

Dr. Achini Ranaweera

PhD (AUS), MA (UK), B. Des (Hons) (SL), FHEA (UK), CTHE (SL), SEDA (UK)

Phone: +94703865006, Address: 883/24, A, Flower Road, Ethul Kotte, Sri Lanka, email: achinir@uom.lk , <https://www.linkedin.com/in/dr-achini-ranaweera-4639a644/?originalSubdomain=lk>

I am a Ph.D. holder from Queensland University of Technology, Australia with a multidisciplinary academic and research background in Marketing, Consumer Behaviour and Design Research. As a dedicated and a passionate educator, my career goal is to excel in the field of academia as a lecturer and a researcher.

Academic Qualifications

- **Ph.D.-** 2019: School of Advertising, Marketing and Public Relations, Business School, Queensland University of Technology, Brisbane, Australia. Thesis Title: What you touch, touches you: The impact of haptics on consumer brand impressions. Principal Supervisor: Professor Brett Martin, Associate Supervisor: Dr HS Jin (<https://eprints.qut.edu.au/132689/>)
- **MA**, in Fashion Business Management- 2011(Merit Pass): School of Media Arts and Design, University of Westminster, London. Dissertation Title: Uplifting Sri Lankan apparel industry through innovation management to face the challenges of Post MFA era. Supervisor: Virginia Grose
- **B. Des (Hons)-** 2009(Second Class Upper Division), in Fashion Design and Product Development, University of Moratuwa, Sri Lanka. Concept Title: Mindset. Major Tutor: Carmel Kelly

Employment Record

- **Senior Lecturer (Grade I)** -Department of Textile and Apparel Engineering, Faculty of Engineering, Design (Hons) Fashion Design and Product Development, University of Moratuwa, Sri Lanka- 3rd February 2025 – Current- Visit my university profile: <https://uom.lk/staff/Ranaweera.HRAT.php>
- **Senior Lecturer (Grade II)** -Department of Textile and Apparel Engineering, Faculty of Engineering, Design (Hons) Fashion Design and Product Development, University of Moratuwa, Sri Lanka- 1st October 2019- 3rd February 2025
- **Lecturer (Probationary)**: Department of Textile and Clothing Technology, Faculty of Engineering, University of Moratuwa, Sri Lanka- February 2014- 1st October 2019
- **Lecturer (on Contract)**: Department of Textile and Clothing Technology, Faculty of Engineering, University of Moratuwa, Sri Lanka- October 2012-February 2014
- **Visiting Fellow** in the Academic Division, Director's Office, Graduate Research Centre, at the Queensland University of Technology, 08 July 2024 to 07 July 2026
- **QUT Momentum Visiting Fellow** in the Research Students Centre, Division of Research and Innovation at the Queensland University of Technology.20 October 2019 to 19 October 2022-Extended: January 2023- January 2024
- **Welfare Ambassador**: Division of Research and Commercialization, Queensland University of Technology, Office of Commercial Services, Australia 2017
- **Visiting Lecturer**: Department of Textile and Wearable Arts, University of Visual and Performing Art, Faculty of Visual Arts, Sri Lanka- May 2014-February 2016
- **Editor**: Department of Textile and Apparel Technology, The Open University, Faculty of Engineering Technology, Sri Lanka- March 2012-February 2016
- **Course Consultant**: Department of Textile and Apparel Technology, The Open University of Sri Lanka, Faculty of Engineering Technology, Sri Lanka- November 2015- February 2016
- Design Intern- Brandix Center of Inspirations, Ekala, Sri Lanka 2008

Professional Qualifications

- **Fellow-** 2018, The Higher Education Academy, United Kingdom
- **Teaching Advantage-** 2018, Queensland University of Technology, Brisbane, Australia
- **CTHE-** 2014, Certificate in Teaching in Higher Education, University of Colombo, Sri Lanka
- **SEDA-**2014, Staff and Educational Development Association, United Kingdom

Teaching Responsibilities

Modules taught in 2012-2016- Contract lecturer/ Lecturer Probationary)

