



## UNIVERSITY OF KELANIYA, SRI LANKA

### POST OF LECTURER (PROBATIONARY) / LECTURER (UNCONFIRMED)/SENIOR LECTURER GRADE II/I IN THE DEPARTMENT OF MARKETING MANAGEMENT FACULTY OF COMMERCE AND MANAGEMENT STUDIES

- **Business Analytics/Marketing Analytics**

The University of Kelaniya will entertain applications from suitably qualified persons for the above posts up to **30.11.2023**

#### **01. EDUCATIONAL QUALIFICATIONS**

##### **A. Lecturer (Probationary):**

1. A Bachelor's Honour/Special Degree with specialization in **Business Analytics/Marketing Analytics** with First or Second Class (Upper Division)

**OR**

2. A Bachelor's Honour/Special Degree with specialization in **Business Analytics/Marketing Analytics** with Second Class (Lower Division)

**OR**

3. (a) A Bachelor's Honour/Special Degree with specialization in **Business Analytics/Marketing Analytics** without Honours or any other Degree with at least Second Class

(b) A Doctoral Degree in **Business Analytics/Marketing Analytics** in the relevant field

**Or**

(c) A Master Degree in **Business Analytics/Marketing Analytics** obtained after full-time course of study of at least 24 months durations

(or equivalent part-time course of study) with a research component by way of thesis/dissertation.

**Or**

(d) A full time Master Degree in **Business Analytics/Marketing Analytics** of a minimum of 18 months duration with at least

60 credits of which not less than 15 credits of research by way of thesis/dissertation.

**OR**

4. Such academic or professional qualifications or professional experience as may be approved by the University Grants Commission upon the recommendation of the University of Kelaniya

***\* Preference will be given to those who have experience in teaching of Business Analytics or Business Intelligence with Professional qualification s in Marketing/Business Management.***

**\*\* Applicants may be required to pass a written examination.**

## NOTES:

- i. Candidates who are eligible under category A (1) above will be interviewed and evaluated first.
- ii. Candidates who are eligible under Category A (2) and A (3) above could be invited for an interview only if applicants qualified under category A (1) above are either not available or found to be unsuitable by the Selection Committee after interview and evaluation. Appointment of Candidates under Categories A (2) and A (3) would require the approval of the University Grants Commission.
- iii. Candidates eligible under category A (4) above will be invited for an interview only if there are no suitable candidates under category A (1), A (2) and A (3). Appointment of a candidate under category A (1) (4) requires the approval of the University Grants Commission.

## **B. Lecturer (Unconfirmed):**

(1) Candidate who are applying for the above post should possess academic qualifications required for Lecturer (Probationary).

### **AND**

(2) (i) A Doctoral Degree in **Business Analytics/Marketing Analytics**

**Or**

(ii) A Master Degree in **Business Analytics/Marketing Analytics** obtained after full-time course of study of at least 24 months' durations (or equivalent part-time course of study) with a research component by way of thesis/dissertation.\*

**Or**

(iii) A full time Master Degree **Business Analytics/Marketing Analytics** of a minimum of 18 months' duration with at least 60 credits of which not less than 15 credits of research by way of thesis/dissertation.

### **AND**

(3) **Having less than (06) years'** experience in one or more of the following:

- i. Teaching at University Level,
- ii. Professional experience,
- iii. Research in a recognized Institution,
- iv. Postgraduate Studies to acquire the qualifications stipulated at (2) above.

*\* Preference will be given to those who have experience in teaching of Business Analytics or Business Intelligence with Professional qualification s in Marketing/Business Management.*

## **C. Senior Lecturer Grade II :**

- (1) Candidate who are applying for above post should possess academic qualifications required for Lecturer (Probationary)

### **AND**

- (2) (i) A Doctoral Degree in **Business Analytics/Marketing Analytics**

**Or**

(ii) A Master Degree in **Business Analytics/Marketing Analytics** obtained after full-time course of study of at least 24 months durations (or equivalent part-time course of study) with a research component by way of thesis/dissertation.\*

**Or**

(iii) A full time Master Degree in **Business Analytics/Marketing Analytics** of a minimum of 18 months' duration with at least 60 credits of which not less than 15 credits of research by way of thesis/dissertation.

### **AND**

- (03) At least six (06) years' experience in one or more of the following:

- i. Teaching at University Level,
- ii. Professional experience,
- iii. Research in a recognized Institution,
- iv. Postgraduate Studies to acquire the qualifications stipulated at (2) above.

*\* Preference will be given to those who have experience in teaching of Business Analytics or Business Intelligence with Professional qualification s in Marketing/Business Management.*

## **D. Senior Lecturer Grade I**

- (1) Candidate who are applying for above post should possess academic qualifications required for Lecturer (Probationary)

### **AND**

- (2) (i) A Doctoral Degree in **Business Analytics/Marketing Analytics**

**or**

(ii) A Master Degree in **Business Analytics/Marketing Analytics** obtained after full-time course of study of at least 24 months durations (or equivalent part-time course of study) with a research component by way of thesis/dissertation.\*

**or**

(iii) A full time Master Degree in **Business Analytics/Marketing Analytics** of a minimum of 18 months duration with at least 60 credits of which not less than 15 credits of research by way of thesis/dissertation.\*

### **AND**

- (3) At least eleven (11) years experience {of which not less than six (06) years should have been after obtaining qualifications stipulated in 2 above} in one or more of the following:

- i. Teaching at University Level,
- ii. Professional experience,
- iii. Research in a recognized Institution,
- iv. Postgraduate Studies to acquire the qualifications stipulated at (2) above.

