

**4<sup>th</sup> Annual International Research Conference – 2015**

# **Innovative Perspectives in Business, Finance and Information Management**

**Proceedings  
November 18, 2015**

**Faculty of Management and Commerce  
South Eastern University of Sri Lanka (SEUSL)**

**ISBN: 978-955-627-065-5**

**Faculty of Management and Commerce**

South Eastern University of Sri Lanka

University Park

Oluvil #32360

Sri Lanka

Tel: +94672255069

Web: [www.seu.ac.lk/fmc](http://www.seu.ac.lk/fmc)

**Innovative Perspective in Business, Finance  
and Information Management – AIRC 2015**

**4<sup>th</sup> Annual International Research Conference – 2015**

# **Innovative Perspective in Business, Finance and Information Management**

**Proceedings  
November 18, 2015**



**Faculty of Management and Commerce  
South Eastern University of Sri Lanka (SEUSL)**