



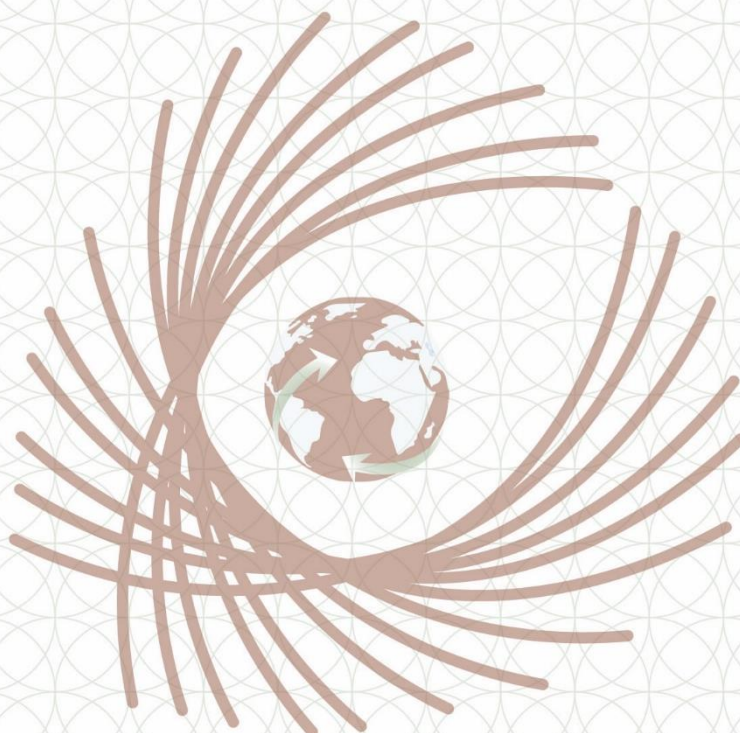
UNIVERSITY OF
KELANIYA | Faculty of Commerce
& Management Studies



ঢাকা বিশ্ববিদ্যালয়
UNIVERSITY OF DHAKA

13th International Conference on Business and Information 2022

"Building Business Resilience to Climate Change in Frontier Markets"



ABSTRACTS

Organized by
Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka
in collaboration with University of Dhaka, Bangladesh

**13th International Conference
on
Business and Information
ICBI - 2022**

**"Building Business Resilience to Climate Change in
Frontier Markets"**

Abstracts

**Faculty of Commerce and Management Studies
University of Kelaniya
Sri Lanka**

18th November 2022

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13th International Conference on Business & Information

"Building Business Resilience to Climate Change in Frontier Markets"

Abstracts

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Web: <http://conf.kln.ac.lk/icbi/>

E-Mail: icbi@kln.ac.lk

Telephone: +94112903502

Fax: +94112917708

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EDITORIAL NOTE



I am pleased to present the conference proceedings with the theme of Building Business Resilience to Climate Change in Frontier Markets on behalf of the editorial board of the 13th International Conference on Business and Information hosted by the Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka. This edition contains abstracts of the accepted papers for ICBI 2022 and the Doctoral Colloquium. A significant number of papers were submitted to the conference this year across the different countries, academia, students, and government institutions. Students who are pursuing doctoral degrees submitted papers for the Doctoral colloquium. All of the papers underwent a thorough review procedure to ensure their quality, which included double-blind review and similarity checks. Only about 70% of the submitted papers were accepted for the conference after the double-blind peer review process. Research in a wide range of fields is represented by the papers, including accounting, finance, and economics, education and learning, entrepreneurship, innovation, and small business management, marketing, international business, and strategy, organizational behavior and human resource management, operations management, technology, tourism, and multidisciplinary fields. Research in a wide range of fields is represented by the papers, including accounting, finance, and economics, education and learning, entrepreneurship, innovation, and small business management, climate change and sustainability development, marketing, international business, and strategy, organizational behavior and human resource management, operation, logistics and supply chain management, technology, cloud computing, big data analytics & information technology, tourism and hospitality management, and multidisciplinary fields. The accepted full papers have the chance to be published in SSRN, which is hosted by Elsevier, as well as journals published by the Faculty of Commerce and Management Studies, University of Kelaniya. The reviewers and authors of the papers whose theoretical and empirical contributions are presented in these proceedings deserve our sincere gratitude. The investigations in these sessions will reveal fresh perspectives on ideas, procedures, and approaches. We are excited to see you all at the ICBI 2022 to be held in hybrid mode.

Dr. Kaushalya Yatigammana

Editor in Chief – ICBI 2022

Senior Lecturer - Department of Commerce and Financial Management

Faculty of Commerce and Management Studies

University of Kelaniya, Sri Lanka

MESSAGE FROM THE CONFERENCE SECRETARY



It is indeed a great pleasure for me to convey this congratulatory note as the Secretary of the 13th International Conference on Business and Information (ICBI), the Faculty of Commerce and Management Studies, University of Kelaniya, held on the 18th of November 2022. The ICBI is an important annual academic event in the Faculty of Commerce and Management Studies, and I am very happy to note that it has been showing significant improvements in both quality and quantity over the years.

Despite all the difficulties and challenges that we face as a country, the FCMS organizes its annual international conference for the 13th consecutive year, this time, under the theme “Building Business Resilience to Climate Change in Frontier markets”, a timely important dialogue into the research and practice. Because there is an urgent need today to address the destructive repercussions that climate change is having on society, the environment, and - inevitably - on the economy and business. Thus, ICBI 2022 provides a good platform for academia, practitioners and policymakers to share their knowledge, thoughts and lesson learned. The participants can interact through a series of academic research presentations, 3 Minute thesis competition, technical forum, and keynote and guest speeches from prominent global academic, business and management think tanks. I believe that this conference will enable the participants to have fruitful conversations about how to build business climate resilience, as well as to inspire excellence in research.

An academic event of this nature is not a simple effort to organize, and we began this road a year ago and today reached the climax after crossing various milestones. With great honor, I must recognize all individuals who were behind and committed their time and effort to make ICBI 2022 a success. I would like to express my sincere thanks to all of them, in particular the organizing committee for their tireless effort committed till the end. Our heartfelt gratefulness devoted the advisory board for their guidance and wise advice, and the academia for their dedication and excellent contribution as reviewers, chairs, discussants and panelists. Also, we extend our sincere thanks to administrative officers, and non-academic staff of the University of Kelaniya for their fullest corporation extended to us in varied ways. Also, we extend our sincere gratitude to Professor Sean Kidney for accepting our invitation as the keynote speaker for the conference. Our special thanks go to University of Dhaka, Bangladesh, our international collaborating partner for their dedication, commitment and support delivered throughout this entire journey.

Most of all, my sincere thanks go to all presenters of ICBI 2022 for adding remarkable value to the conference through your research findings.

I wish all presenters the best of luck!

Dr. Tishani Herath

Conference Secretary – ICBI 2022

Senior Lecturer - Department of Commerce and Financial Management

Faculty of Commerce and Management Studies University of Kelaniya, Sri Lanka

MESSAGE FROM THE CONFERENCE CO-CHAIR



I am delighted to welcome you all to the 13th International Conference on Business and Information 2022 (Hybrid) with the theme "Building Business Resilience to Climate Change in Frontier Markets".

The world has become more resilient in the advent of the COVID-19 crisis, following the global financial crisis (GFC). Crises force people and countries to learn new ways to adapt to the new normal. Climate change is a crisis of human civilization. While it is seemingly not creating immediate onset distortions like COVID-19 or the GFC, it takes us to a level of no return through gradual and

consistent damage to economies and societies. Emerging markets remain the largest victim of climate change while having a little contribution to its causes. The COP 27 equivocally stresses a greater, perhaps dominant, participation of the private sector in climate impact mitigation, adaptation, and compensating loss and damage. There is no way out for governments unless businesses play their part and go forward hand in hand. Businesses need to step up for dual benefits – delivering their social responsibility goals and redesigning their business models and strategies to sustain and grow in an increasingly climate-vulnerable world. For example, existing evidence suggests that there are long-term significant social and economic returns of transforming into circular business models, integrating sustainability into the value chain, adopting innovative technologies that help reduce emissions, and promoting responsible consumption. Transforming into sustainable and climate-friendly businesses also contributes to the progress toward the achievement of sustainable development goals and building a significantly improved image in the increasingly aware society.

Given the significance, this year the 13th ICBI focuses on how businesses can play their role more effectively and efficiently on climate change in emerging markets. Considering a large number of submissions on relevant topics and an excellent line-up of speakers, I am confident that the conference will place the right agenda and discussion to the world.

Bangladesh and Sri Lanka - two frontier markets of South Asia - share similar climatic and socio-economic conditions and vulnerabilities in almost all aspects. As such, our stories and pains are also similar in the context of climate change. Considering this, the Department of International Business, University of Dhaka from Bangladesh is delighted to be a joint organizer of the conference with the University of Kelaniya. I believe this joint effort will make us stronger and more confident to share our stories together to ensure climate justice for us and other frontier nations.

Dr Suborna Barua

Conference Co-Chair - ICBI 2022

Associate Professor - Department of International Business, University of Dhaka, Bangladesh

MESSAGE FROM THE CONFERENCE CO-CHAIR



It gives me an immense pleasure to write this message for the 13th International Conference on Business and Information 2022 (ICBI 2022). This is a flagship event of the Faculty of Commerce and Management Studies, which provides an opportunity for scholars from around the world to share their valuable research. Apart to the main conference, this event has four other key events including Doctoral Colloquium, 3MT, Technical Forum and, SDG Youth Summit. These events will, more importantly, provide a platform for both academics and professionals to present their views and philosophies at this conference.

A timely theme, “Building Business Resilience to Climate Change in Frontier Markets”, underpins this year's conference. This theme will support participants to educate and create more views. I truly believe that combinations of both academics and professionals’ thoughts will provide valuable solutions to address the ongoing challenges in the business world associated with ‘climate change’. Moreover, these solutions will provide enormous support on businesses to build their resilience.

Our commitment is to make ICBI 2022 sustainable and accessible to all, therefore, the conference will be operated in a hybrid mode. A number of virtual events will be incorporated within the conference. Participants will also have opportunity for knowledge exchange and networking in this conference where scholars, policy setters and business leaders will join together. I hope that the conference will be informative and gratify event.

Dr. Saroja Wanigasekara

Conference Co-Chair – ICBI 2022

Senior Lecturer - Department of Human Resource Management

Faculty of Commerce and Management Studies University of Kelaniya, Sri Lanka

MESSAGE FROM THE CONFERENCE CHAIR



It The International Conference on Business and Information (ICBI) is the flagship conference of the Faculty of Commerce and Management Studies (FCMS) of the University of Kelaniya. The conference will be held for the 13th consecutive time since its inception in 2010. For this year, we have collaborated with the Faculty of Business Studies of the University of Dhaka, Bangladesh. The theme of the thirteenth edition of the ICBI is 'Building Business Resilience to Climate Change in Frontier Markets.'

A UN report on Climate Change reveals that global temperature is expected to rise by 1.5°C by the end of the century, and current efforts to tackle climate change are insufficient. The Alliance CEO Climate Leaders issued an open letter to the world leaders at the COP 26 urging them to take decisive action to combat climate change. Although governments worldwide have been committed to net-zero emissions, policy and regulatory lapses and delays hinder progress. The pandemic has exposed the socio-economic-political-technological realities in frontier markets like Sri Lanka and Bangladesh, and there is wide concern that climate change will be the second priority. Hence, businesses in frontier markets should take the leadership to prioritise response to the climate emergency. However, the 25th Annual Global CEO Survey reports that CEOs are more concerned about short-term and climate change threat is not among the top three threats. We call upon business leaders in frontier markets to build resilience to the imminent threat of climate change by collaborating between them and governments.

The annually held conference has been expanded to include several features. The Technical Forum is a platform where eminent industrialists and experts are invited to discuss real-world organizational issues concerning the conference's theme. The lecturers of the FCMS moderate the forum. Doctoral Colloquium has been another feature of the ICBI. The colloquium invites doctoral and higher degree research students in the field of Commerce and Management to present thesis proposals and the progress of the ongoing thesis. As the FCMS higher research student cohort increases, the colloquium provides an excellent opportunity to obtain insights from academic's experts in the respective fields. The 3 Minute Thesis (3MT) competition was introduced in the 12th edition of ICBI. FCMS has the honour of introducing the 3MT competition in Sri Lanka. The 3MT competition is open to higher-degree research students from any part of the world and is assessed by international judges. The SDG Youth Summit is another initiative that will be introduced as a feature of the ICBI 2022. The summit aims to engage youth and undergraduates in SDG-related research. The ICBI editorial committee is working on publishing the top 50 conference papers in SSRN. I invite the conference presenters and attendees to join us in the next edition of the ICBI in 2023.

Dr. Mohamed M. Shamil

Conference Chair - ICBI 2022

Senior Lecturer – Department of Commerce and Financial Management

Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

MESSAGE FROM KEYNOTE SPEAKER



We live in extraordinary times, as humanity wrestles with how to urgently address the catastrophic threat of climate change, even while we begin to feel its disastrous effects. Addressing that threat will mean investing some US\$10 trillion a year in climate solutions, against the roughly US\$2 trillion we invest at present. That's a radical scaling up, with 70% of those investments needed in emerging markets.

Green finance will play a key role here, allied with risk mitigation and credit support for sustainable investments from developed countries.

The University of Kelaniya (UoK) is to be congratulated for making discussion on this vital task a central part of its annual event International Conference on Business and Information (ICBI), facilitated by the Faculty of Commerce and Management Studies.

By bringing together researchers and practitioners, ICBI 2022 has the potential to make a significant contribution to the development of Sri Lanka's capacity to take advantage of the current global shift in capital markets to sustainability and green finance.

I wish ICBI22 great success.

Professor Sean Kidney
CEO, Climate Bonds Initiative
University of London

MESSAGE FROM THE DEAN OF THE FACULTY



I feel most overwhelmed to convey this message to wish all the success to the International Conference on Business and Information (ICBI 2022) organized by the Faculty of Commerce and Management Studies, University of Kelaniya which is conducted for the thirteenth consecutive time.

This time the conference is conducted around the theme of "Building Business Resilience to Climate Change in Frontier Markets". As one of the leading faculties in the Commerce

and management discipline in the country, the faculty values research and the advancement of knowledge and its application towards the betterment of the world. And also the Faculty of Commerce and Management Studies provided many examples of outstanding research success, and this conference is one example that needs to be highlighted. As per my knowledge, this attempt is grounded on discovering, creating, and sharing the knowledge of researchers all over the world.

The faculty is glad, to get an opportunity to work with all the co-hosts, discussants, chairs, moderators, and participants of this conference. And also, I hope that this international and multidisciplinary conference will provide our participants with a truly transformative experience through a variety of knowledge and perceptions.

I, as the Dean, take this opportunity to thank Dr. M.M.M Shamil, the Chair of the ICBI 2022, and Dr. H.M.T.S Herath, the secretary of the conference and all others who contributed immensely to make this event a success. Also, I would like to extend my heartiest congratulations to local and international researchers who submitted research articles to this conference.

I wish all the success for this conference.

Dr. P. N. D. Fernando

Dean

Faculty of Commerce and Management Studies

University of Kelaniya, Sri Lanka

MESSAGE FROM THE CHAIRMAN OF THE RESEARCH COUNCIL



It gives me immense pleasure to send my wishes to the 13th International Conference on Business and Information ICBI 2022 organized by the Faculty of Commerce and Management Studies of the University of Kelaniya. Apart from the research presentations of both local and foreign authors selected with rigorous peer review, the conference includes a technical forum with outstanding academics and professionals in the field of commerce and management.

