

**Compilation of Abstracts of
Undergraduate Dissertations,
Department of Management – 2021
(BBA & HRM)**

**CAUDDM-2021
VOLUME-I**



**Published By:
Research Corner
Department of Management
Faculty of Management and Commerce
South Eastern University of Sri Lanka
Olivil, Sri Lanka**

2021

This publication comprises abstracts of dissertations submitted to the Department of Management, Faculty of Management and Commerce of the South Eastern University of Sri Lanka in partial fulfillment of the requirements for the award of Degree of Bachelor of Business Administration specialized in BBA and Human Resource Management. Compilation of abstracts (CAUDDM-2021) includes the abstracts of dissertations of 2015/16 batch. Abstracts of these dissertations have not previously formed the basis for the award of any degree, diploma, or any other similar title.

- Title:** **Compilation of Abstracts of Undergraduate Dissertations, Department of Management CAUDDM-2021, Volume-I**
- Published By:** **Research Corner
Department of Management
Faculty of Management & Commerce
South Eastern University of Sri Lanka
Olivil,**
- Edited By:** **R. Fathima Rajee (Assistant Lecturer)**
- Pages:** **i-xi + 1- 55**
- Printed by:** **Al Rafa Quick Digital**
- ISBN:** **978-624-5736-24-9**
- Date of publication:** **March 2022**
- Disclaimer :** **The responsibility of the contents of the abstracts rests with authors.**

Message from the Vice Chancellor



I am pleased and feel honored to convey my heartfelt congratulation and sincere thanks to the Head of the Department of Management and Editor-in-Chief on the initiative taken to publish “Compilation of Abstracts” on research conducted by 2015/2016 batch of students at the Department of Management, Faculty of Management & Commerce, South Eastern University of Sri Lanka. I firmly believe that the undergraduates who are specializing in Bachelor of Business Administration & Human Resource Management subjects and even students from other disciplines will be benefitted from the “Compilation of Abstracts” as this publication will be a significant and a core source of research information for their undergraduate research.

The depth and breadth of the research conducted by the undergraduates from the Department of Management are demonstrated in this publication. It is my fervent wish that this initiative of the Department of Management will be fruitful in reinforcing and enhancing knowledge creation and development of skills among the undergraduates. My gratitude goes to respective academics from the Department of Management and Editor-in-Chief who have performed admirably in compiling and publishing it.

Prof. Dr .A. Rameez
Vice Chancellor
South Eastern University of Sri Lanka
17.12.2021

Message from the Dean of Faculty of Management & Commerce



It is a great pleasure to me to write this message to this initial attempt by the Department of Management to publish *Compilation of Abstracts of Undergraduate Dissertations, Department of Management – 2021 (BBA & HRM)-CAUDDM 2021* submitted by the fourth-year students (2015/2016) who pursued their studies at the Department over the last few years. I, on behalf of the Faculty of Management & Commerce, extend my wishes and congratulations to the Head of the

Department, other staff in the department and the editor for their voracious pursuits.

I hope that this book of abstract will help to develop the future researchers in the department and final year students who are supposed to undertake research which will result in as dissertations submitted to the department at the end of their studies. Moreover, this attempt will be a beacon of hope for budding researchers in the department in particular and the faculty in general to identify the gaps of research in the field of Bachelor of Business Administration and Human Resource Management and so forth. This pioneer publication of abstracts, I think, is a milestone achieved by the department and its staff.

I hereby express my best wishes to the editor for the successful launching of the compilation of abstracts.

I wish all the best to the staff of the Department of Management for their future endeavors, too.

Dr. S. Safeena MG. Hassan
Dean
Faculty of Management & Commerce
South Eastern University of Sri Lanka
17.12.2021

Message from the Professor of Management (Chair)



It is my great pleasure to write this message to the Compilation of Abstract of Undergraduate Dissertations published by the Department of Management, 2021 (CAUDDM-2021) published by the Research Corner, Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL).

This compilation of abstracts includes findings of the researches conducted by the 2015/2016 batch students attached to the Department of Management. The quality of the abstracts reflects the standard of the research and the excellent contribution of the students and supervisors.

My first and foremost sincere thanks goes to the Vice Chancellor of South Eastern University of Sri Lanka for providing the moral support. I express heartfelt appreciation and sincere thanks to all authors and all others who supported and assisted in making this publication. It was with the co-operation, enthusiasm, and spirit of the students, supervisors, assistant lecturers, and staff we could make it as a grand success. For the success of any publication editorial work is an essential part and therefore the editor Miss. R. Fathima Rajee too merit sincere appreciation. It has really been a motivation and inspiration by the head of the department to all those contributors. My extreme appreciation goes to Prof. Dr. A.M.M Mustafa the head of the department for his tireless effort for making this publication within a short span of time.

I congratulate on publishing the first volume of book of abstract of the undergraduate dissertation submitted to the department of management of the Faculty of Management and Commerce. This is a rapid dissemination of research findings of undergraduate dissertations which covers entire scope of business administration. This can be their first platform for publishing their valuable work. This will probably be their first 'publication', and one day a future student may well read and reference for their dissertation.

Feel proud!

Prof. Dr. (Mrs) FHA. Rauf (Chair)
Department of Management,
Faculty of Management and Commerce,
South Eastern University of Sri Lanka
20.12.2021

Message from the Head of the Department of Management



On behalf of the Department of Management, South Eastern University of Sri Lanka, First of all, I spread my sincere thanks to Prof. Dr .A. Rameez, Vice Chancellor, SEUSL and Dr. S. Safeena MG. Hassan, Dean, FMC for their motivation to publish this compilation. I express my heartfelt thanks to Chair Prof. Dr. (Mrs). FHA. Rauf for her inspiring guidance to this book publication. My sincere thanks and wishes go to the Editor Ms. R. Fathima Rajee and Proofreader Mr. ARM. Anzar to carried out this task in an enthusiastic way.

I suppose that the abstracts of the researches by the graduates in Management from the Department of Management in this “Compilation of Abstracts” will reflect the breadth of the researches in a nutshell being conducted by our young academics in the fields of Management from the Department of Management, South Eastern University of Sri Lanka.

It is my fervent wish that this “Virgin Initiative” of Department of Management will be fruitful in reinforcing and enhancing even greater knowledge and skills among the undergraduates about the initial process of the research.

All in all, my heartfelt gratitude goes to the respective academics of the Department of Management who have performed admirably in compiling and publishing this book.

Prof. Dr. AMM. Mustafa
Head / Department of Management
Faculty of Management & Commerce
South Eastern University of Sri Lanka
16.12.2021

Contents

Effects of Assets Liability Management on Profitability: With special reference to Licensed Commercial Banks in Sri Lanka.....	1
<i>Thennekon H.S. & Sarivudeen A.L.</i>	
Factors Influencing Attitudes of Consumers Towards Viral Marketing Practices	2
<i>Gunarathna A.W.M.K.C. & Ismail MBM.</i>	
Service Quality and Customers' Satisfaction in Commercial Banks in Batticaloa District, Sri Lanka	3
<i>Sifna M.L.F. & Sithy Safeena M.G.H</i>	
Corporate Governance Practices and Its Impact on Firm Performance: Special Reference to Listed Banking Institutions in Sri Lanka	4
<i>Ayesha M.A.M. & Nazar M.C.A.</i>	
Impact of Work-Life Balance on Employee Job Satisfaction: Study Among the Academic Staff of The South Eastern University of Sri Lanka	5
<i>Nadhiya A.L.F & Sareena UMA Gaffoor</i>	
Effectiveness of Employee Motivation Techniques: A Special Reference to the People's Bank in Ampara District	6
<i>Sabree I.M. & Sulaiha Beevi M.A.C.</i>	
The Impact of Performance Appraisal System on Employees Affective Commitment: The Study on Government Banks in Ampara District	7
<i>Keerthana S. & Hussain Ali M.A.M.</i>	
Relationship Between Working Capital Management and Dividend Payout of Listed Companies in Colombo Stock Exchange	8
<i>Oliviya Y. & Nazar M.C.A.</i>	
The Relationship Between Inflation and Stock Market Returns in Sri Lanka	9
<i>Sathurjan K. & Inun Jariya A.M.</i>	
The Impact of Supervisor's Leadership Style's, Qualities and Performance on Motivation and Job Satisfaction of Lower-Level Employees (Machine Operators) In Favorite Hanwella (Pvt) Ltd	10
<i>Malkanathi K.D.N. & Raisal I.</i>	

- The Impact of Debt Capacity on Firm's Growth: A Case Study of Listed Manufacturing Companies in Colombo Stock Exchange 11
Musathik T.M. & Amjath M.B.M.
- The Current Economic Trend and Employment Opportunities of Crab Industry in Navanthurai Fishing Village in Jaffna, Sri Lanka. 12
Sinthurjan M. & Gunapalan S.
- The Study of Social Intelligence Among Undergraduate Students in Relation to Their Gender and Subject Streams at South Eastern University of Sri Lanka 13
Manojithan G. & Thowfeek M.H.
- Factors Influencing the Adoption of Mobile Banking Application (Special Reference to The Kandy District Sri Lanka) 14
Mathanlal D. & Mohamed Shiraj M.
- Factors Influencing on Generation "Y" Consumers Purchase Intention Towards Fashion Store Brands in Sri Lanka 15
Atham Lebbe A.S.H. & Shameem A.L.M.A.
- The Influence of Internet Usage on Undergraduate's Academic Performance: Special Reference to Sri Lankan University Students16
Mufasa M.F.F. & Mohamed Shiraj M.
- Impact of Organizational Culture on Innovation Management: Divisional Secretariat-Mutur 17
Rahna M.M.F. & Sulaiha Beevi M.A.C
- Skills And Employability of HRM Graduates in Sri Lankan Universities: From Employers' Perspectives 18
Aysha M.A.S. & Sulaiha Beevi M.A.C.
- Organizational Commitment and Job Performance: A Comparative Study on State and Private Sector Banks in Colombo District 19
Zahra Banu M.M. & Sareena UMA Gaffoor
- A Study on Role of Emotional Intelligence on Employees' Organizational Commitment (With Special Reference to Selected Banking Sector in Ampara District) 20
Hasaan A.R.M. & Rauf F.H.A.

