JINDAL GLOBAL BUSINESS SCHOOL
PROUDLY HOSTS
INTERNATIONAL RESEARCH SYMPOSIUM ON
IMPORTANCE OF MARKETING RESEARCH
IN 21ST CENTURY

1 OCTOBER’22
1:00 PM TO 4:00 PM (IST)

ESTEEMED SPEAKERS

N. JAYANTHA DEWASIRI
Professor
Sabaragamuwa University of Sri Lanka
Brand Ambassador – Emerald Publishing

DR. ISURU KOSWATTE
Lecturer
Business and Management,
University of the West of Scotland, UK

DR. CHARITHA HARSHANI PERERA
Lecturer
Faculty of Business and Law,
Northumbria University, UK

DR. NIRMA SADAMILI JAYAWARDENA
Assistant Professor
O.P. Jindal Global University
India

ABOUT THE EVENT
Market research is an essential tool for any business. As a result of research, business owners would have a solid groundwork for product launches and would be able to forecast potential income very accurately. In the 21st century, marketing is all about delivering a positive customer experience. According to age, geography, and wealth, future generations of consumers will have more discretionary income, less time, and more choices, leading to entirely new spending patterns. Technology has completely transformed the way your target market lives their daily lives. Hence this symposium will discuss these marketing research insights in detailed manner.

https://zoom.us/meeting/register/tJYkdOGrpzvvhDyLEPj5noLkkaoWheRwePm
INTRODUCTION AND WELCOME

TALK BY PROF. N. JAYANTHA DEWASIRI

TALK BY PROF. ISURU KOSWATTE

TALK BY PROF. CHARITHA HARSHANI PERERA

TALK BY PROF. NIRMA JAYAWARDENA

PANEL DISCUSSION

1:00 PM - 1:15 PM

1:15 PM - 1:45 PM

1:45 PM - 2:15 PM

2:15 PM - 2:45 PM

2:45 PM - 3:15 PM

3:20PM - 4:00 PM

SPEAKER PROFILE

N. JAYANTHA DEWASIRI

Prof. Dewasiri N. Jayantha is a Professor in the Department of Accountancy and Finance, Sabaragamuwa University of Sri Lanka. After serving 17 years in the industry, he joined academia, and he is a pioneer in applying triangulation research approaches in the management discipline. He is currently serving as the Co-Editors-in-Chief of the South Asian Journal of Marketing published by Emerald Publishing, Senior Associate Editor of the FIIB Business Review published by SAGE Publishing, Managing Editor of the South Asian Journal of Tourism and Hospitality published by the Faculty of Management Studies.

The rationale for selecting methodology for your research

Abstract of the talk: This presentation will discuss on the rationale for selecting methodology for your research highlighting why and when you can proceed with quantitative, qualitative, and mixed methods studies. His discussion will be based on a research paper published in the International Journal of Qualitative methods and will shed some light on the importance of the methodological justification for marketing research.

DR. ISURU KOSWATTE

Dr. Isuru Koswatte is an Assistant Professor at the University of the West of Scotland (UWS) in the School of Business and Creative Industries. He is also an Adjunct Senior Research Fellow at NSBM Green University and a member of The Academy of International Business (AIB). He is a Director of Lakarcade one of the biggest novelty Gift & Souvenir shopping malls in Asia located in the heart of Colombo Sri Lanka

Understanding the dark side of digital transformation of exams, A higher educational perspective

Abstract of the talk: The presentation will discuss the digital transformation of higher educational institutes and the adoption of online exam systems. Despite the universal approach of online systems in universities which was expedited since the pandemic there was a lack of research addressing the perception of the transition to online systems in higher education in an emerging country lens whilst addressing the dark side of such transitions in the context of assessments. The study was conducted in the context of Sri Lanka and the university students from Business and STEM subject fields.

DR. CHARITHA HARSHANI PERERA

Dr. Charitha Harshani Perera is a Lecturer in Marketing at the Department of Marketing, Operations, and Systems at the Northumbria University, United Kingdom. She obtained her PhD in Business specializing in Marketing Communication with recognition for outstanding work from RMIT University. She has received a college scholarship for her outstanding performance from RMIT University.

Transnational Education Remodeled: Emerging issues and prospects

Abstract of the talk: The scope and scale of transnational education (TNE), which is defined as the mobility of educational programs and providers between nations, have significantly evolved during the last decade. This presentation will discuss the new platforms, new partnerships, new modes of delivery, and new regulations are emerging. This has resulted in a proliferation of TNE terms and mass confusion about how they are used. TNE is undeniably a dynamic and sophisticated component of higher education internationalization. Despite the interest in TNE and the growth in offshore enrolments, there has been growing skepticism about the pros and cons of TNE and the sustainability of TNE models. New trends and developments, and challenges must be constantly observed and examined. Accordingly, this study is focusing on emerging issues and prospects to establish the rationale for transnational education.

DR. NIRMA SADAMALI JAYAWARDENA

Dr. Nirma Sadamali Jayawardena completed BSc in Business Management with a first-class honours from NSBM Green University, Sri Lanka, and completed MBA in International Business from University of Colombo, Sri Lanka. She completed Graduate Diploma of Business Research and PhD in Marketing from Griffith University, Australia. Her research interests include social cognition, consumer visual memory, and digital video advertising strategies.

Digital Video Advertising strategies: A social information processing theory perspective

Abstract of the talk: This presentation will discuss the application of the theory of social information processing theory by Wyer (2003) towards 360-degree video advertising to explore the consumer visual memory. This discussion is based on the findings of a recent PhD study submitted to Griffith University, Australia.