Year	Term/ Semester	Module
2012	Year 1 Term 3	FD1350-The Business of Fashion
	Year 2 Term 3	FD2350 Introduction to Product Strategy
2013	Year 1 Term 3	FD1350-The Business of Fashion
	Year 2 Term 1	FD2150 Business and Marketing
	Year 2 Term 1	FD 2110- Design Realisation 2 in Fashion FD 2120- Design Realisation 2 in Textile
	Year 2 Term 2	FD2250 Introduction to Product Strategy
	Year 2 Term 3	FD 2310- Industry linked Team project in Fashion FD 2320- Industry linked Team project in Textiles
	Year 3	FD3300- Fashion Industry Investigative Study

	Year 4 Term 1	FD4150- Product strategy and production planning
2014	Year 1 Term 3	FD1350-The Business of Fashion
	Year 2 Term 1	FD2150 Business and Marketing
	Year 2 Term 3	FD2350 Introduction to Product Strategy
	Year 3	FD3300- Fashion Industry Investigative Study
	Year 4 Term 1	FD4150- Product strategy and production planning
	Year 4 Term 1	FD4110/FD4120 - Concept Development and Project Proposal of final major project in Fashion/ Textile
	Year 4 Term 2	FD4210/FD4220 - Design Development and Problem Solving of final major project in Fashion/ Textile
	Year 4 Term 3	FD4310/FD4320 - Realisation and Evaluation of final major project in Fashion/ Textile
	L4S	BSC-TT 4250
2015-2016	Year 1 Term 3	FD1350-The Business of Fashion
	Year 4 Term 1	FD4150- Product strategy and production planning
	Year 4 Term 1	FD4110/FD4120 - Concept Development and Project Proposal of final major project in Fashion/ Textile
	Year 4 Term 2	FD4210/FD4220 - Design Development and Problem Solving of final major project in Fashion/ Textile
	Year 4 Term 3	FD4310/FD4320 - Realisation and Evaluation of final major project in Fashion/ Textile
	Year 3	FD3300- Fashion Industry Investigative Study

Modules taught in 2019-2025- (Senior Lecturer (Grade II))

Year	Term/ Semester	Module
2019	Year 1 Term 3	FD1350-The Business of Fashion
	Year 1 Term 3	FD1370-Textiles for Design 1
	Year 2 Term 3	FD2350 Introduction to Product Strategy
	Year 2 Term 3	FD2080- Historical and Contextual Studies 2
	Year 3	FD3300- Fashion Industry Investigative Study
	Year 4 Term 3	FD4310/FD4320 - Realisation and Evaluation of final major project in Fashion/ Textile
2020 (1 st March 2020-14 th July 2020- On maternity leave)	Year 1 Term 1	FD1010- Foundation studies
	Year 1 Term 3	FD1350-The Business of Fashion
	Year 2 Term 3	FD2080- Historical and Contextual Studies 2
	Year 3	FD3300- Fashion Industry Investigative Study
2021	Year 1 Term 1	FD1010- Foundation studies
	Year 1 Term 1	FD1020-Visual Studies
	Year 1 Term 2	FD1210- Design and Technical Studies in Fashion
	Year 1 Term 2	FD1220- Design and Technical Studies in Textiles
	Year 3	FD3300- Fashion Industry Investigative Study

	Year 4 Term 1	FD4150- Product strategy and production planning
2022 (1 st November 2022-3 rd March 2023- On maternity leave)	Year 1 Term 1	FD1010- Foundation studies
	Year 1 Term 1	FD1020-Visual Studies
	Year 1 Term 2	FD1210- Design and Technical Studies in Fashion
	Year 1 Term 2	FD1220- Design and Technical Studies in Textiles
	Year 3	FD3300- Fashion Industry Investigative Study
	Year 4 Term 1	FD4150- Product strategy and production planning
	In19, S4	TT5028- Marketing and Merchandising
	In20, S4	HM2220- Fashion in Context
2023	In22, S1	FD1011- Fundamentals of Design
	In22, S1	FD1021-Design Studio Practice I
	In22, S1	FD1030- Introduction to Design Development
	In21, S2	FD1351-The Business of Fashion
	In21, S2	FD1221- Design Studio Practice II
	In21, S3	FD2151-Fashion Marketing and Consumer Studies
	In21, S3	FD2010- Fashion Forecasting
	In20, S4	TT5028- Marketing and Merchandising
	In21, S4	FD2321-Textile Design Studio Practice II