Identify Foreign Tourists Perception on the “Ella City Area” as A Remarkable Destination	21
Weerasinghe W.M.S.D. & Mustafa A.M.M.	
Impact Of Organizational Climate on Employee Job Satisfaction (<i>With Special Reference to A Selected Apparel Sector Organization in Sri Lanka</i>)	22
Sulochana W.A.K.G. & Salfiya U.A.J.	
The Contribution of Career Guidance Units In Improving Employability Of Graduates: A Comparative Study Between Two Universities (SEUSL&UOJ) in Srilanka.	23
Rathnayaka R.M.M.M. & Jamaldeen. A	
An Investigation of Job Satisfaction on Employee Retention in Union Assurance PLC in Badulla District	24
Weerasinghe W.M.B.H. & Hussain Ali M.A.M.	
Factors Influencing to The Inventory Management Practices in Small and Medium Enterprises in Badulla District	25
Kumara R.M.D.E. & Salfiya U.A.J.	
Relationship Between Stock Market Development and Economic Growth.....	35
Kumarasiri D.M.S. & Mustafa A.M.M.	
The Study on Customer Based Brand Equity of Munchee Tikiri Marie with Special Reference to Dambulla Area	26
Rathnayaka R.M.P.N. & Shameem A.L.M.A.	
Impact of Brand Personality on Emotional Brand Attachment in Mobile Phone Industry in Sri Lanka	27
Balagalla N.M.K. & Thowfeek M.H	
Study on the Impact of Green Marketing Tools on Green Product Purchasing Behavior in Ampara District	28
Weerasingha B.G.S.C.K. & Irshad M.B.M.	
Relationship Between Tourism Development and Employment in Ella, Srilanka	29
Kumara B.B.M.S. & Mustafa A.M.M	

Online Shopping Motives During the Covid -19 Pandemic Example from Undergraduate Students	31
<i>Weerakkodi W.W.M.N. & Mohamed Shiraj M</i>	
Customers Adoption of Mobile Banking: A Study in Ampara District	32
<i>Hansika W.M.M. & Sabraz Nawaz S.</i>	
The Impact of The Occupational Stress on Employee Performance with Special Reference to Rathnapura Teaching Hospital	33
<i>Vindyani S.A.A. & Sithy Safeena M.G.H.</i>	
A Study on The Factors Contributing to The Productivity of Small-Scale Tea Producers in Sabaragamuwa Province	34
<i>Dilrukshi H.P.N.U. & Rauf F.H.A</i>	
Impact of Training on Employee Performance in the Sanasa Development Bank (PLC) – Uhana Branch	35
<i>Mashubhashani L.M.D. & Raisal I.</i>	
Impact of Corporate Governance on Financial Performance of Listed Banks, Financial and Insurance Sector in Sri Lanka	36
<i>Dasanayaka D.A.A.K. & Haleem A.</i>	
Entrepreneurial Networks and Growth of Small and Medium Enterprises in Ampara District.....	37
<i>Srinath P.H.R.A. & Salfiya U.A.J.</i>	
Corporate Financial Decisions and Share Prices in Sri Lanka.....	38
<i>Chandrajith S.A.J. & Shafana M.A.C.N.</i>	
The Impact of Perceived Organizational Support on Employees' Work Life Balance (Special Reference of States Banks in Polonnaruwa District)	39
<i>Dissanayaka D.M.P.M. & Sareena UMA Gaffoor</i>	
A Study on Factors Influencing on Online Purchase Intention Among Generation Y Consumers in Sri Lanka	40
<i>Dissanayaka D.M.H.S. & Ilmudeen A.</i>	
Factors Affecting the Default of Small and Medium Entrepreneur Credit Launching Special Reference to Sanasa Development Bank In Kanthale..	41
<i>Sandaruwan W.P.L. & Salfiya U.A.J.</i>	

Community Perception on Tourism Development in Pattipola Area	42
<i>Rathnayaka R.M.J.S. & Musatafa A.M.M.</i>	
Identify The Relationship Between Service Quality, Customer Satisfaction, And Loyalty (With Reference to Who Are Visiting Eco-Friendly Hotels in Bandarawela Area)	43
<i>Madhushika H.M.H. & Raisal I.</i>	
Effectiveness of Employee Motivation Techniques: A case of Sri Lanka Insurance Corporation Ltd	44
<i>Upeksha L.I. & Rauf F.H.A.</i>	
Impact of Training and Development for Employee Performance - With Special Reference to Bank of Ceylon Employees in Nuwara Eliya District	45
<i>Dhanapala E.D.M.L.K. & Athambawa S.</i>	
Determinants of Leisure Travelers' Decision When Selecting a Destination (With Reference to Ella Region)	46
<i>Madhushika Y.H.H. & Thowfeek M.H.</i>	
Factor Influencing the Online Shopping Utility and Consumer Expectation (Special Reference to The Kandy District Area)	47
<i>Wijerathna w.D.B.D. & Mohamed Shiraj M.</i>	
Impact of Behavioral Factors on Investment Decisions of Individual Investors: Evidence from Colombo Stock Exchange	48
<i>Dhananjaya W.A.T. & Abdul Rauf A.L.</i>	
The Determinants of Work Alienation Among Knowledge Workers: A Study Based on Three Main IT Firms in Sri Lanka	49
<i>Indu Dalugama D.L.A. & Rauf F.H.A.</i>	
Contribution of Relationship Marketing to the Customer Loyalty in Banking Industry in Sri Lanka	50
<i>Rupasinghe B.L.M.N. & Hilal M.I.M.</i>	
The Impact of Cause Related Marketing on Brand Loyalty	51
<i>Jananjana W.M. & Mubarak K.M.</i>	
Impact of The Internship Training of Management Undergraduates on Job Performance (With Special Reference to Government Universities)	52

Liyanage S.A. & Hussain Ali M.A.M.

நிறுவன கலாசாரம் மற்றும் பணியாளர் ஈடுபாடு - காத்தான்குடியில் உள்ள
பிரதேச செயலாளர் அலுவலகத்துடன் சிறப்பு குறிப்பு53

Samhan M.J.M. & Hussain Ali M.A.M.

The Impact of Behavioral Factors on Individual Investors' 54

Kumari B.M.L. & Jahfer A.

Impact Of Destination Image to The Destination Loyalty Through Overall
Satisfaction and Brand Loyalt..... 55

Sandamini T.H.C. & Raisal I.

Effects of Assets Liability Management on Profitability: With special reference to Licensed Commercial Banks in Sri Lanka

Abstract

Purpose: The intention of this research is to investigate the effect of assets liability management on profitability. Banks are playing vital role in the economy. As per the current situation of the economical background in the country, the bankers need to exercise prudent assets liability management practices.

Design/methodology/approach: Thirteen licensed commercial banks were selected for the study. The sample consisted of two state owned banks and three privately owned banks. The sample was selected based on random sampling. Data was collected through annual reports published from 2012- 2019. Return on assets was used to indicate the profitability. The capital adequacy ratio, loan loss provision to total loans ratio and cost to income ratio were used to indicate capital adequacy, assets quality and operating efficiency respectively. The bank size is indicated by logarithm of total assets. The study applied multiple regression technique to generate results.

Findings: Further, the findings of the study showed that there is negative effect of operating efficiency and assets quality to profitability that is significant. The capital adequacy and bank size are positively affecting the bank profitability that is insignificant.

Practical Implications: This study investigated the influence of assets liability management on profitability.

Originality/value: The bankers should take measure to improve the assets quality as well as the operating efficiency.

Keywords: *Assets liability management, licensed commercial banks, profitability*

Name: *Harshika Sasini Thennakoon*

Registration no: *SEU/IS/15/MG/006*

Supervisor: *Mr. A.L Sarivudeen - Senior Lecturer*

Factors Influencing Attitudes of Consumers Towards Viral Marketing Practices

Abstract

Purpose: The speedy expansion of technology has launched many cost-efficient possibilities for marketers to support their products. Therefore, marketers should realize aspects that result in improved approval of viral marketing by customers. The current examination was performed to examine consumers' attitude towards viral marketing in Sri Lanka.

Design/methodology/approach: The data was assembled over a five-point Likert scale questionnaire from 182 respondents around Sri Lanka. Correlation and regression evaluation were carried out to learn out the connection between dependent and independent variables.

Findings: The study results specify a positive relationship between the independent variables of informativeness, entertainment and source credibility with the dependent variable of attitude towards viral marketing, informativeness and source credibility being the most significant traits affecting attitude towards viral marketing, while irritation has no significant upshot on consumers' attitude towards viral marketing. Effects for the marketing managers are to create and provide viral marketing ideas through a reliable source that offers informative, entertaining, authentic and trustworthy messages to customers.

Practical Implications: Furthermore, the approval of consent-based marketing concept in viral marketing promotions may start to a more positive consumers' attitude towards viral marketing in Sri Lanka.

Originality/value: Evolving techniques of products promotion through the use of technology is viral marketing that is grow into a standard direct marketing tool for marketers across the world

Keywords: *viral marketing, consumers' attitude, Sri Lankan.*

Name: *A.W.M.K.C Gunarathna*

Registration no: *SEU/IS/15/MG/007*

Supervisor: *Prof. Dr. MBM. Ismail – Professor in Management*

Service Quality and Customers' Satisfaction in Commercial Banks in Batticaloa District, Sri Lanka

Abstract

Purpose: The aim of this analysis is to empirically examine the significant correlation among the service quality and satisfaction of the customers and to identify the significant effect of service quality on customers' satisfaction in Commercial Banks in Batticaloa District, Sri Lanka.

Design/methodology/approach: Data was collected through a sample of 150 respondents (customers) from Batticaloa District, Sri Lanka. The stored data was examined by using descriptive statistics, correlation and regression analysis in order to find the results of study objectives.

Findings: The result indicated that the service quality and customers' satisfaction high level in Commercial Banks District, Sri Lanka. The research also found that there is a strong positive relationship between service quality and customers' satisfaction. The service quality's responsiveness components also have strong positive relationship in customers' satisfaction. Reliability, tangibility, empathy have medium positive relationship in customers' satisfaction. But assurance and customers' satisfaction, this not significant at any levels and also conclude that there is a weak positive relationship between assurance and customers' satisfaction in Commercial Banks Batticaloa District, Sri Lanka. Further the result indicated that service quality has an effect on customers' satisfaction.

Practical Implications: This study empirically examine the significant connection among the service quality and satisfaction of the customers.

Originality/value: Commercial banks should improve service quality in order to enhance the customer satisfaction.

Keywords: Assurance, Commercial Banks, Customers' satisfaction, Empathy, Reliability, Responsiveness, Service quality

Name: MLF. Sifna

Registration no: SEU/IS/15/MG/013

Supervisor: Dr. Sithy Safeena M.G. Hassan – Senior Lecturer

Corporate Governance Practices and Its Impact on Firm Performance: Special Reference to Listed Banking Institutions in Sri Lanka

Abstract

Purpose: The research aims to explore the relationship between corporate governance and firm performance. To obtain the targeted objectives, the required data, 12 banks from banking sector on Colombo stock exchanging in Sri Lanka ranging from 2015 to 2019 were stored from annual reports and financial reports.

Design/methodology/approach: It has been studied that the corporate governance as independent variable, firm performance (return on equity (ROE) and return on assets (ROA)) as dependent variables and firm size as a control variable. Correlation and simple regression analysis are utilized for study

Findings: The result revealed that the corporate governance has the significant negative association with firm performance.

Practical Implications: This research try to understand explore the link between corporate governance and company performance inorder to motivate the institutions for better performance.

Originality/value: The conclusions of this study suggest promoting to impose the standards of corporate governance in banking institutions in Sri Lanka in order to encourage associations so that they provide more investment and efficient supervising which may lead to better firm performance.

Keywords: *corporate governance, performance, return on equity (ROE) and return on assets (ROA)*

Name: MAM.Ayesha

Registration no: SEU/IS/15/MG/027

Supervisor: Dr. MCA. Nazar - Senior Lecturer

Impact of Work-Life Balance on Employee Job Satisfaction: Study Among the Academic Staff of The South Eastern University of Sri Lanka

Abstract

Purpose: Work life Balance (WLB) is become one of the most important terminologies in Human Resources Management and it has turn into a top priority for workers in every workplace. Therefore, the intention of this research is to assess the impact of work life balance on job satisfaction.

Design/methodology/approach: The research included 190 academic staff of South Eastern University of Sri Lanka as a population. Since the size of the population was small, the population study method was taken on this study. For the purpose of data collection, standard questionnaire was used to create in google form and sent via E-mail to academic staff of SEUSL.

Findings: The findings of the research provide a better and thoughtful understanding of the significance of work life balance and job satisfaction. As a result of the appropriate stability between personal and professional life will lead to the job satisfaction among workers.

Practical Implications: Nevertheless, future researchers can recreate this study with a massive amount of sample size with regard to other private and state universities and educational institutions.

