



**11th ANNUAL
INTERNATIONAL
RESEARCH
CONFERENCE 2022.**

AiRC
FMC SEUSL

**“The Economic Calamity: Accost the Challenges
and Resilience through Business Innovation”**

BOOK OF ABSTRACTS

**FACULTY OF MANAGEMENT AND COMMERCE .
SOUTH EASTERN UNIVERSITY OF SRI LANKA**



**7th
MARCH
2023**

Book of Abstracts

**11th Annual International Research
Conference 2022
(11th AiRC 2022)**

March 07th, 2023

**“THE ECONOMIC CALAMITY: ACCOST THE CHALLENGES AND
RESILIENCE THROUGH BUSINESS INNOVATION”**



**Faculty of Management and Commerce
South Eastern University of Sri Lanka
Sri Lanka**

AIRC 2022
11TH ANNUAL INTERNATIONAL RESEARCH CONFERENCE 2022
SOUTH EASTERN UNIVERSITY OF SRI LANKA - MARCH 07, 2023

Title : *Book of Abstracts, AIRC 2022*

Published by : *Faculty of Management and Commerce*
South Eastern University of Sri Lanka
Sri Lanka

Pages : *(XXIV+54) Pages*

Layout : *Ms. M.I. Fathima Nihla*

Cover Design : *Mr. M. Siraji*

ISBN : *978-955-627-280-2 (Hard Copy)*
978-955-627-280-9 (E Copy)

11th Annual International Research Conference 2022
South Eastern University of Sri Lanka
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MESSAGE FROM THE VICE CHANCELLOR

It is with great privilege that I write this message to address the 11th Annual International Research Conference – 2022 (AiRC 2022) of the Faculty Management and Commerce (FMC), South Eastern University of Sri Lanka on the theme “The Economic Calamity: Accost the Challenges and Resilience through Business Innovation”. The AiRC provides an opportunity for scholars, practitioners, and research students to share their experience, research findings and recent development in the above theme. It is an honour to forward a message to a conference which is organized by the Faculty of Management and Commerce with the collaboration of Emerald Publishing, where the faculty believes that innovation in business is the tool for the immediate retrieval of the economy through business innovation such as entrepreneurship, management, finance, and technology for sustainable development of the nation.

As per the theme of the conference, the post pandemic is the toughest period for the globe which has resulted in the worse economic meltdown across the globe. The magnitude of the effect is high in developing nations compared to the counterpart countries. Along the side, Sri Lanka has been enduring immense economic crisis and demanding for immediate recovery of the economic with sustainable solutions. Therefore, I believe that the theme of the conference is highly indeed based on the current situation of Sri Lanka, especially after facing the huge pandemic. I assured that this conference will provide a platform to spread knowledge, enhancing the new ways towards the goal of achieving sustainable economy.

I would like to take this opportunity to congratulate the organizing team of the AiRC2022 for their tireless efforts and commitments they showed in organizing the conference. I warmly welcome all the international and local participants to the AiRC2022 and I am confident that this conference and the participants’ presence and their presentations will make the

AiRC2022 more meaningful. I sincerely believe that you all will have a great time for academic interaction and leisure.

Thank You.

Prof. (Dr). A. Rameez, PhD (NUS)

Vice Chancellor

South Eastern University of Sri Lanka



MESSAGE FROM THE CONFERENCE CHAIR

I hope this message finds you well. I want to take a moment to express my appreciation to the conference team for all their hard work and dedication in compiling the proceedings for the conference. Their efforts are essential to ensuring that the valuable research presented at the conference is made widely available to the broader research community.

The South Eastern University of Sri Lanka (SEUSL) was established in 1995 as a university college, it became a full-fledged university in 1996. The Faculty of Management and Commerce is one of the pioneer faculties of the university. The faculty offers various undergraduates, postgraduate and doctoral degree programmes at present. The faculty gives highest priority for the quality of education and has established its reputation for high quality education and market relevant competent output.

FMC with its immense focus on quality education has a strong commitment towards research. Academics of the faculty engage in quality research of local and international relevance. The Annual International Research Conference (AiRC) of FMC is a unique event in the calendar since its inception in 2012.

Emboldened by previous ten successful conferences, the AiRC 2022 is themed on an urgent need “The Economic Calamity: Accost the Challenges and Resilience through Business Innovation”. The faculty has broadened this year’s scope to attract high quality research papers from local and international researchers, professionals and academics in multiple disciplines. The faculty partnered with Emerald for various aspect of the conference this time.

A research conference is an event where researchers, scholars, and professionals gather to present and discuss their work, exchange ideas, and collaborate with peers. The AiRC provides a platform for researchers to present their work and share their findings with a wider audience. This

helps to disseminate knowledge and promote the advancement of research in a particular field. The conference also offers forum for researchers to receive feedback and critique from their peers, which can help to improve their work and advance their research.

We expect to publish all the abstracts that are selected for presentation in the conference proceedings and the full papers of the same in the relevant journals of the faculty. Any outstanding papers will be published in the collaborators' indexed journals if they satisfy the reviews of relevant journals.

I take this opportunity to congratulate all the paper presenters and authors. My special gratitude to Dr MAC Salfiya, the coordinator, Mr M Farwis, the secretary, Mr M Siraji, the treasurer for your tireless contribution towards the conference. Last but not the least, I thank the entire team for your attention to detail and your commitment to ensuring that the proceedings accurately reflect the content of the conference. Your efforts have ensured that the proceedings are of the highest quality, and I am confident that they will be a valuable resource for researchers and scholars for years to come.

Dr Sithy Safeena M G Hassan

Conference Chair/ Dean, Faculty of Management and Commerce



MESSAGE FROM THE COORDINATOR

I have a great honor and privilege for me to be the coordinator of the 11th Annual International Research Conference (AIRC) 2022, conducted by the Faculty of Management and Commerce, South Eastern University of Sri Lanka and deliver this message to the Book of Abstracts of the 11th AiRC 2022. The theme of this conference is “The Economic Calamity: Accost the Challenges and Resilience through Business Innovation with the objective of creating an opportunity for scholars, practitioners and researchers to share their experience, research findings and recent development in the above theme and also to think ahead to overcome the challenges through business innovation focussing the areas of Accounting & Finance in Crisis Recovery, Marketing & Strategic development, Human Resource Management, Information Technology & Digitalization, Entrepreneurship, Business Economics and other related disciplines across the world. The productive feedback that the researchers and research students may gather from their presentation and discussion could pave the way to frontiers of research.

The Faculty of Management and Commerce has initiated this time partnership with Emerald Publishing- one of the reputed publishers in the industry to publish outstanding papers for the first time in the history of the conferences at South Eastern University of Sri Lanka. We shall continue to recognize and promote our university academics and researchers as well as young researchers pursuing their research findings for reputed publishing. We believe such initiative will promote the integration of sound academic writing and scientific inquiries.

There were 94 papers received to this conference secretariat desk. All the papers underwent double blind review process by local and international experts as a result of which only 51 papers were accepted for presentation and publication in this book of abstracts. The book of Abstract will be

uploaded in the SEUSL's e- repository and selected best papers will be considered for publishing in the suggested Emerald journals as well as in the journals of Faculty of Management and Commerce, SEUSL.

The post pandemic is the toughest eternity for the globe which has resulted in the worse economic meltdown across the globe. The magnitude of the effect is high in developing nations compared to the counterpart countries. Along the side, Sri Lanka has been enduring immense economic crisis and demanding for immediate recovery of the economic with sustainable solutions. I am confident that the 11th AIRC 2022 conducted by the Faculty of Management and Commerce, South Eastern University of Sri Lanka will create a significant contribution to the development and improvement to the nations through scientific research-based knowledge and dissemination thereof.

The 11th Annual International Research Conference 2022 would have not been successful without the substantial support, dedication and collaboration rendered by many people. First of all I would like to convey my heartiest gratitude to the Vice Chancellor of South Eastern University of Sri Lanka- Prof. (Dr.) A. Rameez, Dean of the Faculty of Management and Commerce- Dr. S.Sithy Safeena MG.Hassan and members of the Faculty Board of Faculty of Management and Commerce for their valuable guidance and support to organize this conference and to make this event a success. I also wish to convey my sincere appreciation to the speakers Professor Vanessa Rattern, Professor of Entrepreneurship Innovation and Marketing in the Department of Management, La Trobe Business School at La Trobe University, Melbourne, Australia, Professor Teerooven Soobaroyen, Department of Accounting, University of Essex, United Kingdom, and Professor N. Jayantha Dewasiri, Department of Accountancy and Finance, Sabaragamuwa University of Sri Lanka for accepting our request to deliver the keynote address at this conference.

I also extend my deep sense of appreciations to the track coordinators and local and international reviewers who have done timely reviews in order to make the submitted papers a suitable one for presentations and publication. The members of the Steering Committee and Organizing Committee of this conference have extremely worked hard for the success of this conference. I would like to extend my sincere thanks to members of these committees, academic and non-academic staff of the Faculty of

Management and Commerce, South Eastern University of Sri Lanka. Members of the Editorial Board deserve special thanks for their tireless contributions to the success of this conference. The massive secretarial workloads born by Mr. M. Farwis, the Secretary to the 11th AiRC 2022, is much admirable and remembered and Mr. M.Siraji, the Treasurer to the 11th AiRC, 2022 for his tireless contribution to make the event a great success.. I would like to appreciate all the administrative staff for arranging all the necessary logistics needed to make the Conference a success.

Finally, I wish all the presenters and participants a successful, dynamic and remarkable day at the 11th AiRC 2022, conducted by the Faculty of Management and Commerce, South Eastern University of Sri Lanka.