	Year 3	FD3300- Fashion Industry Investigative Study
	Year 4 Term 1	FD4150- Product strategy and production planning
	In21, S4	HM2220- Fashion in Context
	In20-S2 (MSc / PG Dip in T & CM)	TT5003- Global trends and current issues in the Sri Lankan Textile and Apparel Industry
2024 (8 th October 2024-17 th February 2025- On maternity leave)	In 22, S2	FD1230- Design and Product Development
	In 22, S2	FD1351-The Business of Fashion
	In22, S3	FD2151- Fashion Marketing and Consumer Studies
	In22, S3	FD2010- Fashion Forecasting
	In22, S5	FD3060- Research Methods
	Year 4 Term 1	FD4150- Product strategy and production planning
	In22-S2 (MSc / PG Dip in T & CM)	TT5003- Global trends and current issues in the Sri Lankan Textile and Apparel Industry
2025	In23, S2	FD1351-The Business of Fashion
	In 22, S4	FD2151- Fashion Business and Product Strategy

Administrative Responsibilities

1. Academic Coordinator-Year 1: 2020
2. Group Coordinator the Faculty of Engineering- Intake 2020- Intake 2024

3. Member of the Time-table Committee of Faculty of Engineering: 2022-2026
4. Member of the Orientation Committee of the Faculty of Engineering -Intake 2023, Intake 2024, Intake 2026
5. Mentor- Faculty of Engineering, Group FD -2013-2015,2014, 2025 Chief Examiner of the Aptitude test for the selection of students for the B. Design programme 2024, 2023,2022
6. Member of the Staff -Student Liaison Committee of Faculty of Engineering- 2022,2023,2025,2026
7. Committee member: UOM research week- 2025,2026
8. Committee Member: UOM Open Day- Committee Member 2026
9. Panel member for the selection interview for MBA, Management of Technology, University of Moratuwa-2022,2023,2024
10. Panel member for the Selection Interview for the Diploma in Textile and Clothing Management- 2026
11. News Officer- Department of Textile and Apparel Engineering-2014, 2015

Awards & Achievements

1. Outstanding Research Award (with Distinctions), Appreciation of Outstanding Research Performance -2024, University of Moratuwa, Sri Lanka
2. Outstanding Research Award (with Distinctions), Appreciation of Outstanding Research Performance -2023, University of Moratuwa, Sri Lanka
3. Best Paper Award (Technical and Technoligcal Innovation Session), [The influence of artificial intelligence on consumer's impulse buying behaviour in online shopping](#), 6th International Conference on Business Research
4. Outstanding Research Award (with Distinctions), Appreciation of Outstanding Research Performance -2022, University of Moratuwa, Sri Lanka
5. Outstanding Research Award (with Distinctions), Appreciation of Outstanding Research Performance -2021, University of Moratuwa, Sri Lanka
6. Best Paper Award (Entrepreneurship track)-13th International Conference on Business and Information, 2022
7. Outstanding Research Award, Appreciation of Outstanding Research Performance -2020, University of Moratuwa, Sri Lanka

8. Awarded the prize for Australian and New Zealand Marketing Academy (ANZMAC) Best Paper Award at the Doctoral Colloquium, University of Adelaide, Adelaide, Australia 2018
9. Highly Commended Award, Queensland University of Technology (QUT) Business School Research Colloquium, Brisbane, Australia 2018
10. Awarded the prize for ANZMAC Doctoral Colloquium, Best Doctoral Proposal, Early Stage, at the Doctoral Colloquium, Australian and New Zealand Marketing Academy, RMIT University, Melbourne, Australia 2017
11. Won L.S. WANIGATUNGA GOLD MEDAL [Highest scoring undergraduate student of Fashion Design and Product Development Course, Sri Lanka 2010
12. Finalist at the Triumph Inspirational Award (National level) Competition, Sri Lanka 2008

Scholarships and Grants Achieved

1. Award of Senate Research Committee Grant (Long Term)- 2026
2. Award of Senate Research Committee Grant (Short Term)- 2025
3. Award of Senate Research Committee Grant (Long Term)- 2021
4. Recipient of Queensland University of Technology –University Grants Commission, Sri Lanka-QUT Joint PhD Scholarship- 2016

