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& Management Studies

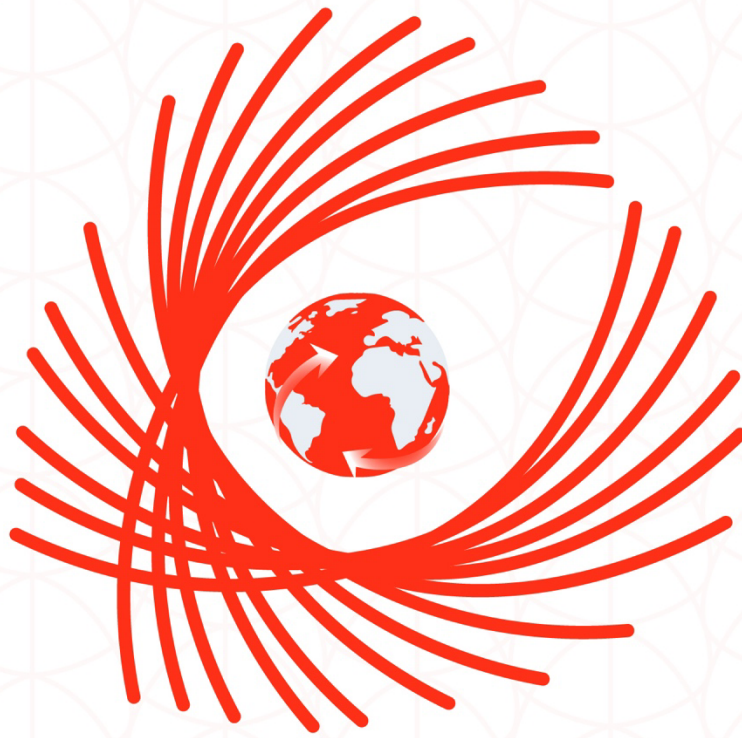


ICBI
UNIVERSITY OF KELANIYA
SRI LANKA **2024**



15th International Conference on Business and Information

"Beyond Excellence: Integrating AI for Sustainable Business Innovations"



ICBI 2024

Conference Programme

Faculty of Commerce and Management Studies
University of Kelaniya
Sri Lanka

ICBI 2024 Agenda

1st November 2024

- 08.00 AM – 08.30 AM Registration
- 08.30 AM – 08.40 AM Opening Remarks & Welcome Address by
Dr. Ruwani Fernando
Conference Chair - ICBI 2024
- 08.40 AM – 08.50 AM Address by the Guest of Honour
Professor Bandara Wanninayake
Dean, Faculty of Commerce and Management
Studies, University of Kelaniya, Sri Lanka
- 08.50 AM – 09.00 AM Address by **Professor Sachith Mettananda**
Chairman, Research Council
University of Kelaniya, Sri Lanka
- 09.00 AM – 09.10 AM Address by the Chief Guest
Senior Professor Nilanthi de Silva
Vice Chancellor, University of Kelaniya, Sri Lanka
- 09.10 AM – 09.40 AM Keynote Speech by
Professor Hassan Ugail
University of Bradford, United Kingdom
- 09.40 AM – 09.45 AM Vote of Thanks by
Mr. Shanaka Perera
Conference Secretary - ICBI 2024

End of the Inaugural Ceremony of ICBI 2024

- 09.45 AM – 10.15 AM Morning Refreshments
- 10.15 AM – 11.30 AM "Meet the Editors" Session
- 11.30 AM – 12.30 PM SDG Youth Challenge
- 12.30 PM – 01.30 PM Lunch
- 01.30 PM – 04.30 PM Main Conference
(Academic Paper Presentations)
- 04.30 PM – 05.00 PM Evening Refreshments
- 05.00 PM – 06.00 PM 3MT Competition
- 06.00 PM – 06.30 PM Awarding Ceremony and
Closing Remarks by
Dr. Sugeeth Patabendige
Conference Co-Chair - ICBI 2024



Keynote Speaker of ICBI 2024



Professor Hassan Ugail
Professor of Visual Computing
University of Bradford, UK

Professor Hassan Ugail is the director of the Centre for Visual Computing and Intelligent Systems at the University of Bradford in the UK. He is a renowned computer scientist in the area of visual computing and artificial intelligence (AI). He is an advocate of AI for helping to tackle real-world issues in the areas of digital health, innovative engineering, and sustainable societies in general. More specifically, he works in the area of human biometrics, especially the development of cutting-edge AI solutions for biometric face recognition and analysis. His work in this area includes helping to unravel the real identity of the two Russian spies at the heart of the Salisbury Novichok poisoning case - one of the biggest international stories of 2018.



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"Meet The Editors" Session ICBI 2024



“Meet The Editors” Session – ICBI 2024

The Editors Session, a new and distinguished addition to the ICBI 2024, presents a unique opportunity for attendees to engage directly with influential editors from prestigious, Scopus-indexed international journals. Under the expert guidance of Prof. Pavithra Kailasapathy, Prof. Sabri Boubaker, Prof. Kathryn Pavlovich and Prof. Roziah Mohd Rasdi, this inaugural session aims to impart crucial perspectives on editorial expectations, current research trends, and scholarly rigor. Designed to enrich the academic journey of scholars and researchers, the session is positioned as a cornerstone for understanding the evolving standards in academic publishing.

