16th INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT (ICBM - 2019)

Transforming knowledge into action: Towards sustainable development in emerging economies

RESEARCH POSTER SESSION BOOK OF ABSTRACTS

Faculty of Management Studies and Commerce
University of Sri Jayewardenepura
Nugegoda, Sri Lanka

28th November, 2019
16th International Conference on Business Management

(ICBM 2019)

Transforming knowledge into action: Towards sustainable development in emerging economies

Research Poster Session

Book of Abstracts

Faculty of Management Studies and Commerce
University of Sri Jayewardenepura
Sri Lanka

28th November, 2019, Sri Lanka
Disclaimer

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Official website of the conference: www.icbm.sjp.ac.lk

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Preface

The 16th International Conference on Business Management (ICBM), 2019, focuses on; ‘Transforming, knowledge into action: towards sustainable development in emerging economies’. The Motto of the University of Sri Jayewardenepura has been adopted from an ancient Buddhist text, which reads: ‘vijja uppatha than settha’, ‘among all that rise, knowledge is the greatest’. However, knowledge will not have any value, if it cannot be transformed into action. This reality will be unraveled, at this Conference. The emphasis will be on transforming knowledge into action, in emerging economies. According to the World Bank, Sri Lanka is categorized as an emerging economy, where there is a transition from a predominantly rural economy, towards a more urbanized economy, oriented towards manufacturing and services. During this transformation, there will be various issues that would emerge. Such issues will be common to Sri Lanka and other emerging economies in the global arena. These situational realities will be addressed, by the presentations at the Conference. This will contribute towards, bringing forth a sustainable development, in the emerging economies. As a new initiative, this year, the Faculty of Management Studies and Commerce (FMSC) of the University, has focused on ‘enhancing quality through networking’. Towards this endeavor, it has collaborated with the Monash Business School, Australia, and the Sri Lanka Institute of Development Administration (SLIDA).

The conference encompasses a string of activities; PhD Consortium, Research Poster Session, Conference Workshops and the ICBM Conference. The research poster session contributes towards motivating undergraduates to engage in research to develop their analytical and critical thinking skills, conceptualizing skills and other such skills. This skill development is the contribution by the university, towards the students’ prospective professional life. The PhD Consortium would provide constructive criticisms, to enlighten the PhD students to gain direction. The Conference Workshops aims at sharing ideas on effective PhD supervision and entering the PhD journey for young researchers. The ICBM Conference focuses on assimilating the academia to a research culture. This will enable them to become resourceful academics.

This event would not have been a reality, if not for the support extended by the Vice Chancellor; University of Sri Jayewardenepura, Senior Prof. Sampath Amaratunge, Dean of the Faculty of Management Studies and Commerce; Dr U Anura Kumara. Our heartfelt gratitude goes to the Keynote Speaker Professor
Felix Mavondo and the resource person of the conference workshop Dr Lakmal Abeysekera of University of Monash, Australia, kindly taking time off from their busy schedule, to grace this occasion. Our gratitude also goes to PhD in Management Program, Faculty of Management Studies and Commerce, The Research Center for Management Studies and Commerce and Professor Ramanei Samaratunga University of Monash, Australia for the generous support provided in facilitating the events. We also wish to extend our sincere thanks to all poster presenters, the abstract reviewers and poster evaluators for their genuine effort to make this conference a success. Finally, we are pleased to acknowledge the contribution made by academic staff of the University of Sri Jayewardenepura, and all the other participants.

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### Panel of Reviewers and Poster Evaluators: ICBM 2019

#### Panel of Reviewers

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Message from the Vice Chancellor, University of Sri Jayewardenepura

The Vision of the University is to ‘Prosper Lives through Education’. The 16th International Conference on Business Management (ICBM) focuses on; ‘Transforming, knowledge into action: towards sustainable development in emerging economies’. Within the University domain, new knowledge comes into being through research. The academia in the Faculty of Management Studies and Commerce (FMSC), often focus on business problems when carrying out research. Business organizations address social needs. Therefore, society too will benefit from the research findings. Hence it is expected that the 16th ICBM will be advantageous to the University, Business Organizations and to the Society. The University proudly invites public and private sector organizations to receive the benefits out of this endeavor.

Snr. Prof. Sampath Amaratunge
Message from the Dean, Faculty of Management Studies and Commerce

The Faculty of Management Studies and Commerce (FMSC) of the University of Sri Jayewardenepura(130,262),(268,399) (SJP) is the Pioneering, Leading and Largest Management Faculty within the university system in the country. In its illustrious history of over 60 years dedicated to scholarship, research and service to the nation, FMSC has spearheaded the development of management education in Sri Lanka through its programs designed to meet the needs of Sri Lanka’s economy and of its business managers.

The faculty’s landmark achievements and continued success as ‘the Center of Excellence for Management Education in Sri Lanka’, thus calls for a continued progression of its graduates, academics and researchers so as to equip them in building the local arena while facing global challenges. Therefore, initiatives of this nature plays a significant role in molding both our students and academics to cater to these requirements. The International Conference on Business Management (ICBM), is one such initiative wherein our students and academics are assimilated towards a research culture. Further, its string of activities, such as the PhD Consortium, Research Poster Session, Conference Workshops and the ICBM Conference under the theme; ‘Transforming, knowledge into action: Towards sustainable development in emerging economies’, would bring together the business and academic community on one platform so as to explore, discuss and pave way for a stronger network, better understanding and an overall enriching experience.

Therefore, I appreciate the organizing committee and the officials from the University of Monash for collaborating with us to convene this conference. I also thank the academic community and all professionals who joined hands with us to make this event a success. I look forward to hearing the insightful discussions and meeting the wonderful people that this conference would bring together.

Dr. U. Anura Kumara
It is with great pleasure we welcome authors, invitees and participants to the PhD Consortium, Research Poster Session and Conference Workshops of 16th International Conference on Business Management (ICBM 2019) which is being held on 28th November 2019 at the University of Sri Jayewardenepura, Sri Lanka, organized by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. The theme of the 16th ICBM is ‘Transforming, knowledge into action: towards sustainable development in emerging economies’. We live in an increasingly knowledge-rich world where new ideas, new modes of thinking and new discoveries push the boundaries of our understanding on a daily basis. Yet knowledge by itself adds little value to development efforts if that is not put into action. In this respect, the PhD Consortium, Research Poster Session and Conference Workshops of ICBM 2019 aims to create a platform for young and early career researchers to share ideas on this need and operationalizing it. Finally, on behalf of the Organizing Committee, we wish the participants of PhD Consortium, Research Poster Session and Conference Workshop all the very best and we hope that you will be greatly enriched and edified your work by participating to these events. In closing we are also highly grateful to the all the presenters, participants, PhD in Management Program, Faculty of Management Studies and Commerce, The Research Center for Management Studies and Commerce, Monash Business School, University of Monash, paper reviewers, discussants and all others who extended their immense support and good wishes.

Co-Chairs – 16th ICBM Faculty of Management Studies and Commerce
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Factors Affecting Domestic Tourists’ Satisfaction in Unawatuna, Sri Lanka

Samaraweera K.G*, Upekshani T.G.Y

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University of Sri Jayewardenepura, Sri Lanka

Abstract

Purpose: The key objective of this study is to identify the Western province domestic tourists’ perception towards the satisfaction gained from Unawatuna. Furthermore, the study attempts to investigate the relevance of 5A’s concept on domestic tourists’ satisfaction and the factors affecting that.

Design: The study adopted the convenience sampling technique to generate a sample of 485 domestic tourists. The data analysis method used for this study is factor analysis. The first stage is the Exploratory Factor Analysis to identify major factors. The second stage is the Confirmatory Factor Analysis to confirm the identified major factors. Finally, the Structural Equation Model is used to identify the relationships between the identified factors in the model.

Findings: The Descriptive analysis revealed that majority of the domestic tourists have prior experience in Unawatuna. According to factor analysis, the study found that Accommodation, Amenities, Attractions, Accessibility and Activities influence the domestic tourists’ satisfaction. Moreover, the above factors have a significantly positive impact on domestic tourists’ satisfaction. The activities impact 95% on domestic tourists’ satisfaction and it is the most crucial factor.

Research Implications: This study suggests introducing low budget tour packages, publication of an accommodation guide and tourist guide map in native languages and maintaining the quality of the accommodations. Additionally, improving activities in the destination would help the stakeholders to increase the satisfaction level and the future growth of the domestic tourism industry in Unawatuna. If the domestic tourism industry is stabilized, Sri Lankan tourism industry would not be terribly affected when the international tourism collapses or sways owing to different reasons.

Keywords
Domestic Tourism; Tourist’s Satisfaction; 5A’s, Factor Analysis.

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*Mr. Samaraweera K.G. is an undergraduate of University of Colombo. E-mail: kanchanageeth@gmail.com
Factors Influencing the Usage of Social Commerce among Management Undergraduates in Sri Lanka

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University of Sri Jayewardenepura, Sri Lanka

Abstract

Purpose: Social media interaction is one of the recent technological trends and it has given intensification to the concept of Social Commerce. Social commerce is a subset of electronic commerce that uses online social networks to help in buying and selling of products and services and, it has become a mainstream of research. However, limited studies on social commerce in Sri Lankan context creates a knowledge gap. The objective of this research is to predict the factors influencing the usage of social commerce among undergraduates of Sri Lanka.

Design: The conceptual model was developed using key behavioral intention factors such as trust, easiness, satisfaction, social pressure, intention to use social commerce and real usage of social commerce. The model was tested using 100 responses by employing structural equation model analysis.

Findings: The results showed that intention to use social commerce had a positive impact on usage of social commerce, while satisfaction and social pressure have positive influence on intention to use social commerce. Further, intention was found to be a significant mediating factor for actual usage.

Research Implications: Study provides insights on influencing factors of social commerce that could be valuable for organizations in establishing policies/strategies. It could also be useful for researchers in understanding the potential consumers’ attitudes towards usage of Social media for commercial purposes.

Research limitations and future research suggestions: Study was a cross-sectional instead of a longitudinal study. Future research could apply other methods such as qualitative and mixed, which allow deeper understanding of the problem and issues of the study.

Keywords Technology Acceptance Model; Social Commerce; Social Media

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Do Women Directors Improve Firm Financial Performance of CSE Listed Companies in Sri Lanka?