Originality/value: In addition to that the study could be helpful to strengthen and boost the work life balance among academic staff of SEUSL.

Keywords: *Work-Life Balance and Employee Job Satisfaction*

Name: *AL. Fathima Nadhiya*

Registration no: *SEU/IS/15/MG/029*

Supervisor: *Mrs. Sareena UMA Gafoor - Senior Lecturer*

Effectiveness of Employee Motivation Techniques: A Special Reference to the People's Bank in Ampara District

Abstract

Purpose: The key objective of this study is to study and assess effectiveness of employee motivation techniques used by Sri Lanka Insurance Corporation Limited and to identify motivation techniques which really inspire its workers.

Design/methodology/approach: This study is conducted by using sample of 140 employees obtained from the population of 1400 employees. Questionnaires are delivered among managerial, executive and secretarial grade workers and asked to specify their favorite based on five-point Likert scale and the response rate was 100%. Lastly, gathered data assessed by using Statistical Package for Social Sciences (SPSS 16.0) using the statistical techniques such as mean, mode, variance, standard deviation, correlation & Regression analysis.

Findings: Findings of this research reveals that there is a strong positive association between fulfilling employee Achievement needs and employee motivation level and there is a significant moderate positive connection between fulfilling employee growth needs and their motivation level comparing to other variables.

Practical Implications: Employee motivation is a crucial factor of the organization as it facilitates to entice and preserve skilled and satisfied workforce within the organization for a prolonged term.

Originality/value: This research reveals that the most effective employee motivation strategy for People's Bank in Ampara District is fulfilling employees' Achievement needs.

Keywords: *Employee motivation & Employee motivation techniques.*

Name: *Ismalebbe Mohamed Sabree*

Registration no: *SEU/IS/15/MG/030*

Supervisor: *Dr. (Mrs). M.A.C. Sulaiha Beevi - Senior Lecturer*

The Impact of Performance Appraisal System on Employees Affective Commitment: The Study on Government Banks in Ampara District

Abstract

Purpose: This study has the following major objectives: What is the level of employees' affective commitment in Government Banks in Ampara District? how does the Performance Appraisal System impact on Employees' Affective Commitment in Government Banks in Ampara District.

Design/methodology/approach: This study was centered on self-statement questionnaires; all the data were collected from the respondents' self-statements. Statistical package of SPSS 19.0 has been used for this objective. This This study focuses the effect of performance appraisal system on employees' affective commitment.

Findings: Based on the findings among the employees of Government Banks in Ampara District, performance appraisal system has the positive and significance impact on employees' affective commitment. So, conclude that Employees are highly committed to their banks through the performance appraisal system

Practical Implications: Every organization wants to have a good performance appraisal system in way, to utilize their highest attempts with regard to realization of organizational objectives and goals.

Originality/value: Performance appraisals enhance the work performance of workers by assisting them understand their full abilities in carrying out their company's objective and also, to offer knowledge to workers and managers for use in making work-related choices.

Keywords: *Performance Appraisal System and Employees Affective Commitment*

Name: *S.Keerthana*

Registration no: *SEU/IS/15/MG/043*

Supervisor: *Mr. M.A.M.Hussain Ali - Senior Lecturer*

Relationship Between Working Capital Management and Dividend Payout of Listed Companies in Colombo Stock Exchange

Abstract

Purpose: This study was aimed to discuss about connection among working capital management and dividend pay-out of top 40 companies which are the highest market capitalized companies listed in Colombo Stock Exchange. Tax and Firm Size are control variables.

Design/methodology/approach: In this study the data was collected for the period of 2015 to 2019. Descriptive statistics, correlation analysis and regression analysis were used as the analytical tools and also Microsoft Excel and Statistical Package for Social Science package were used to analyze data.

Findings: The other working capital variables (current ratio, inventory holding period, and debtors' collection period) have a negative correlation with dividend payout ratio. The tax has an insignificant positive correlation with dividend per share and dividend payout ratio. There is a negative correlation among earnings per share and tax. Firm size has insignificant positive relationship with earnings per share. Firm size has an insignificant negative correlation with dividend per share and dividend payout ratio.

Practical Implications: This study discuss about relationship between working capital management and dividend pay-out.

Originality/value: It is desirable to think about the result of this study at the same time as making decisions concerning the working capital management and dividend payout.

Keywords: *Working Capital Management , Dividend Payout ,Tax, Listed Companies, CSE: Sri Lanka*

Name: *Y.Oliviya*

Registration no: *SEU/IS/15/MG/044*

Supervisor: *Dr. MCA. Nazar - Senior Lecturer*

The Relationship Between Inflation and Stock Market Returns in Sri Lanka

Abstract

Purpose: This study was carried out to investigate the relationship between inflation and stock market returns in Sri Lanka during the period of 2016 to 2020.

Design/methodology/approach: Stock market returns were calculated using all share price index (ASPI) and standard and poor's Sri Lanka 20 (S & PSL 20 while inflation rate (IR) calculated by monthly movements of Colombo consumer price index (CCPI). Data were collected from the directory of Colombo Stock Exchange (CSE) with 60 monthly observations for the period from 2016 to 2020. Correlation analysis was used to analyze the collected data.

Findings: The result obtained from this study indicates that ASPI a weak positive influence on inflation rate (IR) and the S & PSL 20 has a medium positive influence on inflation rate (IR). Therefore, this study has revealed that there is positive relationship between inflation and stock market returns in Sri Lanka during the period of study.

Practical implications: Inflation in Sri Lanka measured in terms of CCPI is one of the important predictors of stock market returns of Colombo Stock Exchange in Sri Lanka.

Originality/value: The investors can predict how the returns from the investment of the share market could be changed during inflation.

Keywords: *All share price index, Standard & Poor's Sri Lanka 20, inflation rate, Colombo consumer price index, and Colombo Stock Exchange*

Name: *K.Sathurjan*
Registration no: *SEU/IS/15/MG/046*
Supervisor: *Ms. A.M. Inun Jariya - Senior Lecturer*

The Impact of Supervisor's Leadership Style's, Qualities and Performance on Motivation and Job Satisfaction of Lower-Level Employees (Machine Operators) In Favorite Hanwella (Pvt) Ltd

Abstract

Purpose: This research studied about only the impact of Leadership Style among several factors which affect to employee satisfaction. By conducting preliminary survey researcher identified actually this organization have that kind of situation. Among those styles Transformational Leadership and Transactional Leadership are much importuned. Due to that this research focused to identify the impact of Transformational Leadership and Transactional Leadership on worker satisfaction of Favorite Hanwella (Pvt) Ltd.

Design/methodology/approach: This organization has 247 machine operators. The researcher selected 150 machine operators exercising simple random sampling technique to conduct this study. Study technique was applied as research strategy and self-administrated organized questionnaires were dispersed along with respondents to gather information for the research. Hypotheses were analyzed by applying multi regression testing.

Findings: Result revealed that transformational leadership and transactional leadership have a substantial constructive effect for employee job satisfaction. But Transformational Leadership has more influence on machine workers' job satisfaction than Transactional Leadership.

Practical Implications: It is crucial to take actions to improve supervisor's Transformational Leadership style than their Transactional style of Leadership.

Originality/value: This study impact of Transactional Leadership on Satisfaction was changed than some previous research.

Keywords: *Leadership Style's, Qualities, Motivation and Job Satisfaction*

Name: *K.D.N. Malkanthi*

Registration no: *SEU/IS/15/MG/049*

Supervisor: *Dr. I Raisal - Senior Lecturer*

The Impact of Debt Capacity on Firm's Growth: A Case Study of Listed Manufacturing Companies in Colombo Stock Exchange

Abstract

Purpose: The main objective of the study is to establish a conclusion that the debt capacity of an entity has an impact on firm 's growth in listed manufacturing companies in Colombo stock exchange.

Design/methodology/approach: From the twenty sectors of the Colombo stock exchange, 20 companies of the manufacturing sectors for a period of five years was selected for the present study. The study suitably used secondary data. Statistical tools such as descriptive analysis, correlation, and regression analysis were used to test hypothesis with the SPSS software.

Findings: There is an insignificant relationship between debt to asset and market capitalization. It shows that interest coverage has a significant negative impact on market capitalization but debt to assets ratio has an insignificant positive impact on market capitalization. Regression analysis of price earnings shows the results that interest coverage has a negative impact on price earnings ratio and debt to assets has a positive impact on price earnings ratio.

Practical Implications: This study would hopefully benefit the academicians, researchers, policy-makers and investors of Sri Lanka and other similar countries through exploring the impact of debt capacity on firm 's growth and pursuing policy to improve the current status of it.

Originality/value: This study will help companies to maintain their debt portion and the growth. This study is addressing this question that how debt capacity and firm growth are linking and how company can change its debt portion while maintaining its growth level.

Keywords: *Debt to assets, Interest coverage, Price earnings, Market capitalization*

Name: T.M. Musathik

Registration no: SEU/IS/15/MG/051

Supervisor: Dr. M.B.M Amjath - Senior Lecturer

The Current Economic Trend and Employment Opportunities of Crab Industry in Navanthurai Fishing Village in Jaffna, Sri Lanka.

Abstract

Purpose: The current study was conducted with the aim of current economic trend and employment opportunities in Navanthurai fishing village of Sri Lanka.

Design/methodology/approach: Central data were collected using a pre-analyzed questionnaire from 54 peoples and individual interviews.

Findings: Along with them, 20% of crab fishers and 12.5% of sellers have collected only basic education (Grade 1 to 5) and all the wholesalers and auctioneers have completed above junior secondary education. Only 20.8% of crab fishers had their own crafts. Proprietorship of craft and the level of education were noticed to be considerably linked to the income of crab fishers ($P < 0.01$). Annual income of a fisher ranged between Rs.180,000.00 and Rs. 600,000.00. However, their monthly average crab harvest was 212.8 kg/person.

Practical Implications: This study identified some major problems regarding the fishery people. Alcoholism, poor economic managing and inadequate trash management where are those faced by the fishing community in the Navanthurai fishing village.

Originality/value: This study has demonstrated the actual measurement analyses crab industry on in Navanthurai and based on these research findings and researcher's experience throughout this study to develop economic status in research realted area.

Keywords: *Employment opportunities, Crab industry & Economic trends*

Name: *M.Sinthurjan*

Registration no: *SEU/IS/15/MG/052*

Supervisor: *Prof.S.Gunapalan – Professor in Management*

The Study of Social Intelligence Among Undergraduate Students in Relation to Their Gender and Subject Streams at South Eastern University of Sri Lanka

Abstract

Purpose: The present studies done with the purpose to study the social intelligence among undergraduate students in relative to their gender and subject streams.

Design/methodology/approach: For this persistence, descriptive study process was used .101male and 99 female undergraduate students were chosen ,for the sample by accepting stratified disproportionate random sampling method ,the data was collected by using social intelligence scale (SIS)constructed and standardized the data was analyzed by using univariate and two way ANOVA test. .101 males and 99 Females undergraduate student were selected, for the sample by adopting stratified disproportionate ran dam sampling technique. The data was collected by using Social Intelligence Scale (SIS) constructed and standardized. The data was examining by using univariate and two-way ANOVA test.

Findings: There will be significant discord in social intelligence among undergraduate students in relative to there is a significant difference in social intelligence among undergraduate student in relative to their gender subject streams

Practical Implications:The research investigates the level of social intelligence among undergraduate in relative to their and subject stream.

Originality/value: The current survey analyzed the social intelligence of undergraduate students in relation their gender and subject streams in Southeastern university of Sri Lanka.