Further, the conference includes the Doctoral Colloquium and Virtual 3MT Competition. The conference presentations are comprehensive studies that have the potential to be published as full research articles in both local and international journals. this conference provides an international platform for researchers from the University of Kelaniya and other local universities which deserves high admiration from the Research Council of the University of Kelaniya and the academic community

I warmly welcome the Keynote Speaker, Sean Kidney, CEO of Climate Bonds Initiative. Despite all the difficulties with the COVID -19 pandemic and economic crisis these researchers and the organizing faculty had done great work by conducting the conference in hybrid mode. I'd like to congratulate the organizers of the Faculty of Commerce and Management Studies for doing such an outstanding job.

My best wishes for a very fruitful and rewarding conference!

Senior Professor Kapila Seneviratne

Chairman of the Research Council

University of Kelaniya, Sri Lanka.

MESSAGE FROM THE VICE CHANCELLOR



I am delighted to send a brief message for the conference attendees, as our Faculty of Commerce and Management Studies hosts its annual International Conference on Business and Information for the 13th consecutive year in 2022. The University of Kelaniya considers sharing newly discovered knowledge to be one of its prime objectives, in order to foster sustainable growth in our country. The creation of new knowledge requires each researcher to build on the foundation laid by academics of the previous generation. Hence organizing international conferences and sharing research findings among

interested parties from various disciplines is one of the major responsibilities of academics.

I am incredibly grateful for all the hard work and efforts made by the members of the Faculty of Commerce and Management Studies to keep this conference going strong each year in the face of the prevailing economic crisis in our country. The theme of this year's conference addresses the need to build business resilience to face the changes in the current economy, thus demonstrating the ability of the conference organizers to successfully address the situation and the dilemmas that face us at present.

I take this opportunity to wish the Chair, Co-Chairs, Secretary, Organizing Committee and all those who participate in this 13th International Conference on Business and Information, successful and fruitful deliberations.

Cadre Chair and Senior Professor Nilanthi de Silva

The Vice Chancellor
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ICBI JOURNEY Since 2010

ICBI - 2010

Theme: *Researching Realities of Management Phenomenon*

Date: 4th June 2010

Conference Chair: Dr. (Mrs) R. P. C. Ranjani

Conference Coordinator: Mr. Ajith Medis

Keynote Speaker: Prof. Dinesh Kumar Gupta

ICBI - 2011

Theme: *Steering Excellence of Business Knowledge*

Date: 20th October 2011

Conference Chair: Dr. (Mrs.) R. P. C. Ranjani

Conference Coordinator: Dr. D. M. Semasinghe

Keynote Speaker: Prof. Per Davidsson

ICBI - 2012

Theme: *Challenges and Opportunities in the 21st Century*

Date: 30th November 2012

Conference Chair: Dr. (Mrs.) R. P. C. Ranjani

Conference Co-chairs: Dr. C. N. Wickramasinghe and Dr. M. W. Madurapperuma

Keynote Speaker: Dr. Koshy Mathai

ICBI - 2013

Theme: *Developing Business for sustainable Growth: Research Innovation and Practice*

Date: 2nd December 2013

Conference Chair: Dr. D. M. Semasinghe

Conference Co-chair: Dr. D. U. Mohan

Conference Secretary: Ms. J. M. R. Fernando

Keynote Speaker: Dr. Peter Walter Cunningham

ICBI - 2014

Theme: *Discovering New Knowledge to Co-operate with Competition towards Business Success: Prizing the Present and shaping the Future*

Date: 22nd November 2014

Conference Chair: Dr. D. M. Semasinghe

Conference Co-chair: Dr. P. N. D. Fernando

Conference Secretary: Ms. K. G. M. Nanayakkara

Keynote Speaker: Prof. Anona Armstrong

ICBI - 2015

Theme: *Transcendence in Business – Knowledge Immersed in Practice*

Date: 22nd November 2015

Conference Chair: Dr. D. M. Semasinghe

Conference Co-chair: Dr. R. A. S. Weerasiri

Conference Secretary: Dr. H. M. R. P. Herath

Keynote Speaker: Prof. (Dr) Markus Blut

ICBI - 2016

Theme: *Triumphing Business Excellence through Knowledge Exploration*

Date: 19th November 2016

Conference Chair: Dr. D. M. Semasinghe

Conference Co-chair: Dr. W. V. A. D. Karunarathne

Conference Secretary: Dr. D. K. Y. Abeywardena

Keynote Speaker: Prof. (Dr.) David Dickinson

ICBI - 2017

Theme: *Exploring Disruptive Opportunities for Exponential Business Growth*

Date: 17th November 2017

Conference Chair: Dr. P. N. D. Fernando

Conference Co-chair: Dr. S. M. A. K. Samarakoon

Conference Secretary: Dr. H. A. K. N. S. Surangi

Keynote Speaker: Prof. David Rae

ICBI - 2018

Theme: *Enriching Multidisciplinary Research Potential of International Collaboration towards Sustainable Development*

Date: 23rd November 2018

Conference Chair: Dr. P. N. D. Fernando

Conference Co-chairs: Prof. A. C. De Alwis and Prof. Hareesh N. Ramanathan

Conference Secretaries: Mr. Tharindu D. Weerasinghe and Dr. George C. Mathew

Keynote Speaker: Prof. (Dr.) Sanjeev Prashar

ICBI - 2019

Theme: *Business Transformation in Emerging Technology Landscape*

Date: 17th October 2019

Conference Chair: Prof. (Dr.) R. P. C. Ranjani

Conference Co-chair: Dr. A. P. Medis

Conference Secretary: Prof. (Dr.) S. S. Weligamage

Keynote Speaker: Professor (Dr.) Prashanta Kumer Banerjee

ICBI – 2020

Theme: “Transforming Business Strategies for Economic Resilience

Date: 19th November 2020

Conference Chair: Dr. W. M. C. B. Wanninayake

Conference Co-Chair: Dr. Ravi Dissanayake

Conference Secretary: Mrs. Bimali Wijesundara

Key-note Speaker: Dr. Noel Scott

ICBI - 2021

Theme: Reinventing Business Strategies in the Next Normal

Date: 11th November 2021

Conference Chair: Professor P.M.C. Thilakerathne

Conference Co-Chair: Dr. M.A.T.K. Munasinghe

Conference Secretary: Dr. Nisansala Wijekoon

Key-note Speaker: His Excellency David Holly

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Influence of Intellectual Capital on Financial Performance of Power and Energy Sector Companies in Sri Lanka

Guruge, N. H.¹ and Munasinghe, M. A. T. K.²

The purpose of this research is to determine the impact of intellectual capital on the financial performance of power and energy companies in Sri Lanka adopting key dimensions; human capital efficiency, structural capital efficiency, relational capital efficiency, and capital employed efficiency. Additionally, this study investigates any other sector-specific factors that influence the performance of the power and energy sector in Sri Lanka. To achieve the study's goal, a quantitative approach and general qualitative analysis were used. The value-Added Intellectual Coefficient method was used for quantitative analysis and secondary data was gathered from a published database of annual reports from the power and energy sectors spanning the years 2011 to 2020. All firms in the power and energy sector listed on the Colombo Stock Exchange, as well as all government sector organizations in the selected sector, Ceylon Electricity Board, LECO, and Petroleum Corporation, are considered. Furthermore, an interview approach was used to explore the factors influencing the overall performance of the power and energy sectors in Sri Lanka, and the data were analyzed using qualitative data analysis techniques. Quantitative analysis revealed that capital employed efficiency has a positive effect on and is significant for all dependent variables, such as return on assets, return on equity, and asset turnover. Furthermore, human capital efficiency is positively affected for all dependent variables and is a significant predictor of asset turnover and return on assets. Further analysis reveals that structural capital efficiency has a positive effect on return on assets and return on equity, but it is insignificant for all returns on assets, return on equity, and asset turnover. Further qualitative investigation reveals that human capital efficiency, structural capital efficiency, relational capital efficiency, and capital employed efficiency are all critical to improving the organization's financial and overall performance. As sector and context-specific factors, it was discovered that political influence, weather conditions, government decisions, and pricing formulas that have not been developed to allow for cost-reflective pricing even though it has a direct impact on a firm's financial and overall performance. The paper represents to fill the gap in the literature relating to the relationship between intellectual capital and a firm's financial performance in power and energy sector companies in Sri Lanka. Findings help to provide solid recommendations for the importance of intellectual capital in the growth of this sector. Further, the paper attempts to identify other factors which affect the finance and overall performance of power and energy sector companies in Sri Lanka which can be considered for due attention in strategic decision making.

Keywords: *Intellectual Capital, Firm performance*

¹ Faculty of Graduate Studies, University of Kelaniya

² Department of Accountancy, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka (*amila@kln.ac.lk*)

Effect of Internal Audit on Fraud Management in the Financial Service Sector in Sri Lanka

Sepala, P. H. N. H.^{1*}, Herath, M. N.¹ and Munasinghe, A.¹

This study aims to study the relationship between internal audits and fraud management. Accordingly, this study, examines the internal audit organizational status, internal audit capabilities, and the contribution of internal audit activities to the fraud management of financial services companies in the Sri Lankan context. The target population for this study was defined as the 80 currently traded financial service sectors firms in Sri Lanka and data collected from systemically important banks namely, Bank of Ceylon, Commercial Bank of Ceylon, Hatton National Bank, People's Bank, Sampath Bank, Seylan Bank and they hold 78 percent of the banking assets and get total of 235 responses were collected from a questionnaire survey. In terms of findings, the results show that internal audit competence, is important predictors of fraud management. Also highlighted is that each financial service sector's concern about internal audit and forensic accounting is a value-added function of an organization and gives more attention to that area in the modern era. Researchers hope that their findings will add to the existing body of work and help close a knowledge gap in regards to emerging countries. The results are important for internal audit managers, internal audit policymakers to empower internal audit function in their organization.

Keywords: *Financial Service, Fraud Management, Internal Audit, Internal Audit Competence, Organizational Status*

¹ Department of Accountancy, University of Kelaniya

*(nimeshahansanisejala@gmail.com)

The Concept of Information Overload: A Review of Literature from the Field of Accounting and Finance

Regina, A. L. V.¹ and Munasinghe, M. A. T. K.²

Information evolved as the key resource in any organization in recent decades. Having access to information from anywhere at any time and within simple steps makes information flow among the users without limitation. This situation becomes pressure on users after certain points to make effective decisions. Therefore, the outcome of the decisions worsens if the users witness the intolerable pieces of information. The purpose of this study is to discuss the findings based on information overload and to reveal latent research gaps. Following a systematic literature review, the current study revealed that there is an increasing drift toward research in information overload in the field of accounting and finance for the period from 2017 to 2021. Special emphasis has been found in the area of corporate reporting since corporate reports are the salient tool to connect users with the organization. Discussion about disclosure overload on integrated reporting, internet reporting, sustainability reporting and other volunteer disclosures by previous papers open research agenda for prospective researchers. Addedly this paper modified the previously developed conceptual framework by introducing the limit where information overload starts to occur. Hence the findings will assist preparers, users, and government bodies in regulating disclosure of the corporate reporting.

Keywords: *Information overload, Decision-making, Disclosure overload, Disclosures*

¹ Faculty of Graduate Studies, University of Kelaniya, Sri Lanka (winushka@gmail.com)

² Department of Accountancy, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Determinants of Liquidity of Licensed Commercial Banks in Sri Lanka

Damayanthi, N. M. M.^{1*} and Gunawardhana, C. S.¹

Obtaining a good understanding of the determinants of liquidity of licensed banks is important to make rational policy decisions on time in order to achieve one of the prime objectives of stability of the financial system of Central Bank of Sri Lanka. Hence, the main objective of this study is to investigate the determinants of liquidity of commercial banks in Sri Lanka. The study examines the impact of bank specific factors and macroeconomic factors on Statutory Liquid Assets Ratio (SLAR) of banks using a linear random effect panel data regression model, with quarterly data from 2011 to 2021 of seven licensed private commercial banks in Sri Lanka. The empirical findings indicate that Non-Performing Loan Ratio, Return on Assets (ROA) and liquidity in the previous period shows statistically significant positive relationship, while GDP growth indicates a negative relationship with SLAR. ROA is the most significant factor impact on bank liquidity whereas GDP growth has the least impact on bank liquidity. Further, Capital Adequacy and inflation do not have statistically significant effect on liquidity of banks. Regulators and policy makers require defining the future policy direction to safeguard the stability of the banking sector and ensure the attainment of their final objectives including the stability of financial system of Sri Lanka. Nevertheless, supervision authorities must find an appropriate balance between their liquidity requirements and the pressure that they put on the shareholders of the banks.

Keywords: *liquidity, licensed commercial banks GDP, macroeconomic factors, bank-specific factors, statutory liquid asset ratio.*

¹ Central Bank of Sri Lanka

*(manel@cbsl.lk)

Impact of Individual Investors' Heuristics on Investment Decision Making; Evidence from Frontier Market Sri Lanka

Wijethunga, S. C.¹ and Nanayakkara, N. S.²

Neoclassical finance provides the foundation for decision-making in finance. Even though neoclassical finance assumes investors are always rational, behavioral finance argues that investors are not always rational due to psychological heuristics and biases. Through heuristic theories, this study finds overconfidence, representativeness, and availability as psychological factors that may influence investment decision-making. Miscalibration, overestimation of self, and the illusion of control are indicators of overconfidence. Historical return and popularity are the dimensions of representativeness heuristic. The available information and personal preference are the dimensions of availability heuristic. The study develops the survey instrument and collects data from the Colombo Stock Exchange (CSE). It utilizes Structural Equation Modeling and 136 sample investors were selected based on the random sampling method. Upon confirmation of reliability and validity of sample data, investors' heuristics exhibit a significant impact on investment decision-making in the frontier market of Sri Lanka. Simultaneously, the study confirms that overconfidence, representativeness, and availability heuristics have a substantial impact on investment decision-making. Accordingly, the young, educated, and novice investors in Sri Lanka exhibit irrational investment behavior. Increasing awareness of heuristics, increasing information transparency, and establishing fixed investment policies are the recommendation of this study since irrational decisions obstruct the efficiency of markets.

Keywords: *Availability, Behavioral Finance, Investment decision making, Overconfidence, Representativeness.*

¹ Faculty of Graduate Studies, University of Sri Jayewardenepura, Sri Lanka
(info.sadun@gmail.com)

² Department of Finance, University of Sri Jayewardenepura, Sri Lanka (neelangie@sjp.ac.lk)

Influence of Risk Aversion and Personality Trait on Choice of Investments in Sri Lankan Context

Tennekoon, S. T. M. S.¹ and Liyanage, M. L. D. C. J.²

This study was aimed at identifying the level of risk aversion among individual investors in Sri Lanka and the influence of risk aversion and personality trait on choice of investments in Sri Lanka. This study followed the survey strategy and data was collected using a web questionnaire from 341 subjects and SPSS software was used to analyse the data. The reliability, validity, factor analysis and correlation analysis were followed by multiple regression analysis to test the hypotheses of the research. The key findings of the study were that the respondents have a high-risk aversion level, depict personality trait type A behaviour, the existence of a significant impact of risk aversion on the investment choice and the existence of a significant impact of personality trait on the investment choice. The study provides important implications for investors, educators and financial intermediaries to improve the behavioural and psychological traits of Sri Lankan investors, to help them make conscious financial decisions, leading to diverse investment choices. The novel contribution towards the existing empirical research in local context was that this study considered all types of individual investors, and also investigated the level of risk aversion of individual investors in Sri Lanka.

