

## **SESSION 6: SERVICE INNOVATION**

### **(DISCUSSION FORUM)**

#### **Synopsis**

In spite of the increasing importance of the service sector, which is now of major importance in many countries of the world, the issue of how to stimulate and manage innovation in the service sector remains a conundrum. In the service sector, customer interaction plays a key role apart from the product itself. Therefore, innovation in service companies is not only about “what” is being offered but also about “how” it is being offered in order for it to be accepted by the customer. Consequently in the service sector improving on the innovation performance has been an integral part of their business strategy and in crafting a distinctive competitive advantage. The panel discussion would identify how innovation impacts various sectors of the service industry, including financial services. In today’s highly competitive environment, innovation has become inevitable to create value and spur growth. However, additional value may not be able to create through innovation always or may not be commercially viable. Therefore, the risk of failure is an inherent aspect of innovation. The success of innovation depends on the design skills of its engineers, upon the effectiveness with which it can mobilize, apply, and develop its distinctive knowledge as circumstances change. Identifying, analysing and managing these risks (market, technology, environment, and organisation related risks) will lead to effective decision making in various innovation projects. How best organisations manage innovation will be dependent on how best they manage the associated risks. The focus of this session will be the role of professionals in innovation process and particularly in managing risk aspect.

## Panelists



**Asite Talwatte**  
Managing Partner  
Ernst & Young

Asite is the Managing Partner of Ernst & Young Sri Lanka and Maldives with experience in Assurance and Advisory services. Asite has worked with Ernst & Young in Cleveland, Ohio and was on Ernst & Young's Far-East Area Executive Committee for two years and now serves on Ernst & Young Far-East Area Advisory Council. He is a fellow member of the Institute of Chartered Accountants of Sri Lanka (ICASL) and the Chartered Institute of Management Accountants of the U.K. Asite has a Post-Graduate Diploma in Business and Financial Administration awarded by CA Sri Lanka and the University of Wageningen, Holland and has a MBA from the University of Sri Jayawardenapura. Asite followed the Executive Programme at the Kellogg Graduate School of Management, North Western University, Evanston, Illinois. Has served as a non-executive director on boards of listed companies, public companies, and state owned enterprises, served as the Chairman of the Statutory Accounting Standards Committee as well as Statutory Auditing Standards Committee.



**Dr. Parakrama Dissanayake**  
Chairman / CEO  
Aitken Spence  
Maritime, Logistics & Cargo

Dr. Parakrama Dissanayake, - Chairman/CEO of Aitken Spence Maritime, Logistics & Cargo, Director - Aitken Spence PLC., and Jt. Managing Director, CINEC Maritime Campus, is a former Chairman/CEO of Sri Lanka Ports Authority and also a former Chairman of state owned Jaya Container Terminals Ltd., and Sri Lanka Port Management Consultancy Services Ltd. Dr. Dissanayake who serves on the UN/UNCTAD Panel as an expert on Ports & Shipping, is a University of Oxford Business Alumni and a Graduate of Harvard Business School Executive Education Programme on "Global Economy". He is also a Past Chairman of the Institute of Chartered Shipbrokers and Past Chairman of the Chartered Institute of Logistics and Transport (Sri Lanka branch) and past Chairman of Sri Lanka Transport Board Advisory Council. He is also the Chairman of Ceylon Chamber of Commerce - Steering Committee on Ports, Shipping, Aviation and Logistics.



Hiran Cooray  
Managing Director  
Jetwing Hotels

With a passion for excellence and a discerning eye for beauty, Hiran Cooray is hailed as one of the most celebrated hoteliers in Sri Lanka. Hiran took over as Managing Director of Jetwing Hotels in 1987, and in doing so, he has driven Jetwing Hotels to attain higher overall standards and develop an innate understanding of the discerning visitor. He currently serves on the Board of the Sri Lanka Tourism Development Authority and on the Board of Small Luxury Hotels of the World. Hiran is also the Immediate Past Chairman of PATA International (2010/12) and a Past President of the Tourist Hotels Association of Sri Lanka (THASL). Hiran's willingness to address industry issues objectively and his unquestionable integrity make him an outstanding asset not only to Jetwing and Sri Lanka, but also to the international Diasporas currently creating new trends in worldwide tourism.



Dushan Soza  
Managing Director  
WNS Global Services  
(Pvt) Ltd

Dushan is the Managing Director of WNS Global Services (Pvt) Ltd. Sri Lanka. He pioneered high-end BPO Services in the country by setting up Sri Lanka's premier 'Finance Centre of Excellence' and thereafter Legal Services being the first to do so out of Sri Lanka. He is considered a thought leader in the industry and his contribution has helped to fashion the BPO industry in the country. He has over 25 years of diverse work experience in UK, India, Philippines, and Sri Lanka and has held many senior leadership positions during his career. He was a founder board member of SLASSCOM and currently serves as an Advisor to the EDB on IT/ BPO. He also serves on the Board of Softlogic Finance and Consumer Affairs Authority Sri Lanka. An Engineer by profession, he is a graduate from the University of Reading, UK. Dushan is a much sought after speaker.



Reeza Zarook  
Chief Executive  
Officer  
Anything.lk

Reeza has a degree in Economics and Accountancy and then qualified as a Chartered Accountant from the UK. Reeza has had the privilege of working in London, Brazil, Singapore, and Sri Lanka with companies such as Arthur Andersen, Deutsche Bank and Millennium IT and even includes a stint with the Government of Sri Lanka whilst working with the founding team of the ICT Agency of Sri Lanka in 2003. In the 2 years since launch, Anything.lk has created the e-commerce arena in Sri Lanka and today has over 140,000 members, over 200,000 Facebook Fans - and an 87% market share of the social media marketing industry. In December 2012, Reeza successfully completed the merger of Dialog's e-commerce ventures with Anything.lk and formed the holding company Digital Commerce Lanka (Pvt) Limited encompassing all the current brands and opening the path for a nationwide campaign for e-commerce



Manohari  
Abeyesekera  
Head of Strategic  
Business  
Development Unit  
Hayleys Group

Manohari Abeyesekera is the Head- Strategic Business Development of Hayleys PLC, and is a Director of Hayleys Group Services (Pvt.) Ltd. She is responsible in handling Group's acquisitions into new business forays, successfully completing transactions around US\$ 70Mn. An Alumni of KPMG, she is a Fellow of The Institute of Chartered Accountants of Sri Lanka (CA SL) and a Fellow of Chartered Institute of Management Accountants CIMA (UK). She was elected to the CIMA Sri Lanka Board in January 2012 for three-year tenure. Manohari read for her MBA from the University of Colombo, topping the batch winning three gold medals. She was awarded the CIMA Young Star (Silver) on the maiden CIMA Janashakthi Pinnacle Awards. She currently serves as the Treasurer of the University of Colombo MBA Alumni Association. A freelance journalist, her articles have been featured in Daily FT and other leading magazines.