

Ms. Lasandahasi Ranmuthumalie de Silva

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Career Objective: Excellence in Teaching, Research and Academic Entrepreneurial Endeavour in an Intellectually Stimulating Environment

Academic Qualifications

1. Manchester Business School 2008 - 2011

PhD

Research Title- Academic Entrepreneurship in Developing Country Context

Supervisors - Professor. Raymond Oakey, Dr Elvira Uyarra

(Funded by MIOIR Bursary Scheme of Manchester Business School)

Successfully completed ‘**Graduate Teaching Assistant**’ training programme conducted by University of Manchester.

2. Bradford University School of Management 2007 - 2008

M.B.A

Grade – Distinction (among top 2%)

Awarded the ‘**Strategic Planning Society Prize**’ for the best performance in Strategic Management. This consists of a year’s free membership of the Strategic Planning Society, UK.

Title of the Research– Business Start-Up and Growth Motives of Entrepreneurs who own Small and Medium Enterprises in regional context of the UK

Supervisor - Dr. David Spicer, Associate Dean (MBA), Bradford University School of Management

3. University of Peradeniya 2001 - 2005

B.Sc. Agriculture (Hons.) (Specialized in Agricultural Economics and Business Management)

Grade - First class (GPA 3.76), 2nd in a batch of 196 students, 1st in the specializing group

Awarded the **gold medal** for the “**Most Outstanding performance in Agricultural Economics and Business Management**”

Title of the Dissertation – ‘Pluriactivity and Socio Economic Success of Rural Entrepreneurs’

Supervisor – Dr. K.A.S.S Kodithuwakku, Head, Department of Agricultural Economics and Business Management, Faculty of Agriculture, University of Peradeniya.

Professional Qualification

Chartered Institute of Management Accountants (UK) – Stage two completed in November 2000

Work Experience – Teaching

Manchester Business School **2008 – Present**
Graduate Teaching Assistant

Masters Level teaching Experience

- Exam marker - **Macro and Microeconomics (MBA)**
- Co-author of two chapters in the **text book used for the module ‘International Business Strategy’** in MBA - distance learning programme.

Undergraduate Level teaching experience

- Exam marker - **Microeconomics, Globalization, the World Economy and MNEs**
- Seminar Leader - **International Competitiveness and Innovation, International Management of Knowledge and Technology, Principles of Microeconomics, Technology Strategy and Innovation I,**

Bradford University School of Management **2008- Present**
Associate Academic Staff Member

Masters Level teaching Experience

- Tutor and Exam Marker - **International Business Environment, Research Methods, Strategic Management**
- Engaged in **designing module ‘International Business Strategy’** for distance learning MBA programme

Undergraduate Level teaching Experience

- Tutor and Exam Marker - **Global Business Environment**

University of Peradeniya (currently on study leave) **2005 – Present**
Lecturer

Undergraduate Level teaching Experience

- Lecturer – **Entrepreneurship, Macro Economics, Marketing**

Research/ Consultancy

Research Assistant **2008 – Present**
The project conducted to support an evidence-based policy approach in enhancing productivity, innovation and competitiveness in local and foreign businesses of small economic regions. This is a collaborative project among **Manchester Business School, Bradford University School of Management, and University College Cork**, Ireland funded by **Department of Enterprise, Trade and Investment, UK.**

Consultant**2008 – Present**

Worked as the **project leader** in following consultancy projects which were **funded by Northwest Regional Development Agency (NWDA), UK** under Innovation Voucher Scheme

- Designing a Bonus Scheme for Exact Abacus Ltd, UK
- Designing a Multimedia Marketing Strategy for David Cakes Productions Ltd, UK
- Designing a Marketing Plan for Sell Via Tel Limited, UK in order to promote ‘dot tel’ domain possessed by them believer

Research Assistant**2006 - 2007**

The project conducted to investigate the **service quality** of Divisional Secretariat in Sri Lanka. The output of the project had effectively been used for the **development of relevant strategy and policy aimed at improving the service quality** delivered by Divisional Secretariat. This was carried out under Economic Strategy Support Programme (ESSP) which was funded by **GTZ**.

Research Assistant**2006 - 2007**

The **base line survey** conducted for the project “USDA-WVL Integrated Farming & Sustainable Agriculture (IFSA)” funded by the **United States Department of Agriculture (USDA)** and implemented by the World Vision Lanka (WVL)

Junior Consultant**2006**

The study conducted to investigate the local demand **for the Institute of Chartered Accountants in Sri Lanka (ICASL)** in comparison to that of the Chartered Institute of Management Accountants in UK (CIMA) which resulted in producing effective recommendations for ICASL which were **very useful in determining relevant strategy for improving the quality of service delivered by ICASL**.

