

## **Academic Staff Profile Update Template**

### **1. Basic Information**

1.1 Full Name (with titles) - Dehiwalage Anne Sharmini Perera

1.2 Current Position – Dean, Faculty of Business Studies

1.3 Faculty / Department – Faculty of Business Studies

1.4 Institutional Affiliation – Lyceum Campus

1.5 Professional Memberships - **Member of The Golden Key International Honour Society**

1.6 Contact Information (Email / Office Phone) -0744119063 .  
Shaminip@lyceumcampus.lk

1.7 Biography (Narrative Profile)

*[Provide a detailed biography including academic journey, major achievements, administrative roles, international exposure, industry roles, contributions to institutional development, community engagements, and research interests.]*

Dr. Sharmini Perera is an experienced academic management consultant, and leadership coach with over 20 years of professional experience, academia, corporate training, and consultancy. Currently, she is the Dean, Faculty of Business Studies at the Lyceum Campus, Sri Lanka. She served as an associate professor at Maldives Business School, Male, Maldives, and was a senior lecturer and the lead of the Office of Mentoring and Coaching at SLTC Research University, Sri Lanka. She held the position of Head of the Faculty of Business Studies at the same university.

Dr. Perera holds a Ph.D. in Management, specializing in Tourism and Business Management, from Management and Science University, Malaysia, and a Master of Business Administration (International) from Australia. She is also a certified coach and mentor, accredited by the International Authority for Professional Coaches and Mentors.

In her dual role as a corporate trainer and management consultant, she has worked with both private and public sector organizations, offering expertise in tourism management and planning, human resource management, marketing, professional coaching, and mentoring.

She has held teaching and supervisory roles at several prestigious institutions, including the University of Colombo, the Sri Lanka Institute of Development Administration (SLIDA), and the Chartered Institute of Personnel Management (CIPM).

Dr. Perera is a member of the Golden Key International Honour Society. Earlier in her career, she was with Dialog Telecom from 2000 to 2009, where she developed her professional foundation in credit management, billing operations, and corporate training. She also serves as the founder director of Medical Tourism Lanka (Pvt) Ltd.

Her achievements have been recognized with prestigious awards, including the Outstanding Woman Leader Performer by the Women Icon Awards (2021) and the Sri Lanka Woman Leadership Award by the World Woman Leadership Congress (2019) for her leadership and influence in the field.

## **2. Academic and Professional Qualifications**

### **2.1 Academic Qualifications**

#### **Doctor of Philosophy -Business/Management (Ph.D)**

Management and Science University  
Malaysia

#### **Master of Business Administration (International)**

Edith Cowan University  
Australia

Diploma in Training and Development and Human Resource Management  
Institute of Personnel Management Sri Lanka

### **2.2 Professional Qualifications**

**Certified Coach & a Member by International Institute of Coaching and Mentoring (IIC&M)**

### 3. Publications and Awards

#### 3.1 Journal Publications

- Perera, D. S., & Vithanage, L. A. (2025). The impact of Transparency, resources, good governance and professionalism on successful operations of Destination Management Companies (DMCs). *Global Journal of Management and Business Research*, 25(1).
- Gamage, K.A.A.; **Perera,D.A.S.**; Wijewardena, M.A.D.N(2021). Mentoring and Coaching as a Learning Technique in Higher Education: The Impact of Learning Context on Student Engagement in Online Learning. *Educ. Sci.* 2021, 11,574. <https://doi.org/10.3390/educsci11100574>
- Manjaree, H. M., & Perera, D. S. (2021). Determinants of Employee Engagement during COVID 19 Pandemic ( Case of Sri Lanka Technological Campus). *Internaitonal Journal of Research and Innovations in Social Science*, V(VII), 773-778.
- **Perera, S.** (2021). A Manager's role as a Coach to Enhance Employee Engagement and Performance. *Chartered Manager*.
- **D.A.S.Perera**, V.G.R. Chandran, D.A.C.Silva & K. Chinna.(2014) “Tourist expectation and perception of visiting a heritage site: The case of Sigiriya” *Journal Institutions and Economies*.
- Weerarathna, R. S., & **Perera, D. A.** (2018). A Conceptual Framework for the Association between Relationship Conflicts and Employees’ Intention to Leave. *International Business Research* , 11.
- Samarasekara, E. S., **Perera, S.**, & Narangoda, B. (2016). Occupational Stress and Burnout among Lawyers in Sri Lanka . *Management Studies and Economic Systems* .