Courses/ Training

1. Global Sustainability- 2019, e-Grad School (Australia)
2. Practice-led Research in Creative Arts, Media and Design- 2018, e-Grad School (Australia)
3. Leadership and Communication-2018, e- Grad School (Australia)
4. Transdisciplinary in Research -2018, E- HDR QUT
5. Creative and Critical Thinking, 2016-e- Grad School (Australia)
6. Advanced information research skills-2016, QUT
7. Research Ethics, Integrity, and Safety -2016, QUT
8. Completed a workshop at Image Academy of Personality Development-2013

Memberships

1. EXCO member of Moratuwa University Fashion Design Association 2026, Treasure 2025
2. EXCO member of Kotte Green Tourism Member from 2025
3. Alumnus, Queensland University of Technology from 2019
4. Member of University of Westminster Alumni Association from 2011

Research, Publication & Presentations

Visit my Google Scholar Profile

<https://scholar.google.com/citations?user=yipVuhQAAAAJ&hl=en>

And ResearchGate <https://www.researchgate.net/profile/Achini-Ranaweera>

1. DSD Hewapathirana, **Ranaweera, A** (2025). [The influence of artificial intelligence on consumer's impulse buying behaviour in online shopping](#), 6th International Conference on Business Research, University of Moratuwa
2. K.P.N Bhagya, P.V.M Karunarathne, G.M Ranathunga, **Ranaweera, A** (2025). Jewellery of Inheritance: Heritage of the Kandyan Kingdom is preserved by Oral Tradition, 5th International Conference on Intangible Cultural Heritage
3. EG Jinasena, **Ranaweera A** (2025) [Women Entrepreneurs in Sri Lanka: An Exploration of Psychological Characteristics](#), 14th International Conference of Business and Management, 233-252
4. Wijekoon, A., **Ranaweera, A.**, & Martin, B. A. (2025). Upcycling: a systematic review and research agenda. *Journal of Management History* (Q1 journal indexed in Scopus)
5. Nilmini Bhagya, K. P., Medagedara Karunaratne, P. V., Ranathunga, G. M., & **Ranaweera, A.** (2025). Fashion niche market strategies: a systematic literature review. *Journal of Fashion Marketing and Management: An International Journal*, 29(1), 137-163. (Q1 journal indexed in Scopus)
6. Perera, G. A., & **Ranaweera, A.** (2023). Fashion localism: evaluation and extensions of utility in Sri Lankan fashion brands. *Research Journal of Textile and Apparel*, 27(2), 264-280. (Q2 journal indexed in Scopus)

7. Geegamage, P. H., **Ranaweera A**, H. R., & Halwatura, R. U. (2024). As Good as New: A Study on Sri Lanka Consumers' Secondhand Fashion Consumption. In *Textiles of Sri Lanka: Sustainable Innovations and Practices* (pp. 143-165). Singapore: Springer Nature Singapore.
8. Geegamage, T., **Ranaweera, A.**, & Halwatura, R. (2024). Pre-loved or hatred? Consumers' perception of value towards second-hand fashion consumption in Sri Lanka. *Research Journal of Textile and Apparel*, 28(4), 1015-1030. Q2 journal indexed in Scopus)
9. U Rathnayake, **Ranaweera, A**, (2025) [Assessing the Effectiveness of Existing Marketing Strategies in Fashion Product Promotions: Qualitative Studies in Western Province, Sri Lanka](#), International Research Conference of SLTC
10. Pathirana, D. J. P. S. D., & **Ranaweera, A** (2023). Online Fashion Promotion During the Time of Crisis (Covid-19) in the Context of Sri Lankan Fashion Industry. *Available at SSRN 4454017*.
11. Siriwardana, L. C. J., & **Ranaweera, A** (2023). Local Fashion Consumers' Purchasing Behavior in The Post-Pandemic Era. *Available at SSRN 4454015*.
12. Mendis, B. R. P., & **Ranaweera, A**. (2023). Exploring Consumer Perception Towards Batik Clothing in the Sri Lankan Market. *Available at SSRN 4454012*.
13. Jinasena, E. G., & **Ranaweera, A**. (2023). Psychological Characteristics of Women Entrepreneurship: A Systematic Literature Review. *Available at SSRN 4454026*.
14. Kaushalya, W. T. S., & **Ranaweera, A**. (2021). Understanding Sri Lankan Consumers' Perception towards Celebrity Endorsement.
15. Geegamage, T., **Ranaweera, A.**, & Halwatura, R. (2021). Second-Hand Fashion Consumption: A Literature Review. In *ERU Symposium 2021*.
16. Hewage, V. H., & **Ranaweera, A**. (2022). *Exploring the Effectiveness of Celebrity Endorsement on Sri Lankan Fashion Industry*. SSRN.
17. Geegamage, T., **Ranaweera, A.**, & Halwatura, R. (2021). [Consumer Values Towards Second-hand Fashion Consumption](#), 21st, Australian and New Zealand Marketing Academy, RMIT University, Melbourne, Australia
18. **Ranaweera, A** (2022). When consumers touch: A conceptual model of consumer haptic perception. *Spanish Journal of Marketing-ESIC*, 26(1), 23-43.

