

CURRICULM VITAE

(as at December, 2020)

Mapa Mudiyanselage Lahiru Chathuranga Gunathilake

(MBA, PG Dip, BBA, MILT, AMSLIM)

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ACADEMIC QUALIFICATIONS

I	MBA	University of Colombo (12/2014 – 08/2017)
	PG Dip	Sri Lanka Institute of Marketing(SLIM) (12/2009-06/2011)
	BBA	University of Peradeniya (08/2008-02/2013)

UNIVERSITY TEACHING AND ADMINISTRATIVE EXPERIENCES

II	06/2020- present	Coordinator, Postgraduate Diploma in Defence Management, Junior Command and Staff College, Sri Lanka Air Force Academy, China Bay, Sri Lanka
	11/2018- present	Coordinator, BSc in Aviation Studies, Sri Lanka Air Force Academy, China Bay, Sri Lanka
	11/2019- present	Internal Supervising Coordinator for Mphil/PhD program, Faculty of Graduate Studies, General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka
	05/2015- present	Senior Lecturer-Grade II, Department of Management and Finance, Faculty of Management, Social Science and Humanities, General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka
	05/2015- present	Internship Coordinator, Department of Management and Finance, Faculty of Management, Social Science and Humanities, General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka
	01/2016- present	Academic Supervisor, Junior Command and Staff College, Sri Lanka Air Force Academy, China Bay, Sri Lanka
	01/2017- present	Visiting Lecturer, Junior Command and Staff College, Sri Lanka Air Force Academy, China Bay, Sri Lanka

- 05/2017- present Visiting Lecturer, Faculty of Graduate Studies, General Sir John Kotelawala Defence University Rathmalana, Sri Lanka
- 08/2017- present Visiting Lecturer, University of Vocational Technology, Rathmalana, Sri Lanka
- 08/2017- present Visiting Lecturer, Junior Naval Staff College, Navel and Maritime Academy, Trincomalee, Sri Lanka
- 12/2017- present Resource Personnel, Sri Lanka Institute of Marketing (SLIM), Kandy, Sri Lanka
- 01/2018- present Examiner, MBA in Logistics Management Degree Program, Navel and Maritime Academy, Trincomalee, Sri Lanka
- 01/2018- present Academic Supervisor, Faculty of Graduate Studies, General Sir John Kotelawala Defence University Rathmalana, Sri Lanka
- 01/2018- present Academic Supervisor, Defence Services and Staff College, Sapugaskanda, Sri Lanka
- 01/2018- present Faculty Student Counselor, Faculty of Management, Social Science and Humanities, General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka
- 01/2017-01/2019 Chief Editor, Faculty Newsletter, Faculty of Management, Social Science and Humanities, General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka
- 01/2017-08/2017 Plenary/Technical Session Coordinator in Faculty of Management, Social Science and Humanities, General Sir John Kotelawala Defence University, Rathmalana, Sri Lanka
- 04/2013-04/2015 Assistant Lecturer, Department of Management Studies, University of Peradeniya, Peradeniya, Sri Lanka
- 10/2013-04/2015 Tutor-Mentor, Centre for Distance and Continuing Education, University of Peradeniya, Peradeniya, Sri Lanka
- 10/2014-04/2015 Volunteer Student Counselor, University of Peradeniya, Peradeniya, Sri Lanka
- 01/2013-01/2015 Part-time Academic Sub-Warden, Ivor Jennings Hall, University of Peradeniya, Peradeniya, Sri Lanka

01/2015-05/2015 Coordinator and Evaluator, Faculty Internship Program, Faculty of Management, University of Peradeniya, Peradeniya, Sri Lanka

INDUSTRY EXPERIENCES

- III** 07/2011-01/2012 Branch Manager, Ishara Traders, 447A, Union Place, Colombo 02, Sri Lanka
- 02/2012-10/2012 Lube Sales Supervisor, Lanka Indian Oil Corporation(LIOC), Level 20, West Tower, World Trade Center, Echelon Square, Colombo-01, Sri Lanka

PROFESSIONAL MEMBERSHIP

- IV** From 08/2019 up to now MILT-Member of the Chartered Institute of Logistics and Transport, Sri Lanka (CILT-Sri Lanka)
- From 12/2011 up to now AMSLIM-Associate Member of Sri Lanka Institute of Marketing (SLIM-Sri Lanka)

PRIZE AND AWARDED NOMINATIONS

- V** **2010:** Best student for the subject economics and legal concepts for marketing at Postgraduate Diploma in Marketing (Sri Lanka), (Reg: D101G04-2)
- 2007:** Best Performance in Grade Thirteen, Commerce Section, Central College, Kuliyaipitiya , Sri Lanka
- 2007:** Proficiency in Accounting, Commerce Section, Central College, Kuliyaipitiya , Sri Lanka
- 2007:** Proficiency in Economics, Commerce Section, Central College, Kuliyaipitiya , Sri Lanka
- 2007:** Proficiency in Business Studies, Commerce Section, Central College, Kuliyaipitiya , Sri Lanka

