

**PERADENIYA UNIVERSITY INTERNATIONAL MANAGEMENT RESEARCH SESSIONS
(iPUMSE) - 2019**

Faculty of Management

University of Peradeniya, Sri Lanka

Business Forum

The maiden international research conference of the Faculty of Management, named as Peradeniya University International Management Research Sessions (iPUMSE) 2019 was successfully held on November 14, 2019 at the Faculty of Management, University of Peradeniya. Going in line with the conference theme 'Sustainability and competitive advantage', a Business Forum was also organized with the aim of creating a platform to integrate different perspectives representing academia, professionals from emerging industries and regulatory bodies to form a discussion on 'Creating Competitive Advantage through Sustainability with special reference to hotel, telecommunications and apparel industries in Sri Lanka' specifically focusing on the sustainability from the organizational perspective. Five renowned experts from different sectors were invited as panelists of the Business Forum, namely, Prof. Alistair R Anderson, Distinguished Professor in Entrepreneurship, Strategy & Innovation, Lancaster University, UK representing the academic sector, Mr. K H MuthukudaArachchi, Deputy Director General, Environmental Protection Control Division, Central Environmental Authority representing the regulatory body, Mr. Charitha Ratwatte, Head, Group Sustainability, Dialog Axiata PLC, Mr. Dhanujie Jayapala, Manager, Environmental Sustainability, MAS Capital and Ms. Shashika Kaluwahewa, Assistant Manager - Sustainability, Jetwing Hotels representing the corporate sector. The Business Forum was moderated by Dr. S. Maheswaran, Senior Lecturer, Faculty of Management. The forum consists with three main segments where the first segment was a demonstration by each of the panelist on the given sub-themes related to their expertise; Conceptualizing Competitive Advantage through Sustainability from an Organizational Perspective, Institutional Framework for Environmental Management and Sustainability in Context. The second segment was a panel discussion with

the experts. And finally a question and answering session was arranged with the participation of the audience, which was a diverse group of people from different industries, research presenters and academia. The interactive and attentive behavior of the participants together with the insightful speeches by the panelists made the Business Forum a successful session which led the way to bring out the essence of sustainability from different perspectives for the betterment of the society at large.

