



Organizers: Innovation and Development for Solving Social Problems, JASID (IDSSP-JASID) and Research Institute for Policy Studies, Tsuda University (TU-RIPS)

【2022 IDSSP-JASID Research Seminar-The 5th TU-RIPS Seminar】

Business Innovation During the Crises: no trade-off between human rights and business performance

Sun, Sept. 25, 2022, 15:00-16:30 (JST, GMT+9)

Venue: Zoom Web Seminar

Opening remarks and Commentator

Dr. Shirantha Heenkenda

Dean, Faculty of Humanities and Social Sciences
University of Sri Jayewardenepura, Sri Lanka

Speaker

Dr. Rukmal Weerasinghe

Professor, Faculty of Management Studies and Commerce
Chairperson, Center for Entrepreneurship and Innovation
University of Sri Jayewardenepura, Sri Lanka

Closing remarks and Facilitator

Dr. Naoko Shinkai

Director, Research Institute for Policy Studies, Tsuda University
Professor, Department of Policy Studies, Tsuda University

Chairperson, Innovation and Development for Solving Social Problems, JASID

Language: English

**Registration (Deadline: at 13:00 (JST, GMT+9) on
Wed., Sept. 21st, 2022)**

① Scan QR-code

② Fill out Registration Form

<https://forms.gle/hvV6Ck5oTbPgxnhk9>

(We will share the recording of the seminar upon request.

Please register and tick the appropriate box.)

For inquiries: IDSSP.JASID@gmail.com



□ Abstract

"Business Innovation during Crises in Sri Lanka: no trade-off between human rights and business performance"

Ever-increasing demands of all living beings to satisfy their needs and wants through sustainable solutions have created considerable stress on businesses to engage in the process of innovation continuously. The co-existence of life on earth is constrained and modified by the natural ecology and behavior of the human by driving our efforts towards developing social, environmental, technological, and organizational innovation which ensures social and/or commercial benefits. The recent financial crisis caused by the Covid19 pandemic created the urgency of setting up human life in the new and abnormal situation by forcing organizations and individuals to find new solutions for the problems quickly but, without giving a chance for sacrificing human rights and other sustainability principles. Some of the Sri Lankan SMEs adapted to the situation being the forerunner of managing businesses and ensuring performance allowing them to treat the customers and secure the livelihood of their employees in the Pandemic situation. A few cases are selected and discussed herewith to share knowledge with our international research community.

□ About Speakers



Dr. Rukmal Weerasinghe
Professor, Department of Entrepreneurship,
Faculty of Management Studies and Commerce
Chairperson, Center for Entrepreneurship and Innovation
University of Sri Jayewardenepura, Sri Lanka

He has completed the Bachelor of Science Business Administration (Special)

Degree in 1999 with First-Class honors and obtained his Masters' Degree in Business Administration from the Rajarata University of Sri Lanka in 2004. He has completed the PhD in 2020 from University of Moratuwa, Sri Lanka by completing his PhD thesis titled "Assessment of the National Innovation System of Sri Lanka". He has published several research papers locally and internationally and presented numerous research papers local as well as international conferences in the fields of innovation, national innovation system, SMEs and entrepreneurship. He is a member of the research team of the 'Strengthening University-Enterprise Collaborations for Resilient Communities in Asia (SECRA)' project funded by ERASMUS+ program of European Community.



Dr. Shirantha Heenkenda
Dean, Faculty of Humanities and Social Sciences
University of Sri Jayewardenepura, Sri Lanka

He graduated with his Bachelor's Degree in Economics from the

University of Sri Jayewardenepura. He obtained his Masters Degree in Public Policy at National Graduate Institute for Policy Studies in Tokyo,

and PhD from the Graduate School of International Development at Nagoya University in Japan. He has worked as consultants or committee members in many projects initiated by the Sri Lankan government including, Ministry of Medium & Small Scales Plantation Industries and Rural Human Resources Development (2005-2006), Ministry of Estate Infrastructure & Livestock Development (2006. -2007), Ministry of Livestock Development (2007-2008). He has served on the Board of Directors of National Livestock Development Board (NLDB) of Sri Lanka. He has published more than 20 research publications on Entrepreneurial skills, and farming performance, in insurance sector and retirement sectors and many more on other economic sectors.