Dr. MAC. Salfiya Ummah

Coordinator

11th Annual International Research Conference - 2022

Faculty of Management and Commerce

South Eastern University of Sri Lanka



MESSAGE FROM THE SECRETARY

It gives me a great pleasure to warmly welcome you to the 11th Annual International Research Conference (AIRC) 2022, organized by the Faculty of Management and Commerce, South Eastern University of Sri Lanka. This year's conference is a milestone, not only because it is 11th anniversary of the AiRC, but also the first ever conference hosted in an online platform in the faculty with the international renowned collaborations with Emerald Publishing. First and foremost, it is an honor and privilege to be the secretary of the 11th AiRC 2022. The theme of the conference is "The Economic Calamity: Accost the Challenges and Resilience through Business Innovation". The theme is the top-notch selection to the current turbulent environment to overcome challenges and contribute to the knowledge via contemporary research for a sustainable solution to our nation. As always, our conference has been enriched with research finding to the current crises.

The 11th AiRC 2022 would have not been successful without the substantial support, dedication and collaboration rendered by many people. First of all I would like to convey my heartiest gratitude to the, Vice Chancellor of South Eastern University of Sri Lanka- Prof. (Dr.) A. Rameez, Dean of the Faculty of Management and Commerce- Dr. S.Sithy Safeena MG.Hassan, Conference Coordinator- Dr. MAC. Salfiya Umma, conference committee and members of the Faculty of Faculty of Management and Commerce for their valuable guidance and support to organize this conference and to make this event a success. I also wish to covey my sincere appreciation to the speakers.

We must sincerely appreciate and extend heartiest gratitude to the Emerald Publishing to agree to collaborate AIRC2022 and extended the guidance in the review process. Moreover, I would like to express my heartiest sense of appreciation and gratitude to the session chairs, co-chairs, panel

members, reviewer, advisory and scientific committee for the timely support. Meantime, I wish to express the gratitude to Heads, academics, administrative and academic support staff and those who directly and indirectly supported through their immense contribution to conduct this conference very magnificently.

M.Farwis

Secretary,

11th Annual International Research Conference - 2022

Faculty of Management and Commerce

South Eastern University of Sri Lanka



MESSAGE FROM THE KEYNOTE SPEAKER

It is my pleasure to be a part at the 11th Annual International Research Conference (AIRC) 2022, conducted by the Faculty of Management and Commerce, South Eastern University of Sri Lanka. The 11th AiRC 2022, align with the theme of “The Economic Calamity: Accost the Challenges and Resilience through Business Innovation”. And the theme has several perspectives to further discuss and specially it highlights the depth on post Covid-19 on different global business.

The post pandemic is the toughest eternity for the globe which has resulted in the worse economic meltdown across the globe. I have done several research, particularly on Covid-19 & finding that how global business moving towards the New Normal concept, Covid pandemic propagate the use of digitalization, and it increase the reliance on digital technology such as the way of physical & social distancing, schooling from home, working from home, increased digital literacy rate and trust on online rather than the physical communication. Most of the industries found the crisis management concept which generate the sense of urgency in how to respond. In particular the post Covid pandemic provide huge opportunities for the entrepreneurs just like quick need for the certain products, new digital platforms, market turbulence and scenario planning etc. At last, I strongly emphasized that, through entrepreneurship and having innovation, risk taking, proactive and competitiveness abilities individual or the organization can be creative in the post covid-19 era. I assured that this conference will provide a platform to spread the knowledge, enhancing the new ways towards the goal of achieving sustainable economy.

I truly appreciate and express my gratitude to the organizing committee of 11th International Research Conference, and I wish all the paper presenters and participants to spend a pleasant time and a noteworthy day at the 11th

AiRC 2022, conducted by the Faculty of Management and Commerce,
South Eastern University of Sri Lanka.

Professor Vanessa Ratten

*Associate Professor,
Entrepreneurship Innovation & Marketing Associate Professor of
Entrepreneurship a in the Department of Management,
La Trobe Business School at La Trobe University,
Melbourne, Australia*



MESSAGE FROM THE GUEST SPEAKER

It is with great pleasure to note that the Faculty of Management and Commerce of South Eastern University is organising the 11th Annual International Research Conference on March 7, 2023, in collaboration with Emerald Publishing, UK. I understand there is a very enthusiastic response to the Call for Papers both from within and outside the country. This type of conference allows young researchers, faculty members, and industry professionals to present their research and development work and receive feedback and suggestions on how to improve the quality of their work.

The 11th AiRC 2022 is themed on a timely need “The Economic Calamity: Accost the Challenges and Resilience through Business Innovation”. In line with the conference theme, I firmly believe that business innovation can be achieved only through digital transformation. A transformation indicates a complete cultural change regarding delivering value to the customers and other stakeholders. We are in a dynamic world where businesses and consumers change almost daily. Organizations, irrespective of the size and sector, embrace these transformations via infrastructure development, adopting suitable strategies and trying their best to capitalize upon these moves. One of the most significant transformations in the last two decades is digitalization. Many organizations have transformed themselves through digital, phygital or physical ways of doing business. Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers which will lead to business innovations. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure which will lead to business innovations and economic prosperity.

I am confident that the Conference will be remembered fondly by the delegates. I wish the presenters fruitful technical interactions and detailed feedback for further development in their research endeavours.

Prof. Dewasiri N. Jayantha

Co-Editors-in-Chief: South Asian Journal of Marketing

Senior Associate Editor: FIIB Business Review

Brand Ambassador – Emerald Publishing, UK.

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

Secretary (Honorary): Sri Lanka Institute of Marketing

PhD (Col), MSc (SJP), PgDMM, (SJP), BA (UK), CMgr FCMI (UK), FIML (Aus), MSLIM, MCIM (UK), CMA, MIM (SL), CPM (Aus), ADMM (SJP)



MESSAGE FROM THE VALEDICTORY SPEAKER

It is an immense pleasure to be providing a speaker's message on the occasion of the conference, organised by the Faculty of Management and Commerce, South Eastern University of Sri Lanka. This conference is happening at a time of major economic, social, geopolitical, health and climate-related challenges and its theme seeks to explore how to address, or mitigate against, these issues from a business perspective. While the theme and planned interventions are undoubtedly laudable in terms of recognising the complex and inter-linked nature of these challenges, and how business organisations might be well suited to generate ideas for change, be it from an accounting, finance, marketing, IT, human resource perspective, I would like to bring attention to the following points for additional reflections.

Firstly, one needs to consider whether the traditional business model, underpinned largely by shareholder maximisation (even if other stakeholders are recognised) and mainstream corporate legislation, remains the appropriate way forward for a sustainable, resilient and innovative 'private' sector. Already, in various countries, the notion of 'purposeful business' has made significant inroads in challenging the notion that profit and shareholder value maximisation matter. Instead, all organisations need to put to the fore their purpose in terms of which problems or challenges do they seek to resolve for the broader benefit of society. In this light, financial performance is the means to an end rather than the end in itself, putting into question the relevance of incentive mechanisms one applies for managers and decision-makers. Shareholder returns should be expressed in a holistic way (e.g. in line with sustainable development goals targets) rather than being narrowly defined by share price reactions. Secondly, the role of the State has arguably been at the centre of recent events but for different reasons. On one hand, the COVID-19 pandemic has demonstrated the limits behind calls for a 'small state'

arguing for the need to operate in a ‘laissez-faire’, regulation-light regime to facilitate investment, employment, economic growth and innovation. In fact, without the state’s ability to intervene at scale and largely in a decisive way, much (more) would have been lost. On the other hand, it is also clear that the way government operates through the traditional model of parliamentary democracy, executive and public sector management has to be challenged due to major and repeated issues of inefficiency, lack of strategic thinking, un-accountability, corruption and poor transparency. What needs to lie ahead is nothing short of a recasting of state-business-civil society partnership relationships to address these challenges, particularly in a context where geopolitical divisions and national economic protectionism have resurfaced. Thirdly, the involvement of citizenry and community participation in business as well as state matters becomes very relevant in providing guiding principles.

It is in this context that one needs to re-evaluate the value of the traditional ‘business’ disciplines, not mainly in terms of devising practices aimed at profit generation and financial efficiencies, but instead focused on developing frameworks, principles and methods to (i) uphold ‘purpose’ as a guiding principle and incentivise resilience, (ii) ensure an effective, transparent and accountable public service and (ii) equip the citizenry and communities with the techniques and tools to hold decision-makers and the powerful to account. Only then perhaps could calamity be averted or at least that one ensures the lessons of one are truly learned. Academics, as educators and researchers, can play a key part in this re-purposing of a system, which so far appears to be well on the way of repeating its mistakes.

I therefore wish well upon the delegates in their deliberations and thank again the organisers and the South Eastern University of Sri Lanka for the invitation.

Professor Teerooven Soobaroyen

Professor in Accounting in the Department of Accounting, University of Essex, United Kingdom.

University of Essex

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**TRACK – ACCOUNTING AND FINANCE IN
CRISIS RECOVERY**

CEO Duality, Tenure, And Compensation: Is There a Link? - An Evidence from the Indian Market

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Abstract

Purpose: This study examines the relationship between CEOs playing a dual administrative role in a company and their tenure and compensation. This paper examines the research problem by applying four theoretical frameworks—“managerial power theory,” “efficient contracting theory,” “ability matching theory,” and “bargaining theory.”