Keywords: *Social intelligence & Undergraduate students*

Name: *Gunasekaram Manojithan*

Registration no: *SEU/IS/15/MG/053*

Supervisor: *Dr.M.H. Thowfeek - Senior Lecturer*

Factors Influencing the Adoption of Mobile Banking Application (Special Reference to The Kandy District Sri Lanka)

Abstract

Purpose: The purpose of this research was to determine the aspects that affect the approval of mobile banking application in Sri Lanka.

Design/methodology/approach: The data were stored through questionnaire. Respondents were randomly selected youth in between 18 – 30 years of age from the Kandy district commercial banks' customers. Structured questionnaires were collected from 150 respondents. Descriptive statistics test, reliability test, Correlation study and Regression study have been used to evaluate, how social influence, perceived usefulness, perceived credibility, perceived financial cost, and users' IT knowledge are influencing in Mobile Banking application adoption.

Findings: The findings revealed that perceived usefulness, perceived credibility, and users' IT knowledge have a important positive consequence on customer perception concerning social influence, and perceived financial cost has no significant effect towards Mobile Banking application adoption according to the outcomes of the study.

Practical Implications: The overall study is taken place to recognize the aspects that impact the adoption of Mobile Banking Application (MBA) in the Kandy district.

Originality/value: The study primarily examines the necessity for and significance of mobile banking application in developed era of expertise and discovered customer value design in different mobile banking services.

Keywords: *Mobile Banking Application, Adoption, Youths*

Name: *Devadasan Mathanlal*

Registration no: *SEU/IS/15/MG/054*

Supervisor: *Mr. M. Mohamed Shiraj - Senior Lecturer*

Factors Influencing on Generation “Y” Consumers Purchase Intention Towards Fashion Store Brands in Sri Lanka

Abstract

Purpose: This thesis provides in-depth knowledge in this area by examining different factors influencing on generation “Y” consumers purchase intention towards fashion store brands in Sri Lanka.

Design/methodology/approach: A structured questionnaire has been applied to collect primary data for the study. The population was the generation “Y” consumers who purchase fashion store brands. The sample size of the study was 461 respondents.

Findings: Hypothesis were verified by expending multiple regression study and outcomes presented that store image, price, value consciousness and quality perception have significant and positive impact on generation “Y” consumers purchase intention towards store brands while product familiarity and shelf space allocation have significant and negative influence on generation “Y” consumers purchase intention towards store brands. Further results showed that value consciousness is the most influential factor impact on generation “Y” consumers purchase intention towards store brands.

Practical Implications: Finding of this study provide implication for Sri Lankan fashion retailers who have store brands and future researchers to identify these factors how to influence on generation “Y” consumers purchase intention towards store brands.

Originality/value: This thesis provides in-depth knowledge in this area by examining different factors influencing on generation “Y” consumers purchase intention towards fashion store brands in Sri Lanka.

Keywords: *Generation “Y” Consumers Purchase Intention*

Name: *Abdul Sathar Husam Atham Lebbe*

Registration no: *SEU/IS/15/MG/055*

Supervisor: *Mr. A.L.M.A. Shameem - Senior Lecturer*

The Influence of Internet Usage on Undergraduate's Academic Performance: Special Reference to Sri Lankan University Students.

Abstract

Purpose: This research will discuss the use of internet among undergraduate students and the impact of its use on their academic performance.

Design/methodology/approach: The study plan accepted was the survey technique using questionnaires as the method of data gathering. The whole population of the study was the entire students in Sri Lankan universities, total sample of 92 students who were issued questionnaires. Data collected were analyzed using frequency table, descriptive analysis, correlation analysis, reliability analysis and regression analysis.

Findings: The findings showed internet is one of the useful tool in this era for academic point of view and enhance skills and capability of undergraduate students which assist them in studies and professional life. The current generation is also well informed with the repeated use of internet for knowledge and interaction in their life. Internet aids updating the student's knowledge with the current scientific information.

Practical Implications: Internet centered learning enhances the worth of education of the students than the conventional teaching method.

Originality/value: The study aims to evaluate the usage of internet for academic purposes by undergraduate students. The reason of this study to motivate them to use internet more for their academic purposes.

Keywords: *Internet usage, Academic performance, Undergraduate student*

Name: *M.M.F. Mufasa*

Registration no: *SEU/IS/15/MG/056*

Supervisor: *Mr. M. Mohamed Shiraj - Senior Lecturer*

Impact of Organizational Culture on Innovation Management: Divisional Secretariat-Mutur

Abstract

Purpose: The goal of this research was to evaluate specific aspects of organizational culture, involving innovation management within a Divisional Secretariat office.

Design/methodology/approach: Three common elements emerged: Service innovation, Process innovation, Organizational innovation. The Innovation Management to the organization was also investigated as an element of organizational culture.

Findings: It is obvious from the results of this survey that there is a large connects between organizational culture and innovation management. Nowadays all the innovative techniques are available to implement in service organizations, but little bit of techniques and innovative ideas were implemented. they to more consider increasing and implement new innovative ideas and techniques and also they must have to consider on it.

Practical Implications: Knowing the culture within an organization can help to establish why the organization excels in specific tasks but fails in others. It can also support an organization in understanding where strengths and weaknesses are present and what needs to be changed accordingly in order to see improvements.

Originality/value: Organizational Culture is a vital part of within any organization. Organizational Culture determines how it's work and influence on innovation management of service sector and how the stockholders get benefits from the improvement of the innovation management.

Keywords: *Organizational Culture; Innovation Management; Divisional Secretariat*

Name: *Mohamad Mansoor Fathima Rahna*

Registration no: *SEU/IS/15/MG/058*

Supervisor: *Dr(Mrs). MAC. Sulaiha Beevi - Senior Lecturer*

Skills And Employability of HRM Graduates in Sri Lankan Universities: From Employers' Perspectives

Abstract

Purpose: This research investigates as to whether the graduates in the area of HRM in national Universities in Sri Lanka have equal and sufficient employment opportunities in labor market.

Design/methodology/approach: By using questionnaires data were collected from 60 employers represents the managerial and non-managerial employees who represent interview panels both in banking sector where the HR graduates are attached to work in HR department. The sample method of the survey was the random sampling. Information was examined & evaluate by utilizing descriptive, bivariate and regression study.

Findings: Finding of the study revealed that there is significant impact of graduate Skills together with employability of HRM graduates. Respectively all the graduates' skill does not have significant and positive effect on employability of HRM graduates separately.

Practical Implications: It can be concluded that skills are needed by graduates entering the HR profession & also graduates want to fulfill employer's prospects in terms of qualifications, abilities, and other needs in HRM job prospects in Sri Lanka.

Originality/value: This study has the perception of employers towards employability skills required by HRM graduates in the Sri Lankan universities.

Keywords: *Skills, Employability of Graduates, Employers' Perspective.*

Name: *Mohamad Aswan Samman Aysha*

Registration no: *SEU/IS/15/MG/059*

Supervisor: *Dr (Mrs). MAC. Sulaiha Beevi - Senior Lecturer*

Organizational Commitment and Job Performance: A Comparative Study on State and Private Sector Banks in Colombo District

Abstract

Purpose: This study was carried out to measure the effect of organizational commitment on employee performance both state and private sector in Colombo district.

Design/methodology/approach: All state and private sector banks in Colombo district were chosen as the population of the study, out of those 288 respondents were selected as the sample of the study in Colombo district. Data were stored through the questionnaires.

Findings: The conclusions of the research showed that a strong positive connection between organizational commitment and performance exist with the r value of 0.660.

Practical Implications: Organizations needed committed employees because there is a big distinction among the performance of devoted members and the rest of the employees.

Originality/value: Dedicated workers work well in the organization and help the organization to grow and face the reasonable challengers in the environment.

Keywords - *Affective commitment; continuance commitment; normative commitment; organizational commitment; individual performance; state and private sector*

Name: *MM. Zahra Banu*

Registration no: *SEU/IS/15/MG/060*

Supervisor: *Mrs. Sareena UMA Gaffoor - Senior Lecturer*

A Study on Role of Emotional Intelligence on Employees' Organizational Commitment (With Special Reference to Selected Banking Sector in Ampara District)

Abstract

Purpose: This research was conducted to explore the relationship between the Emotional Intelligence and Organizational Commitment among employees working in banking sector in Ampara district of Sri Lanka.

Design/methodology/approach: A sample of 100 was drawn from five banks which earn higher profit in Ampara District. This study used the survey method. Self-administered questionnaires were distributed among the respondents to collect the data. Gathered data were presented in graphs and tables to explain the pattern of responses. Popular statistical SPSS package was used to analyze the data. Results obtained from descriptive, correlations and regression analyses were used for interpretations.

Findings: This research was conducted to identify the role of emotional intelligence on employees' organizational commitment in banking sector in Ampara district. This study has shown that self-awareness, self-management, social awareness, relationship management have an impact on organizational commitment. Results also shown that employees in banks are at high level of emotional intelligence components. It was found that all the emotional intelligence components have positive impact on organizational commitment of employees in banking sector in Ampara District.

Practical Implications: This research has shown that the employees who work in the banking sector in Ampara District are aware about their emotional intelligence and emotional intelligence impact their organizational commitment. This finding will be useful for bankers for formulating strategies to increase commitment level of their employees.

Originality/value: This study reveals that emotional intelligence is important to the bank employees to increase organizational commitment through which provide satisfactory services to the customers.

Keywords: *Emotional Intelligence, Organizational Commitment*

Name: *Abdul Rasak Mohamed Hasaan*

Registration no: *SEU/IS/15/MG/061*

Supervisor: *Chair Prof. Dr. (Mrs). FHA. Rauf – Professor in Management*

Identify Foreign Tourists Perception on the “Ella City Area” as A Remarkable Destination

Abstract

Purpose: In this background, this study was investigated foreign tourist’s perception on Ella City area as tourist destination, which was named as one of a tourism zone in the Sri Lanka. Further it was investigated on expectation and importance to overcome the research objectives of this study.

Design/methodology/approach: By utilizing simple random sampling method, a sample of 100 tourists was chosen to conduct this survey. Primary data was gathered by using questionnaire. Descriptive statistics, EPI format and Factor analysis were used to analyze the data.

Findings: The findings implied that there was overall moderately high perception among foreign tourists regarding the Ella city area. The findings could be useful to marketers interested in branding image of Ella as a remarkable tourist destination for foreign visitors.

Practical Implications: Tourists’ perception on a destination image is playing a vital role to make it as a remarkable tourist destination in the world. Sri Lankan government has taken many strategies to expand tourism in Sri Lanka and named 45 tourism zones.

Originality/value: This study has focused to evaluate Ella City area image as a tourist destination among the foreign tourists and this will stand in need of examining tourist perception on Sri Lankan destination in future research areas.

Keywords: *Destination image, foreign tourist perception, Ella city, Tourist destination*

Name: *W.M.S.D. Weerasinghe*

Registration no: *SEU/IS/15/MG/064*

Supervisor: *Prof. Dr. A.M.M. Mustafa – Professor in Business Economics*

Impact Of Organizational Climate on Employee Job Satisfaction (With Special Reference to A Selected Apparel Sector Organization in Sri Lanka)

Abstract

Purpose: This study aims to examine the Impact of organizational climate on employee job satisfaction in apparel industry in Sri Lanka.

Design/methodology/approach: The research sample was derived from 120 sawing machine operators at Brandix Essentials – Kahawatta. Sample size of the study was 17.64% perform the total population. 120 sawing machine operators were selected according to the simple random sampling technique. A questionnaire was used to gather the data from the sample which comprise of questions based on five-point Likert Scale. The accumulated data was evaluated using multiple regression analysis.