19. **Ranaweera, A.**, Martin, B. A., & Jin, H. S. (2021). What you touch, touches you: The influence of haptic attributes on consumer product impressions. *Psychology & Marketing*, 38(1), 183-195. Q1 journal indexed in Scopus)
20. **Ranaweera, A**, Wasala. K.V.K.D. "Color Matters: The impact of logo color on consumer perceived eco-friendliness- Expert Journal of Marketing, 2020
21. Martin B, Wijekoon A, **Ranaweera, A**. "Value of upcycling: using upcycled products to develop a sustainable brand message",2020
22. Wijekoon A, **Ranaweera, A**, Martin B. "[Upcycling for corporate branding: Pivoting in the sustainable direction at a company and industry level](#)",2021
23. **Ranaweera, A** (2020). "Exploring the Persuasive Mechanisms of Virtual Reality Advertising: A Content Analysis"- International Conference on Management and Economics, 2020
24. **Ranaweera, A** (2019). "The persuasive power of virtual reality advertising on youtubea", 10th International Conference on Business and Information, University of Kelaniya, Sri Lanka
25. **Ranaweera, A** (2018). "What you touch, touches you: The impact of haptics on consumer brand impressions", Doctoral Colloquium, Australian and New Zealand Marketing Academy, University of Adelaide, Adelaide, Australia
26. **Ranaweera, A**, Martin. B, Jin. HS (2018). "The power of touch: Some empirical evidence" 20th Australian and New Zealand Marketing Academy, University of Adelaide, Adelaide, Australia
27. **Ranaweera, A**, Martin. B, Jin. HS (2018). "Haptic information and consumer perceived brand impressions" 20th Australian and New Zealand Marketing Academy, University of Adelaide, Adelaide, Australia
28. **Ranaweera, A** (2017). "Identifying the differential nature of haptics, 19th Australian and New Zealand Marketing Academy, RMIT University, Melbourne, Australia
29. **Ranaweera, A** (2017). "What you touch, touches you: the impact of haptics on consumer brand impressions", Doctoral Colloquium, Australian and New Zealand Marketing Academy, RMIT University, Melbourne, Australia
30. **Ranaweera, A** (2017). "The impact of haptics on consumer-perceived brand benefits", Doctoral Colloquium, Australian and New Zealand Marketing Academy, University of Canterbury, New Zealand

31. **Ranaweera, A** & Wasala, K.V.K.D (2015). "Consumer awareness on sustainable apparel product consumption". 5th Research Symposium of Uva Wellassa University, Sri Lanka
32. PD Welagedara, **Ranaweera A** (2015), [An investigation study of up-cycled fashion consumption in Sri Lanka](#), 4th International Conference on Management and Finance
33. **Ranaweera, A** & Halwatura, R (2014) "Identifying consumer perceived value of tourism product", Proceedings of the Sri Lanka Economics Research Conference (SERC), University of Ruhuna, Sri Lanka
34. Herath, H.M.S.H & **Ranaweera, A.** (2014), "An Investigation of the Trend Orientation of Sri Lankan Value Fashion Retailers and Consumers"-Proceedings of the Sri Lanka Economics Research Conference (SERC), University of Ruhuna, Sri Lanka
35. **Ranaweera, A** (2014). "Uplifting Sri Lankan Apparel Industry through Innovation Management to Face the Challenges in the Post MFA Era" for 3rd International Conference on Management and Economics, University of Ruhuna, Sri Lanka
36. **Ranaweera, A** & Halwatura, R. (2014). "Analysis of Tourism and Fashion Retailing; A Sri Lankan Perspective" for 2nd International Conference on Marketing, Sri Lanka

