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STUDENTS' NEWSLETTER

| by **CMA** Students' Guild

JANUARY 2020

"My work experience played a key role in understanding the business environment in a broader view"

"Abdun"

INVESTMENT
BANKING

A career to grow

Fintech Disruption

Kanishka Weeramunda explains the trends of Financial Technology in the local sector



PLUS

Event highlights
of CMA Sri Lanka
in 2019



CONTENTS

CSG NEWSLETTER | January 2020

03

MESSAGES

Messages of the president of CMA, Council member of CMA and president of CSG

The Newsletter committee of CSG

05

FINTECH DISRUPTION IN THE FINANCIAL SECTOR

*By Kanishka Weeramunda -
Founder/CEO of PayMedia*

07

SUCCESS STORY OF A CMA PRIZE WINNER

*Abdun Nafih - CMA Case study
Prize winner of November 2018
exams*

09

INTERESTING THINGS ABOUT THE INVESTMENT BANKING CAREER

*By Reshan Ponnampereuma – CMA
Passed finalist*

13

INTEGRATED REPORTING - REPORTING BEYOND 2020

*Roshan Herath - Lecturer, University
of Sri Jayawardanapura*

17

ABOUT CSG AND ITS ACTIVITIES

*CSG history, its event
highlights since inception,
recent events, future plans*

20

CMA SRI LANKA NEWS

*Recent updates and news of
CMA Sri Lanka*

23

ABOUT THE CSG NEWSLETTER SERIES

*Details about the Newsletter
series and how to contribute to it*

CMA President's **MESSEGE,**

It is with pleasure that I send greetings to the first CMA Sri Lanka students' newsletter to be published by the CMA Students' Guild (CSG). The January Edition covers the theme of "The future of finance: 10 FinTech trends for 2020 you need to know". Technology is changing the way businesses operate and deliver products to consumers in many sectors. An industry that has seen huge innovations in recent years is the use of technology within the financial world.

The new buzzword 'FinTech' is becoming common place in the sector and with an ever-evolving corporate and consumer focus, the need to keep up with advancements is seeing more choice and an improved user-experience across the board. As the national professional management accountancy body in Sri Lanka, promoting technology knowledge, the newsletter will enable students to get valuable tips as to how technology would apply to the financial sector in 2020 and to experience it in your normal banking operations.

I wish to congratulate the CSG President and the Chairman and Members of the Newsletter Committee for this innovative idea in bringing technology to the forefront and wish them success in their activities.

Prof. Lakshman R. Watawala
President – Institute of Certified
Management Accountants of Sri Lanka

CMA council Member's Message



I have pleasure in sending a message to the first ever "CSG NEWSLETTER" published by the Students Guild of CMA Sri Lanka. The theme of the January 2020 journal is on the Fintech Disruption which is very timely and would emphasize the importance of financial technology in the local sector.

My heartfelt gratitude is extended to all authors for their value adding contributions to the high quality of this newsletter. I am confident that all CMA Sri Lanka students will be motivated to contribute articles for publication in the newsletter in the future.

Understanding the role of financial technology is pivotal for business success in an ever changing business world to stay ahead of competition and I am delighted to send this message to express my sincere gratitude to the president of CMA Students guild and other office bearers who worked tirelessly to make this a reality. I am confident that the CSG Newsletter will produce rich articles which will add to our readers whilst recognizing the important role played by management accountants. I wish CSG Newsletter all success and trust that it would assist in the creation of a knowledge economy

Ruchira Perera

Governing Council Member, CMA Sri Lanka
Chairman – Members & Students Affairs Committee

CSG President's Message



Greetings!

It is a pleasure to send a message to the very first Newsletter of the series of Newsletters to be published by the CMA Students' Guild. The January Edition covers the Theme of "The future of finance: 10 FinTech trends for 2020 you need to know".

Unlike the traditional era, today due to the technology development, delivery of financial services have become convenient to both the financial institutions and the customers. However, majority of the people still stick to the traditional way of dealing with financial institutions. I believe that you would get some tips as to how the technology would apply to the financial sector in 2020, which would also make your banking experience convenient.

Reshan Ponnampuruma
President – CMA Students' Guild

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CSG NEWSLETTER COMMITTEE



On behalf of the CSG newsletter committee, it is my pleasure to welcome you to our community and introduce you to the next phase of our CMA student guild journey. Throughout the next couple of months, you will be receiving information from us in diverse topics, CMA news, info, and inspirational stories out to you in a more timely manner than ever before. We value your staying connected to us and I hope this is just another means for you to keep in touch with the latest developments.