Findings: Based on the literature finding, important factors of organizational climate were structure, responsibility, rewards and support. Deciding, the research has presented suggestions along with managerial suggestions for upcoming improvements.

Practical Implications: This study helps to managers to identify how various dimensions of organizational climate can impact for employee job satisfaction.

Originality/value: Organization climate is an important part of an apparel industry in Sri Lanka as its substantial impact to the GDP of the country and more labor-oriented industry

Keywords: *Job Satisfaction, Organizational Climate, Responsibility, Rewards, Support*

Name: *W.A.K.G.Sulochana*

Registration no: *SEU/IS/15/MG/070*

Supervisor: *Dr. (Mrs).Salfiya U.A. Jaleel - Senior Lecturer*

The Contribution of Career Guidance Units In Improving Employability Of Graduates: A Comparative Study Between Two Universities (SEUSL&UOJ) in Srilanka.

Abstract

Purpose: This research focuses on contribution of career guidance units in improving employability of graduates in South Eastern University of Sri Lanka and University of Jaffna, Sri Lanka.

Design/methodology/approach: The data were gathered through online questionnaire from 218 graduates of Faculty of Management and Commerce, South Eastern University of Sri Lanka and Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka. The collected data were analyzed by using one-way ANOVA and correlation analyses.

Findings: Results showed there is significant differences among the services of career guidance units such as leadership skills, career development, communication skills and personal development. There are significant differences among the employability of graduates such as waiting time for first job, present occupation, gross monthly income, and employment status are significant.

Practical Implications: Universities should provide career guidance programs to enhance student's employability through career guidance units in Sri Lanka.

Originality/value: The career guidance units are contributed in improving employability of graduates in South Eastern University of Sri Lanka and University of Jaffna, Sri Lanka.

Keywords: *Career guidance units, employability of graduates*

Name: *R.M.M.M. Rathnayaka*
Registration no: *SEU/IS/15/MG/071*
Supervisor: *Mr.A.Jamaldeen - Lecturer*

An Investigation of Job Satisfaction on Employee Retention in Union Assurance PLC in Badulla District

Abstract

Purpose: This research intends to examine and find out the effect of employee job satisfaction on employee retention in Union Assurance PLC in Sri Lanka.

Design/methodology/approach: A total of twenty-one questions were sent to workers of Union Assurance Company. 65 practical questionnaires were selected for data analysis. The sample was chosen from workers of the sales agent in the Union Assurance company. Primary data was applied as the main data source for this study. Primary data is compiled using the convenience sampling technique. The quantitative data was evaluated using the SPSS analytical tool.

Findings: According to the data evaluation, the main conclusions suggest that there is; a positive association among the variables job satisfaction, and employee retention. Thus, the changes in the variables positively affect to the variations of the employee retention and a positive change in variables will improve the employee retaining to some extent and a negative change will decrease the employee retention to some extent.

Practical Implications: This study was carried out in Union Assurance in Sri Lanka. However, it can be simplified for other regions too if the number of industries as well as number of respondents improved.

Originality/value: Additional studies regarding employee retention also help out to bridge the gap. Since there is a positive relationship between job satisfaction, and employee retention, the top-level managers can use this as a strategy to gain competitive advantage.

Keywords: *Job Satisfaction, Employee Retention, Insurance Companies.*

Name: *W.M.B.H.Weerasingh*

Registration no: *SEU/IS/15/MG/072*

Supervisor: *Mr.M.A.M.Hussain Ali - Senior Lecturer*

Factors Influencing to The Inventory Management Practices in Small and Medium Enterprises in Badulla District

Abstract

Purpose: The objective of this research is to analyze the aspects that impact to the inventory management systems in small and medium sized enterprises in Badulla district. 100 SMEs had been used based on convenient sampling method.

Design/methodology/approach: The researcher had used survey method which was conducted by distributing a structured questionnaire via directly hand over to the owners, Manager and stores keepers as respondents to collect primary data for the research. Reliability analysis, descriptive analysis and inferential analysis were calculated to analyze the data.

Findings: The findings of this study revealed procurement procedure, Documentation and Funding are significantly influence to the inventory Management Practices but Planning and Skills of the staff are influence but these factors are not significant.

Practical Implications: Results chains to the practical implications of holders and storekeeper's role how to continue achievement inventory management technique in an organization and build up future planning as well as adjust skills of the staff are significant in managing practical subjects in an organization.

Originality/value: The study showed that documentation is vital in ensuring effective inventory management, stock records offer the management with the data which is utilized to safeguard accountability through stocktaking and stock audit exercise.

Keywords: *Inventory Management Practices & Small & Medium Enterprises*

Name: *R.M.D.E. Kumara*
Registration no: *SEU/IS/15/MG/078*
Supervisor: *Dr(Mrs). Salfiya U.A. Jaleel - Senior Lecturer*

Relationship Between Stock Market Development and Economic Growth

Abstract

Purpose: Utilizing publication data from 2006 to 2020, this study investigates the connection among stock market development and economic growth in Sri Lanka.

Design/methodology/approach: The information's standing state is determined using the Augmented Dickey Fuller (ADF) test. On first differencing, it was discovered that all variables are stationary.

Findings: The co-integration results show that there is a long-run connection between stock market development and economic growth in Sri Lanka. Despite the fact that different variables are utilized to assess stock market development, VECM findings showing unidirectional connection from stock market development to economic growth. The conclusions back up the theoretical prediction that the development of the stock market would be crucial to monetary expansion.

Practical Implications: The relationships between economic growth and stock market development indicators were investigated using Johansen co-integration tests and the vector error correction model (VECM).

Originality/value: The study determines that stock market development drives economic growth in Sri Lanka, and those efforts should be made to improve the stock market.

Keywords: *stock market, economic growth, Sri Lanka.*

Name: *D. M. S. Kumarasiri*

Registration no: *SEU/IS/15/MG/079*

Supervisor: *Prof. Dr. A.M.M. Mustafa – Professor in Business Economics*

The Study on Customer Based Brand Equity of Munchee Tikiri Marie with Special Reference to Dambulla Area

Abstract

Purpose: Tthis research aims to recognize the influence of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on Customer Based Brand Equity by adopting Aaker's brand equity model.

Design/methodology/approach: 100 respondents are chosen as the sample out of the total population. Convenience sampling technique is used to extract the sample from the population since the total population is unknown. Both primary data and secondary data are collected for this study. A self-administered, structured questionnaire is used as a major method to collect primary data.

Findings: Hypothesis were verified by means of multiple regression study and outcomes presented that only Brand Loyalty has a significant positive impact on Customer Based Brand Equity while Brand Awareness, Brand Association and Perceived Quality do not significantly affect on Customer Based Brand Equity of Munchee Tikiri Marie.

Practical Implications: Developing CBBE for Munchee Tikiri Marie facilitates to develop a strong bond between customers and the brand. This strong bond helps for the company for greater brand extensions.

Originality/value: This research paper provides a conceptual framework for deeply understanding CBBE related to Munchee Tikiri Marie brand.

Keywords: *Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty*

Name: *R.M.P.N Rathnayaka*

Registration no: *SEU/IS/15/MG/081*

Supervisor: *Mr A.L.M.A Shameem - Senior Lecturer*

Impact of Brand Personality on Emotional Brand Attachment in Mobile Phone Industry in Sri Lanka

Abstract

Purpose: This description is carried out with the intention of examining the influence of brand personality on emotional brand attachment with special reference to the mobile phone industry in Sri Lanka.

Design/methodology/approach: According to the sort of the study question the accessibility and judgmental sampling method was utilized to gather the primary data. A total of 100 of customers in Ampara district were chosen for the sample that used mobile phones. Both the independent and dependent variables were evaluated using descriptive analysis, and the hypotheses were analyzed using regression assessment.

Findings: Major results suggests that there is; a positive effect of brand sincerity, brand excitement, brand competence, brand sophistication, brand ruggedness on emotional brand attachment in mobile phone industry in Sri Lanka.

Practical Implications: As practical implications of this research it underlines the importance of brand personality and stresses the significance of emotional brand attachment and ultimately outcomes offer a comprehensive consequence and a platform on which potential research can be developed.

Originality/value: Sri Lankan mobile phone trade has improved the importance of emotional brand attachment as a form of loyalty. At the same time, brand personality has been recognized as a deep-rooted brand factor that generates customers' extreme brand preference and buying decision

Keywords: *Brand sincerity, Brand excitement, Brand competence, Brand sophistication, Brand ruggedness on Emotional brand attachment*

Name: *NMK. Balagalla*

Registration no: *SEU/IS/15/MG/082*

Supervisor: *Dr.M.H. Thowfeek - Senior Lecturer*

Study on the Impact of Green Marketing Tools on Green Product Purchasing Behavior in Ampara District

Abstract

Purpose: This study aimed to find out the study of the impact of Green Marketing Tools on Green Product Purchasing Behavior in Sri Lanka (with special reference to electronic home appliances).

Design/methodology/approach: The customers those who are deal with Singer showrooms in Ampara district selected as the population of the study. The Singer showrooms spread over the island under the name of Singer Plus, Singer Mega, Singer Homes and SISIL World. A questionnaire was circulated to collect the primary data. Five level responses were developed as Likert scale was used to choose the appropriate level of coping.

Findings: Based on the data analysis, the conclusion and recommendations are stated. According to the study's findings, green marketing tools such as environmental advertising, eco labeling, and eco branding have a significant impact on purchase behavior.

Practical Implications: This study found the impact of Green Marketing Tools on Green Product Purchasing Behavior in Sri Lanka

Originality/value: Green marketing helps consumers to use eco - friendly products while also encouraging manufacturers to create more. Adverts about the product offerings should be used to raise awareness. By advertising employers can change the buying behavior of consumers.

Keywords: *Green Marketing Tools and Green Product Purchasing Behavior*

Name: *B.G.S.C.K.Weerasingha*

Registration no: *SEU/IS/15/MG/086*

Supervisor: *DR. MBM. Irshad - Senior Lecturer*

Relationship Between Tourism Development and Employment in Ella, Srilanka

Abstract

Purpose: This research aims to focus the influence of tourism development to the employment generation in Ella Area.

Design/methodology/approach: Sample is consists of 100 residences in Ella. This research will be used questionnaire to data collection and both open ended and close ended questions will include in questionnaire. Questionnaires were filled by the interviewer.

Findings: According to the sample, researcher analyzed the awareness and ideas about Tourism industry, jobs related to Tourism industry, Tourism Development and employment generation in Ella. Therefore, Tourism industry has a positive effect on employment opportunities, and it involves reducing Unemployment Rate in Ella.

Practical Implications: We can analysis the impact of regional tourism development to the employment in Ella Area. And also, this will contribute scholars. It can be done more studies on this topic by identifying the gaps of this research

Originality/value: Within this research researcher try to develop Ella tourism industry and buildup relationship with employment rate in Ella area.

Keywords: *Tourism development, Direct Job & Indirect Job*

Name: *B. B.M.S Kumara*

Registration no: *SEU/IS/15/MG/087*

Supervisor: *Prof. Dr. AMM. Mustafa – Professor in Business Economics*

Online Shopping Motives During the Covid -19 Pandemic Example from Undergraduate Students.

Abstract

Purpose: The study was conducted to measure to online shopping motives during the covid-19 pandemic example from undergraduate students.

Design/methodology/approach: This research examines online shopping motives of new generation during the COVID-19 shutdown in April 2020. We utilize data from 120 students to analyze the relations between normative, utilitarian, and hedonic motives, and buying intentions employing structural equation modeling.