Design/methodology/approach: The research sample includes 1,223 companies across 50 industries, totaling 4,419 firm years from the year 2011 to 2021. The findings are more robust when industry-fixed effects are modeled into the relationship. A variable, like the persistence of ROA, is also introduced into the model.

Findings: Despite some heterogeneity in the effects of CEO duality and CEO tenure, the results reveal a favorable influence of CEO duality and CEO tenure, suggesting that bargaining theory holds good concerning CEO remuneration in Indian companies. CEOs who can keep a high persistent ROA may see an increase in their remuneration.

Implications: Because there is a positive association between the size of the company and the compensation the CEO receives, it comes to reason that larger organizations are leveraging pay to lure the best suitable candidates. It would appear that growing Indian firms are prepared to pay more for CEOs with the experience and competence to take their company to new heights. This is a direct result of the positive implications that MBV has. Due to the favorable impact of ROA IOP, CEOs who maintain a high return on assets over time might anticipate receiving a larger compensation package.

Originality Value: It is the first study to use a large sample of 50 industries from the Indian market providing data on CEO remuneration and other characteristics, and also the first study to test the impact of volatile ROA on CEO remuneration.

Keywords: *CEO’s compensation, managerial power theory, efficient contracting theory, ability matching theory, bargaining theory*

An Empirical Study on Determinants of Price Earnings Ratio: Evidence from Listed Food, Beverage, and Tobacco Companies in Colombo Stock Exchange

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Abstract

Purpose: The Price earnings ratio compares a stock's price to earnings. By showing the relationship between a company's stock price and earnings per share (EPS), the Price earnings ratio helps investors to value a stock and gauge market expectations. The ratio is affected by several factors that are responsible for the variations of Price earnings ratio. These variations of Price earnings ratio have significant impact on investor's perception. This paper attempts to identify the factors and the relationships between the factors and Price earnings ratio of food, beverage, and tobacco companies in Colombo Stock Exchange (CSE).

Design/methodology/approach: Based on simple sampling, data were taken for this purpose from annual reports of 30 food, beverage, and tobacco companies listed on the CSE for the five-year period from 2015 to 2019. The study focuses on secondary data collected through the published annual reports of the sample. Descriptive statistics, correlation analysis and multiple regression analysis are used to accomplish the objective of this paper.

Findings: Results revealed that dividend payout ratio and leverage ratio are significant determinants of Price earnings ratio where these both variables have positive influence on Price earnings ratio. Furthermore, return on equity and earnings per share are negative insignificant determinants of Price earnings ratio.

Practical implications: Dividend payout ratio and leverage ratio have positive correlation with price earnings ratio. Their significant values are less than the test alpha values. Therefore, the researcher can accept the alternative hypothesis. It can be statistically concluded that dividend payout ratio and leverage ratio have positive significant relationship with price earnings ratio. Return on equity and earnings per share have negative correlation with price earnings ratio. Significant values are higher than the test alpha values. Therefore, the researcher can reject the alternative hypothesis. It can be statistically concluded that return on equity and earnings per share have negative insignificant relationship with price earnings ratio.

Research limitations: The population comprises 50 listed companies in the Food Beverage and Tobacco sector of CSE, only 30 companies were selected from the food, beverage, and tobacco sector as a sample for the study. The study was limited to a five-year period (2015-2019). The research used only four independent variables such as dividend payout, return on equity, earning per share and leverage ratio. Other independent variables such as dividend yield, retention ratio, return on assets, and etc., which are related to the price earnings ratio, are not considered in the study.

Originality value: This paper is evidence for fundamental analysts and decision makers to evaluate determinants that explain variations in P/E ratio of food, beverage, and tobacco companies in Sri Lanka.

Keywords: *Dividend Payout Ratio, Return on Equity, Earning per Share, Leverage Ratio, Price Earnings Ratio*

Impact of Leverage on Financial Performance of S&P SL Companies

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Abstract

Purpose: The management's choice of the best capital structure level to increase the wealth of shareholders is a crucial financial decision. The managers borrow money to be able to boost the stockholders' return, and when management borrows a lot of money, the firm's costs and risks related to its finances go up. The influence of three different leverage types, namely degree of financial leverage, degree of operating leverage, and degree of combined leverage, on the financial performance of S&P SL companies listed on the CSE, was examined in this study.

Design/Methodology/Approach: The S&P SL 20, the twenty largest and most liquid businesses in the Sri Lankan equity market (based on market capitalization) for the years 2015–2020 was the study's sample. ROA (Return on Assets) and TOBIN'S Q were chosen for the study as the dependent variables to quantify the firm's financial performance. For measuring leverage, the independent variables were DFL (Degree of Financial Leverage), DOL (Degree of Operating Leverage), and DCF (Degree of Combined Leverage). For examining how leverage affects financial performance, the random effect penal regression model was chosen.

FINDINGS- The findings of this study showed that leverage significantly affects S&P SL's financial performance. According to the study's conclusions, managers of businesses should reduce fixed expenses and concentrate on boosting sales instead.

Practical Implications: This study helps researchers in identifying the impact of leverage on the financial performance of S& P SL companies. Additionally, the findings of this study can facilitate managers to take the best capital structure decisions to maximize the wealth of the shareholders.

Research Limitations: This research has covered a sample of S&P SL 20 which is the twenty largest and most liquid companies in the Sri Lankan equity market (based on market capitalization) and collected data for six years period. The task of collecting and analyzing data for all companies was very difficult and impracticable. The data collection was restricted by published annual reports in CSE. This study was restricted to three independent variables to measure the leverage and two dependent variables to measure the financial performance.

Originality Value: The findings of the study can contribute to investigating the impact of leverage on financial performance. Given that, the findings of this

research would be significant to the following groups specifically the government, the company's board of directors, management of S&P SL companies, stakeholders and investors, and finally to a theoretical critique. Last but not least the study contributes to knowledge in the field of finance and related studies. The study findings from this study may also be used to serve as reference materials by researchers and academicians in guiding future studies with respect to the impact of leverage on the financial performance of S&P SL companies.

Keywords: Degree of Financial Leverage, Degree of Operating Leverage, Degree of Combined Leverage, Return on Assets, TOBIN'S Q, S&P SL companies

Impact of Working Capital Management on Firms' Profitability: In the Context of Sri Lankan Plantation Companies Listed on the Colombo Stock Exchange

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Abstract

Purpose: The impact of working capital management on profitability is investigated in this study.

Design/methodology/approach: This study is confined to Sri Lankan Plantation companies and is based on a survey of 17 listed companies on the Colombo Stock Exchange. Colombo Stock Exchange-listed companies between 2011 and 2020. The dependent variables of this study, net profit margin (NPM) and return on equity, were used to quantify profitability (ROE). Also, the working capital management is the independent variable and is determined by the cash conversion cycle (CCC), accounts receivable days (ARD), account payable days (APD), and inventory turnover days (ITD). Working capital management's effects on profitability have been investigated using regression analysis.

Findings: The results demonstrate a significant relationship between profitability as evaluated by NPM, ROE, ARD, APD, and CCC. ITD, however, has an insignificant impact on ROE and NPM. The outcome also demonstrates that APD has an insignificant impact on NPM for Sri Lanka's listed plantation companies.

Practical implications: Maintaining a suitable level of working capital would help plantation companies increase their profitability.

Research limitations: The study consists of only 17 companies and is confined to only plantation sector companies listed on CSE.

Keywords: *Colombo Stock Exchange, Plantation Companies, Profitability, Sri Lanka, Working Capital Management*

The Day-of-the-Week Effect in the Colombo Stock Exchange: New Evidence on Pandemic and Economic Crisis

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Abstract

Purpose: The stock market is an essential component of any economy, and the day-of-the-week effect has been a topic of interest for researchers for several years. This study aims to examine the day-of-the-week effect in the Colombo Stock Exchange, focusing on analyzing how the effect has changed during the pandemic and economic crisis.

Design/methodology/approach: The study employed the ordinary least squares (OLS) regression model, using a dummy variable for each day of the week. The study utilized daily data from January 2006 to December 2022. The sample was divided into subsamples of normal and crisis periods. The normal subsample covers January 2006 to December 2019, while the crisis subsample covers January 2020 to December 2022. Additionally, the crisis subsample was further divided into a pandemic and economic crisis period, covering January 2020 to December 2021 and January 2020 to December 2022, respectively.

Findings: The results indicate that the Monday and Tuesday effects are negative, while the Thursday and Friday effects are positive. The Wednesday effect is not statistically significant. During the pandemic, the negative effect of Monday and Tuesday weakened, while the Thursday effect strengthened. During the economic crisis, the negative effect of Tuesday and the positive effect of Friday weakened, while the Thursday effect remained significant.

Practical implications: The findings of this study have practical implications for investors and policymakers in the CSE. Investors may use this information to adjust their investment strategies by taking advantage of the observed day-of-the-week effect. Policymakers may use this information to design policies that mitigate the negative impact of the day-of-the-week effect on the stock market.

Originality value: This study provides new insights on the day-of-the-week effect in the Colombo Stock Exchange during the pandemic and economic crisis, contributing to the existing literature and informing investors and policymakers.

Research limitations: The study employs a simple OLS regression model, and more sophisticated models may yield different results.

Keywords: CSE, day-of-the-week effect, economic crisis, market anomaly, pandemic

**TRACK – MARKETING AND STRATEGIC
DEVELOPMENT**

The Switching Behaviors of Customers from Conventional Banks to Islamic Banks: A Study Based on Bank Customers of Sri Lanka

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Abstract

Purpose: The purpose of this research is to identify the switching behaviors of customers from conventional banks to Islamic banks in Sri Lanka.

