

## Human Resource Management

Morning (10.45 am to 12.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/HRM/01	W.B.A. Vitharana	Successful of Self-efficacy through Inventive Drama
2	ICBI/17/HRM/02	Wijerathna, I.D.C., Jayanthi Manike, K.G.M.J., Pradeepan, S., Sivakumar, S., Senanayake, A.W.D.M.A.E., Saheera, M.T.F., Wimalasena, W.D.I., Jayasekara, A.A.I.N	Analysis of Volkswagen diesel emission scandal: Whose interest did Volkswagen try to promote?
3	ICBI/17/HRM/03	Lasanthika, W.J.A.J.M.	The Impact of HRM Practices on Organizational Performance Evidence from Public University in Sri Lanka
4	ICBI/17/HRM/04	Sulaiman M.S.M., Liyanagamage C.	Study on the Impact of Ergonomics on Employee Performance in the IT Industry of Sri Lanka
5	ICBI/17/HRM/05	Faizal Antanat Shamila	The Impact of Performance Appraisal System on Organizational Commitment in Selected Banks in Puttlam District
6	ICBI/17/HRM/06	George C Mathew, Sanjeev Prashar, Hareesh N Ramanathan, Arunchand C H	Spirituality: A Boon for Organizational Performance

## Human Resource Management

Evening (1.45 pm to 3.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/HRM/08	Anbarasu Thangavelu, Clement Sudhahar	The Impact of Job Satisfaction on the Employees' Perception towards Work Performance: A Study Based on Small and Medium Scale IT companies in India
2	ICBI/17/HRM/09	Benjamin Pascal David, Ruth Sabina Francis	The Intercultural Organizations: Communication and Management-Perception, Awareness & Behaviour of Freshly Graduated Hospitality Students
3	ICBI/17/HRM/10	WAS Weerakkody	An Empirical Investigation of the Impact of Human Resource Outcomes on Organizational Performance in Small and Medium Scale Manufacturing Firms in Sri Lanka
4	ICBI/17/HRM/11	Suresh Saparamadu, WAS Weerakkody	The Impact of Human Resource (HR) Key Result Areas on Employee Satisfaction of Production Floor Workers in Sri Lankan Garment Industry

## Accounting and Finance

Morning (10.45 am to 12.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/AF/01	Haleem, HMM, Aswer, AA	Impact of Working Capital on the Liquidity and Profitability of the Listed Hotels and Travels Sector Companies of Colombo Stock Exchange in Sri Lanka
2	ICBI/17/AF/02	Weihena, K.N, Kawshala, B.A.H, Shamil, M.M.M	Relationship between Stakeholder Power And Corporate Environmental Disclosures: Evidence From Listed Firms In Sri Lanka
3	ICBI/17/AF/06	R.M. KapilaTharanga Rathnayaka, D.M. K. N. Seneviratna	Impact of Macroeconomic Variables on stock market returns: A Case Study of Colombo Stock Exchange, Sri Lanka
4	ICBI/17/AF/08	Fernando, C.S.P.K., Gunasekara, A.L., Weerasingha, W.D.J.D., Dasanayake, D.M.A.S.N.	Behavioral Factors Affecting to Selection of Brokerage Firm in Colombo Stock Exchange by Retail Investors
5	ICBI/17/AF/10	Bejoy Joseph, Hareesh N Ramanathan, Siby Abraham, Pearly Saira Chacko	Reflections on Various Investment Avenues in India: An Empirical Investigation with a Long-Term Perspective
6	ICBI/17/AF/11	Susima Samudrika Weligamage	Human Capital Disclosure Practices: Comparative Study of Banking, Insurance and Finance Industries in Sri Lanka

## Accounting and Finance

Evening (1.45 pm to 3.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/AF/03	Kasilingam Lingaraja, Murugesan Selvam, Marriappan Raja, R. Rajesh Ramkumar	Movements and Linkages between Emerging Stock Market Indices with Currency Returns: A Study with Reference to ASIA
2	ICBI/17/AF/04	C.A. Kankanamge	Role of the Internal Audit Function to Earnings Management Evidence from Sri Lankan Manufacturing Industry
3	ICBI/17/AF/07	Madushani M.L.P, Erandi M.W.A, Madurangi L.H.L.S, Sivaraj L.B.M, Weerasinghe W.D .D, D D M Jayasundara, R. M. Kapila Tharanga Rathnayaka	Modeling the Best ARIMA Modeling Approach for Forecasting Market Indices in Colombo Stock Exchange, Sri Lanka
4	ICBI/17/AF/09	Perera, W.T.N.M., Aruppala, W.D.N	Corporate Governance and Financial Performance: A Study of Sri Lankan Banking Industry
5	ICBI/17/AF/12	Dr. DAVOOD ASKARANY	The Next Generation of Balanced Scorecard
6	ICBI/17/AF/13	Wijesinghe, W. P. J. L., Thrikawala, S. S.	Predictors of Profitability of Selected Microfinance Institutions in Sri Lanka

