

CURRICULUM VITAE

Mr. Asanka Rohana Senevirathne

Doctoral Candidate - University of Colombo, Mphil (UoC), BSc (Hons) Accounting & Business Finance 1st Class, MBA (Merit), Cert. in Teaching in HEd; OUSL, MAAT, MCPM

Mr. Asanka Senevirathne
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Academic Profile :

Mr. Asanka Senevirathne is a Senior Lecturer in Accounting and Business Finance affiliated with the Faculty of Management Studies, Department of Accounting and Finance, at the Open University of Sri Lanka. On 3/12/2012, he joined the OUSL. He has a B.Sc. in Accounting and Business Finance with First Class Honors and an MBA with Merit from the University of Wayamba. He is a member of the Institute of Chartered Professional Managers of Sri Lanka and the Association of Accounting Technicians in Sri Lanka, both of which have membership numbers (MAAT4994) & (MCPM01201). He is a Doctoral Candidate at the Faculty of Graduate Studies, University of Colombo, Sri Lanka.

Career Objective:

My career objective is to utilize my expertise and further develop my skills within a growing field, contributing to the success of organizations that require my assistance. I am eager to join a well-established team where I can act as a resource person and play a critical role in achieving organizational objectives and positively impacting communities, nations, and the global community.

Academic Qualification:

- Reading for Ph.D. Faculty of Graduate Studies at the University of Colombo (PhD thesis, titled "Impact of Financial Literacy on Firm Performance of SMEs in Sri Lanka," is a comprehensive study shedding light on the pivotal role financial literacy plays in the success of SMEs.)
- Master of Business Administration (MBA)(Merit), Wayamba University of Sri Lanka, (WUSL) (2015)
- B.Sc. (Sp) Accountancy and Business Finance 1st Class Honors the Wayamba University of Sri Lanka, (WUSL) (2008)

Awards And Honours Conferred:

- Conferred the CEMBA/CEMPA Academic Board Membership for the Commonwealth of Learning with effect from 04th October 2024 to 31st December 2026.
- Won Best Paper Award for The Doctoral Colloquium in the 3rd International Conference on Management and Entrepreneurship (ICOME2024) ; Hosted by the Faculty of Management Studies of the Open University of Sri Lanka, held on 03 October 2024.
- Chartered Professional Manager, Awarded by the Institute of Chartered Professional Managers of Sri Lanka, 2022
- AAOU-COL Fellowship 2021, Award for 34th Asian Association of Open Universities (AAOU) Conference Hosted by Open University of Sri Lanka June 1-3, 2021.
- Won, the Gold Medal Award for the best paper titled, Can E-Servicescapes Improve Student Engagement. Evidence from The Open University of Sri Lanka at the 32nd Asian Association of Open Universities (AAOU) Conference Hosted by Hanoi Open University, Vietnam 2018 at the Melia Hanoi Hotel, Hanoi, Vietnam on 22-27 October 2018. Co-authors are Ms HCHD. Dissanayake [Department of Decision Science, University of Sri Jayewardenepura] and Mr. W.A.R.Senevirathne [Department of Management Studies, The Open University of Sri Lanka]
- Won the CMA. Gold Medal Award for the best performance in Accountancy & Business Finance, at the General Convocation in 2008 of Wayamba University of Sri Lanka, Kuliypitiya.
- Merit Pass for Master of Business Administration (MBA) 2015, offered by Wayamba University of Sri Lanka, Kuliypitiya

Professional Affiliation:

- Member, Association of Accounting Technicians of Sri Lanka (MAAT4994)
- Member, Institute of Chartered Professional Managers of Sri Lanka (MCPM01201)

Lecturing And Research Interest:

- Financial Literacy, Financial Inclusion, Financial Exclusion
- Artificial Intelligence and Large Language Models [AI & LLM]
- Management and Organizational Theory
- Advanced Financial Accounting and Financial Statement Analysis
- Corporate Finance and Portfolio Management
- Open and Distance Learning [ODL]
- Quantitative Data Analysis ; [SPSS, Smart PLS, AMOS, R & R Studio] etc.

Development of Courses and Study Text 2014-2023:

| No | Course code and Name | ISBN |
|--|--|-------------------|
| 1 | AFC2406 Accounting and Finance for Entrepreneurs Unit I | 978-955-23-1838-2 |
| 2 | AFC2406 Accounting and Finance for Entrepreneurs Unit II | 978-955-23-1839-9 |
| 3 | ව්‍යවසායකත්වය සඳහා ගිණුම්කරණය සහ මූල්‍ය I | 978-955-23-1840-5 |
| 4 | ව්‍යවසායකත්වය සඳහා ගිණුම්කරණය සහ මූල්‍ය II | 978-955-23-1841-2 |
| 5 | AFU3506 Financial and Cost Accounting Unit I | 978-955-23-1832-0 |
| 6 | AFU3506 Financial and Cost Accounting Unit II | 978-955-23-1833-7 |
| 7 | AFU3506 Financial and Cost Accounting Unit III | 978-955-23-1834-4 |
| 8 | AFU6421- Advanced Financial Accounting Unit I | 978-955-23-1844-3 |
| 9 | AFU6421- Advanced Financial Accounting Unit II | 978-955-23-1845-0 |
| 10 | AFU5323 – Computer based Accounting Unit I | 978-955-23-1840-5 |
| Note: Senior academics, industry experts, subject reviewers, academic coordinators, and project assistants immensely supported the development of the above nine courses. | | |

Research and Publications:

Publications in Journals

- 1) Marasinghe, M. M. I. K., Gunasekera, D., & Senevirathne, W. A. R. (2024). Application of artificial intelligence for library services: A systematic literature review. *Journal of the University Librarians Association of Sri Lanka*, 27(2), 257–284. <https://doi.org/10.4038/jula.v27i2.8089>
- 2) Chandrasena, S., & Senevirathne, W. A. R. (2022). Review of prevailing trends in online learning amidst COVID-19 pandemic: Empirical study in higher education sector in Sri Lanka. *Sri Lanka Journal of Advanced Research Studies in Humanities and Social Sciences*, 12(1). ISSN 2012-9149; ISSN 2386-1266 (online).
- 3) Heenkenda, H. M. J. C. B., Xu, F., Kulathunga, K. M. M. C. B., & Senevirathne, W. A. R. (2022). The role of innovation capability in enhancing sustainability in SMEs: An emerging economy perspective. *Sustainability*, 14(17), 10832. <https://doi.org/10.3390/su141710832>
- 4) Silva, I., & Senevirathne, W.A.R. (2020). Factors Affecting Taxpayers' Satisfaction of the Online Tax Filing System in Sri Lanka. *Management Issues*, 5 (1) 38-54.

