

Nawalage Hirudini Kaushalya Cooray

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Social

www.linkedin.com/in/hirudini-cooray
www.researchgate.net/profile/Nhk_Cooray

Personal

Gender: Female
Nationality: Sri Lankan

Language Fluency

Sinhala
English

Expertise

Supply Chain Management
Consumer Behavior
Consumer psychology
Quality Management
Marketing Management

Skills

Leadership
Communication
Blogging
Strategic Planning
Visual Presentations
Public Speaking

Profile

I am an insightful, conscious woman who values obstacles and performs under stress. Competently, a university teacher with five years of undergraduate teaching practice. My greatest strengths are my research expertise and communication. Over the last five years, more than 12 of my research papers have been published.

Professional Experience

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|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Lecturer June 2016 - Present | Department of Business Management Faculty of Management Studies Rajarata University of Sri Lanka |
| Lecturer April 2015 - May 2016 | Department of Marketing Management Faculty of Commerce and Management Studies University of Kelaniya, Sri Lanka |
| Marketing Executive March 2014 - March 2015 | Department of Customer Support Matrix (Pvt) Ltd, Sri Lanka |

Education

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| 2017 - 2019 | Master of Science in Management University of Sri Jayewardenepura, Sri Lanka GPA: 3.9 |
| 2010 - 2014 | Bachelor of Business Management Special Degree in Marketing Management University of Kelaniya, Sri Lanka GPA: 3.89 |

Professional Qualifications

Sri Lanka Standard Institute (SLSI)
ISO 9001:2008 Quality Management System Auditor/Lead Auditor Training Course - 2015

SAP University Alliances.
Business Analytics for Value Creation in Enterprise Resource Planning System (ERP) - 2015

Rajarata University of Sri Lanka
Certificate course in "Teaching in Higher education" - 2017

Volunteer Contributions

Guest Lectures and Visiting Lectures

- Resource Person - Orientation Training Programme for the New Graduate Appointees to the Government - 2020
- Resource Person - Bachelor of Business Administration (General) Degree Programme, Rajarata University of Sri Lanka - 2018-2020
- Resource Person - Certificate Course in Management - Non-commissioned Officers Management School, Sri Lanka Air Force, China Bay
- Visiting Lecturer - Department of Aquaculture and Aquatic Resource Management, University College of Anuradhapura, University of Vocational Technology - 2017-2019

Conferences and Workshop Organizing

- Track Coordinator, Reviewer, Organizing Committee Member- Third National Research Symposium in Management - 2020 (Organized by Faculty of Management Studies, Rajarata University of Sri Lanka)
- Track Coordinator, Reviewer, Organizing Committee Member- Second National Research Symposium in Management - 2018 (Organized by Faculty of Management Studies, Rajarata University of Sri Lanka)
- Organizing Committee Member - Seventh International Conference of Sri Lanka Forum of University Economists - 2017 (Organized by Sri Lanka Forum of University Economists)
- Track Coordinator, Reviewer, Organizing Committee Member- First Undergraduate Research Symposium in Management - 2017 (Organized by Faculty of Management Studies, Rajarata University of Sri Lanka)
- Organizing Committee Member - International Conference on Business and Information - 2015 (Organized by Faculty of Commerce and Management Studies, University of Kelaniya Sri Lanka)
- Organizing committee member for the C-Suite Case Study Symposium 2015 conducted by Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya - 2015

Curriculum Development

- Member - Curriculum Development Committee of Bachelor of Business Administration (General) Degree Programme, Rajarata University of Sri Lanka - 2020
- Module Writer for Marketing Management - Bachelor of Business Administration (General) Degree Programme, Rajarata University of Sri Lanka - 2019-2020
- Resource Person - Curriculum Development Workshop for Bachelor of Science (Honors) in Business Management Degree Programme, Rajarata University of Sri Lanka - 2019