Design/Methodology/Approach: A quantitative research approach is used in the study. It was carried out via an online survey of banking customers in the Kandy district of Sri Lanka and the sample of the study included 230 from the bank customers. SPSS Software was used to analyze the data.

Findings: This study found that the majority of the customers are switched from conventional banks to Islamic banks for various purposes. This study can identify that Islamic banks provide a more satisfactory service than conventional banks and found that switching of bank customers from a conventional bank to an Islamic bank was influenced by profitability, better financial services, Sharia compliance and satisfaction with banking innovations.

Practical implications: In Sri Lanka's financial sector, Islamic banking is a comparatively recent banking service. This study identifies the variables that encouraged those bank customers to switch to Islamic banks from conventional banks. Implementing the required marketing strategies is beneficial for the growth of Islamic banking industry.

Research limitation: Switching behavior refers to the practice of customers switching from one service provider to another. This research was limit to the Kandy district based Islamic banking and finance customers.

Originality value: This study has contributed to the development of banking sector like Islamic banks and develops their marketing strategy. Identifying the switching behaviors of customer is most important to Islamic banking sector to development of the financial industry of country.

Keywords: Customers, Islamic bank, Switching behaviors

Online Consumer's Engagement with Food Brands: The mediated effect of Brand Engagement in Self-Concept between Brand Love and Brand Advocacy

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Abstract

Purpose: Customers are increasingly aware of food brand names and identify with the food brands they purchase. Interesting findings are obtained from studies combining the brand engagement with self-concept (BESC) idea with other marketing variables. The goal of this study is to examine how brand advocacy and brand love among consumers relate to their preferred food brands.

Design/Methodology/Approach: To further understand the factors influencing brand advocacy, 200 online food users in Sri Lanka were surveyed. A five-point Likert scale, from strongly disagree (1) to strongly agree (5) and was utilized in this online survey. The self-administered survey was distributed online, and 200 respondents provided data using a judgmental sampling method of non-probability in Sri Lanka, the research questionnaire was distributed from October 1 through November 31. SMART PLS 4.0 was used to understand and analyze the gathered data. The acquired data were examined for internal consistency using reliability analysis.

Findings: This paper offers empirical knowledge. A persona profile and an experimental prototype are among the design study findings that are intended to be activated for practical use. Examining the mediating influence of BESC, the findings show that brand love has a significant and positive impact on consumers' brand advocacy.

Originality: The study enhances the body of knowledge on self-concept theory and offers food marketers insightful information about internet consumers.

Implications: This study aids in understanding emerging trends in Sri Lankan online consumer behavior. Although brand love and brand advocacy have been the subject of prior studies, BESC has a mediating influence. The current research tries to close these knowledge gaps.

Keywords: *Brand engagement in Self-concept, Brand love, Brand Advocacy*

The Relationship Between Social Media Marketing and Consumer Response: A Comparative Study Among Generations Y and Z with Reference to Retail Fashion Wear

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Abstract

Purpose: The objective of the study is to determine the connection between SMM and consumer response among generation Y and Z regarding retail fashion wear in Sri Lanka.

Design/Methodology/ Approach: To achieve the objective a deductive approach was adopted and conducted as a survey by collecting data from 320 residents of the Colombo district who ranged in age from 10 to 25 and from 26 to 41 years old using a convenience sampling technique.

Findings: This study discovered a considerable positive relationship between customer response and the factors of SMM including entertainment, interaction, trendiness, customization, and word-of-mouth among the two generations. Additionally, it was discovered that generation Y is more likely than generation Z to have a positive association between SMM and consumer response.

Practical Implication: The findings are crucial for fashion retailers to select the best generation to target when marketing their products through social media and assist them to attract and retain customers through effective SMM efforts.

Originality/ Value: Since there have been relatively few studies that have been conducted as comparative investigations, the research provides important arguments to the discussion about how to assess the relationship between SMM and consumer response among generations Y and Z regarding retail fashion wear.

Keywords: *Customer response, Generation Y, Generation Z, SMM, Word of mouth (WOM)*

The Impact of Social Brand Activism in Advertising on the Perceived Brand Attitude of Millennials & Generation Z Consumers Concerning Cosmetics Brands in Sri Lanka

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Abstract

Purpose: In recent years, there has been a growing trend of brand activism, where companies use their platforms and resources to advocate for social and environmental causes in addition to their traditional business objectives. Therefore, this study aims to examine the impact of social brand activism in advertising on the perceived brand attitude of millennials and generation Z consumers concerning cosmetics brands in Sri Lanka.

Design/methodology/approach: For the proposed model of this study, social brand activism in advertising is employed as an independent variable, including dimensions: information credibility, celebrity trustworthiness, perceived argument quality, issue involvement, perceived authenticity, and brand cause fit, while perceived brand attitude is the dependent variable. Mainly, 150 young consumers of respective brands, are randomly selected, representing the whole population of generation Z and millennials consumers in Sri Lanka. A self-administrated questionnaire is distributed, and responses are tested using SPSS version 25. The study used a quantitative research approach, with descriptive statistics, Karl Pearson's correlation analysis, and regression analysis utilized to examine the data.

Findings: The study's findings emphasized that Social Brand Activism in Advertising significantly impacts the perceived brand attitude. Moreover, it has been concluded that all six dimensions of social brand activism significantly and positively impacted the perceived brand attitude.

Practical implications: The study concluded that if corporations utilize social brand activism efforts to influence young customers' positive brand attitudes about cosmetics products in Sri Lanka, the efforts will be a success.

Research limitations: The results should be interpreted with caution due to several limitations such as the small sample size, the narrow focus on cosmetics, the use of self-administered questionnaires, and longer data collection due to Covid-19.

Originality value: The findings of this research study will support brand managers, policymakers, and advertisers to be more concerned when they address social issues through their marketing campaigns and other kinds of social moves.

Keywords: *Social Brand Activism, Advertising, Perceived Brand Attitude, Millennials, Gen Z consumers*

Brand Image and Smartphone Purchase Intention in Malaysia: The Mediating Role of Perceived Value and Perceived Quality

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Abstract

Purpose: The primary goal of this study is to determine the relationships between brand image, perceived value, and perceived quality purchase intention about smartphones. It also investigates how perceived value and perceived quality affect the brand image in a model of smartphone purchase intention.

Design/methodology/approach: A structural equation model was built and evaluated on 204 respondents from Kuala Lumpur using a self-administrated questionnaire, applying the theory of stimulus organism and response.

Findings: The results imply that perceived quality is not a mediator in the association between brand image and smartphone purchase intention. Purchase intention is significantly influenced by brand image and perceived value, whereas perceived value acts as a mediator in the interaction between brand image and purchase intention. The results also indicate that there is little influence of perceived quality on the intention to buy.

Practical implications: Smartphone firms should develop a stronger brand image to increase consumer perceived value. Brand image and perceived value consequently boost smartphone purchase intention.

Research limitations: This study applied a cross-sectional study; a mixed method would provide more evidence and impact of all these variables on smartphone purchases decision.

Originality value: This study contributes to the literature by revealing the relationship between brand image, perceived value, perceived quality, and purchase intention integrated into one model.

Keywords: Brand Image, Perceived Value, Perceived Quality, Purchase Intension, Smartphone

Impact of Social Commerce Constructs on Consumer Buying Intention

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Abstract

Purpose: The current paper aims to measure the impact of impact of social commerce constructs on consumer buying intention.

Design/methodology/approach: An empirical study was executed to assess the impact of SCCs on buying intentions among consumers. The constructs of SCCs include three constructs, i.e., Recommendation and Referrals, Forums and communities, and Ratings and reviews. The other two constructs are trust and buying intentions. The data was collected through a survey conducted in Bangaluru city. The targeted populations were the consumers using social networking sites. 1000 consumers were identified from various sources for the main survey. The questionnaire was distributed through the Google forms. The questionnaire, which WhatsApp sent, and email, requested consumers to participate in the survey. Out of 1000 consumers, 900 consumers were filled and returned it. Out of 900 responses, 29 responses were discarded, and the remaining 871 responses were used for the final study, this will be considered as sample size for the study.

Findings: The study found that Web 2.0 applications attract individuals to interact and generate content on the internet. Consumers begin with it well and become customers by its trust and deluge of information on products. The study findings, inferences, limitations, and further deep research scope are work.

Practical implications: This study provides valuable insights to retailers to formulate their social commerce strategies as per decision factors results to have maximum engagement of consumers in social commerce. The consumers begin with it well and become customers by its trust and deluge of information on products.

Research limitations: The study responses were accumulated from the consumers who were engaged in social commerce purchases in the study region.

Originality value: This research outcome proposes the exclusive model for finding the social commerce intentions and use behavior of consumers using social support theory, relationship marketing presumption and information systems literature.

Keywords: *Social commerce constructs; Recommendation and Referrals, Rating and Reviews; Forums and Communities, Social Media; Social networking sites; Trust and Buying Intentions*

Consumers Trusting Beliefs and Intention to Continue Online Purchases through Social Commerce

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Abstract

Purpose: The current paper aims to explore the impact of consumers trusting beliefs on the intention to continue making purchases through social commerce

Design/methodology/approach: The responses from the consumers were collected through the online survey by distributing a questionnaire via Google Form and received 600 responses. The collected responses were scrutinized and discarded 23 responses due to the responses were not filled properly. However, the study used the rest 577 samples for this research. This study uses purposive sampling of people who are directed to have social media accounts and who have made purchases via social interaction at least once with data taken from surveys.