- 5) Senevirathne, W.A.R., Weerasekara, C., Nilwala, W., Silva, J., Kurupparachchi, R., Gunasekara, R., & Nisansala, W. (2020). Financial health and wealth of white collars: Empirical study between financial literacy and financial well-being in Sri Lanka. *Journal of Accountancy and Finance*, 6(2), 61-79
- 6) Weerasekara, C., Heenkenda, J., Hapugoda, J., & Senevirathne, W.A.R. (2018). Antecedents and consequences of financial literacy among investors in Colombo Stock Exchange. *VISTAS Journal*, 11(1) 32-44
- 7) Kumaranayake S., Senevirathne W.A.R & Silva G.A.J. (2018) Patients' Satisfaction of the Service Quality of Pharmacy in the Government, *Management Issues*, 3 (1) 31-42.
- 8) Dassanayake, H.C. and Senevirathne, A. (2018), "Impact of e-servicescapes on student engagement: mediating impact of experience quality", *Asian Association of Open Universities Journal*, 13(2) 203-222. doi.org/10.1108/AAOUJ-11-2018-0024
- 9) Dassanayake, H. C., Nishantha, B., & Senevirathne, W. A. R. (2017). Persuading student involvement via peripheral services offered. *Asian Association of Open Universities Journal*, 12(2), 154-170. doi:10.1108/AAOUJ-11-2017-0034
- 10) Senevirathne, W.A.R., Jayendrika, W.A.D.K., & Silva, G.A.J. (2016). Financial socialization agents' impact on financial literacy among small business entrepreneurs in Sri Lanka. *Journal of Accountancy and Finance*, 1(2), 28-36
- 11) Senevirathne, W.A.R. & Jayendrika, W.A.D.K., (2016). Analysis of factors that influence financial exclusion in the Sri Lankan banking sector. *Journal of Accountancy and Finance*, Issue 1(1), 18-26

Presentations at International Conference / Symposiums:

- 1) Senevirathne W.A.R., Azeez, A.A., Ediriwickrama, T.C., (2024). The synergetic Effect of Financial Literacy and Inclusion on SME Firm Performance; A Systematic Literature Review,- Proceedings of the 3rd International Conference on Management and Entrepreneurship (ICOME2024) Faculty of Management Studies of the Open University of Sri Lanka, held on 03-04 October 2024.
- 2) Senevirathne W.A.R., Azeez, A.A., Ediriwickrama, T.C., (2024). How the SME Financial Literacy Index Can Help You Make Informed Decisions; Unveiling the First-Ever SME Financial Literacy Index. The Doctoral Colloquium-Proceedings of the 3rd International Conference on Management and Entrepreneurship (ICOME2024) Faculty of Management Studies of the Open University of Sri Lanka, held on 03-04 October 2024.
- 3) Senevirathne W.A.R., Azeez, A.A., Ediriwickrama, T.C., (2024). Exploring The Influence of Financial Literacy on the Performance of Small and Medium Enterprises; Role of Business Experience, Loss Aversion and Resource Diversity. The Three Minute Thesis competition (3MT)-Proceedings of the 3rd International Conference on Management and Entrepreneurship (ICOME2024) Faculty of Management Studies of the Open University of Sri Lanka, held on 03-04 October 2024.
- 4) Senevirathne W.A.R., Azeez, A.A., Ediriwickrama, T.C., (2024). Future of Finance in the Cosmopolitan Era: Empowering SMEs Through Financial Literacy. Proceedings of the Global Symposium on the Future of Economics, Finance & Management in the Cosmopolitan Era – Hosted by Bharata Mata Institute of Management (BMC), in Thrikkarara, Kochi, Kerala, held from 24-25 April 2024.
- 5) Senevirathne W.A.R., Azeez, A.A., Ediriwickrama, T.C., (2024). Enhancing SME Performance in the Cosmopolitan Era: The Role of Financial Literacy and Business Experience. Proceedings of

the Global Symposium on the Future of Economics, Finance & Management in the Cosmopolitan Era – Hosted by Bharata Mata Institute of Management (BMC), in Thrikkara, Kochi, Kerala, held from 24-25 April 2024.

- 6) Perera G.W.D. & Senevirathne W.A.R., (2023). Impact of Performance Evaluation, Strategic Management Accounting and Budgeting Systems on Operational Performance in SME In the Colombo District. Proceedings of the 2nd International Conference on Management and Entrepreneurship (ICOME2023) Faculty of Management Studies of the Open University of Sri Lanka, held on 30-31 May 2023.
- 7) Raja Bandara A.P.N. & Senevirathne W.A.R., (2023). Impact of Debt Financing on Firm Performance During Covid-19 Pandemic in Sri Lanka: Empirical Study in The Apparel and Textile Industry. Proceedings of the 2nd International Conference on Management and Entrepreneurship (ICOME2023) Faculty of Management Studies of the Open University of Sri Lanka, held on 30-31 May 2023.
- 8) Senevirathne, W.A.R., Gunasekara, R.P., Nisansala D.W., Herath, A. D., & Nilwala, W.M. (2021). The digital transformation in online learning trends amidst the COVID-19 pandemic in Sri Lanka. Proceedings of the Open University Annual Research Session held on 16-17 September 2021.
- 9) Senevirathne, W.A.R., Weerasekara, C., Nilwala, W., Silva, J., Gunasekara, R., & Nisansala, W. (2021). Potentiality to achieve financial well-being through financial literacy among employees and professionals in Sri Lanka. Proceedings of the 3rd International Conference on Social Sciences and Humanities. Colombo, Sri Lanka. Held from 22nd -23rd January 2021.
- 10) Chandrasena, S., & Senevirathne, W.A.R. (2021). Challenges and panacea in online learning amidst Covid-19 pandemic: Empirical study in the higher education sector in Sri Lanka. Proceedings of the 3rd International Conference on Social Sciences and Humanities. Colombo, Sri Lanka. Held from 22nd -23rd January 2021.
- 11) A.B.P Edirisinghe, A.B.P., & Senevirathne, W.A.R. (2021). Study on financial literacy and investor behaviour in the Colombo Stock Exchange. Proceedings of the 3rd International Conference on Social Sciences and Humanities. Colombo, Sri Lanka. Held from 22nd -23rd January 2021.
- 12) Jayarathna, G.S., & Senevirathne, W.A.R. (2019). Learning management system and behavioural intentions of undergraduates in Sri Lanka. – Proceedings of the International Conference on Open and Innovative Education (ICOIE, 2019), Hosted by the Open University of Hong Kong, held from 10-12 July 2019.
- 13) Sivalogathan, V., Senevirathne, W.A.R., Heenkenda, H.M., & Weerasekara, C.P. (2019). Opportunities and challenges faced by first-time online registration: Case of the Open University of Sri Lanka Proceedings of the International Conference on Open and Innovative Education (ICOIE2019), Hosted by the Open University of Hong Kong, held from 10-12 July 2019.
- 14) Heenkenda, H.M., Sivalogathan, V., Senevirathne, W.A.R., & Weerasekara, C.P. (2019). Digital storytelling: An innovative approach for entrepreneurial education a case of open and distance learners in Sri Lanka. Proceedings of the International Conference on Open and Innovative Education (ICOIE2019), Hosted by the Open University of Hong Kong, held from 10-12 July 2019.
- 15) Chandrasena, S., Nanayakkara, J., Senevirathne, W.A.R., & Silva J., (2018). Opportunities and challenges of cloud computing in Sri Lanka. Proceedings of the 1st International Research Symposium on Social Sciences and Humanities (IRSSH) 2018, held on 13-14 December 2018 at National Center for Advanced Studies.
- 16) KASW Amarathilake, W.A.R. Senevirathne., Impact of Knowledge Management Practices on Employees' Performance in Peoples Bank of Sri Lanka – Proceedings of the 1st International