Research Supervision

1. PhD: Colour Congruence and Visual Aesthetics in Digital Fashion Retail: Effects on Emotion, Trust, and Online Purchase Decisions (On-going)
2. PhD: The Design Process of Traditional Costume Penetrating a Niche Market (On-going)
3. MSc. (Major Component of Research): Impact of Algorithmic Fashion Exposure on Impulsive Buying Behavior among Gen Z Female Consumers- (on-going)
4. MSc. (Major Component of Research): Consumer Values Towards Second-hand Fashion Consumption – 2022
5. MBA: Exploration of Psychological Characteristics of Women Entrepreneurship in Sri Lanka- 2022

6. MBA: The Impact of Switching Barriers on Consumer Intention to Purchase Eco-friendly Products Within Sri Lanka- 2023
7. MBA: Factors Influencing Organic Product Consumption in Sri Lanka- 2023
8. MBA: Impact of Social Media Online Reviews on Generation-Z Consumers' Purchasing Intention Intension - 2024
9. MBA: The Impact of Online Reviews on Sri Lankan Consumers' Purchase Intention-2024
10. MBA: The Influence of Artificial Intelligence on Consumers' Impulse Buying Behavior in Online Shopping-2024
11. MBA: Study on the Effectiveness of Recent Strategies to Retain the Apparel Industry in Sri Lanka -2024
12. MBA: Explore the purchase behavior of natural food & beverages based on ewom in social media among Gen Z (On-going)
13. Investigating the influence of AI-enabled chatbot service quality on customer satisfaction: The moderating role of customer ability readiness in the Sri Lankan telecommunication sector, 2026
14. Exploring Sri Lankan Consumers' Perceptions and Experiences of Artificial Intelligence in Online Retail: A Qualitative Study, 2026

Recently Completed Undergraduate Design/Research Project supervision

1. An Investigative Study on the Influence of Peer Pressure and Social Media on Gen Z Consumers' Fashion Brand Attitudes
2. The Impact of Social Media Fashion Trends on Young People's Self-Esteem and Mental Wellbeing
3. Who's Missing Out Social Media Driven Fomo and Purchase Intentions of Sri Lankan Fashion Consumers
4. Sri Lankan Sustainable Fashion Retailing: Achieving Sdg 12.5 Through 7rs And Triple Bottom Line
5. Gamification Of Counterfeiting and design imitation on Local Fashion designers (Sri Lankan)
6. How The Local Consumers Buying Behavior of Clothing Changed Due to the Inflation Oo Sri Lanka

7. Millennial's Consumer Perception Towards Purchasing Second-Hand (Thrift) Clothes in Sri Lanka.
8. The Impact of Covid - 19 On the Change of Clothing Behavior, Evidence from Customers Preference in Sri Lanka
9. Exploring Consumer Perception Towards Batik Clothing in the Sri Lankan Market
10. Local Fashion Consumers' Shopping Behaviour in the Post Pandemic Era
11. Fashion Localism: Evaluation And Extensions of Utility in Sri Lankan Designer
12. The Impact of Celebrities on Young Generation's Clothing Choices.
13. Celebrity Endorsement in Sri Lankan Fashion Designer Brands
14. An Investigation Study Exploring Consumers' Perceptions and Satisfaction on Apparel Fit
15. An Investigation of the Trend Orientation of Sri Lankan Value Fashion Retailers and Consumers
16. Influence Of Digital Marketing in Sri Lankan Fashion Industry
17. Investigation On Consumer Buying Behavior Towards Up Cycle Fashion