Panelists

Prof. Pavithra Kailasapathy



Prof. Pavithra Kailasapathy is a distinguished professor in Human Resources Management at the University of Colombo, Sri Lanka. Holding a BBA from the University of Colombo, along with master’s degrees from the New School for Social Research and the University of Massachusetts, and a PhD from the University of Melbourne. She is currently serves as Editor-in-Chief of the *South Asian Journal of Human Resources Management*.

Prof. Sabri Boubaker



Prof. Sabri Boubaker is a renowned professor in finance, holding professorial positions at both EM Normandie Business School in France and the University of Swansea in the UK. He earned his Ph.D. and HDR (Habilitation for Supervising Doctoral Research) from the University of Paris Est. Currently, he is the Editor-in-Chief of the *Journal of International Financial Management & Accounting*, a leading journal in the field, and serves on the editorial boards of several other esteemed publications, including the *British Journal of Management* and *International Journal of Finance & Economics*.



Prof. Kathryn Pavlovich



Prof. Kathryn Pavlovich is an esteemed professor in strategic management, entrepreneurship, and sustainability, with a focus on how these areas intersect to drive systemic change. Prof. Pavlovich's dedication to advancing thought leadership in her field is evident in her role as Editor-in-Chief of the *Journal of Management, Spirituality and Religion*, as well as her involvement on editorial boards for top-tier journals such as *Academy of Management Perspectives* and *Journal of Business Ethics*.

Professor Roziah Mohd Rasdi



Prof. Dr. Roziah Mohd Rasdi is a prominent professor in Human Resource Development at the Department of Professional Development and Continuing Education, Faculty of Educational Studies, University Putra Malaysia. As Editor-in-Chief of the *Pertanika Journal of Social Sciences & Humanities* (indexed by Scopus). She also serves on the editorial boards of leading journals such as *Human Resource Development Review*, *Human Resource Development Quarterly*, and the *European Journal of Training and Development*.

Moderator

Dr. Chathuri Senarath



Dr. Chathuri Senarath is a distinguished academic in the field of Management Accounting, holding a PhD from RMIT University in Australia. She earned her Master of Economics from the University of Colombo, Sri Lanka, in 2012, and completed her Bachelor of Commerce with First-Class Honors at the same institution in 2006. Professionally, Dr. Senarath is an Associate Member of the Chartered Institute of Management Accountants (ACMA) in the UK and a Certified Public Accountant (CPA) in Australia.



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SDG Youth Challenge 2024



Introduction to SDG Youth Challenge

Presenting an opportunity aligned with our collective commitment to fostering sustainable development and nurturing the next generation of leaders, the Faculty of Commerce and Management Studies proudly unveils the inaugural SDG Youth Challenge under the theme “Mobilizing Sri Lankan Youth for Sustainable Tomorrow.” This initiative is a pivotal component of the International Conference on Business and Information (ICBI) 2024.

This research competition is a platform for young minds to contribute innovative solutions towards achieving the United Nations Sustainable Development Goals (SDGs) within the Sri Lankan context. The preliminary round of the competition was held on 15th October 2024 with thirteen teams. With intense competition among them, five finalist teams were selected for the grand finale.

Finalist Teams

1	Eco-Wave	Department of Biotechnology Wayamba University Sri Lanka
2	Handy Match	Department of Computer Science Sri Lanka Institute of Information Technology
3	KINETIC KICKS	Department of Computer Science Sri Lanka Institute of Information Technology
4	Clothink	Department of Marketing Management University of Kelaniya
5	Green Carbonic Financial Accounting Blueprint	Department of Accountancy University of Kelaniya





Grand Finale: Panel of Judges



**Professor Sashika R. A.
Manoratne**

Department of Management
and Organization Studies,
Faculty of Management and
Finance,
University of Colombo



Mr. Chaminda Kumarasiri

A Management & Business
Consultant, Financial Expert,
International Speaker,
Corporate Trainer, and a
Writer



Mr. Asanka Dinesh

Assistant Vice President
Finance and Sustainability,
Softlogic Life Insurance
PLC

Cash Awards

**Winner
Rs. 100,000**

**1st Runner Up
Rs. 60,000**

**2nd Runner Up
Rs. 40,000**

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Organizing Committee

- Ms. Dhanushka Piyananda (Coordinator)
- Mr. Himal Muthunayake
- Ms. Isuri Udara
- Dr. Chathuri Senarath
- Ms. Pramudini Zoisa



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3MT[®] **THREE
MINUTE
THESIS**

FOUNDED BY THE UNIVERSITY OF QUEENSLAND

Three Minute Thesis (3MT) Competition



Introduction to 3MT Competition

The Three Minute Thesis (3MT) competition is a platform for confirmed Doctor of Philosophy (Ph.D.) and Doctor of Business Administration (DBA) students to present their research in three minutes, in a language appropriate to a non-specialist audience and develop their academic, presentation, and research communication skills.

The 3MT thesis competition was launched in 2008 by The University of Queensland, Australia and has been adopted worldwide with the permission and approval of the University of Queensland, Australia. Accordingly, the University of Kelaniya, Sri Lanka, is one of the participating institutions among the 900 universities and institutions around the world that have obtained permission to hold the 3MT competition with the approval of UQ Australia.