Hameed, Z*, Senevirathna, N, Weerasooriya, S, Yasaratna, D and Jayathilaka, R

Sri Lanka Institute of Information Technology, Sri Lanka

Abstract

Purpose: This paper investigates the effect of women directors on the financial performance of all the listed firms in Sri Lanka from the year 2012 to 2018. Many outstanding women have contributed for the success of a variety of sectors in Sri Lanka. Therefore, it is important to highlight the significance of their role in the corporate world and also to encourage board diversity in terms of the gender composition. The main purpose of the study is to investigate the impact of women directors on financial performance of CSE listed companies in Sri Lanka.

Design: This study employed panel regression with Fixed Effects (FE) method to estimate the main regression model.

Findings: We document that women directors have a positive and statistically significant impact on firm financial performance. Moreover, leverage and firm age have a significantly negative impact on firm financial performance.

Research Implications: The results imply that in Sri Lanka, the gender composition in the corporate boards reflects an underrepresentation of women. At present, Sri Lanka has no such mandatory gender quotas to be adhered to. Therefore, this study is significant as it enables to identify the extent to which women have attained power in the corporate world by tracing their presence in the director boards. It will also be of great importance to both local and international policy makers such as United Nations (UN).

Research limitations and future research suggestions: The main limitation of this study is that the data availability constrains the analysis only to the listed companies in Sri Lanka. The findings may have been different if the entire sample of women directors serving in different forms of business organizations such as partnerships and private limited companies in Sri Lanka were also used in this study. Moreover,

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future studies can be based on designing the research using qualitative components so that more comprehensive insights can be provided.

**Keywords**

*Women Directors; Firm Performance; Sri Lanka*
Mobile Banking Adoption among Undergraduates in Sri Lanka

Elamulla E.D.K.P*, Shantha P.H.A.B**

University of Sri Jayewardenepura, Sri Lanka

Abstract

Purpose: The purpose of this study is to investigate the types of variables that determine the adoption intention towards mobile banking, among undergraduates in Sri Lanka.

Design: The altered Technology Acceptance Model (TAM) is endorsed here with the inclusion of four risk aspects namely, financial risk, time risk, security risk and privacy risk. The convenience sampling method is used to collect data from 134 respondents in a university via questionnaires.

Findings: The results indicate that the negative impact of the security risk dimension results in the attitude to use mobile banking. Perceived usefulness positively impacts on people's attitude toward mobile banking. Similarly, attitude to use is found as an aspect that significantly impact over adoption intention to mobile banking.

Research Implications: This study will provide an insight for the people who wants to explore the reasons behind the lower level of mobile banking adoption. Moreover, when formulating strategies, all banks should merely focus on, increasing the usefulness of their mobile banking service and making sure that the security risk factors have been taken into consideration before launching their products.

Research limitations and future research suggestions: This study is limited to 134 respondents. Also, this study is only focused on a few risk factors along with the modified TAM model. Today, all Sri Lankan banks offer highly advanced mobile banking facilities to their valued customers, so it is good to integrate more customers without specifying it into undergraduates.

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Keywords

Mobile banking; Privacy risk; Financial risk; Security risk; Time risk.
The Impact of Social Media Marketing on Customer Purchase Intention: with Special Reference to Fashion-Wear Industry in Sri Lanka


Sri Lanka Institute of Information Technology, Sri Lanka

Abstract

Purpose: As the result of development of the marketing communication, social media has gained a huge development in the modern society. Social media can be considered as a low-cost method which is highly influential, and which encompasses the ability to reach a wider audience. However, the impact of firm-created Facebook communication and user-generated communication are not considerably adequate for purchase intention in fashion industry. Therefore, the purpose of this study is to identify the impact of firm-created communication content and user-generated communication content on customer purchase intention in fashion-wear industry in Sri Lanka.

Design: The research design has built up with the deductive approach. The online survey was used as the data gathering instrument. This study was based on convenience sampling method and questionnaires were tested for the validity and reliability. The data were analyzed using quantitative inferential methods and descriptive methods (reliability test, factor analysis, correlation analysis, regression analysis).

Findings: The study proves that firm-created and user-generated communication have positive and significant impact towards the purchase intention among customers. Furthermore, firm-created communication has higher impact when compared with user-generated communication.

Research Implications: The availability of research work based on this area is limited in Sri Lanka. Therefore, this study can be used to get an idea about how firm-created and user-generated content affect the fashion market and the marketers.

Research limitation and future research suggestions: The main limitation of this study is time restriction. Future researchers can conduct similar studies covering all provinces in Sri Lanka and it will be more effective study.

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Keywords
Facebook; online fashion-wear; firm-created communication; user-generated communication; Sri Lankan customers
Citizens’ Intention to Use Information Systems for Electronic Waste Management

Madhuranga H.A.H*, Fernando, M**

University of Sri Jayewardenepura, Sri Lanka

Abstract

Purpose: Electronic waste (e-waste) has adverse impacts on the environment than other categories of waste yet paid less attention to know the citizens intention to use information systems to manage e-waste. This research investigates the Sri Lankan citizens intention to use information systems for e-waste management.

Design: Based on the well-established Technology Acceptance Model (TAM), we developed a conceptual model for citizens’ intention to use information systems for e-waste management. We identified computer efficacy and external control as the determinants of perceived ease of using information systems for e-waste management and subjective norm as the determinant of perceived usefulness of information systems for e-waste management. We collected data from randomly selected 137 citizens from Gampaha district using a questionnaire survey and analyzed the data using Structural Equation Modelling (SEM) to test six hypotheses.

Findings: We found that our conceptual model has a 48.1 % ability to predict the citizens’ intention to use information systems for e-waste management through its perceived usefulness and perceived ease-of-use. Citizens’ intention to use information systems for e-waste management is highly influenced by their perception of systems’ usefulness. Perceived ease of using information systems influence the intention to use information systems through the perceived usefulness of e-waste management information systems. Through the path analysis we found that computer efficacy, external control and subjective norm indirectly influence the citizens’ intention to use e-waste management information systems.

Research Implications: This research proved that Sri Lankan citizens will use information systems for e-waste management if they see the usefulness of the system. Their view on the usefulness of the system intensifies with the ease of system use and social pressure which are directed to them from people surrounding them.

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Research limitations and future research suggestions: Identification of limited determinants may reduce the predictive power of the model; thus, future research should consider more related constructs as determinants of the model.

Keywords
Technology Acceptance Model; Electronic waste management system; Intention to use, Usefulness, Ease-of-use
IoT enabled Gamification: The way forward in Retail Marketing

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Abstract

Purpose: The plethora of technology available is altering consumer perspectives at a fast pace, thus companies should also be flexible and capture knowledge regarding means of encompassing technology into their processes to serve the consumers better while obtaining a competitive advantage. Hence the purpose of this research is to explore the existing technologies and the applicability of IoT enabled gamification for retail marketing in Sri Lanka.

Design: In line with the research objectives, a systematic literature review and in-depth interviews with marketing professionals in the industry were conducted.

Findings: Findings reveal that gamification for retail-marketing is heavily used in many countries whereas it’s still establishing its roots in Sri Lanka. Amid the retail-marketing giants, gamification is heavily applied in the online context (games on social media pages) as opposed to the offline context. The paper offers theoretical contributions while marketing professionals and other personnel interested in this area can utilize it as deemed fit and expectantly use the tested mechanisms to improve consumer engagement.

Research Implications: Apart from enhancing the value creation process provided by the company to the customer, this research can also be viewed as a knowledge addition to the general public as there is a clear knowledge gap due to the lack of research conducted on gamification in the modern retail industry in Sri Lanka. Through this research, one can obtain a comprehensive and detailed understanding of the subject matter and identify the means to apply into their varied business processes while also enabling us as a nation to reduce the impending digital divide.

Research limitations and future research suggestions: The study is limited to the modern-trade retailers whereas future research could explore on other formats of retailing. Alternatively, consumer perspective on experiencing Gamified mechanisms too can be explored.

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Keywords
Gamification; Customer Engagement; Retail Marketing
Impact of Social Media Marketing on Customers’ Brand Loyalty: With Special Reference to the Home and Personal Care Industry

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Abstract

**Purpose**: Social Media Marketing (SMM) is the use of current social media tools to increase the brand awareness amongst customers on online platforms (Drury, 2008) and with the emergence of advanced technology, it has emerged as a prime marketing tool. The use of social networks has created a dramatic change of consumers’ behaviour and their loyalty during the recent years, especially in the Home and Personal Care (HPC) industry. The objectives of the study were to examine the effect of SMM on customer brand loyalty, to examine whether trustworthiness of sources moderated the relationship between SMM and customer brand loyalty and to assess the extent of using SMM by customers in the HPC industry in Sri Lanka.

**Design**: The research design is based on the quantitative approach and structured questionnaires were used with Likert scale questions. The target population was the HPC users who are exposed to social media and 232 respondents were selected based on purposive sampling method. The multiple regression was implemented to analyze the collected data.

**Findings**: This study found that SMM has a strong positive effect on customer brand loyalty. Further, the results indicated that trustworthiness has a significant moderating effect on the relationship between SMM and customer brand loyalty.

**Research Implications**: The findings of this study suggest HPC brands to be present on trustworthy social media platforms, with their brand messages, in order to attract more customers and to retain existing customers.

**Keywords**
Social Media Marketing (SMM); brand loyalty; Home and Personal Care (HPC); trustworthiness

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Trends in Corporate Social Responsibility Disclosure in Tourism Industry: Emergence of a New Dimension


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Abstract

Purpose: The level and pattern of Corporate Social Responsibility Disclosure (CSRD) in tourism industry in Sri Lanka for the last few years has not been studied. Hence, this study aims to identify how CSRD of tourism industry has behaved and the level of importance given to different dimensions of Corporate Social Responsibility (CSR) during the period of 2013/2014 to 2017/2018.

Design: Ten listed hotel corporations were selected for the study using systematic sampling. Annual reports for the period of 2013/2014-2017/2018 were used to gather CSR related data. Study adopts a mixed approach of content and theoretical thematic analysis to identify CSR related information disclosed in annual reports of selected firms. List of 190 keywords and 62 sub-themes were used to identify CSR related information. Set of decision rules were developed to maintain consistency in analyzing annual reports. The data gathered from these approaches were then converted into Nila units to evaluate the CSR performance of each firm.