Products In Sri Lanka

18. Investigation of Fit and Sizing of Clothing in Sri Lankan Clothing Industry.

External Academic Involvement

1. Panel member for the selection interview for the post of Senior Lecturer Grade II / Lecturer (Probationary) in Fashion Design Technology at the University College of Ratmalana- 2026
2. Resource person "Emerald Publishing Community Engagement Session, 2026, May
3. Resource person "marketing and branding craft products" to Craft teachers attached to National Craft's Council, 2025 December
4. National Judge for the Shilpabimani Crafts Competition, 2025
5. Provincial Judge (Western Province), for the Shilpabimani Crafts Competition, 2025
6. Judge for the selection of National winners, National Handloom Textile Exhibition, Ransalu, Department of Textile Industry, Ministry of Industry and Commerce, Colombo, Sri Lanka

7. External Examiner for the Assessment of Dissertation, Bachelor of Design, Department of Integrated Design, University of Moratuwa, Sri Lanka.
8. Moderator (Marketing Management for Technology-based Organisations) , Department of Management of Technology, Faculty o Business, University of Moratuwa, 2021- current
9. Member of the panel of reviewers of the 9th International Conference of Management and Economics (ICME), 2021.
10. Member of the panel of reviewers of the 9th International Conference of Management and Economics (ICME), 2020.
11. Member of the Interview panel of MSc interviews, Department of Textile and Apparel Engineering, University of Moratuwa
12. Member of the Interview Panel of MBA batch 2020, Faculty of Business, University of Moratuwa
13. Member of ANZMAC Special Interest Group (SGI), Market Shaping and Innovation (MASHIN) from 2019-2020
14. Panel chair of Australian and New Zealand Marketing Academy Conference, 2018
15. Member of the panel of reviewers of the Australian and New Zealand Marketing Academy Conference, 2017
16. Member of the Panel of Judges for Singer CATS Designer Awards-2012, 2013,2014
17. Worked as an external resource person collaborated with Ministry of Textile and Industry Commerce for creativity development of handloom textile designs in Uva Province, 2012/2013 Sri Lanka
18. Participated in Slik and Spice Fashion Show, London, United Kingdom 2010 (https://www.sundaytimes.lk/100815/Plus/plus_20.html)

Seminar/ Workshop Participations

1. Participated to focus group discussion on the study of mapping creative industries in Sri Lanka, Institute of policy studies of Sri Lankan (IPS), Sri Lanka 2020
2. Seminar on Conducting high impact research, University of Moratuwa, Sri Lanka, 2020

3. Grand Challenge lecture on Towards 2020, Institute of Future Environments, QUT, 2019
4. Business by Twilight on Innovation by Design, School of Advertising, Marketing and Public Relations, QUT Business School QUT, Australia 2019
5. Punchier Papers on Avoiding Rejection and Increasing Impact, Queensland University of Technology, Australia 2019
6. Workshop on Crafting papers for publication” workshop, Queensland University of Technology, Australia 2019
7. QUT innovation research show case-What makes entrepreneurs successful and resilient, Australian Center for Entrepreneurship Research, Australia 2019
8. Seminar on Insights from a Journal Editor: Answers to Publishing Questions You’ve Been Too Shy to Ask, Queensland University of Technology, Australia 2019
9. Seminar in Critical Thinking, Queensland University of Technology, Australia 2018
10. [Methodological Conversations: Research Methods Using Video](#), QUT- Office of Education Research, Faculty of Education, Queensland University of Technology, Australia 2018
11. Seminar on Feminine Power and Sorronda's Garden, QUT Creative Industries, 2018
12. User- experience Survey on Education Website- Brisbane, Australia 2017
13. Qualitative Research Seminar, Queensland University of Technology, Australia, 2017
14. Seminar on Writing a Conceptual Paper, Queensland University of Technology, Australia 2017
15. QUT Business Leaders Forum, Brisbane, Australia 2017
16. Grand Challenge Lecturer on- The delicate tension of digital technology, Institute of Future Environments, QUT 2017
17. Three-Minute Thesis Presentation Skills Workshop, Queensland University of Technology, Australia 2017
18. Workshop on My Perspective on PhD Pitfalls, Queensland University of Technology, Australia 2016