Keywords: *Individual investors, Investment choice, Personality trait, Risk aversion*

¹ University of Kelaniya (tennekoonsubani@gmail.com)

² Department of Finance, University of Kelaniya, Sri Lanka (chaturaj@kln.ac.lk)

Significance of Risks of Cash flows and Basic Concepts in Profit Calculation

Suzuki, D.¹

This paper investigates whether recent changes in thinking regarding financial accounting have been driven by the asset-liability approach or the revenue-expense approach and whether the changes could overturn research assumptions. Firstly, we consider the relationship between the two approaches and verify how they are not in an exclusive relationship. Secondly, we define the two risks related to cash-inflow and cash-outflow inspired by “Grundsatz der Kongruenzthe”, confirm the relationship between these notions of the risks and the fundamental concepts of conventional financial accounting, and then demonstrate how various earning calculations can be described using these risk tolerances. Finally, we indicate that we could address the recent changes in terms of not which approach to take but the tolerable degree of risk and it is possible to accumulate comprehensive knowledge about traditional accounting.

Keywords: *Asset-liability, Control, Matching, Realization, Risk tolerance*

¹ Reitaku University, Japan (dsuzuki@reitaku-u.ac.jp)

Impact of Audit Committee Characteristics and Audit Quality on Earnings Management: Empirical Evidence from Sri Lanka

Gnanasothy, K.^{1*} and Balagobei, S.¹

The study aims to examine the influence of audit committee characteristics and audit quality on the earnings management of listed companies in Sri Lanka. Secondary data of listed companies in Colombo Stock Exchange (CSE) for the five-year period of 2017 to 2021 were used. For data analysis, 78 listed companies from food, beverage and tobacco sector and consumer services sector were selected as sample, and a quantitative technique and deductive approach were employed. Audit committee size, audit committee independence, audit committee financial expertise, and audit committee meetings are proxies for audit committee characteristics while audit quality is measured by audit firm expertise and audit fees. Firm size and leverage are considered as control variables. This study used discretionary accruals as a signal of the presence of earnings management. The techniques of Pearson's Correlation and panel data regression were employed to analyze the association between the audit committee characteristics and earnings management. The empirical findings reveal that audit committee independence positively affects the earnings management whereas audit committee meetings, audit committee financial expertise, audit firm expertise, and audit fees are negatively influence the earnings management of listed companies in Sri Lanka.

Keywords: *audit committee characteristics, audit firm expertise, audit quality, earnings management*

¹ Department of Financial Management, Faculty of Management Studies & Commerce, University of Jaffna, Sri Lanka.

*(keerthyg.22@gmail.com)

Investment Behavior among Accounting/Finance Professionals in Sri Lanka

Alles, L.,^{1*} Lokeshwara, A.,¹ Liyanage, D. L. N. Y.,¹ Edirisinghe, C. M.¹ and Siriwardhana, P. K. K. H.¹

Investment behavior is important to investigate as it helps to determine the performance of financial markets. Further, surveying of finance professionals who are more financially literate than the general public will be subtle and be more valuable to policymakers and financial providers. This study investigates the Investment Behavior among Accounting/Finance Professionals in Sri Lanka, considering the aspects of socio-economic and demographic factors, financial risk tolerance, concerns, and motives. The study was conducted in Sri Lanka with 150 Chartered Accountants who are currently residing within Sri Lanka, selected from the “Institute of Chartered Accountants of Sri Lanka” (ICASL) by using simple random sampling method. Both primary and secondary data was gathered through online questionnaires and past literature respectively. The initial data analysis was done through Pearson’s correlation which was also used to test the first hypothesis, while the advanced regression models (Ordered Logit and Probit) were used to test the other three hypotheses generated in the study. The tool used to derive the results are SPSS and Stata software packages. According to the results analyzed; concerns, motives and the financial risk tolerance levels depicted a positive and significant relationship with the investment behavior, whereas demographics and socioeconomic factors show a negative correlation. To test the likelihood of outcomes, the ordered logit and ordered Probit models were used accordingly and it resulted as an increase in likelihood of high investment behavior with Financial Risk Tolerance, concerns, and motives towards investing.

Keywords: *Accounting/Finance Professionals, Financial Risk Tolerance, Investment Behavior, O Probit, O Logit*

¹ Sri Lanka Institute of Information Technology (SLIIT)

*(lakshman.a@slit.lk)

Effect of Enterprise Risk Management Practices on Firm Performance of Food Beverage and Tobacco Sector in Sri Lanka

Madushanki, P. A. S. S.^{1*} and Ekanayake, N. P. K.¹

The effect of enterprise risk management (ERM) practices on the firm performance of Food, Beverage, and Tobacco sector companies listed on the Colombo Stock Exchange (CSE), is the main concern in Sri Lanka. Internationally investigate this concept and there are contradictory results. However, no evidence has investigated this concept in the Sri Lankan context. The primary purpose of this study is consistent with investigating the ERM practices on firm performance of Food, Beverage, and Tobacco sector companies listed on the Colombo Stock Exchange in Sri Lanka. This research adopted a quantitative research approach. Twenty-four companies are selected based on the availability of the data in the financial statement of Food, Beverage, and Tobacco sector companies listed on the CSE. As the study's dependent variables, firm value and return on assets are used. ERM is the independent variable, while control variables are firm size; revenue and leverage are the control variables for this study. Secondary data are used for the analysis of the study. The fixed effect model was run to test the hypothesis. There is still a growing trend of ERM in firms in Sri Lanka. The study found that overall ERM had a significant impact on firm performance measured by the firm value and ROA of the sample firm. The findings are helpful for decision-makers of the companies to mitigate risk and increase financial performance. Further, this kind of risk management system builds good interactions in inverters' minds.

Keywords - *Enterprise Risk Management, Firm Value, Leverage, Return on Asset, Revenue.*

¹ Department of Commerce and Financial Management, University of Kelaniya
*(shashinisheka@gmail.com)

The Impact of Intellectual Capital on Firm Performance: Evidence from Listed Consumer Staples Sector Firms in Sri Lanka

Sonali, V. D. A.^{1*} and Kawshala, B. A. H.¹

Intellectual Capital measuring and reporting is very crucial in annual reports due to its inestimable benefits. This study aims to examine the appropriate method for quantifying Intellectual Capital as well as investigate the impact of Intellectual Capital on consumer staples firm performance. This research has adopted a quantitative research methodology. Data were collected from a sample of 25 Consumer Staple sector companies listed on the Colombo Stock Exchange for the period from 2012 to 2020 and EViews was used for the panel data analysis to validate the hypothesis. This study found that Human Capital and Capital Employed have a significant positive impact on firm performance in the consumer staples sector. Further, the results indicate leverage also impacts on firm performance. However, Structural Capital has no significant impact on the firm performance. The results revealed that Intellectual Capital has a significant impact on firm performance in the consumer staples sector. This study adds to the existing body of knowledge on Intellectual Capital and its impact on the firm performance of listed companies in the Sri Lankan Consumer Staples Sector because the researchers used recent data in the data analysis process. Policymakers, investors, and shareholders can utilize these details in making investment decisions and determining the genuine market worth of companies in order to maximize financial returns.

Keywords: *Capital Employed, Consumer Staples Sector, Human Capital, Intellectual Capital, and Structural Capital.*

¹ Department of Commerce and Financial Management, University of Kelaniya
*(vandanasonali719@gmail.com)

Impact of Related Party Transaction Disclosure on Firm Valuation: Evidence from Licensed Finance Companies Listed in Colombo Stock Exchange Sri Lanka

Muthukuda, M. W. A. P.^{1*} and Perera, K. H.¹

This study was conducted to identify the impact of related party transaction disclosure on firm valuation for licensed finance companies (LFCs) listed on the Colombo Stock Exchange (CSE) in Sri Lanka. Related party disclosures significantly affect the decisions made by potential investors and other stakeholders of the listed Licensed Finance Companies (LFCs), as a company can manipulate the company's financial performance by non-disclosure of significant related party transactions. Listed entities must comply with the rules and regulations in Sri Lanka, and they are monitored by the Central Bank of Sri Lanka (CBSL). As a result, licensed finance companies (LFCs) disclose related party transactions in the financial statements to comply with LKAS 24 Related Party Transaction Disclosure (RPTD). The study employed an unbalanced panel data set with 110 active Licensed Finance Companies (LFCs) listed on the Colombo Stock Exchange (CSE) in Sri Lanka (22 companies) for five-year by using the convenience sampling method. The study found that there is a negative relationship between related party transaction disclosure and firm valuation in the licensed finance companies (LFCs) listed on the Colombo Stock Exchange (CSE) in Sri Lanka by applying statistical approaches such as regression models. It is expected that the outcome of this study will lead to a better decision-making process for potential investors and stakeholders.

Keywords: *Firm valuation, Licensed finance companies, Related party transaction disclosure.*

¹ Department of Accountancy, University of Kelaniya, Sri Lanka

*(arunaprabhath268@gmail.com)

Female Directors' Attributes and Earnings Management: Evidence from Sri Lanka

Bandara, W. W. G. A. M.,^{1*} Herath, H. M. M. N.¹ and Wijekoon, W. M. H. N.¹

This paper examines the impact of female directors on earnings quality in a developing country that has significant gender equality gap. An analysis of previous research reveals the dearth of literature in this area. Therefore, this study aims to fill the gap in the literature by examining the impact of specific characteristics of female directors on earning management. Panel data analysis was employed to identify the impact of female director characteristics on earning management. As a proxy for earning management practices, the modified Johns model was used to estimate current discretionary accruals. Data was collected from annual reports of listed companies on the Colombo Stock Exchange for the period from 2016 to 2020. The Sample comprises 182 listed firms and 910 firm-year observations. Findings reveal that the percentage of female directors on company boards does not have a significant impact on earnings management. Similar findings are observed for the female directors who are members of the audit committees. Specified attributes such as busyness, and professional expertise membership do have significant positive and negative impacts on earning management. The findings provide useful insights to Sri Lankan corporates to determine the best practices of board governance and to policymakers to strengthen corporate governance practices of Sri Lanka as it has a close link with earnings management.

Keywords: *Earnings Management, Female Directors, Female Directors' Attributes, Gender Diversity*

¹ Department of Accountancy, University of Kelaniya, Sri Lanka.

*(ayeshabandara1997@gmail.com)

Demographic Factors and Financial Literacy among Individual Investors in Jaffna District, Sri Lanka

Prashanthan, V.¹ and Balagobei, S.²

The aim of the study is to examine the influence of demographic factors on financial literacy among individual investors in Jaffna district. Two hundred individual investors in Jaffna district were selected as sample by using random sampling technique and primary data was collected through a structured questionnaire. The financial literacy consists of three dimensions such as financial knowledge, financial behavior and financial attitude whereas gender, age, marital status, educational qualification, working experience, average monthly income and no of years involving in investment activities are considered as demographic factors. Data was analyzed using independent sample t-test and one-way ANOVA. The results reveal that there was no any significant difference in financial literacy between female and male. There is statistically significant difference in financial literacy among different age group of individual investors. But, there is no statistically significant difference in financial literacy among different marital status as well educational qualifications groups. Furthermore, it shows that there is a statistically significant difference in financial literacy among number of working experience of individual investors while there is a statistically significant difference in financial literacy among average monthly income groups as well as the number of years involving in investment activities. This research adds to the existing research that finds a number of demographic variables to be associated with financial literacy in a multivariate context.

Keywords: Demographic factors, financial attitude, financial behavior, financial knowledge, financial literacy

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¹ Colombo Stock Exchange, Jaffna, Sri Lanka (v.prasha12@gmail.com)

² Department of Financial Management, University of Jaffna, Sri Lanka (saseelab@univ.jfn.ac.lk)

Effect of Margin Loan on Investment Behavior and Performance: Insights from the Capital Market of Bangladesh

Islam, T.¹

A margin loan is defined as the amount of money borrowed from a broker to purchase securities, whereas a margin requirement is defined as the difference between the market value of the securities for which the loan is given and the loan amount. Margin requirements have long been carried out practically in all financial markets. Like all other financial markets, the Bangladesh capital market implement margin requirements. Currently, investors and stock market regulators in Bangladesh are very concerned about the performance of margin loans. This study tried to examine the effect of margin loans on investors' behavior and performance in the stock market. A structured survey questionnaire was used to collect primary data from the capital market investors of Bangladesh. The data were collected from 24 March 2022 to 25 April 2022. In this study, 250 samples were used. The multinomial logistic regression model was used to examine the impact of margin loans on the investors' investment behavior and performance. The study used investment horizon (short-term or long-term investment), size of investment after taking margin loan, and frequency of trade as dependent variables for measuring investors' investment behavior. Returns and portfolio size were considered as dependent variables to measure investors' performance. According to the findings, margin loans are inversely related to investment horizon, whereas margin loans positively influence investment size. The frequency of trading also increases after taking a margin loan. Returns and portfolio size were used to measure the investors' performance. The amount of margin loan has a positive effect on the return. The amount of margin loan also has a positive impact on portfolio size. Brokerage houses can use this study to find their investors' behavior and performance in the case of lending margin loans. This study can also be used by investors to make an informed decision about investing in the capital market with a margin loan. Further research into this area may explain the estimated margin loan rate for an investor.

Keywords: *Investment Behavior, Investors, Margin Loan, Capital Market.*

¹ Bangladesh Institution of Capital Market, Dhaka-1000, Bangladesh (tamanna37@gmail.com)

Nexus between Government Expenditure, Government Size, Economic Growth, Inflation, and Unemployment: with Reference to Sri Lanka

Ranasinghe, R. S. L. B.¹

Sri Lanka directs its macroeconomic policies to fulfill its economic objectives. The variables of Government expenditure, Government size, Economic growth, Inflation, and Unemployment are vital in this regard. However, despite following strategies based on assumption of nexus between the said factors, Sri Lanka has only shown stagnant or detrimental economic outlook over the years. Purpose of the study is to test whether the presumed causality exists in practice as such would be prerequisite for the efficacy of macroeconomic policies. Time-series data were drawn from secondary sources and the causality was tested using Granger causality test primarily. Results indicate that the government expenditure and government size have a bidirectional causality, while a unidirectional causality from inflation to government expenditure, government size, and unemployment was established. Unemployment also granger caused government size. No nexus was found to the major effect other than the stipulated handful of variable pairs. In such cases, policy changes made to control one variable would not be reflected in the results.

Keywords: *GDP Growth, Government Expenditure, Government Size, Inflation, Unemployment*

¹ Department of Commerce & Financial Management, University of Kelaniya
(sachithr@kln.ac.lk)

Corporate Governance, Ownership and Dividend Payout- Evidence from Banks, Diversified Financials and Insurance Companies Listed in Colombo Security Exchange Sri Lanka

Dilrukshi, R. M. D. N.¹

This paper aims to document the corporate governance, ownership and dividend payout of the banks, diversified financials and insurance companies listed in Colombo Stock Exchange, Sri Lanka. 36 companies were analyzed as the sample by using random sample method and secondary data was collected from the annual reports covering the five year period of 2015-2019. The researcher applied Pearson's correlation to measure the relationship while performing linear regression to find the impact of corporate governance, ownership and dividend payout by the purpose of analysis of the study. This study adopts corporate governance (board size, board independence, no of committees, board intensity) and ownership (institutional ownership and managerial ownership) as independent variables and dividend payout ratio as the dependent variable. The findings indicate that board size and board independence are negatively correlated to dividend payout. Also it's found that board size and board independence have significantly impact on dividend payout. The researcher encapsulates that the lower board size and minority in board independence incidents is linked to higher dividend payout in listed banks, diversified financials and insurance companies of CSE, Sri Lanka.