Findings: This study proves that all trusting belief constructs are significantly supported. This study furnishes an understanding of the potential role of trusting beliefs in driving continuing purchases in the context of social commerce.

Practical implications: The outcome of the study proves that all trusting belief constructs are significantly supported. This study furnishes an understanding of the potential role of trusting beliefs in driving continuing purchases in the context of social commerce. This study is very helpful to the e-marketers for framing strategies.

Research limitations: The study is focused on assessing the consumers trusting beliefs and intention to continue online purchases through social commerce in Bangaluru city. The sample of this research is consumers who have engaged in social commerce.

Originality value: The finding of this study contributes consumers trusting beliefs and intention to continue online purchases through social commerce. The study's outcome is unique model for e-marketers to retain the customer's base.

Keywords: *Consumers, Social commerce, trusting beliefs, and Intentions to continue online purchases*

The Influence of Website Attributes on Impulsive Buying Behavior: The Mediating Role of Hedonic Motivation

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Abstract

Purpose: The study aims to analyse the influence of website attributes' direct and indirect impact on impulsive buying behaviour with the mediation role of hedonic motivation in the Sri Lankan context.

Design/methodology/approach: The study was carried out with the results of a survey in which 319 respondents participated, and the data were analysed using structural equation modelling. (SmartPLS 4 software).

Findings: The results indicate that website experience impacts consumers' hedonic motivation more than other website attributes. At the same time, hedonic motivation mediates the relationship between the website attributes (web experience, website quality, and website content) of online purchasing and impulsive buying behaviour.

Practical implications: Managers should focus on website experience rather than other attributes. At the same time, website quality and content should also be considered in online purchasing to attract customers.

Practical limitation: This study examined a limited number of antecedents of hedonic motivation. Analyzing other influencing factors, such as social media, technological facilities, and the comfort of shopping, may also explain hedonic motivation.

Originality/value: This study investigates the mediating role of hedonic motivation between website experience, website quality, and website content with impulsive buying behaviour. Moreover, by using the models of S-O-R, this study highlights the customer experience in a website's motives for impulsive online purchasing.

Keywords: *Website experience, website quality, website content, website attributes, impulsive buying behaviour, Hedonic motivation, and Millennials*

Social Media Impression on Consumer Buying Behavior in Speedy Aid Restaurant in Sri Lanka

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Abstract

Purpose: The aim of this research is to pinpoint the impression of social media on consumer buying behavior in speedy aid restaurants in Sri Lanka. The usage of social media is getting increasingly popular by day by day. Recent COVID 19 pandemic, political and economic crisis have added further value for this process. The majority of companies now employ the utilization of social media for promotional purposes. In the current economic climate, social media is a rapidly expanding phenomenon in the business and public relations worlds. Because of social media, websites like Facebook, WhatsApp, Instagram, YouTube, Twitter, and TikTok have exploded in popularity, giving users a central hub from which to interact, entertain, and inform one another. As a result of the rise of social media, consumers now have more options than ever before for learning about goods and services.

Design/methodology/approach: The study used a snowball sampling technique to collect data from 354 people in the Colombo district. A standard questionnaire was sent around via email, WhatsApp, and other channels. SPSS was used to analyze the data for reliability, descriptive statistics, correlation, and regression.

Findings: The findings of this study effectively met the study objective of examining how social media influence consumer purchasing behavior in Sri Lankan quick service restaurants. The results show that social media has a large impact on consumers' propensity to make purchases, with consumer comments, user reviews, and online deals playing the biggest roles. Additionally, the most common ways that consumers communicate today are via social media platforms like Facebook, WhatsApp, Instagram, YouTube, Twitter, and TikTok.

As the world becomes increasingly digital, the study's author finds that social media now exerts a disproportionately large influence on the economy.

Practical limitation: The results of this study can aid the restaurants in creating a social media strategy that will change patron behavior and boost sales. Like when the restaurant can concentrate on boosting favorable ratings and interacting with customers on social media platforms if the study indicates that people are more inclined to visit the restaurant after reading positive evaluations on social media. Social media algorithm changes may have an impact on the study's findings.

Originality/value: The study might simply provide a snapshot of social media usage and might not account for evolving user trends or algorithmic adjustments. The study may offer insightful information for Sri Lanka's restaurant industry, where the popularity of fast food outlets and social media is growing. As a result, this work can be regarded as innovative and significant given its potential to add to the body of knowledge and its relevance to the sector.

Keywords: *Consumer buying behaviour, Social media, Speedy aid restaurants*

TRACK – HUMAN RESOURCE MANAGEMENT

Impact of Ethical Leadership on Administrative Innovation in Insurance Sector Through the Mediating Factor of Knowledge Process Capability

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Abstract

Aim: The paper purpose is to assess the impact of ethical leadership on administrative innovation in insurance sector through the mediating factor of knowledge process capability

Data Sources: This study exercised a standardized survey used as a data collection mechanism. Based on the proposed model, the study used two separate data prepared and distributed to employees working in public sector life insurers, i.e., LIC of India: one for followers, branch managers, and assistant managers. The survey scales related to ethical leadership were collected from the employees. At the same time, items used to measure knowledge process capability and administrative innovation was collected from the branch managers and assistant branch managers.

Sampling: The study used both purposive non-probability sampling to select sample branches, and simple random sampling to go for respondents of ethical leadership scale were used. The target populace of this study was the permanent employees of LIC of India, with a total of 68 branches and a total population size of 2067 (1700 employees and 367 managers, assistant managers, and chief managers). The total sample size was 367 since the total manager category employees were 367. The sample size was restricted to 367 and distributed the questionnaire copy was to get the responses. Out of 367 distributed questionnaires, only 355 responses were generated from manager-level category employees and sub-ordinate employees

Findings: The study originated ethical leadership positively impacts administrative innovation through knowledge process capability. The knowledge process capability significantly influences administrative innovation

optimistically. Furthermore, knowledge process capability has a partial mediation role in the association between ethical leadership and administrative innovation. Implications: This study offers a theoretical frame; if one calls it a window, the first encourage our insight over high order moral or ethical leadership and its dent over knowledge process augmentation and new ways for the structural frame for day-to-day function. Secondly, this work pioneering in a way bring out ways to bring in capacity to steer for knowledge and put to use well all the time. As the contour profit seeing organizations are the same, insurers benefiting from the idea is familiar. Thirdly, a new insight of this work is KPC helps in transferring good outcomes of innovations in administration aided by ethical leadership

Keywords: Ethical leadership, Knowledge process capability, Administrative innovation, Insurance sector

Big-five Personality and Transformational Leadership in the Private Sector in the Northern Province of Sri Lanka

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Abstract

Purpose: The objective of the current study is to identify the association between big-five personality traits and transformational leadership style of the leaders in the private sector in the Northern Province of Sri Lanka. Present study attempts to investigate which factors of big five can predict transformation leadership.

Design/ methodology/ approach: The sample for this study consisted of 119 leaders from the private sector in Northern Province of Sri Lanka. The leaders from construction firms and business organizations were covered in this study. Questionnaires were distributed to a random sample of 119 leaders and 82 usable surveys were returned.

Findings: The research has revealed that extraversion, conscientiousness and agreeableness are positively related with transformational leadership. At the same time, there is weak negative relationship between neuroticism and transformational leadership. Openness and transformational leadership are not correlated.

Practical implication: This study will extend the knowledge regarding the linkage between personality and transformational leadership. This, study will help the managers to identify which traits they have to improve in order to be a transformational leader and to develop such traits themselves.

Research Limitations: The results of this study may be not consistent with the studies in various other sectors and at different time period. Future researchers may consider the other factors that affect the leadership styles such as values, attitudes, etc.

Originality Value: The findings will help the organization in carrying out their functions related with human resource effectively. This study empirically proves that the positive consequences of personality traits are dominated with effective styles of leadership. Therefore, this study can aid in identifying and selecting the prospective leaders who are more suitable to the positions in the organization.

Keywords: *Big-Five Personality, Transformational Leadership, Private Sector*

Overview of Challenges and Opportunities of Using Artificial Intelligence in Human Resource Management Practices

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Abstract

Purpose: This theoretical investigation was created to explore the potential opportunities and challenges of practicing artificial intelligence in human resource management.

Design/ methodology/ approach: 100 articles were downloaded to analysis the challenges and opportunities of using Artificial Intelligence in Human Resource Management and 20 articles were rejected by the irrelevancy, rest of 80 articles were used to develop this conceptual literature analysis.

Findings: Based on this research study, it is clearly evident that AI create huge impact on HRM practices both positive as opportunities and negative as challenges ways. In order to succeed on the emerging environment, AI should be collaborated with the HRM practices. Therefore, challenges of AI need to be overcome and opportunities of AI need to be utilized in a proper way.

Practical implication: According to this study, literature analysis provides proper insight to HR practitioners to understand how AI interconnected with HRM practices and it will help to develop comprehensive HR plan in order to have the better HR administration in all the HR practices it will lead to the effective performance in the present organizations.

Research Limitations: Researcher was developed this study as conceptual review without any statistical support and survey results with only 80 basic related articles.

Originality Value: Only the rare studies were conducted to analysis the challenges and opportunities of using AI in HRM while most of those focused the concept superficially but this study compiled the deep and overall opportunities and challenges of using AI in HRM in one look.