Findings: Findings of the study depict that there's a slight but incremental trend in CSRD of tourism industry. However, the growth of the CSRD trend in the past few years is not consistent. Furthermore, it is evident that the highest proportion of information disclosed in annual reports relates to dimensions such as employee relations, community and environment.

Research Implications: The results of the study reinforce the tourism sector the pattern and the trend of CSR disclosure in heading towards effective strategic decisions. Furthermore, the study enhances the knowledge of the reader on possible underlying issues in current CSR practices. This study is significant as it provides policymakers with insights to design the countermeasures necessary to
overcome the problematic situation in the industry. The study also encourages readers to ask the question whether the tourism industry lacks necessary guidance or maybe even ignorant of CSR activities. Study also suggests the possibility of emergence of a new CSR dimension, *viz.* “Security”.

**Research limitations and future research suggestions:**
Current study is limited to a sample size of ten firms operating in the tourism industry due to the time constraint. Future research can be conducted on a larger number of firms operating in the industry of tourism in order to increase the generalizability of the current study’s findings. This study provides a second opportunity for future researches to explore prevailing reasons for firms in the selected industry to have such low growth in the level of CSR disclosure. Furthermore, as suggested in the study, future research can be conducted to evaluate how much effort put by firms to ensure physical security of people as a mean to counteract the prevailing situation in the industry since the event of Easter Sunday carnage.

**Keywords**
*Corporate Social Responsibility; Tourism Industry; Sri Lanka*
The impact of Value Co-Creation on Customer Satisfaction in Event Planning: The moderation effect of Process Enjoyment and Self-efficacy

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Abstract

Purpose: The service sector contributes more than half to the world economy and according to the Central Bank (2018) it contributes 55.8% to the Sri Lankan GDP. Therefore, the trends in the service sector are desired to investigate. Pine and Gilmore (1999), recognized 21st century as ‘experience economy’ where business organizations are trying to provide memorable customer experiences through their service provisions. In providing such experiences business organizations invite customers to join with them in creating value which is simply termed as “value co-creation”. However, the level of customer satisfaction in co-creation process mainly depends on whether customers enjoy this experience and on their level of self-efficacy. Further, among many services available, customer involvement is higher in event planning. Considering the timeliness and the relevance of this phenomenon, this research aims at identifying the impact of value co-creation on customer satisfaction in event planning while examining the moderation effect of process enjoyment and self-efficacy.

Design: This study employed the quantitative approach in collecting data using self-administered questionnaires. 250 customers who have experienced the service of an event planning organization in planning their weddings in Colombo District were chosen as the sample, based on non-probabilistic convenience sampling method.

Findings: This study found a positive effect of value co-creation on customer satisfaction in event planning. Further, this effect is higher when the process enjoyment and the self-efficacy is high among customers.

Research Implications: Since the scholarly attention given to understand the value co-creation in event planning is very low in both the global and local contexts, this

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research fills the gap in the existing literature. As the managerial implications, service organizations can obtain advantages by understanding to which extent and in which aspects they should collaborate with customers to make them happy. Particularly to satisfy customers the value co-creation process should be enjoyable and self-efficacy should be incorporated especially in industries such as event planning industry.

**Research limitations and future research suggestions:** This study is limited to the Colombo district in Sri Lanka, but it can be extended geographically. Further, there are avenues to investigate the value co-creation in other service sectors such as tourism and hospitality, banking sector and so on.

**Keywords**

*Value co-creation, customer satisfaction, process enjoyment, self-efficacy*
Environmental Management Accounting Practices within the Higher Education Sector in Sri Lanka


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Abstract

Purpose: Environmental Management Accounting (EMA) have become a salient component within all the business entities not only in Sri Lanka but also worldwide. EMA is a subset of environmental accounting which offers monetary and physically environmental-related information for decision-makers and management, for the purpose of enhancing the financial performance while contributing towards environmental conservation. This study aims to explore the current EMA practices used to manage environmental cost within the higher education institution and to investigate the factors influence upon adopting EMA practices within higher educational institutions.

Design: This study is an exploratory research which is mostly based on analyzing primary data collected through in-depth interviews and secondary data from additional documentation, reports, notes and websites provided by participating universities.

Findings: Findings revealed that there is a general absence of EMA utilization within the case institutes mainly due to the lack of government imposed greening policies and lack of advocacy from institutional leadership (government). Further, numerous factors impeding upon EMA implementation were recognized such as sorted under financial, legitimacy, managerial and informational barriers accordingly.

Research Implications: More significantly this study paves the path towards the growth of empirical studies associated with EMA practices in Sri Lanka.

Research limitations and future research suggestions: The research focused on one private and three public universities. Perhaps private and public universities are different in terms of cultural dimensions and other factors that were not investigating this research. Further, if other cultural contexts such as selecting different districts and provinces in higher education institutes will give different insights for EMA practices

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and the factors influencing EMA adoption might be generated through the context.

Keywords
Environmental Management Accounting; Higher Education Sector; Environmental policies; Environmental cost; Attitudinal barriers
Relationship between Celebrity Endorsement and Purchasing Behavior: Reference to Insurance Sector in Sri Lanka

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Abstract

Purpose: Celebrity endorsement has been investigated in prior studies in relation to various behavioral and cognitive aspects about consumer purchasing behavior. Service sector firms of Sri Lanka are using celebrity endorsement competitively and it makes an over endorsement or multiplicity of celebrity in some instances. In insurance sector, celebrity endorsement is becoming more popular because insurance companies are finding that it is increasingly difficult to survive in the marketplace and gain market shares. This study examines the impact of celebrity endorsement on purchasing behavior of life insurance policies in Sri Lanka.

Design: The study used a deductive approach and quantitative research design. Data were collected from 150 life insurance holders from four insurance companies in Sri Lanka. A self-administrated structured questionnaire was used to collect data. Celebrity endorsement has been operationalized through celebrity attractiveness, trustworthiness and expertise. Multiple regression analysis was employed to test the hypotheses.

Findings: The study finds that celebrity trustworthiness has a significant effect on consumer purchasing intention of life insurance. However, celebrity attractiveness and expertise were not found to be significant. It can be concluded that physical attractiveness of the celebrities who endorse the products does not affect significantly on buying behavior of life insurance and trustworthiness of the celebrity is the key character for buying behavior of the targeted product.

Implications: Since life insurance policies are involved with financial and performance risk, the expertise of a celebrity is considered to be an important factor for appealing the consumers in order to increase brand recall and the positive attitude towards the brand. The management of insurance companies need to consider that attractiveness goes beyond the physical features. Rather than selecting a celebrity only with extraordinary beauty and stature, it might be more beneficial to choose a celebrity who possesses both the physical attractiveness and virtuous characteristics such as personality, lifestyle and intellectual skills.

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Limitations: Further research is required to test the proposed research framework on other insurance services. A larger sample is necessary in order to improve the generalizability of the findings.

Keywords

Celebrity endorsement; Purchasing behavior; Life insurance; Multiple regression
Effect of Firm Leverage on Operational and Market Performance of Selected Industries in Sri Lanka


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Abstract

Purpose: The relationship between leverage and the firm performance has not adequately addressed in the previous literature. Therefore, the primary objective of this study is to examine the relationship between firm leverage and operational / market performance of selected industries that are listed in Colombo Stock Exchange. Further, it aims to identify the difference between leverage position, operational performance position and firm related market performance position of each selected industry. Finally, it determines how the financial leverage has changed over a period of time in selected companies.

Design: All the data were gathered through the annual reports of each industry under the selected industrial sectors. The study used panel data regression analysis, including cross sectional sectors data and time series data. These subjects were observed during the period of 10 years from 2009 to 2018. Evaluation of this data mostly includes the comparison between different subjects.

Findings: Up to date researchers have used the correlation analysis to find the relationship between independent variable and the dependent variables for each industrial sector. According to the results hotel and travel industry sector and plantation industry sector show a strongly positive relationship between firm leverage and the firm operational performance. That means when financial leverage increases, its operational performance also increases. Food, beverage and tobacco industry and manufacturing industry show that there is no relationship between firm leverage and firm operational performance. Under the firm related market performance, food, beverage and tobacco industry sector, hotel and travel industry sector and manufacturing industry sector show that there is a negative relationship between its firm leverage and firm related market performance. Which means when its financial leverage increase, it’s market performance decreases. Only plantation industry sector shows that there is a positive relationship between its firm leverage and firm relate market performance. That means, when its financial leverage increases, its marketing performance also increases.

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**Research Implications**: The main significance of this study is that, the selected industrial sectors in Sri Lanka (food, beverage and tobacco industries, manufacturing industries, hotel and traveling industries, plantation industries) are contributing a large proportion to the Gross Domestic Production (GDP) in Sri Lanka. So, identifying the relationship between firm leverage and the firm performance is very significant and helpful to the companies and the managers to get an idea about the importance of maintaining a perfect balance between debt and equity.

**Research limitations and future research suggestions**: The major barrier faced by the researcher, is process of obtaining data for the study. In some industries, same company has listed in two different places. Some companies had limited data or only for few years.

**Keywords**

*Leverage, Operational performance, Market performance.*
Green Attitude and Green Work Behavior of Employees: An Empirical Study in a Sri Lankan Tiles Manufacturing Company

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Abstract

Purpose: The purpose of this research is to understand the level of green attitude and green work behavior of employees and examine the relationship between green attitude and green work behavior among executives and non-executives in a Sri Lankan tile manufacturing company.

Design: The survey was conducted to gather data from a sample of 100 executives and non-executives in a recognized Tile Manufacturing Company in Sri Lanka. The sample has been chosen randomly. A pre-determined questionnaire was used to collect data and ensured the validity and reliability of the data. The response rate was 81%. The Pearson’s correlation technique and the Independent Sample T Test were used as data analysis techniques.

Findings: It revealed that the degrees of green attitude and green work behaviors of employees in the organization under the study are high. As the Pearson’s correlation coefficient was .511 (significant at .01) there is statistical evidence to claim that green attitude and green work behavior of employees are positively and significantly related. However, the results of the Independent Sample T-test revealed that there is no statistical evidence to claim that executive employees and non-executive employees are different in terms of green attitude and green behavior. One reason for this may be that majority of employees under the both categories are having the same general education.

Research Implications: Any organization that wants to improve green work behavior needs to improve green attitude.

Keywords

Green Attitude; Green Work Behavior

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The Relationship between Student Engagement and Academic Achievements in Higher Education


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Abstract

Purpose: The student engagement has been a progressively concerned subject within the educational field. The purpose of this study is to investigate the relationship between student engagement and their academic achievement in higher education in Sri Lanka.