Three Minute Thesis (3MT) competition is organized parallelly to the 15th International Conference on Business and Information 2024 with the participation of Doctor of Philosophy (Ph.D.), Doctor of Business Administration (DBA), and Master of Philosophy (M.Phil.) students at all universities and disciplines.

Grand Finale

Date: Friday 01st November 2024

Time: 5.00 PM – 6.00 PM

Venue: Pegasus Reef Hotel, Wattala, Sri Lanka.

Finalists



Name: **Ms. Anna Weerakoon Karunatileke**

Doctor of Business Administration (DBA) candidate, University of Kelaniya, Sri Lanka

Topic: Equality at Sea

This study explores and analyzes the perceptions of men regarding women's participation in the maritime industry, a sector traditionally dominated by men. A pilot study revealed a dilemma in men's perspectives on women's involvement, suggesting the need for further research to examine this grey area, particularly within the Sri Lankan maritime industry through a qualitative research approach. The thematic analysis of the data highlights several barriers that hinder women's participation in the maritime workplace. This research highlights



the need for greater gender inclusivity in the maritime industry, aligning with the United Nations' Sustainable Development Goals 5, 8, and 10.



Name: **Ms. Dinoshia Sujindar**

Master of Philosophy (M.Phil.) candidate, University of Colombo, Sri Lanka

Topic: The Role of Rickloff Van Goens's Administrative Activities in The Jaffna Society

The purpose of this study is to comprehend the historical significance of the administrative dominion period of Governor Ryckloff Van Goens in Jaffna society during the Dutch colonial era (1658-1675). The most important of Ceylon's coastal districts, Jaffna, was under Dutch authority. Jaffna society underwent social, religious, political, and economic transformations as a result of Dutch control. According on Dutch administrative viewpoints, the study will look at Van Goens' policies, adaptations, and changes to the administrative structure of the Jaffna community. The history of Jaffna society during this time, which has not been fully assessed by literary works, will also be revealed by the research. The study will thoroughly examine the relationship between the governor and Jaffna and offer a thorough justification for Van Goens's increased significance for the Jaffna society.



Name: **Mr. Dulip Anuranga**

Doctor of Philosophy (Ph.D.) candidate, University of Colombo, Sri Lanka.

Topic: Culture in Agriculture to People, Planet, Profit through Reduce, Reuse and Recycle.

With the rising interest and concerns around sustainability, the circular economy model emerged as an essential means to achieve sustainable development. The Study explores how community cultural values and traditions enabled sustainable circular agriculture in the farmers in Tissamaharama of Hambantota District, Sri Lanka,. The study takes the qualitative approach, and an ethnography method for data collection is used while thematic analysis is used to analyse data for the research. Already conducted pilot study demonstrated sustainable circular agricultural practices such as Free of chare labour sharing, Application of rice husk charcoal,



using pirith chanted water as pesticides. The expected contribution is developing a model to make rural Sri Lanka more sustainable in agriculture as a livelihood.



Name: **Mr. Nuwan Dinusha Hettiarachchi**

Doctor of Business Administration (DBA) candidate,
University of Kelaniya, Sri Lanka

Topic: Post-Economic Liberalization Political Regime
Change Milestones in Sri Lanka

Size of the shadow economy is an unknown and unobservable economic phenomenon that has a significant impact on the formal economy. Therefore, it is highly important to study the shadow economy of a country in order to design and implement more effective public policies. This study attempts to come up with more precise assessments on how the shadow economy of Sri Lanka has developed since the country's economic liberalization in 1977 to 2023, while giving special emphasis to determining the size, causes and consequences of the shadow economy in Sri Lanka during different political regimes within that period.



Name: **Mr. Dilshan Silva**

Doctor of Business Administration (DBA) candidate,
University of Kelaniya, Sri Lanka

Topic: Green Minds, Clean Cuts: Reducing Apparel Waste
through Innovation Capability

Sri Lanka's apparel industry is a key economic driver but faces significant environmental challenges, losing nearly USD 400 million annually due to fabric-cutting inefficiencies. My research focuses on harnessing **Green Intellectual Capital (GIIC)**—the eco-friendly knowledge, systems, and partnerships within companies—to reduce waste and spark innovation. By investing in GIIC, companies can transform waste into valuable opportunities, optimizing resources and enhancing their competitive edge. If the entire sector adopts this approach, the financial and environmental benefits would be enormous. Green minds can lead to cleaner cuts, driving a more sustainable and innovative future for Sri Lanka's apparel industry.



Mentors of Finalists



Mentor: Dr. Madurika Nanayakkara
Senior Lecturer, Department of Commerce and Financial
Management, University of Kelaniya, Sri Lanka.

Contestant: Ms. Anna Weerakoon Karunatileke



Mentor: Dr. Chathuri Senarath
Senior Lecturer, Department of Commerce and Financial
Management, University of Kelaniya, Sri Lanka.

Contestant: Ms. Dinoshia Sujindar



Mentor: Prof. Ravi Dissanayake
Professor, Department of Marketing Management, University of
Kelaniya, Sri Lanka.