Keywords: *Artificial Intelligence, Human Resource Management, Augmented Intelligence, Robotics, Automation*

**TRACK – INFORMATION TECHNOLOGY AND
DIGITALIZATION**

Technology Acceptance Model in Mobile Banking - Review

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Abstract

Purpose: Mobile phones and the Internet are two technological breakthroughs that have had a considerable impact on the industry in recent decades. With the increasing rise of mobile phones, mobile services have emerged as a possible alternative for several industries, including banking. The growing need for self-service, product, and service personalization has spurred the expansion of the mobile banking industry. Technological improvements have resulted in a variety of valuable mobile banking features, including real-time customer service, adaptable interfaces, and prompt transactions. Bank customers can now make banking transactions from anywhere in the world in fractions of seconds. The purpose of this literature review is to emphasize the importance of the Technology Acceptance Model (TAM) in mobile banking.

Design/Methodology/Approach: This study used several databases and relevant key phrases to identify published articles related to the Technology Acceptance Model in Mobile Banking. Empirical research and studies based on the Technology Acceptance Model (TAM) were conducted to evaluate mobile banking and technology acceptance.

Findings: According to academic literature, the TAM model's primary constructs, such as perceived utility, perceived ease of use, quality, credibility, compatibility, and attitude toward using mobile banking, were applied to various technologies and confirmed their strength and significance in the context of mobile banking.

Practical Implications: The findings of this study provide valuable insights into the adoption and usage of mobile banking by bank customers. The practical implications include the development of mobile banking features, adaptable interfaces, and real-time customer service that cater to customers' needs and preferences.

Research Limitations: This study is limited to a literature review approach, and the results are based on existing published research. Future research could include empirical studies to further validate the findings of this literature review.

Originality/Value: This literature review highlights the significance of the Technology Acceptance Model (TAM) in the context of mobile banking, and its practical implications for the banking industry. The study provides valuable insights into mobile banking adoption and usage, which could benefit researchers, practitioners, and policymakers.

Keywords: *Technology Acceptance Model, Perceived Usefulness, Mobile Banking*

Exploring the Role of Instant Messengers in IoT (Internet of Things): A Study of their Impact on Consumer Behaviour in Digital Marketing

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Abstract

Aim: This study approaches the Internet of Things from the perspective of digital marketing, which is becoming essential and increasingly competitive for businesses when it comes to marketing

Data Sources: The study exercised primary and secondary data to attain the framed objectives of the study. The primary data is obtained from the Singapore.

Sampling: The study was conducted to know the effectiveness of instant messengers on consumer behaviour as a digital marketing channel and with 52 respondents as a sample from Singapore.

Findings: The study has found that the perception of the effectiveness of instant messaging as a marketing channel could be better as compared to the other digital marketing channel & finally concluded that millennials were more responsive towards instant messenger as a digital channel compared to non-millennials.

Implications: The study outcomes, that instant messengers as a marketing channel should be more utilised and could still be an avenue for marketers to differentiate themselves from competitors, it is showing that millennials were more responsive than non-millennials. The product and price factors are the critical differentiator between targeting millennials and non-millennials. Millennials tend to rank product quality higher than price, whereas non-millennials are more price-conscious.

Keywords: *digital marketing, consumer behaviour, instant messaging, social media.*

Skill Gaps in Innovation and Technology Readiness of Software Professionals

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Abstract

Purpose: The major aim of the present study is to analyze the affective competencies of Software Professionals at workplace and its relationship with innovation and technology readiness. From the facts obtained from the literature review, this article tries to create a logical relationship between the affective competencies and their respective impact on interpersonal relations deal with emotional attributes like feelings, appreciations, motivations, values, and attitudes. The Interpersonal skills are the subset of affective domain skills. Interpersonal skills are referred as the social abilities individuals use to cooperate with others. These skills incorporate the capacity to convey, to gather, and to support associations with others in the workplaces. In workplaces, it is required to communicate with a wide range of people, from customers to colleagues, further team and boss. Good set of interpersonal skills in the workplaces acts as a bridge between confusion and clarity. Workplace skills will be the aid to perform the day-to-day activities in the business. For example, workplace skills shall be a tool to overcome the conflict between coworkers or resilient while working for an activity with a rigid deadline. Thus, workplace skills can impact a workplace in multiple ways. Positive mindset of a worker will impress the employer and the team. Maintaining a rapport with the entire team is one of the most important attributes of a professional. A well-articulated and scientific method is required to correlate the affective competencies of Software professionals with their workplace performance in order to assess skill gaps in

innovation and technology readiness of Software professionals. Therefore, this paper utilizes the Bloom's Taxonomy to ascertain the affective competencies of Software professionals with the innovation and technology readiness of Software professionals.

Design/methodology/approach: This study is a part of a survey on Skills Gap Analysis of Cognitive, Affective and Psychomotor competencies of Software industry professionals' in order to explore the skills gap in the competencies. This present study considers the impact of affective competencies. This article explores the survey of 457 employees which covers various IT / ITeS job roles such as Software Developer, Web Developer and other section IT / ITeS employees. The sample group of 457 sample respondents consists of 47 percent male members and 53 percent female members, 19 percent belong to the age group of 20-25 years, 31 percent 25-30 years, 36 percent 30-40 years and the rest 14 percent fall under the category of above 40 years. Among the respondents, 51 percent studied Science Degree courses while 49 percent studied Professional Degree courses at the undergraduate level, 14 percent studied Science Degree courses, 2 percent studied Professional Degree courses, 30 percent studied Master in Computer Applications (MCA) course, 14 percent studied Master in Business Administration (MBA) course at the Post-Graduation level, while 41 percent have not attempted PG courses. Only 26 percent of the respondents are privileged to get educated in Tier 1 city, 30 percent in Tier 2 city, 20 percent in Tier 3 city, and 24 percent had their graduation in Rural area. Regarding marital status of the sample respondents, 57 percent married, 38 percent unmarried and 5 percent Married and Separated. Hence it is inferred that the sample group include majority female members, well educated at UG level while 59 percent have attempted for PG courses and married. The employment profile of the sample respondents consist of 37 percent Software Developers, 32 percent Web Developers and 31 percent working as other Sectors of IT/ITes, 40 percent working in Tier 1 cities, 33 percent in Tier 2 cities, 25 percent in Tier 2 cities and just 2 percent in foreign countries.

Findings: From the findings, it is inferred that the sample group consist of individuals with good employment, working in tier cities and with good number of work experience. The observation derived from the survey reveals that 53 percent of the life partners are working and 70 percent of the respondents spend leisure time with the family. From the survey, it is noted that 16 percent learn new concepts once in 3 months, 22 percent learn new concepts once in 6 months, 23 percent learn whenever new concepts introduced and 40 percent learn whenever it was required for the project. Hence it is understood that 37 percent have the regular practice of learning new concepts. The factors like, Acquiring the requirements of the project from the client, Facing the unrealistic task of the client, Accommodating the suggestions of the team members regarding the unsatisfied project design, Meeting the demands of the client for the project before the due date, Coping up with the team mates, Change the entire requirement after the completion of the project, Facing the client when not able

to complete the project on the given time, Dealing with the Non-Cooperative Member, Behavior of Team Leader for the mistake in a presentation by a trainee, Frequent feeling of stress/lack of focus in work because of financial/personal problems, Expecting the appreciation from the boss and Working style/work-life is the source of personal life problems are also observed through this survey. The value of Cronbach's Alpha is more than 0.8 for all the 12 statements and the combined value of Cronbach's Alpha is 0.902 which proves high reliability of conducting further analysis. The t value is high for the statement Facing the client when not able to complete the project on the given time (134.49) and dealing with the non-cooperative member (118) while it is low for the statement meeting the demands of the client for the project before the due date (41.44). The correlation is high for the statement coping up with the team mates (.818) and accommodating the suggestions of the team members regarding the unsatisfied project design (.817) while is low for the statement behavior of Team Leader for the mistake in a presentation by a trainee (.276). the mean is more for the statements dealing with the non-cooperative member (3.80) and behavior of Team Leader for the mistake in a presentation by a trainee (3.74) and is low for Facing the client when not able to complete the project on the given time (1.29). Hence it is understood that Affective Competency is reflected with Facing the client when not able to complete the project on the given time and dealing with the non-cooperative member. The model statistics provides the Chi Square values as 68.225 for degrees of freedom 23 and which is statistically significant as the p value is 0.000, this is less than the standard value of 0.05. The F ratio value is 2.966 which is within the control limit of less than 3, then the Comparative Fit Index (CFI) is 0.992 which attains the standard limit of greater than 0.90, GFI is 0.977 which attains the limit of greater than 0.90, AGFI is 0.921 which is greater than 0.90 and the value of Root Mean Square of Approximation (RMSEA) is 0.066 which is just reached the limit of less than 0.08. Hence this model is a fit well in the light of Affective Competency of the sample respondents. As per Standardized Regression Weights, it is noted that all the statements taken into consideration in the deciding of the Regression Equation for Affective Competency are statistically significant as the p values are less than 0.05 indicating the fitness of the proposed model.

Practical implications: This article explored the relationship between affective competencies and technology readiness of Software Professionals in workplace. From the survey results and statistical inferences, this article revealed that, affective competencies play a significant role in technology readiness, coping up with team and clients at workplace in the IT sector. This article also established a relationship between the affective competencies and their corresponding effect on interpersonal relations deal with the emotional attributes such as feelings, appreciations, motivations, values, and attitudes. Hence, the findings of the research study will be very helpful for the policy makers, academia, researchers, human resource professionals, and software professionals of IT industries to

understand the significance of affective competencies to improve the productivity, innovation and technology readiness of Software professionals.

Research limitations: The qualitative data are based on a small sample of Software professionals of IT industry.

