

**Compilation of Abstracts of
Undergraduate Dissertations,
Department of Management – 2022
(BBA, HRM & IS)**

**CAUDDM-2022
VOLUME-II**



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This publication consists of 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, Human Resource Management and Information System. Compilation of abstracts (CAUDDM-2022) comprises the abstracts of dissertations of 2016/17 batch. Abstracts of these dissertations have not previously formed the basis for the award of any degree, diploma, or any other similar title.

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Message from the Vice Chancellor



I feel honored and delighted to convey my heartfelt congratulations and sincere thanks to the Head of the Department of Management and Editor-in-Chief on the efforts taken to publish “Compilation of Abstracts” Volume II on research conducted by 2016/2017 batch of students at the Department of Management, Faculty of Management & Commerce, South Eastern University of Sri Lanka. I hereby remember the initiation of publishing “Compilation of Abstracts – Volume I” which had taken place for the 1st time in 2021 and I sincerely appreciate the effort of the Research corner, Department of Management for the timely completion of the “Compilation of Abstracts – Volume II” in the best possible manner.

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 intensifying knowledge creation and development of skills among the undergraduates. My gratitude goes to the respective academics from the Department of Management and the Editor-in-Chief who have performed admirably in compiling and publishing this book.

Prof. Dr. A. Rameez
Vice Chancellor
South Eastern University of Sri Lanka
30.10.2022

Message from the Dean of Faculty of Management & Commerce



It is a great honor to me to write this message to this Compilation of abstracts publication by the Department of Management on Undergraduate Dissertations, Department of Management – 2022 (BBA, HRM & IS)-CAUDDM 2022 submitted by the fourth-year students (2016/2017) who pursued their studies at the Department over the last few years. I, on behalf of the Faculty of Management & Commerce, extend my heartiest wishes and congratulations to the Head of the Department, other staff in the department and the editor for their voracious pursuits.

I believe that this Compilation of abstracts will facilitate the future researchers to enhance their research knowledge 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, Human Resource Management and Information system 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
30.10.2022

Message from the Professor of Management (Chair)



I am most pleased to write this message to the Compilation of Abstract of Undergraduate Dissertations published by the Department of Management, 2022 (CAUDDM-2022) 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 2016/2017 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 extend my heartfelt appreciation and sincere thanks to all authors and all others who supported and assisted in this publication. It was with the co-operation, enthusiasm, and spirit of the students, supervisors, assistant lecturers, and staff we could make it a grand success. For the success of any publication editorial work is a vital part, and therefore the editor Miss. M.W. Mufassara too merits sincere appreciation. I hereby happily remind the initial abstracts publication volume I which had taken place in 2021. My extreme appreciation goes to Prof. Dr. A.M.M Mustafa, the head of the department for his steadfast effort for making this volume II publication within a short span of time.

I congratulate the head and staff who made an effort to publish this compilation of abstracts volume II 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
02.11.2022

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 express 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 extend 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 Ms. M.W. Mufassara who carried out this task in an enthusiastic way.

I hope that the abstracts of the researches by the undergraduates 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 impassioned wish that this publication of Compilation of Abstracts Volume II of Department of Management will be fruitful in reinforcing and enhancing even greater insight 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
02.11.2022

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Mercy W. & Salfiya Ummah MAC.

E-Banking and Financial Performance of Commercial Banks in Sri Lanka

Abstract

Purpose: The main aim of this study is to explore the impact of e-banking strategy on the financial performance of Commercial banks of Sri Lanka and also this research tries to pinpoint the impact to financial performance of commercial banks of Sri Lanka to use e - banking strategy.

Design/Approach Methodology: 322 members of Commercial banks of Sri Lanka were involved in the study sample, who were chosen convenient sampling technique. Data was collected from the Google form utilizing a self – administrated questionnaire. The collected data were analyzed by using descriptive and inferential statistics with the help of SPSS.