Uddeepa Peiris

Chairman - CSG Newsletter Committee



Fintech Disruption in the **Financial Sector**

“

Kanishka Weeramunda

is the Founder/CEO of PayMedia, and Entrepreneur in Residence at Square Hub. He was recognized as the ICT Leader of the Year 2018 at the ICT Awards organized by the Computer Society of Sri Lanka (CSSL), and Best CEO of the Year as well as Best Future Leader of the Year in the Small and Medium service sector category at the CMI Excellence Awards 2017.

Q What is the impact of fintech in the local financial services industry?

Better client service enhanced financial security, more opportunities for individuals and businesses, and many more other things are the fruits of FinTech innovation. An example of the impact of FinTech on financial services industry is positive changes in private data protection and customer experience. Other positive changes refer to decreased transactional fees, better transparency, and lower error risk, which has been achieved thanks to the blockchain deployment. A fintech trend that deserves special attention is omni-channel banking enabling users to make transactions in every environment – web platforms, applications, social networks.

Q What do you think about the Local fintech sector's growth compared to that of regional countries?

A growing number of fintech-related businesses are emerging in Asia, reflecting an increased interest in the global boom. As for Sri Lanka, its growth isn't satisfactory compared to the nation's regional peers. According to a report by PricewaterhouseCoopers (PWC), China and India are spearheading the advancements that are shaping global trends in this sector. The cumulative total of fintech investments in China alone outweighs all fintech investments made in the entirety of the rest of the Asia Pacific region. BharatQR as well as PayTM, India has managed to continue its robust growth performance. Similarly, Singapore and Hong Kong are on a much more advanced level in fintech. In comparison, Sri Lanka is still in the early stages of fintech development.

Q What is the contribution of fintech to Sri Lanka's economic growth?

Because of fintech, payment, investment and lending innovations are all digitalized. Financial services are much more accessible, affordable, and easily usable by society. This consequently brings a great impact on the economy. Especially in the payments and settlements domain, cash payments have an associated cost. Fintech's are trying to innovate and take away the cost on cash and cheque transactions, contributing in terms of cost-saving, technology as well as faster transaction and settlement time. By embracing these Fintech innovations, we are driving disruption into the financial landscape and boosting the digital conversion of financial services.



Q What are the global trends and technologies that could be adopted to drive the local fintech sector's growth?

These days, the highlight is 'QR code-based payments' widely operating in China and in other regional countries, which is yet to be adopted properly in Sri Lanka. Moreover, a growing number of Asian fintech startups have started to focus on blockchain, cyber-security, and AI. Blockchain technology is being actively used for decreasing the overhead costs associated with confirming authenticity. It can also help investment banks reduce expenses by more than 30% in areas such as finance reporting, compliance, centralized and business operations. Adopting such trends could definitely help the local fintech space accelerate.

Q What is the collaboration between organizations to adequately cater to market needs?

A couple of fintech related forums are trying to work together. The Central Bank of Sri Lanka is also providing support, which helped in appointing a fintech committee, as well as a sandbox committee, to encourage fintech innovations and cut through the red tape. We also collaborate with regional fintech associations by way of knowledge sharing and looking at how Sri Lanka can develop cross border payment facilities.

Q What can you tell about the sector growth impacted by consumer behavior?

Fintech technologies have enabled consumers to use financial services that are easily accessible on their mobile devices, leading to fewer interactions with commercial providers as physically visiting banks or other financial institutions is no longer required. We observe an increase in e-commerce especially local commerce wherein people use cards to make payments. Transferring money using these apps or making payments through internet payment gateways (IPGs) saves consumers time and effort. With the benefits that fintech brings to the table, the sector's growth is certain.

Q What would be the performance and development of fintech in the medium to long terms?

In the medium term, the sector will mainly look at transactional-based payments and settlements. In the long run, the focus will more or less be on contract-based settlements in which the smart contract will come into play. In the case of short-term settlements, this will be the most prominent solution. Contractual payments, recurring payments, insurance-related payments, and claims settlements will be dominant while not only will customers pay electronically but companies would settle digitally. We're also looking at cross border payments with cross-currency settlements.

SUCCESS STORY

OF A CMA PRIZE WINNER

An interview with the CMA Case study Prize winner, Abdun Nafih, highest scored in the Case Study Paper 2018 - November exam.