*\* Preference will be given to those who have experience in teaching of Business Analytics or Business Intelligence with Professional qualification s in Marketing/Business Management.*

## **2. SALARY AND OTHER CONDITIONS OF APPOINTMENT:**

**Salary Code:** U-AC 3 (for Lecturer(Probationary)/Lecturer(Unconfirmed)/Senior Lecturer Gr. II/I)

U-AC 3(IV) : Lecturer (Probationary)  
Rs. 54,600 – 10 x 1,335; - 67,590 p.m.

U-AC 3(III) : Lecturer (Unconfirmed)  
Rs. 69,580 – 5 x 1,630 – 77,730 p.m.

U-AC 3 (II) : Senior Lecturer Grade II  
Rs. 79,360 – 11 x 1,630 – 97,290 p.m.

U-AC 3 (I) : Senior Lecturer Grade I  
Rs. 91,310 – 7 x 2,170 – 106,500 p.m.

(In addition to the salary an academic allowance for the post A, 115% post B, 131% and for the post C, and D, 151% of the salary will also be paid.)

### **Sabbatical Leave:**

The holders of the posts of Senior Lecturer Grade II and above are eligible for one year of sabbatical leave with full pay or two years of leave without pay on completion of seven years of service. Those proceeding abroad on sabbatical leave are eligible to receive full passage for self and spouse.

### **Benefits:**

Appointee will become a contributor to the Universities Provident Fund, contributing 10% of the monthly salary. The University will contribute 8%, 7% and 3% of the monthly salary to the University Pension Scheme, University Provident Fund and Employees Trust Fund respectively.

### **IMPORTANT**

**Applicants form Higher Educational Institutions, Government Departments and Government Corporations should apply through the Heads of such Institutions. Applications which do not conform to this requirement will be rejected. Such applicants are strongly advised to submit an advance copy to the Deputy Registrar/Academic Establishment, University of Kelaniya, Kelaniya before the 30.11.2023**



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- **Business Management/Marketing/Digital Marketing**

The University of Kelaniya will entertain applications from suitably qualified persons for the above posts up to 15.11.2023

#### **01. EDUCATIONAL QUALIFICATIONS**

##### **A. Lecturer (Probationary):**

1. A Bachelor's Honour/Special Degree with specialization in **Business Management/Marketing/Digital Marketing** with First or Second Class (Upper Division)

**OR**

2. A Bachelor's Honour/Special Degree with specialization in **Business Management/Marketing/Digital Marketing** with Second Class (Lower Division)

**OR**

3. (a) A Bachelor's Honour/Special Degree with specialization in **Business Management/Marketing/Digital Marketing** without Honours or any other Degree with at least Second Class

(b) A Doctoral Degree in **Business Management/Marketing/Digital Marketing** in the relevant field

**Or**

(c) A Master Degree in **Business Management/Marketing/Digital Marketing** obtained after full-time course of study of at least 24 months durations

(or equivalent part-time course of study) with a research component by way of thesis/dissertation.

**Or**

(d) A full time Master Degree in **Business Management/Marketing/Digital Marketing** of a minimum of 18 months duration with at least

60 credits of which not less than 15 credits of research by way of thesis/dissertation.

**OR**

4. Such academic or professional qualifications or professional experience as may be approved by the University Grants Commission upon the recommendation of the University of Kelaniya

*\* Preference will be given to those who possess at least 03 years of work experience in the field of Digital Marketing, Marketing Management, Business Management in general and quality Management with proven track records in an established organization.*

*\*\* Applicants may be required to pass a written examination.*

## NOTES:

- i. Candidates who are eligible under category A (1) above will be interviewed and evaluated first.
- ii. Candidates who are eligible under Category A (2) and A (3) above could be invited for an interview only if applicants qualified under category A (1) above are either not available or found to be unsuitable by the Selection Committee after interview and evaluation. Appointment of Candidates under Categories A (2) and A (3) would require the approval of the University Grants Commission.
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## **B. Lecturer (Unconfirmed):**

- (1) Candidate who are applying for the above post should possess academic qualifications required for Lecturer (Probationary).

### **AND**

- (2) (i) A Doctoral Degree in **Business Management/Marketing/Digital Marketing**

**Or**

- (ii) A Master Degree in **Business Management/Marketing/Digital Marketing** obtained after full-time course of study of at least 24 months' durations (or equivalent part-time course of study) with a research component by way of thesis/dissertation.\*

**Or**

- (iii) A full time Master Degree **Business Management/Marketing/Digital Marketing** of a minimum of 18 months' duration with at least 60 credits of which not less than 15 credits of research by way of thesis/dissertation.

### **AND**

- (3) **Having less than (06) years'** experience in one or more of the following:

- i. Teaching at University Level,
- ii. Professional experience,
- iii. Research in a recognized Institution,
- iv. Postgraduate Studies to acquire the qualifications stipulated at (2) above.

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## **C. Senior Lecturer Grade II :**

- (1) Candidate who are applying for above post should possess academic qualifications required for Lecturer (Probationary)

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**Or**

(ii) A Master Degree in **Business Management/Marketing/Digital Marketing** obtained after full-time course of study of at least 24 months durations (or equivalent part-time course of study) with a research component by way of thesis/dissertation

**Or**

(iii) A full time Master Degree in **Business Management/Marketing/Digital Marketing** of a minimum of 18 months' duration with at least 60 credits of which not less than 15 credits of research by way of thesis/dissertation.

### **AND**

- (04) At least six (06) years' experience in one or more of the following:
- i. Teaching at University Level,
  - ii. Professional experience,
  - iii. Research in a recognized Institution,
  - iv. Postgraduate Studies to acquire the qualifications stipulated at (2) above.

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## **D. Senior Lecturer Grade I**

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### **AND**

- (3) At least eleven (11) years experience {of which not less than six (06) years should have been after obtaining qualifications stipulated in 2 above} in one or more of the following:
- i Teaching at University Level,
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