Keywords: *Corporate governance, Dividend payout, Ownership*

¹ University of Jaffna, Sri Lanka. (*dilani.rm7@gmail.com*)

Analyzing FinTech Equity Funding Flows and FinTech Deals Globally

Golder, U.¹ and Barua, S.²

This study examines the nature, trend, and patterns of FinTech equity funding and the number of FinTech agreements on a different scale. The distribution of FinTech equity financing and FinTech deals have been scrutinized globally, regionally, and between different income groups on the assessment of yearly data ranging from 2010 to 2020, applying graphical representation and the independent group t-test. The global result shows an upward movement in the pattern of FinTech equity funding and FinTech agreement but with a shock in 2020. Besides, in FinTech equity financing and agreements in FinTech, developed economics make up most of the contributions. The result shows that the average mean of FinTech equity investment and FinTech deals significantly differ between different regions of the world and income groups. Besides, it also reveals that North America and Europe are the significant contributors to FinTech equity investment, while Asia, along with North America and Europe, are the leaders in FinTech deals.

Keywords: *FinTech, FinTech Deals, FinTech Equity Funding*

¹ Department of Finance and Banking, Faculty of Business Studies, Jashore University of Science and Technology, Bangladesh (*golder_fnb@just.edu.bd*)

² Department of International Business, Faculty of Business Studies, University of Dhaka, Bangladesh (*sbarua@du.ac.bd*)

Exploring Consumer Perception Towards Batik Clothing in the Sri Lankan Market

Mendis, B. R. P.^{1*} and Ranaweera, H. R. A. T.¹

This research explored consumer perception towards batik clothing which is a multinational craft that can be easily adapted to the needs of diverse consumers in the context of Sri Lanka. Accordingly, the 7Ps marketing mix model combined with consumer culture theory, consumer ethnocentrism theory, and country of origin concept was adopted as a theoretical lens to explore consumer perception towards batik clothing in Sri Lanka. Furthermore, the study expected to identify the key functional, aesthetical, and emotional aspects of batik clothing and limitations, to provide suggestions to overcome the existing issues.

Adopting a quantitative method, an online survey was conducted among randomly selected 200 respondents to seek answers to the set of research questions. The survey results showed that ‘price’ was the prominent aspect affecting consumer preference for batik clothing in the local market. Consumers strongly considered the comfortability factor in evaluating the quality of batik clothing and cotton was the most preferable material. Furthermore, traditional patterns with modern designs were ideal for the Sri Lankan market. Return policies could be a perfect promotional method for batik clothing. Research revealed that the majority of Sri Lankan batik consumers were ethnocentric and believed in local products than foreign-made products. Furthermore, the culture and country of origin of a product affected the selection of batik clothing.

This research contributes to the marketing theory by showing that the 7Ps marketing mix model, as well as consumer culture theory, consumer ethnocentrism theory, and country of origin, were interrelated with consumer perception towards batik clothing. Furthermore, the study contributes to the practice by enhancing local consumer’s awareness towards local batik clothing. Moreover, batik designers and marketers must introduce methods to promote batik clothing among all nationalities in Sri Lanka without being limited to specific cultures and regions. The study recommends future research on proper body-conscious garments and material variations of batik clothing.

Keywords: *Batik clothing, The 7Ps Marketing mix model, Consumer Culture Theory, Consumer Ethnocentrism Theory, Country of Origin, Consumer perception*

¹ University of Moratuwa, Sri Lanka

*(prasansam98@gmail.com)

Local Fashion Consumers' Purchasing Behavior in the Post-Pandemic Era

Siriwardana, L. C. J.^{1*} and Ranaweera, H. R. A. T.¹

The pandemic, which is also known as Covid-19, is affecting the global economy creating an economic crisis all over the world and the non-essential product categories like the fashion industry have been slapped extremely hard. Due to the pandemic, changes in consumers' purchasing behavior have fundamentally altered the fashion industry in a matter of months. Given this empirical background, this qualitative investigation was conducted to understand the local fashion consumers' purchasing behavior in the post-pandemic era pertaining to local designer wear brands. Accordingly, we interviewed ten fashion designers from Sri Lanka focusing on mature female fashion consumers between the age group of 30-45 years, who falls under the Generation Y consumer cohort. The study findings show six important data-driven themes depicting local fashion consumers purchasing behavior in the post-pandemic era which are Covid - 19 and its impact on the local fashion industry, problem-solving, branding with online marketing platforms, store management, and purchasing behavior in the post-pandemic era. The final theme gives a better understanding of both online and in-store shopping. Overall, this current research contributes to the evolving literature on consumer purchasing behavior by proposing a conceptual framework including these six notions. From a practical perspective, this will help Sri Lankan fashion brands to sustain and grow in the future.

Keywords: Covid – 19, In-store shopping, Online marketing platforms, Post- pandemic, Purchasing behavior

¹ University of Moratuwa, Sri Lanka

* (181236k@uom.lk)

A Literature Review on Application of Value Co-Creation in Banking Sector: with the Adaption of Mobile Banking Initiatives

Dabare, P. U. I.,^{1*} Hewapathirana, N. T.¹ and Fernando, A. L.¹

The process of shared value creation between businesses and their consumers has been further expedited by customer empowerment through the use of current technologies. Thus, the trend exists where organizations seek to meet individualized expectations and obtain competitive advantages by treating customers as a key party in the process of co-creating value. The same applied to the service sector, as service-oriented entities seem to embrace the application of service-dominant logic along with the customer value co-creation practices. By utilizing digital technology to create opportunities for value creation and revenue production, digital servitization gives customers discretion over how, when, and where services are provided. Currently, it is being applied in banking sector along with the service delivery designed through e-banking applications to reach the up-to-date banking requirements of the customers. Hence, the purpose of this study is to examine the extent to which value co-creation has been practiced in the banking sector in line with digital banking products from both organizational and customer perspectives. The findings of the study provide worthy insights on determinants of customer value co-creation and new avenues to uplift the value co-creation practices in the banking industry in this contemporary banking era.

Keywords: *Banking Industry, Digital Banking Services, Service-Dominant Logic, Technology Acceptance Model, Value Co-Creation.*

¹ Department of Marketing Management, University of Kelaniya, Sri Lanka.

* (*Idaba191@kln.ac.lk*)

Relationship between Service Quality and Customer Satisfaction in Sri Lankan Banks

Madhushani, W. A. I.,¹ Rajapaksha, R. L. P. W.,¹ Dilshani, U. P.,¹
Abeyrathne, G. R. H. S.,¹ Weligodapola, M.¹ and Dunuwila, V. R.¹

The purpose of this research is to get a deep understanding about the relationship between service quality and customer satisfaction in Sri Lankan banks. Service quality is measured by different dimensions namely: reliability, responsiveness, assurance, empathy, and tangibles. To assess the service quality on customer satisfaction in both private and public banking sectors in Sri Lanka, the researchers conducted the study as a deductive research approach, and they distributed a google form among 400 bank users dealing with state and non-state banks selected through simple random sampling. The collected data were analyzed using descriptive statistics and, correlation. Findings indicate that all five dimensions of service quality were significantly related to customer satisfaction. Results of this study would contribute to both private and public banks to know how to provide effective banking services and to make better decisions in order to satisfy their customers. Furthermore, the researchers recommend for future researchers to expand the scope of their studies with a comparison of private and public banking sectors and further studying about both traditional and online banking systems.

Keywords: *Bank, Customer Satisfaction, Service Quality, SERVQUAL*

¹ SLIIT Business School, Sri Lanka
*(piumidilshani99@gmail.com)

Online Fashion Promotion During the Time of Crisis (Covid-19) in the Context of Sri Lankan Fashion Industry

Pathirana, D. J. P. S. D.¹ and Ranaweera, H. R. A. T.¹

Covid-19 presented worldwide has had a destructive impact on countries across the globe and changed lives, livelihoods, and societies as well as disrupted both local and international industries including the fashion Industry. People began to isolate themselves to stem the spread of the virus. In order to that, the fashion brands must converge their efforts for both new customers on online touch points and maintain contact with existing customers. However, there is only a little amount of literature available on this phenomenon given that Covid-19 is only a recent phenomenon. In particular, in the context of Sri Lanka. The aim of this study is to discover the role of online fashion promotion during a crisis in the context of the Sri Lankan fashion industry. Adopting a qualitative research approach and in-depth interviews were conducted with 10 fashion retailers in Sri Lanka to fulfill the research objectives. The following seven key themes emerged from the thematic analysis: brand adoption to the Covid-19, turning to e-retailing, online promotional strategies, consumer awareness and engagement, regulation and limitation, benefits, and future opportunities. The research shows the effectiveness of using online promotional strategies in the Sri Lankan fashion industry from a practical point of view and fashion retailers and marketers would be benefited by using online promotional strategies for better marketing. This research further points out a few practical approaches to sustain the market during a crisis period and brands should make a few changes to improve their online marketing strategies.

Keywords: Covid-19, Online fashion promotion, Social media, Qualitative research, Thematic analysis

¹ University of Moratuwa, Sri Lanka
*(sachinidulshara23@gmail.com)

Factors Effecting Pester Power of a Young Consumer in Sri Lanka

Rupasinghe, N. S.,^{1*} Senevirathne, S. T.,¹ Champakamala, V. P. C. L.,¹
Ravinath, S.,¹ Jayasuriya, N.¹ and Jayasinghe, K. P. S. K.¹

Regarding a child's power to influence behavior, both theoretical and sociological literature has paid considerable attention for many years. Pester Power, sometimes known as the "nag factor," refers to shopping requests made by adolescents to their parents. Due to the paucity of information on this social phenomenon in Sri Lanka, this paper focuses on conceptualizing a consistent set of factors discovered after a comprehensive literature review of numerous sources and laying the groundwork for future research that addresses an empirical and practical gap. Using this consistent set of characteristics, marketers and academics would be able to focus on the growing behavior of young consumers in Sri Lanka in relation to the FMCG market, as very few research have been conducted on this topic in Sri Lanka. With regard to the fast-moving consumer goods industry in Sri Lanka, the purpose of this study is to identify the factors that influence the pester power of children from the perspective of their parents. A detailed literature review of the research topic is conducted to identify causes that have led to the rise of pester power, as well as how these factors have evolved over time. An exploratory finding illustrates a concept indicator model that includes demographic, socio-psychological, and informational factors. There is a lack of empirical evidence in the Asian region, particularly Sri Lanka there are limited literature available, due to a lack of factors being investigated. It is advised that further research be conducted in order to validate the indicator model and gain a better understanding of the impact that the phenomena has on the purchasing behavior of parents.

Keywords: *Adolescents, Fast Moving Consumer Goods, Marketing, Nagging factor, Pester power*

¹ SLIIT Business School
*(bm19507866@my.sliit.lk)

Towards Sustainable Consumption Behaviour in Sri Lanka: an Environmental Perspective Study

Hensman, G. H.¹

This study is directed towards sustainable consumption behaviour through sustainable purchase intention in Sri Lanka. It's a new and an emerging concept especially in developing countries like Sri Lanka. Four perceived factors of sustainable purchase intention namely sustainable environmental knowledge, sustainable environmental attitude, sustainable environmental advertising and pro-environmental self-identity were incorporated as independent variables, sustainable purchase intention as mediator and sustainable consumption behaviour as dependent variable. The model was conceptualised with the help of Theory of Planned Behaviour. Confirmatory Factor Analysis and Structural Equation Modeling are utilized to test the research hypotheses. This study wants to find out that four factors have significant influence on sustainable purchase intention. Along with that, sustainable purchase intention mediates the association between those three factors and sustainable consumption behaviour except sustainable environmental attitude. Sri Lankan government should carefully assess existing curricula at several levels of the country's educational scheme and try to "environmentalize" them wherever required. In addition, consumers of this special context have favourable mind-set towards sustainable purchase. Moreover, consumers are more willing to see sustainable environmental advertising which induce their sustainable purchasing behaviour. Marketers can use social media and other advertising means to enhance their knowledge. Government and policy makers should take actions to induce sustainable consumption among the consumers in Sri Lanka.

Keywords: *Sustainable consumption behaviour, sustainable environmental advertising, sustainable purchase intention, Theory of planned behaviour.*

¹ University of Jaffna (*Grace_hensman@univ.jfn.ac.lk*)

The Influence of e-Banking Service Quality on e-Customer Satisfaction and Loyalty: A Sri Lankan Study

Shamil, M. M.,^{1*} Herath, H. M. T. S.¹ and Sumatiratne, W. M. O.¹

The purpose of this study is two-fold. First, to investigate the direct effect of e-banking service quality on e-customer loyalty. Second, to investigate the mediating effect of e-banking customer satisfaction on the aforementioned direct relationship. A self-administered questionnaire was used to collect data from internet banking customers. A total of 461 complete questionnaires were used in the analysis. Our findings show that e-banking service quality positively influences customer loyalty, and e-customer satisfaction mediates the direct relationship between e-banking service quality and e-customer loyalty. Our study validates the modified version of the e-SERVQUAL model in the context of Sri Lanka and contributes to the growing body of literature that examines the effects of e-banking service quality on customer-related outcomes. One of the study's limitations is that the respondents are from urban locales. The study's implications encompass the role of e-banking service quality as an important driver of e-customer satisfaction and loyalty and the role of gender in differentiating e-customer satisfaction and loyalty.

Keywords: *customer loyalty, customer satisfaction, GSCA-SEM, internet banking, modified e-SERVQUAL*

¹ Department of Commerce and Financial Management, University of Kelaniya
*(shamil@kln.ac.lk)

Psychological Characteristics of Women Entrepreneurship: A Systematic Literature Review

Jinasena, E. G.¹ and Ranaweera, H. R. A²

Women engagement in entrepreneurship is a growing research domain that was spread among multiple perspectives, where the influence of person-based individual factors is being one of them. The main purpose of this review is to contribute to the existing literature related to the psychological characteristics of women entrepreneurship by providing a theoretical base which future research can be built upon. A systematic review method is being followed throughout with a clear identification of inclusion and exclusion criteria. The review and the analysis resulted in identifying seven key constructs as the key psychological characteristics discussed in the literature, related to diverse contexts and in between the period of 2010 to 2022 so far. The identified characteristics are, self-efficacy, motivation, risk-taking propensity, personality traits, optimism, passion, and resilience. The application of each characteristic in different research was presented by drawing evidence from the literature sample. The findings of this review contribute to the women entrepreneurship literature by providing directions for future research on psychological characteristics which influence women entrepreneurial engagement. It highlights the importance of specifying women entrepreneurship as a unique research domain that requires focused attention for improvement and productive growth.

Keywords: *Entrepreneurship, Psychological characteristics, Systematic literature review, Women entrepreneurship.*

¹ University of Vocational Technology, Sri Lanka. (eshanijinasena@ucr.ac.lk)

² University of Moratuwa, Sri Lanka. (achinir@uom.lk)

The Study of Small-Scale Business Going Forth with Covid -19 Pandemic in Sri Lanka

Perera, A. A. R. R.,^{1*} Sandaruwan, A. Y.¹ Udeshika, R. G. D.,¹
Amarasinghe, R. T.,¹ Pathirana, U. P. G. Y.¹ and Shamila, A. K. P. P.¹

The Covid-19 epidemic began in China and quickly spread over the world. The susceptibility of the pandemic in underdeveloped nations is exacerbated by a lack of economic immunity. To keep the situation under control in Sri Lanka, the government and authorities apply quarantine curfews, travel restrictions, and other laws and regulations. It had a significant impact on the Sri Lankan economy and small and medium enterprises. This research primary objective is to recognize the effect of Covid-19 on small scale grocery shops & make recommendation for confounding the challenges posed by Covid-19. According to the literature review and qualitative interviews, four key variables were identified to determine the effect of Covid-19 in Colombo district groceries, Sri Lanka. Those are finance issues, customer behaviors, warehouse operations and transportation problem. For this study, data were collected from past research papers, five semi structured qualitative interviews with Grocery shop owners and by distributing a questionnaire among grocery shop owners. Those collected data were used to analyze four qualitative objectives and there is one quantitative objective which analyzed through quantitative data gathered from surveys-based questioners.