Q. Please tell us about yourself, where do you live, and what work do you do?

My name is Abdun Nafih, born in Kattankudy. I am a CMA Passed Finalist, a member of ACCA and a degree holder in B. Sc. Accounting (Special) from the University of Sri Jayawardenepura. Currently, I am working as the Assistant Audit Manager at NOLIMIT – a fashion retail company.

Q. You have achieved good marks across the program and in this sitting as well. It is very impressive! How much time each week did you spend studying on average?

Thank You. I am indeed very happy and proud of scoring the highest marks in the CMA Case Study Examination. For my exams, I spent over three months covering 2 hours of daily studying. I believe that practice is the key to success. No matter how much we study, we can't score well in our exam unless we have practiced before appearing for the exam. Therefore, it is important that you practice with past and model papers before appearing for the actual exam.



Abdun Nafih
who best scored in the Case
Study Paper 2018 - November

Q. Which study resources did you use?

"When I was an undergraduate from the Department of Accountancy, University of Sri Jayawardenepura, I realized the importance and the benefits of the CMA Professional program and decided to obtain my management accounting qualification. I was fortunate to join CMA strategic level directly because I was able to receive exemptions from CMA for my degree program. I registered for CMA strategic level and it consisted of Strategic Management Accounting, Financial Strategy & Valuation, Business Strategy & Risk Management and Corporate Governance, Control Strategy and Ethics.

Then I stepped into Apex level and it comprised the Integrative Case Study, the capstone of the study program which broadened and enhanced my competencies. Moreover, the Computer Based Accounting module in Apex level is a specialized skill course which provides a comprehensive theoretical and practical knowledge in the application of a selected accounting software in business data processing. This also provides a comprehensive view of producing financial statements for both internal and external users of accounting information and generating reports that will be of value for managers within the decision making process.

Moreover, I also attended the workshop series which consisted of the Speechcraft program which provided good communication knowledge and leadership skills while preparing us for the working environment and making us outstanding financial and management accountants in the corporate sector".

Q. Did you get support from your firm?

My work experience played a key role in understanding the business environment in a broader view. Financial aspects were better understood through practical experience. It also helped me to improve the analytical and reporting skills

Q. What was your approach to studying? Did it vary from exam to exam?

Each level of CMA requires different study approaches. The Foundation & Operational levels require more theoretical knowledge on the basics of the subjects. However, Managerial & Strategic levels require more practical knowledge and analytical skills.

Further each subject should be attempted in a different manner. For example, for theoretical subjects like Law & Business Operations, summarized theoretical notes will be of help for quick references and remembrance. Also, perfecting time management for time focused questions, especially in calculation based subjects like Accounting and Taxation will be of good help. Moreover, past papers & suggested answers published in the CMA website helped me to access more questions and self-corrections. This increased my effectiveness too.

Q. What would you say was the most important factor that helped you to achieve such a high mark?

From my point of view, more practice and smart work during revision led me to achieve this success. Also, time management during the exam helped me a lot. I personally believe that we do not have to spend 8-10 hours per day on studies, if we are focused and pay attention to the subjects which we feel are difficult, it will lead to good results. Being stressed out before and during the exam will reduce the efficiency of attempting the exams properly.

Q. How did you find out about CMA? Can you briefly explain about CMA journey?

I selected CMA because it provides professional knowledge in the management accounting field. Being a Chartered Certified Accountant (ACCA), I preferred to qualify in CMA too since CMA gives a deep understanding of Management Accounting & Strategic Management matters, while ACCA provided me more Financial Accounting knowledge. Also, the course structure of CMA is simply ideal as it enables the students to complete the course within two and a half years.

My advice to CMA students is very clear and simple. Focus on the subjects in a broader manner, use study materials, past papers and & answers published by CMA Sri Lanka. In addition to that teach another student and test yourself frequently. Moreover, understanding is the key to learning. Students should read and understand without trying to memorize everything. Understanding has more effectiveness than memorizing.



Finally, I should thank my God, my parents: Mr. Ameer Ali & Mrs. Safiya Ameer, my wife - Ms. Fathima Lamha, my brothers, my friends, my lecturers who helped me in every stage of my life and my well-wishers. Also, I thank and Congratulate CMA & CMA Student newsletter committee for its future endeavors.

