



5th Management Undergraduates' Research Session MURS - 2023

“ Moving beyond conventional wisdom for an uncontrived economy ”

ABSTRACTS

21st December 2023

Faculty of Management Studies
Sabaragamuwa University of Sri Lanka

**5th Management Undergraduates' Research Session
(MURS 2023)**

*“Moving beyond Conventional Wisdom for an Uncontrived
Economy”*

ABSTRACTS

Faculty of Management Studies
Sabaragamuwa University of Sri Lanka
Belihuloya, Sri Lanka

21st December 2023

**PROCEEDINGS OF THE 5TH MANAGEMENT UNDERGRADUATES' RESEARCH
SESSION (MURS 2023)**

Published by : Faculty of Management Studies, Sabaragamuwa
University of Sri Lanka, Belihuloya 70140, Sri Lanka.

Tel. : +94452280007

Fax. : +94452280007

The material contained in this publication has been provided by authors of research extended abstracts. Neither the Faculty of Management Studies of the Sabaragamuwa University of Sri Lanka nor the Editorial Committee is responsible for any material reproduced in this publication.

Copyright : © 2023 by the Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka.

No part of this publication may be reproduced, stored retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka.

ISBN : 978-624-5727-43-8

Citation : Dewasiri, N.J., De Silva, W.V., Katuwandeniya, I.M., Piumali, P.L.G.S.D., Amarasena, B.W.C.M., Shehara, J.A.D.S., and Samantha, W.S. (2023). "Abstracts of the 5th Management Undergraduates' Research Session", Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.

ORGANIZING COMMITTEE

Dr. W.V. De Silva	<i>Conference Chair</i>
Ms. I.M. Katuwandeniya	<i>Conference Secretary</i>
Dr. M.D.N.M.U. Mahawatta	<i>Coordinator-Department of Marketing Management</i>
Ms. P.A.M.S. Pathiraja	<i>Coordinator-Department of Accountancy and Finance</i>
Ms. P.R.C.N. Ariyaratna	<i>Coordinator-Department of Business Management</i>
Ms. J.A.D.S. Shehara	<i>Coordinator-Department of Tourism Management</i>
Ms. P.L.G.S.D. Piumali	<i>Conference Coordinating Secretary</i>
Ms. M.S.H. Rathnasiri	<i>Conference Treasurer</i>

ADVISORY BOARD

Professor W.A.K.C. Gnanapala
Professor M.S.M. Aslam
Professor R.M.W. Rathnayake
Professor D.A.I. Dayarathne
Professor D.G. Dharmarathne
Professor Dewasiri N. Jayantha
Professor K.M.M.I. Rathnayakeke
Professor L.M.C.S. Menike
Professor T.U.I. Peiris
Professor R.S.S.W. Arachchi
Prof. (Mrs.) T.C. Gamage
Mr. P.J. Jayathilake
Mr. D. Jasingha
Dr. L.D. Kalyani
Mrs. K.L.B.G. Dharmarathne
Mr. R.A.G. Bandara

LIST OF REVIEWERS

Prof. W.A.K.C. Gnanapala	Dr. U.C. Edirisinghe
Prof. M.S.M. Aslam	Mr. C.N.R. Wijesundara
Prof. D.G. Dharmarathna	Mrs. J.K.S.C. Perera
Prof. Dewasiri N. Jayantha	Mr. A.A.M.D. Amarasingha
Prof (Mrs.) L.M.C.S. Menike	Mr. I.A. Ekanayake
Prof. T.U.I. Peiris	Ms. J.A.R.C. Sandaruwani
Prof. R.S.S.W. Arachchi	Ms. A.W. Thiranagama
Prof. (Mrs.) T.C. Gamage	Ms. I.M. Katuwandeniya
Mr. D. Jasinghe	Ms. P.L.G.S.D. Piumali
Dr. K.R.H.L. Gunasekara	Mr. G.V.H. Dinusha
Dr. (Mrs.) Vilasini De Silva	Ms. P.A.D.D. Randika
Dr. P.K.S. Munasinghe	Ms. J.H.A.W.N. Hettiarachchi
Dr. H.P.R. Priyankara	Ms. M.S.H. Rathnasiri
Dr. W.M.P.S.B. Wahala	Mr. R.A.D.C. Ranathunga
Mr. A.M.J. Attanayake	Ms. P.R.C.N. Ariyaratna
Dr. (Mrs.) M.D.N.M.U. Mahawattha	Ms. K.C. Ariyaratna
Dr. (Mrs.) N.P.G.S.I. Naotunna	

EDITORIAL BOARD

Editors-in-Chief

Prof. N.J. Dewasiri

Dr. W.V. De Silva

Co-editors

Ms. I.M. Katuwandeniya

Ms. P.L.G.S.D. Piumali

Editorial Assistants

Ms. B.W.C.M. Amarasena

Ms. J.A.D.S. Shehara

Mr. W.S. Samantha

Copy Editing

Dr. M.D.N.M.U. Mahawatta

Ms. J.D.K. Ruwandika

Artwork and Designing

Ms. M.G.D.S. Hansika

Mr. H.M.S. Lakshan

TECHNICAL COMMITTEE

Mr. G.V.H. Dinusha

Ms. B.W.C.M. Amarasena

Ms. H.K.D.W.M.N.A. Hapuhinna

Ms. S.H.M.L. Walakumbura

Ms. D.M.R. Navodya

Ms. P.M. Shamika

Ms. J.D.K. Ruwandika

Ms. P.M.A.S. Pathiraja

Ms. M.L.M. Mahawithana

Ms. P.A.D.D. Randika

STUDENTS' COMMITTEE

R.A.P.P. Ranasingha

W.P.T.S. Jayasuriya

Y. Swarnamali

K.C. Amarathunga

P.O. Rathnayake

G.L. Pathirana

P.G.N. Nandika

R.D.D.V. Dilshara

N.A.S. Dahanayake

N.S.U. Nagodavithana

W.M.P.S. Kahawatta

L.K.L.A. Perera

A. Karunaratne

G.A.A. Madhusankha

S. Kandanearachchi

A.S.L. De Silva

W.M.U. Jayathilaka

H.S. Lakshan

P. Nuwantha

Amanda n Sampath

MESSAGE FROM THE VICE-CHANCELLOR SABARAGAMUWA UNIVERSITY OF SRI LANKA

It gives me a great pleasure to pen this message for the 5th Management Undergraduates' Research Session (MURS 2023), organized by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, themed on "Moving beyond conventional wisdom for an uncontrived economy".



More research, a deeper dive, and needed, especially on how deeply-rooted in conventional wisdom any assumptions are. In an era of fake news, scholars have the societal responsibility to redirect assumptions and bust myths that have been misleading investors and policymakers. Uninformed decisions can have catastrophic economic and human consequences for any given country and the world economy.

The Faculty of Management Studies, the university's largest and oldest faculty organizes this yearly conference, in order to provide management undergraduates, both international and domestic experience, with a prominent forum to present and share their research findings with a larger community. Additionally, the conference will inspire undergraduates to look at local, regional, and international trends in their academic fields while connecting with different disciplines. I firmly believe that this session will strengthen research collaborations among young scientists in the field of management.

I wish to thank Professor Athula Gnanapala for his leadership as the Dean of the Faculty of Management Studies, as well as the Organizing Committee, for their tireless work to make sure the conference runs well and lives up to everyone's expectations. I also want to express my gratitude to the academics who helped keep the conference's primary values of quality and innovation alive, including the researchers, reviewers, editors, and other experts. All parties' coordinated efforts have been much valued.

I wish them success in all endeavors.

Professor M. Sunil Shantha
Vice-Chancellor
Sabaragamuwa University of Sri Lanka

**MESSAGE FROM THE DEAN
FACULTY OF MANAGEMENT STUDIES**



I am pleased and honored to send this message for the 5th Management Undergraduates' Research Session in Collaboration with Young Scientists Forum (MURS 2023). This event is being organized by the Research and Publication Unit of the Faculty of Management Studies (FMS) at Sabaragamuwa University of Sri Lanka. The theme for this session is "Moving beyond conventional wisdom for an uncontrived economy". The primary goal of this event is to provide a platform for young researchers to present their research outcomes and receive constructive feedback. This will help them establish a strong foundation at the beginning of their research career.

The Faculty of Management Studies has received an "A" grade accreditation for all of its degree programs from the Quality Assurance Council of the University Grants Commission. As a state university, we are committed to providing our students and other stakeholders with high-quality education in a peaceful environment. The MURS 2023 event aims to create a platform for young researchers from different fields to identify and share innovative solutions to emerging issues and challenges.

I would like to take this opportunity to extend a warm welcome and express my sincere gratitude to the keynote speaker, distinguished guests, and academics who have contributed their valuable time and expertise to the MURS 2020 conference.

I also want to express my heartfelt appreciation to all the young researchers who have presented their research papers and findings on this research platform. Your hard work and dedication are much appreciated, and your contributions have added significant value to this conference.

Furthermore, I would like to extend my deep appreciation to the conference chair, secretary, co-chairs, and other members of the organizing committee for their unwavering commitment to ensuring the success of this conference. Your hard work and dedication are truly commendable. I wish you all the best!

Professor Athula Gnanapala
Dean
Faculty of Management Studies
Sabaragamuwa University of Sri Lanka

MESSAGE FROM KEYNOTE SPEAKER PROFESSOR SATISH KUMAR

It is with great honor that I express my appreciation for the invitation extended to me as one of the Keynote Speakers for the 5th Management Undergraduates' Research Session (MURS 2023). The theme of the conference, "Moving beyond conventional wisdom for an uncontrived economy," is set by the Faculty of Management Studies at Sabaragamuwa University in Sri Lanka to enhance



and encourage the research culture among the young undergraduates. My gratitude is extended to Vice-Chancellor Professor M Sunil Shantha, Sabaragamuwa University of Sri Lanka, Professor Athula C. Gnanapala, Dean of the Faculty of Management Studies, and the Conference Committee for their commendable efforts in orchestrating this conference, which serves as a significant platform for the dissemination of knowledge transcending disciplinary boundaries.

The MURS 2023 stands as a pivotal opportunity for management undergraduates and emerging scholars, both local and international, to showcase and exchange their research endeavors amidst the distinguished presence of renowned academics and a broader scholarly community. This conference functions as a catalyst, stimulating undergraduate participants to generate innovative and substantial contributions to research, thereby cultivating an intellectually enriching environment. Additionally, I am privileged to contribute to the discourse through my keynote speech followed by interactive post conference workshop. The latter will provide attendees with a unique opportunity to explore diverse Systematic Literature Review methodologies across various management domains and philosophical paradigms.

In conclusion, I extend my sincere gratitude for the privilege to participate in this esteemed academic gathering. I extend my heartfelt wishes for the success of the conference. I am confident that the presenters and delegates alike will carry with them fond memories of this scholarly event. May the conference be a resounding success, contributing significantly to the academic landscape. Best wishes to the team MURS 2023.

Professor Satish Kumar

Professor in Finance and Accounting
Chairperson of the PhD Program
Indian Institute of Management Nagpur (IIMN)
India

MESSAGE FROM KEYNOTE SPEAKER

MR. ASOKA BANDARA

When the going gets tough, tough gets going!!

The pressure of economic downturn can have a daunting and unpredictable impact, affecting our set lifestyles and income but even in such difficult times there are ways to stay afloat and come out on top. When circumstances around us change that are outside our ambit of control, uncertainty, fear and stressful anxiety can build up quickly.



On the positive side, there are businesses from diverse fields that have survived and thrived under extremely stressful VUCA environments. There is no single panacea for bouncing back but we can draw inspiration from numerous Best in Class examples from global and local organizations with innovative approaches.

2024 will be an unprecedented challenging year for Sri Lanka, currently on the road for recovery post- Covid, dwindling foreign exchange reserves and economic slowdown. We all are seriously concerned about the impact of VAT on daily essentials, probable imposition of new taxes, uncertainty of stable exchange rates and energy costs due to continuation of war on Ukraine and Ghaza fronts, continued brain drain of disillusioned youth and professionals and this sensitive scenario further compounded by impending elections.

Invariably innovative strategies tweaking the entire value chain for cost optimization, breakthrough products and services with an entrepreneurial twist, fostering rapport amongst business partners and potential overseas stakeholders with an eye to improve our brand footprint in the global place, honest and truthful communication to our valued consumers are sine qua non for the Sri Lankan FMCG landscape. Maliban Group of Companies are already pursuing these strategies with vigor which is expected to weather the impending storm whilst creating a sustainable competitive advantage.

More importantly, success in business in this turbulent economic environment is achieved not only by flawless execution of breakthrough strategies. The human factor plays a pivotal role and hence the Soft Skills of the employees need constant nurturing and upgrading. For the fresh and enthusiastic undergraduates in this MURS 2023 forum, to move beyond the conventional wisdom for an uncontrived economy, a blend of technical expertise and soft skill mastery is needed which will pave the way for future leadership in multiple spheres of career directions.

On behalf of Maliban Group, our best wishes for the delegates and participants of MURS 2023, by the Faculty of Management Studies of the prestigious Sabaragamuwa University of Sri Lanka.

Mr. Asoka Bandara

Group Head of Corporate Affairs & Strategy
Maliban Group

MESSAGE FROM THE ORGANIZING COMMITTEE - MURS 2023

We are delighted to extend a warm welcome to you at the 5th Management Undergraduates' Research Session (MURS 2023), graciously hosted by the Faculty of Management Studies at Sabaragamuwa University of Sri Lanka on December 21, 2023. The focal point of this significant event revolves around the theme "Moving Beyond Conventional Wisdom for an Uncontrived Economy." Our heartfelt appreciation goes to the generous media and professional partnerships that have seamlessly contributed to the success of this momentous conference.

MURS 2023 serves as a rich platform for undergraduates to engage with researchers, corporate experts, and fellow peers from diverse institutes to exchange profound research insights, by exploring local, regional, and global trends within their respective fields, which ultimately facilitate in enhancing the research culture. The conference promises an intellectual dialogue with keynote addresses enriched by the illuminating wisdom of our esteemed keynote speakers Professor Satish Kumar and Mr. Ashoka Bandara. Professor Satish Kumar is a Professor in Finance and Accounting and Chairperson of the PhD Program at the Indian Institute of Management Nagpur (IIMN), India. Mr. Ashoka Bandara is the Group Head of Corporate Affairs & Strategy, Maliban Group and Board Director of Litro Gas and People's Leasing. Our deepest gratitude goes to these visionaries for gracing this occasion with their enlightening keynote speeches.

We take immense pride in rigorously selecting and embracing 75 abstracts through a precise peer-review process. The emphasis on the quality of these abstracts reflects our unwavering commitment to ensuring scientific excellence through a healthy research culture. Furthermore, the research insights are disseminated through specialized technical sessions encompassing diverse fields including Accounting and Finance, Banking and Insurance, Business Management, EcoBusiness Management, Human Resource Management, Marketing Management, and Tourism and Hospitality Management.

A special acclamation is reserved for the unwavering support provided by the Vice-Chancellor, Prof. M. Sunil Shantha and Dean of the Faculty of Management Studies, Prof. Athula Gnanapala whose visionary leadership has played a pivotal role in elevating this event to the heights of success. Our heartfelt thanks extend to all authors, reviewers, panelists, dedicated staff members, and the young student community of the university for their invaluable contribution borne to transform this scholarly endeavor into a reality.

As you commence this intellectual exploration, we extend our heartfelt wishes for a rewarding and enriching research experience during MURS 2023!

Organizing Committee - MURS 2023

Faculty of Management Studies
Sabaragamuwa University of Sri Lanka

Table of Contents

ORGANIZING COMMITTEE	IV
ADVISORY BOARD.....	IV
LIST OF REVIEWERS	IV
EDITORIAL BOARD	V
TECHNICAL COMMITTEE.....	V
MESSAGE FROM THE VICE-CHANCELLOR	VI
MESSAGE FROM THE DEAN.....	VII
MESSAGE FROM KEYNOTE SPEAKER.....	VIII
MESSAGE FROM KEYNOTE SPEAKER.....	IX
MESSAGE FROM THE ORGANIZING COMMITTEE - MURS 2023	X
ACCOUNTING AND FINANCE.....	2
BARRIERS HINDERING GREEN FINANCE DEVELOPMENT IN SOUTH ASIA- SYSTEMATIC LITERATURE REVIEW Ekanayaka, E.M.K.T.* and Bandara, R.A.G.	3
EFFECT OF DEBT MATURITY STRUCTURE ON EARNINGS MANAGEMENT: EVIDENCE FROM CAPITAL GOODS COMPANIES IN SRI LANKA Saranga, L.D.* and Dewasiri, N.J.	4
IMPACT OF BOARD COMPOSITION INDEX ON CORPORATE INTERNET FINANCIAL REPORTING: EVIDENCE FROM SRI LANKA Anupama, K.A.D.Y.* and Dewasiri, N.J.	5
STOCK PRICE REACTION TO SCRIP DIVIDEND ANNOUNCEMENT AND MARKET EFFICIENCY: STUDY FROM THE CSE IN SRI LANKA Tharushi, A.S.* and Dharmarathna, D.G.	6
IMPACT OF INTELLECTUAL PROPERTY AND INTELLECTUAL CAPITAL ON FIRM SUSTAINABLE PERFORMANCE IN SRI LANKA: THE ROLE OF FAMILY MANAGEMENT Hansani, W.M.* and Dewasiri, N.J.	7
CORPORATE GOVERNANCE AND INNOVATION INVESTMENT IN THE PUBLICLY LISTED FIRMS IN SRI LANKA Bandara, M.M.K.R.S.* and Dewasiri, N.J.	8
IMPACT OF BOARD CHARACTERISTICS ON CORPORATE SUSTAINABILITY REPORTING: EVIDENCE FROM SRI LANKA Miyuru, M.H.A.* and Dewasiri, N.J.	9
IMPACT OF RECENT MAJOR POLITICAL EVENTS ON STOCK MARKET PERFORMANCE: EVIDENCE FROM COLOMBO STOCK MARKET	

Amarawickrama, D.L.S.J.* and Dharmarathna, D.G.	10
ACCURACY OF BANKRUPTCY PREDICTION MODELS IN PREDICTING DELISTING COMPANIES IN SRI LANKA	
Tharushika, H.A.H.* and Edirisinghe, U.C.	11
BANKING AND INSURANCE	12
IMPACT OF GREEN BANKING PRACTICES ON BANKS' ENVIRONMENTAL PERFORMANCE IN SRI LANKA: MEDIATING EFFECT OF GREEN FINANCING	
Hanshani, M.V.P.* and Dewasiri, N.J.	13
DETERMINANTS OF CREDIT CARD DEBT BEHAVIOUR AMONG GENERATION Y CONSUMERS IN SRI LANKA	
Gunarathna, M.S.U.* and Rathnasiri, M.S.H.	14
EFFECT OF CLAIM DIGITALIZATION ON SERVICE DELIVERY IN CEYLINCO GENERAL INSURANCE (PVT) LTD	
Thenuka, R.D.T.* and Tharanga, T.M.N.	15
DIGITAL MARKETING.....	16
FACTORS AFFECTING CONSUMERS' ATTITUDES TOWARD INFLUENCER LIVE-STREAMING ADVERTISEMENTS: REFERENCE TO E-COMMERCE PLATFORMS IN SRI LANKA	
Virajanee, W.M.S.* and Rathnasiri, M.S.H.	17
EFFECTS OF VIRTUAL TOUR CHARACTERISTICS ON PURCHASE INTENTION: EMPIRICAL EVIDENCE FROM KITCHEN AND HOME APPLIANCES VIRTUAL STORES IN SRI LANKA	
Costa, M.S.* and Gamage, T.C.	18
THE IMPACT OF SHORT VIDEO MARKETING ON CONSUMERS' FASHION CLOTHING PURCHASE INTENTION IN SRI LANKA: SPECIAL REFERENCE TO INSTAGRAM REELS	
Walgamage, E.O.* and Rathnasiri, M.S.H.	19
THE FACTORS INFLUENCE TOWARDS ARTIFICIAL INTELLIGENCE (AI) USAGE ON BEHAVIOURAL INTENTION: SPECIAL REFERENCE TO RESTAURANTS IN SRI LANKA	
Lakshani, M.T.I.* and De Silva, W.V.	20
FACTORS INFLUENCING FACEBOOK FASHIONABLE CLOTHING PAGE USERS' PURCHASE INTENTION: WITH SPECIAL REFERENCE TO GENERATION Z CONSUMERS IN THE WESTERN PROVINCE	
Jayantha, L.M.T.P.* and Sajeewanie, L.A.C.	21
ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS AFFILIATE MARKETING ADVERTISEMENTS IN THE RETAIL SECTOR; SPECIAL REFERENCE TO GENERATION Z IN WESTERN PROVINCE, SRI LANKA	
Iwdugoda, I.G.D.P.C.* and De Silva, W.V.	22

NAVIGATING THE DIGITAL MARKETPLACE: FACTORS INFLUENCING WOMEN'S ONLINE PURCHASE INTENTION OF CONSUMER ELECTRONICS IN SABARAGAMUWA PROVINCE, SRI LANKA Ariyaratna, K.A.M.* and Rathnasiri, M.S.H.	23
UNLOCKING TELE HEALTHCARE ENIGMA: PATIENT-CENTRIC FACTORS INFLUENCING BEHAVIORAL INTENTION TOWARDS E-HEALTH CONSULTATION IN COLOMBO DISTRICT, SRI LANKA Lakmini, L.M.W.* and Rathnasiri, M.S.H.	24
FACTORS INFLUENCING GENERATION Z CONSUMERS' ADOPTION INTENTION OF LOCATION-BASED MOBILE MARKETING IN SUPERMARKETS: REFERENCE TO COLOMBO DISTRICT Amarakoon, A.M.S.S.K.* and Piumali, P.L.G.S.D.	25
GAMER'S ATTITUDE TOWARDS IN-GAME POP UP ADS (WITH SPECIAL REFERENCE TO GENERATION Z IN THE COLOMBO DISTRICT) Udeshika, K.A.M.* and Piumali, P.L.G.S.D.	26
ECOBUSINESS MANAGEMENT	27
EXPLORING THE FACTORS INFLUENCING ELECTRIC VEHICLE ADOPTION INTENTION: A HYBRID APPROACH USING SEM AND ANN Singh, D.* and Paul, U.K.	28
ROLE OF CARBON TAX ON GREENHOUSE EMISSIONS: AN EMPIRICAL STUDY OF SELECTED NORDIC COUNTRY Kumar, A.*	29
QUANTIFICATION OF THE LIFECYCLE IMPACT OF A DISPOSABLE PLASTIC TOOTHBRUSH: SPECIAL REFERENCE TO EB CREAMY COMPANY PLC, SRI LANKA Minurika, P.K.S.* and Bandara, W.A.L.M.	30
AN ANALYSIS OF THE RELATIONSHIP BETWEEN SDG 12 AND 13: IDENTIFYING COMMITMENT OF UVA HALPEWATTE TEA FACTORY Madumali, K.M.H.M.* and Bandara, W.A.L.M.	31
AN ANALYSIS OF THE VARIABLES INFLUENCING 500MG TABLETS BLISTER CARD WASTE DURING THE MANUFACTURING PROCESS AT ABC COMPANY IN SRI LANKA Vishaka, A.A.W.* and Bandara, W.A.L.M.	32
ENVIRONMENTAL PSYCHOLOGY IN EDUCATION: A CASE STUDY ON FACULTY OF MANAGEMENT STUDIES, SABARAGAMUWA UNIVERSITY OF SRI LANKA Thishani, K.S.* and Munasinghe, S.	33
IMPACT OF GREEN LOGISTICS PRACTICES ON FIRM'S ENVIRONMENTAL PERFORMANCE: EVIDENCE FROM MAS HOLDINGS SRI LANKA Perera, M.R.I.* and Gunasekara, K.R.H.L.	34

