

Marketing Alumni Association of USJ outlines strategic vision to strengthen the future of marketing in Sri Lanka

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Executive Committee of the Marketing Alumni Association.

The Marketing Alumni Association (MAA) of the University of Sri Jayewardenepura (USJ) outlined its strategic direction for the year ahead at its Annual General Meeting (AGM), bringing together academic representatives from the Department of Marketing Management and a strong alumni network. The AGM provided a platform

to review progress and reaffirm the association's commitment to advancing the marketing profession in Sri Lanka.

As the official alumni body of the Department of Marketing Management, the MAA has supported over 1,500 marketing professionals during its 25-year journey, many of whom hold senior roles in leading private and public sector organizations. The association continues to focus on enhancing the standing of the Japura Marketing degree by strengthening industry partnerships, supporting academic excellence, and fostering a high-performing alumni community.

A highlight of the AGM was the appointment of Oshadee Withanawasam as President for the 2025–2027 term. She highlighted the importance of strategic leadership, industry relevance, and collaboration. The AGM marked the launch of the MAA's first structured mentoring program for undergraduates and the continuation of its 'Bring a Smile' initiative supporting rural schoolchildren.