

ABSTRACT

Marketing of Financial Institutions in Eastern Part of Sri Lanka: Emerging Opportunities, Challenges, and Strategies.

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The main aim of the study is to evaluate the emerging opportunities, challenges, and strategies in marketing financial institutions in the Eastern Sri Lanka. In order to achieve this, twenty financial institutions were selected from Eastern region. The data were collected through interviews with the managers and other experts who are dealing with financial institutions. The methodology adopted for this study is case study research approach for which the data gathered was qualitative. Findings show that there are several new opportunities and challenges are emerging in day to day business environment. These are related with technology, changes in life style, new innovative product developments, new potential investment projects, etc. Further, this study shows that there is a force to formulate the new strategies among the big competition in the financial industry. It is clear that the competition is high in this industry in the recent past. Finally this study will contribute for the decision makers and other policy makers in this field.

Keywords Financial Institution, Opportunities, Challenges, Strategies