DETERMINANTS OF PRO-ENVIRONMENTAL BEHAVIOR OF EMPLOYEES IN THE APPAREL INDUSTRY WITH SPECIAL REFERENCE TO THE GAMPAHA DISTRICT, SRI LANKA Ranaweera, R.A.D.L.* and Arachchi, R.S.S.W.	35
ANTECEDENTS OF “TRASH TO CASH” PLASTIC WASTE RECYCLING INTENTION: REFERENCE TO THE COLOMBO DISTRICT, SRI LANKA Anuththara, A.S.* and Hettiarachchi, W.N.	36
BARRIERS AND DRIVERS TO ADAPT THE CHEMICAL LEASING CONCEPT AMONG FULL-TIME MEDIUM-SCALE VEGETABLE FARMERS IN NUWARA ELIYA DIVISIONAL SECRETARIAT DIVISION Bandra, W.M.N.M.S.* and Gunasekara, K.R.H.L.	37
ANTECEDENTS TOWARDS CONSUMER PURCHASE INTENTION FOR UP-CYCLING CLOTHING: REFERENCE TO WESTERN PROVINCE IN SRI LANKA Udumulla, H.N.* and Hettiarachchi, W.N.	38
GENERAL MANAGEMENT	39
EXPLORING REASONS FOR NON-PARTICIPATION IN GIG WORK BY POTENTIAL SRI LANKANS Rathnayaka, R.M.H.* and Priyankara, H.P.R.	40
DETERMINANTS OF KNOWLEDGE SHARING BEHAVIOR IN WHATSAPP AND LINKEDIN (SPECIAL REFERENCE WITH MANAGEMENT UNDERGRADUATES IN WESTERN PROVINCE PUBLIC UNIVERSITIES IN SRI LANKA) Jayarathna, S.K.C.D.* and Kalyani, L.D.	41
SUITABILITY OF AI LEADERSHIP MODEL IN BUSINESS ORGANIZATION IN THE 21 ST CENTURY: SYSTEMATIC LITERATURE REVIEW Weerasinghe, R.D.*	42
BARRIERS TO EXECUTIVE LEVEL EMPLOYEES’ GREEN BEHAVIOUR: A QUALITATIVE CASE STUDY OF AN APPAREL ENTERPRISE IN SRI LANKA Induwara, N.A.S.* and Priyankara, H.P.R.	43
THE IMPACT OF ENTREPRENEURSHIP EDUCATION ON INTERNATIONAL ENTREPRENEURIAL INTENTION IN SRI LANKA Kodagoda, K.A.D.N.* and Herath, N.H.M.S.M.	44
WOMEN IN LEADERSHIP: A DESCRIPTIVE STUDY OF CHALLENGES WOMEN LEADERS FACE AND STRATEGIES TO ADDRESS THEM Illangarathne, S.M.R.K.*	45
AN EXPLORATION OF REASONS FOR THE FAILURE OF SRI LANKAN GIG WORKERS REGISTERED IN FIVERR.COM Weerakkodi, W.M.N.P.* and Priyankara, H.P.R.	46
EMPLOYEES’ PERCEPTIONS ON DIVERSE AGILE WORKING ARRANGEMENTS IN FMCG COMPANIES IN SRI LANKA Thisara, M.P.I.* and Kalyani, L.D.	47

ABUSIVE SUPERVISION AS A SUPERVISORY STRATEGY: AN EXPLORATORY STUDY IN THE APPAREL MANUFACTURING INDUSTRY Rathnayaka, R.M.R.T* and Thiranagama, A.W.	48
GRADUATES ADAPTING TO A NEW WORKING ENVIRONMENT IN A FOREIGN CONTEXT: CHALLENGES AND STRATEGIES Dulakshi P.G.T.* and Kalyani, L.D.	49
A STUDY ON THE CONSEQUENCES OF ORIENTATION PERIOD ATTIRE: A CASE STUDY AT THE FACULTY OF MANAGEMENT STUDIES, SABARAGAMUWA UNIVERSITY, SRI LANKA Weerasinghe, W.A.T.N.* and Naotunna, N.P.G.S.I.	50
IMPACT OF ERGONOMICS WORKSTATION FEATURES ON WHITE-COLLAR EMPLOYEES' WORK STRESS Premadasa, S.A.J.V.* and Katuwadeniya, I.M.	51
PERCEIVED WORKPLACE KNOWLEDGE HIDING: EXPERIENCES OF TEA MAKERS IN RATNAPURA DISTRICT Lakmali, A.T.*, Aththanayake, A.M.J.	52
REASONS FOR FEMALE ACADEMICS' UNDERREPRESENTATION IN LEADERSHIP ROLES: A CASE STUDY OF THE FACULTY OF MANAGEMENT STUDIES AT SABARAGAMUWA UNIVERSITY OF SRI LANKA Rathnasekara, P.G.P.M.* and Naotunna, N.P.G.S.I.	53
FACTORS AND CHALLENGES OF SUPPLY CHAIN EFFICIENCY IN THE SUPERMARKET RETAIL SECTOR IN COLOMBO DISTRICT, SRI LANKA Perera, Y.U.K.* & Ariyaratne, P.R.C.N.	54
UNLOCKING THE PUZZLE: EXPLORING THE ROOTS OF SUPPLY CHAIN RESILIENCE CHALLENGES IN SMES AMIDST SRI LANKA'S ECONOMIC CRISIS IN COLOMBO Jayasinghe, P.K.* and Ekanayaka, I.A.	55
EXPLORING ENTREPRENEURIAL BEHAVIOUR WHILE PURSUING STUDIES: EVIDENCE FROM UNDERGRADUATES IN THE FACULTY OF MANAGEMENT STUDIES, SABARAGAMUWA UNIVERSITY OF SRI LANKA Kavindya, K.L.G.S.*, Amitha, W.A.K. and Perera, J.K.S.C.	56
INVESTIGATING THE INCONGRUENCE BETWEEN ORGANIZATIONS AND GENERATION Z EMPLOYEES' EXPECTATIONS: PERSPECTIVES OF HUMAN RESOURCES MANAGERS IN THE SRI LANKAN IT INDUSTRY Madhuwanthi, W.A.D.A.* and Naotunna, N.P.G.S.I.	57
STRESS COPING MECHANISMS OF AWARD-WINNING ENTREPRENEURS IN SRI LANKA Wijewickrama, M.P.M.* and Aththanayake, A.M.J.	58
MANAGING THE SILICON VALLEY BANK CRISIS: INDIA'S PRUDENT ECONOMIC RESILIENCE IN A GLOBAL CONTEXT	

Kamre, M. ^{1*} and Gujrati, P. ²	59
FACTORS INFLUENCING HOUSEHOLD PURCHASE INTENTION TOWARDS RENEWABLE ENERGY WITH SPECIAL REFERENCE TO SOLAR PHOTOVOLTAIC IN WESTERN PROVINCE SRI LANKA	
Jayawardhana, T.M.P.* and Bandara, H.M.C.G.	60
HUMAN RESOURCE MANAGEMENT	61
COPIING STRATEGIES TO MANAGE WORK-FAMILY CONFLICT AMONG FEMALE ACADEMICS IN SRI LANKA	
Dulanjalee, K.K.S.I.* and Katuwandeniya, I.M.	62
A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN ISO 14001 IMPLEMENTED ORGANIZATIONS IN SRI LANKA	
Samanmalee, W.G.M.* and Priyankara, H.P.R.	63
EXPLORING JOB CRAFTING BEHAVIOURS OF TEACHERS IN RURAL SCHOOLS IN SRI LANKA	
Madhuwanthi, P.G.S.V.* and Priyankara, H.P.R.	64
DYNAMICS OF HR ANALYTICS IN SELECTED SRI LANKAN ENTERPRISES: A DESCRIPTIVE STUDY	
De Silva, P.I.C.* and Priyankara, H.P.R.	65
EXPLORING GREEN HUMAN RESOURCE MANAGEMENT PRACTICES OF THE APPAREL MANUFACTURING INDUSTRY IN SRI LAN...KA	
Perera, H.I.S.* and Thiranagama, A.W.	66
EXPLORING TALENT RETENTION PRACTICES OF NATIVE FMCG COMPANIES IN SRI LANKA	
Dilhara, E.K.P.S.* and Thiranagama, A.W.	67
EXPLORING WORK-LEISURE CONFLICT: EVIDENCE FROM FRONT-LINE EMPLOYEES IN THE HOTEL INDUSTRY IN THE SOUTHERN PROVINCE OF SRI LANKA	
Chaturika, M.G.*, Amitha, W.A.K. and Perera, J.K.S.C.	68
MARKETING MANAGEMENT	69
FACTORS INFLUENCING PURCHASE INTENTION OF COUNTERFEIT LUXURY CLOTHING BRANDS AMONG GENERATION Z CONSUMERS IN COLOMBO DISTRICT	
Tharaka, M.N.* and Gamage, T.C.	70
THE ROLE OF SENSORY MARKETING IN BUILDING BRAND LOYALTY: A STUDY OF LUXURY SHOPPING MALLS IN SRI LANKA	
Balasurea, R.N.* and De Silva, W. V.	71
EXPLORING YOUTH SMARTPHONE USAGE IN COLOMBO DISTRICT, SRI LANKA: USER PROFILES AND LIFE CYCLE COST ANALYSIS OF SMARTPHONE'S USE STAGE	

Maheshika D.D.P.* and Bandara, W.A.L.M.	72
FACTORS AFFECTING WOMEN'S FASHIONABLE CLOTHING PURCHASE INTENTION THROUGH OMNICHANNEL: SPECIAL REFERENCE TO COLOMBO DISTRICT, SRI LANKA	
Rukaiya, M.R.F.* and Sajeewanie, L.A.C.	73
ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS CHATBOTS USAGE IN SUPERMARKETS: WITH SPECIAL REFERENCE TO WESTERN PROVINCE, SRI LANKA	
Randika, M.R.P.N.* and De Silva, V.	74
DETERMINANTS OF CONSUMERS' CONTINUANCE INTENTION TO ACCEPT THE USE OF E-PAYMENTS: EVIDENCE FROM WESTERN PROVINCE, SRI LANKA	
Ranasinghe, D.I.S.* and Rathnasiri, M.S.H.	75
THE EFFECTS OF HEDONIC AND UTILITARIAN VALUES ON CONSUMERS' CONTINUOUS INTENTION TO USE MULTICHANNEL RETAILERS' MOBILE APPLICATIONS: EVIDENCE FROM COLOMBO DISTRICT	
Rathnayake, M.H.S.S.* and Rathnasiri, M.S.H.	76
ANTECEDENTS OF CONSUMER OMNICHANNEL SHOPPING INTENTION IN THE FASHION RETAIL SECTOR IN WESTERN PROVINCE, SRI LANKA	
Balasooriya, B.A.P.D.* and Jasingha, D.	77
EFFECTS OF PERCEIVED SYMBOLIC MEANINGS ON CONSUMERS' ATTITUDES TOWARDS GREEN CLOTHING: EVIDENCE FROM GENERATION Z IN COLOMBO DISTRICT, SRI LANKA	
Gunasinghe, M.M.R.L.* and Rathnasiri, M.S.H.	78
FACTORS INFLUENCING MILLENNIALS' PURCHASING BEHAVIOUR TOWARDS ENERGY-EFFICIENT HOUSEHOLD ELECTRIC APPLIANCES WITH SPECIAL REFERENCE TO UVA PROVINCE	
Dilrukshi, S.A.S.* and Bandara, H.M.C.G.	79
TOURISM AND HOSPITALITY MANAGEMENT	80
DETERMINANTS OF INTENTION TO USE ONLINE BOOKING PLATFORMS FOR ACCOMMODATION BOOKING: AN INVESTIGATION AMONG DOMESTIC TOURISTS IN SRI LANKA	
Kumari, K.M.L.S.S.* and Hettiarachchi, W.N.	81
OPERATIONAL RISKS AND RESPONSES OF MICRO-ENTREPRENEURS IN THE AIRBNB ACCOMMODATION PLATFORM IN SRI LANKA WITH SPECIAL REFERENCE TO GALLE DISTRICT	
Dananjalee, H.D.T.* and Gnanapala, W.K.A.C.	82
EXPLORING THE EMOTIONAL EXPERIENCES OF FOREIGN TOURISTS ON RAILWAY TOURISM IN SRI LANKA	
Bandara, W.M.C.S.* and Gnanapala, W.K.A.C.	83

EXPLORING SURFACE ACTING AS AN EMOTIONAL LABOR STRATEGY OF
FEMALE FRONTLINE EMPLOYEES' POINT OF VIEW, FIVE STARS HOTELS IN
COLOMBO

Hansika, I.A.* and Arachchi, R.S.S.W.84

ACCOUNTING AND FINANCE

BARRIERS HINDERING GREEN FINANCE DEVELOPMENT IN SOUTH ASIA- SYSTEMATIC LITERATURE REVIEW

Ekamayaka, E.M.K.T.* and Bandara, R.A.G.

Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.

**emktekanayaka@std.mgt.sab.ac.lk*

1. Introduction

Global warming is increasing due to environmental pollution and fossil fuel use despite slight fluctuations. Scholars suggested that the financial system can protect the environment by directing savings towards green investments and results available globally. South Asia is a region that is particularly vulnerable to climate change and environmental degradation. Despite the growing interest in green finance in South Asia, significant barriers still hinder the adoption of green finance practices as a region. It is essential to promote green finance to achieve the Sustainable Development Goals and address the challenges of climate change and environmental degradation in the region. The objectives of this study are to identify and analyze barriers to green finance in the region and to provide potential solutions to develop green finance in the region.

2. Research Methodology

Using a systematic literature review method and based on the PICO approach, the research question has been formulated and included 21 studies on green finance, particularly related to the South Asian region. The selection was after the identification, screening, and eligibility steps of the PRISMA model by Moher et al., 2009 and including and excluding criteria were predetermined. The researcher used a manual review method.

3. Findings and Discussion

The study identified and analyzed 24 barriers in the region that hinder the development and adoption of green finance in South Asia, while the lack of supportive policies and regulations was the major barrier. This study analysed related literature belonging to India, Bangladesh, Nepal, Pakistan and South Asia as a whole region. According to the findings, a multi-faceted approach is needed to develop green finance in the region, and having a proper set of policies and regulations procedures is key.

4. Conclusion and Implications

Although the path is difficult and time-consuming, South Asia's financial landscape is capable enough to effectively accelerate green finance in the region by having strong policies and regulations and standards for assessing, measuring and analyzing green finance. Making awareness and understanding is essential not to a financial revolution but to a green revolution, marking the region's sustainable and secure future.

Keywords: Barriers, Green Finance, Green financing, South Asia.

EFFECT OF DEBT MATURITY STRUCTURE ON EARNINGS MANAGEMENT: EVIDENCE FROM CAPITAL GOODS COMPANIES IN SRI LANKA

Saranga, L.D.* and Dewasiri, N.J.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*[*deumisaranga1234@gmail.com](mailto:deumisaranga1234@gmail.com)*

1. Introduction

Earnings management, a phenomenon in which managers manipulate financial statements to achieve particular objectives, has attracted considerable attention in the recent past. The maturity structure determines the debt repayment period and is crucial in managing financial statements. Hence, this study aims to investigate the impact of short-term debt maturity structure on the earnings management of listed capital goods firms in Sri Lanka.

2. Research Methodology

Using a simple random sampling technique, the researchers used a sample of 19 listed capital goods companies in Sri Lanka over ten years from 2013 to 2022. The researchers used the Modified Jones model in measuring earnings management. Short-term and long-term debts are used to measure the debt maturity structure as proxy variables. The Random effect model is selected as the fitted model based on the results of the Hausman test.

3. Findings and Discussion

The researchers of this study found that long-term debt has a negative effect on earning management. However, the study posited that short-term debt has no effect on earning management in listed capital goods firms in Sri Lanka.

4. Conclusion and Implications

Firms with higher long-term debt levels tend to exercise greater financial discipline. The requirement to fulfil debt covenants, interest payments, and repayment commitments is what motivates this discipline. In such a context, management has less incentive to manipulate earnings, as excessive earnings management may jeopardise the firm's ability to meet its debt obligations. Hence, Capital goods firms with high levels of long-term debt may face higher borrowing costs if they engage in aggressive earnings management practices that negatively impact their creditworthiness.

Keywords: Capital Goods Companies, Debt Maturity Structure, Earnings Management, Long-Term Debt, Short-Term Debt.

IMPACT OF BOARD COMPOSITION INDEX ON CORPORATE INTERNET FINANCIAL REPORTING: EVIDENCE FROM SRI LANKA

Anupama, K.A.D.Y.* and Dewasiri, N.J.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*[*yudeshianupama.98@gmail.com](mailto:yudeshianupama.98@gmail.com)*

1. Introduction

The Internet is a global tool for sharing financial and non-financial data concerning a company. The Internet offers a new option for financial reporting known as Internet Financial Reporting (IFR). Thus, this study examines the impact of the board composition index on Internet Financial Reporting.

2. Research Methodology

The study used a thorough index with 37 items that focused on presentation and content dimensions to evaluate the IFR practices of Sri Lankan firms. After carefully evaluating pre-determined criteria, the researchers used a simple random sampling technique to use 49 listed non-financial companies as the sample. The companies' board composition was evaluated based on five individual characteristics identified through literature (board size, board independence, CEO duality, gender diversity, and board activism) and a developed board composition index (BCI) to capture the effect of all identified characteristics. The researchers used the random effect model as the analytical tool based on the results of the Hausman test.

3. Findings and Discussion

The study results indicate that board size and independence are significantly associated with the IFR. The other variables, such as CEO duality, gender diversity, and board activism, do not indicate a significant association with the IFR.

4. Conclusion and Implications

The study's findings provide that the results of this study contribute to a thorough understanding of the significance of the IFR and the extent to which board composition affects it, particularly board size and board independence. Findings suggest that achieving gender diversity and activism of the board alone may not be sufficient to enhance Internet financial reporting. The implications of this research are particularly relevant in regulating the voluntary disclosure standard.

Keywords: Board Composition Index, Board Independence, CEO Duality, Corporate Internet Financial Reporting, Sri Lanka.

STOCK PRICE REACTION TO SCRIP DIVIDEND ANNOUNCEMENT AND MARKET EFFICIENCY: STUDY FROM THE CSE IN SRI LANKA

Tharushi, A.S.* and Dharmarathna, D.G.

*Department of Accountancy & Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*astharushi@gmail.com](mailto:astharushi@gmail.com)*

1. Introduction

The scrip dividend announcement is a corporate action in which a company offers its shareholders the choice to receive shares instead of a cash dividend. The main objective of the study is to test the stock price reaction on scrip dividend announcements and market efficiency within CSE.

2. Research Methodology

The study selected 22 scrip dividend announcements using purposive sampling from 2012 to 2022. This study utilize the event study method by incorporating the stock volatility clustering phenomenon into the Market Model. Additionally, it is expanded through the application of time series modeling techniques. The event window is 31 days, comprising fifteen days before and fifteen days after the scrip dividend announcement.

3. Findings and Discussion

The market and time series models indicate that the AAR and CAAR on the day of the scrip dividend announcement are statistically insignificant at the 5 % level. Therefore, the researcher accepted the null hypothesis stating that stock prices do not show significant abnormal returns due to scrip dividend announcements. A possible explanation is that some market insiders may be engaging in trading activities on this information prior to its public disclosure. Thus, the dividend announcement that is ultimately released does not provide the market with any novel information.

4. Conclusion and Implications

The overall results confirm that emerging markets, such as Sri Lanka, do not respond significantly to scrip dividend announcements. This suggests that these announcements do not contain price-sensitive information, implying that the Colombo Stock Exchange does not adhere to the semi-strong form efficiency hypothesis. It is imperative for regulatory entities to prioritize the reinforcement of legislation pertaining to the prohibition of insider trading while concurrently ensuring the implementation of severe penalties for any violations.

Keywords: Abnormal Return, Event Study, Scrip Dividend, Semi-Strong Form Efficiency and Time Series Modelling.

IMPACT OF INTELLECTUAL PROPERTY AND INTELLECTUAL CAPITAL ON FIRM SUSTAINABLE PERFORMANCE IN SRI LANKA: THE ROLE OF FAMILY MANAGEMENT

Hansani, W.M.* and Dewasiri, N.J.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*wmhansani@std.mgt.sab.ac.lk

1. Introduction

In the 21st century, by proving “knowledge is power,” organizations drive toward success with intellectual property and intellectual capital. Thus, this study investigates the impact of intellectual property and intellectual capital on the sustainable performance of companies listed in Sri Lanka with the moderating effect of family management.

2. Research Methodology

The study used a quantitative survey strategy, and data were collected from 176 listed companies through a structured questionnaire using a simple random sampling method from July to August 2023. Survey instruments were used to measure the firm’s sustainable performance, intellectual property and capital, whereas a dummy variable was considered for family management. Hypotheses were tested using hierarchical regression analysis after ensuring the validity and reliability of the measurement properties.

3. Findings and Discussion

The study found a significant positive relationship between intellectual property and the firm sustainable performance and a meaningful positive relationship between intellectual capital and the sustainable performance of companies listed in CSE Sri Lanka. Furthermore, the study revealed that family management significantly moderates the relationship between intellectual property and the firm sustainable performance.