Design: The study was carried out with 350 undergraduates. The data were collected using a questionnaire. The independent variable (Student Engagement) included dimensions as cognitive, behavioral, emotional, and valuing and sense of belonging and the dependent variable (Academic Achievements) was measured using Grade Point Average (GPA).

Findings: The results revealed that there are statistically significant strong-positive connections between the students’ scholarly accomplishment and student engagement (r=0.912 p=0.000). Particularly, the dimensions of cognitive engagement and valuing had a higher correlation with the academic achievements.

Research Implications: The results will help individuals who involve in educational context to understand the importance of student engagement which can eventually be connected to the scholarly accomplishment. This concept will be a key trait in educational psychology when driving towards quality higher education for sustainable development.

Research limitations and future research suggestions: The sample size being limited to two universities which might not be adequate for an exact representation of the entire university system. Further, convenience sampling may be driven to biasness and therefore, it is suggested to the future researchers to use simple random sampling to induce a more disseminated result.

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Keywords

_Academic Achievement; Higher Education; Student Engagement_
Improving Export Competitiveness in Sri Lanka: Challenges and Opportunities

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Abstract

Purpose: Since the introduction of a liberalization regime in 1977, the export sector has played a major role in enhancing economic growth and development in Sri Lanka. Given that importance, the study aims to identify main factors affecting export competitiveness in Sri Lanka. While serving this main objective study also focuses on identifying issues and challenges encountered by exporters when facing the competition in the international market

Design: The Gravity Model has been used for determining the factors affecting export competitiveness as it was proven to be the most suitable method in analyzing the bilateral trade between countries. In formulating the model, nine major trading partners of Sri Lanka were selected based on their export values. The other important variables included in the model are; FDI of Sri Lanka and trading partners, trade openness of Sri Lanka and trading partners, GDP of Sri Lanka and trading partners, population and distance between Sri Lanka and trading partners. In identifying the challenges and issues encountered by exporters a survey has conducted by administering a questionnaire. The convenience sampling method has been used.

Findings: Results suggests that only the GDP of other trading partners has a significant positive impact on the export competitiveness in Sri Lanka. Survey result revealed that the government and other regulatory authorities did not provide adequate support to the export competitiveness in Sri Lanka.

Research Implications: As the income of the trading partner is a significant factor in determining demand for Sri Lankan exports, it is necessary to diversify export basket of the country to meet the requirements of different income groups in foreign countries. Moreover, the government should assist in finding new markets, provide financial support to export oriented enterprises, encourage innovation and take necessary steps to reap the maximum benefits of GSP plus.

Keywords
Competitiveness; Gravity Model; Trade Balance; Trade Openness

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The Impact of Recreational Activities on Poverty of Sri Lanka


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Abstract

**Purpose:** The main purpose of this study is to measure the impact of different types of recreational activities on the poverty of Sri Lanka.

**Design:** This research suggests measuring the probability of being category of poor or nonpoor based on different types of recreational activities of Sri Lankan households. This study is based on secondary data gathered through the Households Income and Expenditure Survey (HIES) 2016, published by Department of Census and Statistics (DCS)-Sri Lanka, with an annual sample of 21,756 households representing all 25 districts in the country. Probit model was used in analyzing the data.

**Findings:** According to the HIES 2016 data set there were 21756, about that data 732 households are below the poverty line and 21024 are above the poverty line. Furthermore, there are around 11800 households which are spending for the recreational activities, among them 141 and 11659 are poor and nonpoor respectively. The findings of this study demonstrated that spending on recreational activities are significantly associated with nonpoor households. Furthermore, the households those located in the urban areas has a much higher probability of being poor compared to those living in the rural sector. This study further confirms that education and marital status of the head of the household are significantly associated with poverty alleviation.

**Research Implications:** The study suggests formulating better policies for businessmen who are interested in recreational activities in the country. Furthermore, all the national stakeholders have an opportunity to discover unfamiliar market segments and this is important for the investors in the social area.

**Research limitations and future research suggestions:** This study provides the opportunity to both the investors and policy makers (targeting the social sector including leisure and entertainment industries, covering cultural and religious activities), to further investigate on non-poor households and their impact on recreational activities.

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Keywords
Poverty; Recreational Activities; Sri Lanka
**Living with Breast Cancer; Sri Lankan Rural Women’s Reflexive Responses to Social and Emotional Challenges**

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**Abstract**

**Purpose:** This study mainly focuses on identifying the reflexive responses of Sri Lankan rural women with breast cancers regarding social and emotional challenges after the diagnosis. Specifically, this research examines the responses related to six main themes of social and emotional challenges including stress and depression, family and community support, access to medical support and information, feeling isolated, coping with financial burden and spiritual directions.

**Design:** The research adopts a qualitative approach and data collected through semi-structured interviews from selected 10 rural women who are living with breast cancer for more than a period of one and half years to fifteen years. Six participants were direct patients and four participants were closest relatives of the patients. Thematic analysis was used to analyzes data.

**Findings:** Most of the respondents are stressed and feared more at the initial stages of the breast cancer diagnosis and also in later periods too, due to the lack of proper support and other challenges like difficulty in accessing medical treatments and financial burden. Majority of women have obtained good support from the family and community in many circumstances. Accessing medical support and information were the biggest challenges due to long distance of travelling and not having proper access to information prior to the diagnosis. Feeling isolated and reducing social interactions were identified among younger women rather than elderly women. Finally, greater extent of spiritual directions was recognized as a coping mechanism and for the psychological well-being.

**Keywords**  
Breast Cancer; Rural Women; Social Challenge, Emotional Challenges

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Malage, M.H.*, Lakmali, V.D., Laksarani, W.A.S., Smarathunga, M.M.C.N.B

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Abstract

Purpose: To determine the HRM practices adopted in Small and Medium size Tea Plantations (SMTP) towards the labor force of field worker category in Sri Lanka. These practices have been adopted based on past literature where most researchers have incorporated these practices into their studies.

Design: The principal variable examined in this research is HRM practices which are there in the SMTP in Sri Lanka. Recruitment and selection, training, career development, compensation, industrial relations and welfare management have been used as the key elements of HRM practices. Research adopts qualitative approach on data collection. Since a substantial number of SMTP are located in Rathnapura and Matara districts (according to tea board annual reports) 6 SMTPs were selected covering those areas. Convenient sampling technique was used to select 12 plantation workers.

Findings: The HRM practices and characteristics of personal behavior of labor community of SMTP is quite unique. However, HRM practices in formal organizations and SMTPs’ are of significant difference. Therefore, the standard HRM practices that reflected on literature as applicable to other industry are not applicable to the SMTP sector in Sri Lanka.

Research Implications: Tea industry makes a major contribution to Sri Lankan’s economy. Since there is a huge labor shortage in Sri Lanka tea plantation this research emphasizes on retention of workers in small and medium sized tea plantations. It is recommended that a new model for HRM practices which suits the SMTP worker community need to be developed. This would promote creating a conducive environment to maintain a viable and sustainable labor force. This research is more significant to tea plantation owners who can identify potential reasons for laborers to leave the plantation industry.

Research limitations and future research suggestions: This research was conducted in 6 SMTPs having qualitative interviews with 12 workers. This can be extended in the future by expanding geographically as well as extending to a quantitative stage.
Keywords

SMTP; HRM practices; Workers; Retention
The Impact of Switching Cost on Customer Dissatisfaction Response Styles in Mobile Telecommunication Industry in Sri Lanka

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Abstract

Purpose: Sri Lanka's telecommunication sector has been intensely transformed during the last decade, becoming one of the most open and competitive business sectors among the developing countries. Since the competition is increasing and the market is in its saturation, retaining the existing customers is highly important for the business organizations in telecommunication sector. Implementing switching barriers as a customer retention strategy is common in many service organizations. In such a backdrop, this study aims at understanding how switching cost influences on customer dissatisfaction styles particularly in the Telecommunication sector in Sri Lanka.

Design: This study employed the quantitative approach in collecting data using self-administered questionnaires. 250 mobile telecommunication customers in Western Province in Sri Lanka were chosen for the sample, based on non-probabilistic convenience sampling method. Data were analyzed by using regression analysis technique.

Findings: The study found that when experiencing a dissatisfaction incident, customer shows a weak intention to exit when they perceive high procedural, financial and relational costs. Further customers show intention to ‘voice’ and spread ‘negative word of mouth communication’ when they experience high financial and procedural costs and low relational costs. Customers’ intention to provide feedback to the company was insignificant with different switching costs.

Research Implications: Though literature was available in addressing the customer switching behavior and switching cost, there were very few scholars who have attend to investigate the influence of switching cost on customer dissatisfaction styles. Hence, this study fills that gap in the literature. Further this study provides facts for service organizations, particularly for telecommunication companies to have a closer look at the switching cost factors and to understand on how it influences on customer dissatisfaction styles. This may lead to build different strategies to handle the customer dissatisfaction responses.

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Research limitations and future research suggestions: This study has limited its focus to the telecommunication sector, while limiting geographically to the Western province in Sri Lanka. Therefore, future studies can expand its coverage to the other service businesses and different geographical settings. Further, how the type, context and service failures influence on customers’ dissatisfaction response styles is another avenue for future research.

Keywords
Switching cost; customer dissatisfaction; telecommunication sector
Hiring Deaf Employees in Fast Food Restaurants: Does it Matter to the Customer Perception on Service Quality?


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Abstract

**Purpose:** This research deals with customer perception on service quality of restaurants that employ hearing impaired persons. The empirical findings of a comparative study on service quality between two Pizza Hut restaurants, hiring majority of deaf persons and a standard outlet in Colombo, is presented in this paper.

**Design:** The DINESERV instrument based on Parasuraman’s SERVQUAL model is used to examine the service quality, which is adopted to develop the survey questionnaire. Full range of restaurants opening hours have been covered in the data collection. Using convenient sampling method, a data set of 200 respondents have been created. ANOVA was conducted using SPSS.

**Findings:** Cronbach’s alpha ranging 0.82 to 0.88 resulted for five SERVQUAL dimensions (Tangibility, Reliability, Responsiveness, Assurance and Empathy) demonstrating high internal consistency. All *p*-values of service quality dimensions resulted *p* < 0.02, indicating that SERVQUAL dimensions differ between the restaurant employing deaf persons and the other.