Interesting things
about

THE INVESTMENT BANKING CAREER

- Introduction to Investment Banking
- Leading investment banks in the world
- Investment banks in Sri Lanka
- Career path of an investment banker
- Benefits of becoming an investment banker
- Drawbacks of becoming an investment banker

Introduction to Investment Banking

An Investment Bank provides financial services for large corporate institutions, governments while acting as an intermediate between these institutions and the investors. Therefore, an investment bank is treated as the bridge between the institutions who need finance, and the investors who are ready to provide finance to them



The four main types of businesses of an investment Bank :

01.

Capital Markets

Financing medium and large companies. Involves in issuing equity or debt for companies, and helps companies to go public.

02.

Advisory

Advise companies on Mergers and Acquisition transactions (M&A) and in business restructuring procedures.

03.

Trading and Brokerage

Involves in buying and selling financial instruments on behalf of the bank or on behalf of the clients.

04.

Asset Management

Provides services for high net worth individuals and high net worth institutions by offering various types of investment products such as private equity, real estate, tax advisory services, etc.

List of top 10 investment banks in the world

RANK	BANK	HEAD- QUARTERS	Origin Year	ASSETS (Trillion US\$)	REVENUE (Billion US\$)
1	JPMorgan Chase & Co.		1799	2.765	109.0
2	Goldman Sachs		1869	0.933	36.6
3	Bank of America		1998	2.325	91.2
4	Morgan Stanley		1935	0.853	40.1
5	Citigroup Inc.		1998	1.917	72.8
6	Credit Suisse		1856	0.781	22.1
7	Barclays		1997	1.510	28.2
8	Deutsche Bank AG		1870	1.490	27.6
9	UBS Group AG		1862	0.958	30.2
10	Royal Bank of Canada		1864	0.960	30.8

Investment banks in Sri Lanka

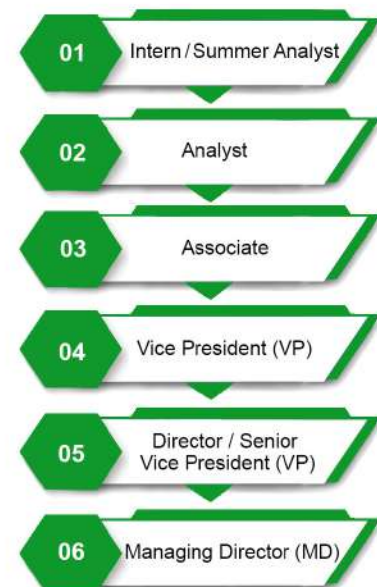
We can see quite a few Investment banks established in Sri Lanka. A few of the leading Investment Banks in Sri Lanka include NDB Investment Bank (NDBIB), First Capital, Asia Capital PLC, State Mortgage and Investment Bank, Asia Asset Finance PLC.

Career path of an investment banker

Majority of the people who are attracted to an investment banking career is mainly due to its high salary range. Even an Investment banker in an intermediate level of his IB career can be in the top 1% of income earners in most of the countries. At the same time, some people are interested in this career due to its high reputation, high-stakes negotiations with important people such as CEOs and Board Chairs, working with high net worth people and institutions, etc.

The career path or the hierarchy of an investment bank is quite straight forward and hasn't changed much over time.

Career Ladder/ Hierarchy of investment Banking



Investment Banking Analyst

IB Analyst is the entry-level opportunity to an investment bank where normally the banks recruit students who have performed very well academically. Most of the time, an analyst will be dealing with excel, powerpoint presentations, and administrative tasks. The analysts assess the needs of their clients and research for potential investment opportunities. If the clients already have investments, they assess those investments and analyses which of them are well-performing and which of them are not and make recommendations.

Outline of an Investment Banking Analyst:

Education	- Bachelor's Degree
Skills	- Strong Analytical skills, Financial Modelling Skills, computer skills, Investigative skills, Communication skills, Ability to meet deadlines, Decision-making skills, Problem-solving skills
Duration	- 2-3 years
Base Salary (Annual)	- USD 75,000 – USD 100,000
Total Remuneration (Annual)	- USD 125,000 – USD 200,000

Investment Banking Associate.

The Associates are the once who assign tasks, monitor the analysts, and occasionally perform excel and PowerPoint presentations only in complex situations. Associates attend more meetings and have more client interaction, though they're unlikely to have "speaking roles" in most meetings. The well-performed analyst may get the opportunity to become an Associate within 2-3 years or people with top MBA credentials may enter directly to an associate position

Outline of an Investment Banking Associate.