4. Conclusion and Implications

The results underscore the strategic significance of intellectual property and intellectual capital in bolstering the firm sustainable performance. Hence, the findings of this study are beneficial to management, investors, and practitioners in making informed decisions. This study opens the door for further research in the global context, suggesting the investigation of family management as a moderating variable instead of a mediating variable within the relationship between intellectual assets and firm sustainable performance.

Keywords: Family Management, Firm Sustainable Performance, Intellectual Capital, Intellectual Property, Sri Lanka.

CORPORATE GOVERNANCE AND INNOVATION INVESTMENT IN THE PUBLICLY LISTED FIRMS IN SRI LANKA

Bandara, M.M.K.R.S.* and Dewasiri, N.J.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*[*kanchanaranganabandara@gmail.com](mailto:kanchanaranganabandara@gmail.com)*

1. Introduction

Innovation investment (II) involves the allocation of resources, including financial capital, human knowledge, and research efforts, towards the development and execution of new ideas, technologies, products, or processes. It is also a significant factor for a company to achieve high growth and boost their performance as well as profit by enhancing competitiveness through investing in the innovation process. This study investigates the association between corporate governance and innovation investment in publicly listed companies in Sri Lanka with the moderation effect of ownership structure.

2. Research Methodology

The study participants were 32 publicly listed Companies that disclosed their research and development expenses in their annual reports in Sri Lanka from 2015 to 2022. Further, the data were also collected from company websites and the Colombo Stock Exchange (CSE) website in addition to the annual reports. The developed hypotheses were empirically tested using a hierarchical random effect analysis based on the Housman test results.

3. Findings and Discussion

The study found a substantial positive connection between corporate governance and innovation investment in publicly listed companies In Sri Lanka. However, there is no moderation effect of ownership structure on the relationship between corporate governance and innovation investment.

4. Conclusion and Implications

The research findings indicate that there is a positive relationship between corporate governance and investment in innovation. It is beneficial for companies to mitigate Agency conflict by adopting robust corporate mechanisms. In turn, it facilitates growth and enhances market value through increased investment in innovation.

Keywords: Corporate Governance, Innovation Investment, Ownership Structure, Sri Lanka.

IMPACT OF BOARD CHARACTERISTICS ON CORPORATE SUSTAINABILITY REPORTING: EVIDENCE FROM SRI LANKA

Miyuru, M.H.A.* and Dewasiri, N.J.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*[*miyuruasanka1997@gmail.com](mailto:miyuruasanka1997@gmail.com)*

1. Introduction

Corporate sustainability reporting (CSR) has gained increasing significance recently as businesses face growing pressure to address environmental, social, and governance (ESG) issues. The role of corporate boards in shaping sustainability reporting practices is of particular interest, as board composition and characteristics can influence a company's commitment to sustainability and its transparency in reporting. This study investigates the impact of board characteristics on corporate sustainability reporting in Sri Lanka.

2. Research Methodology

By investigating the interplay between board characteristics and CSR reporting practices within a sample of 137 Sri Lankan companies, this research used a quantitative correlational study as its research design. Accordingly, published secondary data obtained from the financial statements between 2014 and 2022 were used for the analysis. The Random Effect Model is the analytical tool based on the Hausman test results.

3. Findings and Discussion

The findings of this study may reveal that specific board characteristics such as board size, board independence, chief executive officer (CEO) duality, board meetings, and board committees positively impact CSR reporting, shedding light on strategies for companies to enhance their sustainability efforts.

4. Conclusion and Implications

The findings indicate that larger boards tend to achieve higher sustainability ratings. The association between board independence and sustainability is more complex. Financial performance, particularly market value and net income plays a role, necessitating further investigation. The findings comprehensively understand how corporate governance, financial performance, and sustainability are interconnected while laying the foundation for decision-making in organizations committed to sustainability.

Keywords: Board Characteristics, Board Size, Board Independence, CEO Duality, Corporate Sustainability Reporting.

IMPACT OF RECENT MAJOR POLITICAL EVENTS ON STOCK MARKET PERFORMANCE: EVIDENCE FROM COLOMBO STOCK MARKET

Amarawickrama, D.L.S.J.* and Dharmarathna, D.G.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

**Sandalujeewan10@gmail.com*

1. Introduction

Political events can have short-term and long-term impacts on the stock market. Since gaining independence from the United Kingdom in 1948, Sri Lanka has faced its most severe economic crisis, marked by the government's poor economic management, resulting in daily power outages, high inflation, and shortages of fuel and gas. These economic challenges led to widespread protests in Sri Lanka in 2022. As a consequence of this economic crisis, a slew of political incidents unfolded, exacerbating the challenges faced by the nation. This study aims to analyze the impact of the country's major recent political events on the Colombo stock market in the context of the financial crisis.

2. Research Methodology

This study is based on the Secondary data collection method. Daily ASPI data collected from the CSE data library was used for this study. The samples were selected based on the purposive sampling technique. The market's reaction was predicted using a 31-day event window. The research centered on analyzing Cumulative abnormal returns of market indices using the Event-study methodology, and it employed Time Series. Including a time series model in the event study methodology can significantly enhance the credibility of the information being analyzed.

3. Findings and Discussion

Based on the CAR and AR, the Colombo stock market experienced a significant decline in response to the Civil Uprising. Based on CAR, the overall stock market reacted quite significantly negatively to the prime Ministerial Transition, while AR showed a Significant positive reaction. However, the Colombo stock market showed a significant upward response of both AR and CAR during the Presidential Transition.

4. Conclusion and Implications

The study's findings highlight the substantial influence of political events on the Colombo stock market. It underscores the critical role of political stability and clear policy communication in ensuring a robust and flourishing stock market. Moreover, it reveals that market participants react differently to distinct political events: they exhibit negative responses to civil uprisings and Prime minister transitions but a positive response to presidential transitions. Studying the market and political events logically and making successful strategic decisions is possible. The researcher believes that this study will be used to make such decisions. In times of political instability, it is wise to invest in low-risk markets.

Keywords: Event Study, Political Events, Abnormal Returns, Time Series.

ACCURACY OF BANKRUPTCY PREDICTION MODELS IN PREDICTING DELISTING COMPANIES IN SRI LANKA

Tharushika, H.A.H.* and Edirisinghe, U.C.

*Department of Financial Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*himasitarushika@gmail.com](mailto:himasitarushika@gmail.com)*

1. Introduction

This study aims to investigate the validity of Altman's Z''-score model and Zmijewski's X-score model in predicting delisting companies in Sri Lanka. Although the two models have been frequently tested for assessing financial distress, their effectiveness in predicting delisting is under-researched.

2. Research Methodology

Considering the data availability, 18 delisted companies were selected as the sample of delisted companies and data was collected two years before the company was delisted. For comparison purposes, 18 non-manufacturing listed companies were also selected based on highest market capitalization, considering their unlikeliness to go delisted soon. According to that, the sample size of this study is 72 observations (according to the purposive sampling technique) taken from the company's financial statements.

3. Findings and Discussion

The results showed that the revised Altman's Z-score model has the highest accuracy rate of 69.45%. Meanwhile, the Zmijewski X-model has a lower accuracy rate of 63.89%. The Chi-square model's results indicate a relationship between Altman's Z''-score model and the delisting status of the companies, but no relationship between the Zmijewski X-score model and delisting. Additionally, Altman's Z''-score model is more accurate in predicting delisting than the Zmijewski X-model. These findings are consistent with Rachmania (2016), who identified that only modified Altman Z'-score effectively predicts delisting. In contrast, Mila Fatmawati (2012) showed that only the Zmijewski model effectively predicts delisting during the observed period.

4. Conclusion and Implications

Revised Altman's Z''-score model has a higher accuracy rate compared to the Zmijewski model, while Zmijewski's model tends to misclassify delisted firms into non-delisted. According to the chi-squared test results, there is a relationship between the revised Altman's Z''-score model and the delisting. Therefore, the researchers recommend that a revised Altman's Z''-score model be used to predict delisting companies in the Sri Lankan context.

Keywords: Altman's Z''-score model, Bankruptcy, Delisting, Financial distress, Zmijewski X-score model.

BANKING AND INSURANCE

IMPACT OF GREEN BANKING PRACTICES ON BANKS' ENVIRONMENTAL PERFORMANCE IN SRI LANKA: MEDIATING EFFECT OF GREEN FINANCING

Hanshani, M.V.P.* and Dewasiri, N.J.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*probodikahansani@gmail.com

1. Introduction

This study intends to investigate the relationship between green banking practices and banks' environmental performance with particular reference to the banking industry in Sri Lanka. Further, it investigates the mediation effect of green financing on the association between green banking practices and the environmental performance of the banks in Sri Lanka.

2. Research Methodology

Using the snowball sampling technique, self-administered questionnaires were distributed among the banking personnel and 233 usable responses were selected as the final sample. Survey instruments were used to measure green banking practices (employee-related, operation-related, customer-related, and policy-related), banks' environmental performance and green financing. The developed hypotheses were empirically tested using regression analyses, ensuring validity and reliability.

3. Findings and Discussion

The study discovered a substantial positive association between green banking practices and the environmental performance of the banks. Green banking practices significantly predicted the banks' environmental performance. Moreover, there is a relationship between eco-friendly banking practices and the environmental performance of banking institutions, which is partially mediated through green financing.

4. Conclusion and Implications

The bankers can develop and implement suitable strategic plans for green banking practices based on the results of this study. The results of this study support the management, investors, and regulators, such as the Central Bank of Sri Lanka, in creating and implementing practical policies. This study represents the pioneering effort to explore the influence of green banking practices on the environmental performance of banks in Sri Lanka, taking into account the mediating role played by green financing.

Keywords: Banking, Environmental Performance, Green Banking Practices, Green Financing, Sri Lanka.

DETERMINANTS OF CREDIT CARD DEBT BEHAVIOUR AMONG GENERATION Y CONSUMERS IN SRI LANKA

Gunarathna, M.S.U.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*sandunupendrams@gmail.com](mailto:sandunupendrams@gmail.com)*

1. Introduction

In the current trend toward a cashless society, credit cards are the predominant form of "plastic" currency used to take over cash. Credit card usage in Sri Lanka has steadily increased over the past few years. However, users' inability to manage spending may lead to excessive outstanding balances, prolonged repayment periods, and increased interest payments. Therefore, the purpose of this study is to investigate the determinants of credit card debt behavior among Generation Y consumers in Sri Lanka.

2. Research Methodology

The researchers use positivism philosophy and quantitative methodology. Primary data was gathered through an online survey from 297 Gen Y credit cardholders who were unable to repay the total due for the last six consecutive months using the purposive sampling technique. Multiple regression analysis was used to test the proposed hypotheses of the study.

3. Findings and Discussion

The findings revealed that credit attitudes, knowledge about credit cards, social norms, self-efficacy, and materialism have a significantly positive impact on credit card debt behavior among Generation Y consumers in Sri Lanka, and these results were in line with the previous studies conducted in local and international contexts.

4. Conclusion and Implications

The findings can provide practical and social insights to better understand the indebtedness behaviour among Generation Y consumers and to develop suitable and efficacious regulations aimed at mitigating their significant levels of debt. Financial service providers have the potential to engage in collaborative efforts with regulators to mitigate the issue of credit card debt behaviour among Generation Y and to avoid the negative consequences associated with excessive debt. Furthermore, the results of this study will contribute to the current body of literature on the determinants of credit card debt behavior from a developing country perspective.

Keywords: Credit card, Debt behavior, Generation Y.

EFFECT OF CLAIM DIGITALIZATION ON SERVICE DELIVERY IN CEYLINCO GENERAL INSURANCE (PVT) LTD

Thenuka, R.D.T.* and Tharanga, T.M.N.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka.*

*[*tharinduthenuka6@gmail.com](mailto:tharinduthenuka6@gmail.com)*

1. Introduction

Many operations primarily dependent on in-person interactions have become virtualized because of technological advancements to increase their efficiency and streamline them. Insurance firms rely heavily on the claims function to run their businesses. A firm with a competitive edge always strives to shorten the time it takes to pay insurance claims because of the high level of customer satisfaction necessary. The objective of this study was to examine the impact of claim digitalization on service delivery by Ceylinco General Insurance Company.

2. Research Methodology

The study is a quantitative study where a structured questionnaire was distributed among 73 employees in the Claims Department of Ceylinco General Insurance Company under the convenience sampling technique. Correlation and multiple linear regression analysis were employed to analyze the hypotheses.

3. Findings and Discussion

Findings show that there is a positive relationship between claim digitalization and service delivery. Claim Process Automation and Back-end Claims Management significantly impact service delivery by Ceylinco General Insurance Company. Although the findings emphasized that the service tools variable has a negative impact on service delivery.

4. Conclusion and Implications

The findings from this study highlight a remarkable opportunity to integrate digitalization into the claims process, ultimately improving the organization's level of service quality. Insurance firms have the ability to collect data from their records and/or clients to monitor the level of consumer loyalty. This study focuses on employee input, and follow-up research on the same topic can be conducted, concentrating on customers' feedback.

Keywords: Claims Management, Claims Digitalization, Ceylinco General Insurance Company, Service Delivery.

DIGITAL MARKETING

FACTORS AFFECTING CONSUMERS' ATTITUDES TOWARD INFLUENCER LIVE-STREAMING ADVERTISEMENTS: REFERENCE TO E-COMMERCE PLATFORMS IN SRI LANKA

Virajanee, W.M.S.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*wmsvirajanee@std.mgt.sab.ac.lk

1. Introduction

The acts of buying, selling, and exchanging helpful information on a digital platform are all included in e-commerce. Influencers can now communicate directly with customers on e-commerce platforms through a new influencer advertising technique called e-commerce live-streaming. Limited studies have been conducted on this new advertising style on e-commerce sites. Hence, this study investigates the factors affecting consumers' attitudes toward influencer live-streaming ads with reference to e-commerce platforms in Sri Lanka.

2. Research Methodology

This study follows the survey strategy under the quantitative methodology. The conceptual framework was adapted from the literature on consumers' attitudes toward influencer live-streaming advertisements. As the population is unknown, the non-probability method was chosen by adding filtering questions under the purposive sampling method. The online survey received a total of 384 effective responses from e-commerce platform users who are watching influencer live-streaming advertisements, which were then utilized for data analysis using multiple regression.

3. Findings and Discussion

The findings demonstrate that consumers' attitudes regarding influencer live-streaming advertisements were influenced by four constructs: perceived usefulness, perceived entertainment, influencer credibility, and celebrity effect, and influencer credibility is the salient factor. However, trust does not impact customer attitudes towards influencer live-streaming ads in e-commerce platforms in Sri Lanka.

4. Conclusion and Implications

The findings of this investigation offer numerous implications for marketing professionals. This study illustrates that brands should not select influencers only focusing on their external attractiveness but also have to consider the alignment between the influencer's expertise and the product. Also, including entertainment components in advertising is essential to captivate the audience. In Sri Lanka, customers are less likely to use influencer live-streaming ads in e-commerce platforms as a reliable source for prescribing shopping information; hence, it is vital for firms to implement trust-building strategies to convert this to a trustworthy source.

Keywords: Customer Attitude, E-commerce platforms, Influencer live-streaming advertisements.

EFFECTS OF VIRTUAL TOUR CHARACTERISTICS ON PURCHASE INTENTION: EMPIRICAL EVIDENCE FROM KITCHEN AND HOME APPLIANCES VIRTUAL STORES IN SRI LANKA

Costa, M.S.* and Gamage, T.C.

*Department of Marketing Management, Faculty of Management Studies,
Sabargamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**senura.costa98@gmail.com*

1. Introduction

Although virtual tours have emerged as a potent marketing weapon in recent years, most of the kitchen and home appliances companies in Sri Lanka are still using traditional marketing practices. Further, how the use of virtual tours stimulates customers' intention to purchase online has not been adequately studied in the Sri Lankan context. Therefore, this paper fills this gap by identifying how virtual tour characteristics influence customers' purchase intention of kitchen and home appliances, referring to Generation Y customers.

2. Research Methodology

A conceptual framework is developed based on the stimulus-organism-response (S-O-R) model, and hypotheses related to causal relationships among the constructs are presented. Following the positivist research philosophy and deductive research approach, data was collected from a sample of 285 Generation Y customers who are aware of virtual tours using an online survey. Hierarchical regression analysis was used to test the hypotheses.

3. Findings and Discussion

Findings indicate that virtual tour characteristics (informativeness, effectiveness, and entertainment) positively impact customers' purchase intention of kitchen and home appliances. The effectiveness of virtual tours has been identified as the most influential factor. Further, it was revealed that virtual tour flow mediates the relationship between virtual tour characteristics and customers' purchase intention.

4. Conclusion and Implications

This paper provides an opportunity for kitchen and home appliances virtual stores in Sri Lanka to stimulate customers' desire to purchase kitchen and home appliances by implementing virtual tour options that are informative, entertaining, and effective.

Keywords: Generation Y, Kitchen and home appliances, Purchase intention, S-O-R model, Virtual tour characteristics.

THE IMPACT OF SHORT VIDEO MARKETING ON CONSUMERS' FASHION CLOTHING PURCHASE INTENTION IN SRI LANKA: SPECIAL REFERENCE TO INSTAGRAM REELS

Walgamage, E.O.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*erangao5732@gmail.com](mailto:erangao5732@gmail.com)*

1. Introduction

Today, businesses in the Sri Lankan fashion sector need to employ cutting-edge advertising methods to compete in the digital sphere and win the attention of consumers, who may then be persuaded to make purchases. Short video marketing, especially on social media platforms, has become an effective way to reach and interact with consumers. Therefore, this study investigates how short video marketing affects consumers' fashion clothing purchase intention in Sri Lanka, specifically focusing on Instagram Reels, a popular type of short video marketing platform.

2. Research Methodology

This study employs the survey strategy under the quantitative methodology. To ensure a meaningful and diverse dataset, data was collected from a sample of 384 individuals who are aware of Instagram Reels but are not currently following Instagram Reels for purchasing fashion clothing in Sri Lanka using a judgmental sampling method. The data were analyzed using multiple regression analysis after ensuring the validity and reliability of the measurement properties.

3. Findings and Discussion

It was found that short video content significantly influences purchase intention. Moreover, a compelling impact was shown between customer experiences and purchase intention. Also, the study showed that perceived value positively impacts purchase intention, and it is the most significant factor influencing consumers' fashion clothing purchase intention through Instagram Reels.

4. Conclusion and Implications

To captivate customers with short videos, the content must be derived from and seamlessly integrated with elements of our everyday lives with a warm and visually appealing quality. Also, there is a need for enhancements in the browsing experience of commodities and after-sales service to increase purchase intention. Moreover, short videos should accurately showcase the quality and performance of products, which tend to increase their perceived value and, in turn, purchase intention.

Keywords: Fashion clothing, Instagram Reels, Purchase intention, Short video marketing.

THE FACTORS INFLUENCE TOWARDS ARTIFICIAL INTELLIGENCE (AI) USAGE ON BEHAVIOURAL INTENTION: SPECIAL REFERENCE TO RESTAURANTS IN SRI LANKA

Lakshani, M.T.I.* and De Silva, W.V.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**mtlakshani@std.mgt.sab.ac.lk*

1. Introduction

This study explores the impact of customer attitudes towards Artificial Intelligence (AI) usage on behavioral intentions in Sri Lankan restaurants. Its primary goal is to understand how customers' perception of AI in the service industry influences their attitudes and behaviors. The study focuses on assessing the influence of attitudes toward AI deployment, distinguishing between perceived benefits and drawbacks, and investigating how AI's social capabilities affect customer behavioral intentions.

2. Research Methodology

This study employs the survey strategy under the quantitative methodology. To ensure a meaningful and diverse dataset, data was collected from a sample of 384 individuals who were seeking to utilize AI services in restaurants located in the Western province of Sri Lanka using a convenience sampling method. The data were analyzed using multiple regression analysis after ensuring the validity and reliability of the measurement properties.

3. Findings and Discussion

AI has the capacity to enhance customer loyalty and contribute to the prosperity of the restaurant sector. It is important to incorporate social skills into AI systems to improve consumer satisfaction and engagement. Need to understand how important it is to cultivate a good customer attitude towards Artificial Intelligence (AI) usage and maximize AI systems to improve the customer experience if they want to stay competitive in an increasingly AI-driven environment.

4. Conclusion and Implications

This research not only broadens the comprehension of the relationship between customer attitudes and behavioral intentions concerning artificial intelligence but also carries practical implications for the Sri Lankan restaurant sector. In summary, this study delves into the intricate interplay between customer perceptions of AI and their actions in the restaurant context, the significance of AI optimization and social integration for a thriving industry in Sri Lanka.

Keywords: Artificial Intelligence, Behavioral Intention, Customer Attitudes, Customer Service, Restaurant Industry.

FACTORS INFLUENCING FACEBOOK FASHIONABLE CLOTHING PAGE USERS' PURCHASE INTENTION: WITH SPECIAL REFERENCE TO GENERATION Z CONSUMERS IN THE WESTERN PROVINCE

Jayantha, L.M.T.P.* and Sajeewanie, L.A.C.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**Jayantha.prabodha@gmail.com*

1. Introduction

Due to the increasing popularity of social media platforms among young individuals, there is a lack of understanding regarding the use of Facebook pages in the context of Sri Lankan fashionable clothing companies. This study investigates the influence of Facebook on the purchase intentions of Generation Z consumers in Sri Lanka's Western Province, with a specific focus on the fashionable clothing industry. The aim is to identify key factors that affect the purchase intentions of Facebook page users dedicated to fashionable clothing.

2. Research Methodology

This study follows a positivist research philosophy and a deductive approach. Data was collected from 274 Facebook users in Sri Lanka who follow clothing pages, selected through purposive sampling. An online questionnaire was used to gather details regarding fashionable clothing page users' purchase intention on Facebook. Hypotheses have been tested by using multiple regression analyses.

3. Findings and Discussion

Findings revealed significant positive impacts of Perceived Ease of Use, Perceived Usefulness, Attitude, and Trust on purchase intentions of Facebook fashionable clothing page users in Sri Lanka's Western Province. Additionally, the study indicated Generation Z consumers are receptive to fashionable clothing pages on Facebook. These findings align with previous research, emphasizing the significance of these factors in online consumer behavior.

4. Conclusion and Implications

This study explored factors affecting Generation Z's purchase intentions on Facebook clothing pages in Sri Lanka's Western Province. Perceived ease of use, Perceived usefulness, Attitude, and Trust positively influenced purchase intentions. Trust had the most significant impact, providing insights for enhancing Facebook marketing strategies in the fashionable clothing industry.

