

13th SOUTH ASIAN MANAGEMENT FORUM

26th and 27th March, 2015 at Colombo, Sri Lanka



Chief Guest Hon. Mr. Karu Jayasuriya, Minister of Public Administration addressing the Forum

South Asian Management Forum (SAMF) is a biennial conference organized by the Association of Management Development Institutions in South Asia (AMDISA). The forum aims to bring together management experts, scholars, practicing managers, business leaders, policy administrators and other academicians from different countries of South Asia on a platform to discuss various connected issues and share their research findings. The 13th SAMF 2015 hosted by Institute of Certified Professional Managers (CPM), Sri Lanka, was held in Colombo, Sri Lanka on March 26 and 27, 2015. The last conference was held in Pune, India in 2013.

The theme of the 13th SAMF 2015 was **“Management and Sustainability – South Asian Perspective”**. Besides plenary sessions there were concurrent sessions where papers were presented by leading academic/research scholars from the participating South Asian countries.

The forum was inaugurated on the 26th March by the Chief Guest Hon. Karu Jayasuriya Minister of Public Administration, Buddha Sasana and Democratic Governance of Sri Lanka. He said that Management Professionals are a readily employable group and play a lead role in contributing to the economic development of Sri Lanka both in the private and public sector. He further said that the Theme of the conference “Management and Sustainability : South Asia Perspective” is very appropriate in today’s context as it covers important topics that are most relevant to long term strategic development of the Management Professionals and providing business organizations, investors high quality managers who play an important role in the economic development of these countries.

He warmly welcomed the foreign delegates from our South Asian Region and wished them a very pleasant stay in Sri Lanka. He was sure they will carry back with them happy memories of our beautiful island.

Having supported the local institute CPM from its inception he fully endorsed their activities under the visionary leadership of Prof. Lakshman R. Watawala, President of Institute of Certified Professional Managers and Vice President of AMDISA towards development and the role paid in strengthening the management profession in Sri Lanka & the South Asian Region. He also extended his heartiest congratulations to the organizers of 13th South Asian Management Forum 2015 for providing unique opportunity to the participants from the region to share their thoughts.



Delegates at the Conference

The Key Note Speaker was Mr. Adam Sack, Country Director, International Finance Corporation (IFC) who addressed on “Management and Sustainability – Global Dimensions”. The President of AMDISA Dr. Ashok Joshi addressed the inaugural session together with the President of CPM, Prof. Lakshman R. Watawala who is also the Vice President of AMDISA.

The response to the Call for Papers was overwhelming and 50 abstracts were received from all parts of South Asia. The Editorial Board and the Panel Reviewers carried out a rigorous selection and evaluation process to select the best abstracts and the final papers. The criteria used in evaluating full papers are Significance of the theoretical and methodological contributions, Degree to which the manuscript fits the theme of the conference, Appropriateness of the literature review, Adequacy of the design and execution of the study, Appropriateness of

the analysis, Quality of the discussion and interpretation of the results, Clarity of presentation, Implications for practitioners, academicians and scholars. Finally 20 papers were selected for presentation during the concurrent sessions.

The core themes were grouped under the following headings:

- [A] Management Challenges and Sustainability Issues in the 21st Century
- [B] Sustainability for Management Education
- [C] Sustainability in creating real value
- [D] Corporate Social Responsibility (CSR)
- [E] Sustainable Business Management: Global Dimensions
- [F] Management Practices of Sustainable Businesses in South Asia

Selected papers from among those accepted for the conference are being published in the Forum Proceedings .

Finally, it may be said that the papers generated great interest among the delegates and participants by raising serious questions and creating value adding discussions and dialogues, which would sub serve the objective of the Forum.

At the 13th South Asian Management Forum, the first Dharni Sinha Mmorial Lecture was held. These lectures will henceforth be held at every SAMF. These lectures have been instituted in memory of Dr. Dharni P Sinha, the founder and 1st President of AMDISA. The 1st lecture at the 13th SAMF was delivered by Prof. Y K Bhushan, an AMDISA veteran and Past President-AMDISA. Ms. Kalpana Sinha, daughter of late Dr Dharni P Sinha graced the occasion as special invitee.