Contestant: Mr. Dulip Anuranga



Mentor: Dr. Saroja Wanigasekara
Senior Lecturer, Department of Human Resource Management,
University of Kelaniya, Sri Lanka.

Contestant: Mr. Nuwan Dinusha Hettiarachchi



Mentor: Prof. H.A.K.N.S. Surangi
Professor and Head - Department of Commerce and Financial
Management, University of Kelaniya, Sri Lanka.

Contestant: Mr. Dilshan Silva



Grand Finale: Panel of Judges



Prof. Hassan Ugail

Professor of Visual Computing and Director of the Centre for Visual Computing and Intelligent Systems at the University of Bradford in the UK.



Prof. Kathryn Pavlovich

Professor in School of Management and Marketing, University of Waikato, Hamilton, New Zealand



Dr. Geeta Duppati

Assistant Professor at Prince Mohammad Bin Fahd University (PMU), Saudi Arabia.

Cash Awards

Winner
Rs. 75,000
1st Runner Up
Rs. 50,000

People's Choice
Rs. 25,000

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- Dr. Srinath Dissanayake (Coordinator)
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TECHNICAL SESSIONS MAIN CONFERENCE ICBI 2024



TITLES OF THE TRACKS FEATURED AT ICBI 2024

Track No.	Track Name
1	Accounting, Finance and Business Economics
2	Business Technology and Digital Transformation (Fintech, AI in Business and Data Science)
3	Entrepreneurship, SME, Innovation and Business Development
4	Human Resource Management, Organizational Behavior, and Inclusive Workplace
5	Marketing, International Business and Strategy
6	Multidisciplinary Areas (e.g., Public Administration, Sustainability, Education and Learning, Tourism and Hospitality Management)
7	Operation, Logistics and Supply Chain Management

Accounting, Finance and Business Economics - Session 01			
Panel Chair: Prof. M.A.T.K. Munasinghe		Panel Members: Prof. P.N.D. Fernando, Dr. R.M.D.A.P. Rajapakse	
Session Coordinator: Ms. Lakna Madushika (0763532345)		Session Facilitator: Ms. Kaveesha Fernando (0719295933)	
Location : Hall C		Session Time: 01.30 PM – 03.15 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	2	Corporate Characteristics, Governance And Climate Change Disclosures In South Asian Context: A Signaling Theory Perspective	Sonali, V. D. V. Vijerathna, M.P.G. Kannangara, S.D.P.P.
1.45 pm - 2.00 pm	17	Assessment of Public Debt Sustainability Using Debt Dynamics Equation Approach: A Comparative Study of Sri Lanka, India sand Pakistan	Sandamali, D.M.D.C. Kumarasinghe, P.J. Kankanamge, K.S.
2.00 pm - 2.15 pm	119	Understanding GCC Banks: Credit Risk, Interest Charges, and Operating Efficiency	Geeta Duppati Maamari, B.E.
2.15 pm - 2.30 pm	120	Sensitivity of Green Finance to Environmental Sustainability	Mohammad Talha Nguyen-Quynh-Nhu Ngo Ha Pham Geeta Duppati
2.30 pm - 2.45 pm	134	Dynamic Connectedness among Automobile Stock Returns, Green Infrastructure, Clean Energy and Re-chargeable Batteries Minerals	Geeta Duppati
2.45 pm - 3.00 pm	117	Determinants of Hydrogen Bond Financing Costs: Gender Balanced Boards & Bond Maturity Type Risk	Geeta Duppati
3.00 pm - 3.15 pm	23	Equipment Replacement: A Stochastic Approach Considering Financial and Failure Costs	Vicentin, D. C. Oprime, P. C. Moralles, H. F. Geeta Duppati

Accounting, Finance and Business Economics - Session 02			
Panel Chair: Prof C. Pathirawasam		Panel Members: Prof. K.K. Thilakasiri, Dr C.B.M. Gamage	
Session Coordinator: Mr. Isuru Sandakelum (0769397015)		Session Facilitator: Mr. Manujaya Perera (0702665720)	
Location : Hall D		Session Time: 01.30 PM – 03.00 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	21	Effectiveness of Different Value at Risk Models in Predicting Stock Prices during Covid-19: The Case of Colombo Stock Exchange	Alagiyawadu N.M. Perera S.S.N. Bandara Y.M.
1.45 pm - 2.00 pm	65	The Role of Investor Perspectives on Cryptocurrency Integration in Sri Lankan Investment Portfolios Using the Black-Litterman Model	Abyakoon, V.D.W. Piyananda, S.D.P. Herath, H.M.N.P.
2.00 pm - 2.15 pm	61	How Does Loss Aversion Mediate the Relationship Between Personality Traits and Investment Decision-Making?	Jayawardena, M. Nanayakkara, N.
2.15 pm - 2.30 pm	84	Financial Development and Environmental Degradation in the South Asian Region	Ranasinghe, R.A.N.P. Weerasinghe, W.D.J.D. Abeyrathna, R.M.L.M.
2.30 pm - 2.45 pm	103	Impact of Microfinance on Poverty Alleviation - Evidence from Polonnaruwa District in Sri Lanka	Dilki M Abekoon Dinithi Chamika Sandamali
2.45 pm - 3.00 pm	109	Predictors of Financial Behavior: Using the Theory of Planned Behaviour	Tharshiga, P.