**Research Implications:** Positive customer perception towards the restaurants hiring deaf employees demonstrates that this disability does not negatively influence customer satisfaction. This finding reinforced with our related qualitative study, indicating positive managerial implications, strongly supports companies to hire more deaf employees. This could promote improved social sustainability.

**Research limitations and future research suggestions:** This study is limited to a single restaurant because there is only one ‘Pizza-Hut’ restaurant of this nature in Sri Lanka. Further research may be required for wider generalization. This unique finding encourages to conduct similar studies with respect to differently abled persons.

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Keywords

Hearing impairment and Employability; Customer Perception; Restaurants; Service Quality
Factors Influencing Online Learning Adoption among Undergraduates in Sri Lanka

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Abstract

Purpose: Despite the availability of online learning resources, undergraduates are less likely to utilize online learning resources for their studies. Therefore, the purpose of this research is to identify the impact of selected factors that would determine the technology adoption for online learning by the Undergraduates of Sri Lanka.

Design: The conceptual model was empirically tested using a survey data of 100 undergraduates and employed structural equation model (SEM) analysis from partial least square (PLS) approach. A modified Technology Acceptance Model (TAM) was used to explain the theoretical background by adding facilitating conditions, computer self-efficacy and educational compatibility and removing perceived ease of use.

Findings: It was identified that the attitude to technology, facilitating conditions, perceived usefulness, educational compatibility and computer self-efficacy do not have a strong and direct influence towards technology adoption. However, these factors maintain a significantly strong influence between each other in accordance with the hypotheses tested.

Research Implications: The results carried from this paper would show significant differences when compared to the results showcased in the literature. However, we could identify that the factors do not have a direct relationship to technology adoption. Therefore, while catering to the factors which would directly influence technology adoption, necessary attention should be given to the factors that could indirectly add value to the adoption process.

Research limitations and future research suggestions: Study was limited to undergraduates of the University of Sri Jayewardenepura. Adoption of online learning resources may vary by the diverse styles of online behavior. Therefore, future researches could focus on expanding the data collection horizon into wider areas on the island and by observing different learning styles.

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Keywords

Online learning; Technology adoption, Technology Acceptance Model
Healthcare Expenses related to Demographic Characteristics in Sri Lanka


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Abstract

Purpose: Even though there are few comprehensive studies available on healthcare expenses in Sri Lanka, their expenditure patterns are not separately analyzed based on household demographic characteristics. Therefore, the main purpose of this study is to investigate the household demographic characteristics on different health expenses categories in Sri Lanka.

Design: This study is based on secondary data gathered through the HIES 2016 which cover 21,756 households. This survey has included 11 healthcare categories and has grouped those into 7 healthcare categories using descriptive statistics.

Findings: The findings of this study demonstrated that people live in urban areas would spend higher health expenses in all health categories, compared to people live in rural and estate sectors. Furthermore, when comparing the overall spending of each province, Northern Province has shown highest increase for spending on private nursing. However, considering the gender, females spends more on healthcare in every considered factor and over 60 years old spends extra on healthcare compared to other age groups. Moreover, widowed and divorced household are bearing a higher financial burden on private medical practices, purchasing pharmaceutical products and private nursing.

Research Implications: The findings of this study can be used for formulating better policies for healthcare by understanding the health expenditure patterns among different demographics.

Research limitations and future research suggestions: This study suggests that there should be different approaches which match with the different demographic characteristics among people and particularly it needs to pay more attention on elderly people when formulating healthcare policies.

Keywords
Health expenditure; demographic characteristics; Sri Lanka.

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The Impact of Online Customer Reviews on Purchase Intention: with Special Reference to Sri Lanka Tour Packages


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Abstract

Purpose: This study examines the impact of online customer reviews on customer purchase intention of tour packages in Sri Lanka. The source credibility, timeliness, valence and length of reviews were considered.

Design: This study employed the quantitative approach, collecting primary data from 150 Sri Lankans who booked tour packages in Sri Lanka, using a self-administered questionnaire. Data analysis was done by using multiple regression analysis.

Findings: The findings reveal that there is a positive relationship between online reviews and purchase intention of Sri Lanka Tour Packages. Specially, Credibility and Timeliness of online reviews show a strong positive relationship with purchase intention while length and valence have weak positive relationship.

Research Implications: Online reviews can develop or destroy a business. Therefore, understanding about the impact of these reviews and social media activities are important. If business has a positive reputation, it would be the most powerful marketing assets to attract more customers.

Research limitations and future research suggestions: The sample of the research is limited to Western province of Sri Lanka and to 150 which is small to generalize the results. Further, the study considered only four variables. But there may be other variables that researchers have not considered that could influence purchase intension. This study focuses on Sri Lanka tour packages and future studies can focus on other market segments such as flight tickets, taxi services, hotel reservations etc.

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Keywords

Purchase intention; Source credibility; Timeliness of reviews; Valence of reviews; Length of reviews
Factors which influence the Overall Satisfaction of International Leisure Tourists: Negombo, Sri Lanka


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Abstract

Purpose: The purpose of this research is to explore the factors which influence the overall satisfaction of international leisure tourists who visit Negombo. It is identified that there are low positive reviews on internet for Negombo in compared to other beach centric tourist attractions in Sri Lanka. Therefore, this study would help the policy makers and tourism service providers to understand the visitors comprehensively and to develop Negombo as a stable tourist destination while offering a memorable experience for its visitors.

Design: A questionnaire survey was performed with 150 respondents (International tourists) in Negombo. The questions are designed based on the variables of destination attributes such as tourism service quality, infrastructure and superstructure developments, information facilities and destination aesthetics and developments.

Findings: The results showed that the overall satisfaction level of the international tourists who visit Sri Lanka is significantly affected by the variables such as tourism service quality, infrastructure and superstructure developments, information facilities and destination aesthetics and developments. Also, it was identified that the number of previous visits have a negative relationship between the overall tourists’ satisfaction. Destination Aesthetics and developments recorded the lowest mean for its level of satisfaction paving the critique that Negambo as a tourist destination is not serving well with its natural beauty and its destination management.

Research Implications: As the destination attributes such as infrastructure and superstructure development, tourist information facilitates and destination aesthetics and development are managed responsibly by government institutions and tourism service quality by tourism service providers, they should take into account the significance of the impact of tourism service quality and other destination attributes on overall tourists’ satisfaction of international tourists who visit Sri Lanka. It would lead to
attract more potential visitors, enhance their destination satisfaction and encourage them to re-visit Sri Lanka while recommending it to others.

**Research limitations and future research suggestions:** The survey was done during the off-peak season of the industry and it is suggested that the survey should have been conducted throughout a complete year.

**Keywords**
Tourist satisfaction; service quality; destination attributes; tourism development
Green Strategies and Sustainability in Apparel Industry in Sri Lanka: A Case Study

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Abstract

Purpose: In the modern business context, the concern on sustainability has become an emerging trend. Therefore, the Sri Lankan apparel industry is also using Green Strategies in their factories. The objectives of this research are to understand the green strategies, to explore the reflection of green strategies and sustainability and to identify the challenges of implementing green strategies in the apparel industry in Sri Lanka.

Design: The case study method was used as the research strategy to conduct the study within two selected green garment factories. The in-depth interview method and limited observation method were used for primary data collection. Eight participants were selected based on purposive sampling technique. Sustainability experts and the selected employees from different levels in the factories participated in the interviews. The thematic analysis was used to analyze the data.

Findings: This case study found green energy, green water, green buildings, and waste management as the key green strategies that are implemented in the Sri Lankan Apparel industry. Also, this study analyzed how those strategies reflect sustainability through the measures as footprint analysis, identifying the positive and negative aspects of green strategy implementation in the apparel industry in Sri Lanka. Buyer attraction, environmental consideration, and social sustainability are the main positive aspects of green strategy implementation. Unwanted applications and adverse side effects of green strategies have discussed in the analysis as well. Also, this study explored the underlying motives of green strategy implementation to construct an argument to realize the intention of green strategy implementation in the apparel industry in Sri Lanka. The main motive behind the green strategy implementation is the buyer pressure. Furthermore, high initiating cost, political interference, and mismatch between managerial orientation and sustainability objective have explored under the challenges of implementing the green strategies empirically through analyzing the experience of participants.

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Research Implications: This research would be useful for potential researchers, managers of organizations and anyone who is interested in terms of green strategies, sustainability and the apparel industry in Sri Lanka to get a broader understanding. Also, this research can be utilized by Sri Lankan policy makers for sustainable development such as Sustainable Development Council, Ministry of Commerce, Export Development Board and the Board of Investment.

Future Research Areas: A comparative analysis between green apparel factory and conventional apparel factory would be a possible management research area that can be identified from this study. Also, a comprehensive study about the challenges towards sustainability practices such as waste mafias would be important to get a precise awareness for the future of the apparel industry in Sri Lanka.

Keywords

Green Strategies; Sustainability; Apparel Industry
Determinants and the Turnover Intention of Sewing Machine Operators in the Apparel Industry in Sri Lanka

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Abstract

Purpose: To identify the relationship between the determinants of the turnover intention; a measurement of whether the business’ employees plan to leave their positions, of sewing machine operators (SMO's) in medium-scale apparel industry in Sri Lanka.

Design: The study adopted the deductive approach and convenience sampling method. The data were collected through structured questionnaire inquiring about the relationship between the determinants of the turnover intention administered among 300 SMOs of which 274 were responded counting for the response rate of 91%. Pearson correlation test was used to ascertain the strength of six independent variables; Job condition, Living and Social condition, HRM activities, Personal characteristics, Sexual harassments, Responsibilities and two intervening variables; Job satisfaction, Stress and one dependent variable; Intention to turnover in order to test the hypotheses.

Findings: This study found that living and social condition, personal characteristics, HRM activities, negating sexual harassments and responsibilities are considered as significant determinants of SMO's retention.

Research Implications: This study highlights the importance of having a policy decision to reduce the turnover intention of SMOs in the medium-scale apparel industry since the apparel exports hold a prominent place in the Sri Lankan economy.

Research limitations and Future research directions: This study focused only on the medium sector apparel industry. Also, this study adopted the convenience sampling method. The present study proposes that future study to be undertaken in either small scale or large scale or both scales in the apparel industry.