Findings: The findings show that normative factors such as media statements on the economic situation are linked to consumers' purchase goals, whereas the normative impact of close social networks is not.

Practical Implications: Likewise, we find that hedonic motive is a better forecaster of buying intents than utilitarian intentions and that individuals practicing social distancing, new generation.

Originality/value: The investigation of recognized drivers of online buying behavior is of great relevance during the COVID-19 pandemic among undergraduate students, we deliver recommendations for e-commerce companies on ways to address consumers' purchase motives and strategically harness normative influences.

Keywords: *Online Shopping Motives*

Name: *W.W.M.N Weerakkodi*

Registration no: *SEU/IS/15/MG/088*

Supervisor: *Mr.M. Mohamed Shiraj - Senior Lecturer*

Customers Adoption of Mobile Banking: A Study in Ampara District

Abstract

Purpose: The purpose of this paper is to examine the factors that influence the adoption of mobile banking (m-banking) services by people in Ampara district.

Design/methodology/approach: A quantitative methodology was observed making use of questionnaires for the compilation of data. The theoretical framework for this study was based on an extension of Technology Acceptance Model (TAM) – TAM for mobile services to explore the factors that influence people adoption of m-banking.

Findings: The results have shown some strong predictors (Usefulness) that influence people's intention to use m-banking, suggesting that Banks in Sri Lanka invest massively in mobile banking and other information technology innovations, this will help to boost the adoption rate.

Practical Implications: The increased use of mobile technology makes mobile banking services more engaging to explore among people who are becoming more technically knowledgeable.

Originality/value: The paper offers an understanding about the changing aspects between the factors that affect students to adopt mobile banking.

Keywords: *Mobile banking, awareness, usefulness, compatibility*

Name: *W.M.M.Hansika*

Registration no: *SEU/IS/15/MG/089*

Supervisor: *Prof. Dr. S. Sabraz Nawaz – Professor in MIT*

The Impact of The Occupational Stress on Employee Performance with Special Reference to Rathnapura Teaching Hospital

Abstract

Purpose: The study was conducted to measure the effect of Occupational stress on employee performance; with special reference to Rathnapura Teaching Hospital. It has been proven that employees in hospitals are experiencing occupational stress to a greater extent.

Design/methodology/approach: 100 nurses in Rathnapura teaching hospital have been selected for conduct this study. A questionnaire was circulated to gather the primary data regarding the responses of occupational stress. Five level responses were developed as Likert scale was used to choose the appropriate level of coping.

Findings: It was found that there is a negative effect of occupational stress on worker performance. To mitigate the occupational stress of hospital workers several strategies have been recommended at the final chapter of this research study.

Practical Implications: The final outcomes of this study conclude that, there is a significant effect of occupational stress on employee performance in Rathnapura Teaching Hospital.

Originality/value: This research study mainly focusses on the whether there is a significant effect on occupational stress and employee performance among nurses in Rathnapura teaching hospital.

Keywords: *Occupational Stress, Role conflict, Work family conflict, work overload and employee performance*

Name: S.A.A.Vindyani

Registration no: SEU/IS/15/MG/090

Supervisor: Dr. (Mrs.). Sithy Safeena M.G. Hassan – Senior Lecturer

A Study on The Factors Contributing to The Productivity of Small-Scale Tea Producers in Sabaragamuwa Province

Abstract

Purpose: The purpose of this research study was to explore the factors contributing to the productivity of small-scale tea producers in Sabaragamuwa Province.

Design/methodology/approach: This research study relies on a data set derived its survey of 100 small scale tea producers in Sabaragamuwa Province. The collected data were analyzed by using descriptive statistics, correlation analysis and regression analysis.

Findings: The result indicated that human capital, export orientation, management practices and productivity had high level in the small-scale tea producers. The result also revealed that a strong positive relationship between three independent variables human capital, export orientation and good management practices and the dependent variable productivity.

Practical Implications: This research examined the existing levels of human capital, export orientation, management practices and productivity of selected small scale tea producers, the relationships among human capital and productivity, export orientation and productivity, management practices and productivity small scale tea producers. As such this study provide some insights to small scale tea producers the importance of consideration of these three independent variables in order to improve the productivity.

Originality/value: This study has identified how various factors affect the tea productivity as well as to suggest some recommendations to improve tea productivity and minimize those factors which are affecting to reduce tea productivity. This is a new contribution in this field.

Keywords: *Human Capital, Export Orientation, Management Practices and Productivity*

Name: *H.P.N.U. Dilrukshi*

Registration no: *SEU/IS/15/MG/092*

Supervisor: *Chair Prof. Dr. (Mrs). FHA Rauf – Professor in Management*

Impact of Training on Employee Performance in the Sanasa Development Bank (PLC) – Uhana Branch

Abstract

Purpose: This research assesses the Influence of training on employee's performance, at Sanasa Development Bank (PLC)-Uhana Branch. Main purpose of this research is to determine the relationship between training and employee performance.

Design/methodology/approach: The study targeted a total of 50 employees out of 100. Questionnaires and internal sources of information were used. The scholar used content validity; internal consistency was attained through the use of a Cronbach's Alpha coefficient was used to determine the associations of the study variables.

Findings: Findings showing that there was a positive moderate and significant relationship between training and employee performance. Furthermore, shows that there was a positive moderate and significant relationship between training needs assessment and employee performance in Sanasa Development Bank. Training contents has a positive moderate and significant relationship on the employee performance in Sanasa Development Bank and training evaluation and employee performance were moderate positively and significantly.

Practical Implications: Perceived quality of training program for Sanasa Development Bank employee is high, there are no great needs to improve the training programme. So, in order to achieve improvements in employee's performance, there are some level of redesign in training programme is needed.

Originality/value: The value of the human resource of an organization is vital to its achievement. Thus, every organization must pursue to enhance the quality of its workforce.

Keywords: *Training, Training Needs Assessment, Training Content and delivery*

Name: *L.M.D.Madhubhashani*

Registration no: *SEU/IS/15/MG/094*

Supervisor: *Dr. I.Raisal - Senior Lecturer*

Impact of Corporate Governance on Financial Performance of Listed Banks, Financial and Insurance Sector in Sri Lanka

Abstract

Purpose: The present study is initiated to find out that to what extent board size, board meeting, audit committee and CEO Duality on financial performance.

Design/methodology/approach: Many analyses have used ROA as a productivity measurement in order to find out the link between ROA and Corporate Governance

Findings: According to the research objective, in this section discuss the relationship between corporate governance factor and financial performance of the insurance diversified finance banking in the financial sector in Sri Lanka at least five years Further, it can be useful to identify the impact of each selected variable on return on assets of the banking finance and insurance industry by considering those independent variables separately with dependent variables.

Practical Implications: In this context the problem of the study is identified as “The problem of the study is identified as what is the Impact of Corporate Governance on Financial Performance of Bank Financial and Insurance Sector in Sri Lanka?”

Originality/value: This study is provided a new perspective in studying the relationship between corporate governance on financial performance in financial sector of Sri Lanka.

Keywords: *Corporate Governance and Financial Performance*

Name: *Dasanayaka D.A.A.K*

Registration no: *SEU/IS/15/MG/095*

Supervisor: *Dr. A. Haleem – Senior Lecturer*

Entrepreneurial Networks and Growth of Small and Medium Enterprises in Ampara District

Abstract

Purpose: This study investigates the effect of entrepreneurial networks on growth of small and medium enterprises.

Design/methodology/approach: Data were collected from 50 business owners using a structured questionnaire. Data were analyzed using descriptive statistics, correlations analysis and regression analysis. SMEs must require effective and efficient Entrepreneurial networks to obtain competitive advantages in the business.

Findings: This study, researcher found the owners of the SMEs of Ampara district highly use Managerial networks, social networks and General networks. According to this study's result finally shown correlation analysis as a result said all variables are positive relationship to growth of SMEs. It is clear from my previous findings that the entrepreneurial potential of the Ampara District is not being fully utilized and this research explains the entrepreneurial networking of SMEs and its contribution to the growth of companies, leading to new business, innovations, employment, enterprises, SME and entrepreneurship

Practical Implications: This study Contributes to pointing out and encouraging entrepreneurs to play the most important role.

Originality/value: small and medium enterprises in Sri Lanka play very important part in monetary growth of the country. Small entrepreneurs give high contributing to domestic and national production.

Keywords: *Entrepreneurial Networks and Small and Medium Enterprises*

Name: *P.H.R.A. Srinath*

Registration no: *SEU/IS/15/MG/097*

Supervisor: *Dr.(Mrs). Salfiya U.A. Jaleel - Senior Lecturer*

Corporate Financial Decisions and Share Prices in Sri Lanka

Abstract

Purpose: The study was aimed to examine the impact of corporate financial decisions on share price in Sri Lanka.

Design/methodology/approach: The study selected 24 top ranking companies in Sri Lanka based on the share price over the period from year 2015 to 2019. The study was select the debt-to-equity ratio to measure the financing decision, capital spending ratio for the capital investment decision, current ratio for the liquidity decision and dividend payout ratio for the dividend decision and employed corporate financial decisions as independent variables. Market price per share was select as a dependent variable and firm size and profitability were used as moderating variables.

Findings: The study used fixed effect regression model and resulted none of the corporate financial decisions have significant impact on share price determination in Sri Lanka over the selected period. Firm size had also insignificant impact on share price while profitability had positive and significant impact on share price in Sri Lanka.

Practical Implications: The study revealed shareholders' wealth maximization has not significantly determine by corporate financial decisions.

Originality/value: The study selected ROA to measure the profitability which had significant and positive impact on share price in Sri Lanka. The findings will be useful to managers, investors, policy makers and other related parties.

Keywords: *Corporate financial decisions, share price, profitability, shareholders wealth*

Name: S.A.J.Chandrajith
Registration no: SEU/IS/15/MG/098
Supervisor: Ms.M.A.C.N.Shafana - Senior Lecturer

The Impact of Perceived Organizational Support on Employees' Work Life Balance (Special Reference of States Banks in Polonnaruwa District)

Abstract

Purpose: The present study focusses on identify the impact of perceived organizational support on work life balance in public sector bank, Sri Lanka.

Design/methodology/approach: This is a cross sectional and explanatory study and 140 Staff assistants in public sector bank are conveniently selected. Data collection is done through standard questionnaire and examined using SPSS (Statistical Package for the Social Science) Statistic 26 version. In this study conduct correlation and regression analysis.

Findings: It's founded that, has a high positive connection among perceived organizational support and work life balance and perceived organizational support has positive impact on work life balance among staff assistant in public sector commercial bank, Sri Lanka. And also factors of Perceived Organizational Support such as Job Characteristics, Job stressors and Organization actions have significant influence of Work Life balance of employees in public banks.

Practical Implications: Diversification of the workforce has raised the issue of work life balance as a major concern around the world. Perceived organizational support is significant factor that leads work life balance or imbalance

Originality/value: This study can be basically beneficial for public sector bank, Sri Lanka. Also, this study contributes to the managers and Human Resource Practitioners by providing numerous implications.

Keywords: *Work Life Balance, Perceived Organizational Support, Public Sector Bank, Job Characteristics, Job stressors and Organization actions*

Name: *D.M.P.M.Dissanayaka*

Registration no: *SEU/IS/15/MG/102*

Supervisor: *Mrs. Sareena U.M.A Gaffoor - Senior Lecturer*

A Study on Factors Influencing on Online Purchase Intention Among Generation Y Consumers in Sri Lanka

Abstract

Purpose: Internet use has expanded rapidly and has developed a popular way for transaction of products, services, and information in worldwide. This research seeks to examine issues that influencing consumers' online purchase objective along with generation Y consumers in Sri Lanka.