Accounting, Finance and Business Economics - Session 03			
Panel Chair: Senior Prof. J.M.D. Ariyaratne		Panel Members: Dr. W.V.A.D. Karunaratne, Dr. G.M.M. Sujeewa	
Session Coordinator: Mr. Isuru Sandakelum (0769397015)		Session Facilitator: Mr. Manujaya Perera (0702665720)	
Location : Hall D		Session Time: 03.15 PM – 4.30 PM	
Time	Paper ID	Title of the Paper	Author/s
3.15 pm - 3.30 pm	10	The Impact Of Insurance-Specific Risk On The Firm Performance Of Listed Insurance Companies In Sri Lanka	Nimsara, R.S.K Buddhika, H.J.R.
3.30 pm - 3.45 pm	15	Impact of Green Loans on Financial Performance: Evidence from Sri Lankan Licensed Commercial Banks	Senevirathne, E.W.D.P.B. Dissanayake, D.M.U.H. Jethusan, J.
3.45 pm - 4.00 pm	55	The Impact of Disclosure of Key Audit Matters in Audit Reports on Shareholders' Reactions	Daskon B. R. M. M. H. T. Priyadarshani P. L.W.
4.00 pm - 4.15 pm	106	Assessing Profitability of Sri Lankan Commercial Banks Amidst Crisis	Gunasekara, H.M.A.L. Ranasinghe, R.A.P.M.
4.15 pm - 4.30 pm	75	Simulating Stock Prices Using Geometric Brownian Motion in Malaysian Stock Market	Ramly, K. R. Kethmi, G. A. P Naasik, Y.M

Accounting, Finance and Business Economics - Session 04			
Panel Chair: Senior Prof R.P.C. Ranjani		Panel Members: Prof. D.K.Y. Abeywardena, Dr. S.A.C.L. Senarath	
Session Coordinator: Ms. Limali Walpola (0712472113)		Session Facilitator: Ms. Navodi Silva (0713472254)	
Location : Hall E		Session Time: 01.30 PM – 03.15 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	131	Impact of Financial Literacy, Financial Stress, Self-Efficacy, and Coping Strategy on Help-Seeking Behavior and Academic Performance During Economic Crisis in Sri Lanka: With Special Reference to University of Kelaniya Undergraduates	Sathsarani, K.P.G. Weligamage, S.S.
1.45 pm - 2.00 pm	27	The Impact of Integrated Reporting on Firm's Performance: Comparison between Financial and Non-Financial Listed Companies in Sri Lanka	Nishantha, A.C. Wanigasekara, W.A.D.K.J.
2.00 pm - 2.15 pm	81	An Empirical Analysis of the Firm-Specific Internal Factors on the Profits of Insurance Companies in Sri Lanka	Hansini, W. W. Sudasinghe, S. L. Fernando, J.A.H.P.
2.15 pm - 2.30 pm	89	Academic Success among Trincomalee Campus Management Students: Exploring Academic Self-Efficacy, Technological Self-Efficacy and Prior Learning in Accounting Education	Delima, V. J.
2.30 pm - 2.45 pm	93	Environmental Accounting Disclosure and Financial Performance: Evidence from Listed Manufacturing and Service Sector companies in Sri Lanka	Naveendya, J.B.S. Madhushani, P.W.G.
2.45 pm - 3.00 pm	105	Impact of Corporate Social Responsibility Disclosures on Firm Performance of Listed Companies in Sri Lanka	Sazna Imthiyas Thulasiga Srikumaran
3.00 pm - 3.15 pm	116	Corporate Sustainability Goal Setting of Indian Companies: An analysis of NIFTY 250 Companies	Soha Khan

Business Technology and Digital Transformation (Fintech, AI in Business and Data Science)			
Panel Chair: Prof. Hassan Ugail		Panel Members: Dr. Rasika Rajapaksha	
Session Coordinator: Ms. S. Pradeepa (0771128226)		Session Facilitator: Mr. Prasanna Lakmal (0778726060)	
Location : Hall A		Session Time: 01.30 PM – 02.45 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	9	Design And Development of a Reusable Chatbot for Fashion Recommendations: Sinhala Language as A Case Study	Sugathadasa P.D.C.M Yatigammana M.R.K.N Wijayarathna G.
1.45 pm - 2.00 pm	59	A Conceptual Review on Effectiveness of AI-generated Content on Customer Experience; Special Reference to Social Media Platforms	Mahesha W.P. Hewapathirana N. T. Bandara B.S.S.U.
2.00 pm - 2.15 pm	57	Identifying Enablers of Digital Transformation in Small and Medium-Sized Enterprises (SMEs): A Systematic Literature Review	Perera K. A. V. U. Razi M. J. M.
2.15 pm - 2.30 pm	107	Customer Readiness And Adoption Potential of Fintech in Sri Lanka: An Empirical Investigation Using Online Platform	Weerasinghe, K.G. Hettiarachchi, T.R. de Zoysa, R.P.S. Kethmi, G.A.P.
2.30 pm - 2.45 pm	42	Information System Success Factors and Its Influence on the Adoption of E-Government Services in Sri Lanka	Nethmini, U. T. Parameswara, N. P. Endagamage, D.M.