Keywords

Sewing Machine Operators; Apparel Industry; Intention to Turnover; Determinants of Turnover Intention

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Effect of Brand Ambassadors in Consumer Preference towards Fast-Moving Consumer Good

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Abstract

**Purpose:** Today, celebrity endorsement has captivated in an enormous debate on whether it really contributes to the brand awareness. This marketing tool is mainly used in the fast-moving consumer goods (FMCG), apparel, telecommunication and also banking industries which hold a large number of consumers. Prior studies examined brand ambassadors’ impact on organizational perspective, however studies to examine brand ambassador’s impact on perspective of customers buying decisions are limited. This study attempts to look upon the effect of brand ambassadors have on customer preference towards purchasing FMCG’s in Sri Lanka. Meanwhile, the study examined what kind of brand ambassadors (athletes or general public figures) has a direct impact on consumer purchasing decision relates to FMCG’s.

**Design:** The study has selected 384 respondents as a sample in Colombo district and all respondents ranged between 20-50 years of age. Data have been collected from primary data, and a structured questionnaire was used to fulfill this task. The questionnaire consisted of 15 indicators to measure advertising through general public figures, advertising through athletes as brand ambassadors and consumer preference towards purchasing FMCG. The Likert scale questions were provided with scaled from 1 to 5 where ‘1’ been strongly agree and ‘5’ been strongly disagree. The multiple regression used to analyze the collected data.

**Findings:** With 81 percent of the response rate, the study revealed that advertising through General Public figures as Brand Ambassadors and advertising through Athletes as Brand Ambassadors have strong positive correlation with consumers preference towards purchasing FMCG. Regression results emphasized that advertising through general public figures as brand ambassadors has highest influence (B = 0.514) towards consumer preference of purchasing FMCG than advertising through athletes as brand ambassadors (B = 0.429).

**Research Implications:** General public figures such as film stars and musicians are key assets of a company because of their ability to attract large scale consumer interests.

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They convey the message to the consumers through their age, gender and social status while celebrities convey a more meaningful message since they have already established an image.

**Keywords**

*Brand ambassadors; General public figures; Athletes; Consumer preference; FMCGs; Multiple regression*
The Role of Interpersonal Communication Skills on Job Satisfaction of the Front-Line Workers

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Abstract

Purpose: The main purpose of this paper is to investigate the impact of interpersonal communication skills on job satisfaction among front line workers. Further it aims at identifying the determinants, current interpersonal communication skill level and methods to enhance the interpersonal communication skills of the front-line workers in Fast Moving Consumer Goods (FMCG) Industry.

Design: Data were obtained via questionnaires on the personal information, current level and determinants of interpersonal communication skills and job satisfaction. Survey results were analyzed through SPSS and the qualitative data were analyzed through word cloud generator and pattern matching.

Findings: Through the results it is identified that there is a positive impact of interpersonal communication skills on job satisfaction. ‘Cultural communication skill’ and ‘Conversational skill’ have highest impact while ‘Assertiveness skill’ has the least impact on job satisfaction. Current Interpersonal Communication Skill level is in moderate level. Some organizations arrange interpersonal communication skills workshops which including cross-cultural and assertiveness skill workshops to enhance the skill level.

Research Implications: This research is creating value in measuring the insights about dissatisfaction and the relevancy to the frontline workers to identify how it is going to impact the present and the future development of the organization.

Research limitations and future research suggestions: The future researchers can use other employee positions in various industries with the different sample sizes to find the impact of interpersonal communication skills on job satisfaction.

Keywords
Front line managers; Interpersonal communication skills; Job satisfaction

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Determinants of Tax Knowledge in Self-Assessment System of Taxation in Sri Lanka

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Abstract

Purpose: Self-assessment system of taxation (SAS) has become the key administration approach for every country in the world. Self-assessment system emphasizes the tax payer’s own responsibility to report his/her income they occupy and emphasizes the need to determine the own tax responsibility. It requires the improvements in the public awareness about tax rules and regulations, enhancement in the voluntary tax payers and voluntary compliance. Prior studies determine that the one of main facilitating factors in increasing the self-assessment tax base is the empowering and improving the level of tax knowledge among taxpayers. This study mainly focuses on individual tax payers’ knowledge, attitudes about paying income taxes and peer views on payment of income tax and how they affect the tax compliance of Sri Lankan individuals.

Design: Convenient sampling technique was used to collect data from 120 individuals who are living in Colombo district in Sri Lanka. A structured questionnaire was prepared to measure variables of tax education, peer views, attitudes and tax compliance. The measurement items of the selected variables were provided with scaled from 1 to 5 where ‘1’ been strongly disagree and ‘5’ been strongly agree. The multiple regression analysis was employed.

Findings: The results revealed that tax education, peer views and attitudes of individuals have significant influences on tax compliance. The results of the study can inform the policy makers to what extent the Sri Lankan education system should be upgraded in order to enhance tax knowledge among individuals.

Implications: It provides the guidance for the tax administrators to design effective tax education programs and simplify tax systems to make individuals easy to understand. Similarly, how the peer views should be precise and what steps should be taken to improve positive attitudes towards paying income tax need to be concerned.

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Keywords
Tax knowledge; Self-assessment system; Attitude; Peer views; Sri Lanka
Influence of Unrealistic Optimism and Compulsive Purchasing on Debt-Stress among the Credit Card Users in Sri Lanka: Towards a Conceptual Model

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Abstract

Purpose: The Central Bank of Sri Lanka recorded that credit cards are increasingly popular in Sri Lanka with a total of 78,201 new issues in 2019 first quarter, and around total of 118,905 cards are being defaulted where the payment is in arrears for 90 days or more showing an increment of credit card debts. Credit card usage affects the purchase patterns of users such that they tend to make an unplanned buying resulting an accumulation of card debt. Considering the timeliness and relevance of this issue, this study aims at examining the impact of unrealistic optimism and compulsive purchasing on debt-stress among credit card users in Sri Lanka. Further it investigates the role of demographic factors (gender, age and income) in this study phenomena.

Design: This study employed the quantitative approach in collecting data using self-administered questionnaires. 300 credit card holders in Western Province in Sri Lanka were chosen to the sample, based on non-probabilistic convenience-based sampling method.

Findings: This study is a work-in-progress and only preliminary findings can be presented. This paper presents the conceptual framework developed based on the foundations of the theory of planned behavior, aiming at measuring the impact of unrealistic optimism and compulsive purchasing on debt-stress among credit card users. The study expected to see a higher degree of unrealistic optimism and compulsive purchasing among credit card users and a positive impact of these two elements on debt-stress.

Research Implications: In Sri Lanka, though few scholars attend on investigating credit card usage, none of the study explored debt-stress, and particularly unrealistic optimism and compulsive purchasing due to owing credit cards. The present research contributes in addressing the theoretical gap in the extant literature. Further as managerial implications, this study provides a better understanding on cardholders in Sri Lanka which would be a good reference for both local and foreign investors, banks and card service companies in developing their strategies.

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Research limitations and future research suggestions: Geographically the study is limited to the Western province in Sri Lanka and has only investigated two, yet most prominent elements which affect debt-stress. There are avenues to geographically expand and further investigate on credit card misuse due to other customer related factors.

Keywords
Unrealistic optimism; compulsive purchasing; debt stress; credit card holder
Challenges faced by Married Female Lecturers in Balancing Work-Family Life; A study at a selected Faculty of a Recognized Government University

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University of Sri Jayewardenepura, Sri Lanka

Abstract

Purpose: The objective of this study is to find the challenges faced by married female lecturers in balancing their work-family life and the strategies they accustomed to overcoming those challenges.

Design: A qualitative study was conducted interviewing which eight married female lecturers selected through purposive sampling from the population of married female lecturers of the Faculty of Management Studies and Commerce at University of Sri Jayewardenepura.

Findings: The study revealed that higher level of family responsibility, administrative workload, negotiating multi-role responsibilities and allocating time between work and family because of involuntary scheduling, lack of organizational support, long working hours, responsibilities with small children, financial problems, inability of getting family support, less support of other lecturers/students and aging parents as major challenges faced by female academics in balancing their work-family life.

Research Implications: Findings can help lecturers to maintain their physical and mental health by successfully facing the challenges. It is important to build quality graduates and achieve carrier developments through a successful work-family balancing.

Research limitations and future research directions: This study was geographically limited to a single institution. Therefore, it provides more avenues to geographically expand in future research work by covering more respondents from many academic institutions.

Keywords
Work life; family life; work-family life balance; married female lectures

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Sustainable Development through Student Engagement: Differentiating Student Engagement between State and Non-State Universities


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Abstract

Purpose: The reason to conduct this study was to discover the contrasts in student engagement between state and non-state universities.

Design: The data were collected employing a mixed strategy of both quantitative and qualitative data. A survey was conveyed among 344 students and 6 face to face structured interviews were conducted. The data were analyzed utilizing word cloud software and independent sample T-Test.

Findings: It was found that there's a clear distinction in the student engagement within the universities as the independent sample t-test p value was 0.0020. Especially, it was identified that state university undergraduates give more significance to the valuing dimension whereas non-state university students donate more significance to the emotional engagement.

Research Implications: The results will be of help for the people who are directly/indirectly involved in educator system in arrange to understand the importance of the measurements of the student engagement. This concept recognized to be a key characteristic in educator psychology when driving towards quality higher instruction for sustainable development as the academic achievement will be mostly affected by the level of student engagement.

Research limitations and future research suggestions: The main limitation was that only two universities were taken which would not be adequate to give an overall representation of all the population. Therefore, it is recommended for the future researchers to increase the sample size when doing further researches. Further, the researchers have used convenience sample which might have led to

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biasness and is recommended for the future researchers to use simple random sampling to avoid the biasness.

**Keywords**

*Non-State Universities; State Universities; Student Engagement; Sustainable Development*
Spirituality in Women Business Leadership: A Case of SME’s in Sri Lanka

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Abstract

Purpose: This study aims to explore spiritual values and practices among the women business leaders in Small and Medium Enterprises (SME) in Sri Lanka.

Design: A qualitative study was based on a snowball sample of ten women business leaders in SME sector. Semi-structured interviews were conducted for data collection and thematic analysis was used in analysis.