Keywords: Fashionable clothing purchase intention, Facebook clothing pages users, Generation Z.

ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS AFFILIATE MARKETING ADVERTISEMENTS IN THE RETAIL SECTOR; SPECIAL REFERENCE TO GENERATION Z IN WESTERN PROVINCE, SRI LANKA

Iwdugoda, I.G.D.P.C.* and De Silva, W.V.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**iqdpiciwdugoda@std.mgt.sab.ac.lk*

1. Introduction

In a rapidly evolving marketing landscape, this study explores how Generation Z in the Western province of Sri Lanka perceives affiliate marketing (AM) in the retail sector. The research focuses on consumer attitudes towards AM advertisements by examining factors like informativeness, entertainment, social norms, and irritation with the mediation effect of advertising value. It aims to bridge gaps in understanding Generation Z's preferences and provide practical insights for optimizing AM strategies. The significance lies in its potential to enhance trust, foster positive attitudes, and shape the future of AM practices in this demographic.

2. Research Methodology

In this study, a structured questionnaire has been used to collect data from 312 respondents belonging to generation Z who have been exposed to AM advertisements by employing a judgmental sampling technique. Data was analyzed using hierarchical regression and Sobel test.

3. Findings and Discussion

The study reveals that informativeness and entertainment significantly impact the value of AM advertisements among Generation Z individuals in the Western Province of Sri Lanka. Conversely, social norms and irritation have a limited impact on value perception. Furthermore, the value of the advertisements as a mediator impacts attitudes towards AM with the impact of independent variable informativeness and entertainment. Similarly, a strong, positive correlation exists between the perceived value of affiliate marketing ads and consumers' attitudes toward these advertisements.

4. Conclusion and Implications

The study reveals the pivotal role of advertising value in shaping Generation Z's attitudes towards AM advertisements, particularly when these ads are informative and entertaining. The theoretical implication underscores the importance of creating content that enhances value perceptions. On a practical level, marketers should focus on delivering informative and entertaining affiliate marketing content to engage and influence Generation Z consumers effectively, thus optimizing their advertising strategies for this demographic.

Keywords: Affiliate advertisements, Affiliate marketing, Attitudes towards Affiliate Ads, Generation Z.

NAVIGATING THE DIGITAL MARKETPLACE: FACTORS INFLUENCING WOMEN'S ONLINE PURCHASE INTENTION OF CONSUMER ELECTRONICS IN SABARAGAMUWA PROVINCE, SRI LANKA

Ariyaratna, K.A.M.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**kamariyaratna@std.mgt.sab.ac.lk*

1. Introduction

In an era of rapid technological advancement and evolving consumer behaviors, understanding women's online purchase intention is paramount. The aim of the study is to contribute to the existing body of knowledge regarding the factors influencing women's online purchase intention of consumer electronics, explicitly focusing on the Sabaragamuwa Province in Sri Lanka.

2. Research Methodology

The theoretical base of this study is embedded in the two theories, namely the Theory of Planned Behavior and the Technology Acceptance Model. Adopting a quantitative methodology, this cross-sectional study was carried out for females in Sabaragamuwa Province who had expressed their intent to purchase consumer electronics online, and data were collected from 301 females using an online survey. The purposive sampling method was used in selecting the sample. Hypotheses were tested using the multiple regression analysis after ensuring validity and reliability using the statistical software SPSS 21.

3. Findings and Discussion

The results revealed that subjective norms, trust, perceived self-efficacy, and perceived usefulness positively influence women's online purchase intention for consumer electronics. It was also revealed that perceived risk shows a significant negative impact on women's online purchase intention for consumer electronics. However, attitudes do not significantly affect women's online purchase intentions for consumer electronics in Sabaragamuwa Province, Sri Lanka.

4. Conclusion and Implications

This study emphasizes the critical determinants of women's online purchase intention for consumer electronics, underscoring the significance of subjective norms, trust, perceived risk, perceived self-efficacy, and perceived usefulness. It is recommended that online retail organizations prioritize efforts to enhance the perceived usefulness of the online buying experience for e-shoppers since it is the most significant variable. These insights offer practical guidance to online retailers and their management in adapting strategies that align with the preferences of female consumers, especially in the e-commerce environment.

Keywords: Consumer electronics, Online purchase intention, Sabaragamuwa province, Women.

UNLOCKING TELE HEALTHCARE ENIGMA: PATIENT-CENTRIC FACTORS INFLUENCING BEHAVIORAL INTENTION TOWARDS E-HEALTH CONSULTATION IN COLOMBO DISTRICT, SRI LANKA

Lakmini, L.M.W.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**lakminiw96@gmail.com*

1. Introduction

The ongoing progress in information technology, along with the emergence of Web 2.0, have facilitated the expansion of e-health consultation on a global scale. This approach has garnered significant attention as a feasible alternative for healthcare delivery, especially during the pandemic. Previous studies have primarily focused on investigating the implementation of e-health consultation from the viewpoint of healthcare providers. However, there has been a lack of emphasis on exploring the perspective of patients in this area of research. Therefore, the purpose of this study is to investigate the factors influencing patients' behavioral intention towards e-health consultation.

2. Research Methodology

The present study utilized a deductive approach to examine the influence of the expanded Unified Theory of Acceptance and Use of Technology (UTAUT) on patients' behavioral intention towards engaging in e-health consultations. A total of 304 valid responses were obtained from individuals who expressed their intention to utilize e-health consultation services. The data was collected through an online survey employing purposive sampling. With the support of the SPSS 21 version, multiple regression analysis was employed to test the hypotheses.

3. Findings and Discussion

The results emphasize that effort expectancy, social influence, performance expectancy, facilitating conditions, and trust have a significant positive impact on patients' behavioral intention towards e-health consultation in the Colombo district. Conversely, perceived risk has a significant negative effect on behavioral intention towards e-health consultation in the Colombo district.

4. Conclusion and Implications

This research attempt will contribute to the current corpus of knowledge within the realm of e-health consultation from the standpoint of the patient's perspective. Furthermore, this research will provide valuable insights for policymakers, planners, and e-health consultation service providers in understanding patient-centric factors for formulating strategies to promote adopting e-health consultation services in developing nations like Sri Lanka.

Keywords: Behavioral intention, E-health consultation, Patient-centric, Tele healthcare, UTAUT.

FACTORS INFLUENCING GENERATION Z CONSUMERS' ADOPTION INTENTION OF LOCATION-BASED MOBILE MARKETING IN SUPERMARKETS: REFERENCE TO COLOMBO DISTRICT

Amarakoon, A.M.S.S.K.* and Piumali, P.L.G.S.D.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**amsskamarakoon@std.mgt.sab.ac.lk*

1. Introduction

In a country with little prior research, mobile technologies are gaining popularity in retail, while 95% of global companies use location-based technologies. In Sri Lanka, only a few practices have implemented location-based marketing technologies, showing only 20% effectiveness. However, adoption factors need investigation. Hence, this study aims to investigate factors influencing consumers' adoption intention of location-based mobile marketing technologies in supermarkets, with special reference to Generation Z in the Colombo district. It emphasizes the growing importance of mobile marketing and the necessity to engage with Generation Z in an increasingly competitive retail sector.

2. Research Methodology

Data was gathered using quantitative methodology from a sample of 384 Generation Z smartphone users who have not adopted location-based mobile marketing technology in supermarkets in the Colombo district. Following the purposive sampling technique, 303 usable responses were collected through a self-administered questionnaire. Data analysis was conducted with regression analysis by using SPSS software.

3. Findings and Discussion

The data analysis from the study observed that performance expectancy, effort expectancy, trust and perceived value have a substantial influence on Generation Z customers' intention to adopt location-based mobile marketing technologies, while social influence had no significant impact, possibly due to a lack of understanding of the technology.

4. Conclusion & Implications

The findings demonstrate the opportunity for Colombo retailers to improve marketing strategies with location-based technology, especially for Generation Z. The study contributes to understanding factors shaping Generation Z's adoption of location-based mobile marketing in supermarkets, enhancing consumer adoption theories while guiding supermarkets in tailoring strategies to boost Generation Z engagement through effective location-based mobile marketing technologies.

Keywords: Generation Z consumers, Intention to adopt, Location-based mobile marketing technology.

GAMER'S ATTITUDE TOWARDS IN-GAME POP UP ADS (WITH SPECIAL REFERENCE TO GENERATION Z IN THE COLOMBO DISTRICT)

Udeshika, K.A.M.* and Piumali, P.L.G.S.D.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**madhavi.udeshika98@gmail.com*

1. Introduction

The worldwide penetration of the internet is increasing. As a result, online gaming has grown in popularity. There are around 105 million gamers worldwide who are addicted to video games and 4 million active mobile gamers in Sri Lanka. Most people suffer from “gaming disorders”, and that mobile game addiction is on an upward trend. Nevertheless, marketers and game developers are increasing their efforts to develop Pop-up advertisements related to gamers. Therefore, the researcher conducted this study to identify the impact of gamer's attitudes toward In-Game Pop-Up ads.

2. Research Methodology

This study used the Ducoffe Advertising model. The gamers' attitude toward In-game Pop-up advertising was the dependent variable, and informativeness, entertainment, irritation, and credibility were the independent variables. The study was carried out using a deductive methodology and minimal intervention. Structured questionnaires were distributed by the researcher among 384 respondents. The data was gathered using the snowball sampling technique because the population is unknown. With IBM SPSS 21 software, multiple linear regression analyses were used to examine the survey data and assess the hypotheses.

3. Findings and Discussion

The results demonstrated that informativeness, entertainment, irritation, and credibility strongly influence gamers' attitudes toward In-game Pop-up advertising. The results showed that the information, entertainment, and credibility of In-game Pop-up advertisements create a positive consumer impact. However, the irritation of In-game Pop-up advertisements created a negative consumer impact.

4. Conclusion and Implications

The results of this study offer managerial recommendations for marketers, game developers, business groups, and advertisers. They need to consider gamers' attitudes toward Pop-up ads when developing them.

Keywords: Attitude, credibility, entertainment, In-game Pop-up ads, informativeness, entertainment, irritation.

ECOBUSINESS MANAGEMENT

EXPLORING THE FACTORS INFLUENCING ELECTRIC VEHICLE ADOPTION INTENTION: A HYBRID APPROACH USING SEM AND ANN

Singh, D.* and Paul, U.K.

Research Scholar, Management Studies, NIT Durgapur, Durgapur, W.B., India.

*[*divyaa217singh@gmail.com](mailto:divyaa217singh@gmail.com)*

1. Introduction

The increasing environmental concern has led to growing interest in electric vehicles (EVs) as a sustainable alternative to traditional vehicles. However, despite their potential benefits, EV adoption rates are low, especially in developing countries. This study addresses the lack of understanding regarding factors influencing EV adoption intentions (AI), including performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitation condition (FC), hedonic motivation (HM), and price sensitivity (PS). Recognizing a gap in understanding the relative importance of these factors, the study aims to contribute to a comprehensive understanding of the decision-making process behind EV adoption.

2. Research Methodology

The study utilizes a cross-sectional approach and quantitative methods, recruiting a convenience sample of EV users and non-users in Durgapur and Ranchi, India. A total of 272 samples were collected through an online Google form circulation. The hybrid methodology combines structural equation modeling (SEM) and artificial neural networks (ANN) for a robust analysis.

3. Findings and Discussion

SmartPLS4.0 is used for SEM analysis, assessing relationships between constructs and EV adoption intention. The key findings indicate that PE, HM, EE, and PS significantly shape AI, suggesting that the intention to adopt EV is likely influenced more by efficient performance, individual motivations, economic factors, and practical aspects such as ease of use and cost-effectiveness rather than external social influences or facilitative conditions. Additionally, the study also employs ANN analysis in SPSS, establishing and training the model to provide a comprehensive understanding of factors influencing EV adoption.

4. Conclusion & Implications

The hybrid SEM and ANN approach enhances the understanding of factors impacting EV adoption intention. The ANN-driven ranking emphasizes the paramount influence of PE, closely followed by HM, PS, and EE, guiding stakeholders to prioritize these factors in strategies for promoting EV adoption.

Keywords: Artificial Neural Networks (ANN), Electric Vehicle Adoption, Marketing Strategies, Structural Equation Modeling (SEM).

ROLE OF CARBON TAX ON GREENHOUSE EMISSIONS: AN EMPIRICAL STUDY OF SELECTED NORDIC COUNTRY

Kumar, A.*

Research Scholar, Department of Commerce and Business Management,
Ranchi University, Ranchi Jharkhand, India.

*azay8651@gmail.com

1. Introduction

The text discusses the perception of finance as an obstacle to societal improvement and introduces the concept of sustainable finances (SF) with a focus on its historical development and the motivations of ethical investors. Additionally, it explores the effectiveness of a carbon tax, especially in Denmark, Finland, Sweden, Slovenia, and Norway, in mitigating greenhouse gas emissions. The research also sheds light on the historical evolution of sustainable finances.

2. Research Methodology

The study examines greenhouse gas emissions and carbon tax data for five OECD countries from 1990 to 2019 and 1990 to 2022, respectively. The Phillips-Perron Unit root test is employed to assess time series stationarity, and Karl Pearson's correlation is used to analyze the relationship between carbon taxation and emissions. Data collection and maintenance involve the use of R Studio, EViews, SPSS, and Excel.

3. Findings and Discussion

The research indicates that Finland's carbon tax has contributed to a significant, adverse impact on the rise in greenhouse gas emissions, partially alleviated by tax exemptions for certain energy-intensive businesses. In contrast, Norway's carbon tax has not shown significant mitigation effects, largely due to the rapid growth of its energy production market, leading to increased emissions from the oil and natural gas sectors. The findings highlight the substantial impact and importance of Finland and Norway in the context of carbon taxation.

4. Conclusion and Implications

Carbon taxes affected Nordic countries differently. Finland's tax led to increased emissions, while Denmark, Sweden, and Slovenia saw negative impacts, partly offset by industry exemptions. Due to rapid energy sector growth, Norway's tax had minimal effect resulting in increased emissions. Policymakers should craft nuanced carbon tax policies with industry-specific considerations to cut emissions without hampering economic growth. Tailored strategies, not universal solutions, are crucial. Investors should weigh the environmental impact of their investments. Further research is needed to refine carbon taxation for better, sustainable environmental outcomes.

Keywords: Carbon tax, Greenhouse emissions, Panel unit-root test, Sustainable finance.

QUANTIFICATION OF THE LIFECYCLE IMPACT OF A DISPOSABLE PLASTIC TOOTHBRUSH: SPECIAL REFERENCE TO EB CREASY COMPANY PLC, SRI LANKA

Minurika, P.K.S.* and Bandara, W.A.L.M.

Sabaragamuwa University of Sri Lanka, Belihul Oya, Sri Lanka.

*[*Pksminurika.@std.mgt.sab.ac.lk](mailto:Pksminurika.@std.mgt.sab.ac.lk)*

1. Introduction

The awareness of environmental concerns related to plastic consumption has increased rapidly. The consumption of convenience goods such as a toothbrush has an unbreakable demand in every situation. This research aims to quantify the environmental impact of a toothbrush, identify midpoint impact categories and endpoint damage categories and compare landfilling and incineration.

2. Research Methodology

This study focuses on quantifying the life cycle impact of plastic toothbrushes from cradle to grave system boundary. The data gathered from EB Creasy Company PLC for the manufacturing toothbrush phase, the use phase, and the disposal scenario were built by collecting questionnaires from the Colombo district as a sample. This study analyzed by SimaPro faculty version software. The functional unit employed in this research involves the assessment of the toothbrush's environmental impact over a 3-month period of brushing, spanning from production, use phase and disposal. Additionally, this study conducts a comparative analysis of two end-of-life scenarios, namely landfill and incineration, based on assumptions and data collected from sample cases.

3. Findings and Discussion

The results show a noteworthy influence in human carcinogenic midpoint category 1.306889439 during the life cycle. The most impacted endpoint damage category is human health. The resulted comparison depicts that landfilling is the best solution rather than incineration. The future direction based on this research will be supported by quantifying the environmental impact of brushing by adding toothpaste consumption into this research, which will contribute to filling the gap.

4. Conclusion and Implications

This research equips similar firms with manufacturing plastic to make informed, environmentally responsible decisions and take proactive measures to enhance the sustainability and environmental performance of their plastic toothbrush manufacturing operations.

Keywords: Cradle to grave, Environmental impact, Functional unit, Life Cycle Assessment, Life Cycle Impact Assessment.

AN ANALYSIS OF THE RELATIONSHIP BETWEEN SDG 12 AND 13: IDENTIFYING COMMITMENT OF UVA HALPEWATTE TEA FACTORY

Madumali, K.M.H.M.* and Bandara, W.A.L.M.

Sabaragamuwa University of Sri Lanka, Belihul Oya, Sri Lanka.

*[*kmhmmadumali@std.mgt.sab.ac.lk](mailto:kmhmmadumali@std.mgt.sab.ac.lk)*

1. Introduction

SDG 12 and SDG 13 emphasize the importance of responsible consumption and production and climate action to address global warming. If the world can maintain proper greenhouse gas concentration, global warming can be limited or controlled. In the Sri Lankan context, many researchers emphasize that Ella is a destination which has the best oxygen concentration. This study investigates the GHG emission sources and their total emission and seeks to identify the relationship between SDG 12 and SDG 13, focusing on the individual responsibility of Uva Halpewatte Tea Factory to maintain oxygen concentration in the Ella area.

2. Research Methodology

The researcher used the quantitative research approach to continue the study as a case study. The researcher used DEFRA and IPCC-Indian emission factors to quantify emission under scopes 1, 2, and 3. Regression and Pearson correlation analyses were conducted using MS Excel and SPSS software. Organizational level Carbon Footprint is used as a tool to identify the responsibility of the company.

3. Findings and Discussion

The researcher found direct GHG sources generate 42% of emissions; thus, the Uva Halpewatte Tea factory can reduce emissions. Indirect GHG emission is 32%, and other indirect GHG emissions comprise 25%. Company-owned vehicle diesel consumption emits the largest proportion of GHG emission, which is 33.5%. GHG emission from electricity consumption is 32.5%. Efficient use of natural resources (fuel, food, water, land and others) achieve SDG 13.1.

4. Conclusion and Implications

The company can plant shade trees, and efficient use of transportation was recommended by the researcher to reduce GHG emissions. Future researchers can use this study to identify the trend of GHG emissions at the Halpewatte Tea Factory and the responsibility of other organizations to preserve Ella's oxygen concentration and the relationship between SDG 12 and SDG 13 (sub target 12.2 link with 13.1).

Keywords: Climate change, GHGs emissions, Sustainable consumption and production, Sustainable Development Goals.

AN ANALYSIS OF THE VARIABLES INFLUENCING 500MG TABLETS BLISTER CARD WASTE DURING THE MANUFACTURING PROCESS AT ABC COMPANY IN SRI LANKA

Vishaka, A.A.W.* and Bandara, W.A.L.M.

Sabaragamuwa University of Sri Lanka, Belihul Oya, Sri Lanka.

*aawvishaka@std.mgt.sab.ac.lk

1. Introduction

Packing is crucial for global trade, especially in the pharmaceutical industry. PVC and aluminum-foil-based blisters are preferred due to their benefits. Addressing tablet blister waste during the manufacturing process is more significant. 92% of the over-the-counter market share belongs to it. However, manufacturing processes at ABC Company generate over 77kg of blister waste against 495kg of blister production daily, making recycling difficult and incineration harmful. The main purpose is to analyze the variables that influence 500 mg tablet blister waste during the manufacturing process at ABC Company.

2. Research Methodology

Microsoft Excel and SPSS analysis were used to quantify the variables by running the Pearson Correlation technique. For that, a quantitative approach was used under the case study, and the Cleaner Production methodology was used as the protocol for the study. The variables that the researcher has selected are blister machine defects, material issues, machine setup, reel changeover, broken tablets, forming issues, and design waste. By running the correlation analysis, the researcher identified the most impactful variable for blister waste.

3. Findings and Discussion

0.491, 0.396, 0.583, 0.550, 0.499, 0.259, and 0.987 are the relative correlation values for the mentioned variables of blister waste, and design waste is the most impactful variable since its Pearson value is closer to one. The average monthly cost is Rs. 1,539,185, with Rs. 46,345 for recycling costs.

4. Conclusion and Implications

Hence, there is a 16% wastage of blisters for three months against blister production, shifting the aluminum-plastic dry separation strategies that manufacturers can implement instead of incineration. Using paper-based blisters saves blister recycling costs, and it is an environmentally friendly solution that gains more benefits.

Keywords: Cleaner Production, Pharmaceutical Industry, Sustainable Blister Manufacturing.

ENVIRONMENTAL PSYCHOLOGY IN EDUCATION: A CASE STUDY ON FACULTY OF MANAGEMENT STUDIES, SABARAGAMUWA UNIVERSITY OF SRI LANKA

Thishani, K.S.* and Munasinghe, S.

*Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*sashithishani@gmail.com](mailto:sashithishani@gmail.com)*

1. Introduction

Environmental psychology in education is related to human behaviour, which is context-bound. It examines the interactions between individuals and their physical, social, and psychological environments in educational settings. Although this concept has been discussed internationally, it has not been sufficiently discussed within the Sri Lankan context. When considering the university system, as far as literature is concerned, the researcher could not find research conducted in environmental psychology in an educational setting. Therefore, this study aims to investigate how the physical and psychological aspects of the learning environment influence students' experiences, attitudes, and academic performance at the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka.

2. Research Methodology

This study selected a qualitative approach with a case study design as the research design. Data were collected through face to face semi structured interviews. The sample was selected via convenience and cluster sampling techniques. The sample size was selected as 12 undergraduates according to the theoretical saturation of the study. The collected data were analyzed using the thematic analysis method and presented in a detailed textual format.

3. Findings and Discussion

The study found that the learning environment plays a crucial role in shaping students' perceptions and attitudes towards their academic pursuits. Not only architectural designs but also biophilic designs were identified as significant factors impacting students' concentration and motivation. The students have both positive and negative perceptions of the learning environment of the Faculty of Management Studies.

4. Conclusion and Implications

This study provides valuable insights into how the learning environment can be optimized to enhance students' educational experiences. The study's findings can inform educational institutions, including the Faculty of Management Studies, in designing more conducive and effective learning spaces, and it contributes to the growing body of knowledge in environmental psychology of the learning environment.

Keywords: Architectural designs, Biophilic design, Environmental Psychology, Learning environment, Students' Perception.