Originality value: The paper provides a new interpretation for the significant relationships between the affective competencies of Software professionals and their productivity, innovation and technology readiness. It also offers new insights into the topic area by emphasizing the need to enhance the affective competencies of Software professionals.

Keywords: Affective, Cognitive and Psychomotor competencies, Workplace skills, Interpersonal skills, Skills Gap Analysis

Adoption of E-Learning System and Its Success Among The B-School Students

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Abstract

Purpose: The current paper aims to measure the impact of adopting an e-learning system among the management program students in Chennai city. The study also analysed the e-learning system's success, influenced by learner anxiety, social influence, perceived usefulness, and student satisfaction.

Design/methodology/approach: The study used both primary and secondary data. The responses were accumulated from the 587 B-School students in Chennai city. The study adopted purposive sampling method, and the information investigation technique utilizes an underlying model, specifically PLS-SEM.

Findings: The outcomes showed that the e-learning mode achievement was acknowledged. Nonetheless, this study's outcomes showed that the impact of seen helpfulness and student nervousness on reception is critical. This research has an innovation related to adopting novelties, namely e-learning in forced conditions. There is no decision except for web-based realizing, which should be finished during the Covid-19 pandemic.

Practical implications: This paper contributes to e-learners success through the E-Learning mode during the COVID 19 period. The e-Learning can help increase learners engagement, motivation, and attendance—key requisites for learning. Efficient e-Learning can also develop performance on nucleus subjects and foster the expansion of 21st century skills, whether in grown-up or emerging countries.

Research limitations: The study responses were accumulated from the e-learning of B-School students in Chennai city.

Originality value: The finding of this study contributes to the e-learners adoption of e-learning mode by the B-School students. This outcome shows that understudies who use e-learning have worried about utilizing this framework. These B-school understudies feel anxious, awkward, yet confounded about utilizing this e-learning framework.

Keywords: *E-Learning, Anxiety, social influence, perceived usefulness, satisfaction, and e-learning success*

**TRACK – ENTREPRENEURSHIP AND
BUSINESS ECONOMICS**

Cognitive Flexibility of Entrepreneurs: A Study of Chinese Students' Entrepreneurial Intentions

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Abstract

Purpose-Economic resilience is a fundamental pillar of a country's prosperity. It is not surprising that economic advancement is a critical driving force that sustains a nation's growth and development. This study investigates the pivotal role of entrepreneurial enterprises in fostering economic growth in China through innovation. It scrutinizes the effects of several key factors, such as an entrepreneurial mindset, strong social networks, and personal strengths, on entrepreneurial intentions. The study demonstrates that these factors exert significant influence on an individual's decision to become an entrepreneur. Furthermore, the degree to which an individual embraces change, and adaptability can modulate the magnitude of these factors on their entrepreneurial inclination. The findings of this study may serve as a valuable resource for educational institutions in China to inspire and cultivate entrepreneurial aspirations among students. Nonetheless, this research is subject to certain limitations, and therefore, calls for further investigation to deepen our understanding in this domain.

Design/methodology/approach-The study conducted a survey using a Likert scale questionnaire and received 901 complete responses out of 1100 questionnaires distributed online. The researchers employed Smart PLS 3.0 software for data analysis. By applying simple random technique for data collection was performed. The objective of this research was to identify the partial least – square.

Findings-This study supports the hypotheses related to factors influencing a person's intention to become an entrepreneur. The hypotheses include entrepreneurial orientation's effects, on the intentions of entrepreneurs, social and psychological capital. The study also explores the moderating effect of cognitive flexibility on these relationships. The results suggest that cognitive flexibility positively influences the relationship between these factors and a person's intention to become an entrepreneur. It has been funded that, the study highlights the importance of considering multiple factors and their interactions when understanding entrepreneurial intentions.

Research limitations/implications - This study investigates the interrelation between social capital, psychological capital, and entrepreneurial intention. It also

examines how entrepreneurial orientation affects entrepreneurial intention. The study reveals three new positive moderating relationships, with an emphasis on the moderating role of cognitive flexibility. The findings highlight the importance of entrepreneurial orientation, psychological capital, and cognitive flexibility in fostering entrepreneurial intentions. This study is confined to China only. Future research could delve deeper into factors that contribute to the development of social and psychological capital and explore emotional intelligence and critical thinking ability as well.

Originality/value – Turnitin plagiarism detection software was used to determine the originality of this study, and the similarity score was 7%, indicating a high degree of uniqueness in its approach and findings.

Keywords: *Cognitive flexibility, entrepreneurial intention, entrepreneurial intention, psychological capital, social capital*

TRACK – GENERAL MANAGEMENT

Measuring the Organizational Resilience of Hotels in the Economic Crisis in Sri Lanka

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Abstract

Purpose: The tourism industry deals with facing different alterations as a response to the socio-economic circumstances such as Covid-19, economic crises and terrorist attacks due to the industrial complexity. Therefore, it causes a significant effect on every branch of the sector including hotel industry. In this context, the current economic crisis also has an impact on the tourism fields and the hotel sector. Therefore, this survey study aims to measure organizational resilience through predictors of resilience, i.e. strategy and change, and to assess how organizational resilience contributes to the performance of hotels in the Western and Southern provinces of Sri Lanka in the economic turbulence.

Design/methodology/approach: Data was collected via questionnaire from the hotel managers of 36 above 3-star hotels. And, convenience sampling was used and data was analyzed using SPSS software. To identify the relationships between predictors, correlation and regression analysis were used and to test the hypotheses, hypothesis testing was used.

Findings: The result of this research emphasizes that the resilience predictors have a considerable effect on hotel resilience and resilience positively influences the hotel performance in the economic crisis in Sri Lanka.

Practical implication: This study extends to providing a framework to identify organizational resilience and its effect on hotel performance in the economic crisis in Sri Lanka, giving hotel managers better idea of how to be adapted to environmental changes.

Research limitation: It was a problem to cover a relatively large sample. Because only a small number of hotels were registered in SLTDA for the hotel classification

Originality value: The study is valuable to the knowledge of how hotels should be managed in a period of economic crisis.

Keywords: *Organizational Resilience, Hotel, Economic Crisis, Performance*

Individual Factors of Work Life Balance and Job Performance; Special Reference to Academic and Administrative Heads of Sri Lankan Universities: Structural Equation Modeling

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Abstract

Purpose: This paper aims to explore the strength of individual work life balance (WLB) factors on job performance (JP).

Design/methodology/approach: A survey strategy was adopted to collect the data by using self-reported questionnaire from the North East universities' academic and administrative heads in Sri Lanka. Out of total 339 samples, 257 utilizable responses were obtained and a vigorous analytical procedure followed.

Findings: The results exposed that, individual WLB factors have considerable influence on JP with the regression weight R^2 of 11%, ($\beta = 0.326$, $p=0.000<0.05$) and supported with the hypothesis of the study.

Practical implications: This study provides helpful imminent and direction for Sri Lankan higher education sector. Further, the result of the study would provide as a guide to the university's academic and administrative heads to improve their performance by using individual factors of WLB.

Research limitations: This research is narrow only to academic and administrative heads of the north east universities in Sri Lanka. Hence, it disregarded other service category of employees in the universities and other organizations as well. Future scholars may consider in extending the study by using different sampling procedures, different factors of WLB, conduct in other service sectors as well as might consider comparative studies too.

Originality value: The study is beneficial for University Grant Commission and ministry of higher education to consider the individual factors of WLB such as personality, time management, well-being, self-esteem, spiritual intelligence and awareness to augment the JP.

Keywords: *Individual factors; work life balance; job performance*

Instant Messenger (IM) Adoption in the Organizational Setting; Empirical Evidence of the Communication Means for Knowledge Creation and Group Performance

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Abstract

Purpose: the primary aim of this study is two-fold, (a) measuring the effect of Instant Messenger adoption on team performance, lastly (b) examining the mediating effect of irritation, knowledge creation and quality content on team performance.

Design/methodology/approach: A quantitative research approach was used to test the hypothesis. This study developed a structured questionnaire and distributed it to the target population. Simple random sampling was used to select respondents. Structural Equation Modelling (SEM) was used to analyze the data.

Findings: Results indicated that IM adoption significantly affects content quality and knowledge creation. Results also confirmed the negative effect of irritation on knowledge creation and quality content resulting from IM adoption, which eventually diminishes the team's performance.

Practical implications: Results indicated that it is better to create knowledge about the instant messenger, implement that knowledge, and transfer that knowledge to every member of the team. So eventually, it will help to adopt instant messenger in that particular organization.

Research limitations: A quantitative technique was used in this study. Experimental research would give a better picture of the effect of IM adoption.

Originality value: This study extended the knowledge of Media Synchronicity Theory in the context of Instant messenger.

Keywords: *Instant messenger, knowledge creation, group performance, quality content; irritation*

Building entrepreneurial emotions on start-up process behavior: results from B-school students

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Abstract

Aim: The paper purpose is to assess the impact of Entrepreneurial Emotions on the Start-Up Process Behavior among B-School Students.

Data Sources: The study exercised primary and secondary data to attain the framed objectives of the study. The primary data is obtained from the B-School students in Chennai city. The secondary information is a literature survey and conceptual theory of the positive emotions, negative emotions, and start-up process behavior; it has been collected from the earlier research publications related to the mentioned areas.

Sampling: The samples are drawn from the B-School students in Chennai city. Overall, 400 questionnaires were issued, out of which 351 questionnaires were appropriately filled and returned by the B-School students. The filled questionnaires were scrutinized finalized for the final study. The sample size of the study is 351. The study adopted a simple stratified random sampling technique.