Research Symposium on Social Sciences and Humanities (IRSSSH) 2018, held on 13-14 December 2018 at National Center for Advanced Studies.

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- 17) Senevirathne, W.A.R., Hapugoda, J.C., Kuruppuarachchi, Y.D.R., (2018). Impact of financial socialization agents on financial literacy among the public in Sri Lanka, Proceedings of the 3rd Wayamba International Conference (WinC 2018), organized by the Wayamba University of Sri Lanka, 24-25 August 2018.
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- 18) Senevirathne, W.A.R. (2018)., Potentiality to achieve financial well-being through financial literacy of employees in public enterprises in Sri Lanka., Proceedings of the 1st International Conference, organized by Sanasa Campus of Sri Lanka, 23-24 August 2018.
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- 19) Weerasekara, C.P., Heenkenda, H.M., Hapugoda, J.C., & Senevirathne, W.A.R. (2018). Financial literacy of retail investors: Evidence from Colombo Stock Exchange. Proceedings of the 1st International Conference, organized by Sanasa Campus of Sri Lanka, 23-24 August 2018.
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- 20) Senevirathne, W.A.R., Gamini, L.P.S., & Jayendrika, W.A.D.K., (2016). Sustaining micro-enterprises of women entrepreneurs through financial literacy. Proceedings of the Research Session 2016 (OURS 2016) organized by the Open University of Sri Lanka, 17-18 November 2016.
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- 21) Senevirathne, W.A.R & Jayendrika, W.A.D.K., (2016). Business owners perceived financial literacy on the financial well-being of micro-enterprises in Sri Lanka. Proceedings of the 2nd Wayamba International Conference (WinC 2016), organized by Wayamba University of Sri Lanka, 19-20 August 2016.
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- 22) Senevirathne, W.A.R. & Jayendrika, W.A.D.K., (2016). Financial literacy and success of micro business: Evidence from small enterprises in Sri Lanka. Proceedings of the 1st Interdisciplinary Conference of Management Researchers (ICMR 2016) organized by Sabaragamuwa University of Sri Lanka, 10-11 August 2016.

Presentations at International Conferences / Symposiums:

Research on Open and Distance Learning (ODL)

- 1) Senevirathne, W.A.R., Nilwala, W., Gunasekara, R., & Nissansala, (2021). Potential of Learning approaches to promote sustainable lifelong learning and role of digital literacy., Proceedings of the 34th Asian Association of Open Universities (AAOU) Conference – Hosted by the Open University of Sri Lanka, held on 1-3 June 2021, Colombo, Sri Lanka.

- 2) Senevirathne, W.A.R., Sivalogathan, V., Gunasekara, R.P., & Nissansala, W.D. (2021). Review of Prevailing Trends in Online Learning Amidst in Covid-19 Pandemic, Empirical Study in Higher Education Sector in Sri Lanka., Proceedings of The 34th Asian Association of Open Universities (AAOU) Conference – Hosted by the Open University of Sri Lanka, held on 1-3 June 2021, Colombo Sri Lanka.

- 3) Senevirathne, W.A.R., Gunasekara, R.P., Nissansala, W., Nilwala, W.D., Sachin, B., & Liyanaarachchi, N. (2021). Evaluating learning outcomes through MCQ-based, computerized adaptive testing; An empirical study in Sri Lanka, Proceedings of the 34th Asian Association of Open Universities (AAOU) Conference – Hosted by the Open University of Sri Lanka to be held on 1-3 June 2021, Colombo Sri Lanka.

- 4) Hapugoda, J.C., Rathnayake, T., Senevirathne, W.A.R., Perera, H.U., Senevirathne, P., Abeysekara, N. & Sivalogathan, V. (2021). An empirical study of the influencing factors and learner preferences for the selection of a study programme with a focus on undergraduate management studies, Proceedings of the 34th Asian Association of Open Universities (AAOU)

Conference – Hosted by the Open University of Sri Lanka to be held on 1-3 June 2021, Colombo Sri Lanka.