Design/methodology/approach: Quantitative research methodology has been adapted in this research by distributing 206 structured questionnaires to university students in South Eastern University in Sri Lanka, who choose to purchase online.

Findings: Findings of this research have found that perceived of usefulness, Perceived comfort of work and subjective norms are important in predicting online purchase intention. However, Trust and perceived enjoyment are not important in predicting online purchase intention. The findings also revealed that Perceived usefulness is the most significant predicting factor on online buying intention among generation Y consumers in Sri Lanka.

Practical Implications: Conclusions of this research will provide online marketers with a better knowledge on online buying intent which enable them to direct.

Originality/value: This study the researcher mainly emphasizes the factors affecting online purchase intention among generation Y consumers in Sri Lanka.

Keywords: *Online Purchase Intention and Generation Y Consumers*

Name: *D.M.H.C. Dissanayaka*

Registration no: *SEU/IS/15/MG/105*

Supervisor: *Dr.A.Ilmudeen - Senior Lecturer*

Factors Affecting the Default of Small and Medium Entrepreneur Credit Launching Special Reference to Sanasa Development Bank In Kanthale

Abstract

Purpose: The study investigates the Financial Institutions Characteristics, Influence of Family, Macroeconomic Factors on SMEs loans default. The objective of the present research is to explore the impact of SMEs loans default. More precisely, the study focused on evaluating the effect of selected variable on effectiveness of SMEs loans default based on theory of the moral hazard and information asymmetry theory as predictors of SMEs loans.

Design/methodology/approach: Structure questionnaire were distributing among 119 borrowers of loans default were selected out of SANASA development bank in Kanthale through population study. The data were examined by applying descriptive, correlation analysis, simple regression analysis and multiple regression analysis.

Findings: The result indicated that there is substantial impact of Financial Institutions Characteristics, family factors and macroeconomics factors on SMEs Loan Default.

Practical Implications: This research study plan to examine that problem and fulfill the empirical gap in borrowers of loans default SANASA development bank in Kanthale.

Originality/value: The results of this research are helpful in more enlarging and enrichment functions of these theories in preparation.

Keywords: *Financial Institutions Characteristics, Influence of Family Factors, Macroeconomics Factors, Loan Default*

Name: *W.P.L Sandaruwan*

Registration no: *SEU/IS/15/MG/106*

Supervisor: *Dr. (Mrs).Salfiya U.A. Jaleel - Senior Lecturer*

Community Perception on Tourism Development in Pattipola Area

Abstract

Purpose: Community perception is one of the important factors for tourism development. Therefore, the chief persistence of this study is to analyses the perception of community in Pattipola area with main two objects which are to identify the specific reasons for the community's negative perception of Tourism Development in "Pattipola" and identify the actions should be taken to mitigate negative perception towards tourism development.

Design/methodology/approach: The study is inductive, and a deductive survey design is followed. The sample was 185 people who was selected using by Yamane formula. The data were examined using the computer based statistical data analysis packages such as SPSS.

Findings: Researcher has found some specific reasons for communities' negative perception towards tourism development and those are mentioned under social culture, environment, and economic impact.

Practical Implications: This study concludes that there should be provision for basic training and education for the community who are living Pattipola area and also they should be provided basic awareness information base on tourism and government should implement rules and regulation for locals as well as tourists who are visiting Pattipola area.

Originality/value: This study focuses on identifying the community perception on tourism development in Pattipola area. According to the findings of this study, community perception towards tourism development.

Keywords: *Community Perception and Tourism Development*

Name: *R. M. J. S. Rathnayaka*

Registration no: *SEU/IS/15/MG/107*

Supervisor: *Prof. Dr. AMM. Mustafa – Professor in Business Economics*

Identify The Relationship Between Service Quality, Customer Satisfaction, And Loyalty (With Reference to Who Are Visiting Eco-Friendly Hotels in Bandarawela Area)

Abstract

Purpose: This study was performed in order to recognize the connection between service quality, customer satisfaction, and loyalty to tourists who are visiting eco-friendly hotels in the Bandarawela area.

Design/methodology/approach: Service quality is assessed on five main dimensions; reliability, tangibles, responsiveness, assurance and, empathy. Data were collected from top-level eco-friendly hotels in the Bandarawela area through self-constructed formal questionnaires based on the previous literature. The data Descriptive statistics, regression test, and Spearman's "correlation with the support of appropriate tool. Minitab 15 version software is issued to analyze the data.

Findings: The research findings show that there is a strong positive relationship between service quality, customer satisfaction, and loyalty.

Practical Implications: Hoteliers and investors concerning the environmental and social effects of hotel improvement and processes to the extent where sustainability problems have seeped nearly every part of the hotel industry.

Originality/value: This research examined whether the tourist is satisfied or not with the quality of service in these hotels and the reason why tourists select these hotels for their dream vacation.

Keywords: *Service Quality, Customer Satisfaction, Customer Loyalty, sustainable practices*

Name: *HMH.Madhusika*
Registration no: *SEU/IS/15/MG/110*
Supervisor: *Dr. I Raisal - Senior Lecturer*

Effectiveness of Employee Motivation Techniques: A case of Sri Lanka Insurance Corporation Ltd

Abstract

Purpose: The concept of employee motivation highly contributes to the organizational efficiency and effectiveness. The main purpose of this research was to study and evaluate effectiveness of employee motivation techniques used by Sri Lanka Insurance Corporation Limited and to identify motivation techniques which really motivate its employees.

Design/methodology/approach: This study was conducted by using a sample of 140 employees extracted from the population of 1400 employees. Questionnaires were distributed among managerial, executive and clerical grade employees and asked to indicate their preference based on five-point Likert scale. Collected data were analyzed using descriptive, correlations and regression analysis.

Findings: Findings of this research revealed that there is a strong positive relationship between fulfilling achievement needs of employees and their motivation. While achievement needs and employee motivation was significantly correlated among managerial level employees, a moderate level relationship between growth needs and motivation among other categories of employees. However, there was a negative relationship between fulfillment of employee physiological needs and employee motivation among all categories of employees.

Practical Implications: This research reveals that the most effective employee motivation strategy for Sri Lanka Insurance Corporation is fulfilling employees' achievement needs. Low levels of needs is not much significant for employees of Sri Lanka Insurance Corporation.

Originality/value: Findings of this study will be useful for bankers for formulating strategies in order to motivate their employees.

Keywords- *Employee Motivation, Motivation Techniques, Employee needs, Insurance Corporation*

Name: L. I. Upeksha

Registration no: SEU/IS/15/MG/111

Supervisor: Chair Prof. Dr. (Mrs). FHA. Rauf – Professor in Management

Impact of Training and Development for Employee Performance - With Special Reference to Bank of Ceylon Employees in Nuwara Eliya District

Abstract

Purpose: The intention of this study was to assess the impact of training programs to the employee performance in Bank of Ceylon in Nuwara Eliya District.

Design/methodology/approach: The design of this study was quantitative and descriptive type. According to Sekaran (2006) there are various methods to collecting data. Data for statistical characterized research; these data can be categorized as primary or secondary. The primary data refers to information gaining firsthand by the researcher relevant to the variables according to the study. In this research select 100 employees in Bank of Ceylon in Nuwara Eliya area and provide a questionnaire to take the responses of them.

Findings: Training and Development program (Training design) has used as an independent variable measure how impact that variable for employee performance. As a result of analysis, it proves that training design has a significant positive relationship on employee performance.

Practical Implications: This research would be valuable to the banking sector organizations which operates in Sri Lanka. This study is mainly contributed knowledge to find out the factors which influencing for employee performance.

Originality/value: Research was to check whether the effect of Training and development programs for employee performance in public banking sector, Bank of Ceylon in Nuwara Eliya District in Sri Lanka.

Keywords: *Training and Development and Employee Performance*

Name: *E.D.M.L.K Dhanapala*

Registration no: *SEU/IS/15/MG/112*

Supervisor: *Dr. (Mrs). S. Athambawa - Senior Lecturer*

Determinants of Leisure Travelers' Decision When Selecting a Destination (With Reference to Ella Region)

Abstract

Purpose: The objective of this experimental study was to define the extent to which Leisure Travelers affect the travel decision-making method beyond the role of information supplier.

Design/methodology/approach: This technique is most useful in highly structured, routine decision-making settings. In this context, field research is done to examine the impact of suffering and non-experiential information on external search behavior.

Findings: For tourism management and marketing, understanding the structure of vacation decision-making and the elements that affect pleasure travel behavior is critical. While adjusting for sociodemographic and travel-associated variables of travel behavior, this study plans a comparative research approach to assess the individual effect of travel limits on travel frequencies (short and long trips) and travel intentions.

Practical Implications: Tourism decision modeling studies are similar to more broad applications of choice and decision modeling in that they focus on discrete decisions taken from a given and defined set of options.

Originality/value: Previous research has focused on the impact of restrictions on travel behavior, but other important elements that influence travel behavior have been overlooked.

Keywords- *Leisure traveler, Decision Making, Tourism Management*

Name: *YHH. Madhushika*

Registration no: *SEU/IS/15/MG/113*

Supervisor: *Dr.M.H.Thowfeek - Senior Lecturer*

Factor Influencing the Online Shopping Utility and Consumer Expectation (Special Reference to The Kandy District Area)

Abstract

Purpose: This study aims to study how product quality of the product and service, consumer security and reliability, pricing, delivery time packaging and shipping, website interface affect online shopping.

Design/methodology/approach: Under the primary source of data collection used questionnaire as the main instrument in this study. Statically package for social science (SPSS) is used to evaluate data in this study as the primary analytical software.

Findings: Within the five factors; product Quality consumer security and pricing gain the significant value less than 0.05 (product quality 0.013, security 0.048, pricing 0.001) so these three factors truly related to the online shopping utility and consumer security. Other two factors which are the delivery time and website interface gain higher significant value than 0.05 so we have to reject it.

Practical Implications: Because of fast growing World Wide Web, sellers have been trying to sell their goods to people who spend time online. Consumers can comfortably go to web stores in their homes, sit in front of a computer and go shopping.

Originality/value: The study investigated how product quality, consumer security, pricing, delivery time, and website interface influencing to the online shopping utility and customer expectations.

Keywords: *Online Shopping Utility and Consumer Expectation*

Name: *W.D.B.D. Wijerathna*

Registration no: *SEU/IS/15/MG/115*

Supervisor: *Mr. M. Mohomad Shiraj - Senior Lecturer*

Impact of Behavioral Factors on Investment Decisions of Individual Investors: Evidence from Colombo Stock Exchange

Abstract

Purpose: The main objectives of this study are; to identify the various behavioral factors that affect investment decisions of individual investors in the CSE, to measure the influence of the recognized issues on the investment decisions of individual investors in CSE and lastly to assess the extent to which these behavioral issues can clarify the investment choices of these individual investors in CSE.

Design/methodology/approach: To attain these objectives, this research followed the triangulation technique to increase the accuracy of the findings. Thereby, this study utilized both qualitative and quantitative approaches.

Findings: The integrated findings of this study proved that there are four behavioral factors that affect the investment decisions of individual investors in CSE, namely; Herding Factor, Prospect Factor, Market Factor and Heuristic Factor.

Practical Implications: Conclusively, individual investors should effort to familiarize to these prejudices to make advanced revenues in their portfolios and at the same time, investment advisors when making recommendations, must reflect the effect of these features on their client's investment choices for the resolve of improving their prosperity.

