya, Anuradhapura - Exam No. 63395754

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## AWARD & MEMBERSHIP

**Outstanding Paper Award 2020** - Experiential Marketing, Destination Image, Tourists Satisfaction And Tourists' Destination Loyalty (Reference To Tourists' Cultural Destinations In Sri Lanka), 1<sup>st</sup> international conference, Sri Lanka Institute of Marketing (SLIM)

**Life Member** Institute of Management of Sri Lanka (IMSL) with effect from January, 2018

**Life Member** Sri Lanka Institute of Marketing (SLIM) with effect from November, 2016

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## RESEARCH & PUBLICATION

YEAR	AREA
2021	The Effect of Experiential Marketing, Destination Image, Tourists Satisfaction, on Destination Loyalty, Evidence from Tourists Cultural Destinations in Sri Lanka, South Asian Journal of Tourism and Hospitality. Sabaragamuwa University of Sri Lanka.
2020	Experiential marketing for destination loyalty (Special reference to the cultural areas in Sri Lanka), 20 <sup>th</sup> Edition – September, International Journal of Scientific & Technology Research, VOLUME 9, ISSUE 09, SEPTEMBER 2020
2020	Experiential Marketing, Destination Image, and Tourists' Destination Loyalty (Reference to Tourists' Cultural Destinations in Sri Lanka), 17 <sup>th</sup> International Conference on Business Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka

<b>2020</b>	Destination Loyalty is leading for the perceived sustainable tourism ((Reference To Tourists' Cultural Destinations In Sri Lanka), 6 <sup>th</sup> International Conference for Accounting Research and Educators, Conference Proceedings, Department of Accountancy, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
<b>2019</b>	Tourists' loyalty behavior in Pollonaruwa sacred city in Sri Lanka, Proceedings of the 20 <sup>th</sup> International Postgraduate Research Conference, Faculty of Graduate Studies, University of Kelaniya, Sri Lanka
<b>2018</b>	The factors Affecting to Job Commitment of Police Officers in Anuradhapura District in Sri Lanka, 2 <sup>nd</sup> National Research Symposium on Management 2018, Faculty of Management Studies, Rajarata University of Sri Lanka
<b>2018</b>	Factors Affecting University Students Online Shopping Behavior: A study in Rajarata University of Sri Lanka, 2 <sup>nd</sup> National Research Symposium on Management 2018, Faculty of Management Studies, Rajarata University of Sri Lanka
<b>2018</b>	Determinants of Tourists' Destination Loyalty; (With Special Reference to the Sacred Areas at Anuradhapura in Sri Lanka), International Conference for Accounting Research and Educators 2018, Department of Accountancy, Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
<b>2018</b>	Effects of Social Dimensions of information Technology Usage on Behavioral Involvement with Library Services: Reference to Newly Established State Universities in Sri Lanka, International Conference for Accounting Research and Educators 2018, Department of Accountancy, Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka
<b>2017</b>	Service Quality and Patient Satisfaction: A study of Private Hospitals in Anuradhapura City Area, 1 <sup>st</sup> Undergraduate Research Symposium 2017, Faculty of Management Studies, Rajarata University of Sri Lanka
<b>2017</b>	Service Quality of Passenger Transport Service and Tourists satisfaction in Anuradhapura Sacred City, 1 <sup>st</sup> Undergraduate Research Symposium 2017, Faculty of Management Studies, Rajarata University of Sri Lanka
<b>2016</b>	Determinants' to Sustain International Tourists Demand at the Cultural Triangle in Sri Lanka, 3 <sup>rd</sup> International Research Symposium 2016, Faculty of Management Studies, Rajarata University of Sri Lanka
<b>2015</b>	Destinations Attributes on Tourists Satisfaction at Sacred Areas of Anuradhapura in Sri Lanka, 04 <sup>th</sup> International Conference on Management and Economics 2015, Faculty of Management and Finance, University of Ruhuna, Sri Lanka
<b>2014</b>	A STUDY ON FACTORS AFFECTING ON CONSUMERS' FAST FOODS BUYING BEHAVIOUR (Reference to Pizza Hut in the Anuradapura City Area, Sri Lanka), Proceedings of International Conference on contemporary Management 2014, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka
<b>2014</b>	ATMs Solutions and Behavioral Involvement (With special reference to the commercial banks' ATM facilities at Anuradhapura City Area), Scientific Society of Advanced Research and Social Change (SSARSC) 2014, International Journal of Geo Science and Geo Informatics ISSN 2349-6975 Volume 1 Issue 1, July 2014
<b>2014</b>	Market segmentation and its impact on customer satisfaction with especial reference to commercial bank of Ceylon Plc, Marketing Information & Strategies: Core for Development, Scitech Publications (India) Pvt Ltd (January 1, 2014)
<b>2014</b>	Does The Employee Informal Performance Evaluation has contributed to Effective Performance Management of Non Managerial Staff: Reference to the People's Banks in Anuradhapura, Sri Lanka - ISSN 2306-9074
<b>2011</b>	Application of Quantitative Techniques in Decision Making among the University Executives, International Conference on Modern Trends on Innovative Management 2011, Faculty of Management Studies, Rajarata University of Sri Lanka.