Education	- Bachelor's / Master's Degree
Skills	- Strong Analytical skills, Financial Modelling Skills, computer skills, investigative skills, communication skills, ability to meet deadlines, decision-making skills, problem-solving skills Leadership skills
Duration	- 3 - 4 years
Base Salary (Annual)	- USD 100,000 – USD 120,000
Total Remuneration (Annual)	- USD 180,000 – USD 250,000

Investment Banking Vice President (VP).

A Vice President is the junior level of the senior bankers. An IB Vice president communicates with the Directors and Managing Directors, interpret their requests, and then work with Associates and Analysts to implement those requests and check their work.

The Vice Presidents performs more like a 'Project Management' role and does not perform an Analyst's or Associate's task. Further, a VP is mainly responsible for pitch books and managing client relationships.

Outline of an Investment Banking Vice President (VP).

Education	- Master's Degree
Skills	- Leadership Skills Network Building Skills Negotiation Skills Strong Analytical skills, Financial Modelling Skills, computer skills, investigative skills, communication skills, ability to meet deadlines, decision-making skills, problem-solving skills
Duration	- 3-4 years
Base Salary (Annual)	- USD 120,000 – USD 150,000
Total Remuneration (Annual)	- USD 220,000 – USD 400,000

Investment Banking Director / Senior Vice President (SVP)

The Directors usually perform a job which is often a mix of the Vice President's and Managing Director's roles depending on the banking group. Sometimes Directors focus on developing relationships and winning clients, and other times they do more execution work and project management tasks like the Vice Presidents. However, at the end of the day, the main task of a Director is to win clients and retain them within the business.

Outline of an Investment Banking Director/ Senior Vice President (SVP)

Education	- Master's Degree
Skills	- Leadership Skills Network Building Skills Negotiation Skills Strong Analytical skills, Communication skills, Ability to meet deadlines, Decision-making skills, Problem-solving skills Public Relationship Skills
Duration	- 2-3 years
Base Salary (Annual)	- USD 200,000 – USD 300,000
Total Remuneration (Annual)	- USD 400,000 – USD 1,500,000

Investment Banking Managing Director (MD)

The Managing Directors are responsible for the profitability of the Bank. Their goal is to bring in winning clients. The MDs need to know the overall picture of the business and usually spend most of their time dealing with clients, meeting companies, and developing relationships to make the banks profitable. The managing director makes no more than base salary in low performing years and they make \$10 million or even \$20 million in better-performing years.

Outline of an Investment Banking Managing Director (MD)

Education	- Master's Degree
Skills	- Strategic Thinking, Leadership Skills, Network Building skills, Negotiation Skills communication skills, ability to meet deadlines, decision-making skills, problem-solving skills Public Relationship Skills
Base Salary (Annual)	- USD 300,000 – USD 1,000,000
Total Remuneration (Annual)	- USD 500,000 – USD 1,000,000



Summary of IB Positions

TITLE	AGE	DURATION	BASE SALARY	BONUS	TOTAL REMUNERATION
Analyst	22-27	2-3 Years	\$75K - \$100K	\$50K - \$100K	\$125K - \$200K
Associate	25-35	3-4 Years	\$100K - \$120K	\$80K - \$130K	\$180K - \$250K
Vice President (VP)	28-40	3-4 Years	\$120K - \$150K	\$100K - \$250K	\$220K - \$400K
Director / Senior VP	32-45	2-3 Years	\$200K - \$300K	\$200K - \$1.2M	\$400K - \$1.5M
Managing Director (MD)	35-50	N.A.	\$300K - \$1M	\$200k - \$10M+	\$500k - \$10M+

Benefits of becoming an investment banker

- High salaries and bonuses at every level of the career ladder.
- Quick advancement up the ladder based on the performance.
- Exposure to many different companies, industries, and management teams.
- Exposure to many large transactions and IPOs happening around the world.

Drawbacks of becoming an investment banker

- Investment banking opportunities are very less in Sri Lanka.
- Uneasy work-life balance and long working hours bound by specific tasks; even at the top levels, work-life balance is unpromising.
- Working hours of an investment Banker on average could be between 70-100 Hours per week.
- Repetitive work and lots of downtimes, due to task or role dependency.