Research Assistant**2005- 2006**

The project “Globalization and Distribution Research” funded by “**International Development Research Center**”

Junior Researcher**2005- 2006**

The project MAMAS (Managing Agrochemicals in Multiuse Aquatic Systems) which is funded by **European Commission**. In this project, **socio economic status of the target population, their behavior with respect to the usage of agrochemicals, and their perception on agrochemicals sold in the area are evaluated**. It is a collaborative research project, jointly conducted by the Agribusiness Centre, Faculty of Agriculture, University of Peradeniya, Sri Lanka, the National Aquatic Resources Research and Development Agency, Sri Lanka, the Institute of Aquaculture, the University of Stirling, U. K, the Department of Biology, University of Aveiro, Portugal, the ALTERRA, Wageningen University and Research centre, The Netherlands and the Department of Fishery Biology, Faculty of Fisheries, Kasetsart University, Thailand

Publications

Peer-reviewed Journal Publication

de Silva L.R., and Kodithuwakku, K.A.S.S. (2005). 'Pluriactivity and Socio Economic Success of Rural Households'. *Sri Lankan Journal of Agricultural Economics*, Vol. 7, pp. 85-108 <http://www.slageconr.net/sjae/sjae71f/sjae07106.pdf>

Book Chapters

De Silva, L.R. and Kodithuwakku, K.A.S.S. 'Pluriactivity, Entrepreneurship and Socio-economic Success of Farming Households'. in Gry Alsos, Sara Carter, Elisabet Ljunggren and Friederike Welter. *The Handbook of Research on Entrepreneurship in Agriculture and Rural Development (forthcoming)*

Peer- Reviewed Conference Proceedings

De Silva, L.R. (2010) 'Business Start-Up and Growth Motives of Entrepreneurs who own Small and Medium Enterprises in regional context of the UK'. 5th European Conference on Entrepreneurship and Innovations to be hold in National and Kapodistrian University of Athens on the 16-17 September 2010.

De Silva, L.R. and Kodithiwakku Sarath S. (2010) 'Pluriactivity Among Rural Farming Households: Survival or Capital Accumulation Strategy?' 5th European Conference on Entrepreneurship and Innovations to be hold in National and Kapodistrian University of Athens on the 16-17 September 2010.

De Silva, L.R. (2009). 'Academic Entrepreneurship: A Case Study in Sri Lanka'. The abstract of the PhD proposal is in the proceedings of Annual Doctoral Conference, Manchester Business School (The proposal was presented at the Annual Doctoral Conference, Manchester Business School on the 8th of May 2009)

de Silva, Ranmuthumalie and Kodithiwakku Sarath S. (2005). Pluriactivity and Socio Economic Success of Rural Households. Proceedings of the Annual Research Session (Paper was presented at the Annual Research Session, University of Peradeniya, on 10th November 2005)

Prasada, P., **de Silva Ranmuthumalie** and Weerahewa, J. (2005). 'An Analysis of Incidence of Commodity Taxation on the Income Distribution in Sri Lanka'. Proceedings of Fourth Poverty and Economic Policy (PEP) International General Meeting and Conference (Paper was presented at the Fourth Poverty and Economic Policy (PEP) International General Meeting and Conference held in Colombo Sri Lanka, 13th to 17th June 2005) <https://idbnc.idrc.ca/dspace/handle/123456789/27957>

de Silva, Ranmuthumalie and Kodithiwakku Sarath S. (2005). Entrepreneurial Behaviour of Pluriactive Rural Households. Proceedings of the 10th International Conference for Sri Lankan Studies (Paper was presented at the 10th International Conference for Sri Lankan Studies, held at the University of Kelaniya from 16th to 18th December 2005) <http://www.kln.ac.lk/10thicsls/FinalTimeShedule.htm>

Project Reports

Kuah, A and De Silva, L.R. (2009). National Innovation Systems of Small Open Economies. Report produced to Department of Enterprise, Trade and Investment, UK.