IMPACT OF GREEN LOGISTICS PRACTICES ON FIRM'S ENVIRONMENTAL PERFORMANCE: EVIDENCE FROM MAS HOLDINGS SRI LANKA

Perera, M.R.I.* and Gunasekara, K.R.H.L.

*Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*[*mriperera@std.mgt.sab.ac.lk](mailto:mriperera@std.mgt.sab.ac.lk)*

1. Introduction

Environmental degradation, pollution, and global warming are some of the major challenges faced by humanity in the 21st century. Unwholesome practices of people are the major root cause of environmental problems. Although the logistics, i.e., transportation and distribution sector, is considered one of the most important processes in the world economy, the World Economic Forum emphasized that logistics accounts for 5.5 % of global emissions. Therefore, greening the logistic activities is deemed necessary for minimizing emissions and achieving environmental steadiness. Hence, this study aims to examine the impact of Green Logistics Practices on Firms' environmental Performance: evidence from MAS Holdings Sri Lanka.

2. Research Methodology

Primary data was used for the study, and it was gathered from 281 Executive and above staff members through a questionnaire survey, and the data was analyzed employing a PLS-SEM. Further, developed hypotheses were tested using multiple regression analysis. Therefore, this research study is categorized as a quantitative study that falls under the positivistic paradigm.

3. Findings and Discussion

Findings emphasized that all four green logistic practices (environmentally friendly materials, green transportation, green energy & packaging) have a significant positive relationship with environmental performance. Green transportation has the highest impact on environmental performance, while green energy is the second contributor to environmental performance. Moreover, results indicated a 58.9% increase compared to the early period in which green logistic practices were not implemented by the company.

4. Conclusion and Implications

In the Sri Lankan context, transportation and distribution create severe environmental problems, rather than materials and packaging. Even though green logistic practices enable us to minimize especially hazardous gas emissions, this technology is not implemented widely, mainly due to the unawareness of relevant parties. Hence, both government and private organizations should be encouraged to adopt these green practices, as MAS Holdings has already implemented. Moreover, regulatory bodies can introduce tough rules for controlling the emissions created by the logistics sector.

Keywords: Environmental-degradation, Environmental-Performance Green-Logistics-Practices, Global Warming.

DETERMINANTS OF PRO-ENVIRONMENTAL BEHAVIOR OF EMPLOYEES IN THE APPAREL INDUSTRY WITH SPECIAL REFERENCE TO THE GAMPAHA DISTRICT, SRI LANKA

Ranaweera, R.A.D.L.* and Arachchi, R.S.S.W.

*Department of Tourism Management, Faculty of Management Studies
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**deshanilochana4@gmail.com*

1. Introduction

Employee pro-environmental behavior is a critical employee behavior in the context of green organizational behavior, and the identification of workplace pro-environmental behavior elements has drawn more attention in prior studies. As a result, this study aimed to identify the factors that affect employee pro-environmental behavior (PEB) and explore how these factors affect PEB at work.

2. Research Methodology

In the context of positivist philosophy, researchers typically employ a deductive technique. This study is quantitative, and a descriptive cross-sectional survey design was used in this investigation. The primary data were collected through a structured questionnaire from 360 respondents from selected three apparel manufacturing organizations in the Gampaha District of Sri Lanka via stratified and convenience sampling. Correlation and multiple regression analysis were used to analyze the hypotheses to attain the research objective.

3. Findings and Discussion

Personal norms, attitudes towards PEB, and leadership support were found to be positively affecting factors of employee PEB. However, the impact of leadership behavior was not significant, and attitudes towards PEB are the most influential factor towards PEB of employees.

4. Conclusion and Implications

This study provides valuable insights into the variables in which the PEB of employees can be enhanced. Similarly, this study has recommendations for future researchers, such as understanding the variables of this study that will influence employees and their leaders to increase the sustainability in their working environment. Green apparel manufacturing organizations should conduct adequate education and training programs to inform employees of the value of environmental practices, and leaders in the apparel industry should also remember that giving their employees their full support will help them become more environmentally conscious.

Keywords: Apparel industry, Attitude towards PEB, Leadership behavior, Leadership support, Personal norms, Pro-environmental behaviour.

ANTECEDENTS OF “TRASH TO CASH” PLASTIC WASTE RECYCLING INTENTION: REFERENCE TO THE COLOMBO DISTRICT, SRI LANKA

Anuththara, A.S.* and Hettiarachchi, W.N.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*acnu1013@gmail.com](mailto:acnu1013@gmail.com)*

1. Introduction

Recycling is a viable solution to mitigate the amount of waste generated and the environmental hazards. Recycling initiatives are limited, and alternative disposal procedures are employed in Sri Lanka. The “Trash to Cash” concept encourages Sri Lankans to embrace sustainable recycling practices. Though recycling has been a long-studied phenomenon in recent decades, due to the novelty of the “Trash to Cash” concept, only a handful of scholars have paid attention to this concept, including the factors that determine involvement in this recycling. Thus, this study investigates the antecedents towards “Trash to Cash” plastic waste recycling intention in the Colombo district, Sri Lanka.

2. Research Methodology

This study followed the quantitative research design under the deductive research approach. A total of 306 usable responses were obtained from the residents of the Colombo district using filtering questions through a self-administered questionnaire through a purposive sampling method. Data were analyzed by using multiple regression analysis.

3. Findings and Discussion

Findings elaborated that perceived behavioural control, moral norms, awareness of consequences and convenience significantly impact “Trash to Cash” plastic waste recycling intention. Surprisingly, attitude and subjective norms have not depicted any impact on “Trash to Cash” plastic waste recycling intention.

4. Conclusion and Implications

This encourages practitioners to enhance individuals' knowledge and understanding of “Trash to Cash” while increasing awareness of the consequences of plastic waste. Accordingly, this contributes to ecological behaviour literature related to “Trash to Cash” plastic waste recycling, a novel and interesting area.

Keywords: Extended Theory of Planned Behaviour, Plastic waste, Recycling intention, “Trash to Cash”.

BARRIERS AND DRIVERS TO ADAPT THE CHEMICAL LEASING CONCEPT AMONG FULL-TIME MEDIUM-SCALE VEGETABLE FARMERS IN NUWARA ELIYA DIVISIONAL SECRETARIAT DIVISION

Bandra, W.M.N.M.S.* and Gunasekara, K.R.H.L.

*Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka.*

*[*wmnmsbandara@std.mgt.sab.ac.lk](mailto:wmnmsbandara@std.mgt.sab.ac.lk)*

1. Introduction

Upcountry vegetable farming is considerably commercialized. Thus, the heavy use of synthetic agrochemicals is a popular feature within Nuwara Eliya DSD. This excessive agrochemical use is the basis of the problems of health degradation, higher production costs, and environmental damage. Chemical Leasing enables users to reduce the costs of high chemical use, environmental and health harm, and chemical overuse. However, Chemical Leasing is still new in Nuwara Eliya DSD. Therefore, the researcher conducted this study to identify barriers and drivers to adapt to the Chemical Leasing concept among full-time medium-scale vegetable farmers in Nuwara Eliya DSD.

2. Research Methodology

The researcher employed the mixed-method approach, and data were collected through semi-structured interviews with 30 full-time medium-scale vegetable farmers in Nuwara Eliya DSD. The qualitative data were analyzed employing thematic analysis, and the participative ranking method was used to analyze quantitative data.

3. Findings and Discussion

The study separated barriers and drivers into three categories: the most significant, less significant, and other to adapt Chemical Leasing among farmers. Therefore, the six most significant barriers, i.e., Unawareness, Doubtfulness, Uncertain Weather, Risky View, Lack of Framework, and Soil Infertility, and the six most significant drivers, such as Time Saving, Solution for Agrochemical Shortage, Avoiding Inferior Agrochemicals Importing, Cost Reduction, Healthy Producing, and Getting Expert Knowledge were identified as the findings of the study.

4. Conclusion and Implications

Chemical Leasing is a practical solution for problems farmers face in the researched area, i.e., reducing the agrochemical cost, preventing harm to the environment and human health, and minimizing chemical overuse. However, several barriers discourage farmers from adapting to this concept. Hence, awareness, trust-building, and financial risk management programs are recommended to overcome the barriers. Finally, since irregular agrochemical usage confuses the entire farming system, modern technology like Chemical Leasing is suggested to be implemented within Nuwara Eliya DSD.

Keywords: Barriers, Drivers, Chemical Leasing, Excessive Agrochemical Use, Nuwara Eliya DSD.

ANTECEDENTS TOWARDS CONSUMER PURCHASE INTENTION FOR UP-CYCLING CLOTHING: REFERENCE TO WESTERN PROVINCE IN SRI LANKA

Udumulla, H.N.* and Hettiarachchi, W.N.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*1998harshitudumulla@gmail.com](mailto:1998harshitudumulla@gmail.com)*

1. Introduction

There are many waste and environmental disasters in the fashion industry; although up-cycle is a good solution, there is a problem that needs to be more familiar towards the up-cycled fashion industry in Sri Lanka. Currently, there are many environmental issues due to the apparel industry's waste. Department of Census and Statistics in Sri Lanka has estimated that there is a higher population in the Western province than in other provinces of Sri Lanka. IQair website has ranked the western province as the most polluted province than others. Therefore, this study may contribute to reducing the environmental impact of the apparel industry by finding antecedents toward consumers' purchase intention for upcycling clothing in the Western province of Sri Lanka.

2. Research Methodology

A quantitative survey was carried out, and data were collected from Western province people who are not purchasing upcycling clothing and living in Western province. The purposive sampling technique was used, and 270 usable responses were collected through a self-administrated questionnaire. Data analysis was performed using the SPSS 21 version.

3. Findings and Discussion

Findings emphasized that environmental knowledge, environmental concern, perceived behavioural control, and attitude positively impact consumer purchase intention for upcycling clothing, where environmental knowledge has the most significant impact than other variables. However, subjective norms did not reveal any impact on consumer purchase intention for upcycling clothing in the Western province.

4. Conclusion and Implications

When managers make marketing strategies, they should consider this study's variable for increasing the upcycling clothing industry. Managers can recommend environmental education to increase peoples' awareness by providing enough information regarding the eco-friendly nature of upcycling clothing by eco labeling and green certificates. Marketers can promote environmental concerns through advertising, marketing campaigns, and environmental education programs. Policymakers in this sector must think so that the environment can be protected from being harmed by textile products. Markers can create confidence to purchase upcycling clothing and conduct awareness programs about consumers' capabilities, available resources and time for creating the willingness to buy upcycling clothing than normal garment clothing.

Keywords: Apparel industry, Purchase Intention, Upcycling Clothing.

GENERAL MANAGEMENT

EXPLORING REASONS FOR NON-PARTICIPATION IN GIG WORK BY POTENTIAL SRI LANKANS

Rathnayaka, R.M.H.* and Priyankara, H.P.R.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**malirathnayake130@gmail.com*

1. Introduction

The gig economy, a free-market condition which connects clients and service providers around the globe through digital platforms, offers promising prospects to labor forces in developing countries. Nevertheless, a preliminary survey conducted in Sri Lanka from March to May 2023 revealed that though the respondents are aware of Gig work (freelancing and micro work) and intent to perform Gig work, the majority have not participated in Gig work. Apart from the practical gap, there is a lacuna of knowledge on what prevents potential Gig workers from starting Gig work in a developing country context. Consequently, the purpose of this study is to explore reasons for non-participation in Gig work by potential Sri Lankans.

2. Research Methodology

Researchers followed interpretivism research philosophy, inductive reasoning approach, qualitative research methodology and multiple case study strategy. Researchers conducted eleven semi-structured interviews with purposefully selected samples and employed thematic analysis to analyze data to gain meaningful interpretations.

3. Findings and Discussion

The findings revealed that the negative force of family and society, psychological reasons of the person, perceived financial insecurity, lack of security and trust, perceived discomforts, poor digital infrastructure, and alternative job opportunities lead to non-participation in Gig work. Overall, person-centered, platform centered, family centered, and macro centered reasons prevent potential Sri Lankan Gig workers from being actual Gig workers.

4. Conclusion and Implications

Multifaceted reasons account for the potential gig workers in Sri Lanka not to embark on the journey of Gig work. The study offers several practical implications to the Government, Internet Service Providers, educational institutes and educators in Sri Lanka.

Keywords: Freelancing, Gig work, non-participation, Sri Lanka.

DETERMINANTS OF KNOWLEDGE SHARING BEHAVIOR IN WHATSAPP AND LINKEDIN (SPECIAL REFERENCE WITH MANAGEMENT UNDERGRADUATES IN WESTERN PROVINCE PUBLIC UNIVERSITIES IN SRI LANKA)

Jayarathna, S.K.C.D.* and Kalyani, L.D.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**skcdjavarathna@std.mgt.sab.ac.lk*

1. Introduction

The Knowledge Sharing Behavior (KSB) is a strategic aspect of knowledge management that enhances knowledge, creativity, and engagement. Social networking sites (SNS) improve the creativity, interpersonal skills, leadership, problem-solving, and communication skills of students. However, effective use of SNS by students for their academic and career development is often obstructed due to individual (knowledge-creation, self-efficacy and personal online identity), social (instructor-students interaction, student-content interaction), and technological (perceived usefulness of ICT, perceived ease of use of ICT). To address this issue, this study investigates the influence of factors such as individual, social, and technological on the knowledge sharing behavior of management undergraduates on WhatsApp and LinkedIn platforms.

2. Research Methodology

Positivism philosophy, followed by a deductive approach, a quantitative method, and a survey strategy, were applied to achieve the purpose of the study. Data were gathered from a circulating self-administered online questionnaire among 366 management undergraduates in Western Province public universities in Sri Lanka by applying a simple random sampling technique. Multiple regression analysis has been carried out to test hypotheses.

3. Findings and Discussion

Results concluded that all dimensions of individual, social, and technological factors empirically influence the KSB of management undergraduates on WhatsApp and LinkedIn platforms in the Sri Lankan context. An effective framework for promoting KSB of management undergraduates in the SNS is formed by knowledge-creating self-efficacy, personal online identity, instructor-student interaction, student-content interaction, perceived usefulness of ICT, and perceived ease of use of ICT.

4. Conclusion and Implications

The study encourages the beneficial use of LinkedIn and WhatsApp as venues for self-learning and as important elements in creating an environment for using SNS for successful student-centered learning. Academically, by providing light on the significance of KSB in higher education institutions and factors affecting KSB in WhatsApp and LinkedIn, the study adds to the body of knowledge in the field of knowledge management.

Keywords: Individual Factors, Knowledge Sharing Behavior, Social Factors, Social Networking Sites, Technological Factors.

SUITABILITY OF AI LEADERSHIP MODEL IN BUSINESS ORGANIZATION IN THE 21ST CENTURY: SYSTEMATIC LITERATURE REVIEW

Weerasinghe, R.D.*

University of Kelaniya, Kelaniya, Sri Lanka.

**wprdi231@kln.ac.lk*

1. Introduction

As time passed, leadership became more severe, especially due to the effect of information technology. In the 21st century, business leaders are facing more challenges as a result of huge competition. Hence, the modern leadership model requirement is more important than ever. Artificial intelligence leadership (AIL) can be seen as a modern concept but it creates debate about its suitability in this business century leaders to guide their followers towards future desired results. An effective leader requires a balance between task and people-oriented focus. But AIL makes it questionable on people's focusing on Emotions, Attitudes, and Feelings. The purpose of this study is to do a systematic and review study on the suitability of the AI Leadership model in business operations in the 21st century.

2. Research Methodology

The researcher collects the information from secondary data sources – Research Gate, Google Scholar, Emerald and Library Journals. After identifying inclusion and exclusion criteria to clearly define irrelevant publications. 23 articles were obtained, which have been published between 2019 and 2022. This research focuses on leadership styles in the age of AI, Ethical considerations and challenges, organizational adaption and change management, collaboration between humans and AI, and finally, leadership development.

3. Findings and Discussion

Moreover, the study found that even AIL is a significant leadership role that is suitable enough to practice in business operations in combination with the human leadership (HL) model to achieve its strategic objective.

4. Conclusion and Implications

This study contributes to advancing the AIL literature to better understand the association between AIL qualities with HL qualities in the considerable business century and developing effective leadership models for business organizations.

Keywords: Artificial Intelligent, Leadership, Organization, Suitability.

BARRIERS TO EXECUTIVE LEVEL EMPLOYEES' GREEN BEHAVIOUR: A QUALITATIVE CASE STUDY OF AN APPAREL ENTERPRISE IN SRI LANKA

Induwara, N.A.S.* and Priyankara, H.P.R.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**hprp@mgt.sab.ac.lk*

1. Introduction

Engagement in green behaviours by executive-level employees is paramount to implementing and reaching corporate's green goals. However, though a leading apparel manufacturer aspires to be a green factory, it has failed to ensure executive level employees' green behaviours. Thus, this study explores the barriers to green behaviours among executive-level employees in the respective apparel enterprise. This study adds contextual knowledge to workplace green behaviour literature and provides practical insights for reducing barriers to green behaviours of executives in the respective enterprise.

2. Research Methodology

We used the interpretivism paradigm and inductive reasoning approach. Accordingly, we employed qualitative methodology and a case study strategy where we conducted eight semi-structured interviews with conveniently selected executive-level employees of the enterprise. We analyzed data using content analysis.

3. Findings and Discussion

We could reveal a variety of barriers to green behaviours among executive-level employees. Personal attitudes of intentional ignorance and a belief in the ease of using non-green products and non-green habits of executives block eco-friendly behaviours. Also, organizational factors such as the absence of financial benefits for green behaviours, a culture that prioritizes targets over green roles, and workload-related barriers, including busy schedules and insufficient time allocation for meals, impede the green behaviours of executives. Furthermore, external factors, like limited market options, further hinder the adoption of green behaviours by executives.

4. Conclusion and Implications

An organization needs to design initiatives to promote green attitudes among executives, align greening to job roles and rewards and inculcate the value of green behaviours into the organizational culture.

Keywords: Attitude, Employee Green Behaviour, Executive-level Employees.

THE IMPACT OF ENTREPRENEURSHIP EDUCATION ON INTERNATIONAL ENTREPRENEURIAL INTENTION IN SRI LANKA

Kodagoda, K.A.D.N.* and Herath, N.H.M.S.M.

*Department of International Business, Faculty of Management and Finance,
University of Colombo, Colombo, Sri Lanka.*

*[*nuwanthikakodagoda99@gmail.com](mailto:nuwanthikakodagoda99@gmail.com)*

1. Introduction

Based on empirical investigations, most previous academic studies agree that entrepreneurship education (EE) has a significant impact on entrepreneurial intention (EI). However, this finding has been contradicted in some other contexts. EE is not only important for EI but also for the international entrepreneurial intentions (IEI) of potential entrepreneurs. Despite this, limited academic studies have examined the impact of EE on IEI. Recognizing this research gap, the study aimed to examine the impact of EE on IEI in Sri Lanka based on the theory of planned behavior (TPB).

2. Research Methodology

The research study was designed as quantitative research following the positivism approach, and used 104 survey responses from business and management undergraduates who followed entrepreneurship courses adopting the convenience sampling method. The data were analyzed through conducting regression analysis and mediator analysis.

3. Findings and Discussion

The study-related results revealed that EE has a significant positive influence on the IEI of potential entrepreneurs in Sri Lanka. Furthermore, the attitude towards behavior (ATB), subjective norms (SN), and perceived behavioral control (PBC), which were the mediators of the study, have a partial mediating impact on the relationship between EE and IEI in the Sri Lankan context.

4. Conclusion and Implications

EE has become a key positive influencer of IEI of Sri Lankan potential entrepreneurs, and ATB, SN, and PBC have also had a partially positive influence on IEI. The study suggests some practical implications for the Sri Lankan government and entrepreneurship education-providing institutions through these findings. In accordance with that policymakers, the Sri Lankan government need to develop and maintain effective entrepreneurship education connecting with academic institutions collaboratively to attain the direct positive impact EE on IEI and utilizing the mediating positive impact of ATB, SN, and PBC on the relationship between EE and IEI.

Keywords: Attitude towards behavior, Entrepreneurship education, International entrepreneurial intention, Perceived behavioral control, Subjective norms.

WOMEN IN LEADERSHIP: A DESCRIPTIVE STUDY OF CHALLENGES WOMEN LEADERS FACE AND STRATEGIES TO ADDRESS THEM

Illangarathne, S.M.R.K.*

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

**raveesha1111@gmail.com*

1. Introduction

In the extant business landscape, women are empowered to serve in Organizational Development. This empowerment is not only a reflection of societal progress but also a testament to recognizing the immense talent, leadership, and innovation that women bring to the table. Despite the progress made, female leaders still endure challenges at the workplace that impede their professional growth. These challenges vary from systemic biases to personal barriers. So, principled organizations should bolster female leaders to defeat hurdles, a strategic imperative for organizations to harness their talents. Thus, the study aims to offer a blend of practical solutions to empower and hold possession of masterly women leaders within organizations.

2. Research Methodology

This being a qualitative descriptive study, utilizes facts collected through 10 interviews conducted with female professionals at higher echelons representing manifold sectors. Subsequently, a narrative review was done based on the feedback of the interviewees, leading to the development of a comprehensive conceptual framework of challenges that are faced by women leaders. With that, necessary recommendations for females to steer clear of the challenges and issues are suggested.

3. Findings and Discussion

The findings include stereotyping in the workplace, balancing work and family responsibilities, workplace politics, overcoming impostor syndrome, and glass cliffs as challenges women leaders face.

4. Conclusion and Implications

Findings are used to reflect the strategies required to help women leaders to face challenges. As solutions to address the prevailing challenges, organizations can promote a culture of work-life balance, build skills, celebrate achievements, encourage risk-taking, and promote Diversity, Equity, and Inclusion (DEI) at the workplace.

Keywords: Diversity, Equity & Inclusion, Glass Cliff, Impostor syndrome, Stereotyping, Workplace politics.

AN EXPLORATION OF REASONS FOR THE FAILURE OF SRI LANKAN GIG WORKERS REGISTERED IN FIVERR.COM

Weerakkodi, W.M.N.P.* and Priyankara, H.P.R.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*nomeshikapiyumali@gmail.com](mailto:nomeshikapiyumali@gmail.com)*

1. Introduction

The gig economy, a free and global market in which independent workers and customers come together on an on-demand, short-term professional working relationship, has grown remarkably on a global scale. However, there is a void of knowledge on this phenomenon in the Sri Lankan context. In particular, though Fiverr.com is the most popular gig platform among Sri Lankans, some Sri Lankans failed in Fiverr.com. Thus, the purpose of this research is to explore the reasons for the failure of Sri Lankan gig workers on Fiverr.com.