- 5) Nanayakkara, J., Senevirathne, W.A.R., Heenkenda, H.M., (2018). A survey on Adopting a Cloud-Enabled Model for the Open University of Sri Lanka. Proceedings of the Open University International Research Session 2018 (iOURS 2018) organized by the Open University of Sri Lanka, 29-30 November 2018.
- 6) Senevirathne, W.A.R., Hapugoda, J.C. & Katupulla, G.D.B., (2018). An Empirical Study to Assess the Service Quality Dimensions on the Student Satisfaction In Sri Lankan ODL. Setting., Proceedings of The 32nd Asian Association of Open Universities (AAOU) Conference Hosted by Hanoi Open University, Vietnam 2018 at the Melia Hanoi Hotel, Hanoi, Vietnam on 22-27 October 2018.
- 7) Nishantha, K.P., & Senevirathne, W.A.R. (2018). Learners' Perspective of The Learner Support Services on the student Retention of The Bachelor of Management Studies Programme of The Open University of Sri Lanka., Proceedings of the 32nd Asian Association of Open Universities (AAOU) Conference Hosted by Hanoi Open University, Vietnam 2018 at the Melia Hanoi Hotel, Hanoi, Vietnam on 22-27 October 2018.
- 8) Dassanayake, H.C., & Senevirathne, W.A.R. (2018). Can E-Servicescapes Improve Student Engagement? Evidence from The Distance Education in Sri Lanka. Proceedings of the 32nd Asian Association of Open Universities (AAOU) Conference Hosted by Hanoi Open University, Vietnam 2018, at the Melia Hanoi Hotel, Hanoi, Vietnam on 22-27 October 2018.
- 9) Weerasekara, C.P., Hapugoda, J.C. Heenkenda, H.M, & Senevirathne, W.A.R. (2018). Impact of the Intelligence Type on the Preferred Learning Technique, Time and Place for Perceived Learning Outcomes., Proceedings of the 32nd Asian Association of Open Universities (AAOU) Conference Hosted by Hanoi Open University, Vietnam 2018 at the Melia Hanoi Hotel, Hanoi, Vietnam on 22-27 October 2018.
- 10) Heenkenda, H.M, Hapugoda, J.C. Senevirathne, W.A.R., Weerasekara, C.P. (2018). Innovation Capability of Distance Learners: Case of Entrepreneurship Students In Sri Lanka., Proceedings of The 32nd Asian Association of Open Universities (AAOU) Conference Hosted by Hanoi Open University, Vietnam 2018 at the Melia Hanoi Hotel, Hanoi, Vietnam on 22-27 October 2018.
- 11) Dassanayake, H.C., Nishantha, B., & Senevirathne, W.A.R. (2017) Enhancing student involvement through support services offered: a case of distance education in Sri Lanka., Proceedings of the 31st Asian Association of Open Universities (AAOU) Conference – Hosted by Universitas Terbuka (Indonesia Open University). At Royal Ambarrukmo Hotel on September 27-29, 2017.

Research Supervisions and Collaborative Publications with Graduates:

Postgraduate Students of Commonwealth Executive Master of Business / Public Administration [CEMBA CEMPA] Research Publication / Conference Proceedings

- 1) Kumaranayake S., Senevirathne W.A.R & Silva G.A.J. (2018) Patients' Satisfaction of the Service Quality of Pharmacy in the Government, *Management Issues*, 3 (1) 31-42.
- 2) Silva, I., & Senevirathne, W.A.R. (2020). Factors Affecting Taxpayers' Satisfaction of the Online Tax Filing System in Sri Lanka. *Management Issues*, 5 (1) 38-54.

Postgraduate Students of Master of Business Administration in Human Resources Management [MBA in HRM] Research Publication / Conference Proceedings

- 1) KASW Amarathilake, W.A.R. Senevirathne., Impact of Knowledge Management Practices on Employees' Performance in Peoples Bank of Sri Lanka – Proceedings of the 1st International Research Symposium on Social Sciences and Humanities (IRSSH) 2018, held on 13-14 December 2018 at National Center for Advanced Studies.

- 2) Nimali, K.W.A., & Senevirathne, W.A.R. (2023). The Impact of Employee Occupational Health and Safety on Employee Well-Being: Mediating Role of Employee Involvement. *Management Issues*, 6 (1)

Graduate Students [Bachelor of Management Studies Honours, (BMS Hons)] Research Publication / Conference Proceedings

- 1) Senavirathna, H.P.G.L.C., Gunawardana, C.C., & Senevirathne. W.A.R. (2023). The Effect of Service Quality on Customer Satisfaction with Special Reference to Public Banks in Kandy District in Sri Lanka. Proceedings of the 2nd International Conference on Management and Entrepreneurship (ICOME2023) Faculty of Management Studies of the Open University of Sri Lanka, held on 30-31 May 2023.

- 2) Hemachandra, A.D.B.R., Senevirathne, W.A.R., & Nilwala, W.M. (2023). Factors Affecting the Online Business Performance Among Women Entrepreneurs: Evidence in the Colombo District in Sri Lanka. Proceedings of the 2nd International Conference on Management and Entrepreneurship (ICOME2023) Faculty of Management Studies of the Open University of Sri Lanka, held on 30-31 May 2023.

- 3) Gunawardana, C.C., Senevirathne, H.P.G.L.C., Perera, G.W.D., & Senevirathne, W.A.R. (2023). Impact of Service Quality on Customer Satisfaction of Central Government Authorities in Sri Lanka-Kandy District. Proceedings of the 2nd International Conference on Management and Entrepreneurship (ICOME2023) Faculty of Management Studies of the Open University of Sri Lanka, held on 30-31 May 2023.

- 4) Nayomi, V.P.N., Senevirathne, W.A.R., Deen, M.M., & Dharshani, H.P. (2021). Impact of financial capital availability and resource flexibility on firm performance; Empirical study of SMEs in Nuwara-Eliya district in Sri Lanka. Proceedings of the Open University Annual Research Session held on 16-17 September 2021.

- 5) Ishara, M.D.D., Yaparathne, YMPM, & Senevirathne, W.A.R. (2021). Impact of accountant's role on business sustainability: An empirical study on SMEs in Sri Lanka. Proceedings of the Open University Annual Research Session held on 16-17 September 2021.

- 6) Mubasshira, M.M., Dharshani, P.H., Nilusha, V.N., & Senevirathne, W.A.R. (2021). Impact of record keeping practices on business performance evaluation of SMEs in Matale district in Sri Lanka. Proceedings of the Open University Annual Research Session held on 16-17 September 2021.

- 7) Rajapaksha.D., Senevirathne, W.A.R., Heenkenda. HMJCB, Impact of service quality factors on customer satisfaction from e-banking services, comparative study of public and private sector banks in the Western province in Sri Lanka, Proceedings of the 1st Student Research Symposium of the Faculty of Humanities and Social Sciences of the Open University of Sri Lanka (HSSRS- 2017) – on 15th & 16th December 2017

- 8) Fernando S.A.D., Manoshika S., Senevirathne W.A.R., Impact of Television Advertisements on Consumer Buying Behaviour – (Study on Fortune Cooking Oil) Proceedings of the 1st Student Research Symposium of the Faculty of Humanities and Social Sciences of the Open University of Sri Lanka (HSSRS- 2017) – on 15th & 16th December 2017

- 9) Jayawardana K.D.N. and Senevirathne W.A.R., Assessing the Impact of Financial Literacy on Financial Well-being of Small and Medium-Sized Enterprises in Colombo District –

Proceedings of the 1st WinC International Conference University of Wayamba 28/29th August 2014

- 10) Wijesinghe DP, and Senevirathne W.A.R., Impact of Lifestyle and Health Issues on Organizational Performance: Evidence from Young Executives of Private Sector Firms in Colombo District – Proceedings of the 1st WinC International Conference University of Wayamba 28/29th August 2014