De Silva, L.R., and Choudhary, Z. (2009). Project Report - Bonus Scheme for Exact Abacus Ltd, UK

De Silva, L.R., Choudhary, Z., and Yao, Xi (2009). Project Report - Multimedia Marketing Strategy for David Cakes Productions Ltd, UK

De Silva, L.R., Choudhary, Z., and Yao, Xi (2009). Project Report - Marketing Plan for Sell Via Tel Limited, UK

Kodithuwakku Sarath S., de Silva Ranmuthumalie (2006) Baseline Survey Report for the project “USDA-WVL Integrated Farming and Sustainable Agriculture (IFSA)”

Kodithuwakku Sarath S., Thenakoon Madhumali, de Silva Ranmuthumalie (2006). Project Report Investigation of the Service Quality of Divisional Secretariat in Central Province, Sri Lanka, Economic Strategy Support Programme (ESSP)

Kodithuwakku Sarath S., de Silva Ranmuthumalie (2005). Project Report Local Demand for the Institute of Chartered Accountants in Sri Lanka (ICASL) in comparison to that of the Chartered Institute of Management Accountants in UK (CIMA)

Kodithuwakku Sarath S., de Silva Ranmuthumalie (2005). Project Reports (6) - MAMAS (Managing Agrochemicals in Multiuse Aquatic Systems)

Working Papers

de Silva L.R and Spicer. D. ‘Business Start-Up and Growth Motives of Entrepreneurs who own Small and Medium Enterprises in regional context of the UK’.

Kodithuwakku Sarath S., de Silva L. R, Walisinghe B. R., and Little D. C. (2007) ‘Comparing and Contrasting Participatory Rural Appraisal and Quantitative Survey Technique’ working paper. Managing Agrochemicals in Multiuse Aquatic Systems funded by the European Union.

Weerahewa Jeevika and de Silva Ranmuthumalie ‘Causality of Child Malnutrition: Is South Asian Enigma Paradoxical in Sri Lanka?’

Academic Awards

Awarded the **Commonwealth Postgraduate Scholarship – 2007** (competitive international scholarship category) in order to pursue the MBA at the Bradford University School of Management.

Awarded the ‘**Strategic Planning Society Prize**’ for the best performance in **Strategic Management** in the MBA at Bradford University School of Management. This consists of a year’s free membership of the Strategic Planning Society.

Awarded the gold medal for the “**Most Outstanding Performance in Agricultural Economics and Business Management**” at the Convocation held at University of Peradeniya on 21st December, 2005.

Training and Conferences/Seminars Attended

Subject	Date(s)	Conducted Body
2009 Annual Doctoral Conference, Manchester Business School	7 th – 8 th of May 2009	Manchester Business School
High Technology Small Firms - 17th Annual International Conference	28th and 29th of May 2009	Manchester Business School
Graduate Teaching Assistant Training	22 nd October 2008	University of Manchester
Fourth PEP (Poverty and Economic Policy) International Workshop	11 th -17 th June 2005	PEP Network
‘International Financial institutions’	04 th June – 23 rd July 2004	Conducted by Prof. Nihal Amerasinghe at Asian Institute of Management, Philippines
National Seminar on WTO Sanitary and Phytosanitary Measures	21 st to 23 rd March 2007	Department of Commerce, Sri Lanka
Certificate Course in Geographic Information Systems (GIS)	27 th to 28 th June, 2006	Sri Lanka Agricultural Economics Association
Training workshop on ‘Environmental Economics for Watershed Management’	28 th to 30 th June 2005	IUCN– The World Conservation Union

Resource Person

Resource person to the workshop on “Business Planning” held on 2nd May 2006 at In-Service Training Centre, Department of Agriculture. This was attended by Directors, Deputy Directors, Assistant Directors, Economists, Research Officers, Agricultural Officers, Farm Managers and Lecturers and Principals of Farm schools of the Department of Agriculture.

Resource person to the workshop on “Social Research Process” conducted by Postgraduate Institute of Agriculture, University of Peradeniya for mid-career professionals of the World Vision Lanka from 18th to 23rd September 2006.

Membership/ Positions in Professional Associations

Member - Strategic Planning Society, UK

Student Member - Institute of Business Consulting, UK

Student Member – Association of MBAs, UK

Former Treasure and Life Member- Sri Lankan Agricultural Economics Association

Life Member-Geo- Informatics Society of Sri Lanka

Computer Literacy

Microsoft Office Words, Excel and PowerPoint, Nvivo (software used for qualitative data analysis) and SPSS (software used for quantitative data analysis)

Referees

Professor. Ray Oakey

Professor of Business Development

Room 9.19

Harold Hankins Building

Manchester Business School

Tel: +44(0)161 275 6584

Email: r.oakey@mbs.ac.uk

Dr. Elvira Uyarra

NESTA Innovation Policy and Research Fellow

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