## RESEARCH MEMBERSHIP & REVIEW EXPERIENCES

TIME	JOURNAL/CONFERENCE	UNIVERSITY
February 2021	International Conference on Contemporary Management (ICCM - 2021)	Faculty of Management Studies and Commerce, University of Jaffna.
June 2020	Journal of Business Management	Vavuniya Campus - University of Jaffna
September 2020	International Conference on Business and Information (ICBI 2020)	Faculty of Commerce and Management Studies, University of Kelaniya
Since 2020	International Conference on Recent Trends in Multi-Disciplinary Research (ICRTMDR-20)"	Committee Membership (Representing Sri Lanka)
2020	Rajarata University Journal	Rajarata University of Sri Lanka
October 2018	National Research Symposium on Management	Faculty of Management Studies, Rajarata University of Sri Lanka
June 2017	Undergraduate Research Symposium	Faculty of Management Studies, Rajarata University of Sri Lanka
2014	Academic Sessions & Vice Chancellors Award 2014	University of Ruhuna, Mathara

### Human Resource Management,

Course Manual, Bachelor of Business Administration (external) Rajarata University of Sri Lanka

### Change Management and Communication,

Course Manual, Trainers Training Program, United Nation Development Program.

### Business Value Creation,

Course Manual, Business Level - Institute of Chartered Accountants of Sri Lanka, for SIPVIN Higher Education Institute, Sri Lanka

## MEDIA DISCUSSION

DATE	TIME	MEDIA	TOPIC
05.08.2020		මව්බිම -	Sri Lankaawe Sanskruthika Sthaana Saha Wideshikayange Akarhsnaya
16.02.2018	02 Hours	Rangiri FM - ගුරුදා විග්‍රහය	හැම සිදුවීමකටම හේතුවක්
25.01.2018	30 Minutes	Rupawaahini - සංභීද	"කැනක ඇති ලස්සන"
18.01.2018	02 Hours	Rangiri FM - ගුරුදා විග්‍රහය	"මම, නුබ, අපි නිවැරදිද?"
02.02.2018	02 Hours	Rangiri FM - ගුරුදා විග්‍රහය	වෙනසක් හදන්න වෙනසක් දකින්න
13.07.2017	01 Hour	Rangiri TV -	තාරුණ්‍ය සහ නිවැරදි ජීවිතය
16.08.2017	30 Minutes	Rupawaahini - සංභීද	"තුන්මත්හන්දිය" Wijayarathna Warakagoda
26.06.2017		ලංකාදීප	තුන්මත්හන්දිය සංගීත සන්ද්‍රාව - විජේරත්න වරකාගොඩ සමග
2017		ලංකාදීප	තුන්මත්හන්දිය - රජරට සරසවි අඛණ්ඩන සම්මාන 2017
2017		මව්බිම	අඛණ්ඩන සම්මානයෙන් වරකාගොඩ