Findings: Correlation analysis indicate that, all independent variable such Automatic teller machine, electronic fund transfer and Mobile banking have a positive relationship with the financial performance of Commercial banks in Sri Lanka. Regression analysis is also indicated that, all the variables are impact on financial performance of Commercial banks in Sri Lanka.

Practical Implication: This research implied bank managements those are very slow in adopting innovations to adopt different innovations in their operations to enhance their profitability. This recommendation is well supported as most of Sri Lanka's profitability leading banks are moving rapidly in adopting new technologies.

Originality / value: This study primarily examines the impact of e-banking and financial performance of Commercial banks in Sri Lanka. Creating services through e-banking to realize value for customers and bankers.

Keywords: *Automatic teller machine, electronic fund transfer, Mobile banking, financial performance.*

Name: *S.M.S.Shayamali*

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

Determinants of Banks Profitability in Sri Lanka

Abstract

Purpose: The bank performs an essential role as a financial intermediary for the development of countries' economies. The core aim of this research is to analyze the factors that affect the banks performance.

Design/methodology/approach: This study employed two independent variables such as internal and external factors. Internal factors were measured with the proxies of Bank Size (BS); Bank Age (BA); Capital Adequacy (CA); Liquidity Risk (LR); while external factor was measured with the GDP Growth Rate (GDPG). The profitability the dependent variable was measured by Return on Assets (ROA). Sample of this research contains the sixteen licensed Commercial banks and specialized banks and for the study, data were collected from multiple sources such as annual reports, Statistics Department Database, bank and central bank web sites over the periods from 2011 to 2021. The data were explored using multiple regression model.

Findings: Results of the research reinforced that the Liquidity Risk and GDP Growth rate has a positive relationship with bank profitability. Bank Size, Bank Age and Capital Adequacy has a negatively effect to the profitability of banks in Sri Lanka. Further, Liquidity Risk and GDP Growth rate have noted with a significant impact with ROA.

Practical implication: Through understanding the determinants of bank profitability and this study results, banks and bank sectors can implement some strategies to increase their profit.

Originality/Value: Results emphasized that both internal and external factors contributed on the profitability of Sri Lankan Banks.

Keywords: *Financial intermediation; bank profitability; internal and external factors, Sri Lanka.*

Name: *Thirashi Abeywardhana*

Registration no: *SEU/IS/16/MG/006*

Supervisor: *Dr.A.M. Inun Jariya - Senior Lecturer*

Impact of Psychological Capital on Employee Job Performance with Special Reference to Peoples Bank and BOC Bank in Badulla District

Abstract

Purpose: This research focused to find out the study of the impact of psychological capital on employees' job performance to special reference in Peoples bank and BOC banks in Badulla district.

Design/methodology/approach: The research population consisted 908 bank employees works at peoples' bank and BOC banks in Badulla district of Sri Lanka out of population 257 sample size was considered for the study. For the purpose at data collection self-administrated questionnaire was used.

Findings: The outcome of this study emphasized the expected significant positive relationships between Psychological Capital and Job performance. In other way, self-efficacy, optimism, hope and resilience significantly correlated with Job performance. The finding also supported the hypothesized model and provide a view as psychological Capital and employee's job performance are related constructs.

Practical Implications: The finding of this study proposes that Peoples' Bank and BOC Banks employees can improve their performance influencing its psychological capital, notably, by developing self-efficacy, optimism, hope and resilience. The study provided that it is essential to give more attention to the dimensions of psychological capital as a main source for organizations to improve the competitive advantage which is of prime significance for employee performance.

Originality/value: This study reveals that psychological capital is important to the employees to increase employees Job performance.

Keywords: *Psychological capital, Self-Efficacy, Hope, Optimism, Resilience.*

Name: *D.M.U. Damayanthi*

Registration no: *SEU/IS/16/MG/010*

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

“The Factors Affecting Entrepreneurial Intention of Management Undergraduates at South Eastern University of Sri Lanka”

Abstract

Purpose: This study was developed to identify how to factors affecting entrepreneurial intention of management undergraduates at South Eastern University of Sri Lanka. It refers to identify level of relationship between personal attitude, perceived behavioral control, subjective norm and entrepreneurial education with entrepreneurial intention. And also, it focused on identify level of impact between personal attitude, perceived behavioral control, subjective norms and entrepreneurship education with entrepreneurial intention.