2. Research Methodology

Being in the interpretivism paradigm, this exploratory study utilized an inductive approach and qualitative methodology followed by a multiple case study strategy. Data were collected from ten snowballed Sri Lankan gig workers who considered themselves to have failed in Fiverr.com using semi-structured interviews. Researchers conducted the thematic analysis to analyse the collected qualitative data.

3. Findings and Discussion

While work-life balance issues, language barriers, trouble in obtaining the first order, high competition in the platform align with existing literature, inadequate experience, neglect of Fiverr's educational resources, dealing with unrealistic client requests, over expectations of clients, the mismatch between client expectations and freelancer's skillset, and deficiency in soft skills are unique findings. Furthermore, account suspension over minor infractions, encountering fake orders from local sellers, and high platform fees are other reasons for failure in Fiverr.com

4. Conclusion and Implications

Gig worker-related, client-related, and platform-related issues are the main reasons for the failure of Sri Lankans in Fiverr.com. The study contributes new insights into gig worker failures that align with the Signalling Theory. Practically, this research provides insights to the Government and educational institutes in Sri Lanka, Fiverr.com and potential gig workers to shine in Fiverr.com.

Keywords: Fiverr, Gig economy, Gig work, Sri Lanka.

EMPLOYEES' PERCEPTIONS ON DIVERSE AGILE WORKING ARRANGEMENTS IN FMCG COMPANIES IN SRI LANKA

Thisara, M.P.I.* and Kalyani, L.D.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University, Belihuloya, Sri Lanka.*

*[*isuruthisara123m@gmail.com](mailto:isuruthisara123m@gmail.com)*

1. Introduction

Agile Working Arrangements (AWA) are flexible work arrangements that promote adaptability, collaboration, and flexibility, allowing employees to choose when, where, and how long work is conducted, including onsite, remote, hybrid, and telecommuting modes. During the pandemic, innovative concepts like AWA in Sri Lanka have gained popularity in private sector organizations, offering profitable work environments and meeting employee expectations. Currently, only the FMCG and IT industries use these concepts, of which most studies are conducted in the IT sector. Less focus is given to the FMCG sector, hence, the researcher addressed this gap through qualitative research study. This study investigates employees' perceptions of AWA within FMCG companies in Sri Lanka.

2. Research Methodology

The researcher interviewed seven white-collar employees in the FMCG industry in Sri Lanka, using an inductive approach and qualitative methodology. They experienced various agile working arrangements, including onsite work, despite gender roles. The data was analyzed using content analysis.

3. Findings and Discussion

The study found that employees' perceptions of diverse AWA under a few sub categories, such as organizational factors, individual factors, situational factors, and other relevant factors. The study reveals challenges in transitioning from onsite to AWA, such as team collaboration, managerial issues, and cultural barriers. Networking issues, and well-being. To overcome these challenges, the study suggests providing technical and infrastructural support, training, team bonding sessions, and promoting an agile culture.

4. Conclusion and Implications

Hybrid working is considered the best work arrangement compared to other work settings. The study contributes to the growing body of knowledge on agile work practices. Research findings emphasize the importance of an employee-centric approach in designing and implementing agile working arrangements. Recognizing and accommodating diverse employee preferences and providing personalized support can enhance job satisfaction and productivity.

Keywords: Agile working Arrangement, Employee perceptions, FMCG companies.

ABUSIVE SUPERVISION AS A SUPERVISORY STRATEGY: AN EXPLORATORY STUDY IN THE APPAREL MANUFACTURING INDUSTRY

Rathnayaka, R.M.R.T* and Thiranagama, A.W.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*rashmitharuprabha@gmail.com](mailto:rashmitharuprabha@gmail.com)*

1. Introduction

Leaders with abusive behavior are considered as one of the most emotionally impactful and distressing experiences for subordinates in the workplace. It is evident that the apparel industry continues to exercise daily abusive supervision. Yet, it unveils a positive and strategic potential, suggesting a novel perspective on redefining abusive supervision as a viable strategy. Therefore, this study investigates organizations' ability to leverage abusive supervision as a supervisory strategy.

2. Research Methodology

An interpretive research philosophy was used in this study, which utilized a qualitative research methodology. Ten in-depth, semi-structured interviews were conducted with production supervisors, and respondents were selected using the convenient sampling technique. Content analysis was performed to analyze the data.

3. Findings and Discussion

To practice abusive supervision as a strategy, supervisors must understand the primary ways of exhibiting abusive supervision, which are mainly identified as direct face-to-face actions and indirectly organized strategies. Supervisors exhibit abusive behaviors in situations involving performance & accountability and workplace behavior & compliance. Production line requirements, supervisors' personal qualities, employee-related factors, and top management pressure lead to abusive supervision. Six key elements: post behavior and feelings of the supervisor, post employee behavior, tactic usage of abusive supervision, potential benefits, and organizational acceptance of abusive supervision as a supervisory strategy determine the likelihood of its strategic usage.

4. Conclusion and Implications

This study offers valuable insights into the literature regarding positive and strategic aspects of abusive supervision and how organizations can utilize abusive supervision as a strategy.

Keywords: Abusive supervision, Apparel industry, Supervisor perspective, Supervisory strategy.

GRADUATES ADAPTING TO A NEW WORKING ENVIRONMENT IN A FOREIGN CONTEXT: CHALLENGES AND STRATEGIES

Dulakshi P.G.T.* and Kalyani, L.D.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**pgtdulakshi@std.mgt.sab.ac.lk*

1. Introduction

Global migration has led to an increasingly diverse workforce worldwide, with a significant number of university graduates seeking employment opportunities abroad. The literature review shows a lack of studies on how migrant graduates adapt to a new work setting in a foreign context. To minimize the current research gap, to delve into the intricate process of how university graduates who migrate adapt to new/ unfamiliar work environments in foreign contexts. Three research objectives are used to identify the above research problem. They are to determine the most significant challenges that university graduates face when adapting to a new working environment, to explore how university graduates use their strengths and weaknesses when in a new working environment, to investigate the strategies to overcome these challenges when adapting to a new working environment.

2. Research Methodology

The study applied a qualitative research methodology and followed an inductive approach. 10 in-depth interviews were conducted with purposively selected graduates who migrated from Sri Lankan Universities. Data was analyzed through the technique of content analysis.

3. Findings and Discussion

The study revealed that language differences and communication barriers, homesickness, cultural disparities, climate variations, and economic challenges were significant hurdles faced by migrating graduates. People management skills, self-confidence, supportive family backgrounds, and relevant qualifications are identified as strengths of migrating graduates. However, weaknesses such as language barriers, lack of practical knowledge, and limited communication skills hindered their adaptation process.

4. Conclusion and Implications

This research delved deep into understanding the complex process of how these graduates adapt to new working environments in foreign contexts. These findings are more important for people who are expected to migrate and already migrated to get a better understanding of how situations happen in various countries.

Keywords: Adaptation, Graduates, Migration, Foreign working environment.

A STUDY ON THE CONSEQUENCES OF ORIENTATION PERIOD ATTIRE: A CASE STUDY AT THE FACULTY OF MANAGEMENT STUDIES, SABARAGAMUWA UNIVERSITY, SRI LANKA

Weerasinghe, W.A.T.N.* and Naotunna, N.P.G.S.I.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

** thrimaliweerasinghe1998@gmail.com*

1. Introduction

Clothing is an artifact of organizational culture, and researchers have shown it can have various effects on participants. The Faculty of Management Studies students at Sabaragamuwa University, Sri Lanka, adhered to a dress norm during the orientation, especially for first-year students. Currently, students have varying opinions on the norm's continuation; despite a temporary halt, some views emphasize the need for its future continuation. Furthermore, no scientific investigation has been carried out in the Sri Lankan context to comprehend a similar situation, especially since the consequences of the dress code are underexplored. To address a current practical scenario and fill a knowledge gap, the study aimed to explore the effects of the orientation period dress code as perceived by students.

2. Research Methodology

The research employed an inductive approach, a descriptive research design and a qualitative methodology. Employing the purposive sampling method, semi-structured interviews were conducted with 10 students. Thematic analysis was conducted in analyzing data.

3. Findings and Discussion

Some participants emphasized positive aspects of the dress code, noting its facilitation of student recognition and its novelty as a new experience for them. Yet many participants revealed the negative consequences associated with the dress code, such as reduced self-confidence and self-image has negative consequences for their academic performance too. Most participants in this study urged changing the orientation period dress code to align with contemporary fashion and students' preferences.

4. Conclusion and Implications

The study suggests that the dress code implemented in the students' subculture in the present context has negative consequences, emphasizing the necessity of permanently halting its future implementation.

Keywords: Dress code, Orientation period, Sri Lanka, Subculture.

IMPACT OF ERGONOMICS WORKSTATION FEATURES ON WHITE-COLLAR EMPLOYEES' WORK STRESS

Premadasa, S.A.J.V.* and Katuwandeniya, I.M.

Department of Business Management, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.

**sajanithaviraj1998@gmail.com*

1. Introduction

In the manufacturing organization, white-collar employees face many difficulties with their day-to-day working conditions. Workplace stress is the main issue that they are facing with ergonomics issues. This study examined the impact of four ergonomic elements, namely human, machine, work area, and environment.

2. Research Methodology

A quantitative methodology was applied to collect data using a stratified random sampling technique from a population of 135 white-collar employees. The sample size was 79 from sharing a structured questionnaire distributed online in a selected stationary manufacturing organization based in the Colombo district of Sri Lanka. The researcher used multiple regression analysis in SPSS software version 25.0 to analyze the acquired data.

3. Findings and Discussion

The ergonomic factors, humans including body posture and health, Machines including tools, Work area covering working chairs, workplace design, and Work environment covering indoor temperature, noise, lighting, and the presence of working hours impact the well-being and performance of employees. The findings revealed that the human, work area, and environmental ergonomic features positively impact the work stress of white-collar employees, while the machine features negatively impact the work stress of white-collar employees.

4. Conclusion and Implications

This study underscores the practical implications of understanding ergonomic aspects and workplace stress for managers, particularly in stationary manufacturing organizations. By highlighting the significant impact of ergonomic factors on white-collar employees, the study emphasizes the need for effective management of the work environment to reduce work-related stress. Implementing measures to address ergonomic difficulties can enhance employee satisfaction, performance, productivity, and overall organizational success.

Keywords: Ergonomic, White-Collar Employees, Workplace Design, Work Stress.

PERCEIVED WORKPLACE KNOWLEDGE HIDING: EXPERIENCES OF TEA MAKERS IN RATNAPURA DISTRICT

Lakmali, A.T.*, Aththanayake, A.M.J.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**thusharilak98@gmail.com*

1. Introduction

In today's dynamic business environment, knowledge plays a pivotal role in the success of individuals and organizations. However, when employees intentionally withhold information, knowledge hiding can hinder organizational success. The literature review shows a need for more research on how employees experience workplace knowledge-hiding behaviors and their perceived reasons for those. To minimize the current research gap, this research delves into the intricate process of how tea makers experience workplace knowledge-hiding behaviors in Ratnapura District. The study unfolds with two primary research objectives: first, to determine the workplace knowledge hiding experiences encountered by tea makers in Ratnapura District, and second, to determine the perceived reasons for such behaviors.

2. Research Methodology

Tea makers have been selected as respondents due to their unique role in extracting flavors from tea leaves and possessing substantial tacit knowledge. Employing an inductive approach and qualitative methodology, the research conducted eight semi-structured interviews with tea makers from various factories in the region. The ensuing data were meticulously analyzed through content analysis.

3. Findings and Discussion

The findings revealed distinct knowledge-hiding experiences. Noteworthy insights include the psychological intricacies behind playing dumb, deceptive communication in evasive hiding, and the impact of a rationalized mindset on the hider's ability. Additionally, the research explored perceived reasons for knowledge hiding, spanning individual, knowledge-related, organizational, situational, and other factors.

4. Conclusion and Implications

In conclusion, this study delves into the unexplored realm of workplace knowledge hiding experiences among tea makers in the Sri Lankan context, offering valuable insights. Future research directions could extend to exploring perspectives from both perpetrators and third parties, with a specific focus on industries in Sri Lanka, contributing to a more nuanced understanding of knowledge-hiding phenomena.

Keywords: Experiences, Knowledge Hiding, Perceived Reasons, Tea Industry, Tea Makers.

REASONS FOR FEMALE ACADEMICS' UNDERREPRESENTATION IN LEADERSHIP ROLES: A CASE STUDY OF THE FACULTY OF MANAGEMENT STUDIES AT SABARAGAMUWA UNIVERSITY OF SRI LANKA

Rathnasekara, P.G.P.M.* and Naotunna, N.P.G.S.I.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*pramodirathnasekara@gmail.com](mailto:pramodirathnasekara@gmail.com)*

1. Introduction

Research on Organizational Studies emphasizes the importance of gender diversity in achieving success within organizations. Although gender diversity is valued, women's underrepresentation in top management is still evident. While the issue is prevalent in higher educational institutes, research is lacking in comprehending the problem in the Sri Lankan context. As a result, this study aims to explore the factors contributing to the underrepresentation of female academics in leadership roles within the Faculty of Management Studies at Sabaragamuwa University in Sri Lanka. The research provides knowledge specific to its context and is practically significant for understanding a common issue faced by comparable organizational entities.

2. Research Methodology

Grounded in the interpretivism philosophy, this study employed a qualitative approach with an inductive strategy, utilizing the case study research method to investigate the identified problem. Employing the purposive sampling technique, data was collected through semi-structured interviews by interviewing 10 female academics in the Faculty of Management Studies. Thematic analysis was carried out to analyze the data.

3. Findings and Discussion

The findings uncovered two main themes, internal and external reasons, elucidating the factors contributing to the underrepresentation of female academics in leadership positions. For internal reasons, the issues stemmed from personal choice, psychological characteristics, and the absence of a strong academic profile. The external theme encompassed reasons such as the glass ceiling, organizational politics, and an unsupportive work environment.

4. Conclusion and Implications

This study finds that female under-representation in leadership is influenced by both internal and external factors, highlighting the need for action at personal and organizational levels to address and overcome this issue.

Keywords: Academia, Female leaders, Gender inclusion.

FACTORS AND CHALLENGES OF SUPPLY CHAIN EFFICIENCY IN THE SUPERMARKET RETAIL SECTOR IN COLOMBO DISTRICT, SRI LANKA

Perera, Y.U.K.* & Ariyaratne, P.R.C.N.

*Department of Business Management. Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*

udarikalpana76@gmail.com

1. Introduction

The supermarket industry in Sri Lanka is experiencing growth due to the adoption of a more Westernized and modern lifestyle by its citizens. However, the efficiency of the supply chain in this context has not been thoroughly studied, and this study aims to address this gap. The research objectives were to identify factors contributing to supply chain efficiency and to explore the challenges faced within the supply chain of the supermarket retail sector in Colombo District, Sri Lanka. Therefore, having greater knowledge of factors and challenges will help prevent future inefficient situations in the supermarket retail sector.

2. Research Methodology

To get fresh and richer subjective insights, an inductive, qualitative methodology was employed, using semi-structured interviews conducted face-to-face and over the phone with six managers from supermarkets in the Colombo District. Content analysis was used for data analysis.

3. Findings and Discussion

The research findings reveal several factors significantly impact supply chain efficiency, including supplier relationships, customer demand, risk management, employee skills, technology utilization, resource allocation, and training and development efforts. Challenges to achieving efficient supply chains include stock shortages, a lack of skilled workers with knowledge of advanced technologies, and customer retention difficulties.

4. Conclusion and Implications

This research can help build theoretical frameworks for the Sri Lankan retail industry, making it valuable to both academics and practitioners. Policymakers can use the study's findings to improve overall supply chain efficiencies in Sri Lanka's supermarket industry. This study sheds light on crucial factors and challenges related to the supply chain in the Sri Lankan supermarket industry, which is in the growth stages of its life cycle, and provides insights that might drive future improvements and strategies in the supermarket retail sector.

Keywords: Supply Chain Efficiency, Supermarket Retail Sector.

UNLOCKING THE PUZZLE: EXPLORING THE ROOTS OF SUPPLY CHAIN RESILIENCE CHALLENGES IN SMES AMIDST SRI LANKA'S ECONOMIC CRISIS IN COLOMBO

Jayasinghe, P.K.* and Ekanayaka, I.A.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*pruthuvikavendra@gmail.com](mailto:pruthuvikavendra@gmail.com)*

1. Introduction

In the midst of economic constraints, the critical Sri Lankan construction industry, particularly Small and Medium Enterprises (SMEs) in Colombo, is faced with a fundamental issue: inadequate Supply Chain Resilience (SCR), or the ability to handle and recover from unexpected events effectively. This lack of SCR among SMEs is an urgent problem for small and medium-sized contractors. As the economy continues to struggle, the lack of this crucial resilience in such a vital industry becomes a significant problem. Accordingly, the main objective of this study is to explore the reasons for compromising the SCR in the construction industry by offering valuable insights for policymakers and industry stakeholders to enhance resilience and foster economic growth.

2. Research Methodology

The study utilized an interpretive research philosophy with an inductive approach. It adopted a qualitative, exploratory method with a phenomenological research strategy. Conducting ten interviews, a mix of telephone and face-to-face interviews, data were gathered from contractors who are in SMEs, using convenience sampling. The study employed a thematic analysis to analyze data.

3. Findings and Discussion

The research revealed the specific reasons for compromising supply chain resilience in Sri Lanka's construction industry, including issues related to collaboration, agility, reengineering, and risk management culture. Comparing these findings with existing frameworks, the study highlights reasons that are both aligned and unique, which are the Short-term connection, changing suppliers, limited resources, no alternative suppliers, material, labor, cash flow issues, no government support, short-term focus, and poor communication, to the industry.

4. Conclusion and Implications

This study concludes that the construction industry in Sri Lanka faces significant challenges in achieving supply chain resilience (SCR). Theoretical implications highlight the need to customize SCR frameworks to include industry-specific elements. Practical implications suggest that industry stakeholders should focus on enhancing collaboration, agility, and information sharing while addressing disruptions and barriers to improve SCR in this vital sector of the economy.

Keywords: Construction Industry, SME, Supply Chain Disruptions, Supply Chain Resilience.

EXPLORING ENTREPRENEURIAL BEHAVIOUR WHILE PURSUING STUDIES: EVIDENCE FROM UNDERGRADUATES IN THE FACULTY OF MANAGEMENT STUDIES, SABARAGAMUWA UNIVERSITY OF SRI LANKA

Kavindya, K.L.G.S.*, Amitha, W.A.K. and Perera, J.K.S.C.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**Kavindyasachini58@gmail.com*

1. Introduction

Although a majority of undergraduates have an intention to start their businesses, only a few actually start and continue their businesses while pursuing studies. This study aims to explore challenges faced by undergraduates and strategies used by those who have actually started and continue their businesses while pursuing studies.

2. Research Methodology

This study was based on an interpretive research paradigm, qualitative methodology and inductive approach. The research strategy was multiple case study, and the unit of analysis was individual level. The study collected data from ten undergraduates who started and continued their businesses while pursuing studies in the Faculty of Management Studies, SUSL. The sample was selected using a purposive sampling method. Data was collected using in-depth interviews based on a semi-structured interview guide. Thematic analysis was used to analyze the collected data.

3. Findings and Discussion

The study identified five major challenges undergraduates face when running their own business alongside their studies, namely time management issues, unexpected interruptions, stress-related pressures, financial constraints and social challenges. In addition, the study found that undergraduates used stress relief strategies, promotion and support strategies, order and delivery handling strategies, entrepreneurial academic success strategies and financial strategies to start and run their businesses. Further, the study revealed the remarkable adaptability and resourcefulness of undergraduates who managed to balance their studies and business activities.

4. Conclusion and Implications

This study focuses specifically on the complexity of entrepreneurship among SUSL undergraduates and highlights the value of providing modified and specialized support systems. Universities can help students overcome challenges and apply innovative, practical solutions to pursue their academic and business goals. This study adds to the limited literature on the entrepreneurial behavior of Sri Lankan university undergraduates by exploring the challenges and strategies faced to start and continue their businesses while pursuing their studies.

Keywords: Challenges, entrepreneurial behavior, Sri Lanka, strategies, undergraduates.

INVESTIGATING THE INCONGRUENCE BETWEEN ORGANIZATIONS AND GENERATION Z EMPLOYEES' EXPECTATIONS: PERSPECTIVES OF HUMAN RESOURCES MANAGERS IN THE SRI LANKAN IT INDUSTRY

Madhuwanthi, W.A.D.A.* and Naotunna, N.P.G.S.I.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**ayeshamadhu106@gmail.com*

1. Introduction

There is an ongoing discourse among researchers and practitioners regarding the uniqueness of Generation Z employees. Despite the growing preference for and representation of Generation Z (Gen Z) employees in organizations, there is a scarcity of scientific investigations that have examined their uniqueness and the resulting mismatches experienced by organizations in managing Gen Z employees in both global and Sri Lankan contexts. To address this knowledge gap, the researchers were motivated to investigate the perceived value mismatches between Gen Z employees and organizations.

2. Research Methodology

The study utilized a qualitative methodology, following an inductive approach with an exploratory design. Data were collected through semi-structured interviews with ten human resources managers selected using a convenience sampling technique from the IT industry in Sri Lanka. Thematic analysis was employed to analyze the data.

3. Findings and Discussion

This study identified three main themes that reveal the nature and mismatches perceived by HR managers regarding Generation Z employees. Firstly, organizations anticipate that Gen Z employees will adhere to existing rules, procedures, and methods, whereas Gen Z employees expect independence. Secondly, while organizations prefer steadiness, Gen Z employees prefer rapidity. Finally, while organizations expect employees to prioritize organizational prominence, Gen Z employees emphasize personal prominence.

4. Conclusion and Implications

This study concludes that Gen Z employees have a distinct set of expectations, rendering them unique. It implies to practitioners the necessity of understanding the uniqueness of Gen Z employees to manage them effectively.

Keywords: Employer-Employee mismatch, Generational differences, Gen Z employees.

STRESS COPING MECHANISMS OF AWARD-WINNING ENTREPRENEURS IN SRI LANKA

Wijewickrama, M.P.M.* and Aththanayake, A.M.J.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**mpmwijewickrama@std.mgt.sab.ac.lk*

1. Introduction

Entrepreneurship and stress go hand in hand. Anxiety, depression, irregular sleep patterns, and other health issues are signs of mental stress brought on by beginning and growing a successful business. So, coping mechanisms employed by entrepreneurs will have a direct impact on their success. Although existing literature highlights the necessity of coping skills for entrepreneurs, those are yet to be explored. Thus, this study aims to investigate the stressful experiences of entrepreneurs as well as the coping strategies used to combat those stressful situations. Further, it aims to fulfill the objectives: to investigate the stressful situations that Award-winning Sri Lankan entrepreneurs have encountered in their entrepreneurial lives and how they overcome those stressful situations.