Reviewer of Journal Articles / Books

Collaborate with the following parties:

| No | Journal/ Conference | Institute | Year/ (s) |
|----|--|---|----------------|
| 1 | International Conference on Management and Entrepreneurship (ICOME) | Faculty of Management Studies of the Open University of Sri Lanka | 2022/2023/2024 |
| 2 | The Annual Academic Session of the Open University of Sri Lanka [ours] | The Open University of Sri Lanka | 2022/2023/2024 |
| 3 | Journal of Management Issues | Faculty of Management Studies of the Open University of Sri Lanka | 2023/2024 |
| 4 | Journal of Accountancy and Finance | Department of Accountancy, Faculty of Business Studies and Finance, Wayamba University of Sri Lanka | 2022/2023 |
| 5 | International Undergraduate Finance Research Conference (IUFRC) 2023 Sri Lanka Finance Association www.slfa.lk | Department of Finance University of Sri Jayewardenepura | 2023 |
| 6 | South Asian Journal of Finance University of Kelaniya - https://sajf.sljol.info/ | Department of Finance Faculty of Commerce and Management Studies University of Kelaniya | 2023/2024 |

National Contribution:

Educationally-related activities of National Importance:

| No | Date | Event | Description | Contribution |
|----|------------|--|---|--|
| 1 | 20/01/2023 | Policy dialogue “Role of financial and economic literacy in improving youth entrepreneurship in Sri Lanka | Organized by Representatives of ILO, Ceylon Chamber of Commerce and Central Bank of Sri Lanka | Participated in the panel discussion and presented group outcomes to the audience |
| 2 | 26/01/2023 | Special workshop organized by CFA Society Sri Lanka and Colombo Stock Exchange to appoint financial literacy | Organized by CFA Society Sri Lanka and Colombo Stock Exchange | Participated in the workshop and presented the current trends in the financial landscape in the global |

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| | | Ambassadors from Universities | | |
| 3 | 04/05/2023 | Public presentation on Financial Literacy & Business Well-Being [Learning Outcomes, Concepts, Theories and Applications] | Organized by Small Enterprise Development Division (SEDD) of the Ministry of Youth and Sport | Conducted on 04.05.2023 From 9.30 am to 12.00noon For Directors, Additional Directors and staff officers in all Islands. |
| 4 | 10.05.2023 | Discussion on the Financial Literacy RoadMap [National Financial Inclusion Strategy of Sri Lanka] | Organized by the Regional Development Department (RDD) of the Central Bank of Sri Lanka (CBSL) | Held on 10.05.2023 From 2.00 pm to 04.00 pm |
| 5 | 11.05.2023 | Public presentation on Financial Literacy & Business Well-Being [Learning Outcomes, Concepts, Theories and Applications] | Organized by Small National Enterprise Development Authority (NEDA) of the Ministry of Industries. | Conducted on 11.05.2023 From 9.30 am to 12.00noon For Directors, Additional Directors and staff officers In all Islands. |
| 6 | 25.06.2023 | MBA in HRM Faculty of Management Studies, "Enrichment Programme on Managerial Competency and Development" | Conducted a Guest Lecture on Artificial Intelligence in Human Resources Management | 25/06/2023 Nelum Ground Floor Water's Edge Hotel, Battaramulla |
| 7 | 10.08.2023 | Sectoral Oversight Committee on an Open & Accountable Government, Conducted in the Parliament of Sri Lanka | Participated by representing the Open University of Sri Lanka with the Vice Chancellor and another senior lecturer | Held on 10/08/2023 from 11.00 am to 1.00 pm in committee no 06 in the Parliament of Sri Lanka |
| 8 | 09.11.2023 | Panel Discussion on the title "Financial Literacy Landscape in Sri Lanka: Issues, Challenges, and Way Forward", Organized aligned with the Open University Annual Academic Session 2023 | The Panel Discussion was moderated by Asanka Senevirathne and resource panel members are; Mr. Janaka Karunaratne, Assistant Governor Central Bank of Sri Lanka, Dr. Chatura Liyanage Senior Lecturer, Department of Finance University of Kelaniya and Dr. (Mrs.) P.H.Kusumawathie | Held on 09/11/2023 from 11.45 am to 1.15 pm in committee no 13 in the Colombo Regional Center (CRC) The Open University of Sri Lanka |

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| | | | Director, Department of Commerce, National Institute of Education | |
| 9 | 15.11.2023 | Joined to a Live Radio Programme with "Lakviru Radio", Title "ණයට පටලන සමීනී, රටක හෙටට ක්ෂුද්‍රමූල්‍යකරණය", | Lakviru Radio channel is under Shardha TV, the programme was conducted by Mr Niroshan Malinda | Held on 15/11/2023 from 10.00 am to 11.00 am live in Lakviru Radio, under සීන් පහන් වැට, FM105.2 / 105.4 |
| 10 | 15.11.2023 | Joined the 2023 Annual International Undergraduate Finance Research Conference (IUFRC 2023) as a panel member | IUFRC 2023 is organized by the Sri Lanka Financial Association (SLFA) | Held on 24/11/2023 from 09.30 am to 01.00 pm as a Virtual Conference |
| 11 | 18.01.2024 | Coordinated and Moderated Free Online Webinar on Artificial Intelligence for Academics and Professionals | The resource person is Dr. Tharanga Rathnayake, Department of Digital Marketing/ Business Management / IT Services BCI Campus. Event Organized by CEMBA CEMPA Alumni Association | Held on 18/01/2024 from 07.00 pm to 08.30 pm as a Virtual Seminar |
| 12 | 08.02.2024 | Delivered a presentation and guest lecture on the title of Exploring the Role of Artificial Intelligence in Social Science Research | Online Seminar via Zoom coordinated by the Head Dept of Social Studies of the Faculty of Humanities & Social Sciences of the Open University of Sri Lanka | Held on 08/02/2024 from 10.00 am to 12.00 pm as a Virtual Seminar |
| 13 | 21.05.2024 | Participated in the launch of the Financial Literacy Road Map of Sri Lanka | The Central Bank of Sri Lanka hosted the event with the participation of Dr P. Nandalal Weerasinghe, Governor Central Bank of Sri Lanka. | Held on 21/05/2024 at the Artium, Central Bank of Sri Lanka, Janadhipathi Mawatha Colombo |
| 14 | 24.07.2024 | Conducted public presentation on the title of Financial Management Tips for Small and Medium Size Enterprises | The seminar was hosted by Organized by Small Enterprise Development Division, Ministry of Sports and Youth Development, and Divisional Secretary Office Matale | Held on 24/07/2024 via Zoom and Facebook live |