Keywords: *Consumers, Covid-19, financial, Lockdown, Small-scale business.*

¹ SLIIT Business School, Sri Lanka

*(bm19545318@my.sliit.lk)

How Cyber Entrepreneurs Benefitted by Technology During the COVID-19 Pandemic?

Nimeshi, G. K. S.,^{1*} Ranwala, R.¹ and Pandithrathne, K.¹

The purpose of this research is to explore the need for technology for the growth of cyber entrepreneurship in Sri Lankan SMEs. Cyber entrepreneurship is a web-based business where entrepreneurs create their ventures via web platforms. The burning need for cyber entrepreneurship has emerged with the COVID-19 pandemic and many start-ups opened online stores instead of physical stores. Due to the travel restrictions imposed by the government, customers have moved on to online buying and it became an opportunity for widespread cyber entrepreneurship. The basis for cyber entrepreneurship is the use of technology. In the qualitative research methodology, a general qualitative approach was adopted, and data was collected through in-depth interviews from 10 respondents in Western Province. To identify and derive themes, thematic analysis was used. Through the analysis, it is identified that cost efficiency in technology, and the e-business concept affects the growth of SMEs. Further, technology helps the long term survival of SMEs whereas it allows SMEs to adopt a dynamic environment and improve their quality. This will allow SMEs to maximize their competitive advantage. This study contributes to the literature by providing a starting point for empirical research in cyber entrepreneurship by the proposed model. Further, this study is important for cyber entrepreneurs to understand the need for technology when going for growth.

Keywords: *Cyber Entrepreneurs, COVID-19, Growth, SME*

¹ Department of Commerce and Financial Management, University of Kelaniya

* *nimeshis@kln.ac.lk*

Social Media Marketing and Business Performance of SMEs During the Covid-19 Pandemic in Sri Lanka

Heshika, K. A. D.^{1*} and Jeewandara, P.¹

The wide spread of COVID-19 pandemic has frozen economies and led many governments to take rigorous actions such as lockdowns and restrictions. As a result, many businesses including emerging start-ups began to discouraged, mainly due to lack of finance and marketing. That had a tremendous impact on economies such as Sri Lanka, India and Ghana, which are highly, depends on SMEs contribution. Therefore, firms are increasingly attempting to use social media to engage with various parties, with plans to have a profile on such platforms becoming a part of the overall communication strategy. The purpose of the study is to determine the factors that would allow Sri Lankan SMEs in endorsing Social Media Marketing (SMM) approaches to enhance the business performance, especially during the COVID-19 epidemic, in order to rebuild the SMEs' contribution to the economy. To investigate the influence on SMEs' performance of sales, customer engagement, employee creativity, inquiries, feedback, and identifying customer demand, a theoretical model was applied using TAM and UTAUT2 theories with few alterations. The researcher adopted quantitative research approach. An online survey questionnaire was applied to collect data from the sample size of 128 SMEs, in the Colombo district, Western Province, and to select the sample, convenience sampling method was used. To test the relationship among the constructs of the hypothesis multiple regression analysis was utilized using SPSS 28.0 version. The findings indicate that compatibility, perceived usefulness, and perceived ease of use have a positive impact on the influence of SMM adoption by SMEs. Albeit, the cost has a significant and negative impact while the facilitating conditions have not a significant impact on SMM used by SMEs. This study was able to show that, SMEs can benefit from social media for business purposes. However, several SMEs do not use social media platforms for their businesses due to a lack of technological expertise and infrastructure. This in-depth study has provided them with some useful recommendations, which help to boost business growth and achieve a competitive advantage.

Keywords: COVID-19, SMEs, Social Media Marketing, TAM, UTAUT2

¹ Department of Commerce and Financial Management, University of Kelaniya

*(kadheshika@gmail.com)

Factors Influencing on the Acceptance of Electronic Payment Systems in Sri Lanka

Weerasinghe, D. D. G. R.¹

The technology does everything which were previously done by the people manually with the involvement of automation. Even though the electronic payment system has improved the accessibility and simplified its operations in banking sector, it could be noticed that some consumers are resistant to make the conversion to EPS. Thus, the purpose of conducting this study is to identify the factors influencing on the acceptance of EPS systems such as credit cards, debit cards, mobile banking and internet banking. For this study, a simple random selection method was used to choose 100 customers who are using e-payment systems in Sri Lanka. An online questionnaire was used to gather data with the purpose of collecting data from customers engaging with various banks. Collected data were analyzed through quantitative techniques such as Chi square analysis and multiple regression analysis. The overall result revealed that the acceptance of EPS in Sri Lanka is highly sensitive to the performance expectancy, effort expectancy and perceived security. Findings of this study will provide information about customer's perception on EPS systems in the Sri Lankan context among influential factors of on the acceptance of EPS system which will be helpful for commercial banks in order to ensure that the E-payment systems are processed effectively.

Keywords: *Banking sector, Consumers' acceptance, Electronic payment system.*

¹ (gayaniweerasinghe095@gmail.com)

Examining the Adoption and Performance of Cloud-Based ERP from a Sustainability Perspective: A Systematic Review of Literature

Ranathunga, M. I. D.¹

Cloud-based ERP is a technological enhancement to traditional ERP where it operates on a vendor's cloud over an on-premises network, allowing companies to access information through the Internet. Nowadays modern organizations are moving towards sustainability resulting in competitive advantages, access to new consumers, and better long-term economic viability. As a result, it is critical to evaluate the sustainability performance of new ERP technology improvements and deployments, as each business must attain sustainability to remain safe in the present competitive market. This literature review investigates the influence of cloud-based ERP deployment and performance on an organization's or business's long-term sustainability since cloud-based ERP has become a major concern due to recent technological developments. From an economic, environmental, and social viewpoint, the study findings revealed that cloud-based ERP has both positive and negative implications on its sustainable performance. Furthermore, the study has identified some future research directions to further investigate the impact of challenges by cloud-based ERP towards sustainable performance, to explore the third-party factors that affect the implementation of Sustainable-ERP for an organization and to test and validate the master plan, road map and guidelines of cloud-based ERP implementation towards sustainability using firms belonging to various industries as case studies.

Keywords: *Cloud-based ERP, S-ERP, Sustainability performance*

¹ (ranathun_im16065@stu.kln.ac.lk)

Critical Success Factors in the Implementation of Electronic Government Procurement in Sri Lanka

Weerasinghe, W. L. G. D.^{1*}, KanaheraArachchi B. J.¹, Jayaweera, L. P. M. I.¹, Aryaratne, I. A.¹, Samarasinghe, U.¹ and Karunarathna, N.¹

E-GP (Electronic Government Procurement) has been adopted as a government strategy to offer effective public procurement in light of the many problems associated with executing the public procurement system. E-Procurement was designed to make the procurement process more efficient, effective, and cost-effective and minimize corruption. The main purpose of this study was to determine the critical success factors in implementing e-government procurement for public sector organizations in Sri Lanka and to determine the critical success factors in implementing e-government procurement for public sector organizations in Sri Lanka. A cross-sectional questionnaire-based survey was used to collect data and the study population was comprised of procurement divisions in Departments, State Managed Boards, Authorities, Commissions, Corporations, Bureaus, Institutes and Institutions and Government Banks. The sample of 162 organizations were selected as key respondents-based convenience and random sampling methods. Quantitative research approached was used in this study to discover the factors that influence the implementation of e-procurement. The findings of the multiple regression analysis showed there is a significant positive relationship between dependent variable (E-GP implementation) and four independent variables (Technology Infrastructure, Network Application, Human Capacity and Awareness and Supply Readiness).

Keywords: *critical success factors, electronic government procurement, E-procurement, government organizations*

¹ SLIIT Business School, Sri Lanka.

*BM19515922@my.sliit.lk

Investigating the Relationship between Customer Satisfaction and E-Commerce Payment Methods with Special Reference to COD and E-Card Payment Methods in the Context of Sri Lanka

Perera, K. G. T. N.,^{1*} Perera, K. G. T. D.,¹ Dilhara, M. W. A. S.,¹
Bogahawatte, S. H.,¹ Jayasuriya, N. A.¹ and Dunuwila, V. R.¹

Online shopping is a form of e-commerce in which a customer buys a good or service directly from a retailer online. When customers make online purchases, e-commerce payment methods like Cash on Delivery (COD) and e-card payment play a crucial role in the process and directly affect how satisfied they are. Accordingly, this study investigates the relationship between COD and e-card payment methods to customer satisfaction in the Sri Lankan context as main purpose in this study. A questionnaire was designed to collect data for this research, which was analyzed using the correlation analysis technique in the statistical software package (SPSS) to determine the relationship between two variables. The survey was conducted among 384 people who were considered suitable in this quantitative analysis, and they are customers of major online stores in Sri Lanka. The final result of the study demonstrates that, both COD and e-card payment methods has a statistically significant and positive relationship with customer satisfaction. Furthermore, this study not only provides researchers and customers but also company owners with a clear understanding of payment options and provides a detailed understanding of what is the appropriate payment method to satisfy customers. Also, since research publications in this field are limited, this article provides more information for specialized researchers.

Keywords: *Cash on Delivery, Customer Satisfaction, E-Card Payment, and Online Shopping*

¹ SLIIT Business School, Sri Lanka
*(bm19522234@my.sliit.lk)

Impact of Social Media Towards Employment Decision of Management Undergraduates

Kalpanee, R. K. H.,^{1*} Rathnayake, R. M. H. K.,¹ Hearth, H. M. C. C.,¹
Shihari, D. S. P. M.,¹ Pathirana, G.¹ and Wickramarachchi, C.¹

Among social media users, university student occupies a prominent place. The major objective is to address how social media influences job decisions, as well as the importance of students operating their own enterprises and how they may affect their business chances and development. This study employed a qualitative technique, content analysis and thematic analysis to analyze the data. The findings suggest that the majority of management undergraduates have a good attitude about using social media for career selections. As a consequence, this research study would provide future support for future job and company selections with the goal of getting favorable enthusiasm via social media.

Keywords: *Social media, Management undergraduates, Job decision*

¹ SLIIT Business School, Sri Lanka.

*(kalpaneerajapakshe@gmail.com)

Factors Affecting Customer Adaptation to Online Banking Services Sri Lanka: A Case Study of Sri Lankan Public Bank

Sumanapala, S. D. A.¹

Online banking systems have been designated as a parallel system development project to conduct banking activities for their end consumers. At this point, the researcher has discovered that while there has been an overall increase, it has not been proven to be statistically significant compared to banking expectations and central banking requests. This study examines the numerous factors that influence customer adaptation in the online banking market, focusing on the public banking sector in Sri Lanka. The features of the specified variables, which are attitude, subjective norms, and perceived conduct on ABC bank's online banking system, will be covered in this study. As a result, the researcher decided that the sample comprises consumers who visit the counters of the three branches in the Anuradhapura town region; the sample size was 91, and the study was carried out using the quantitative approach for the analysis. The study results showed that the level of customer adaptation to internet banking is at a high level, and the level of usage is also at a high level. The customer adaptation to internet banking explains 67.6% variation in use, which is significant to conclude that the customer adaptation to internet banking is a good predictor of usage, and there is a positive relationship between the customer adaptation of internet banking and use. Mainly, the study's results identified customer adaptation variables significantly affected customer usage in online banking in the Anuradhapura district. According to the research results, attitude, subjective norm, perceived behavior control, and use of online banking have a significant positive impact on the usage of online banking, particularly about ABC Bank in Anuradhapura City Area, Sri Lanka.

Keywords: *Awareness, Customer adaptation, Online banking, Sri Lanka*

¹ Department of Social Statistics, University of Kelaniya, Sri Lanka (amasha9612@gmail.com)

A Literature Review on Impact of Virtual Reality on Customer Experience with the Special Reference to the Hospitality Industry

Hewapathirana, N. T.,¹* Fernando, A. L.¹ and Dabare, P. U. I.¹

Virtual reality has become one of the trendiest technological components when it comes to the hospitality industry. It has evolved over the past few years of time with the updating of new technological elements and procedures. With the impact of severe problems and unavoidable circumstances, virtual reality has been used mostly in the industry to generate a better customer experience. Hence this notion has evolved and subsequently gained the attention of researchers. However, it is questionable what significant characteristics a firm needs to focus on in virtual reality to have a better customer experience. As a result, the purpose of this study is to present a critical review of literature on virtual reality technology to define a set of components for providing a better customer experience. To objectively analyze the virtual reality components described by many writers, a thorough literature review is conducted by selecting both conceptual and empirical works mostly published after 2005 in renowned publications. Based on the content, virtual reality components have been identified as virtual experience, telepresence, interactivity, virtual environment, and Embodiment as the Technological Factor. A proposed model extends the findings into a conceptual realm by summarizing all these aspects.

Keywords: *Customer Experience, Interactivity, Telepresence, Virtual Environment, Virtual Reality*

¹ Department of Marketing Management, University of Kelaniya
*(thewa201@kln.ac.lk)

Investigating Customer Adoption to Digital banking Platforms in The Post-Covid-19 Pandemic in Sri Lanka

Jayakody, J. A. D. P. M.,^{1*} Perera, K. N. M.,¹ Perera, D. S. I.,¹ Liyana Aachchige, K. P.,¹ Dunuwila, V. R.¹ and Lokeshwara, A.¹

Digitalization concepts are now widely accepted in every industry in the modern world. Robotics and artificial intelligence are replacing people in the workplace. Digitalization has a significant impact on the financial industry. Additionally, 2020 has been designated as the “year of digital transactions” by the Central Bank of Sri Lanka. In doing so, the central bank of Sri Lanka encourages and inspires the country's banks to go digital. This study investigates the customer adoption of digital banking platforms during the post-COVID-19 pandemic in Sri Lanka. The target population for the study was bank customers and customers who have given up bank transactions from selected rural and urban districts of Sri Lanka. Data was collected using questionnaires. The authors have used quantitative data in analyzing the process. The study's population was estimated to be 13 million with a sample size of 421 respondents. Analysis was undertaken with the aid of the Statistical Package for Social Sciences (SPSS) where correlation analysis and multiple linear regression models were performed. The study's findings recognized that although all independent variables have a relationship to customer adoption, only perceived ease of use, accessibility, and digital literacy significantly impact customer adoption through the regression analysis.

Keywords: *Customer adoption, Customer Perceptions, post COVID -19, Digitalization*

¹ Sri Lanka Institute of Information & Technology, Malabe, Sri Lanka
*(pamathijayakody96@gmail.com)

Implementation of Smart Parking System Using Image Processing

Amarasooriya, P. M. D. S.¹ and Peris M. P. L. L.¹

The number of vehicles in use has been increasing over the last few years. Therefore, the need for larger parking areas is evident. Existing conventional methods of detecting occupancy of slots in smart vehicle parking areas are not further suitable due to the necessity of the high number of expensive sensors and the area needed to be monitored becoming larger. This study aims at finding, updating and indicating the real-time number of free parking slots in the parking area using a cost-effective, fast and accurate solution. Video footage from a camera was used as the input device while YOLO v3 is used as the object detection algorithm for image processing. Free parking slots were evaluated by comparing separately detected coordinates of parking lots and parked vehicles. PKLot database was used as the dataset to train and evaluate the model. The performance of the proposed model was evaluated using the images present in the dataset relevant to different weather conditions. The model resulted in an average of 88.01% performance. The highest performance was demonstrated on sunny days and the lowest performance was recorded on rainy days.

Keywords: *Convolutional Neural Network, Image processing, Parking space detection, shortest path algorithm, Smart parking system.*

¹ University of Kelaniya, Sri Lanka.