Entrepreneurship, SME, Innovation and Business Development			
Panel Chair: Prof. D.M. Semasinghe		Panel Members: Prof. H.A.K.N.S. Surangi, Prof. M.W. Madurapperuma	
Session Coordinator: Ms. H.K.P. Dineshika (0772794681)		Session Facilitator: Mr. Amila Bandara (0718526297)	
Location : Hall B		Session Time: 01.30 PM – 03.00 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	52	Impact of Microfinance Services on the Performance of Micro and Small Enterprises Special Reference to Maharagama Area	Weerasekara, P. H. Wijetunge, W.A.D.S
1.45 pm - 2.00 pm	56	Metacognitive Knowledge as a Catalyst for Boosting Entrepreneurial Intentions	Rajapakse, V. Dabare, U, Prabodini, M.
2.00 pm - 2.15 pm	62	Exploring Opportunities and Challenges of Women Entrepreneurs in Kurunegala District in Sri Lanka: Using 5Ms Framework	Munasinghe, D. N. Abeysekera, R.
2.15 pm - 2.30 pm	70	Barriers to the Commercialization of Innovations: A Study Based on the Listed Companies in Sri Lanka	Dilrukshi, M.G.M.
2.30 pm - 2.45 pm	87	The Factors Influencing the Undergraduates' Digital Entrepreneurship Intention: With reference to Undergraduates of the Faculty of Commerce & Management Studies of the University of Kelaniya	Nayomi, D.G.N Yatigammana, M.R.K.N Jayarathne, K.C.U
2.45 pm - 3.00 pm	95	Business Simulation Games In Innovation Management: A Systematic Literature	De Silva, T.R. Yatigammana, K. Jeners, N.

Human Resource Management, Organizational Behavior, and Inclusive Workplace - Session 01			
Panel Chair: Prof. A.C De Alwis		Panel Members: Dr. W.M.S.K. Wanigasekera, Dr. G.K. Rathnayake	
Session Coordinator: Ms. Muditha Manathunga (0771576599)		Session Facilitator: Ms. Kuhanya Sivasangari (0772166398)	
Location : Hall F		Session Time: 01.30 PM – 2.30 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	122	Learning from Career Preparedness: Examining the Influence of Person-Environment Fit on Decent Work Expectations	Qi Kou, Roziyah Mohd Rasdi, Ehikioya Hilary Osolase
1.45 pm - 2.00 pm	123	AI Evolution: Assessing Maturity, Addressing Challenges, and Seizing Opportunities	Umar Baki, N. Mohd Rasdi, R.
2.00 pm - 2.15 pm	124	Pushed To the Brink: A Conceptual Paper on How Overwork Climate and Abusive Supervision Fuel the Intention to Quit Among Employees in Malaysian Banks	Mohd Fuzi, N. Mohd Rasdi, R. Wan Abdullah, W. A.
2.15 pm - 2.30 pm	127	Psychological Consideration to Engage Employees for Knowledge Sharing in Service Organizations	Ikramul Hasan

Human Resource Management, Organizational Behavior, and Inclusive Workplace - Session 02			
Panel Chair: Prof. K.A.S. Dhammika		Panel Members: Prof. M.P.N. Janadari, Dr. W.M.S.K. Wanigasekera	
Session Coordinator: Ms. Muditha Manathunga (0771576599)		Session Facilitator: Ms. Kuhanya Sivasangari (0772166398)	
Location : Hall F		Session Time: 02.45 PM – 03.45 PM	
Time	Paper ID	Title of the Paper	Author/s
2.45 pm - 3.00 pm	12	The Impact of Role Stress on Work-Life Balance : Evidence From Sales Employees in The Tile and Sanitary Ware Industry in Sri Lanka	Harshani, M. D. R. Senevirathne D. M. W. H. K.
3.00 pm - 3.15 pm	92	Supervisory Styles and Their Impact on Affective Commitment: A Gender-Based Comparison of Non-Managerial Employees in the Apparel Industry in Western Province, Sri Lanka	Sivapathasundharam, S. Jayasekara, P.
3.15 pm - 3.30 pm	29	Analyzing the Factors Affecting to Women’s Engagement in Sri Lankan Labor Force	Nanayakkara N.W.H.G.K.K. Hewarachchi A.P. Kavinga H.W.B. Wijebandara W.A.C.
3.30 pm - 3.45 pm	113	Push Factors and Migration Intention: Evidence from Gen Z Undergraduates in Sri Lanka	Attanayake, K. A. M. T. N. Mohamed M. Shamil Herath, H. M. T. S.