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| 15 | 13.08.2024 | Participated to the Conference theme "Transforming Higher Education in Sri Lanka towards a Developed Nation" – Represented the Open University Academics of the Faculty of Management Studies | Organized by the Ministry of Education / Higher Education, the President of Sri Lanka addressed the Conference Keynote and Panel discussion among the President, Chairment UGC and representatives of VCs and CVCD Members. | Held 13.08.2024, at Waters Edge, Battaramulla, |
| 16 | 26.09.2024 | Moderated the Pre-Conference Seminar , Title " Systematic Literature Reviews : Bridging the Gap between Theory and Practice in Management and Entrepreneurship Research" | This to be held alinged with the 3rd International Conference on Management and Entrepreneurship (ICOME2024). Resource Person Dr. K.G.Priyasantha, from University of Ruhuna | Held 26.09.2024, via zoom |
| 17 | 02.10.2024 | Moderated the INDUSTRY FORUM – ICOME2024 , Title " Business Management and International Relations for a Resilient Future" | Panel members were Mr. Sujeewa Rajapakse, Chairman, People's Bank, Mr. Jayalal Hewawasam, Chief Executive Officer, Allianz Life Insurance Sri Lanka, Mr. Anura Siriwardena, Manageing Director Siyatha TV, Mr. Prabhath Ambegoda, Chief Operating Office Sri Lanka Telecom | Held on 02.10.2024 at CETMe studio in the Open Univesity of Sri Lanka Nawala. |
| 18 | 04.11.2024 | Moderated the Pre-Conference Seminar , Title "Beyond Literature Reviews: Mastering Systematic Reviews for High-Quality Research in Diverse Fields" | This to be held alinged with the Open University International Research Conference (IRC- OUSL2024). Resource Person Dr. K.G.Priyasantha, from University of Ruhuna | Held 04.11.2024, via zoom |

Working Experience:

a) Academic and Administrative

-
- Appointed as convener in the 3MT Competition of the fourth International Conference on Management and Entrepreneurship [ICOME2025], organized by the Faculty of Management Studies the Open University of Sri Lanka, held on September 14 2025 at the Center of Excellence for Water & Sanitation , Rathmalana , Sri Lanka.
-
- Visiting Lecturer (Online) College of Chemical Sciences Institute of Chemistry Ceylon, with effect from 23rd December 2024, C 34033 /44033 - Further Management, Economics & Finance.
-
- Appointed as the Acting Head, Department of Accounting and Finance with the effect of 06th January to 07th February 2025.
-
- Appointed as the Senior Treasurer of the Faculty Student Union with effect from 30th August 2024 to 20th January 2025.
-
- Appointed as the Acting Director/Public Relations of the Open University of Sri Lanka with effect from 26.08.2024 to 12.09.2024.
-
- Treasurer in the third International Conference on Management and Entrepreneurship [ICOME2024], organized by the Faculty of Management Studies the Open University of Sri Lanka, held on October 03 2024 at the Center of Excellence for Water & Sanitation , Rathmalana , Sri Lanka.
-
- Appointed as the Convener of the Faculty of Management Studies (FMS) for the International Research Conference Open University University of Sri Lanka (IRC-OUSL) 2024 during the 52nd Faculty Board meeting of FMS, effective from 05/03/2024.
-
- Appointed as the Faculty of Management Studies (FMS)' representative to the Operational Committee of OUSL, effective from 06/02/2024.
-
- Member of the committee for Financial Literacy Road Map [National Financial Inclusion Strategy of Sri Lanka] Organized by the Regional Development Department (RDD) of the Central Bank of Sri Lanka (CBSL).
-
- Mentor, Lecturer, and Resource person to the Entrepreneurs/members of National Enterprise Development Authority (NEDA), Joined the 'SMECONNECT" LMS Portal <https://smeconnect.lk/#/>, Ministry of Industries May 2023
-
- CEMBA CEMPA Alumni Liaison Officer with effect from 03.04.2023
-
- Lecturer, Resource person of the Small Enterprise Development Division, <http://www.sed.gov.lk/>, Ministry of Youth and Sports March 2023.
-
- Chief Coordinator of the Commonwealth Executive Master of Business / Public Administration [CEMBA/CEMPA] with effect from 15.06.2022
-
- Reviewer of Journal of Accountancy and Finance, Refereed Journal Published by Department of Accountancy, Faculty of Business Studies and Finance, Wayamba University of Sri Lanka
-
- Faculty Representative to the Senate, with effect from 14.05.2022, on behalf of the Faculty of Management Studies
-
- Visiting Lecturer Faculty of Engineering Technology, Department of Civil Engineering, Bachelor of Technology in Engineering – CVM5401: Accounting for Engineering May/June 2022
-
- Academic Coordinating Short Course in Computerized Accounting and Short Course in Financial Accounting from 2019 to today.

- Treasurer in the First International Conference on Management and Entrepreneurship [ICOME2022], organized by the Faculty of Management Studies, held on March 31 and April 01, 2022, at the Open University of Sri Lanka.
- Convener, Doctoral Colloquium in the First International Conference on Management and Entrepreneurship, organized by the Faculty of Management Studies, was held on March 31 and 01, 2022, at the Open University of Sri Lanka.
- Resource Person of Career Guidance Unit of the Open University of Sri Lanka – 1st Online Seminar under the topic of "Personal Finance and Financial Freedom" – January 21, 2022., 2nd Online Seminary under the topic of "How to Regain Economic Development in Sri Lanka: Personal Strategies to create Passive Income Sources with Zero Capital." – October 14, 2022.
- Faculty Coordinator for the Open Quarterly Journal issued by the Open University of Sri Lanka
- Chairperson Learners Support Unit of Faculty of Management Studies of the Open University of Sri Lanka with effect from 05.10.2021
- Member of the Subcommittee – Session Coordinator of Asian Association of Open University International Conference (AAOU2021) held from 01st to 3rd June 2021 in Sri Lanka.
- Chairperson Quality Assurance Cell of Faculty of Management Studies of the Open University of Sri Lanka with effect from 02.02.2021
- Guest Lecturer of Staff Development Center – Course of Research Methodology (SPSS) and Quantitative Data Analysis for Administrative Staff of OUSL 2021
- Guest Lecturer of Graduate Training Programme organized by Presidential Task for Graduate Training in Sri Lanka -2020
- Editor in Chief – Enews Pictorial Magazine Issued by the Faculty of Management Studies of the Open University of Sri Lanka.2019-2020
- Representative of the Faculty of Management Studies to the CETMe Board with effect from May 2019
- Representative of Faculty of Management Studies to the (University Committee for Online Learning) UCOAL Board with effect from May 2019
- Representative of Faculty of Management Studies to the Senate Sub-Committee on Learner Support with effect from May 2019
- Representative of the Faculty of Management Studies to the Course Development Committee of the Faculty of Management Studies, with effect from May 2019
- Senior Lecturer attached to the Department of Accounting & Finance with effect from 03.12.2018, DAF attached to the Faculty of Management Studies of the Open University of Sri Lanka
- Administrative Coordinator of the MBA in HRM Programme batch 08/09, offered by the Faculty of Management Studies
- Visiting Lecturer - Horizon Campus Malabe Sri Lanka, Bachelor of Education Programme BEd43265 Financial Accounting [I/II] Academic year 2017/2018, 2018/2019, 2019/2020
- Visiting Lecturer - Department of Interdisciplinary Studies, Faculty of Engineering, University of Sri Jayewardenepura,
- Visiting Lecturer - Sanasa Campus Ltd, For the academic year 2018/19 for Financial Modeling [FIN 42652] of the B.Sc. The degree program is in Banking & Finance.
- A lecturer from December 03 2015 to Present [September 2018] - Department of Management Studies, Faculty of Humanities & Social Sciences, The Open University of Sri Lanka, Nawala Nugegoda.
- Academic Coordinator Level 03, Bachelor of Management Studies, Degree Programme
- Course Coordinator MCU1206/MCC1206 Subject BMS/ESBM Programmes.

