Redefining PIMA: Success is a Continuous Journey

Read the cover story below and inside

Events Held

- Discussion on Neuro-marketing with Nielsen
- Prof. Uditha Liyanage Memorial Programme/Book review
- MDP & AMDP Awards Ceremony
- Cricket Fiesta
- Career Guidance Seminar for Future Leaders

Highlights of the Quarter

Evening Discussion on Neuro-marketing and Consumer Science

PIMA in collaboration with Nielsen Sri Lanka organised a programme “Get Neuro-minded” on 2nd August 2017 at Jaic Hilton.

Neuroscience experts from the region Dr. Shivadatta Prabhu, Director of Neurosciences at Nielsen India and Sunila Benjamin, Expert in Neuroscience, Nielsen India took centre stage followed by a panel discussion moderated by Lakshman Bandaranayake, Founder of LBO.

Cover Story

It all began in 1983 when PIMA was born as Sri Lanka Association for the Advancement of Management (SLAAM) by the first batch of MBAs/MPAs under the guidance of Prof Gunapala Nanayakkara who was the Director of Postgraduate Studies at the Faculty of Management Studies, University of Sri Jayewardenepura.

Since then, PIMA has grown into a strong Association taking the PIMA brand in to a higher elevation. When the Board of Directors of 2017/18 took office in 2017 March, there was a sheer determination to take PIMA forward by creating stable structures within the Association that would last long. With this intention, the first step was taken to make collaborations and partner with Home Lands Group as the strategic partner.
Tapping Sri Lanka’s potential to become a world-class destination for Medical Tourism

Opening new avenues for Medical Tourism

Medical tourism indicates the process of travelling outside the country of residence to seek medical care. In the past, patients travelled from under-developed countries to developed countries in pursuit of relatively low-cost medical procedures. However, in contemporary times, the trend has completely reversed, generating a conducive environment for patients to migrate from a developed country to a developing country where they can pursue treatment at a fraction of the cost charged in the homeland facilities. At present, countries such as Mexico, Singapore, India, and Thailand have topped the list of most popular destinations for medical tourism.

Soaring healthcare costs in developed countries such as the US, European countries and even some of the leading Asian countries induce their citizens to seek cost-effective healthcare means from developing countries. According to a study report published in News Medical – a leading global online medical news site, surgery prices can be dropped 30% to 70% when being treated at a medical tourism hub in comparison to the US.*1. The practice is proactively supported by employees and insurance companies in order to reduce exorbitant healthcare costs. As patients begin to migrate for treatment, more and more countries across the globe have begun to weigh up financial benefits from this untapped emerging market.

Key contributors to Medical Tourism

Developing nations provide healthcare facilities for relatively low-cost in comparison to their developed counterparts. In addition, affordable flight fares and conveniently accessible information on such medical services have become potential drivers of this industry. The growth in the industry has also sparked interest and attention of various stakeholders including the researchers, policy-makers, investors and the media. The study report on News Medical website further mentions that cosmetic surgery, organ transplantation, dentistry, cardiac as well as orthopedic surgery are amongst the most common types of procedures sought by migrating patients.*2 In fact, medical tourists seek a wide spectrum of healthcare services and means for well-being through modern, western medical treatment as much as the traditional and alternative treatment specific to the host country. This once again taps into the untapped potential in our country which takes pride in nesting some of the best hospitals in the Asian region, offering infrastructure and human resources on par with international standards.

Going Ethical

Despite the growing numbers in medical tourism, the industry poses a number of risk factors such as failure to maintain the highest quality and standard of healthcare, which could greatly affect the well-being of the patient and in turn have an irreversible impact on the country’s medical tourism. Solid investment in internal and external training in technical aspects and team-building activities to develop human resources are important factors for growth. Incorporating higher levels of automation to produce enhanced employee productivity and improved morale along with streamlined efficient operations are key factors which contribute to same while consequently increasing the accuracy of data in measuring customer satisfaction levels.

I believe that it is imperative to encourage the private sector to invest in healthcare infrastructure and thereby promote Sri Lanka as a hub for medical tourism. Steps should be taken to pursue a Public-Private Partnership to fill the gaps in the industry. Furthermore, expected growth in tourism and overall improvements in the tourism industry have also paved the way for the healthcare sector to continue and grow their services in medical tourism.

Dr Prasad Medawatte

References:
*1 and *2: News Medical – What is Medical Tourism?
https://www.news-medical.net/health/What-is-Medical-Tourism.aspx

Message from the Faculty Coordinator

Let me first, as the faculty coordinator, congratulate PIMA for their focused upward trend in growth in all fronts of activities during 2017/2018 period on making improvements to the overall alignment of resources and structure of the Association. I do believe that the executive committee is embarking on an exciting pathway that will bring with it enhanced value for its Members and the PIM community at large.
What I have observed as the key to the recent upward change is the leadership of the committee and a structured approach. As PIM MBA qualified professionals, we should understand that it is imperative to align our approach and provide innovative solutions to serve the community of diverse professionals. This will assist to differentiate us within the larger professional communities in the country. However, it is not to gain any competitive advantage but to serve the community with a synergistic difference. Nevertheless, PIMA is well-positioned to address and maintain its position as a leading professional association at the national level interests driven by a pool of volunteer professionals for the business and management development community. They should keep on engaging in serving with that bigger purpose in mind.

Let me extend best wishes for your ongoing commitment and participation in PIMA activities and I look forward to see us growing from strength to strength!

Samantha Rathnayake
Faculty Coordinator to PIMA
Management Consultant, University of Sri Jayewardenepura

Editor’s Desk
Welcome back to another exciting edition of PIMA Lead! Thanks to those of you who contributed to it as these contributions are essential to the Newsletter’s success.