Originality/value: Behavioral Finance is a relatively new field that explains the prime reasons for the existence of irrational biases of investors which traditional finance theories cannot explain.

Keywords: *Behavioral Factors, Investment Decisions, Individual Investors Triangulation Technique, Colombo Stock Exchange*

Name: *W. A. T. Dhananjaya*

Registration no: *SEU/IS/15/MG/117*

Supervisor: *Prof. Dr. A.L. Abdul Rauf – Professor in Accountancy*

The Determinants of Work Alienation Among Knowledge Workers: A Study Based on Three Main IT Firms in Sri Lanka

Abstract

Purpose: Due to the rapid emerging of the IT industry, the demand for Knowledge Workers (KW) becomes high. According to research conducted concerning IT, employees have been adversely affected due to the negative organizational and individual attitudes, behaviors, and practices. Research findings revealed that 24% of IT professionals in Sri Lanka was not committed and satisfied with their job. However, literature on alienative component is scarce due to its negative orientation. Thus, the current research seeks to fill the gap by scrutinizing the extent and reasons for alienation among knowledge workers in the IT industry.

Design/methodology/approach: By drawing from rich scholarly history on work alienation the researchers have identified the main four determinants as predictors of work alienation: task factors, social support at work, organizational justice factors and organizational structural factors. This study employed a cross-sectional, quantitative survey among a sample of 134 knowledge workers selected from three main IT firms in Sri Lanka. Primary data was collected via a standard questionnaire that met the acceptable level of validity and reliability. Descriptive statistics, Pearson correlation coefficient, and regression were employed to analyze data.

Findings: Findings of the current study support the empirically justified conception that organizational structural factors, social support at work and task factors were found to be the strongest predictors for work alienation among knowledge workers.

Practical Implications: It is recommended for practicing managers to take this as a wakeup call, pointing to the compelling need to try and recognize the factors that are likely to cause alienation and take preventive actions to ensure a committed workforce.

Originality/value: The findings of this study would help the relevant policy makers to accommodate recommendations when they formulate strategies for improving performance of employees. Practical implications and area for future studies were also discussed.

Keywords: *Work Alienation, Knowledge Workers, IT Industry*

Name: *D.L.A.Indu Dalugama*

Registration no: *SEU/IS/15/MG/123*

Supervisor: *Chair Prof. Dr. (Mrs). FHA. Rauf – Professor in Management*

Contribution of Relationship Marketing to the Customer Loyalty in Banking Industry in Sri Lanka

Abstract

Purpose: This Study is going to be explore how banking sector of Sri Lanka use relationship marketing as a competitive weapon to gain customer loyalty.

Design/methodology/approach: Data can be collected through primary and secondary sources. The data collection methods that this study intends to adopt mainly will be by use of questionnaires. research is based with a descriptive research design and a survey research strategy, the researcher decided to use the statistical analysis computer program SPSS software 20.

Findings: The results of the research study conclude the existence of a significant relationship for all the six hypotheses considered for this particular study. This highlights the importance of relationship marketing in banking sector.

Practical Implications: This study express that how relationship marketing helps to build the customer loyalty in the banking industry Sri Lanka.

Originality/value: Relationship Marketing provide strategically positive impact on the Banking industry. So this study is very significant to the all commercial banks for improving their quality of services and gain the customer loyalty.

Keywords: Relationship Marketing and Customer Loyalty

Name: *B.L.M.N. Rupasinghe*

Registration no: *SEU/IS/15/MG/125*

Supervisor: *Prof. Dr. M.I.M Hilal – Professor in Marketing Management*

The Impact of Cause Related Marketing on Brand Loyalty

Abstract

Purpose: The aim of this research is to offer the deeper insight about reason linked marketing and brand loyalty. In order to achieve this study's planned the researcher used population who buy Fashion Bug the cover up all over the SriLanka.

Design/methodology/approach: As the sample of this study 110 consumers were participated to survey and 110 questionnaires were selected to analyze data. These questions go down from E-mail, Facebook and face to face reporting the whole the Sri Lanka and randomly chosen questioners were use gather the data.

Findings: This study proves that cause-related marketing improve customer's brand loyalty. However, the outcomes display that four dimensions of the congruency, duration, resource investments and management involvement will be main components for "Cause Related Marketing" Based on the results show that, out of four dimensions Congruency is only proved dimension significantly impact to increased consumer's brand loyalty.

Practical Implications: The study subject of the affect related marketing on brand loyalty has been considerably impact for academic and managerial task.

Originality/value: The researcher clearly identified results of the impact of "Cause Related Marketing" program of the Fashion Bug Clothesproducts brand loyalty has been increased.

Keywords : *Cause Related Marketing and Brand Loyalty*

Name: *W.M.Jananjana*

Registration no: *SEU/IS/15/MG/126*

Supervisor: *Prof. Dr. KM. Mubarak – Professor in Marketing Management*

Impact of The Internship Training of Management Undergraduates on Job Performance (With Special Reference to Government Universities)

Abstract

Purpose: Industrial internship is an essential component of an academic program in greater education institutions in Sri Lanka. The aim of this study is to evaluate the effect of the internship training of Management undergraduates on job performance.

Design/methodology/approach: Initial data gathered from the management graduates that passed out from the government universities in 2010 – 2018. The study gathered data from the 165 respondents according to the random sampling technique. SPSS software applied to examine to stored data and data examined by using simple and multiple regression testing.

Findings: After all, the research result was debated. According to the assessment of data the existing study is understood that there is a significant positive impact of the Internship training of management undergraduates on job performance. From the evaluation study also identify the technical and professional skills earning from internship training have more impact on job performance.

Practical Implications: Undergraduates can on their internships and also to improve their abilities, and the higher education institutions also aim their useful coaching programs also. Because this internship training has positive influence on job performance.

Originality/value: This study would improve to academic students also. So finally, research results would be a greater advantage for the potential researchers.

Keywords: *Internship Training, Job Performance*

Name: *S.A.Liyanage*

Registration no: *SEU/IS/15/MG/129*

Supervisor: *Mr. M. A. M. Hussain Ali - Senior Lecturer*

**நிறுவன கலாசாரம் மற்றும் பணியாளர் ஈடுபாடு காத்தான்குடியில்
உள்ள பிரதேச செயலாளர் அலுவலகத்துடன் சிறப்பு குறிப்பு**

சுருக்கம்

நோக்கம்: இந்த ஆய்வின் நோக்கம் ஒரு பிரதேச செயலக அலுவலகத்திற்குள் பணியாளர் ஈடுபாடு உள்ளிட்ட நிறுவன கலாச்சாரத்தின் சில அம்சங்களை மதிப்பிடுவதாகும்.

முறையியல்: தற்போதுள்ள உள் பணியாளர்கள் கணக்கெடுப்பு மற்றும் இரண்டாம்நிலை தரவுகளைப் பயன்படுத்தி அளவு (ஞாயவெவையவளைந) ஆராய்ச்சி இந்த விஷயத்தில் பயன்படுத்தப்பட்டது. நிறுவன கலாச்சாரம் மற்றும் பணியாளர் ஈடுபாடு தொடர்பான தரவுகளை சேகரிக்க ஒரு கட்டமைக்கப்பட்ட கேள்வித்தாள் பயன்படுத்தப்பட்டதுஇ அதில் சில பொதுவான கேள்விகள் உட்பட 30 கேள்விகள் இருந்தன.

முடிவுகள்: நிறுவன கலாச்சாரத்திற்கும் பணியாளர் ஈடுபாட்டிற்கும் இடையே ஒரு பெரிய தொடர்பு உள்ளது. இவ் ஆய்வில் சாராமறிகளாக (சக்தி கலாச்சாரம், பங்கு கலாச்சாரம் மற்றும் ஆதரவு கலாச்சாரம்) காணப்படுவதுடன் சார்ந்தமறியாக ஊழியர் ஈடுபாடானது காணப்படுகின்றது.

நடைமுறைத் தாக்கங்கள்: ஒரு நிறுவனத்திற்குள் உள்ள கலாச்சாரத்தைப் புரிந்துகொள்வது, சில பணிகளில் அமைப்பு ஏன் சிறந்து விளங்குகிறது என்பதை தீர்மானிக்க உதவும், பலங்கள் மற்றும் பலவீனங்கள் எங்கு இருக்கின்றன என்பதையும், மேம்பாடுகளைக் காண அதற்கேற்ப என்ன மாற்றப்பட வேண்டும் என்பதையும் புரிந்துகொள்ள இந்த ஆய்வு உதவுகிறது.

பெறுமதி: நிறுவன கலாச்சாரம் மற்றும் பணியாளர் ஈடுபாட்டுக்கு இடையிலான உறவின் ஒருங்கிணைப்புடன் இவ் விடயப்பரப்பு விவரிக்கப்பட்டுள்ளன.

முக்கிய கலைச்சொற்கள்: நிறுவன கலாச்சாரம், ஊழியர் ஈடுபாடு, பிரதேச செயலக அலுவலகம்

Name: Mohamed Jabir Mohamed Samhan

Registration no: SEU/IS/15/MG/132

Supervisor: Mr. MAM. Hussain Ali - Senior Lecturer

The Impact of Behavioral Factors on Individual Investors'

Investment Decisions in Colombo Stock Exchange

Abstract

Purpose: This study has been carried out with the purpose of identifying the effect of behavioral factors on individual investors' investment decisions in Colombo Stock Exchange.

Design/methodology/approach: In the present study, the behavioral aspects such as overconfidence, representativeness, accessibility bias, regret aversion and loss aversion were used as independent variables. To achieve the main aim of the research, questionnaires were used to collect data from 100 individual investors registered in CSE.

Findings: Five hypotheses were formulated to conduct the research. The results suggested that overconfidence, representativeness, and regret aversion have significant positive impact on investment decisions and availability bias and loss aversion has positive and no significant impact on individual investors' investment decisions in CSE.

Practical Implications: Therefore, the decisions made by the investors are very much important for the better performance of the market as well as the economic growth of the country. Therefore, it is very much important to study this field

Originality/value: This study found the relationship between behavioral factors on individual investors' investment choices in Colombo Stock Exchange.

Keywords: *Behavioral factors, Individual investors, Investment decisions, Colombo stock exchange.*

Name: *B.M.L.Kumari*

Registration no: *SEU/IS/15/MG/134*

Supervisor: *Prof. Dr. A. Jahfer – Professor in Commerce*

Impact Of Destination Image to The Destination Loyalty Through Overall Satisfaction and Brand Loyalty

Abstract

Purpose: Researcher aims to find the relationship between leverage and firm expansion with special reference to food and beverage industry.

Design/methodology/approach: When designing this study, the researcher has concerned financial leverage, operating leverage and combined leverage ratios as independent variables and revenue growth rate concerned as dependent variable. The researcher has gathered all needed data from annual reports of every selected company for 10 years and calculated debt/equity ratio, operating leverage ratio, combined leverage ratio and revenue growth rate in using gathered data and calculated data was analyzed in using regression analysis through SPSS.

Findings: The results appear that there is a significant negative correlation between financial leverage and Revenue growth rate and there is a significant positive link between operating leverage with Revenue growth rate.

Practical Implications: According to results of the study managers can optimize firm growth by changing financial leverage, operating leverage and combined leverage.

Originality/value: As the results of this study, that is very crucial to managers of a company to make better decisions regarding to financial resources of a company and to manage the company for high financial efficiency.

Keywords: *Debt equity ratio, financial leverage, operating leverage, combined leverage, revenue growth rate*

Name: T.H.C Sandamini

Registration no: SEU/IS/14/MG/007

Supervisor: Dr. I. Raisal - Senior Lecturer