			සම්මාන ලබයි
15.06.2017	01 Hour	Rangiri TV	තුන්මත්හන්දිය සහ රජරට සරසවිය
19.06.2017	30 Minutes	Rupawaahini - සංචිද	අඛිවන්දන සම්මාන
15.06.2017	02 Hours	Rangiri FM - ගුරුදා විග්‍රහය	ගුරුවරු හා ළමයි... (ඔවුනට ඔවුන් වෙන්නට ඉඩ දෙන්න)
July 2017		<a href="http://www.onlinepuwath.com">www.onlinepuwath.com</a>	"මොකක්ද මේ ෆෝන් සෙක්ස් කියන්නේ",
20.06.2017	01 Hour	Rajarata FM	තාරුණ්‍ය හා තුන්මත්හන්දිය
01.07.2016	30 Minutes	Rupawaahini - නුභ සෙවන	තුන්මත්හන්දිය - කරුණාරත්න දිවුල්ගනේ.- අඛිවන්දන සම්මාන
04.11.2016		DIwayina	Dariyakage Nidana Kamaraya Sakaskirime waggkima
03.12.2015		ලංකාදීප	අනුරාධපුර ඒඩ්ස් රෝගීන් ගේ ප්‍රධාන අරමුණ
2014		ලංකාදීප	පිට සක්වල ජීවිත රිටිගලට පැමිණීම මිනිසාවක්

## PROFESSIONAL QUALIFICATION

- COMPUTER** Diploma in Computer Based Accounting & E-Commerce - Tec Sri Lanka – 2001-2002  
Spreadsheet & E-Usage of City & Guilds, Sri Lanka - 2005
- ICASL** Intermediary and Foundation Examinations (2002) - Institute of Chartered Accountants of Sri Lanka.
- LANGUAGE** Diploma in English at ICBT Campus, Matara, Sri Lanka, 2009
- TEACHING** Certified on Teaching in Higher Education, Staff Development Centre, Rajarata University of Sri Lanka, 2013

## LEADERSHIP, SPORTS, & EXTRA CURRICULAM

TOPIC	TIME	INSTITUTE
<b>Founder</b> of "THUNMANHANDIYA"	Since 2015	Rajarata University Abiwandana Sammana" Musical Progame Now, organized by the faculty of Management Studies, Rajarata University of Sri Lanka (RUSL)
<b>Founder</b> of "RUSL Marketing Day"	Since 2015	Advertising Competition, Now, organized by the faculty of Management Studies, RUSL.
Resource Person	2021	Implementing the Budget, Entrepreneur Development, Minister of Samurdhi, Household Economy, Micro Finance, Self-Employment and Business Development.
Resource Person	2020	Orientation Training Program for the New Graduate Appointment to the Government.
Resource Person	2018	Strategic Planning Workshop of Vavuniya Campus, University of Jaffna
Committee Member	2017	Ayur 2017, Ayurweda Exhibition, Rajarata University of Sri lanka
Panel Member	2017	Rajarata Swarna Sammana 2017.05.05
Director	2017	Promotional Video for Little Heart Project, Lady Rigeway Hospital for Children.