First Dr Dharni P Sinha Memorial Lecture by Prof. Y. K. Bhushan at the 13th SAMF – Memento Presentation

On the First day after the Inauguration, the Key Note Address and Dharni Sinha Memorial Lecture, there was a concurrent session with presentation of papers from academics. There were two breakout sessions: Session 1 on Management Challenges and Sustainability in the 21st Century and Session 2 on Sustainability and Management Education. The topics and speakers on the first day were as follows:

Day 01 – 26th March 2015

Session 01 - Management Challenges & Sustainability in the 21st Century

Session Chairman



Prof. E. Hari
VC-Uni. of Hyderabad
India

Social Development



Dr. Hsan Murad
Rector, University of Mgt. &
Tech.
Pakistan

Economic Development



Mr. Desal De Mel
Senior Economist, Hayles PLC
Sri Lanka

Environmental Development



Dr. Shiranee Yasarathna
CEO/MD-Sustainability Agenda
Sri Lanka

Session 02 - Sustainability & Management Education (Presentation of Case Studies)

Session Chairman



Dr. Karunasena Kodituwakku
Chairman, NIBM & NSBM
Sri Lanka

LUMS Pakistan



Dr. Syed Zahoor Hassan
Prof. & Former VC-LUMS
Pakistan

IIM Bangalore



Dr. P.D. Jose
Associate Prof.-IIM Bangalore
India

PIM Sri Lanka



Dr. Ajantha Dharmasiri
Acting Director-PIM
Sri Lanka

On the second day there was a concurrent session with presentation of papers from academics in universities who had prepared articles which have been evaluated by a technical panel and published. There were three breakout sessions each for both days which enabled 18 authors to present their papers. The topics and speakers on the 2nd day were as follows:

Session 03 - Sustainability & Management Education

Session Chairman



Dr. P.D. Jose

Building Corporate Reputation and Brands



Mr. Ruchi Gunawardena

Sustainability Management in Institutions



Ms. Richa Bajpai

Sustainability and Human Resource Development



Mr. Isuru Tillakawardana

Associate Prof.-IIM Bangalore
India

Founder Sting Consultants
Sri Lanka

Co-Founder-NextGen
India

Deputy General Manager-HR
Commercial Bank-Sri Lanka

Session 04 - Corporate Social Responsibility (CSR)

Session Chairman



Dr. Mohamad Latheef
Civil Service Commissioner
Maldives

Impact on Social Welfare



Dr. Abdur Rab,
Vice Chancellor-Eastern
University
Bangladesh

Socially Responsible
Investment



Mr. Hasitha Premaratne
CFO-Brandix Lanka
Sri Lanka

Sustainability and Meeting
Consumer expectations



Mr. Deepal Sooriyaarachchi
Consulting Partner RBL Group
USA
Sri Lanka

Session 05 - Management and Sustainability: South Asian Dimensions

Session Chairman



Dr. Abdur Rab,
Vice Chancellor-Eastern
University
Bangladesh

Green Growth and
sustainable Development



Ms. Aruni Rajakariar
Director-She-Consults Ltd.
Sri Lanka

Corporate Governance and
Ethics



Dr. Harsha Cabral
President's Counsel
Sri Lanka

Sustainability an imperative
for Business Development in
South Asia



Dr. L. Ramakrishnan
Distinguished Professor-IndSearch
Pune, India

Session 06 - Panel Discussion - Building Sustainable Management Professionals in South Asia

Session Moderator



Mr. Mohammad Jasimuddin
Former Acting Head
Commonwealth Secretariat



**Prof. Gunapala
Nanayakkara**
Academic
Advisor-GSM



**Dr. Mohamad
Latheef**
Civil Service
Commissioner
Maldives



Dr. P.D. Jose
Associate Prof.-
IIM Bangalore
India



**H.E. Mr. Aziz
Ahmadzada,**

Ambassador of
Afghanistan in



**Dr. Alimullah
Miyan-VC-**
(IUBAT)-
Bangladesh



**Mr. Punya
Prasad
Neupane, ED,**
Nepal Admin.
Staff College,
Nepal



**Ms. Nim
Dem**
Registrar R
oyal
Thimpu
College,
Bhutan

Sri Lanka

At the end of the proceedings, a summing up of the technical sessions was done by Dr. N.M. Vechalekar, India and the Concurrent Sessions by Mr. Chaminda Hettiarachchi, Sri Lanka.

The concluding remarks were made by the President AMDISA, Dr. Ashok Joshi, India and President of CPM and Vice President of AMDISA Prof. Lakshman R Watawala.

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