Academic Coordination and Student Activities

- Student Counselor - Faculty of Management Studies, Rajarata University of Sri Lanka- 2018-2020
- Academic Counselor - Faculty of Management Studies, Rajarata University of Sri Lanka- 2020
- Library Activity Coordinator - Faculty of Management Studies, Rajarata University of Sri Lanka- 2020
- Learning Management System Coordinator - Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka- 2020
- Capacity Building Programme Coordinator Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka- 2018-2020
- Industrial Training Coordinator - Bachelor of Science Special Degree in Business Management - 2018-2019
- Committee Member - Student Orientation Programme - 2017-2020
- Industrial Training Supervisor - Bachelor of Science Special Degree in Business Management - 2017-2020
- Research Supervisor - Bachelor of Science Special Degree in Business Management - 2016-2020
- Invigilator - Bachelor of Science Special Degree Programmes, Faculty of Management Studies, Rajarata University of Sri Lanka- 2017-2020

Awards and Achievements

86th General Convection of University of Kelaniya - 2015

- Gold medal for the Highest GPA Achieved Student (Rahula Sanskruthayana Memorial Gold Medal) at the Faculty of Commerce and Management Studies
- Gold medal for the Highest GPA Achieved Student in Bachelor of Business Management (Special) Degree in Marketing which is sponsored by Sri Lanka Telecom

Research and Publications

- Cooray, N.H.K. (2020), Impact of Infectious Disease Risk Perception on Perceived Retail Crowding: With Special Reference to Retail Industry in Sri Lanka, Sri Lankan Journal of Entrepreneurship, 2(1), 18-28
- Cooray, H. K., & Samarasinghe, D. S. R. (2020). Consumer Vulnerability due to Health Risk; Empirical Study based on CKDu Endemic Regions in Sri Lanka. Journal of Marketing Management and Consumer Behavior, 3(1).
- Harshana, B. K. G., & Cooray, N. H. K. (2019) Dose Every One Accept the Innovations; an Analysis of Demographic Factors on Purchasing Decisions in Mobile Phone Purchasing, International Journal of Engineering Research And Management, 6(10) 19-25
- Cooray, N. H. K., Somathilake, H. M. D. N. , Wickramasinghe, D. M.J.Dissanayake, T. D. S. H., & Dissanayake D.M.M.I; (2019), Analysis of Cost Control Techniques Used on Building Construction Projects in Sri Lanka, International Journal f Research, 5(23), 909-923
- Wickramasinghe, M., Cooray, N. H. K., Dissanayake, S., & Somathilake, H. M. D. N.; (2018), How to Impact Information System Increase Efficiency of Small Business in Sri Lankan Rural City Areas, IOSR Journal of Business and Management 20(3), 61-68
- NHK Cooray, DMMI Dissanayake; (2018), Are the employees in charitable organizations satisfied with their job context?, Scientific Research Journal 6(9), 24-27
- Dissanayake, T. D. S. H., Somathilake, H. M. D. N., Madushanka, K. J. S., Wickramasinghe, D. M. J., & Cooray, N. H. K. (2017). Board Configuration on Financial Distress. Global Scientific Journal, 5(5), 107.
- Wickramasinghe, D. M. J., Pamarathna, R. M. M. D., Cooray, N. H. K., & Dissanayake, T. D. S. H. (2017). Impact of accounting software for Business Performance. Imperial Journal of Interdisciplinary Research, 3(5).
- Herath, H. M. R. P., Cooray, N. H. K., & Perera, H. S. P. (2016). Determinants of Customer Satisfaction Level in Tourist Hotel Industry, International Research Journal of Management and Humanities, 3(1), 332-340 .
- Weerasiri, R. A. S., & Cooray, N. H. K. (2016). Factors Influencing on the Purchase Intention of Organic Food Products in Sri Lanka, International Journal of Applied Business and Economic Research, 14(5), 3043-3057.
- Ubayachandra, E. G., & Cooray, N. H. K. (2015). A Study on Sales Performance of Liquefied Petroleum Gas Dealers in Sri Lanka.
- Herath, H. M. R. P., & Cooray, N. H. K. (2015). Organizational Structure Influence on the Technological Adaptation by the SMEs in Sri Lanka: With Special Reference to Automobile Industry.