- Lecturer Probationary, From December 03, 2012, to December 03, 2015 - Department of Management Studies, Faculty of Humanities & Social Sciences, The Open University of Sri Lanka, Nawala Nugegoda.

- Administrative Coordinator in Commonwealth Executive Master of Business Administration/Public Administration (CEMBA/CEMPA) Cohort 09/10 – Department of Management Studies of the Faculty of Humanities and Social Sciences.

- From June 15 2009 to December 02 2012 - Assistant Lecturer, Department of Accountancy, Faculty of Business Studies & Finance, Wayamba University of Sri Lanka, Kuliypitiya.

- Conducted Lectures on Financial Accounting, Advance Financial Accounting, Advanced Taxation, Auditing, and Financial Management to undergraduates at the Wayamba University of Sri Lanka.2009-2012

- Academic Coordinator of the undergraduates' internship program in the Department of Accountancy Wayamba University of Sri Lanka.2010-2012

- Visiting lecturer - Course of Personal Financial Management (CPFM) AVIVANDB PLC. 2010-2012

- Audit trainee in a Firm of Chartered Accountants, A & S Associates Vision House Bambalapitiya Colombo 04 - 2007-2009

- Served as a Banking Assistant in the Peoples Bank Matale branch 2001-2002 before entering the University.

Academic Lecturing:

| University/Institute | Faculty/Department | Programme | Subject | Year/(s) |
|-----------------------------------|---|--|---|-----------------|
| Institute of Chemistry Ceylon | College of Chemical Sciences | BSc (Honors) in Chemical Sciences | Further Management, Economics & Finance. | 2024/2025 |
| The Open University of Sri Lanka | BMSHONS in Accounting and Finance | New Degree Programme | AFU4401 Financial Accounting | 2024/2025 |
| Ministry of Youth and Sports | Small Enterprise Development Division (SED) | Awareness programme of concepts, Theories and Applications of Financial Literacy | Financial Literacy and Well-Being of Business | 2023/2024 |
| Ministry of Industry | National Enterprise Development Authority | Awareness programme of concepts, Theories and Applications of Financial Literacy | Financial Literacy and Well-Being of Business | 2023 |
| ICBT Southern CAMPUS | ICBT | Master of Business Administration | Accounting for Decision Making MBA7001 | 2023 |
| ANC Education Institute Sri Lanka | BTEC Higher Nationals in Business | Pearson HND CS/BUS | Business Strategy H/618/5124 | 2023 |

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|---|--|---|--|---|
| The Open University of Sri Lanka | Faculty of Management Studies | Bachelor of Management Studies | MMU5505 Research Methods | 2023 January-March |
| The Open University of Sri Lanka | Career Guidance Unit | Student Awareness Programs / Online Seminars | Financial literacy, Wealth Management | 2022 January 2022 October |
| The Open University of Sri Lanka | Staff Development Center | Research Skills in Social Science | Quantitative Research Design | 2022 July-August |
| The Open University of Sri Lanka | Faculty of Engineering Technology, Department of Civil Engineering | Bachelor of Technology in Engineering | CVM5401: Accounting for Engineering | 2022/2023 /2024 |
| The Open University of Sri Lanka | Faculty of Management Studies/Department of Accounting & Finance | MBA in HRM/ Common Wealth Executive Master of Business Administration (CEMBA/CEMPA) | HRPA490/ AFPA498 Research Methods | 2024/2025 2023/2024 2022/2023 2021/2022 2020/2021 |
| The International Institute of Health Sciences (IIHS., Welisary Sri Lanka | Affiliated with Open University Malaysia | | HMEF5113 Statistics for Educational Research | 2021/2022 /2023 |
| The Open University of Sri Lanka | Staff Development Center | Research Methodology for Administrative Staff | Research Methodology, Statistics, Quantitative Techniques, SPSS | 2021 /2022/ 2023/2024 |
| The Open University of Sri Lanka | Faculty of Management Studies/Department of Accounting & Finance | Bachelor of Management Studies | Management and Organizational Theory Financial Accounting Financial Accounting Advanced Financial Accounting Management Research Methodology Computer Based Accounting | 2019, 2020,2021 ,2022 |
| The Open University of Sri Lanka | Faculty of Management Studies/Department | Short Courses offered by the Department of | Short Course in Financial Accounting/ Short Course | 2019/2020 /2021/2022 |

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|-----------------------------------|---|---|---|---|
| | of Accounting & Finance | Accounting and Finance | in Computerize Accounting | |
| The Horizon Campus (Pvt) Ltd | Faculty of Education/ | Bachelor of Education | BEd43265 Accounting I/II | 2017,2018,2019,2020, 2021 |
| University of Sri Jayewardenepura | Faculty of Engineering | Department of Interdisciplinary Studies | Financial Accounting | 2018,2019 |
| Sanasa Campus Ltd | Faculty of Management and Finance | Department of Banking and Finance | Financial Modelling and SPSS | 2018 |
| The Open University of Sri Lanka | Humanities & Social Sciences, Department of Management Studies | Bachelor of Management Studies | Management and Organizational Theory Financial Accounting, Financial Management Research Methodology | 2012,2013,2014,2015,2016,2017,2018, |
| Wayamba University of Sri Lanka | Business Studies & Finance | BSc Common Programme | Taxation Computer-based Accounting | 2010,2011,2012 |
| AIA | Department of Insurance & Valuation/ Department of Accounting-WUSL | Certificate Course in Personal Financial Management | Personal Financial Management Personal Taxation | 2010-2011 1 st & 2 nd Batch |
| Wayamba University of Sri Lanka | Business Studies & Finance | BSc Common Programme | Financial Accounting, Financial Management | 2010,2011,2012 |