PUBLICATION RECORDS

- | | | |
|-----------|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| VI | A. Journals | Gunathilake et al., (2020). Factors Affecting Brand Switching Behaviour of Millennials, South Asian Journal of Marketing, Volume I, Issue II |
| | B. Conferences
: Full paper
peer
reviewed | <p>Gunathilake, L. and Dasunika, T (2020). Factors Affecting Purchase Intention for Cruelty-free Cosmetics with special reference to Women Consumers in Colombo District-Sri Lanka. ICBM-2020, 17th International Conference on Business Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura</p> <p>Gunathilake et al., (2020). Consumer preferences towards own brands: with special reference to own brands of Sri Lankan supermarkets. KDU IRC 2020, 13th International Research Conference, General Sir John Kotelawala Defence University</p> <p>Gunathilake et al., (2020). Factors behind the Success of International Competitiveness of Apparel Industry in Sri Lanka with Special Reference to Vertical Integration Strategy. KDU IRC 2020, 13th International Research Conference, General Sir John Kotelawala Defence University</p> <p>Gunathilake, L. and Mallikarachchi, N (2020). Factors Affecting the Growth of SME Lending Portfolio of Banking Industry: With Reference to Consumer Perspective of XY Bank PLC. KDU IRC 2020, 13th International Research Conference, General Sir John Kotelawala Defence University</p> <p>Gunathilake et al., (2020). Public Intention towards Mobile Money Transactions in Sri Lanka. KDU IRC 2020, 13th International Research Conference, General Sir John Kotelawala Defence University</p> <p>Gunathilake et al., (2020). Factors affecting the consumer intention towards self-banking services in Sri Lanka; with special reference to Peoples' Bank. KDU IRC 2020, 13th International Research Conference, General Sir John Kotelawala Defence University</p> |

Gunathilake et al., (2020).The Impact of Celebrity Endorsement on Consumer Purchase Intention - With Reference To Skincare Products in Sri Lanka. KDU IRC 2020, 13th International Research Conference, General Sir John Kotelawala Defence University

Gunathilake et al., (2019).A study on adopting online review management as a new strategy beyond traditional media marketing tools with special reference to TV advertisements. KDU IRC 2019, 12th International Research Conference, General Sir John Kotelawala Defence University

Gunathilake, L. and Jayman DF (2018).Consumer purchase intention towards organic food; with special reference to undergraduates in Sri Lanka. KDU IRC 2018, 11th International Research Conference, General Sir John Kotelawala Defence University

Gunathilake, L. & De Mel, D.(2017). The effect of Corporate Governance on Capital Structure : A study of listed manufacturing companies in Sri Lanka. KDU IRC 2017, 10th International Research Conference, General Sir John Kotelawala Defence University

Gunathilake, L. & De Mel, D.(2016).Cost Benefit Perspectives of Backward Vertical Integration : An Empirical Study on the Textile and Apparel Industry in Sri Lanka. KDU IRC 2016, 09th International Research Conference, General Sir John Kotelawala Defence University

Gunathilake, L. (2014). A comparative study of the impact of service quality on the levels of customer satisfaction in the public and private banking sectors. ICME 2014. University of Ruhuna

Gunathilake, L. (2014). An empirical study on the impact of subliminal perception of anti-cigarette campaign for the development of cigarette industry. iPurse 2014. University of Peradeniya

EXTRA-CURRICULAR ACTIVITIES

- VII** **2009:** Committee member of Student Association of the BIZTRA (BBA Society), University of Peradeniya, Sri Lanka
- 2007:** Senior Prefect of School Prefect Board-2006/2007 ,Central College, Kuliyaipitiya, Sri Lanka
- 2007:** Head Prefect at Dhamma School, Sri Sunanda Daham School, Rathmulukanda, Sri Lanka
- 2007:** Member of the School Red Cross Society Central College, Kuliyaipitiya, Sri Lanka.
- 2007:** Class Representative of Consumer Circle- Student Association of the Commerce Section, Central College, Kuliyaipitiya, Sri Lanka
- 2006:** Member of School Music Team, Central College, Kuliyaipitiya, Sri Lanka

DEMOGRAPHIC INFORMATION

VIII	Full Name	Mapa Mudiyansele Lahiru Chathuranga Gunathilake
	Date of Birth	09 th December 1988
	Age	31 years old
	Civil Status	Married
	Citizenship	Sri Lankan
	Nationality	Sinhalese
	National Identity Card No	198834400862
	Passport No	N 3140664

REFERENCES

- IX**
1. Dr. Kamal Tilakasiri
Head of the Department
Department of Accountancy
Faculty of Commerce and Management
Studies, University of Kelaniya
Tel No :(+94) 71-3474264
e-mail: ktilakasiri@gmail.com
 2. Prof. Athula Ekanayake
Dean of the Faculty
Faculty of Management
University of Peradeniya.
Tel No :(+94) 71-8556034
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DECLARATION

- X**
- I hereby certify that the particulars submitted by me in this document are true and accurate. I am aware that if any of these particulars are found to be false or inaccurate, I am liable to be disqualified before selection and to be dismissed without any compensation if the inaccuracy is detected after any appointment.

31/12/2020

Date



Signature of Applicant