Importance of Utilising Big Data Analytics in Enhancing Construction Data Management

Wattuhewa, R. M.,^{1*} Waidyasekara, K. G. A. S.¹ and Dilakshan, R.¹

With the extensive volume of data accumulation, the need for a powerful, and effective data management tool became prominent. As a result, Big Data Analytics became a major choice of data management for different industries. However, the adoption of Big Data Analytics has been slow in the construction industry. Therefore, this research focused on identifying the importance of utilising Big Data Analytics in construction industry. A comprehensive literature synthesis was conducted to identify the requirement for an effective data management tool such as Big Data Analytics. In this context, different types of data, the advantages of properly managing data in construction context, along with an overview of the evolution of Big Data in the construction was reviewed. Thereafter, a qualitative research approach was adopted as the appropriate approach and semi-structured interviews with industry practitioners from Construction and Information Technology sectors were conducted. According to the findings, it was proved that Big Data Analytics has immense potential in enhancing the overall quality of the industry by acting as a data management tool. Accordingly, it is evident that the utilisation of Big Data Analytics in construction projects is crucial for effective data management and ultimately for the enrichment of the construction industry.

Keywords: *Big Data Analytics, Construction Industry, Data Management.*

¹ Department of Building Economics, University of Moratuwa, Sri Lanka
*(ravindumwattuhewa@gmail.com)

Factors Affecting the Adoption of Augmented Reality (AR) Technology as a Marketing Strategy in the Fashion Retailing Sector of Sri Lanka

Wickramaratne R. M.¹, Gooneratne D.W.A.¹ and Wimalasiri R. K. H. S.^{1*}

The purpose of this paper is to investigate the factors affecting the adoption of Augmented Reality (AR) technology as a marketing strategy in the fashion retailing sector of Sri Lanka. The study developed its conceptual framework based on the Technology-Organization-Environment (TOE) theory where a structured online questionnaire was distributed among 179 fashion retailers that conduct businesses online on social media platforms (Facebook). The multiple regression technique was employed to analyze data with the use of SPSS software. The study findings revealed a significant relationship between the perceived benefits, technology complexity, IT infrastructure capability, financial readiness and AR adoption whereas a non-significant relationship was observed between AR adoption of competitors and government policies with AR technology adoption in the fashion retailing sector of Sri Lanka. The study results are imperative for the marketers to understand the factors affecting AR technology adoption from a company perspective to develop strategies and introduce mobile applications incorporating AR technology. Further, this is the first kind of study to examine the factors affecting AR adoption in the Sri Lankan context from the company perspective. Moreover, studies could incorporate different theories to extend the framework where the study can be extended to other sectors such as tourism, learning, supermarkets etc.

Keywords: *Augmented Reality, Fashion Retailing, TOE framework*

¹ Department of Commerce and Financial Management, University of Kelaniya

* (hashanw@kln.ac.lk)

A Study on Employee-Manager Relationship and Perceived Service Quality from an Employee's Perspectives in Sri Lankan Financial Industry; Special Reference to Western Province

Weerathunga, A.¹

The main purpose of this study is to study the employee-manager relationship and perceived service quality in the Sri Lankan financial industry from employees' perspectives. This study used correlation analysis to identify the relationship between two variables and simple linear regression to understand the possible impact of the employee-manager relationship on perceived service quality. Further, it has been used as an independent samples T test to compare study variables between two groups, state and non-state financial institutions. A cross-sectional data collection was done covering 96 financial institutions located in the Western Province of Sri Lanka and 1083 respondents.

The study's findings show that there is a significant relationship between the employee-manager relationship and perceived service quality, and that the employee-manager relationship has a significant impact on perceived service quality. On the other hand, it was able to find that the mean scores of both variables are significantly different between state and non-state financial institutions, indicating the managers should make necessary attempts to find possible reasons behind these findings and make the required arrangements to improve the overall service quality of the industry. So far, few studies have been done in this area. Future research can take this as a basis and do more research to create new knowledge to enrich the literature.

Keywords: *Employee-manager relationship, Employee's perspective, Financial industry, Perceived service quality.*

¹ Business School, Sri Lanka Technological Campus, Padukka (aroshadil@gmail.com)

Role of Customer Learning and Supplier Learning in Ensuring Supply Chain Resilience: with Special Reference to Sri Lankan FMCG Sector

Mohammad, T. M. T.,^{1*} Jayasundara, B. R. M. R. I. M.,¹ Corera, N. S. R.¹
and Marasinghe, D. E. D.¹

The modern supply chain must change from cost minimization to innovative approaches while strengthening its resilience to add value across all industries. The main purpose of this study is to identify the impact of Supply chain learning on Supply chain resilience in the Fast-moving Consumer Goods industry in Sri Lanka. The study was done by collecting data from 39 FMCG sectors having employed a self-administered questionnaire and Partial least squares structural equation modelling was used for data analysis purposes. The results found that there is a significant impact of Customer Learning on Supply chain resilience and there is an insignificant impact of Supplier Learning on Supply chain resilience in the FMCG sector in Sri Lanka. Results prove that Supply chain learning has a positive significant impact on Supply chain resilience. The study's findings suggest that supply chain learning should be viewed as a key strategy and should be carefully developed to improve a company's supply chain performance. The study findings would be useful to improve resilient supply chains in FMCG sector, which contributes more than 30% of GDP despite the economic crisis the country is encountering at the moment.

Keywords: *Customer learning, FMCG, Supply chain resilience, Supplier learning.*

¹ SLIIT Business School, Sri Lanka Institute of Information Technology, Malabe, Sri Lanka
*(bm19544250@my.sliit.lk)

How Green Supply Chain Practices Support Environmental Sustainability: A Literature Review

Dasanayake, W.M.D.A.^{1*}, Gamaarachchi, B.G.T.N.,¹ Ranathunge, K. K. G. I. S..¹ and Karunarathna, K. N. P.¹

In the reason decade, environmental pollution is one of the major concerns that keep getting aggravated with the negligence acts of corporates all around the world. To overcome the complications of pollution, majority of the industries are focused on adopting green practices to their supply chains in achieving sustainability in Triple Bottom Line (TBL). The purpose of the research is to conduct an in-depth study on green practices and how the ‘sustainability’ concept is applicable for logistics and supply chain industry to overcome the negative environmental impacts and to identify how worldwide companies are using Green Supply Chain Practices (GSCP) to improve the organizational contribution to environmental sustainability. A systematic literature review was conducted by investigating past studies on the six supply chain phases. The findings highlight GSCP have a positive relationship on environmental sustainability. Ultimately this paper findings provide recommendations to futures researchers and organizations who are invested in making changes, for the greater good of environment through GSCP.

Keywords- *Environmental sustainability, Green Supply Chain Practices, Supply Chain*

¹ Sri Lanka Institute of Information Technology, Sri Lanka

*(amasha.d99@gmail.com)

Process Optimization, Innovation and Operation Flexibility Focused Capability Impact on Supply Chain Risks in Courier Companies in Sri Lanka

Kendangamuwa, K. P. J. K.,^{1*} Senanayake, S. M. T. V. P.,¹ Botheju, W. I. U.,¹ Jayasundara, I. H.,¹ Madhavika, W. D. N.¹ and Weeraratna, R.¹

Risks in supply chain covers up the inconveniences that could happen in a supply chain of a certain organization. Process Optimization Focused Capability (POFC), Innovation Focused Capability (IFC) and Operation Flexibility Focused Capability (OFFC) are considered as the developments in the logistics sector which is connected to the logistic innovations. The Supply Chain Risk (SCR) is considered as a major issue in the courier industry based on the impact on these three logistic developments. This research paper aims to provide an empirical study about the impact of these three variables on SCR regarding Sri Lankan courier industry. A questionnaire survey was conducted with the managerial level, executives and other staff connected to Sri Lankan courier industry in a quantitative approach to collect the data required by considering a population of 58 courier industries. Simple random sampling was used to identify the sample size of 52 while 48 courier companies responded to the questionnaire. Multiple Linear Regression (MLR) was aided to analyze the results with the use of Statistical Package for Social Sciences (SPSS) as the statistical software. The results revealed that POFC, IFC and OFFC has a negative impact on SCR while the study concluded that effective management of logistic innovation in a cost optimization method will result to have no impact on SCR. Further recommendations recommended, that efficient use of logistic innovations will support the courier companies in mitigating the SCR.

Keywords: *Logistic Innovations, Supply Chain Risk Mitigation, SCR, Courier Companies*

¹ Sri Lanka Institute of Information Technology, Malabe
*(bm19533438@my.sliit.lk)

Importance of the Lecturer's Readiness for Effective Online Lecturing during the COVID-19 Pandemic from Lecturers' Perspective at Higher Education Institutes in Sri Lanka

Wickramasinghe, S.¹ and Hettiarachchi, S.²

The spread of COVID-19 has led to the closure of educational institutions in the world. Lecturing during the lockdown periods becomes quite challenging for lecturers as they had to conduct lectures regularly from their homes or any other convenient can be numerous distractions. In conceptualizing, the researcher has attempted to build a relationship between Technical Competence, Online Teaching Environment, Attitude of Lecturers (independent variable), and Effective Online Lecturing (dependent variables). Data were collected through a questionnaire and 390 lecturers of HEIs in Sri Lanka were selected as the sample size for this study.

The research outcomes revealed that the Lecturer's Readiness directly affects Effective Online Lecturing during the COVID-19 Pandemic. The attitude of Lecturers and the Online Teaching Environment have the highest impact on the Effectiveness of Online Teaching during the COVID-19 Pandemic while Technical Competence shows a less significant impact.

Keywords: *Online teaching, COVID-19 Pandemic, Readiness, Education, digital tools*

¹ Horizon Campus, Malabe, Sri Lanka (samanthi@horizoncampus.edu.lk)

² TECH Computers, Sri Lanka (hsunesh@gmail.com)

Does Online Education Cause School Children to Become Addicted to Internet and Computer Games in Sri Lanka? A Study Based on Kurunegala, North Western Province, Sri Lanka

Konara, K. M. N. N.¹

The Covid-19 pandemic had resulted in a risk for school children of all ages to get addicted to Computer and Internet games as a side effect of the recurring online classes. The dominant explanation for this trend is the tough psychological phase experienced by the children during this time. Previous researches have primarily studied on the prevalence of video games and the addiction among school children outside of Sri Lanka and they were mostly relied on the responses of children. Thus, a cross sectional data were collected from the parents of Kurunegala district with an analytical explanation in relation to online education here. A descriptive questionnaire was distributed among 50 parents and telephone conversations were carried out to analyze the behavior of children. In this study, 75% secondary students and 25% primary students among 75% male students and 25% female students were analyzed. A critical evaluation on the behavior of children during this season has evoked the importance of scrutinizing the influence of online education. The risk of addiction towards Internet and Computer games was prevalent among the adolescent male students. It has been shaped by the behavior of parents as well as monotonous and less interactive online teaching.

Keywords: *Computer, Education, Games, Internet, Online*

¹ Postgraduate Institute of Humanities and Social Sciences, University of Peradeniya, Peradeniya, Sri Lanka (info@pgihs.ac.lk)

Integrating Padlet as an Online Teaching Strategy for Writing Tasks: Evidence from Undergraduates of Faculty of Science at University of Kelaniya

Dineshika, H. K. P.¹

Due to the Covid 19 pandemic situation in Sri Lanka, physical classroom teaching has transformed into virtual teaching and learning making the process bit complicated for both teachers and learners. An online application called Padlet can be used for writing tasks in online classes which facilitates the features for collaborative learning as well. Therefore, this study aimed to investigate the effect of using Padlet on enhancing first-year undergraduates' writing skills in academic writing. This research was conducted for six weeks in the second semester of the academic year 2019/20 at the University of Kelaniya. Two classes which consisted of the students from the Faculty of Science were selected as the population and the sample consisted of randomly selected 50 students from each class. These two classes were divided into two groups: a control group and an experimental group. The participants were pretested at the beginning of the study to make sure that they were homogenous. Afterwards, the experimental group received intensive training and writing exercises using Padlet and the control group was instructed through the traditional lecture-discussion instruction method. At the end of the experiment, the two groups were post-tested using a writing an essay post-test in order to evaluate their writing skills. Moreover, questionnaires and semi-structured interviews were conducted. The quantitative data were analyzed using SPSS and to affirm those findings qualitative data gathers from questionnaires and semi-structured interviews were analyzed thematically. The findings of the study revealed that there were statistically significant differences between the means of the two groups in favour of the experimental group which achieved better results in the post-test. The results of this study showed that the majority of the students agreed that the usage of Padlet assisted them to improve their writing skills.

Keywords: *Online learning, Padlet, Writing skills.*

¹ DELT, University of Kelaniya (*prdin191@kln.ac.lk*)

A Conceptual Review on Impact of User Generated Facebook Content on Destination Choices; with Special Reference to Tourism Industry.

Fernando, A. L.,^{1*} Dabare, P. U. I.¹ and Hewapathirana, N. T.¹

Social media has completely changed the way we communicate and behave online, resulting in a new channel for information consumption and dissemination. This essay will reveal and explain how Facebook may assist the travel and tourism sector in strategically positioning tourist destinations by leveraging User-Generated Content (UGC) produced by Facebook. This essay focuses on Facebook's function and how it relates to the hospitality and tourism sectors. This study investigates the viewpoint of online information seekers who utilise Facebook content to make educated travel decisions based on user-generated content (UGC). Tourism locations are being promoted through Facebook as travellers have evolved into content producers and influencers. The concept of digital content based on its origin hasn't been investigated subsequently. Therefore, this paper intended to provide a critical evaluation of literature on impact of user generated Facebook content on destination selection in the tourism industry. A thorough evaluation of the literature is conducted by selecting both conceptual and empirical studies, most of which were published after 2005 in reputable journals, to critically evaluate the influence user generated Facebook content on destination selection. A model is proposed to broaden the investigation into a conceptual realm by condensing all these components.

Keywords: *Destination Choices, Facebook Content, Social Media Content Marketing, Tourism Sector, User Generated Content*

¹ Department of Marketing Management, University of Kelaniya.
*(lfern201@kln.ac.lk)

Impact of Health and Safety Practices on Employee Retention: A Study of Operational Level Employees in Selected Manufacturing Company in Sri Lanka

Seuwandi, P. S. N.^{1*} and Gunasekara, V. M.¹

Sustaining high quality health and safety practices as a mean of retaining the best talents, have given a wide spectrum of importance over the years. Thus, the present study focuses on identifying the impact of health and safety practices on employee retention. Further, it assesses the dimensional (safety procedure and risk management, health and safety rules, organizational safety support, organizational hazards prevention and employee wellness program) impact on employee retention. To achieve above objective one hypothesis and five sub hypotheses were developed and tested. This is a deductive and quantitative study. The study conducted as a cross-sectional survey study using a sample of 125 operational level employees selected from the selected manufacturing company in Sri Lanka. Primary data were collected via standard questionnaire consisting of 38 statements with five-point Likert scale. Regression analysis was employed to test the constructed hypothesis. The finding of the study showed that health & safety practices, safety procedure & risk management, health and safety rules, organizational hazards prevention, organizational safety support have a positive impact on employee retention. Meanwhile, employee wellness program has a negative impact on employee retention. Accordingly, some implications and directions for future research are also addressed.