2. Research Methodology

This study followed interpretivism philosophy, inductive approach, and qualitative methodology. A purposive sampling technique was used, and both Zoom and face-to-face interviews were done to collect data from six awarded entrepreneurs. Thematic analysis was used in analyzing data.

3. Findings and Discussion

03 major stressors of entrepreneurs were found, and Coping mechanisms were themed into major 02 categories. The study reveals that external environmental stressors and economic stressors significantly influence the generation of financial and operational-related stressors, which are classified as business related stressors. Further, it was identified that while certain coping mechanisms were beneficial in easing stress and reestablishing psychological well-being, others led to increased stress and even mental health problems.

4. Conclusion and Implications

Investigating entrepreneurs' stress and coping mechanisms in the Sri Lankan context provides new insights and highlights for all entrepreneurs to manage their stressful lives and successfully reduce the stress associated with entrepreneurial activities. This study adds new knowledge to the existing body of literature by identifying 03 categories of sources of stress and 02 categories of coping mechanisms. As future research direction, researchers can advance this study with a large no. of participants and with the support of a theoretical framework.

Keywords: Coping mechanisms, Entrepreneurs, Sri Lanka, Stress, Tolerance.

MANAGING THE SILICON VALLEY BANK CRISIS: INDIA'S PRUDENT ECONOMIC RESILIENCE IN A GLOBAL CONTEXT

Kamre, M.^{1*} and Gujrati, P.²

^{1*} *School of Economics & Commerce, Dr. Vishwanath Karad MIT- World Peace University, Pune, India,*

²*Department of International Relations, Skoda Auto University, Czech Republic, Europe*

^{1*}maninikamre16@gmail.com

1. Introduction

The Indian government has little cause for concern regarding the impact of the Silicon Valley Bank (SVB) collapse on the Indian economy, but some repercussions cannot be entirely disregarded. They adeptly handled adverse effects amid the crisis's potential for positive and negative outcomes. However, it's plausible that a crisis in the US economy might not significantly impact India, given its autonomous approach and pursuit of self-sufficiency. Nonetheless, such presumptions are well-grounded when substantiated by factual evidence. The objective of the study is to assess the sectors affected by Silicon Valley Bank's failure in India, analyze the government's interventions to mitigate losses in these sectors and explore strategies adopted to capitalize on the situation for potential benefits.

2. Research Methodology

The research methodology involved Qualitative Record-Keeping and utilized the Content Analysis Method for data analysis by consulting varied sources like articles, digital news, financial platforms such as Moneycontrol.com.

3. Findings and Discussion

The study underscores that multiple sectors suffered, with the IT industry and Indian startups experiencing the most significant impact. It further emphasizes the swift Indian government response during the SVB crisis, introducing a deposit-backed credit line to assist distressed businesses by leveraging deposits for liquidity. Rigorous RBI regulations protected India's banking sector from SVB's negative consequences. Additionally, the crisis stimulated fresh prospects in Indian financial services and increased investor attention towards startups, leading to alternative funding channels and improved terms in fundraising negotiations.

4. Conclusion and Implications

The study showed that India managed the SVB Crisis well, showcasing strength and setting an example globally with proactive policies, technology focus, and use of digital solutions, thus confirming the objective of our study.

Keywords: Autonomous, Indian Economy, Indian Government, Self-sufficient, Silicon Valley Bank crisis.

FACTORS INFLUENCING HOUSEHOLD PURCHASE INTENTION TOWARDS RENEWABLE ENERGY WITH SPECIAL REFERENCE TO SOLAR PHOTOVOLTAIC IN WESTERN PROVINCE SRI LANKA

Jayawardhana, T.M.P.* and Bandara, H.M.C.G.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*maheshika.prabashwaree@gmail.com](mailto:maheshika.prabashwaree@gmail.com)*

1. Introduction

Renewable energy consumption has received attention, and indeed, solar photovoltaic systems are at the top of household renewable energy alternatives in Sri Lanka. Since renewable energy is a novel concept, limited prior investigation on consumer intentions towards household consumption of solar photovoltaics is evident. Thus, this study aims to bridge the gap by exploring factors impacting the renewable energy consumption intention of households in the western province. It provides crucial insights into broader implications for private and governmental sectors in the energy domain, particularly household electricity consumption.

2. Research Methodology

A positivist research philosophy with a deductive approach and a quantitative survey method was used to examine the factors influencing household purchase intention toward solar photovoltaic systems in the western province. 140 respondents were selected using systematic sampling, and multiple regression was used to test the hypothesis.

3. Findings and Discussion

Results revealed a positive impact of attitudes, social influence, and perceived behavioural control on consumers' purchase intention toward solar photovoltaics.

4. Conclusion and Implications

The study reveals that the factors, especially social influence, emerged as the most influential factor, suggesting that societal and peer opinions significantly affect Sri Lankan consumers' renewable energy consumption decisions. This research provides an opportunity for solar companies to develop strategies to increase the use of solar photovoltaic systems as a renewable energy source.

Keywords: Household electricity, Purchase Intention, Solar photovoltaic systems, Social Influence, Renewable energy.

HUMAN RESOURCE MANAGEMENT

COPING STRATEGIES TO MANAGE WORK-FAMILY CONFLICT AMONG FEMALE ACADEMICS IN SRI LANKA

Dulanjalee, K.K.S.I.* and Katuwandeniya, I.M.

Department of Business Management, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.

*[*isharadul2@gmail.com](mailto:isharadul2@gmail.com)*

1. Introduction

While work family conflict has received substantial attention as a thoroughly acknowledged and explored scope among women, in the realm of coping work-family conflict, there is a verge of need to address this issue. This study focuses on the individual, group and organizational levels of coping strategies applied among female academics in state universities to manage work-family conflict in Sri Lanka.

2. Research Methodology

This research delves into the work-family conflict coping strategies using an inductive approach and a qualitative methodology. Consequently, in-depth interviews were conducted with ten female academics representing Sri Lankan state universities, and uncovered a diverse set of coping mechanisms using thematic analysis.

3. Findings and Discussion

On an individual level, participants rely on prioritization, establishing boundaries, time management, and self-care routines, which include engaging in hobbies that simultaneously fulfill their own needs and meet their family obligations. Group-level coping mechanisms emphasize the significance of support from family and close friends. While family assistance is valued, participants prefer to actively engage in household responsibilities whenever possible, underscoring the importance of nurturing selective, meaningful relationships. At an organizational level, participants express their need for flexible work arrangements, granting them control over their work schedules, direct communication, and the freedom to decline tasks without undue pressure. This contributed to a supportive environment that respects individual boundaries.

4. Conclusion and Implications

This study offers valuable insights into the coping strategies adopted by female academics in Sri Lankan state universities, shedding light on the intricate balance between work and family life.

Keywords: Coping Strategies, Female Academics, Work-family conflict.

A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN ISO 14001 IMPLEMENTED ORGANIZATIONS IN SRI LANKA

Samanmalee, W.G.M.* and Priyankara, H.P.R.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**manelsamanmali@gmail.com*

1. Introduction

Green Human Resource Management (GHRM) has received huge attention as a pillar of sustainable Human Resource Management. Empirical study into its underpinnings is still scarce in developing countries such as Sri Lanka. Therefore, the research problem of the study is: what extent to which ISO 14001 implemented organizations in Sri Lanka practice GHRM? The research objective of the study is to identify the extent to which ISO 14001 implemented organizations in Sri Lanka practice GHRM.

2. Research Methodology

The researchers investigated the practice of GHRM from positivism philosophy. The descriptive approach guided this study in a structured way and applied the reductionism principle for operationalization. A reliable, valid, and self-administered questionnaire was distributed via email to collect data from 59 conveniently selected human resource departments of ISO 14001 certified organizations in Sri Lanka. Data were prepared and analyzed using MS Excel and SPSS software, and mean analysis was used.

3. Findings and Discussion

Descriptive statistics of the study revealed that selected ISO 14001 implemented organizations in Sri Lanka practice GHRM practices, namely Green Training (GT) and Green Involvement (GI) at a higher level. Green Recruitment and Selection (GRS), Green Performance Management (GPM), and Green Pay and Reward (GPR) are practiced at a lower level.

4. Conclusion and Implications

The findings of the quantitative descriptive study reflect a varied use of GRS, GT, GPM, GPR, & GI in concerned organizations. The study significantly contributes to uncovering the practicality of GHRM in ISO 14001 implemented organizations in Sri Lanka.

Keywords: Environmental sustainability, Green Human Resource Management, ISO 14001, Sri Lanka.

EXPLORING JOB CRAFTING BEHAVIOURS OF TEACHERS IN RURAL SCHOOLS IN SRI LANKA

Madhuwanthi, P.G.S.V.* and Priyankara, H.P.R.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*vimarshamadhuwanthi@gmail.com

1. Introduction

Employee job crafting is the adjustments that people make to match their job resources and responsibilities with their own strengths and requirements. Though a plethora of studies are available in foreign contexts on job crafting, how Sri Lankan rural school teachers craft their jobs is less known. Therefore, the purpose of this study is to explore the way rural school teachers in Sri Lanka craft their jobs.

2. Research Methodology

The study adopted an interpretivism paradigm and inductive reasoning approach followed by qualitative research methodology. Furthermore, the study is exploratory in nature, and multiple case study was used as the research strategy. The sample included purposefully selected seven rural school teachers in Sri Lanka. Researchers collected data using semi-structured interviews and used thematic analysis to analyse data.

3. Findings and Discussion

The findings revealed that rural school teachers in Sri Lanka craft their jobs in various ways, such as exerting extra commitment to the job, giving prominence to value their profession, using innovative teaching methods, prioritizing student well-being, building relationships, conducting additional teaching, providing volunteer counselling services, offering donations, organizing events with different purposes, and using effective adaptation to overcome the challenges.

4. Conclusion and Implications

The study shows multiple ways of how teachers actively craft their jobs to manage demands and optimize resources. This research contributes to contextual knowledge generation regarding job crafting and provides practical insights to education administrators to foster the development of rural schools.

Keywords: Job crafting, Job demand, Job resources, Rural school teachers, Sri Lanka.

DYNAMICS OF HR ANALYTICS IN SELECTED SRI LANKAN ENTERPRISES: A DESCRIPTIVE STUDY

De Silva, P.I.C.* and Priyankara, H.P.R.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**imalshacsilva@gmail.com*

1. Introduction

Human Resource (HR) Analytics, an emerging area in Human Resource Management (HRM), is a sub area of Business Analytics. Owing to a lack of understanding of the practice of HR Analytics in the Sri Lankan context, the main objective of this study is to identify the dynamics of HR Analytics practice in Sri Lankan enterprises. The first objective is to identify types of HR Analytics used by Sri Lankan companies. The second objective is to identify the HR Analytics tools used by Sri Lankan organizations.

2. Research Methodology

This is a descriptive mix method study. The researchers conducted four semi-structured interviews with HR Analytics professionals from the Apparel, Construction and Manufacturing industries to reach objective one and Content Analysis was used to analyze the data. To identify the HR Analytics tools, the researchers distributed a structured questionnaire, collected 32 responses from HR professionals of Sri Lankan organizations, and analyzed data using descriptive statistics with the support of SPSS software.

3. Findings and Discussion

Findings revealed that Descriptive, Diagnostic, and Predictive analytics types are used within Sri Lankan organizations. However, the prescriptive HR analytics type is not implemented within the organizations concerned. MS Excel, Power BI and SPSS are the most used HR analytic tools by Sri Lankan organizations.

4. Conclusion and Implications

Most organizations use descriptive, diagnostic and predictive analytics but not the prescriptive model. Analytic tools are concentrated around a few tools such as Excel, Power BI, and SPSS. HR analytics usage in Sri Lanka has not reached its maximum level of analysis, and it leaves the potentiality to harness the best of HR analytics by Sri Lankan organizations. Also, companies wishing to implement HR Analytics may think of using MS Excel, Power BI and SPSS as analytical tools.

Keywords: HR analytics, HR analytics tools, HR analytic types, Human Resource Management, Sri Lanka.

EXPLORING GREEN HUMAN RESOURCE MANAGEMENT PRACTICES OF THE APPAREL MANUFACTURING INDUSTRY IN SRI LANKA

Perera, H.I.S.* and Thiranagama, A.W.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**sulekaisuri98@gmail.com*

1. Introduction

Green Human Resources Management (GHRM) initiatives facilitate the adoption of sustainable business practices by influencing employee attitudes and behaviors to cultivate an environmentally conscious culture in organizations to achieve green objectives. The apparel manufacturing industry is one of the key industries that focus on environmental sustainability, and being a labor intensive industry, GHRM can greatly facilitate reaching environmental sustainability. Yet, how the apparel industry practices GHRM in the Sri Lankan context is under-researched. Hence, this study mainly explored GHRM practices related to four key HR functions: Green recruitment and selection, Green training and development, Green performance appraisal, and Green reward and compensation management.

2. Research Methodology

Following interpretivist philosophy, the study used an inductive approach with multiple case study strategy. In line with qualitative methodology, data was collected through eight in-depth semi-structured interviews with HR managers in the apparel industry. Purposive and snowball sampling techniques were employed in selecting respondents. Content analysis was performed to analyze data.

3. Findings and Discussion

Findings revealed minimizing paper usage, measuring green attitudes, values and green literacy of the candidate, reducing transportation footprint, and communicating green policies as green recruitment and selection practices. Green training and development consist of trainings conducted for environmental management, developing voluntary green behaviors, establishing sustainability teams, sustainability reporting, and green induction. Green performance indicators used in monitoring employee performance were supplemented by monetary and non-monetary rewards and warnings.

4. Conclusion and Implications

This study offers insights into GHRM practices in the Apparel Manufacturing industry in the Sri Lankan context and how HR managers can incorporate GHRM into their traditional HR practices.

Keywords: Green compensation and Reward Management, Green Human Resource Management, Green Performance Management, Green Recruitment and selection, green training and development.

EXPLORING TALENT RETENTION PRACTICES OF NATIVE FMCG COMPANIES IN SRI LANKA

Dilhara, E.K.P.S.* and Thiranagama, A.W.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**supipathiranage9733@gmail.com*

1. Introduction

Talent Management is crucial for the functioning and competitiveness of any company, as talent retention is a top priority for organizations today. Recently, there has been a huge talent retention issue within the FMCG industry in Sri Lanka caused by migration due to the prevailing economic crisis in the country. Hence, this study explores talent retention practices within native FMCG companies in Sri Lanka.

2. Research Methodology

Following qualitative methodology, data was collected through eight in-depth semi-structured interviews with top level managers within 04 native FMCG companies in Sri Lanka. Convenience sampling technique was employed in selecting respondents as that method facilitates ease of access to readily available participants for efficient data gathering, while content analysis was performed to analyze data.

3. Findings and Discussion

Findings revealed enhanced communication, remote working, flexible work from home policy, mental health support and financial wellness seminars as emerging talent retention strategies while providing monetary allowances, introducing peer recognition programs, and providing training and career development opportunities as customary talent retention practices. Notably, among these strategies, providing monetary allowances reinforces employee dedication while career development opportunities empower individuals to align their aspirations with the company's success. Unique initiatives were identified as peer recognition programs that create a positive work environment, cultivating a sense of belonging. Ultimately, challenges posed by high turnover during economic crises make these organizations prioritize the personal and financial well-being of employees.

4. Conclusion and Implications

This study emphasizes that novel talent retention practices are pivotal in crisis response for organizations. It provides actionable insights for native FMCG companies in Sri Lanka to retain their talent.

Keywords: Challenges, Native FMCG companies, Practices, Talent retention.

EXPLORING WORK-LEISURE CONFLICT: EVIDENCE FROM FRONT-LINE EMPLOYEES IN THE HOTEL INDUSTRY IN THE SOUTHERN PROVINCE OF SRI LANKA

Chathurika, M.G.*, Amitha, W.A.K. and Perera, J.K.S.C.

*Department of Business Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**chathugamage01@gmail.com*

1. Introduction

Work-leisure conflict is one of the emerging areas in work and non-work literature. It occurs when an individual's work and leisure roles are incompatible with one another. Although having a pleasing congruence between work and leisure is critically important for employees' overall well-being, preliminary investigation revealed that front-line employees experience a higher level of work-leisure conflict. In this background, the study aimed to explore the types of work-leisure conflict, their reasons, and strategies used to manage it.

2. Research Methodology

To understand the inner meaning of front-line employees' work-leisure experiences, the current study was based on the interpretivism paradigm, inductive approach, and qualitative-mono method research design. Following a phenomenological strategy, nine in-depth interviews were conducted with front-line employees who worked in the hotel industry in the Southern Province of Sri Lanka. The participants were selected using a purposive sampling method. Data was analyzed using thematic analysis.

3. Findings and Discussion

The study found different types (i.e., time-based, strain-based, behavior-based, transportation-based, and technology-based) of work-leisure conflict. Further, reasons for work-leisure conflict include personal, organizational, social network related and external reasons. Furthermore, strategies used to manage work-leisure conflict include; individual (i.e., self-care and well-being, having a positive mindset, setting boundaries, and disconnecting from the work) and organizational strategies (i.e., event management and employee engagement, relationship building and support, organizational policies, and arranging workshops).

4. Conclusion and Implications

Managers and front-line employees in the hotel industry can use the findings of this study to understand and manage work-leisure conflict. Although work-leisure conflict is a relatively explored area in developed countries, few researches have been conducted in the Sri Lankan context. Thus, the study addresses the contextual gap by identifying the unique experiences of front-line employees.

Keywords: Hotel Industry, Types, Reasons, Strategies, Work-leisure Conflict.

MARKETING MANAGEMENT

FACTORS INFLUENCING PURCHASE INTENTION OF COUNTERFEIT LUXURY CLOTHING BRANDS AMONG GENERATION Z CONSUMERS IN COLOMBO DISTRICT

Tharaka, M.N.* and Gamage, T.C.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**mnadunitharaka@gmail.com*

1. Introduction

Production, distribution, and consumption of counterfeit goods of credible and luxury brands has become a severe and growing issue even in developing countries. Although there are legal frameworks and government institutions responsible, counterfeiting is rapidly happening in the Sri Lankan context, especially concerning luxury clothing brands. However, academic research on counterfeit product consumption is still scant in the Sri Lankan context. Building on the above backdrop, this study addresses this void by examining the factors influencing the purchase intention of counterfeit luxury clothing brands, referring to Generation Z consumers in the Colombo district.

2. Research Methodology

A conceptual framework is proposed based on the theory of planned behaviour and prior literature on counterfeit product consumption. Following the positivist research philosophy and deductive research approach, a sample of 384 Generation Z consumers was selected using purposive sampling to collect data via an online survey. Multiple linear regression analysis was used to empirically validate the causal relationships proposed in the conceptual framework.

3. Findings and Discussion

Findings reveal that fashion consciousness, subjective norms, value consciousness, and self-ambiguity positively impact consumers' intention to purchase counterfeit luxury clothing brands. In contrast, the most influential factor, ethical judgment, has a negative influence.

4. Conclusion and Implications

The study findings emphasize that fashion and value-conscious, self-ambiguous consumers tend to purchase counterfeit luxury clothing brands with the support of their social circles. Eventually, these findings will guide marketers and policymakers in formulating effective marketing strategies to encourage customers to purchase genuine luxury clothing brands instead of their counterfeit counterparts.

Keywords: Counterfeit luxury clothing brands, Generation Z, Purchase intention.

THE ROLE OF SENSORY MARKETING IN BUILDING BRAND LOYALTY: A STUDY OF LUXURY SHOPPING MALLS IN SRI LANKA

Balasuria, R.N.* and De Silva, W. V.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**rnbalasuriya@std.mgt.sab.ac.lk*

1. Introduction

Creating customer loyalty to a brand is essential to the success of any business in today's highly competitive global economy. This is particularly true for companies operating in the luxury goods industry. Luxury shopping malls serve as focal places where customers connect closely with companies, making them excellent locations to study the intricacies of consumer behavior because of this interaction. The term "sensory marketing" encompasses a variety of aspects, including the visual elements, the auditory elements, the olfactory elements, the tactile, and the gustative elements. Studies that particularly examine the efficiency of sensory marketing within the context of the Sri Lankan luxury retail sector are noticeably lacking. Thus, this study aims to examine how sensory marketing influences building brand loyalty in luxury shopping malls in elements Sri Lanka.

2. Research Methodology

A quantitative survey was carried out by using who frequently visit luxury shopping malls in Sri Lanka. The researcher used a purposive sample of 384 people for this study, and only 250 usable responses were gathered. The researcher used IBM SPSS software for data analysis.

3. Findings and Discussion

The researcher found that there is a significant impact of visual, auditory, olfactory, tactile, and gustative elements towards brand loyalty in luxury shopping malls in Sri Lanka.

4. Conclusion and Implications

The conclusion of this study has major management repercussions for establishments that specialize in luxury retailing. This research provides valuable insights to marketers to develop immersive and fascinating in-store experiences by utilizing different sensory aspects.

Keywords: Brand Loyalty, Luxury Shopping Malls, Sensory Marketing, Consumer Behavior.

EXPLORING YOUTH SMARTPHONE USAGE IN COLOMBO DISTRICT, SRI LANKA: USER PROFILES AND LIFE CYCLE COST ANALYSIS OF SMARTPHONE'S USE STAGE

Maheshika D.D.P.* and Bandara, W.A.L.M.

Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.

**ddpmaheshika@std.mgt.sab.ac.lk*

1. Introduction

In the rapidly advancing digital era, smartphones have become indispensable, particularly among youth, driving widespread internet and digital engagement. However, Sri Lanka faces a challenge in electronic waste management due to a lack of comprehensive data, with smartphones often disposed of without considering recycling or reuse. This research endeavors to construct a detailed user profile and pinpoint the most prevalent smartphone brands and associated costs. Its primary goal is to propose strategies for mitigating challenges posed by smartphone use, emphasizing sustainability to reduce associated costs. The findings will empower smartphone manufacturers, service providers, and app developers to tailor their products to specific demographics and fostering a more sustainable approach to manufacturing.

2. Research Methodology

The researcher used a quantitative approach and descriptive research design for the study, focusing on the Colombo youth population (Aged 15 – 34) using smartphones. A sample of 214 respondents was surveyed via Google Forms. The researcher used SPSS software, MS Excel, and MS Word to analyze the collected data and annual reports of smartphone manufacturers.