Findings: The study found ten common spiritual values (integrity, trust, endurance, forgiveness, sympathy, altruism, humility, gratitude, hope and sympathetic joy) and eight spiritual practices (care and concern on others, respecting ideas of others, open communication, listening responsively, appreciating others, self-awareness, understanding others and protecting of five precepts) among the women business leaders in SMEs. The identified values and practices were compared and contrasted with the existing literature. However, sympathetic joy and protecting of five precepts are unique contextual findings identified in the study connecting with the Buddhist teachings.

Research Implications: Findings implied that enhancing spiritual values and practices in the workplace increases the employee support and loyalty towards the organization.

Research limitations and future research suggestions: There are limitations pertaining to the sample size and women focus only. Further researches can be encouraged on spirituality in male business leadership in SMEs.

Keywords
Spirituality, women business leadership, SMEs, spiritual values, practices

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The Impact of Demographic Factors on Financial Literacy: Evidence from Stock Market Retail Investors in Sri Lanka

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Abstract

Purpose: The purpose of this paper is to get an idea about the financial literacy level of retail investors who are invested in Colombo Stock Exchange Sri Lanka.

Design: A questionnaire was used to obtain the information on the demographic variables and financial literacy. The sample of 150 retail investors were chosen based on convenience method. Logistic regression was used to analyze data.

Findings: The results indicate that employment status, income, education level, and marital status have an impact on financial literacy level. On the other hand, financial literacy level is found to be unaffected by gender, age, and occupation.

Research Implications: The findings of the study can be effectively used in conducting awareness programs about stock market. Further, findings will help to identify which target group should be addressed by using different approaches. Further, this study helps to identify which areas of financial literacy should be improved among investors to get critical decisions such as investing in stock market. Further, this study fills the theoretical gap of not having adequate number of studies in this scholarly area in Sri Lankan context.

Research limitations and future research suggestions: Due to the nature of the research, various limitations may have affected the accuracy of the results of this study. The study was confined to a small sample covering different areas by using a convenient sample technique. Due to the time constraints, the study was only considering a small sample of 150 individual investors who have already invested in stock market. Further research can be undertaken on investigating determinants of investment decisions.

Keywords
Financial Literacy; Retail Investors; Colombo Stock Exchange; Financial knowledge

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Effect of Debt Capital on Profitability: An Empirical Analysis of Listed Footwear and Textile companies in Sri Lanka

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Abstract

Purpose: The relationship between capital structure and profitability is a subject of considerable discussions, both theoretical and empirical research, however the results are controversial. Thus, it is important to evaluate how debt capital influences organizational capital structure to maximize its profitability. The purpose of the study is to assess the effect of debt capital on profitability especially in footwear and textile industry in Sri Lanka. The manufacture of textile, wearing apparel and leather related products has grew by 5.7% mainly contributed to the GDP.

Design: The study was undertaken on a sample of two footwear and textile companies which are listed in Colombo Stock Exchange from 2012 to 2018. The debt capital was measured using debt to equity ratio and profitability was measured using return on assets. Panel data regression analysis was used to test the relationship.

Findings: The R-square value indicated that variation of 40% in return on assets is explained by the debt capital. The study finds a negative and significant relationship between debt capital and return on assets. Debt ratio has an impact on the profitability inversely, which is shown prior studies. Firms in this sector can finance their working capital requirements through debt, however, there is negatively impacting on profitability.

Research Implications: The findings in this research show that managers in footwear and textile companies focus on efficiency maintenance of capital structure and reduction of the debt capital in order to increase the profitability.

Research limitations and future research direction: As this study is set in the context of two companies, the ability to generalize the reported results remain restricted. Therefore, this study can be extended into other business sectors as well as different geographic areas.

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Keywords

Debt capital; Return on assets; footwear and textile industry; Panel data; Regression analysis
How to Achieve Quality IT Education? Examining Employer Expectations in the Software Development Industry


Sri Lanka Institute of Information Technology, Sri Lanka

Abstract

Purpose: In a situation where sustainable development is a must, the higher education plays a critical and prevailing role. This study aims to examine the influence of individual work expectations and teamwork expectations on employers’ general performance expectations about new IT graduates in the software development industry in order to achieve quality IT education for sustainable development in Sri Lanka.

Design: A structured questionnaire was distributed to gather primary data from 112 employers in the software development industry. The multiple linear regression analysis was employed to analyze data.

Findings: The findings indicate that individual work expectations and teamwork expectations tend to be vital for the employers’ general performance expectations regarding new IT graduates in software development industry. It is clearly visible that employers are paying keen attention on the new IT graduates’ competencies when hiring them.

Research Implications: Higher education should be of high quality in order to create a graduate full of potential and competencies so that they can be hired by employers. Therefore, the higher education encapsulates more practical based trainings for students, so that they can easily match themselves with the corporate sector. Consequently, employers will work towards sustainable future while supporting the development of the country.

Research limitations and future research suggestions: The study was limited to 112 sample and particularly to the software industry. Future researchers can expand the research context, the sample as well use different analytical methods.

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Keywords

Work expectation; Quality Education; IT graduates; Software development industry; Sustainable Global Development
The Factors Affecting Consumer Online Buying Behavior in Sri Lanka

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Abstract

Purpose: The purpose of this research is to identify the impact of shopping orientation, perceived benefits, innovativeness on customer’s online buying behavior. Further, the study explains relationships between factors which affect consumer online buying behavior in Sri Lanka.

Design: Data for the study collected from 150 MBA undergraduates registered of FMSC-USJP, based on the convenience sampling method using a structured questionnaire.

Findings: There is no significant impact of perceived benefits on online consumer buying behavior. However, there are positive and significant impacts of shopping orientation and innovativeness on online buying behavior.

Research Implications: Basically, the any kind of commercial transaction can be facilitated through the internet. E-commerce supports consumers to discover products online which are available at online retailers and marketplaces. Today the easiness and convenience have paved the way for the immense usage of internet for purchasing goods and services.

Research limitations and future research suggestions: Although this study focuses only on the MBA students of university of Sri Jayewardenepura. studies can be carried out in considering the other groups of people living in Sri Lanka. Future More research studies should be encouraged with respect to online buying behavior in Sri Lankan context as there is only limited studies conducted.

Keywords

Perceived usefulness; domain specific innovativeness; trust towards websites; shopping orientation; Consumer buying behavior.
Consumer Preference towards Environmental Friendliness as a Product Quality Dimension: A study of Electronic Appliances in Sri Lanka


Sri Lanka Institute of Information Technology, Sri Lanka

Abstract

**Purpose:** Quality has been perceived as a component of customer satisfaction. Many researches attempted to understand the components of quality as perceived by the customer in both the product and the service sectors. In the recent decades, environmental friendliness has become impartial for many worldwide firms due to global warming and the overall depletion of natural resources. The neglect of negative externalities by companies in general, is the reason, we are in this environmental conundrum. Present study is mainly focused to evaluate the priority given to environmental friendliness of the electronic appliances by generation X and millennials in Sri Lanka. Therefore, the objective is to determine, how far the Sri Lankan consumers place emphasis on environmental friendliness as product quality dimension and how it differs between different customer segments.

**Design:** Primary data collection was carried out using a structured questionnaire among undergraduates of two universities and school teachers in the Colombo area. In total, 200 sample were enrolled based on the simple random sampling method. The survey included questions related to sociodemographic, consumer attitudes, social responsibility and features that are considered by people when they purchase an electronic or electrical appliance. Collected data were statistically analyzed using Principal Component Analysis (PCA), Factor Analysis (FA) to determine the correlation between each variable, using IBM SPSS statistics 21.0 version.

**Findings:** The survey revealed a significant correlation between the age, ethnicities and the environmental friendliness respectively. Further, it highlighted the patterns associated with environmental friendliness as a product quality dimension.

**Research limitations and future research suggestions:** Further, concerted studies are needed in different cities and communities to identify whether changing certain patterns are associated with environmental friendliness as a product quality dimension

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in Sri Lanka. Conducting awareness programs among the school and community level will upsurge the prominence of the environmental friendly products and environmental friendliness as a product quality dimension.

**Keywords**

*Environmental Friendliness; Electronic Appliances; Quality Dimensions; Questionnaire*
Impact of Customer Behavioral Intention on Self-Service Ticketing: Framework for Intercity Railway in Sri Lanka


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Abstract

Purpose: Since 1864, Sri Lanka railway has been following the same traditional way of issuing tickets. Current intercity reservation process is limited to a 30 days’ period. It requires passengers to visit the railway station 30 days prior the date of the journey to reserve tickets. Therefore, this study aims at developing a national framework for ticket reservation to intercity Railway in Sri Lanka.

Design: This study used mixed method approach, collecting both quantitative and qualitative data. Descriptive analysis, Correlation and word cloud analysis methods were used to analyze both quantitative and qualitative data. Purposive sampling method was used to select the sample.

Findings: The study found that, when implementing a framework like self-service machine, we need to consider learnability, subjective norms, security, perceived behavioral control, perceived benefits, design. Further, it reduces data redundancy and storing, mining human errors, and incomplete information and it is beneficial to the Sri Lanka Railway Department.

Research Implications: This Self-service machine framework replaces the current time-consuming system. In addition, it is economical to the railway department, while reducing waiting time and traveling cost of the customer. The availability also can be increased.

Research Limitations and Future Research Suggestions: The research was limited to the counter reservation process. Researchers can focus on implementing this framework on future researches.

Keywords
Railway transport; Self-service ticketing; Cashless ticketing; Digital transformation Process improvement; Smart technologies

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Effects of Glass Ceiling on Women Career Blooming in Sri Lankan Academic Sector


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Abstract

Purpose: The study focuses on the central problem that limit women from being promoted to higher level positions such as Chancellor, Vice Chancellor, Dean, etc in the university system. The key objective was to determine the effects of glass ceiling on women career blooming for academic employees who are working in both private and state universities.

Design: In order to accomplish the key objective mixed method was used and self-administrated questionnaires were distributed, and 6 interviews were conducted. The selected sample was 214 female lecturers from state and private universities (107 from each). Simple random sampling was used as the sampling technique. The data were analyzed using regression analysis and word cloud software.

Findings: From selected four independent factors, family factors and organizational factors have a high impact on women career blooming. However, educational factors and individual factors have relatively low impact on women career blooming.

Research Implications: This study helps to change underestimated attitudes of the society towards females and to recognize the importance of female contribution to the development of the country.

Research limitations and future research suggestions: The study considered only four factors based on prior studies. Further research is suggested to examine women leadership in political sector.