In this issue, we will recount the various programmes and events organised by PIMA during the quarter ended September 2017, all of which were concluded on a high note. The cover story gives a snapshot of the journey we have been making together at PIMA. We also have presented an article written by one of our own alumni on the significance of Medical Tourism and the importance of promoting Sri Lanka as a hub for medical tourism.

We are lucky to have a highly passionate and a committed set of members on the Board. The success of our association lies in the hands of these enthusiastic Board of Directors who work hard to achieve the goals of the association as a family.

I, as the editor, would like to thank the Board of Directors of PIMA, the members of our alumni and the PIMA Secretariat for all the encouragement, guidance and unfailing support extended to make this edition of the newsletter, a reality.

Events Held contd.

Evening Discussion on Neuro-marketing and Consumer Science contd.

with Ravi Jayawardenena, CEO (Sales and Marketing) Maliban Biscuit Manufacturers, Hasrath Munasinghe, Deputy General Manager – Marketing, Commercial Bank of Ceylon PLC and Sharang Pant, Managing Director, Nielsen Sri Lanka.

Presentations and the discussion highlighted the tools of neuroscience used by companies to determine why consumers prefer some products over others and the ways and means of measuring consumer reactions to their advertisements or products. Neuro marketing investigates behaviours and provides detailed insights into the complexity of consumer behaviour. At times, people are simply unaware of why they behave in certain ways or are unable to articulate the motivation behind their actions. As per the experts, neuroscience has proved to be very valuable in understanding the emotional aspects of consumer behaviour.

Events Held contd.

Late Prof. Uditha Liyanage’s contribution to the marketing fraternity was honoured and appreciated at a commemorative ceremony organised by PIMA in collaboration with the Chartered Institute of Marketing (CIM) Sri Lanka Branch and Sri Lanka Institute of Marketing (SLIM).

A review on Prof. Liyanage’s book ‘Consumer Strategy’ was made by the Keynote Speaker Deepal Sooryaarachchi, Chartered Marketer at the occasion while a speech on the personal profile of Prof Liyanage was delivered by Dr. Wickrema Weerasooriya, Advisor to His Excellency the President of Sri Lanka. The PIM library was also named as the Prof. Uditha Liyanage Memorial Library at this programme.

A panel discussion took place moderated by Prof. Ajantha Dharmasiri, Director and Chairman of the Board of Management, Postgraduate Institute of Management (PIM), with Eardley Perera, Founder Chairman of CIM Sri Lanka, Asanga Ranasinghe, CIM Sri Lanka President and Deepal Sooriaarachchi, Prof. Dharmasiri defined late Prof. Liyanage as a legend and ‘Sage of our Age’. The compere at the occasion was Brandon Morris (CEO, AMW Finance).

Family members including Sisy Liyanage and Chathuri Liyanage, wife and daughter of late Prof. Liyanage attended the commemoration along with a gamut of marketers and past and present PIM students.

PIMA Cricket Fiesta 2017

PIMA successfully concluded “PIMA Cricket Fiesta”, a soft ball six-a-side Cricket tournament at NCC Grounds on 2nd September 2017 in grand style. This is an annual event held with much enthusiasm and camaraderie. As the teams battled each other for victory, Team “M-Sixes” became champs becoming the Winning Team of the Tournament. The Runners-Up Team was clinched by the “Rising Stars”. Best Bowler title was won by Anushka Mendis of batch 2012. Best Batsman was awarded to Nuwan Janaranga of batch 2015. The prestigious title, Man of the Series was awarded to Migara Panditharathne of batch 2014.

The Chief Guest of the event was T. M. Dilshan, former Sri Lanka cricket captain. Director PIM, Prof. Ajantha Dharmasiri, PIM Faculty and other distinguished invitees were also present at the occasion.

Prof. Uditha Liyanage Commemoration & Book Review

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We would also like to extend our gratitude to our partners Home Lands, Leo Burnett and Nielsen who have been a constant strength to us.

We hope you find this newsletter informative and entertaining, and we welcome your comments to pimalead@pima.lk

Dulani Rodrigo
Management Development Programme and Advanced Management Development Programme (MDP & AMDP) Awards Ceremony

The awards ceremony was held on 22nd August 2017 at the BMICH to honour the achievements of the students of Management Development Programme (MDP) and Advanced Management Development Programme (AMDP). Faizal Salieh, Director Cargills Bank graced the occasion as the Chief Guest. Three batches of MDP and two batches of AMDP consisting of 170 award winners received their certificates in recognition of their hard work and commitment. Special Awards were presented to Clarisha Peirispulle, Shobha Randula, Kevini Ubeysiri, P. D. R. Perera and Isuru Udayakumara who topped their respective batches.

Research Snippet
Consumer Cut Down on Essentials And Non-Essentials

PIMA organised a ‘Career Guidance Seminar’ and a ‘Job Fair’ in Mathugama on 16th September 2017. This was done in partnership with the Department of Education and Zonal Education Office, Mathugama. There were 15 presentations covering different vocational disciplines to guide participants on respective career paths. Further, few educational institutes presented their products and services while few private organisations carried out their recruitment drives during the event.

Editorial Committee
Dulani Rodrigo
Ujith Hewage
Dilshan Perera

For Further Information, Contact
PIMA Secretariat
Kumar 076 824 3457
Thanuja 076 824 3459
E-mail: pimalead@pima.lk

PIM Alumni Association
Postgraduate Institute of Management
University of Sri Jayewardenepura
28, Lesley Ranagala Mawatha, Colombo 8, Sri Lanka.
www.pima.lk
www.facebook.com/PIMASriLanka
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