References

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Forbes Magazine,
Investopedia,
Mergers & Inquisitions*



Reshan Ponnampereuma
CMA (Finalist),
BBA [London Met]
Junior Financial Analyst – UTE (Pvt) Ltd

INTEGRATED REPORTING

Reporting Beyond 2020

A background image for the newsletter cover. It shows a close-up of a person in a dark blue suit and a light-colored striped tie. The person's hands are holding a silver tablet computer. The person's right hand is pointing at the screen with their index finger. The background is dark and out of focus.

“Over the past decades, the traditional corporate reporting model which plays a valuable role with respect to the stewardship of financial capital was heavily criticized over its sole reliance of historical financial performance, exclusion of the non-financial performance and narrow focus on value creation.”

The gaps in traditional reporting have become more prominent while the businesses becoming more complex. The new reporting requirements have been added through a patchwork of laws, regulations, standards, codes, guidance and stock exchange listing requirement (IIRC, 2011). This had resulted in increase of information being provided through financial reports; management commentaries; governance reporting; and sustainability reporting.

Although the traditional reporting has been able to accommodate the changing information needs of the users, as a consequence the reporting landscape became confused, cluttered and fragmented.

This led to a situation where, much of the information provided is disconnected and critical interdependencies that exist are not made clear, for example, between: strategy and risk, financial and non-financial performance and governance and performance.

So, the time has come to a point to rethink what information is needed to provide a clear, concise picture of performance, impacts and interdependencies. As a response to this, the Prince of Wales established the Prince's Accounting for Sustainability project in 2004 and this movement finally led to the establishment of the International Integrated Reporting Council (IIRC) in 2010 (SAICA, 2015).

The IIRC's most remarkable feature at its incorporation was the extraordinarily high-powered character of its governing body, its Council. The Council was dominated by the accountancy profession, preparers and regulators, who made up more than half its members (Flower, 2015). The IIRC specifically refers to four different strands of reports provided by firms: 1) Traditional financial statements; 2) Management commentaries; 3) Governance and remuneration reports 4) Sustainability reports. The IIRC's fundamental premise is that these four strands needed to be better integrated (Flower, 2015). Integrated Reporting (IR) combines the most material elements of information currently reported in separate reporting strands in a coherent whole, and importantly shows the connectivity between them and explains how they affect the ability of an organization to create and sustain value in the short, medium and long term' (IIRC, 2011).

1.2 International Integrated Reporting Framework

In December 2013, the IIRC published the International Integrated Reporting Framework (IR Framework) (IIRC, 2013). IR Framework provides a principle-based approach for IR. The purpose of the IR Framework is to establish Guiding Principles and Content Elements that decide the overall content of an integrated report, and to explain the Fundamental Concepts that underpin them (IIRC, 2013)(refer Table 1).



Table 1: IIRC Guidelines

Guiding Principles	Guiding Principles	Fundamental Concepts
Strategic focus and future orientation. Connectivity of information. Stakeholder relationships. Materiality. Conciseness. Reliability and completeness. Consistency and comparability.	Organizational overview and external environment. Governance. Business model. Risks and opportunities. Strategy and resource allocation. Performance. Outlook. Basis of presentation.	Value creation for the organization and others The capitals

1.3 Integrated Reporting

IR is a process founded on integrated thinking that results in a periodic integrated report by an organization about value creation over time and related communications regarding aspects of value creation (IIRC, 2013). IR is not only for communicating effectively with investors and other external stakeholders, but also for supporting the integrated thinking and management that ultimately leads to improved performance (IIRC, 2016). Thus, IR not just communicates the value creation by an organization; instead it results in value creation by the organization through the stimulation of integrated thinking within an organization.

According to the IIRC (2014) 92% of companies out of a worldwide sample of 27 companies, agreed on improved understanding of value creation: 79% reports on improvements in decision making largely attributed to changes in management information: 96% sees an impact on internal engagement due to the breaking down of silos and increased respect between departments: 91% witnesses an impact on external engagements. In a similar vein, researchers have identified various benefits of IR such as identification of interdependencies between financial and nonfinancial performance, improved decision-making processes and improved relationships with stakeholders, lower reputational risks, also catalyzing integrated thinking within a company (Eccles and Armbrester, 2011; Eccle et al, 2015, Gunarathne and Senaratne, 2017). IR is an improvement to traditional reporting, for it provides more focus on non-financial measures, a comprehensive understanding of the sustainability of the organization, enabling the stakeholders' to integrate thinking of economic, environmental, social and governance aspects (Atkins and Maroun, 2015). According to Simnett and Huggins (2015), the development of IR has not been straight forward; IR is probably one of the most disruptive innovations in the field of corporate reporting. Dragu and Tudor-Tiron (2013) have stated that the three factors, i.e., non-financial reporting initiatives, reporting of sustainability practices, and integrated thinking, have contributed to the revolution of IR commenced in 2010. IR has gained global popularity because of its potential to change the mindset of corporate decision-makers. This potential can lead to further strengthening of the sustainability actions and impacts into the organizational strategic planning process, decision making and performance measurement systems (Robertson and Samy, 2015). An integrated report has become more attractive in reporting practices, as it brings all the financial and non-financial information together and enhances the integrated thinking related to identifying material factors that have a significant influence on creating value over time.