Design/methodology/approach: A sample of 154 was drawn among final year management undergraduate at South Eastern University of Sri Lanka. Self-administered questionnaires were distributed among the undergraduates to gather the data. Gathered data were presented in graphs and tables to elaborate the pattern of responses. Statistical SPSS package was used to explore the gathered data. Results obtained from descriptive, correlations and regression analyses were used for interpretations.

Findings: This study has shown significant positive relationship between personal attitude, perceived behavior control, subjective norms and entrepreneurship education with entrepreneurship intention. It is found that there is a positive impact of aforementioned factors on entrepreneurship intention.

Practical Implications: This study makes a novel contribution to undergraduates who want to encourage the self-employment.

Originality/value: This study reveals that is important to the undergraduates to increase entrepreneurial intention.

Keywords: *Entrepreneurial Intention, Personal Attitude, Perceived Behavioral Control, Subjective Norm, Entrepreneurship Education.*

Name: *H.G. Kaushalya*

Registration no: *SEU/IS/16/MG/011*

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

Impact of Selected HRM Practices on Job Performance Special Reference with Automobile Industry in The Colombo District in Sri Lanka

Abstract

Purpose: This study aims to discuss and examine the impact of HRM practices on employee job performance of the automobile industry workers in the Colombo district

Design/methodology approach: To determine the impact of HRM practices on employee performance, the data were examined by regression analysis. The study used quantitative survey research. Job performance is the dependent variable, and human resource management practices are the independent variables. There were 370 automobile employees among the population who worked in the Colombo district. In this investigation, correlation and linear regression are used to examine the study.

Finding: The findings of this study indicate a positive relationship between human resource management practices and the job performance of automobile workers. HRM practices, were discovered to have a positive correlation with job performance. Job performance was significantly impacted by each of the two independent variables.

Practical implication: The study finding helps to the organizations to achieve organizational goals and objectives by applying effective and efficient human resource practices. On the other hand, HRM practices assist in career advancement opportunities and hence bring the better job opportunities. This study results suggested that to confirm the high levels of job performance among employees and increased employee satisfaction, organizations, should emphasize more on HRM practices more.

Originality/ value: The study's conclusions have consequences for the automobile industry in Sri Lanka and determined how human resource procedures can affect how well automobile workers in the Colombo district perform their jobs.

Keywords: *HRM practices, training, compensation, and job performance*

Name: *T.M.M. Sewwandi*

Registration no: *SEU/IS/16/MG/014*

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

The Impact of E-Banking on Financial Performance of Commercial Banks in Sri Lanka

Abstract

Purpose: The main aim of this research is to examine the impact of E-Banking on the financial performance of Commercial banks in Sri Lanka and identify the correlation between E- Banking and Financial Performance of Commercial Banks in Sri Lanka

Design/methodology/ approach: This study attempted to collect data from 07 commercial banks in Sri Lanka by referring to their annual reports (2017-2021). Frequency table and line charts were used to analyse the mean values, maximum values and minimum values of each independent variables. Impact of e-banking on financial performance was analysed through Pearson correlation and regression analysis.

Findings: Number of ATMs is the only factor which is not significantly impact on financial performance of commercial banks. Volume of digital transactions is the highest influencing factor on financial performance of commercial banks. Net fee and commission income is the next important factor which impact on financial performance of commercial banks.

Practical Implication: Banks should pay attention on platforms of digital transactions and then fee and commission income through digital platforms in order to increase the financial performance commercial banks.

