

COLLABORATION FOR PROFESSIONAL EXCELLENCE IN MANAGEMENT AND IN SOCIAL SCIENCES AND HUMANITIES

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“Collaboration is a common subject which takes place everywhere”. A country can be developed in 13 years. When the right attitude, knowledge and abilities are injected to the students at school level, development will begin to commence though the initiatives taken by these students once they pass out from schools. However there are several areas where Sri Lanka has failed in doing this. 1) Failed in developing entrepreneurship. 2) Failed in achieving well-being.

In order to achieve material as well as spiritual wellbeing, one should possess the right knowledge, skills, attitudes and values. If these four components are reached with the right guidance by parents, teacher and the government, wellbeing will be achieved at national and even at international levels. The knowledge required to achieve well-being is directly linked to professional excellence. This directly targets the wellbeing of the stakeholders. The benefit of collaboration depends on the appropriateness of collaboration.

The political economy of a country has three main pillars; state, market and civil society. There has to be a

delicate balance among these 3 pillars in order to reach development. Therefore, it can be stated that collaboration and wellbeing is a win-win policy.

There are many possible areas that a country can collaborate in: 1) Customer oriented applied research. 2) Business services (business, peace and security) 3) Global education services 4) Library and information sciences. 5) Digitalization (In order to achieve or receive any collaborative activities, we definitely need to have a standard digital framework. That is why technology is vastly incorporated in education process. Education and technology reinforce each other and are both directly related).

Sri Lanka is still a developing country as there are too many governing authorities and as there is no long-term plan nor vision. By mentioning that, the government must invent strategies to overcome this problem while collaborating with other countries to achieve the above wellbeing. In addition, plans should be made to develop entrepreneurship in the country as well. Therefore, SIYB (Start Improve Your Business) should be practiced to improve and develop a country like Sri Lanka.