### 3.2 Conference Publications

- **D.A.S.Perera**, V.G.R. Chandran & D.A.C.Silva, (2013) “ Tourist Motivation to Visit a Heritage Site: The Case of Sigiriya” International Conference on Hospitality and Tourism Management (ICOHT).
- **D.A.S.Perera**, L. Peiris, L. Wijewardene & D.Y.Gun Fie, (2014)“Taking Control Over Word of Mouth Marketing: An Effective Marketing Strategy” 2<sup>nd</sup> International Conference on Marketing (ICOM).

### 3.3 Books / Book Chapters / Reports

Perera, D. A. (n.d.). Thuru: Championing Green Entrepreneurship. Edward Elgar. (on process)

### 3.4 Awards and Recognitions

- o Outstanding Woman Performer of the Year Award 2021 by the Women Icon Awards.
- o “Women Leaders” Award by the World Women Leaders Congress 2019
- o Award for top achiever - credit management in year 2005

## 4. Teaching Portfolio

### 4.1 Subjects Taught

- Tourism Planning
- Strategic Management
- Current Issues in Tourism and Hospitality
- Marketing Management
- Services Marketing
- Human Resource Management
- Learning and Development
- Small Business Management
- Organizational Behaviour
- General Management
- Change Management

- Retail Management

#### 4.2 Teaching Expertise

#### 4.3 Teaching Philosophy

A strong believer in the application of coaching techniques to promote student-centered, self-directed learning that develops knowledge, skills, and competencies.

#### 4.4 Curriculum Development Contributions

- Developed the Bachelors in Marketing Management curriculum at the Maldives Business School, Maldives
- Curriculum Development Champion at Faculty of Business Studies at SLTC Research University in Sri Lanka
- Curriculum Development and Review for the tourism study programs Department of Economics University of Colombo
- Participation as an academic stakeholder in providing insight for curriculum revision of Uva Wellasa University of Sri Lanka for the BBM in Hospitality, Tourism, and Events Management
- Developed the curriculum for the Bachelors in Hospitality Management at Sri Lanka Institute of Information Technology (SLIIT)
- Developed the curriculum for the Bachelors in Hospitality Management at CINEC
- Contributed for the student study pack development at the CIPM, Sri Lanka

#### 4.5 Dissertation / Research Supervision

- Research supervisor for the MBA, undergraduates and professional qualification research students in the fields of Marketing and Human Resource Management, University of Colombo (Faculty of Graduate Studies and Department of Economics), Sri Lanka Institute of Development Administration (SLIDA), SLIIT, Aquinas University College, Institute of Personnel Management and Asian College of Management.

## 5. Research Profile

### 5.1 Research Interests

Coaching and Mentoring, Capacity Building, Tourism Development and Interdisciplinary studies

## 5.2 Ongoing Research Projects

Journal paper Millennials & Generation Z'S Dilemma ON Compulsive Buying in Malaysia

## 5.3 Completed Research Projects

## 5.4 Research Supervision

- o Track Co-chair, *International Conference on Business Innovation (ICOBI 2025)*, NSBM Green University.
- o Track Session Discussant for the Interdisciplinary track, International Conference on Sustainable & Digital Business (ICSDB 2025), SLIIT Business School.
- o Co-Chair at National Conference on Technology and Management (NCTM) 2014 and 2015 in Business Management Session at SLIIT
- o Evaluation Panel Chair at Annual Research Symposium in Tourism Economics and Hotel Management 2014/15 University of Colombo.
- o Member of the Panel of Judges for the HR debate Semi Finals for the National HR Conference 2016 CIPM
- o Member of the panel of judges in the Semi Finals and Finals of the Soft Skills program (2015/ 2016) at SLIIT
- o Panel Member at the International Tourism Leaders Symposium 2018 at the University of Colombo.
- o Panelist at the Industry Conference and Symposium organized by the Colombo Academy of Hospitality Management 2016.