Member of the Organizing Committee	2016	3 <sup>rd</sup> International Research Symposium, Rajarata University of Sri Lanka
Research Supervisor	Since 2016	BSc Degree Program, Faculty of Management Studies, RUSL
Industrial Training Supervisor	Since 2016	BSc Degree Program, Faculty of Management Studies, RUSL
Supervisor/Invigilator	Since 2016	BSc Degree Program, Faculty of Management Studies, RUSL
Member	2016	Workshop on Student Counselling
Course Director	2016	Youth Leadership Development Program (Eu-SDDP (UNDP) -GLED
Resource Person	2015	Review of the Syllabi, Undergraduate Degree Program, Faculty of Management Studies.
Senior Treasurer	Since 2015	University Art Council, RUSL
Career Guidance Counselor,	2015-2017	Faculty of Management Studies, Rajarata University of Sri Lanka
Member	Since 2015	Student Counselling Program, Faculty of Management Studies, RUSL
Resource Person	2015	Workshop on Curriculum Revision, Faculty of Management Studies.
Senior Treasurer	Since 2014	Sri Lanka Telecom Customer Club in Anuradhapura District
Panel Member	2014	Selection for Grade 01, Hatharaswela Viduhala, Anuradhapura
Invigilator	Since 2014	PGDM/MBA Examination, Faculty of Management Studies, RUSL
Resource Person	2014	Preparing the Syllabi for Proposed BSc (Marketing Management) Special Degree Program.
Chief Examiner	2014	GCE A/L Examination – Business Studies
Panel member	2014-2016	Students Selection Committee of the BBA External Degree Programme, RUSL
Resource Person	2014	SL Army and SL Air Force Non-Commissioned Management Course
Member of the Sport Council	Since 2014	Sport Advisory Board of the Physical Education Unit of Rajarata University of Sri Lanka.
Faculty Coordinator	2014	Maintain Industrial Relationship with MAS Intimates PLC
Faculty Representative	2013	Development of Career Course Unit under the Soft Skills Development Project
Member	2013	Leadership and Team Building Programme for University Academic, Commando Training Centre, Uwa Kudaoya.
Committee Coordinator	2013 & 2016	Food & Lodging, Cultural Activities , International Research Symposium organized by the RUSL
Chief Examiner	2013-2015	GCE A/L 2013 and 2015 (New Syllabus) Examination
Faculty Coordinator	2013	“Modernization of Agricultural Services in Anuradhapura District” conducted by Vice Chancellor Office and Ministry of Planning
Resource Person	2013	World Tourism Day 2013 organized by Ministry of Co-Operative, Trade & Food, Small Industries, Textile Industries, Rural Development & Tourism – North Central Province
Member	2013	Technical Evaluation Committee (TEC), Faculty of Management Studies, RUSL
Coordinator	2013	Orientation Programme of New Batch 2013 of the Faculty of Management Studies
Resource Person	2013-2017	Management, Marketing Management, and Human Resource Management courses of the BBA external Degree Programme, RUSL
Faculty Coordinator	2013-2017	Cultural Activities of the Rajarata University of Sri Lanka Since
Senior Treasurer	2012	Faculty Student Union, Faculty of Management Studies, RUSL
Invigilator	2012	Aptitude Test 2011/2012 for Information and Communication Technology Degree. RUSL/University of Jaffna

Supervisor	Since 2012	MBA Program, Faculty of Management Studies, RUSL
Research Supervisor (Marketing and HRM)	Since 2011	Department of Business Management, Faculty of Management Studies
University Member	2011	Productivity Promotions and Attitude Change Programme, conducted by the Ministry of Productivity Promotion
Industrial Training Coordinator	2011-2015	Department of Business Management, Faculty of Management Studies, RUSL
Member of the Organizing Committee	2011	International Conference on Modern Trends in Innovative Management, Faculty of Management Studies, RUSL
Student Counselor	Since 2009	Department of Business Management, Faculty of Management Studies, RUSL
Paper Setter, Examiner, Moderator,	Since 2009	Faculty of Management Studies, Agriculture and Applied Sciences of
Member of the Sport Association	2001-2006	Inter University Hockey Team & Elle Team of University of Ruhuna, and Member of the Chess Team, Football Team, Basketball Team, of Faculty of Management & Finance University of Ruhuna,
Member	1999	Niwaththaka Chethiya School Cadets, Herman Lose Battalion Camp
Member	1996 - 1999	Niwaththaka Chethiya Collage Prefect Board,
Teacher	1996 - 2001	Hatharaswela Dhaham School