## Marketing

Morning (10.45 am to 12.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/MKT/01	Younos Vakil Alroaia, Samaneh Rahayi	Store Characteristics and Customer Loyalty: The Mediating Role of Perceived Value
2	ICBI/17/MKT/02	I.D.C Wijerathna	Corporate Social Responsibility: A review
3	ICBI/17/MKT/03	I.D.C Wijerathna	Influence of Facebook Application on Consumer Purchase Decision
4	ICBI/17/MKT/04	R.M.U.R.K. Rathnayaka	Effects of Experiential Marketing towards Customer Satisfaction: With special reference to Online Fashion Stores in Sri Lanka
5	ICBI/17/MKT/05	Wickrama Hewage Thejani Madhuhansi	Impact of Social Media Characteristics on Consumer Buying Decision Process in Western Province, Sri Lanka
6	ICBI/17/MKT/07	Wijesundara C B, Hennayake H M G Y J	Consumer Attitudes toward Mobile Advertising: Special Reference to Fast Food Industry
7	ICBI/17/MKT/08	B.M.A.Pushpakumara <sup>1</sup> , D.M.R.Dissanayaka	Consumer Brand- Related Behavior in Persuasive Communication Context: A Conceptual Review with Reference to Insurance Sector Research Proposition

## Marketing

Evening (1.45 pm to 3.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/MKT/09	Wimalasiri R. K. H. S.	Factors Influencing Brand Switching in Telecommunication Industry in Sri Lanka: Study based on Undergraduates in Sri Lanka
2	ICBI/17/MKT/10	R.Kishokumar, S.Kishomigah	Influence of Service Brand Communication on Consumer's Psychology: With Special Reference to Consumer attitudes on the Private Professional Educational Institutes in Batticaloa District
3	ICBI/17/MKT/11	Punchibandara M. M. T.	The Impact of Promotional Strategies of Pharmaceutical Companies on Doctor's Recommendation of Branded Drugs: An Emperical Study on Pharmaceutical Industry in Sri Lanka
4	ICBI/17/TEC/03	Amlin David, J. Clement Sudhahar	Study onSocial Media Marketing for small restaurants in Coimbatore district, Tamil Nadu, India
5	ICBI/17/TEC/04	Joseph Varghese, J. Clement Sudhahar	Adoption of Digital Marketing in MSME : A study in Coimbatore, Tamil Nadu

## General Management

Morning (10.45 am to 12. 45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/MGT/01	K.V.Sudarma Harischandra, R .Lalitha. S. Fernando, WM Saminda Wanasinghe	Components of the Teachers' Ethics in Senior Secondary Students: An Exploratory Study from the Teachers Perceptions
2	ICBI/17/MGT/04	Harishani L. Liyanage	Impact of Supply Chain Actor Citizenship Behaviour on Supply Chain Learning Processes
3	ICBI/17/MGT/05	Weerasinghe W.M.S.R.	Her dress for His Deviance? Study on Relationship between Women Body Revealing Clothing Choices and Harassment in Public Transportation (Referring to "Maradana" area)
4	ICBI/17/MGT/11	Udaya Mohan Devadas	Quality of Qualitative Research: A Grounded Theory (GT) Approach with Special Reference to Straussian GT
5	ICBI/17/TU/01	Gunathilaka. M.D.K.L	Ecosystem Integration and Ecotourism Potentials in Kala Oya Estuary, Sri Lanka

## General Management

Evening (1.45 pm to 3.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/MGT/06	Herath H.M.K.P.B.	Study on the Sexual and Reproductive Health Education Among Female Workers in Industrial Sector (Referring to free trade zone in Katunayaka)
2	ICBI/17/MGT/07	de Silva, R., Gunasinghe, H. N.	Framework for Flower Gender Recognition Using Machine Learning
3	ICBI/17/MGT/08	deSilva, R.; Senanayake, P. A.	Identification of Water Stress of Plants Using Image Processing
4	ICBI/17/MGT/09	Dilhani E.V.D	Evaluating Educational Production Function of Grade 11 Students Rough Canonical Correlation Analysis: Survey study in Passara Zone, Sri Lanka
5	ICBI/17/MGT/10	Girish S Pathy, Hareesh N Ramanathan	The Utilitarian Perception of Gold by Women - A Perception Mapping of Women in the Pre and Post Globalisation Era