Findings: The study found that positive emotions towards entrepreneurship could promote a B-School student to take imminent actions in beginning a business. Also, the study originated that the negative emotions in starting a business, the lower the student behave towards starting a business

Implications: The study's outcome is helpful to the B-School students who want to become entrepreneurs. They are allotting more time and effort to obtain possible business start-up possibilities. The study can be related to people who can use expected emotions efficiently, who are more likely to hold the self-belief that they can precede entrepreneurs.

Keywords: Positive emotions, Negative emotions, Start-up process behavior, and B-School students

TRACK – MULTI-DISCIPLINARY

Effective Vocabulary Teaching – Essential and Secondary Factors Every ESL Teacher Should Pay Attention To

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Abstract

Purpose: of this paper is to give both ESL teachers and learners a guideline to increase vocabulary with various ways of effective techniques and usages. Moreover, introduction of this systemic way of learning vocabulary shall enable learners write in English orthographically correctly and speak without pronunciation errors.

Study design: This study is carried out empirically while observing sample population directly.

Findings: How much ever knowledge we have in grammar and in macro skills of the English language, it will never be in help if a learner isn't in possession of enough vocabulary. Despite the fact that vocabulary learning and teaching in the Sri Lankan education system carries immense importance, learners have yet been learning vocabularies either in inappropriate and/or inaccurate ways. Learning vocabulary requires teachers and learners to pay attention to essential factors like spelling, pronunciation, meaning or meanings of the word and meaning variation according to the word class changes in the word and secondary factors like increasing vocabulary through word family and word tree, getting thorough knowledge in collocation, synonyms, antonyms, homophones, word tree and so on and so forth. This article will enable learners to increase their vocabulary effectively as well as teachers to teach vocabulary effectually.

Originality/Value: Findings of this research have been greatly accepted by teachers and ESL learners of all ages. The step by step guidelines introduced in this research in order to increase vocabulary are more productive compared to present vocabulary teaching and learning methods.

Keywords: *Vocabulary, ESL Teaching, ESL Learning, Vocabulary teaching*

Brand Equity and Consumer Buying Behavior: Determinants of Intentions to Visit Tourism Destinations in Cavite, Philippines

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Abstract

Purpose: By highlighting the four dimensions that constitute brand equity, and the four factors that influence the selection and decisions of consumers, this research aimed to assist tourist destination owners and managers in creating a brand and knowing their target market and their preferences when it comes to spending their money.

Design/methodology/approach: The descriptive correlational and comparative methods were employed and a total of 339 BSTM students during the first semester of SY 2022-2023 were the participants of the study.

Findings: This study revealed that the majority of the guests visiting the tourism destinations in Cavite were female, young, with a family earning above minimum wage in a month, and living in the urban areas of Cavite. Perceived quality and Psychological factors came out to be the most dominant factors the respondents considered in visiting tourist destinations. There is no significant difference in the perceived brand equity when grouped according to their demographic profile. There is no significant difference in the respondents' buying behavior when grouped according to their demographic profile. There is a significant relationship between perceived brand equity and buying behavior.

Practical Implications: This study recommends that a step-by-step approach should be used, from identifying whom the brand is to emphasizing its points of uniqueness and user profile.

Research limitations/implications: Customers may therefore positively assess and develop a link that will lead to an enduring and unbreakable bond (brand loyalty), which shapes and impacts their purchasing decision.

Originality/value: The analysis of this study concludes that Tourism Destinations in Cavite with higher levels of brand equity would generate higher levels of customer visits. Also, consumer buying behavior was associated with more willingness to visit a destination.

Keywords: *brand equity, consumer buying behavior, CvSU college students*

Pronunciation Difficulties of Tamil Speaking Bilingual Students: A Study Based on Akkaraipattu Zone

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Abstract

Purpose: This's to investigate reasons for the difficulties of learning pronunciation of bilingual students and to provide students with ways to build up their pronunciation ability well to speak accurately and understand native speakers.

Methodology: There are eight schools that conduct bilingual education and have 35 teachers teach bilingual subjects in the sample region. Pronunciation difficulties of bilingual students are taken to study based on four different aspects such as students' ability, interest and exposure to English, parents' educational level, home atmosphere, teachers' ability to teach pronunciation and school text book, teachers' guideline and government's support. Data were collected in both qualitative and quantitatively providing questionnaires with at least 200 students on random sampling basis then conducted interviews with teachers and the data collected from the interview were analysed thematically.

Findings: This study unearthed the following that bilingual students, unlike ESL students, don't have fear of speaking but are confident enough and motivated. Home atmosphere will not be immediately changed but as the generation changes. Teachers encounter lack of ability, skills and proficiency to become a pronunciation model to bilingual learners. Besides, bilingual text books or teachers' guidelines help learners pronounce words well or appropriately. The Education Administration should take action to teach and train bilingual teachers to pronounce and teach pronunciation to students. And, it would be great if the education ministry or National Institute of Education mention accurate pronunciation of words as an appendix or have a vocabulary section on the very same page.

Originality/Value: This study would help learners be motivated and be informed of other ways they can improve their pronunciation. Parents will be imparted their contribution towards the better pronunciation of their children. This study further increases teachers' awareness of teaching appropriate pronunciation. Moreover, the authority and government bodies related to the education and school administration would get an idea about what things need to be done in bilingual textbooks and other facilities concerned.

Research limitation: Apart from the availability of previous research on this topic, sample size was a real limitation. The researcher could meet at least a

minimal number of parents to hear from them. Teachers during the interview could not speak well.

Keywords: Pronunciation difficulties, Bilingual education, Bilingual teachers, Parents' education, home atmosphere, Teachers' ability, school text book, teachers' guideline

Factors Affect to Effective Inventory Management System in the University in Sri Lanka: With Special Reference to University of Jaffna

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Abstract

Purpose: The research is managing and evaluation of every assets ledger in an effective way it has a positive impact in an originations. The objective of the research was identified to carry out the annual verification and establishing assets management controlling system to maximize the assets utilization and able to ensure continuous supply for smooth function in the universities in Sri Lanka.

Design: It has to identify the nature of assets and classification of assets to establish an efficient assets ledger management information system to university of Jaffna. The research consist Mixed method was used for this study. The sample consists with 65 locations of inventory section employees in 25 department or branch in the University of Jaffna. Primary data were collected through distributed questionnaires among selecting employees. The secondary data and information concluded that the Financial Regulation, Manual and automated assets coding system, nature of Inventory ((Immoveable or Moveable) inventory ledger system (fixed assets, Perishable assets and consumable assets), storage, wastage system, security system and investment in inventory were affected inventory management system and the in-charge of inventory and method of accounts are affect to effective inventory management system in the universities in Sri Lanka.

Findings: These research findings are statically proved that assets ledge and inventory recording system strongly influence to the active and real inventory information for an origination stable growth and development. It is revealed that the behaviors of inventory in-charge and process of wastage handling of assets are positively impact to the operational register controlling. The evident of seven features which are considered by researcher positive and important on real monitoring and evaluation method and other one factor is not essential of effective inventory system. The Study exposed that most of university ranch or departments or units were not used periodically inventory monitoring technique to ensure the assets status.

Practical Implications: The assets ledger recording and information system were important to an organization. Automated asset classification and coding system has recognize the fixed assets, Master and department inventory registers it makes proper assets reconciliation statement for publish the finalize statements, to

establish appropriate pronouncement system with congruence of the Finance branch and the General administration of a university to maximize assets utilization with the marginal cost.

Keywords: Ledger, Inventory, Assets coding, Issues

Role of Siddha Medicine Graduates in Primary Health Care: An Overview of Perspectives and Challenges of the Unit of Siddha Medicine University of Jaffna

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Abstract

Introduction: Siddha is one of the Tamils most ancient medicines as preserved the mother of the medical system. The expression of siddha means prominent truth of “one whom consummate” and mentions to completed proprietors giving to Hindu belief. The primary health care is usually consummate only by tireless meditation over many lifetimes. Siddha system of medicine is as oldest as mankind and dominated the civilization. There are some people who claim that Ayurveda is the oldest medical system, but from the research done with the help of available historical data it is evident that siddha Medicine is much oldest.

Purpose: To enhance the innovation of siddha graduates contribution for frequency of using their role in protection, effectiveness, excellence service and traditional use of primary health care to the civilizations. Occasionally situation arises when the diseases cannot be cured in the modern era. Siddha medical system is not gaining appropriate reputation because of some hurdles are established. The immediate requirement is to ensure the adaptable course regarding the quality and important practice of this degree.

Design: It has to identify the nature doctors’ clinical system to provide affective primary health care service. The research consist Mixed method was used. The sample consists 75 graduates. Primary data was collected through distributed questionnaires and secondary data were collected Magazines, reports and etc. to determine the contribution of primary health care activities of siddha graduates.

Findings and Recommendations: This study highlighted the siddha medicine primary healthcare man power request which takes to be seriously spoken while the respondents have influenced that may be siddha prime health-care smarter it is significant to demand to the prime health care practice. The present structure need be produced to accelerative by the explosive of Tamil to other part of the world. Based on the findings of the study it was recommended that it is an essential service for inspiration of siddha medical graduates to deliver their service in countryside their attraction, retaining and certification of human resource executive approaches to answer suitable technical hitches.

Practical implication: The state sector interest more number of health experts just before to the siddha primary health care service. The information of siddha technology influences siddha Graduate behaviors to establish a Nurture Doctors

clinical system. The key tendency is recognized in health authorities to pursuer siddha medicine studies is a cost-effective method with public.

Keywords: Siddha, Primary, Graduate, Health-care

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