Keywords: *Employee Retention, Employee Wellness Program, Health and Safety Practices, Occupational Hazards Prevention, Safety Procedure and Risk Management.*

¹ University of Kelaniya

*(nadeeraseuwandi1998@gmail.com)

Exploring Occupational Stress of Female University Academics During the Covid-19 Pandemic

Perera, P. R. D. P.,^{1*} Vimeshika, M. H. K.,¹ Wijethunga, B.M.H.L.B.,¹
Weerasuriya, P. K.¹ and Dunuwila V. R.¹

The coronavirus prominently impacts on tertiary education by digitalizing academic work. This abrupt, unfamiliar digitalization causes occupational stress of worldwide academics. Hence, this research aims to explore the occupational stress and work from home (WFH) experience amongst female university academics. Occupational Stress Index (OSI) questionnaire, and in-depth interviews were employed for the data collection processes. Descriptive statistics, and thematic analysis were used as analytical techniques. Multistage stratified sampling was utilized for selecting the sample size of 348 female academics from state, and non-state universities for quantitative objectives. The findings revealed that, 59.52% of female academics belong to 41-50 years encountered the highest-level occupational stress. When referring to the working parents, 63% of working mothers from state universities were suffered from the highest-level of occupational stress when at least 22% from non-state universities experienced highest level of stress. Role overload reported as the highest stress contributing factor and powerlessness reported as the lowest contributing factor of the study. Twelve respondents who contributed for the online survey were selected at random for in-depth interviews. Thematic analysis was used to identify stress coping mechanisms of female academics as results of analysis, four major themes were uncovered: intellectual, imaginative, physical and community oriented.

Keywords: Covid-19, female academicians, occupational stress, Sri Lankan universities, work from home

¹ Sri Lanka Institute of Information Technology (SLIIT)

* (bm19507798@my.sliit.lk)

Impact of Leadership on Service Quality. Development of a Conceptual Model

Sadeesha, W. K. R.¹ and Dhammika, K. A. S.²

State universities serve as a center for the creation and dissemination of knowledge. Universities required a well-established leadership system to function properly. Hence, the purpose of this study is to develop a conceptual model to examine the impact of leadership on service quality, with reference to administrative and other executive staff of state universities in Sri Lanka according to the perception of undergraduates. The proposed conceptual framework is developed based on prior literature. 120 articles were collected and reviewed primarily to see their relevance to the foreseen topic. A comprehensive review of each article is done to identify the variables, methods, and conclusions. This proposed conceptual framework will be used for comprehensive future research on the impact of leadership on service quality. Particularly, this proposed research will be carried out in the state university system in Sri Lanka since there is not much research done in this area.

Keywords: *Laissez-faire leadership, Service quality, State universities, Transformational leadership, Transactional leadership*

¹ Regional Educational Services, The Open University of Sri Lanka.
(sadeesha851015@gmail.com)

² Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka (kasdhammika@yahoo.com)

The Impact of Push Factors on Turnover Intention of Millennial Employees: A Study of Apparel Industry in Polonnaruwa District, Sri Lanka

Jayarathna, M. P.¹ and Jayawickrama, U. W. G. Y. E.²

Employee turnover problem is increasing among Generation Y (Millennial employees) than in previous generations. It observed that millennial employees from apparel sector have a high tendency to leave the organizations. According to many research findings, different kinds of factors are affected on employee turnover intention. Hence very limited studies examined how the push factors impact on turnover intention of millennial employees, this study attempts to explore the push factors impact on turnover intention of millennial employees. The quantitative methodology has been used, a survey method was used to collect data, and the data was collected through a questionnaire. The study used 325 millennial employees who worked as machine operators in three apparel organizations in Polonnaruwa district, Sri Lanka, used a cross-sectional study design and simple random sampling technique. Results revealed that less salary, bad working environment, employee conflicts, more office workload and low social status have a positive impact on turnover intention of millennial employees in apparel industry. The study is important in making future predictions about millennial employee's turnover by providing knowledge to society and give solutions to the leading problems in apparel industry. Future studies can be conducted on organizational and institutional levels than individual levels.

Keywords: *apparel sector, generation Y, millennial employees, push factor, turnover intention.*

¹ Department of Management Studies, Faculty of Management, University of Peradeniya, Peradeniya, Sri Lanka (*malshajp@gmail.com*)

² Department of Human Resource Management, Faculty of Management, University of Peradeniya, Peradeniya, Sri Lanka (*erandi4422@gmail.com*)

The Impact of Enforced Work from Home Practices on Mental Health and Well-being of Information Technology Sector Employees During the COVID-19 Pandemic in Sri Lanka

Siyambalapitiya, S. A. N. G. U.^{1*} and Wickramarachchi, R.¹

Remote working was not a popular working method in Sri Lanka before the pandemic. In the current context, the research focus should be on making remote working more effective and efficient, where remote working has become a widely used alternative in Sri Lanka. The study has been conducted by reviewing the existing literature using multiple studies published under remote working and its impact on employees in various sectors. A total of fifty research papers have been reviewed to identify the most common factors and was categorized accordingly. The identified factors were mainly classified as psychological factors, behavioral factors, organizational factors, physical factors, emotional factors, teleworker factors, family-related factors, and COVID-19 related factors. A word frequency analysis was then conducted for the psychological factors category to identify the most common psychological factors cited in previous literature. A conceptual model has been developed from the most common psychological factors identified. The data analysis revealed that there is a negative relationship between the frequency of work from home before the pandemic and general well-being, work-life balance, and mental health. The study revealed a positive yet insignificant relationship between enforced WFH practices general well-being, mental health, and work-life balance. It is also evident from the current study that there is a negative relationship between the period of work from home and general well-being, work-life balance, and mental health. With the completion of the current study, the decision-makers of organizations can take the necessary actions to make the work from home experience more manageable for their employees to reap the maximum benefits during these uncertain times.

Keywords: *COVID-19, Enforced Work from Home, IT Sector, Psychological Impact, Well-being*

¹ Department of Industrial Management, Faculty of Science, University of Kelaniya

*(siyambal_im16084@stu.kln.ac.lk)

Sustainable Human Resource Management: Improving Satisfaction and Retention of Employees

Arshi, F.^{1*} and Ankhi, M.¹

This study introduces a new method for assessing employee satisfaction that quantifies total satisfaction and identifies job characteristics and economic variables that influence employee retention, a crucial problem for sustainable human resource management. According to the results of 146 survey questionnaires submitted by various organization employees, the average employee satisfaction is. Most employees were dissatisfied with their financial rewards and the employer's lack of interest in their thoughts and attitudes. Regression and correlation study found that employee retention is influenced by job satisfaction, regional labor market conditions, the length of employment, and job position. This is the first study to examine the concepts in the literature addressing sustainable human resource management and management behaviors that positively promote higher employee satisfaction. This topic is essential to both leadership practice and academic study.

Keywords: *sustainability; sustainable human resource management; employee satisfaction; employee retention.*

¹ University of Dhaka
*(farzanaarshi1508@gmail.com)

Exploring Drivers to Adopt Eco System-Based Livelihood Diversification: Experiences from Women in Agri-based Economy in Sri Lanka

Sachitra, V.^{1*} and Hettiarachchi, K.¹

Eco system-based livelihood diversification (ESLD) approaches have been identified as one of the best solutions to deal with climate crisis alleviate poverty and improve living standards in rural communities in developing nations. The study aims to elucidate the motivations that drive Sri Lankan women in rural agri-based community to adopt ESLD activities. The Sustainable Livelihood Approach (SLA) five pillars used as a theoretical framework. The study was carried out with women living in farmer families located in Anuradhapura District, Sri Lanka. A purposive sampling technique was employed to select sample. Semi-structured interviews were performed with 46 women in a non-contrived setting. Making handcrafts using different plants, composting and home gardening are the major sources of ESLD of women in the study areas. Under the SLA factors, human resources include family size, education, vocational training, age and attitude. Social resources like participation in community works, family support received and becoming membership in cooperatives encourage the women to partake in ESLD. Non-agriculture natural resources considered as an incentive to engage in ESLD. Satisfaction with the income generated by the livelihood, other income sources, and loans from the informal sector become vital financial resources. With regard to the physical resources, the respondents were profound with infrastructures, market places, training centers and tools/equipment. Knowing the existing ESLD strategies and pointing out the determinant factors affecting women in practicing ESLD activities is unquestionably important in the provision of information to formulate an appropriate strategy for the development of the rural agri-based community. Little is known about the ESLD efforts and the extent of adoption of ESLD practices by women in rural communities. The findings based on the SLA framework help to understand what is happening in livelihood diversifications in agri-based community and suggest important implications for the development of ESLD for the future.

Keywords: *Agriculture; Eco system-based livelihood diversification; Rural community; Sustainable Livelihood Approach; Women*

¹ University of Sri Jayewardenepura, Nugegoda, Sri Lanka
*vilani@sjp.ac.lk

Environmental Impact of Secondary Packaging: A Lifecycle Assessment of Milk Powder Packaging in Sri Lanka

Bandara, W. A. L. M.^{1*} and Wahala, W. M. P. S. B.¹

The study has been carried out with the main focus of measuring the negative environmental impacts of milk powder secondary packaging throughout its lifecycle. The selected secondary packaging is a 400g full cream milk powder carton. In addition to that, calculating the monetary saving results along with environmental saving by avoiding milk powder secondary packaging are also focused in the study. For this purpose, a Life Cycle Assessment was conducted. The boundary was from cradle to grave. The declared unit used is one 400g milk powder carton. The assessment was done using SimaPro faculty version software and ReCiPe 2016 is the characterization model used for generation of endpoint damage categories and midpoint impact categories. The primary data was gathered through interviews with managers and executives in milk powder manufacturing and printing industries. According to the results obtained, the highest impact of the life cycle of milk powder secondary packaging is on marine organisms and the environment. Freshwater ecotoxicity, Human non-carcinogenic toxicity are the next highest impacts of the milk powder carton life cycle. Damage to Human Health, Resources and Ecosystem can be reduced by 93.57 DALY, 1,839,960 USD 2013 and 0.205 species.yr. respectively by eliminating milk powder secondary packages from Sri Lanka. It is an annual saving of Rs. 1.8 billion from consumer perspective and Rs. 1.5 billion from manufacturer perspective. Adopting a minimalist approach in packaging and switching for locally sourced packages can be recommended to reduce the negative environmental impact. As per the future research recommendations, it can be suggested to quantify the direct and indirect benefit that a manufacturer and a consumer receives by practicing minimal secondary packaging for products.

Keywords: *Life Cycle Assessment, Milk powder carton, ReCiPe Characterization Model, Secondary packaging.*

¹ Sabaragamuwa University of Sri Lanka

*lavangi@mgt.sab.ac.lk

Food Security Status of People in Vulnerable Areas in Sri Lanka

Samarakoon, M.,¹ Jayaweera, R.¹ and Vimalini, N.¹

The problem of food insecurity has been critical in many parts of the world and as a result, food security has been included in the world's development agenda. Food security is the second Sustainable Development Goal to be achieved by 2030. The main objective of this study is to find the food security status of vulnerable groups in Sri Lanka measured by the Dietary Diversity Score, Coping Strategy Index, and Food Insecurity Experience Scale. This objective is achieved by employing primary data, collected from six districts namely Colombo, Rathnapura, Anuradhapura, Batticaloa, Puttalam, and Nuwara-Eliya. According to the Dietary Diversity Score and Coping Strategy Indices, most numbers of people are food secure, and the severity of food insecurity is minimal. However, findings based on the Food Insecurity Experience Scale highlighted that a considerable number of people are suffering from seasonal food insecurity in vulnerable areas in Sri Lanka. The authors highlighted the need for improved seasonal food access and local seed programs to improve food security within their communities and households. The current study suggests a picture of households' overall nutritional status and dietary patterns in this environment, which can help food and nutritional policymakers create and carry out targeted initiatives to encourage healthy eating among Sri Lanka's most vulnerable citizens.

Keywords: *coping strategy index, dietary diversity score, food insecurity experience scale, food security*

¹ Department of Economics, University of Kelaniya
*harinisamarakoon95@gmail.com

Vocational Training and Workplace Learning: A Literature Review

Niwunhella, N. A. R. P.,¹* Abeysekara, R.¹ and Weligamage, S.¹

This research paper provides an analysis of the empirical research about workplace learning in the context of vocational education and training (VET). To examines existing literature in to practices, parties involved and supporting and hindering factors related to workplace learning of vocational training. The specific procedure used in this review was literature screening and review related to vocational training and workplace learning. The main review type for this study is a mapping review. Workplace training and on-the-job training can further be divided into two categories: (1) strategies that focus on completing certain work-related tasks and (2) strategies that focus more comprehensively on the learning process itself. It is evident that techniques that are more trainer-led and easily carried out in the everyday work flow are in more frequent use. Findings also show strong evidence for the collective nature of workplace learning model. Findings contributes for the theory building and supports regulatory practices in the workplace leaning model. Future studies should be carried out to pay more attention to methodological issues in order to understand this in the phenomenon and to minimise bias in findings and recommendations.

Keywords: *Skill development, Workplace learning, Apprenticeship, Literature review*

¹ Faculty of Graduate Studies, University of Kelaniya, Sri Lanka
*rniwun@gmail.com

Challenges and Prospects in Internalization of Eco-friendly Polythene Production: A Phenomenological Study

Divyavadhana, A.¹ and Eranda, B. A. N.²

This study aims to explore the challenges and prospects in internalizing the eco-friendly polythene production with the intervention of government rules and regulations. A qualitative research methodology is used by adopting a phenomenological approach in the study. Accordingly, data was gathered using in-depth semi- structured interviews conducted with polythene industry manufacturers in the Colombo district. Also, the researchers used secondary data sources in the initial stage of the research including the documentary evidence from the polythene manufacturers. The data was analysed using the generic strategy including the stages of coding, sorting, synthesizing and theorizing.

The results show that the challenges of the manufacturers after the partial ban on polythene products. Accordingly, as per the findings difficulties in polythene manufacturing was identified as a main theme which includes increasing hazards and issues in developing eco-friendly polythene. The other main theme generated from the analysis was the major obstacle to sustainability. Moreover, the findings show the improvement in stakeholder management and adaptation of stakeholder management despite challenges in the field of eco-friendly polythene production. In conclusion, the time to time development, marketing improvements, and innovative strategies can support the polythene manufacturers to overcome the challenges. This requires a strong support from the related stakeholders to develop the necessary upgrading.

Keywords: *Eco-friendliness, Polythene-manufacturing, Qualitative-research, Stakeholder management, Sustainability.*

¹ Department of Management Studies, Faculty of Management, University of Peradeniya (divyalingam28@gmail.com)

² Department of Marketing Management, Faculty of Management, University of Peradeniya (nuresh@mgt.pdn.ac.lk)

Use of Predictive Analytics in Issuing Credit Card Services to the Customers: Evidence from Sri Lanka

Samarajeewa, A. K.,^{1*} Premachandra, M. A. S.,¹ Arangallage, N. M.,¹
Gunarathne, P. K. D. U. P.,¹ Pathirana, G.¹ and Wickramarachchi, C. N.¹

The most significant changes in financial services are using predictive analytics, increased for supporting data-driven decision-making processes, transaction automation for predicting future businesses. The financial institution in Sri Lanka uses algorithms as predictive analytics to manage risks, detect fraud, streamline operations, etc. This identified as a gap in the research and not enough confirmation that predictive analytics is used in the issuance of credit cards as service of financial institutions in Sri Lanka. The research is to ascertain whether or not financial institutions use this in providing of credit cards in Sri Lankan context. Based on that, if predictive analytics is used, what are the reasons for it and if not, what are the factors that cause it, it is hoped to confirm here. Top five Sri Lankan credit card issuing financial institutions were selected as the sample using the purposive sampling method for the research. Conducted five in-depth interviews with credit card related officers of financial institutions and collected the data required for research and obtained the results which were entered into the NVivo software using thematic and content analysis. Consequently, the finding will also help policy makers from a financial perspective and those interested in doing research.