Quantitative/ Analytical Qualifications and Skills:

Sound knowledge in data analyzing computer packages:

- 2021 - certificate course in Structural Equation Modelling with SMART PLS for Quantitative research on 01st, 05th, 07th, and 12th October 2021 - conducted by Stanford International Campus, Sri Lanka
- 2021 - Certificate Course/Workshop on Structural Equation Modeling (with AMOS) for Quantitative Research 12th & 13th June 2021 – conducted by National Centre for Advanced Studies, Ministry of Higher Education, Sri Lanka.
- 2020 - Certificate Course in Computerized Accounting for Small and Medium Sized Enterprises (03 months, 14-01-2020 to 21-04-2020) conducted by the Association of Accounting Technicians of Sri Lanka

- 2018 - Certificate Course/Workshop on Structural Equation Modeling (with SMART PLS) for Quantitative Research 19th & 26th January 2018 –National Centre for Advanced Studies, Ministry of Higher Education, Sri Lanka.
- 2016 - Certificate Course/Workshop on Structural Equation Modeling (with AMOS) for Quantitative Research 14th & 15th July 2016 – conducted by National Centre for Advanced Studies, Ministry of Higher Education, Sri Lanka.
- 2015 - Certificate Course on Introduction to SPSS for Statistical Analysis, July 11, July 26 2015, conducted by National Centre for Advanced Studies, Ministry of Higher Education, Sri Lanka.
- 2013 Certificate Course on Introduction to SPSS for Statistical Analysis, July 28 August 18th 2013– conducted by National Centre for Advanced Studies, Ministry of Higher Education, Sri Lanka.
- 2013 Certificate Course in Social Science Research Methodologies, July 05 October 18th 2013– conducted by National Centre for Advanced Studies, Ministry of Higher Education, Sri Lanka.

Interests:

- It conducts academic research in the field of personal financial management. This is the area of specialization that explores financial literacy, financial inclusion, and planning. In addition, further research is conducted in Open Distance Learning, Learner Support, and Technology-Mediated Learning. Guest Lecturers and presentations are shown in the same field of study based on invitations and time availability.

Foreign Exposure:

- **Indonesia (2017):** Participated in the 31st Asian Association of Open Universities (AAOU2017) Conference, hosted by Universitas Terbuka (Indonesia Open University). At Royal Ambarrukmo Hotel on September 27-29, 2017
- **Vietnam (2018):** Participated in the 32nd Asian Association of Open Universities (AAOU2018) Conference - Hosted by Hanoi Open University, Vietnam 2018, at the Melia Hanoi Hotel, Hanoi, Vietnam, held from 22-27 October 2018
- **Hong Kong (2019):** Participated in the International Conference on Open and Innovative Education (ICOIE2019), Hosted by the Open University of Hong Kong, held from 10-12 July 2019
- **India (2024):** Participated in the Global Symposium on the Future of Economics, Finance & Management in the Cosmopolitan Era – Hosted by Bharata Mata Institute of Management (BMC), in Thrikkara, Kochi, Kerala, held from 24-25 April 2024

Achievements of Higher Education:

- Post Graduate Degree in Masters of Business Administration (MBA) (Merit Pass) – Faculty of Business Studies, University of Wayamba Sri Lanka.
- Degree in Accounting and Business Finance (BSc) (Honours)(1st Class) – Faculty of Business Studies, University of Wayamba Sri Lanka.

Primary And Secondary Education:

GCE (A/L) Examination – 2001 ST. Thomas's College Matale

INDEX NO: 5520215

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|--|---|--------------|----|
| Economics | A | Accounting | B |
| Business Studies | A | General Test | 60 |
| GCE (O/L) Examination – 1997 ST. Thomas's College Matale | | | |
| INDEX NO: 72865990 | | | |
| Sinhala | D | English | D |
| Buddhism | D | Mathematics | C |
| Social Studies | D | Commerce | C |
| Science | D | Arts | C |

Extra-Curricular Activities:

- Conducting Social Science Research in Personal Financial Management and other related areas
- Investment in Colombo Stock Exchange, Forex, and Portfolio Management
- Learning Artificial Intelligence, Large language model
- Conducting an awareness program on “Personal Financial Management.”
- Development of skill-based academic programs.

Personal Information

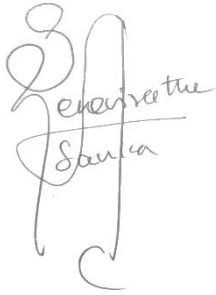
- Name in Full : Wadugedara Asanka Rohana Senevirathne
- Age: 43 Years
- Date of Birth: March 05, 1981
- Gender: Male
- Marital Status: Married
- Spouse: Nayani Senevirathne – Management Assistant
- Daughters: Vidumini & Hirudini Senevirathne
- Nationality: Sri Lankan
- School attended: Millenium Student, St. Thomas' College Matale, Sri Lanka
- Permanent Address: No 88/12, Agalawatta Road Matale, Sri Lanka
- Present Address: No 46, 5th Lane, Colomboge Road Nawala, Sri Lanka

Names of Non-Related Referees - Academic and Industry

- 1 Professor Nalin Abeysekara,
Dean / Faculty of Management Studies
The Open University of Sri Lanka
Nawala Nugegoda
Tel: Mobile: (+94) 71-4433565
Tel: Office: (+94) 11-2881255
Email: naey@ou.ac.lk

- 2 Professor H.D.D.Champika Liyanagamage,
Head / Department of Accounting and Finance
The Open University of Sri Lanka
Nawala Nugegoda
Tel: Mobile: (+94) 71-4467897
Tel: Office: (+94) 11-2881255
Email: hdcha@ou.ac.lk
- 3 Mr. Sudheera Jayarathne,
Director,
Small Enterprise Development Division,
Ministry of Youth and Sports
420, Bauddhaloka Mawatha,
Colombo 07, Sri Lanka.
Tel: Mobile: (+94) 71-4899609
Tel: Office: (+94) 11-2662002
Email: sudheera103@gmail.com
- 4 Mr. Dhanuka Liyanagamage,
Director,
National Enterprise Development Authority
Ministry of Industries
561 Elvitigala Mawatha,
Colombo 00500
Tel: Mobile: (+94) 71-8255760/0779741874
Tel: Office: (+94) 0112-369792
Email: director@neda.gov.lk

I declare that the information provided here is true and accurate to the best of my knowledge.



Asanka Senevirathne

2025/03/31