3. Findings and Discussion

The research unveils a predominant male preference for smartphones within the demographic studied, particularly among users aged 25 to 29. Dialog is the dominant mobile network provider, with Samsung being the preferred smartphone brand. Financially, the annual average cost of smartphone usage is around LKR 21,645.05, excluding the initial purchase price. It also emphasizes Dialog's stronghold in the mobile network sector.

4. Conclusion and Implications

This study provides valuable insights for informed decision making on sustainable smartphones and services. Future research should focus on the detailed life cycle cost analysis of smartphones in Sri Lanka.

Keywords: Smartphones, User profile of smartphones.

FACTORS AFFECTING WOMEN'S FASHIONABLE CLOTHING PURCHASE INTENTION THROUGH OMNICHANNEL: SPECIAL REFERENCE TO COLOMBO DISTRICT, SRI LANKA

Rukaiya, M.R.F.* and Sajeewanie, L.A.C.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**mrfukaiya@std.mgt.sab.ac.lk*

1. Introduction

In today's retail landscape, customers are often described as 'always-on' buyers. They have access to multiple touchpoints, combining both physical and digital realms with retailers throughout their shopping journeys. This transformation is known as the omnichannel approach. While this emerging approach is prominent in Western countries, its adoption in Asian regions, notably Sri Lanka, remains relatively limited. The fashion industry in Sri Lanka is shifting towards omnichannel strategies to meet diverse consumer needs. However, customer acceptance falls below expectations. This study aims to investigate factors affecting women's intention to purchase fashionable clothing through omnichannel, with special reference to the Colombo district, Sri Lanka.

2. Research Methodology

This study adopts a positivist research philosophy, employing deductive reasoning and a quantitative method. It focuses on females not using omnichannel when purchasing fashionable clothing in the Colombo district. The sample size for this study is 384, selected through purposive sampling and surveyed via online surveys, allowing for hypothesis testing using multiple linear regression analysis.

3. Findings and Discussion

Findings revealed that the perceived value of showrooming, the perceived value of webrooming, and perceived compatibility had a significant positive effect on the intention to use omnichannel, While Perceived risk had a negative significant effect on the intention to use omnichannel.

4. Conclusion and Implications

There is a notable lack of studies on this approach in Sri Lanka. Therefore, the current study aims to provide a meaningful contribution to the existing body of research in the field of Omnichannel strategies. The study offers key suggestions for retailers, such as optimizing mobile platforms, maintaining consistent product information and pricing across channels, and leveraging customer reviews to build trust.

Keywords: Fashionable clothing, Omnichannel, Purchase intention, Women.

ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS CHATBOTS USAGE IN SUPERMARKETS: WITH SPECIAL REFERENCE TO WESTERN PROVINCE, SRI LANKA

Randika, M.R.P.N.* and De Silva, W.V.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*mrpnrandika@std.mgt.sab.ac.lk](mailto:mrpnrandika@std.mgt.sab.ac.lk)*

1. Introduction

Consumers are fast moving to use chatbots in many industries around the world. The retail sector is more attractive to the use of chatbots. Among the retail stores, supermarkets increasingly use chatbots to interact with consumers and deliver product information to them. However, there is a growing negative attitude among customers toward chatbots in Sri Lanka's supermarket chains. However, it is useful to change the negative attitude to a positive attitude of chatbots for developing the economy in this technological era. The aim of this study is to examine the variables influencing consumers' attitudes towards chatbot usage in supermarkets with special reference to the Western province of Sri Lanka.

2. Research Methodology

In this study, the quantitative research method was used under the deductive approach. The survey was conducted among 384 samples of Western province consumers who used supermarket chatbots. The data was collected through a structured self-administered questionnaire using the purposive sampling method. Data were analyzed by using regression analysis.

3. Findings and Discussion

In this study, the researcher found that there is a significant impact of perceived usefulness, perceived ease of use, perceived enjoyment, price consciousness, perceived risk, trust, and personal innovativeness on attitude toward chatbot usage for shopping in supermarkets. Price consciousness is the most influential factor among these variables.

4. Conclusion and Implications

As per the research findings, Sri Lankan supermarkets have to consider the above factors when they practice these conversational marketing tools like chatbots. Moreover, supermarket managers and decision makers have to consider these factors when implementing a customer-centric and localized chatbot to customers. Also, when considering some variables like ease of use, decision makers have to implement Sinhala and Tamil chatbots for customers.

Keywords: *Attitude toward Chatbots usage, Chatbots, Retail sector, TAM.*

DETERMINANTS OF CONSUMERS' CONTINUANCE INTENTION TO ACCEPT THE USE OF E-PAYMENTS: EVIDENCE FROM WESTERN PROVINCE, SRI LANKA

Ranasinghe, D.I.S.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**isuriranasinghe.02@gmail.com*

1. Introduction

The e-payment transaction method is an emerging trend in the modern world, but it is a sluggishly growing transaction method in Sri Lanka. Though e-payments are heavily utilized in Sri Lanka during the pandemic, the consumers' main form of transaction is still cash. In response, the present study attempts to investigate the possible factors influencing consumers' continuance intention to accept the use of e-payments in Western Province, Sri Lanka.

2. Research Methodology

The present study utilized a deductive approach to investigate the application of the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2). A purposive sampling technique was employed to distribute online administered structured questionnaires to 384 individuals who use e-payments at least once for their transactions and reside in the Western Province, Sri Lanka. The proposed hypotheses were empirically tested using multiple regression analysis in the SPSS 25 version.

3. Findings and Discussion

The results indicate that performance expectance, effort expectance, social influence, habit, and facilitative conditions have a significant positive impact on consumers' continuance intention to accept the use of e-payments in Western Province, Sri Lanka, and performance expectance is the salient factor. Interestingly, it was found that hedonic motivation and price value do not significantly influence consumers' continuance intention to accept e-payments.

4. Conclusion and Implications

This study presents an opportunity for governments, legislators, banking institutions, internet transaction businesses, and software developers to enhance the consumers' intention to continue e-payments in Western Province, Sri Lanka. The results of this study can be employed to formulate strategies aimed at improving the continuous acceptance of e-payment methods while beating cultural resistance to replace conventional financial transaction methods in heavily cash-based economies. This study adds theoretical contribution by using UTAUT2 in the FinTech domain since most previous studies used UTAUT in the financial technology context.

Keywords: Continuance intention to accept, Use of e-payments, UTAUT2.

THE EFFECTS OF HEDONIC AND UTILITARIAN VALUES ON CONSUMERS' CONTINUOUS INTENTION TO USE MULTICHANNEL RETAILERS' MOBILE APPLICATIONS: EVIDENCE FROM COLOMBO DISTRICT

Rathnayake, M.H.S.S.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*hashansadeepa520@gmail.com](mailto:hashansadeepa520@gmail.com)*

1. Introduction

Effective marketing techniques are essential in the face of intense rivalry in Sri Lanka's retail industry, significantly contributing to the country's economy. Consumers prefer tech-based platforms, particularly mobile shopping apps, in the fast-paced lifestyles of today. Hence, this study investigates the impact of hedonic and utilitarian values on consumers' continuous intention to use multichannel retailers' mobile applications in Colombo district, Sri Lanka, which were heavily utilized during the pandemic.

2. Research Methodology

The conceptualization of the study was underpinned by the Expectation-Confirmation Model of continuing IT Usage (ECM-IT). The researchers employed the survey strategy under the quantitative methodology in conducting this study. Using purposive sampling, 375 individuals in the Colombo district who have been purchasing products via the retailer's mobile application for more than three months were considered for data collection. The data analysis was carried out with multiple regression analyses using the SPSS 21 version after confirming the validity and reliability.

3. Findings and Discussion

The findings demonstrate that hedonic values, utilitarian values, perceived usefulness, ease of use, personalization, perceived enjoyment, and escapism have a significant positive impact on consumers' continuous intention to use multichannel retailers' mobile applications in Colombo district, Sri Lanka.

4. Conclusion and Implications

The results draw attention to the complexity of consumer preferences and the necessity of apps that are not only practical but also engaging and customized for each user, offering a much-needed break from the routine of everyday life. A comprehensive mobile app strategy can benefit retailers in Sri Lanka as it will boost user engagement and promote continuous usage. Furthermore, the findings indicate that multichannel retailers in Sri Lanka must implement more all-inclusive mobile apps that consider users' hedonic and utilitarian values.

Keywords: Continuous intention to use, Hedonic values, Multichannel retailers' mobile applications, Utilitarian values.

ANTECEDENTS OF CONSUMER OMNICHANNEL SHOPPING INTENTION IN THE FASHION RETAIL SECTOR IN WESTERN PROVINCE, SRI LANKA

Balasooriya, B.A.P.D.* and Jasingha, D.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*diwanjanap98@gmail.com](mailto:diwanjanap98@gmail.com)*

1. Introduction

Omnichannel retail, a modern approach in the evolving retail landscape, aims to offer a seamless shopping experience across online and offline platforms. However, in the Sri Lankan fashion retail sector, consumers continue to prefer traditional channels over omnichannel. Thus, this study was conducted to address this knowledge gap.

2. Research Methodology

The research used a quantitative method with a deductive approach and an explanatory research design, which aligns with a positivist research philosophy. A self-administered questionnaire was given to 384 respondents in the Western Province, exclusively using a single channel for fashion clothing purchases, and purposive sampling was used as the sampling technique. Data analysis was conducted using multiple regression analysis.

3. Findings and Discussion

The findings suggest that the perceived value of showrooming and webrooming positively impacts omnichannel shopping intention, with showrooming having the strongest impact. Perceived compatibility also has a positive, however weaker, impact. On the other hand, perceived risk was found to have a negative impact, demonstrating a comprehensive grasp of crafting a successful strategy for omnichannel retailing.

4. Conclusion and Implications

This study significantly contributes to the emerging research on understanding customer perceptions of the omnichannel concept in recent academic and industry literature. It also offers practical guidance to retailers and managers in crafting effective strategies for an improved customer shopping experience and channel integration from the customer viewpoint.

Keywords: Fashion industry, Omnichannel approach, Shopping intention.

FFECTS OF PERCEIVED SYMBOLIC MEANINGS ON CONSUMERS' ATTITUDES TOWARDS GREEN CLOTHING: EVIDENCE FROM GENERATION Z IN COLOMBO DISTRICT, SRI LANKA

Gunasinghe, M.M.R.L.* and Rathnasiri, M.S.H.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*rasadilakshika97@gmail.com](mailto:rasadilakshika97@gmail.com)*

1. Introduction

Textiles and apparel have emerged as pivotal industries within the Sri Lankan economy, significantly influencing international commerce. However, some significant environmental ramifications exist in the textiles and apparel industry, such as the utilization of hazardous chemicals, the generation of waste, and the depletion of finite natural resources. Hence, this study investigates how perceived symbolic meanings impact consumers' attitudes towards green clothing among Generation Z in Colombo District, Sri Lanka.

2. Research Methodology

This research employs signaling theory as the main theoretical lens. The study adopts a positivist research philosophy, employing a deductive approach and a survey strategy. 284 usable responses were gathered from Generation Z consumers in the Colombo district using the purposive sampling method. The data was collected using structured questionnaires and then analyzed using simple and multiple regression analyses using SPSS 21.0 software.

3. Findings and Discussion

The findings revealed that perceived symbolic meanings, status symbol, innovation symbol, and environmentalism symbol positively influence Generation Z consumers' attitudes towards green clothing in the Colombo District. Notably, the fashion symbol has a significant negative impact on attitudes towards green clothing among Gen Y consumers.

4. Conclusion and Implications

The study helps clothing firms' management to understand the most impactful symbolic meanings that lead to forming positive attitudes within consumers' mindsets. The results found that consumers expect innovative designs in green clothing, but do not expect those to be fashionable and stylish. Likewise, this study offers valuable insights for apparel and textile marketing managers to formulate effective targeting, positioning, and communication strategies that align with consumers' attitudes. Moreover, this study contributes to the limited research on the effects of different symbolic meanings on attitudes toward green clothing.

Keywords: Consumer attitude, Green clothing, Generation Z, Perceived symbolic meanings, Sustainable fashion.

FACTORS INFLUENCING MILLENNIALS' PURCHASING BEHAVIOUR TOWARDS ENERGY-EFFICIENT HOUSEHOLD ELECTRIC APPLIANCES WITH SPECIAL REFERENCE TO UVA PROVINCE

Dilrukshi, S.A.S.* and Bandara, H.M.C.G.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**shyamadil98@gmail.com*

1. Introduction

The rising energy consumption in developing nations underscores the vital importance of promoting energy-saving practices, a significant concern from both academic and industrial viewpoints. Many countries have adopted energy-efficient appliances as a solution to anticipated energy challenges. However, in Sri Lanka, the adoption of energy-efficient appliances remains relatively low, particularly in rural areas. Hence, this study aims to identify the factors influencing millennials' purchase behaviour towards energy-efficient household electric appliances with special reference to the Uva province.

2. Research Methodology

Under the quantitative survey, a self-administered questionnaire was distributed among 384 millennials in Uva province using a purposive sampling technique. For the analysis, 306 respondents who had experience in purchasing energy-efficient household electric appliances were considered. Regression methods with 95% confidence were used for the data analysis.

3. Findings and Discussion

The results show that conditional and epistemic values had a significantly positive impact on millennials' purchase behavior towards energy-efficient household electric appliances in Uva province, while functional, social, and emotional values did not influence their behavior.

4. Conclusion and Implications

Millennials' main concern is conditional and epistemic values in purchasing energy-efficient household electric appliances. In developing communication strategies for energy-efficient household electric appliances, marketers and manufacturers should mainly focus on conditional and epistemic rather than functional, social, and emotional factors.

Keywords: Conditional Values, epistemic values, Energy efficient household electric appliances, Millennials, Purchase Behaviour.

TOURISM AND HOSPITALITY MANAGEMENT

DETERMINANTS OF INTENTION TO USE ONLINE BOOKING PLATFORMS FOR ACCOMMODATION BOOKING: AN INVESTIGATION AMONG DOMESTIC TOURISTS IN SRI LANKA

Kumari, K.M.L.S.S.* and Hettiarachchi, W.N.

Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.

*[*sumudulakshika05@gmail.com](mailto:sumudulakshika05@gmail.com)*

1. Introduction

Tourism is a growing economic sector contributing significantly to the global economy. Online tourism platforms (OTP) offer a bundle of benefits to the tourism industry and give convenience, extensive selection, transparency, and many other benefits to tourists. However, despite the widespread integration of technology in various aspects of modern life, domestic tourists in Sri Lanka exhibit a lower inclination to engage with these platforms than their international counterparts. Given the lack of studies on this topic this study aims to investigate the determinants of intention to use OTP for accommodation booking among domestic tourists in Sri Lanka.

2. Research Methodology

Adopting the deductive research approach, a quantitative survey was conducted among all domestic tourists above 16 years old who have not used any OTP for accommodation booking in Sri Lanka using the purposive sampling technique. Accordingly, 312 responses through a self-administered questionnaire were analysed using multiple regression analysis.

3. Findings and Discussion

The study found that perceived usefulness, ease of use, entertainment, and herd mentality significantly influence, while opinion leader has not depicted any impact on the intention to use OTP for accommodation booking, and ease of use being the most influential factor.

4. Conclusion and Implications

The paper suggests that viral marketing campaigns can boost accommodation bookings due to herd mentality, and the tourism industry should invest in digital infrastructure to meet customer demands and ensure ease of use, aiding policymakers in creating OTP laws and fostering a digital environment.

Keywords: Accommodation booking, Domestic tourists, Intention to use, Online tourism platforms.

OPERATIONAL RISKS AND RESPONSES OF MICRO-ENTREPRENEURS IN THE AIRBNB ACCOMMODATION PLATFORM IN SRI LANKA WITH SPECIAL REFERENCE TO GALLE DISTRICT

Dananjalee, H.D.T.* and Gnanapala, W.K.A.C.

*Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**hdtddananjalee@std.mgt.sab.ac.lk*

1. Introduction

Airbnb is a platform on which individuals can post, browse, and book lodgings and guests who can connect with the hosts and the local community, resulting in a more authentic local experience at a lower cost (Mody et al., 2017). This Airbnb has been introduced in Sri Lanka's accommodations in the recent past. Although the policies and regulations are fewer than others, the host faces many risks in the Airbnb sector. Moreover, Munasinghe et al. (2022) also stated that P2P accommodation service providers will face many risks while dealing with their guests.

2. Research Methodology

The research used a qualitative and inductive approach, focusing on Airbnb micro-entrepreneurs' operational risks and responses. Data was collected through semi-structured interviews using purposive and snowball sampling methods. Thematic analysis revealed 46 codes under ten categories, aiming to interpret the socially constructed world.

3. Results and Discussion

Allowing strangers to stay at home and opening the door to them can be quite risky and mentally challenging. These are potential constraints for micro-entrepreneurs in the Airbnb accommodation services sector. This study identifies two categories of operational risks faced by Airbnb micro-entrepreneurs: directly affected operational risks and indirectly affected operational risks. Directly affected operational risks include guest-related, business-related, and platform-related risks. Indirectly affected operational risks include social-related and weather-related risks. The researcher divided responses for directly affected operational risks into three subcategories: guests-related, business-related, and platform-related risks. Responses for social-related and weather-related operational risks were divided as responses for indirectly affected operational risks. The study highlights the potential risks and responses faced by Airbnb entrepreneurs.

4. Conclusion and Implications

The study examines Airbnb's supply side from the perspective of Sri Lankan micro-entrepreneurs, revealing that many hosts are not professionals but essential for the platform's growth and guest experience, providing valuable insights for platform providers, companies, policymakers, and potential hosts.

Keywords: Airbnb, Micro-entrepreneur, Operational Risks, P2P accommodation.

EXPLORING THE EMOTIONAL EXPERIENCES OF FOREIGN TOURISTS ON RAILWAY TOURISM IN SRI LANKA

Bandara, W.M.C.S.* and Gnanapala, W.K.A.C.

*Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**wmcbandara@std.mgt.sab.ac.lk*

1. Introduction

According to Knobloch, Robertson & Aitken (2016), emotions play a crucial role in tourism experiences. Similarly, Hagen & Bron, (2014), highlighted that many railway journeys fail to consider the emotional experience of travelers, posing a significant issue for railway tourism which underutilizes the experiential journey to enhance promotional efforts. Therefore, the study aimed to achieve three objectives. Firstly, identifying the factors that affect the emotional experiences of foreign tourists. Secondly, understanding the influence of emotional experiences on tourists' satisfaction levels and their desire to engage in future travel. Lastly, the study provides suggestions and recommendations for developing railway tourism operations in Sri Lanka. This study is significant for the development of railway tourism and the tourism industry as a whole, particularly for the Sri Lankan Railway Authority and SLTDA.

2. Research Methodology

The study adopted a Social Constructivist philosophy and employed a qualitative research approach. Data was gathered through semi-structured face-to-face interviews with 22 Railway Tourists at Kandy and Ella railway stations, using an interview protocol. A convenience sampling technique was used for data collection, and thematic analysis was employed to analyze the data.

3. Findings and Discussion

The research findings highlight the crucial role of emotional experiences in railway tourism in Sri Lanka. Scenic beauty, cultural immersion, comfort, and safety were identified as key factors that shaped tourists' satisfaction. The study also found that positive emotions had a significant impact on satisfaction levels and the desire for future travel. To improve railway tourism, the study recommends putting emphasis on facilities, punctuality, and step-by-step development. These findings provide valuable insights into foreign tourists' experiences and can potentially enhance the industry's competitiveness and sustainability.

4. Conclusion and Implications

The findings of this research can greatly assist in Sri Lanka's efforts to promote railway tourism effectively. The study's conclusions can benefit the tourism sector by shedding light on the factors that impact visitors' emotional experiences and suggesting strategies to enhance them. By identifying opportunities to improve the train travel experience, this research can also contribute to the development of tourism-related products.

Keywords: Emotional experience, Railway tourism, Satisfaction.

EXPLORING SURFACE ACTING AS AN EMOTIONAL LABOR STRATEGY OF FEMALE FRONTLINE EMPLOYEES' POINT OF VIEW, FIVE STARS HOTELS IN COLOMBO

Hansika, I.A.* and Arachchi, R.S.S.W.

*Department of Tourism Management, Faculty of Management Studies
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

*[*hansikaashan@gmail.com](mailto:hansikaashan@gmail.com)*

1. Introduction

The female front-line staff of the hospitality industry is playing a major role as the face of the industry. The Frontline employees are Emotional labourers, and every such labour uses Surface Acting as a strategy. Thus, this study was conducted to identify surface-acting as an emotional Labor Strategy of female frontline employees in Five-star hotels in Colombo. This study's outcomes are highly valuable for anyone interested in adopting Surface Acting. It is helpful to employers and the government in identifying the obstacles to female involvement in the hospitality sector.

2. Research Methodology

The research methodology employed in this study is grounded in the philosophy of Social Constructivism. It used a qualitative approach and an inductive method for data analysis. The research sample comprises female frontline employees working in five-star hotels in Colombo. The sampling method utilized is non-probability convenience sampling. The data analysing method was thematic analysis.

3. Findings and Discussion

The researcher has developed mainly two themes based on the analysis. They are Basic Strategy and Experience Strategy. Under the Basic Strategy, there are three sub-themes: Structured job image, Limited private power of employees, and Guest always has the right attitude. Similarly, the other theme has two sub-themes, such as Less Working Experienced-Take it as a burden and Well Experienced-Take it as an advantage. In addition, Job-based phenomena, Personal phenomena, Positive Consequences and Negative Consequences have been identified as the themes. The findings of this research indicate that organizational support in using Surface Acting creates more impact on the employees than having to use Surface Acting with the guests for job retention.

4. Conclusion and Implications

The outcomes suggested less experienced employees have negative viewpoints and well-experienced employees have positive viewpoints. The negative impacts can be minimized by training frontline employees, especially fresh blood.

Keywords: Emotional Labor, Emotional Regulation Strategies, Female frontline employee, Five-star hotels, Surface Acting,

ISBN - 978-624-5727-43-8

Published by:

Faculty of Management Studies
Sabaragamuwa University of Sri Lanka
P.O. Box 02
Belihuloya, 70140
Sri Lanka



Think Ahead



CFA Society
Sri Lanka



Institute of Certified
Management Accountants of Sri Lanka
Incorporated by Parliament Act No 21 of 2008
Successor to the Society of Certified Management Accountants of Sri Lanka