Keywords: *Credit Card, Financial Institutions, Predictive Analytics, Sri Lanka.*

¹ SLIIT Business School, Sri Lanka Institute of Information Technology, Malabe, Sri Lanka,
*(abikavindya6@gmail.com)

Exploring COVID-19 Vaccine Hesitancy and its Determinants Among Young Adults in Sri Lanka

Wijerathne, H. D. H. P.,^{1*} Purijjala, I. W. C. D.,¹ Pathirana, D. S. A.,¹
Kumarasena K. S. S.¹ and Dunuwila, V. R.¹

As currently discovered in the world, the only solution for the COVID pandemic is vaccination. However, vaccine hesitancy stands out as the foremost barrier to global vaccination coverage. The purpose of this study was to investigate the underlying concerns and prevalence of COVID-19 vaccine hesitancy among young adults in Sri Lanka. This research was carried out as a mixed method cross-sectional survey using crowdsourcing and simple random sampling to select the sample (n=601). The data were analyzed using descriptive statistics and thematic analysis. Findings indicated that COVID-19 vaccine hesitancy has increased over three phases of the vaccine. Females, married respondents, and Sinopharm recipients were the most hesitant. Side effects and allergy issues are the most common concerns. The majority show less awareness about vaccination, owing to their increased exposure to social media information. Qualitative findings revealed novel concerns in Sri Lankan context. After receiving initial dosages, "fatigue and body pain", "menstrual abnormalities" and "Concern about sexual health" occurred which caused to be hesitant about vaccination. This research will provide valuable insights to address uncertainty about the COVID-19 vaccine in Sri Lanka, which can help guide future efforts to achieve adequate vaccine coverage.

Keywords: COVID-19, Hesitancy, Vaccine, Underlying concerns, Young adults

¹ Sri Lanka Institute of Information Technology, Malabe, Sri Lanka

*(bm19523460@my.sliit.lk)

Doctoral Colloquium

Implication of Green Entrepreneurial Orientation in SMEs Operated in Sri Lanka (Systematic Literature Review)

Sivashanker, R.¹

Green entrepreneurial orientation is consequently used known as the dynamic capability which has been undertaken in the business sectors in a momentous way. Green entrepreneurial orientation is implied through green entrepreneurial practices and the application of the ideology that is being adopted by SMEs. The green thinking pattern of the market including consumers and producers has contributed to the intensification of green entrepreneurship in the contemporary situation. Approximately more than 75% of the enterprises are known to be smaller and medium-scale business entities where the majority of the entrepreneurs only hold the green thought, philosophy and practices part and partially as per their suitability and capability. This study focuses on the theoretical and empirical concerns of green entrepreneurial activities and their implication in sustaining enterprises through Green compass reading such as innovation, green knowledge, Environmental concern, perceived individual concern, and management of green energy & resources management. And this paper reveals the effectiveness of green entrepreneurial activities in venture existence and identifies the opportunities and challenges faced by green entrepreneurs in sustaining their ventures in reaching their established targets. The findings of the study would be informative for the authoritative bodies and upcoming researchers to identify the practice and theoretical gap and to form and develop the appropriate green policies to support green entrepreneurs while boosting green trading practices.

Keywords: *Green entrepreneurship, green orientation, green energy*

¹ Doctor of Business Administration (DBA), University of Kelaniya, Sri Lanka
(rshanker06@yahoo.com)

The Impact of Internal Quality Assurance on Academic Staff Performance of Non-State Higher Education Institutes in Sri Lanka

Wickramasinghe S.¹ and Gamage P.²

Teacher assessment is conducted for Quality Assurance purposes only to address the requirements of external forces rather than institutionally driven forces. It was identified, a very few academic staff (nearly 20%) in NSHEIs engage in research at present. Most private universities provide education that is far inferior to that provided by international universities. None of the NSHEIs have been able to get their names on the list other than through Webometric ranking. The university requires its lecturers to apply at least one of their teaching sessions to peer evaluation at least once a year in order to enhance the quality of teaching. However, only 10% practiced 'peer observation' in NSHEIs. Only a few NSHEIs (40%) practice a proper academic staff performance appraisal system. Hence, it is important to investigate the IQA on Academic Staff Performance in NSHEIs in Sri Lanka. The sample consisted of 400 academic staff from 21 NSHEIs. The main objective of the study is to investigate the dimensional perspective of IQA and academic staff performance of NSHEIs in Sri Lanka. SPSS and AMOS were used to analyze data. The findings of the study established there is a strong positive relationship between the dimensional perspectives of IQA (Staff Development Training, Student Feedback, Peer Observation) and Academic Staff Performance. Furthermore, the study sought to establish the mediating effect of academic staff happiness on the relationship between internal quality assurance and academic staff performance of NSHEIs in Sri Lanka. Finally, the researchers conclude that institutional support partially mediates the relationship between internal quality assurance and academic staff performance.

Keywords: *Institutional Support, Internal Quality Assurance, Staff Development, Staff Happiness, Staff Performance*

¹ Horizon Campus, Malabe, Sri Lanka (samanthi@horizoncampus.edu.lk)

² Department of Human Resource Management, University of Kelaniya, Sri Lanka.

A Systematic Literature Review on Demand Articulation to extend the Technology-Organization-Environment Framework; Special reference to Social Media and SMEs in the Tourism Industry

Herath, H.M.B.I.¹ and Razi, M.J.M.²

The term of "demand articulation" has been recognized in marketing science; it is also a useful concept in executing sector-related policies to accelerate the commercialization of emerging technologies. This paper thoroughly analyses the demand articulation for emerging technology referencing Social Media and SMEs in the tourism sector. The scope of the study is to investigate the impact of demand articulation for social media acceptance as a marketing tool related to the TOE framework at the firm level. To discover essential theories used in the domain, a total of 75 papers published between 1995 and 2022 were synthesized based on the inclusive and exclusive criteria, and those have been screened through a scientific refinement procedure into 29 potential articles for this study. The extended analysis of the demand articulation revealed its different perspectives on Marketing and policy-related aspects in the theoretical background. Contemporary marketing scope is comprehensive for collaborative work that combines academic rigour and market realities in novel and creative ways to understand the demand articulation of the different target contexts. In this study, the researcher has considered the policy-related aspects of investigating the impact of the TOE framework to construct an extended model with moderating variable on demand articulation. The study mainly revealed that the Demand side Innovation policies, Sectorial policies, and Challenge policies would be much impactful in a further investigation related to the TOE model modification on the acceptance of Social Media as a marketing tool by the SMMEs in the Tourist lodging industry in Sri Lanka.

Keywords: *Demand Articulation, SMMEs, Social Media, TOE model, and Tourist lodging industry*

¹ Doctoral Student, Faculty of Graduate Studies, University of Kelaniya, Sri Lanka (bharatha@slf.lk)

² Department of Commerce and Financial Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka (razim@kln.ac.lk)

Conceptual Model to Assess Sri Lankan Rice Farmer's Sustainable Agriculture Potentials to Adapt Organic Fertilizers

Ariyaratna S.M.W.P. K.¹, Nanayakkara K.G.M.² and Thushara S.C.²

The purpose of this study is to conceptualize a philosophical model for assessing Sri Lankan rice Farmers' potential and their readiness to adopt organic fertilizers (OF) while releasing or minimizing the use of chemical fertilizer (CF) for more sustainable agriculture (SA) transition. Such farmer assessments have been undertaken within the 6+SA principles comprising economic, social, and environmental pillars. The Sri Lankan rice cultivation ecosystem, which has evolved over the years and presently is more CF-centric, is going through a transition, posing a massive ask on farmers to challenge their resilience to adopt more organic-centric farming. However, their potential and readiness to uptake such an immense challenge have not been adequately investigated. The paper suggests a scientific way of assessing the strengths of farmers' SA potentials, their readiness to disconnect their ties with (CF), strengthen their connections with (OF), and the effectiveness of ongoing government handholding support in reorganizing their farm plots with organic. A conceptual model has been designed based on ecosystem resilience theory combined with the framework of sustainable rural livelihood assessment with the support of similar SA research studies found in the literature. The model comprises latent constructs measuring the strength of farmer SA potentials, their readiness to disconnect from CF use, readiness to adopt OF, and their perceptions of institutional support they receive, which would determine their ability to stay in farming.

Keywords: *Ecosystem resilience, Farmers' readiness, Institutional incentivization, Organic Fertilizer, Rural livelihood, Sustainable Agriculture*

¹ Faculty of Graduate Studies, University of Kelaniya, Sri Lanka. (ariyaratnap@gmail.com)

² Department of Commerce and Financial Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

The Conceptual Dynamics of Financial Fraud Collusion; For a Paradigm Shift in Forensic Accounting (Perspectives of Accounting and Auditing Fraud Collusion)

De Silva P. O.¹ and Nanayakkara K. G. M.²

Since the dawn of commerce, there has been financial fraud. It has continued to evolve posing a threat to business entities' financial stability. The longevity of business entities has been hampered, particularly, by financial fraud collusion among a group of people. The fundamental element behind the recurrent financial fraud collusion is the lack of understanding of the psychological and behavioural dynamics of the groups that commit financial fraud. The forensic accounting framework has emerged to combat the potentially severe repercussions of financial fraud. However, the recent spikes of fraud collusion have prompted regulatory systems to take a look from a different perspective. Therefore, the purpose of this conceptual analysis is twofold: first, to develop a concept indicator model that interrogates psychological and behavioural dynamics of financial collusion through the lenses of forensic accounting, and then, to determine the contemporary role of forensic accounting in combatting collusion at predestination level rather than engaging in a post-event analysis. The study systematically integrates the fraud theories with the group behavioural and psychological studies. So, the study emphasizes the perspective of group behaviour, and psychology including; the Group Network Perspective, Group members' Personality Traits Perspective, Group Role Perspective, Group Learning Perspective, Group Influence Perspective, Group Knowledge Transmission Perspective, Group Dynamic Perspective, Group Acceptance Perspective and Group Instrumental Perspective. Then, the study concentrates on the contemporary role of forensic accounting by triangulating financial forensic skills with psychology and behaviour. Building on the argument, a conceptual understanding of collusive psychological and behavioural dynamics assists in establishing a solid fraud deterrence framework that will curb collusive practices. And it will extend the fraud theories to a multitude of psychological and behavioural perspectives where the extant literature is minimal and varied.

Keywords: Collusion, Forensic Accounting, Group Behaviour, Group Perspectives, Group Psychology,

¹ Faculty of Graduate Studies, University of Kelaniya, Sri Lanka.

² Department of Commerce and Financial Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka.

Stock Market Trading through Mobile Application: An Analysis of Reaction to COVID-19

Sharmeen, K.¹

This article aims to assess the need for a stock market mobile trading application in a developing country's capital market, such as Bangladesh, where stock markets have been closed for more than two months during the first stages of the ongoing pandemic. The effect of COVID-19 is tested using an event study to evaluate if it has a statistically significant impact on the adoption rate of the DSE mobile app. A descriptive research approach has been implemented, and a t-statistic has been conducted. According to the statistics, COVID-19 significantly impacts the DSE mobile app adoption rate and the number of buy-sell transactions in Bangladesh's capital market. Compared to the total number of Beneficiary Owners account holders, which is 2,055,381 by the end of 2021, only 3.75 percent of investors use the DSE mobile app for transactions. All of this indicates that the stock market in Bangladesh has only partial digitalization; it does not provide a suitable platform for coping with adverse occurrences. As a result, authorities must encourage the adoption of full-fledged digitizing by involving all stakeholders in the chain to deal with the sudden and long-lasting shock caused by pandemics such as the coronavirus epidemic in 2019.

Keywords: *COVID-19, Dhaka Stock Exchange, digitalization, mobile trading app, stock market.*

¹ Faculty of Graduate Studies, University of Kelaniya, Sri Lanka.

"Judgmental failure factors (JFF) of ERP Implementation" Literature-based Review on Case Comparison of ERP Implementations Projects

Wickramasinghe, W. D. D. S.^{1*}

The viability of enterprise resource planning (ERP) systems in enterprises remains in doubt despite more than 20 years of adoption and implementation experience. Even while ERP success stories have been documented in previous research studies, their failure rate is still quite significant. The current literature on ERP implementation challenges during implementation stages and causes of ERP implementation failure is examined first. To investigate "why" and "how" certain ERP systems could not be implemented successfully, a case study research methodology was used. The ERP implementation process and challenges in each phase of ERP implementation were studied using an ERP life cycle framework. There were three common significant failure elements discussed: inadequate consultant efficacy, project management effectiveness, and business process re-engineering quality. It is intended that this study will contribute to closing the current knowledge gap and providing practical recommendations to academics and practitioners alike.

Keywords: *Judgmental failure factors, ERP, Consultant*

Environmental Sustainability in Sri Lankan Hotel Industry: A Change Management Perspective

Kannangara, P. D. C. T.^{1*}, Shamil, M. M. M.² and Surangi, H. A. K. N. S.²

This study explores environmental sustainability in the Sri Lankan hotel industry. Mainly this study explores the role of change management on environmental sustainability for the Sri Lankan hotel industry. Drawing on organizational change management theories, stakeholder theory, resource-based view and this study aims to collect qualitative (e.g., case study) and interviews data from the Sri Lankan hotel industry. Interviews are carried out for two main Sri Lankan hotel chains. While thematic analysis is anticipated to be applied in qualitative data analysis. The study aims to improve the understanding of organizational change management capabilities on environmental sustainability for Sri Lankan hotel industry. Mainly this study proposes to extend novel insights for hotel industry to formulate its change management capabilities to adopt environmental sustainability to achieve organization environmental sustainability goals. This research further discuss the type of environmental sustainability initiatives adapted by star class hotels to enhance environmental sustainability performance and challenges for transforming existing business practices in their organizations. This study also focusses on sharing 'what is the most appropriate environment sustainability initiatives which are suitable for the local context' and 'how productively environment sustainability can implement in star class hotels in Sri Lanka. Further, this study intends to discuss how the total hotel industry will be changed as a long-term sustainable business in Sri Lanka. Therefore, hoteliers and interested stakeholders who have a significant interest in the hotel industry can use the research findings for strategic planning and investment purpose.

Keywords – *Environment sustainability practices, change management, environmental sustainability, hospitality industry.*

¹ Doctoral Student, Faculty of Graduate Studies, University of Kelaniya, Sri Lanka.
(chandanakannangara@cinnamonhotels.com)

²Department of Commerce and Financial Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka (shamil@kln.ac.lk)

Influence of Self Efficacy on Graduate Performance in the Public Sector Organizations: Moderated Mediation Analysis with Economic Crisis and Job Satisfaction

Priyadharsan, S.¹ and Saravanabawan, A.²

In the current scenario of Sri Lanka, the economic crisis plays a major role. In line with this, people feel fear and anxiety are common to all, and this psychological issue impacts their physical and mental health. Consider self-efficacy indicated that people believe they can have the abilities and capabilities to complete the given task successfully. High self-efficacy of people easily handle unexpected sudden events in work and family life. Especially the self-efficacy of people satisfied with their job and contribute to performance as well. Looking into the problem statement, graduate employees' attitude is highly influenced to choose a government job in Sri Lanka. Even though they face challenges are a mismatch of skills in the labor market and difficulty in absorbing suitable jobs. Further, previous studies have tested self-efficacy and job performance in different areas, which show positive, negative, and no relationship with these variables. A dearth of areas of research conducted in the Sri Lankan context. The main objective of the research are to assess the co-relationship and impact between self-efficacy and job performance, to recognize the mediating effect of job satisfaction between self-efficacy and job performance, and to find out the moderating effect of economic crisis between self-efficacy and job satisfaction. Conceptual variables are self-efficacy, job satisfaction, economic crisis, and job performance. Thousand four hundred and fourteen samples were selected from the Eastern Provincial Council on the basis of a stratified propionate sampling method.

Keywords: *Self Efficacy, Job Satisfaction, Job Performance, Economic Crisis*

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¹ Department of Business and Management Studies, Faculty of Communication and Business Studies, Trincomalee Campus, Eastern University, Sri Lanka (subathinip@esn.ac.lk)

² Department of Human Resource Management, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.



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