Human Resource Management, Organizational Behavior, and Inclusive Workplace - Session 03			
Panel Chair: Prof. Pavithra Kailasapathy		Panel Members: Dr. R.A.I.C. Karunaratne, Dr. J.A.C.B. Jayasinghe	
Session Coordinator: Ms. Panchali Kannangara (0769041998)		Session Facilitator: Ms. Wayomi Wijesundara (0713211851)	
Location : Hall G		Session Time: 01.30 PM – 02.30 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	16	Exploratory Study on Career Prospects of Differently Aabled Undergraduates in Sri Lanka	Rajapaksha, S.M. Weerakotuwa, S.
1.45 pm - 2.00 pm	25	The Role of Artificial Intelligence in Human Resource Management	Illangarathne, S.M.R.K.
2.00 pm - 2.15 pm	28	The Impact of Green Training and Development on Green Organizational Citizenship Behavior: With the Mediating effect of Green Employee Attitudes at a Sri Lankan Apparel Sector Company	Dasanayaka S. W. S. Pieris, M.D.P.
2.15 pm - 2.30 pm	35	The Impact of the Quality of Grievance Handling on Job Satisfaction among Middle Level Employees In ABC (Pvt) Ltd	Dilakshi, G. P. P. Devadas, U. M.

Human Resource Management, Organizational Behavior, and Inclusive Workplace - Session 04			
Panel Chair: Prof. U.L.T.P. Gunasekara		Panel Members: Prof. W.R.P.K. Fernando, Dr. J.A.C.B. Jayasinghe	
Session Coordinator: Ms. Panchali Kannangara (0769041998)		Session Facilitator: Ms. Wayomi Wijesundara (0713211851)	
Location : Hall G		Session Time: 02.45 PM – 03.45 PM	
Time	Paper ID	Title of the Paper	Author/s
2.45 pm - 3.00 pm	31	Impact of Virtual Learning Exposure on Students' Satisfaction during the Covid-19 Pandemic Epoch: A Study at Sri Lankan University	Manjula, S.
3.00 pm - 3.15 pm	32	Examining the Impact of Organizational Politics on Employee Commitment: The Moderating Role of Political Skills among Public Sector Employees in Sri Lanka	Mayuran, L. Thasika, T. Manjula, S.
3.15 pm - 3.30 pm	39	Factors Influencing the Migration Intention of Sri lankan Apparel Industry Executives	De Silva, H. W. Devadas, U. M.
3.30 pm - 3.45 pm	90	Nature of Inpatriate Knowledge Transferring Process Upon Repatriation; A Case Study on Sri Lankan Multinational Corporations	Liyanage, K.U.T. Weerakotuwa, P.R.W.M.S.C

Marketing, International Business and Strategy			
Panel Chair: Prof. W.M.C.B Wanninayake		Panel Members: Prof. R.A.S. Weerasiri, Prof. A.P. Medis	
Session Coordinator: Mr. M. Dhuvveeshan (0758268551)		Session Facilitator: Ms. Bhagya Thennakoon (0769275682)	
Location : Hall H		Session Time: 01.30 PM – 02.30 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	8	Why do Consumers Return Products ? : Online Product Return Behavior of Young Female Consumers with Special Reference to the Fashion Industry in Sri Lanka	Bandara W.M.H.P Geethanjali W.M.D.K
1.45 pm - 2.00 pm	22	Analyzing the Impact of Voluntary Simplicity on Sustainable Fashion Clothing Purchase Intention among Young Consumers in Sri Lanka: Testing the Mediating Effects of Environmental Activism and Consumer Learning	Ariyasena R.G.S. Rathnayaka R.M.U.R.K
2.00 pm - 2.15 pm	133	Strengthening Customer Loyalty: Exploring the Role of Relationship Marketing in Sri Lanka's Public Sector Banks	Thushan Madusanka S.S.J. Patabendige Nipuni Dharmawardane
2.15 pm - 2.30 pm	97	The Impact of Quality of Occupational Health and Safety Practices on Job Performance in Maritime Industry	Devanga, R. A. Y. Devadas, U. M.

Multidisciplinary Areas (e.g., Public Administration, Sustainability, Education and Learning, Tourism and Hospitality Management) - Session 01			
Panel Chair: Prof. Kathryn Pavlovich		Panel Members: Prof. L.V.K. Jayathilake, Dr. D.M.N.S.W. Dissanayake	
Session Coordinator: Ms. Nilakshi Subasinghe (0719216496)		Session Facilitator: Mr. Hansika Liyanage (0773948597)	
Location : Hall I		Session Time: 01.30 PM – 02.45 PM	
Time	Paper ID	Title of the Paper	Author/s
1.30 pm - 1.45 pm	36	The Potential Impact of AI-driven Personalization on Tourist Satisfaction and Retention in Sri Lanka	Pathirana, M. T. Kelaniyage T. V.
1.45 pm - 2.00 pm	37	An Examination of Valuers' Perceptions on Property Valuation During an Economic Crisis: Evidence from Sri Lanka	Mendis, B. S. N. Perera, T. G. U. P.
2.00 pm - 2.15 pm	60	The Level of Knowledge Management Practices and Barriers to Implement Knowledge Management in IT Projects in Sri Lanka	Jayasuriya D. R. N. Razi, M.J.M. Thilakerathna, P. M. C.
2.15 pm - 2.30 pm	68	Dynamic Stakeholder Collaboration for Responsible Tourism Development: Insights from Sri Lanka's Tourism Governance	Pattiyagedara P.G.S.S. Ranasinghe J.P.R.C. Arachchi R.S.S.W.
2.30 pm - 2.45 pm	132	Navigating Challenges and Nurturing Executive Talent: a Qualitative Inquiry on Executive Education Leading to a New 360-degree Model for MBA Curricula	Patabendige S. S. J. Ekanayayake E. M. H. L. de Zoysa R. P. S.