19. A double research seminar on the topics of- Because We're Partners: How Social Values and Relationship Norms Influence Consumer Payments in Pay-What-You-Want Contexts and the Impact of Individual-Level Consumer Surplus on Subsequent Willingness-to-Pay and Consumer Behaviour: An Example from Online Auctions, AMPR, QUT Business School 2016
20. Workshop on - My Perspective on Academic Writing, Queensland University of Technology, Australia 2016
21. Grand Challenge Lecturer on- The Role of Sustainability and Materials in the New Innovation Economy: Green Materials from Waste Resources, Institute of Future Environments, QUT 2016
22. Seminar on Managing Research Data, Queensland University of Technology, Australia 2016
23. Getting Published: The Science and Art of Writing and Revising for Publication, QUT Business School, Australia 2016
24. Workshop on Strengths: Superpowers of Everyday Humans, Queensland University of Technology, Australia 2016
25. Grand Challenge Lecturer on -The Business and Politics of Technology Innovation) Who profits and Who pays? Institute of Future Environments, QUT 2016
26. Workshop on writing a critical literature review, Queensland University of Technology, Australia 2016
27. AMPR HDR Writing Workshop: Shut up and Write Sessions, Queensland University of Technology, Australia 2016
28. Time and Self-Management Workshop, HDRC and Careers & Employment, Queensland University of Technology, Australia 2016
29. UQ Marketing Summit, UQ Business School, University of Queensland, Brisbane, Australia 2016
30. Conversation session on communication strategies for international PhD students, Queensland University of Technology, Australia 2016
31. Workshop on Authorship and Publication Strategies, Queensland University of Technology, Australia 2016
32. Seminar on from online lectures to virtual face-to-face and Disruptive Technologies and Information Accountability), University of Sunshine Coast, Australia 2016

Media Presence

1. Made in Sri Lanka' to 'Designed in Sri Lanka', 2026-The Morning- Money (Weekly Business Magazine), 2026,
<https://themorningmoney.com/articles/cmro6qb5c0003356qsvuzyl10>
2. Once Worn, Twice Hated? Second hand clothes and the Lankan Mindset -The Sunday Morning Brunch, 2022, <https://brunch.lk/once-worn-twice-hated/>
3. Are the women propping up our craft sector being adquently supported- The Sunday Morning Brunch, 2022, https://brunch.lk/are-the-women-propping-up-our-craft-sector-being-adequately-supported/?fbclid=IwAR0ajhoja9d91DZNbjF0uKu_OW5G8kPf6BcHy7j_D6Wm0ocDf8llvGyO2xc
4. Upcycling for corporate branding: Pivoting in the sustainable direction at a company and industry level: QUT Business Insights - May, 2021,
<https://www.qut.edu.au/insights/business/upcycling-for-corporate-branding-pivoting-in-the-sustainable-direction-at-a-company-and-industry-level>
5. Value of upcycling: using upcycled products to develop a sustainable brand message: QUT Business Insights- December, 2021
ULR: <https://www.qut.edu.au/insights/business/value-of-upcycling-using-upcycled-products-to-develop-a-sustainable-brand-message>
6. What you touch, touches you! Achini researches on Sensory Marketing-
<https://www.mrt.ac.lk/web/highlighted-researchers/achini?fbclid=IwAR2-p54Yq7EfNaqA0KJD9mQZFbavPmvyH--Pq4tKHEZo42GTP85xy9kdCwl>
7. News, School of Advertising, Marketing and Public Relations, QUT Business School, Queensland University of Technology,
<https://www.instagram.com/p/Bq6GMclhva0/>

Extra-Curricular Activities

- University of Moratuwa, International shuttlers' fest 2014- Staff Team - Championship
- Invitational Universities Badminton Championship (Faster,2013)-Women's doubles- Championship, Women's Single-Runners up and Mix doubles- Second Runners up
- International Inter-University Badminton Championship 2013-Staff Team - Runners up

- Intra-Uni Novices Smashes 2012-Staff Women's doubles Championship

NON-RELATED REFEREES

Head of the Department of Textile and Apparel Engineering

University of Moratuwa, Sri Lanka

Bandaranayake Mawatha, Moratuwa 10400

Email: head-textile@uom.lk

Mobile: +9477358546

Professor Brett Martin

Faculty of Business and Law, School of Advertising, Marketing and Public Relations,

Queensland University of Technology,

2 George Street, Brisbane City, QLD 4000

Australia

Email: brett.martin@qut.edu.au