## WORKING EXPERIENCE

POSITION	YEAR	SUBJECT	ORGANIZATION
Senior Lecturer	Since 2009	Marketing & Human Resource Management	Department of Business Management, Faculty of Management Studies, RUSL
Visiting Lecturer	2012-2021	Management & Marketing Management	Department of Information Communication Technology, Faculty of Applied Science, RUSL
Visiting Lecturer	2016-2020	Strategic Management and Application of HRM	Faculty of Commerce, Department of Economics, University of Jaffna.
Visiting Lecturer	2016-2018	E Commerce	Department of Travel & Tourism, Faculty of Business Management, University Collage, Anuradhapura,
Visiting Lecturer	2011-2016	OB & Human Resource Management	Department of Agriculture, Faculty of Agriculture, Rajarata University of Sri Lanka
Visiting Lecturer	2009-2012	Human Resource Management	Sri Lanka Institute of Advanced Technological Educational, Anuradhapura
Visiting Lecturer	2009	Human Resource Management	Distance Education Modularization Project (DEMP), Hambantota District Chamber of Commerce, Hambantota
Manager	2007-2009		Sarasavi Information & Outreach Centre of University of Ruhuna
Administration & HR Officer	2006-2007		Hambanthota District Chamber of Commerce (HDCC), Hambantota
Trainee Auditor	2006		Plan Sri Lanka in Hambanthota & Anuradhapura District
Management Trainee	2006		Ceylinco Security & Financial Services Ltd. Matara, Sri Lanka
Administrator	2005		"Give them HAND" Italian NGO, Funded by Regione Lombardia, Unawatuna, Galle

Visiting Lecturer	2012	Community Program	Catalyst	Vavunya Campus of the University of Jaffna
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## SELF CONDUCTED WORKSHOPS

DATE	TOPIC	INSTITUTION
20.08.2020	How to Develop Positive Attitude	Pu/Saliya Model School, Saliyawewa, Puththalama
19.05.2020	Motivation and Positive Thinking	Commanding Officers, Combat Training School, Ampaara
22.08.2018	Path to Happy Life	Police officers, Sri Lanka Police Collage, Pahalagama
16.03.2018	“අපි වෙනම නායකයෝ”	“Walisnghe Leaders Day”, organized by the A/Walissinghe Maha Vidyalaya
20.04.2018	Career Development & Happy Life	Conducted for Senior Officers, Gajaba Regiment Saliyapura.
15.11.2017	Career Development & Happy Life	Conducted for Senior Commisioned Officers, Gajaba Regiment Saliyapura.
21.10.2017	Leadership for YOUTH	conducted for Swarnapali Balika Collage, Anuradhapura
25.11.2017	“Nothing is own to us”	Commanding officers of Sri Lanka Army
13.02.2017	How to Manage Stress	Conducted for Sumithurur Suba Sadaka Samithiya, Isurupura, Anuradhapuara
27.12.2017	Myself – Job – Life	<b>Non Academic (non Managerial) Staff members</b> of the RUSL, organized by the Staff Development Centre, RUSL
20.02.2017	Behavior Modification with Positive Attitude	conducted for Central Collage Anuradhapura
20.10.2017	Behavior Modification with Positive Attitude	conducted for Swarnapali Balika Collage, Anuradhapura
04.04.2017	Positive Thinking	Conducted for St. Joseph’s College, Anuradhapura
18.07.2017	Drugs, Life, and Relationships	<b>Alayapaththuwa Village</b> , Anuradhapura
11.07.2017	How to understand the LIFE	<b>Organized by the the Saliyapura School, Anurahdapura</b>
3.05.2017	Strength of Group Cohesiveness	<b>MAS Holding</b> , Mihinthale
3.05.2017	Managing the Exam Stress	National Students forum, organized by the <b>Rotary Club - Anuradhapura</b> , at Diyamankada Nature Resort,
18.12.2016	Managing the STRESS	Conducted for members of the LION club Anurahdapura City, 306 B2, Anuradhapura
23.12.2016	Trainers Training Programe	<b>Small Business Entrepreneurs in Anuradhapura</b> District, Conducted by SME Unit of the District Secretariat Office, Anuradhapura
06.09.2016	Behavior Modification with Positive Attitude	Conducted for Police Officers, Sri Lanka Police Training Centre, Thambuttegama
29.09.2016	Trainers Training	Conducted for Career Development Officers, Department of Manpower and Employment
2014/2015	Behavior Modification	Non-Commissioned Management Course, for <b>Sri Lanka Air force</b> , China Bay, Trincomalee
22.03.2014	Principles of Leadership	Conducted for St. Joseph’s College, Anuradhapura
20.06.2014	Effective Leadership	Conducted for KB Rathnayake College, Anuradhapura