Multidisciplinary Areas (e.g., Public Administration, Sustainability, Education and Learning, Tourism and Hospitality Management) - Session 02			
Panel Chair: Prof. D.M.R. Dissanayake		Panel Members: Prof. S.M.A.K.Samarakoon, Dr. D.M.N.S.W. Dissanayake	
Session Coordinator: Ms. Nilakshi Subasinghe (0719216496)		Session Facilitator: Mr. Hansika Liyanage (0773948597)	
Location : Hall I		Session Time: 03.00 PM – 04.15 PM	
Time	Paper ID	Title of the Paper	Author/s
3.00pm - 3.15 pm	1	Exploring Interpersonal Relationship Theory: Enhancing Individual and Organizational Performance through Insights from the Sigāla Sutta	Ven. B. Sunandabodhi
3.15 pm - 3.30 pm	41	Analysis of Public Satisfaction of Service Quality in Gampaha Municipal Council	Pramuditha, S. Karunarithne, L. Indumini, A.
3.30 pm - 3.45 pm	74	The Comprehensive Investigation of the Application of Buddhist Spiritual Teachings for the Development of the Tourism Industry in Sri Lanka	Ven. B. Sunandabodhi
3.45 pm - 4.00 pm	77	Fostering Harmony in the Digital Era: Utilizing Religious Principles for Promoting Peace and Democracy through AI and Digital Innovation	Ven. B. Sunandabodhi
4.00 pm - 4.15 pm	80	Determinants of Financial Inclusion of Low-Income Households in Urban Sri Lanka (An Empirical Analysis Concerning Colombo District)	Werake, W.M.M.S.K. Dharmadasa, P.D.C.S.



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SESSIONS - DOCTORAL COLLOQUIUM

Panel A				
Session In charge: Ms. Sachintha Sarathchandra, Department of Commerce & Financial Management (0779261899)				
Track Coordinator: Ms. Gimanthi Malalage, Department of Commerce & Financial Management (0750835443)				
Panel Chair: Prof. R. Herath			J Hall - Pegasus Reef Hotel	
Time	Paper ID	Presenter	Title of the Paper	Discussant
01.35 pm – 02.00pm	DC 45	Maithily R Raveeswaran	Drivers of Employee Engagement - A Conceptual Study	Dr. P. Wijewantha
02.00pm – 02.25pm	DC 112	J.A.G.P. Jayasinghe	Market Anomalies, Assets Pricing Models and Stock Return: Evidence from Colombo Stock Exchange	Dr. K.G.M. Nanayakkara
02.25pm - 02.50pm	DC 40	Chaminda Janadari Wijesinghe	Revisiting the Agency Problem and Challenging the Agency Theory through Theoretical Triangulation: A Conceptual Paper	Prof. R. Herath
02.50pm – 03.15pm	DC 54	W.N.T.L. Wickramaarachchi	Impact of Buyer-Supplier Relationship in Supply Chain Viability and Performance in the Apparel Industry: Evidence from Multi-Mediation Model	Dr. B.C.P. Jayarathne - Zoom
03.15pm – 03.40pm	DC 19	D. R. N. Jayasuriya	The Impact of Project Culture and Project Knowledge on Business IT Project Success Level	Dr. K.G.M. Nanayakkara
03.40pm – 03.50pm	Common Session for Questions & Answers			

Panel B				
Session In charge: Dr. Erandi Abeywardana, Department of Commerce & Financial Management 0714452282				
Track Coordinator: Ms. Sakunika Rathnayake, Department of Commerce & Financial Management (0778916837)				
Panel Chair: Prof. S.S. Weligamage			K Hall - Pegasus Reef Hotel	
Time	Paper ID	Presenter	Title of the Paper	Discussant
01.35 pm – 02.00pm	DC 102	C. Ediriweera	AI Tools Adaptation on Student Performance in the Higher Education Industry of Sri Lanka: A Systematic Review	Prof. M.R.K.N. Yatigammana
02.00pm – 02.25pm	DC 46	Sugandika C Dunumalage	A Narrative Exploration of Quality in Higher Education	Prof. S.S Weligamage
02.25pm - 02.50pm	DC 48	W. D. H. De Mel	Role of Augmented Reality Applications in Spreading Brand Related Electronic Word of Mouth: A Conceptual Model	Prof. M.J.M. Razi
02.50pm – 03.15pm	DC 49	Hansini Pramudika	Fostering Team Motivation and Sustainability in Remote Work Environments with Education Programs and Psychological Support: A Study in Sri Lankan Context	Prof. S.S Weligamage
03.15pm – 03.40pm	DC 51	K.T. Dinum Nisansala	An Exploratory Study on Understanding the Influence of Hedonic Motives In Fashion Retail Websites On Emerging Impulse Customer Decisions – A Concept Paper	Prof. M.J.M. Razi
03.40pm – 04.05pm	DC 53	Hansini Pramudika & C. Ediriweera	Leveraging AI-driven Meta-cognitive Strategies for Sustainable Education in Sri Lanka	Prof. M.R.K.N. Yatigammana
04.05pm – 04.15pm	Common Session for Questions & Answers			



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