1.4 Integrated Reporting in Sri Lanka

According to the report on 'Observance of Standards and Codes on Accounting and Auditing,' Sri Lanka is a country that has made significant improvements in accounting and auditing practices after 2004 (World Bank, 2015). Due to the country's progressive accounting profession, catered to by several professional accounting bodies and academic universities, Sri Lanka has become a global hub of accountants in Asia who are equipped to adopt the latest developments in accounting, such as IR and sustainability reporting (Senaratne and Gunarathne, 2017). These observations are evident, as many Sri Lankan companies have embraced IR voluntarily although they are still to be mandated in the country (World Bank, 2015; Gunarathne and Senaratne, 2017). The number of companies adopting IR has increased from 32 companies in 2015 to 85 companies by 2018 (Herath et al., 2019).

To date, different facets of the adoption of IR have been explored in the country. Gunarathne and Senaratne (2017) have studied the diffusion of IR in Sri Lanka and stressed that several factors affect the adoption of IR practices by companies in Sri Lanka; significant factors include, the availability of many professional accountants, increasing stakeholder interest for more information disclosures, intense competition among the companies, assistance of accounting professional bodies. Further, companies that had incorporated sustainability practices into their business activities have had a high rate of diffusion of IR. Similarly, companies from some business sectors, which are coercive, mimetic, and normative, have also given the priority for the IR practices.

Similarly, Attanayake's (2018) study on the driving forces and different perspectives in terms of adopting of IR in public listed companies in Sri Lanka reveals that the driving forces behind IR adoption are the leadership role of the Professional Accounting Bodies in Sri Lanka in promoting IR to Sri Lanka and coercive and normative isomorphism of the companies towards IR. Abeyawardana (2016) has studied the compliance of IR disclosures with the international framework of IR of the quoted public banking companies, and identified that organization's context and external environment, governance and risks and opportunities are more compliant with the IR framework, and business model, strategy & resource allocation, performance, outlook and basis of preparation show the most significant need for improvement.



1.5 Conclusion

The IR has emerged as a response to the global call for improved reporting. Over the years, practitioners, researchers and community by large has identified the enormous benefits of IR. In the adoption of IR practice, Sri Lanka has exhibited a high rate of diffusion, despite IR is still to be mandated in the country. However, the companies adopt IR in Sri Lanka are at different levels of reporting maturity, suggesting that IR practice is an evolutionary process. Consequently, there is room for improvements in IR practice in Sri Lanka.

1.6 References

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Mr. Roshan Herath
Lecturer
University of Sri Jayawardanapura



About CSG

| CMA
Students' Guild

In February 2012, CMA Sri Lanka gave an opportunity to some students to participate in an event organized by the Students' Society in Cochin Chapter, in Kerala, India. These students returned to the island with an ambition of establishing a student body of its kind for our students as well. The need for a student's body was a long-time dream of many CMA students.

Finally with the initiative of Professor Lakshman R. Watawala – President of CMA Sri Lanka, we have formed the "CMA Students' Guild" (CSG) to help the students to go ahead and beyond their profession. From there onwards, CSG was approaching the students in many ways and was contributing to improve them in their profession.



CGS Annual walk 2019

Since 2012, CSG organized numerous events and activities with the intention of proving something additional to the CMA students and to the society. Blood Donation Campaigns, Seminars, CMA Cricket Carnival, Outbound Trainings, Flood Donation Campaigns, Revision Program, Annual CMA Students Conference, Car Wash, were few of those activities.



RECENTLY | HELD EVENTS

CMA Annual Cricket Carnival 2019



'Sports & Events Committee' on behalf of the CGS, organized their 4th annual cricket carnival on the 7th of September 2019. The highlight of the event was the participation of CMA students & Members including the participation of AAT students, CA students and corporate teams.