24.03.2014	Future Leaders	Conducted for Walisinghe Harishchandra Collage, Anuradhapura
10.05.2013	Managing Living Resources	Dinners Club – Senior Officers, Infantry Divisional Headquarters, Alankulam, Thurukkayi.
	Happy Entrepreneur	<b>North Central Province Bus Owner Association</b> , Organized by the Ministry of Transport and Corporate
	My Job is the Job	<b>North Central Province Bus conductors &amp; Drivers Association</b> , Organized by the Ministry of Transport and Corporate
	Be Positive to Enjoy the JOB-Life	<b>Non Academic (non Managerial) Staff members</b> of the RUSL, organized by the Staff Development Centre, RUSL
	Behavior Modification with Positive Attitude for Army Officers	Organized by the <b>Sri Lanka Special Forces</b> , Vanni, Vavunuya
04.06.2011	Managing Living Resource	Leadership Training, Army Service Crops School, Anuradhapura
24.06.2011	Positive Thinking and Leadership	Leadership Training, SLNS Shiksha, Punewa, Madawachchiya
17.06.2011	Managing Living Resource	Leadership Training, Armored Crops Training Centre, Galkulama
13.07.2011	Positive Thinking and Leadership	Leadership Training, Armored Crops Training Centre, Galkulama
06.04.2011	Public Relations	Department of ayurveda, North Central Province.

#### CHIEF GUEST

Certificate Awarding Ceremony, for **Diploma in Human Resource Management**, organized by the Youth Development Centre, Anuradhapura – 22.07.2016

Annual Commence Day, Prince of Wales' Collage, Moratuwa 17.11.2014

School Prefect day, Organized by the **Walisinghe Harichchandra School**, Anuradhapura

School Prefect day, Organized by the **Niwaththaka Chethiya Collage**, Anuradhapura. 28.07.2016

School Prefect day, Organized by the **St-Joseph Boys School**, Anuradhapura 2015

#### PERSONAL DETAILS

Full Name : Yapa Mudiyansele Gedara Pushpa Kumara Udurawana (YMWGPK Udurawana)

Permanent Address : 185, Bandara Puliyankulama, Anuradhapura, Sri Lanka

Date of Birth : 04<sup>th</sup> of March 1980

NIC No : 800641810V

Gender : Male

Marital Status : Married

Nationality : Sri Lankan



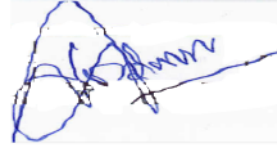
## REFEREES

Prof. WMC Bandara Wanninayake  
Senior Lecturer  
Department of Marketing  
Faculty of Commerce and Management Studies  
University of Kelaniya, Sri Lanka  
Tel: 0717 898319

Prof. PMB Jayathilaka  
Head  
Department of Business Management  
Faculty of Management Studies  
Rajarata University of Sri Lanka  
Tel: 025 – 22266810 (Office)

I hereby declare that the particulars given by me in this application are true and correct to the best of my knowledge.

February 14, 2021  
**Date**



Y.M.W.G.P.K. Udurawana