## 6. Industry Engagement & Consultancy

### 6.1 Consultancy Roles

- o Consultant to develop the Strategic Plan for Ceylon Fisheries Board 2020
- o Consultant for the School Principals training curriculum development conducted by the Ministry of Education in 2019
- o Quality Assurance Member of the Incedu program Co-funded by the European Union

## 6.2 Advisory Positions

### 6.3 Corporate Training / Workshops

- o Trainer for SLIDA and programs conducted to the Census and Statistics department, Principals Service, Sri Lanka Planning Service, Teachers and organizations from the public sector
- o Corporate trainer, coach and mentor in the fields of marketing, soft skills, leadership, team building etc. for Sri Lanka Tourism Development Authority, Holcim National Science Foundation(NSF) Sri Lanka

### 6.4 External Examiner / Reviewer Roles

- o Internal verifier for the marked examination answer scripts and assignments at Maldives Business School, Maldives.
- o Paper reviewer at - *International Conference on Business Innovation (ICOB I 2025)*, *NSBM Green University*.

## 7. Administrative Roles & Leadership

### 7.1 Positions Held

1. Former, Head of the Faculty – Faculty of Business Studies and Senior Lecturer, SLTC Research University, Sri Lanka – 2021-2023
2. Former, Lead of The Office for Mentoring and Coaching at SLTC Research University 2019-2023
3. Associate Professor – Maldives Business School 2023 - 2025

### 7.2 Committee Memberships

### 7.3 Conference / Event Leadership

## 8. Community Engagement / Professional Service

### 8.1 Volunteer Roles

- Volunteered Mentor for Global Mentoring Initiative (GMI) by United State of America

## 8.2 Professional Society Involvement

## 8.3 Community Projects

- o “Go Green” Promotions & E – bill Project at Dialog Axiata
- o Sip Sevana, Suwa Sevana Projects supervised and driven for undergraduate student at SLTC Campus

## 9. Additional Information (Optional)

### 9.1 Keynote Speeches / Invited Talks

### 9.2 Media Features

- Lanka Woman Magazine , August 2020 - <http://subs.epaper.lk/Epaper>

9.3 Let Em Have Power, Someone’s Daughter – Rotract Club University of Sri Jayawardanapura

9.4 Sustainability of Sri Lanka – Alumni, Management and Science University, Malaysia  
- <https://www.msu.edu.my/MSUstory/May2021-postgraduate-study-business-administration-tourism-management>

9.5 □□□□□□□□ □□□□ □□□□ - Nov 2022 talk show with TV 1

### 9.3 Academic Partnerships Facilitated

## 10. Courses Developed / Modernised

## 11. Digital Competencies

*LMS, SPSS, Mendeley, Quizzes, Kahoot, AI tools*

## 12. Professional Philosophy Statement

An Academic and a Coach committed to excellence in teaching and academic leadership, bringing experience in Business Management/Administration. My research contributions, highlight proficiency in rigorous methodologies and data analysis in business research.



Dedicated to creating engaging learning environments through effective teaching, coaching, and mentoring techniques both physical and online learning I foster student development and critical thinking. As I Actively involve in professional societies and leadership roles within academia demonstrates strategic vision and a commitment to advancing institutional goals. I am poised to leverage my expertise in both academic instruction and business administration to contribute effectively to institution's mission and educational excellence.