Keywords

Glass Ceiling; Women Career Blooming; Educational Factors; Organizational Factors; Family Factors

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Factors Influencing Students’ Intention to Use Mobile-Learning in Sri Lankan Universities

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Abstract

**Purpose:** Mobile-learning is a learning tool which contributes towards creating an efficient learning environment through electronic or mobile technologies. Sri Lanka is adopting the new technology particularly in the field of education. This development gives rise to the necessity of having knowledge about critical factors of adopting Mobile-learning in local context. However, there have not been many studies in Sri Lankan context on this field of research and thus, the objective of this research is to identify the factors influencing the students’ intention towards Mobile-learning.

**Design:** Quantitative research was carried out for the study with the participation of 100 undergraduates. TAM model was used as the theoretical foundation of the conceptual model. Data were analyzed by employing structural equation model analysis from partial least square approach.

**Findings:** The result reviled that the perceived usefulness positively influence the behavioral intention to use Mobile-learning while facilitating condition has a positive impact on perceived ease of use and facilitating conditions and self-efficacy have positive impact on perceived usefulness.

**Research Implications:** This study provides an insight for the factors that should be encourage or discourage to use the Mobile-learning platforms effectively which could be useful to adopt the best practices of using m-learning in Sri Lankan context.

**Research limitations and future research suggestions:** Study was limited to a single university. Therefore, future researches could be extended to cover the whole university system of Sri Lanka. Further, usage of m-learning may change with the different degree programs and familiarity with the technology. These have to be considered in future studies too.

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Keywords

M-Learning, Technology Acceptance Model, Behavioral intention to use m-learning.
The Impact of Recruitment and Training Sub Systems done through Human Resource Information System (HRIS) on Human Resource Planning in Banking Sector of Sri Lanka


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Abstract

Purpose: The main purpose of conducting this research is to identify the contribution of HRIS. It mainly focuses on analyzing the impact of recruitment and selection, and training and development subsystems done through HRIS, on the HRP, in the banking system in Sri Lanka.

Design: Fifteen (15) government, local private and foreign banks, out of 26 licensed banks under Central Bank of Sri Lanka, operate in the Colombo district have been selected for the study. The researchers have mainly used the convenient sampling method. The research approach is deductive. Data for this study were mainly acquired from primary sources from bank employees who work in HR department, branches and other departments. A structured questionnaire has been developed to gather data. Link between research objectives and questionnaire developed based on the studies that have been done mainly by the Wickramaratna (2011), Nagendra and Deshpande (2014). The correlation analysis has been used to find the relationship between independent and dependent variables and multiple linear regression to find the impact of all the independent variables as a whole on the dependent variable.

Findings: There are six constructs, which link with two sub systems. Job Analysis (JA), Skill Inventory (SI) and E-Recruiting (ER) are three constructs of recruitment and selection subsystem. Training Need Analysis (TNA), Training Program Evaluation (TPE) and Succession Planning (SP) are the three constructs of training and development subsystem. The first objective of the study to analyze the impact of recruiting and selection sub system done through HRIS on the HRP. Accordingly, there is a statistically insignificant correlation between SI and HRP. JA and ER constructs have positive correlation with HRP. The multiple linear regression analysis shows that JA and ER have positive impact on HRP and SI indicates a negative impact on HRP of banking sector in Sri Lanka. The second objective of the research is to analyze the impact of training and development sub system done through HRIS on the

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HRP. Hence, there is a statistically insignificant correlation between SP and HRP. Findings show that there are positive correlations between TNA and TPE with HRP. The multiple linear regression analysis verifies that there is a positive impact of TNA and TPE on HRP of banking sector in Sri Lanka. SP carries an insignificant impact on HRP of banking sector in Sri Lanka.

**Research Implications:** This research conveys a pragmatic value for the banking sector, to find out the gap between contributions of the existing HRIS on the HRP. Aligned with the findings of the study, it is evident that SI and SP done through HRIS needed to link solidly with the HR strategies of the banks. Using the HRIS to make strategic human resource management decision will enhance banks’ competitive advantages and their ability to retain the best employees. Eventually, this will reinforce the overall quality of services rendered by the banks.

**Research limitations and future research suggestions:** Current study is limited to the banks located in Colombo district. So the responses of bucolic areas were not in the frame of study. The results might vary if the rural areas are considered. Thus, future researchers can expand its coverage. Moreover, the future researchers can focus on the other sectors as well.

**Keywords**

*Human Resource Management; Human Resource Planning; Recruiting and Selection; Training and Development; Banking Sector.*
The Impact of Academic Procrastination, Self-Efficacy, and Motivation on Academic Performance among Undergraduates in Private Universities in Sri Lanka


Sri Lanka Institute of Information of Technology, Sri Lanka

Abstract

Purpose: The purpose of this study is to identify the impact of academic procrastination, self-efficacy and motivation on academic performance among Sri Lankan private university undergraduates.

Design: This study followed a quantitative approach for primary data collection. Sample size was 378 undergraduates from three reputed private universities, (UGC approved) selected using the purposive sampling technique. Questionnaire included scales developed to measure academic procrastination, academic self-efficacy and academic motivation, which are the independent variables of this study. Academic performance is the dependent variable and measured using Grade Point Average (GPA). Simple linear regression analysis has been used to test the hypothesis.

Findings: According to the findings, academic procrastination, self-efficacy, and motivation are significant predictors of academic performance. Academic procrastination is negatively impacting on academic performance, while academic self-efficacy and motivation are impacting positively. These findings are complying with related past researches.

Research Implications: By reducing academic procrastination, and improving academic self-efficacy and academic motivation, better academic performance can be ensured. As undergraduates, a successful career can be achieved through better academic performance. Moreover, Sri Lankan labor market and economy will eventually get better with people who are academically more qualified and effective.

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Research limitations and future research suggestions: There are few past researches in Sri Lanka related to academic performance which are also related to, personality traits together. Therefore, future researchers can focus on understanding the relationships between academic performance and personality characteristics.

Keywords
Academic Procrastination; Academic Self-Efficacy; Academic Motivation; Academic Performance; GPA
Study on Socio Demographic Characteristics of Farmers affected by Natural Disasters in Sri Lanka

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Abstract

Purpose: The purpose of this study is to investigate the socio-demographic characteristics of paddy and other seasonal crop farmers’ households affected by natural disasters in Sri Lanka.

Design: This study was conducted using secondary data collected from the Department of Census and Statistic (DCS), under the Household Income and Expenditure Survey (HIES) 2016. The study aimed at finding out number of natural disasters that farmers’ households have encountered and significance of the socio-demographic characteristics between affected and non-affected paddy and other seasonal crop farmers.

Findings: The Highest percentage of farmers (13.64%) for paddy and other seasonal crops are observed in the Kurunegala district and least around 0.72% from the Kilinochchi district. The highest percentage of paddy and other seasonal crop farmers affected by natural disasters are reported in the Kurunegala district with 18.74% whereas the least reported in Colombo District (0.2%). The main types of natural disasters faced by farmers are flood, drought, landslide, wild animal attack, wind affects, other natural disasters and different combinations of these aspects. Most farmers faced wild animal attacks and animals entering farm land in search of food being ward off by farmers lead to conflicts, and hence victimize farmers. In addition to that, other general demographic characteristics such as ethnicity, religion and marital states between the affected and non-affected is much more similar.

Research Implications: Policy makers need to take actions to mitigate the risk and disasters caused by animals because it is the major risk faced by farmers. This study will help the foreign and local donor agencies and for the government to increase and strengthen disaster financing facilities for households those who are frequently affected.

Research limitations and future research suggestions: The data which is collected by DSC under HIES-2016, doesn’t contain all the forms of natural disasters that has

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occurred in Sri Lanka and in the survey, it hasn’t specified the natural disasters categorized under the other category.

**Keywords**

*Natural disasters; Paddy and other seasonal crop farmers*
Impact of Efficient Account Receivable Management on Profitability in Companies across the Selected Industries in Sri Lanka


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Abstract

**Purpose**: The purpose of this study is to examine whether there is a difference in the efficiency of accounts receivable management across the selected industries in Sri Lanka.

**Design**: This study is based on secondary data and covers six selected industries under CSE, namely hotel and travel, beverage food and tobacco, chemical and pharmaceutical, manufacturing, banking and finance as well as plantation. From each sector ten companies and five financial years were considered. Independent variables in this research are number of days’ accounts receivables, accounts receivables to current assets, accounts receivables to total assets, accounts receivables to working capital and growth rate. Dependent variable is return on asset. Regression and correlation analysis were used in data analysis.

**Findings**: Out of six, four industries have significant co-efficient, while manufacturing, beverage food and tobacco industries have insignificant co-efficient.

**Research Implications**: The findings of the study can be used to identify the impact of efficient account receivable management on profitability of selected industries and identify which industries have greater impact of efficient account receivable management on profitability.

**Research limitations and future research suggestions**: This research considered only six industries and ten companies from each industry.

**Keywords**
Account Receivable Management; Profitability; Public limited companies; Regression analysis; Sri Lanka

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Relationship between Personality and Job Engagement among Nursing Employees of Leading Private Healthcare Organizations in Colombo District, Sri Lanka

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Abstract

Purpose: This Study is aimed to discuss the relationship between personality and job engagement among nursing employees of leading private healthcare organizations in Colombo district, Sri Lanka.

Design: 260 nursing employees in leading private healthcare organizations in Colombo district, Sri Lanka were selected randomly as the sample of the study. Structured questionnaire which was consisted of 47 questions was used to measure the personality and employee job engagement of the sample respondents. Univariate, bivariate and multivariate analyses were basically used statistical analysis of the study by using SPSS 23 version.

Findings: The major finding of the study is that there is a moderate positive relationship between personality factors (Neuroticism, Extraversion, Agreeableness, Openness to experience and Conscientiousness) and employee job engagement among nursing employees. However, Neuroticism also positively correlates with job engagement by opposing previous research findings. On the other hand, conscientiousness is considered as most determinant personality traits on job engagement.

Research Implications: The findings of present study confirm the previous research work by adding new theoretical lens. Further, it provides managerial implications by providing insights to manage people while understanding their personality traits.

Research limitations and future research suggestions: This study gives some recommendations for future researchers to investigate some other variables, which were not considered in this study. Further, using the qualitative approach would be desirable for future researchers to understand employee insights.

Keywords
Personality Traits, Employee Job Engagement, Nursing employees, Leading Private Healthcare Organization

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