This cricket carnival was an initiative taken to bond and involve students within teamwork in parallel to their academic life at CMA. This improved the ability of students to understand the concept of teams while enhancing their ability to build and maintain professional networks, social bonds and an overall healthy relationship among friends, colleagues and the larger society. Outstanding teams and players of this tournament were honored with special prizes, awards, and certificates. The cricket carnival was also patronized by some of the prominent personalities of the corporate, social strata and the media.



STUDENTS' CONFERENCE | 2019



LAUNCH OF THE CGS OFFICIAL WEBSITE

CSG Launched its official CSG website on the 1st of February at the Annual General Meeting held at the CMA Auditorium. Since the inception of the guild, CSG did its promotions and communication only via the official Facebook page. The official website provides a comprehensive detail about the CMA Students' guild, the Events held so far, the CSG Committee, the financial reports, and also a 'Job bank' sector where the students may find an employment opportunity relating to Accounting & Finance. Further CSG is planning to add an 'Open Forum' section to the website in the near future, where any third party may share their own knowledge to the public while the others may find useful articles for their knowledge.

Visit the CSG official website
www.cmastudentsguild.weebly.com

FUTURE EVENT PLANS

CSG is planning to host their Annual Students' Conference in March 2020, which intends to share a broader scope of knowledge out of books from the top level corporate leaders of leading companies



CMA Sri Lanka NEWS 2019

01 Launch of Cost Management Accounting Standards Board (CMASB)



02 CMA entered into collaboration with Chamber of Commerce and Industries of Yarpnam (CCiy)



06 President confers "National Honours" on CMA President Prof. Lakshman R. Watawala



03 Launch of CMA Management Accounting Journal



07 Signing Of MOU with National Institute of Plantation Management



04 CMA Signing Of MOU with NIBM



08 CMA Budget Seminar



05 CMA Sri Lanka wins 1st place in South Asia for SAFA quiz competition in India



Important Dates for CMA Examinations

	Foundation Level Examination				Operational - Strategic Levels	
Exam Intake	March	June	September	December	May	November
Registration application closing date	31st December in the previous year	31st March in the respective year	30th June in the respective year	30th September in the respective year	31st January in the respective year	31st July in the respective year
Exemptions requests & payments closing date	31st December previous year	31st March in the respective year	30th June in the respective year	30th September in the respective year	31st January in the respective year	31st July in the respective year
Examination application closing date	31st January	30th April	30th July	30th October	2nd March	2nd September
Qualifications which are not listed under the Exemptions Scheme need to be submitted for special evaluation. Please follow the below deadlines based on the examination session you wish to sit.						
Exemptions requests under special schemes	30th November previous year	28th February in the respective year	31st May in the respective year	31st August in the respective year	31st December in the respective year	30th June in the respective year
Annual Subscription fee is due in 31st December each year and all students should renew their studentship on or before this date to maintain active studentship of CMA.						

Contact Details

	Institute of Certified Management Accountants of Sri Lanka 29/24, Visakha Road, Colombo 04 Sri Lanka
	Tel +94 (0)11 2506391, 2507087, 4641701-3 - Fax Ext 118
	Info@cma-srilanka.org
	www.cma-srilanka.org

About the _____ CSG Newsletter Series

The newly appointed CSG newsletter committee on behalf of the CMA Students' Guild has decided to launch a series of Newsletters Starting from January 2020 onwards, which is intended to be published on every two months in order to share an additional knowledge among the viewers. As the starting point, CSG launched its January Edition under the theme "FINTECH" (Financial Technology), where different useful themes would be selected for the upcoming newsletters.

If you wish to contribute your valuable knowledge among the CMA community, please contact the below;

071 932 0578 - Uddeepa Pieris (Chairman of Newsletter Committee)
077 618 4101 - Nelka Rathnayake (Secretary of Newsletter Committee)
Email us - students.cma@gmail.com

If you wish to Advertise your brand name among the community, please contact the below;

077 338 9646 - Reshan Ponnampuruma (President of CSG)
071 462 8926 - Sandeepani Madhushika (General Secretary of CSG)
071 932 0578 - Uddeepa Pieris (Chairman of Newsletter Committee)
Email us - students.cma@gmail.com

You may download the e-version of the newsletters from - www.cmastudentsguild.weebly.com

AWAIT FOR THE NEXT EDITION!