## Entrepreneurship & Tourism

Morning (10.45 am to 12.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/ENT/01	R.Dakshinamurthy	Women Entrepreneurs in Tamilnadu: Problems and Challenges
2	ICBI/17/ENT/02	Deepa Unnithan, HareeshRamanathan	Market Orientation of Startups: A challenge to Startup India implementation
3	ICBI/17/ENT/03	M.A.M. Raazim, Y.M.C. Gunaratne, A.M.D.B. Nawarathna	A Study of Factors Affecting the Business Success of Tourism Related Small and Medium Enterprises (SMEs) in Sri Lanka: With special reference to Central Province.
4	ICBI/17/ENT/04	Syedrazi Nabavichashmi, Davood Feiz, Azadehsadat Nabavichashmi	The Role of E-Learning in Promoting Social Capital Through Changes in Entrepreneurial Behaviour (A Case of SMEs)
5	ICBI/17/ENT/05	Zakiyya Moosa	Women in Tourism Employment, A Case of Maldives
6	ICBI/17/ENT/06	V.Sathana	Problems and Challenges Associated with Value Addition: With Special Reference to Coconut Based Productions in Jaffna District.

**Entrepreneurship & Tourism****Evening (1.45pm to 3.45 pm)**

No.	Paper No.	Author	Paper Title
1	ICBI/17/ENT/07	Nimeshi G.K.S., Mallika M.C.K.H., Ranasinghe R.S.L.B., Sarathchandra K.S.H., Dissanayake D.M.N.S.W	Perception of Situations and Opportunity Recognition: Development of a Conceptual Model
2	ICBI2017/ENT/08	H. A. K. N. S. Surangi, R. S. Ranwala	A Discourse Analysis on Research Text on Mumpreneurs
3	ICBI/17/TU/02	SDK Kulathunga	Problems and prospects of tourism development: With special reference to Negombo Area of Sri Lanka
4	ICBI/17/TU/03	Aiwa Romy	Future of Tourism: Exploring the Perceived Realities of Young Tourists

## Technology

Morning (10.45 am to 12.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/TEC/01	Pathirathna, S	Effect of Constructivist Instruction and Technology Based Constructivist Instruction on Academic Achievement of Undergraduates
2	ICBI/17/TEC/02	Vasanthapriyan, S	Architectural Framework for Electronic Legal Solution Development
3	ICBI/17/TEC/05	Perera,H. A. P. L.,Perera,P. R. M. R.	Evaluation of Online Learning Activities of Accountancy Students Based on LMS Logs.
4	ICBI/17/TEC/06	Sewwandi Perera, M.R.K.N Yatigamma, K.S.H.Sarathchandra	Examining the Role of Multitasking on Academic Performance of University Undergraduates
5	ICBI/17/TEC/07	M.R.K.N. Yatigamma,Namali Suraweera, Darshana Mapa Pathirage, R.H.U. Jayantha,Mangala Keerthi De Pasqual, C. Priyankara, P.G. Wijayarathne	Role of e-learning in providing lifelong learning
6	ICBI/17/TEC/08	Simmy Kurian, Chamaru De Alwis, Dinithi Padmasiri <sup>3</sup> , Hareesh N. Ramanathan, Pearly Saira Chacko	Use of Social Media in Professional Education: A Cross-Sectional Study among Teachers in India and Sri Lanka

## Economics

Evening (1.45pm to 3.45 pm)

No.	Paper No.	Author	Paper Title
1	ICBI/17/ECON/01	Divassini, P., Manjaree, H. M. S.	A Review on Need for a New Economics with Special Reference to Sri Lanka
2	ICBI/17/ECON/02	Manjaree, H. M. S., Divassini, P.	From Colonization to Neo-colonization: The Diffusion of Socio-Cultural and Economic aspects in Sri Lanka
3	ICBI/17/ECON/03	Sajaan P. Gunarathne	Assessment of the Contribution & the Relationship between Foreign Direct Investment & Economic Growth in Sri Lanka
4	ICBI/17/ECON/04	Damith Gangodawilage, M.M.T Punchibandara, P.T.C. Wijayanama, P.W. Liyanage, P.D.C.T. Kannangara, J.T.D. Madushanka	Winning the Market by Reforming the Capitalism: A Case of Damro
5	ICBI/17/ECON/05	C. Muniyandi	Population Explosion and Environmental Degradation in India