Originality/Value: This research has done to realise the management about how E- Banking impact on financial performance of Commercial Banks of Sri Lanka

Keywords: *Commission Income, Digital Transaction, Net Fee, ROA*

Name: *I.D.Dikoning*

Registration no: *SEU/IS/16/MG/021*

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

Safe Place, Safe Person” A Strategical Approach to Improve Occupational Health and Safety Management System of Construction Sector in Ampara District of Sri Lanka

Abstract

Purpose: This holistic approach offers ways to find the significant impact of safe place and safe person strategies on occupational health and safety management system to improve the health and safety and construction sector’s collective consciousness.

Design /methodology/approach: The research population consisted of 200 construction workers in Ampara District of Sri Lanka out of the population 132 sample size was considered for the study. For the purpose of data collection self-administrated questionnaire was used.

Finding: The major findings may create a collective consciousness of construction sector to acknowledge the significant impact of safe place and safe person strategies on OHS management system of construction sector.

Practical implication: The research was done according to a specified actual status of OHS application in construction sector, the future researches can develop the research on the basis of present status of OHS application of construction sector concerning a wide area of study

Originality/value: The paperwork pinpoints that, to improve occupational health and safety management system in the construction sector enough consideration of applying safe place strategies and safe person strategies are vital.

Keywords: *safe place strategy, safe person strategy & OHS management system*

Name: *MKF. Gulshan Shahani*

Registration no: *SEU/IS/16/MG/023*

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

“Impact of Celebrity Endorsement on Customer Purchase Intention with Special Reference to Young Instant Noodles Consumers in Kurunegala District in Sri Lanka”

Abstract

Purpose: The objective of this study is to explore the impact of celebrity endorsement and purchase intention with special reference to instant noodles industry in Sri Lanka.

Design/methodology/approach: There were 200 number of the sample picked up among entire employed male and female, house wives and fulltime students living in Sri Lanka who expose to Sri Lankan Television advertisements in Kurunegala district on convenience sampling technique. A survey method was used to gather the data for this study. Moreover, this research was conducted in a natural environment with minimum interference by the researcher with the normal flow of procedures related to research environment.

Findings: The study was guided by the following research questions; what is the impact of celebrity endorsement on the customer purchase intention of the instant noodles industry in Sri Lanka? What is the impact of celebrity trustworthiness on the customer purchase intention? Study finding emphasize that celebrity endorsement positively impacts on the customer purchase intention of the instant noodles industry in Sri Lanka

Practical Implications: By using this findings, instant noodles manufacturers and future investors can find out some new advertisement techniques and how the way they should use celebrities in their new advertisements.

Originality/value: There was no research found, which combined celebrity endorsement and its impact on building consumer purchase intention in the instant noodles market in Sri Lanka.

Keywords: *Celebrity endorsement, customer purchase intention*

Name: *T.B.J.Kumarasingha*

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

Impact of organizational and employees related factors on employee performance: an investigation on private and public banks in Sri Lanka.

Abstract

Purpose: Nowadays due to increased competition between firms and their needs to respond effectively to rapidly changing environment, as well as changing expectations of individuals it is important to any organizations to focus on building positive employee performance concepts by identifying factors influence on employee's performance in the organization. This research was conducted to explore the impact of organizational and employees related factors on employee performance: an investigation on private and public banks in Sri Lanka.

Design/methodology/approach: A sample of 340 was drawn from 50 banks randomly in Sri Lanka. In that 100 responses were collected. Self-administered questionnaires were used as a data collecting tool. Gathered data were illustrated in graphs and tables to explain the pattern of responses. Statistical SPSS V-23 package was used to analyze the collected data. Results obtained from descriptive, correlations and regression analyses were used for interpretations.

Findings: This research was conducted to identify the impact of organizational and employees related factors on employee performance - an investigation on private and public banks in Sri Lanka. This study has shown that organizational culture, managers' attitudes, T&D, motivation, adoptability, skill level and W-L balance are directly and indirectly impact on EP. Results also shown that employees in banks how they perform and which factor/s is/are more influence on their performance. It was found that all stated firms and employee related components have positive impact on organizational commitment of employees in banking sector in Sri Lanka.

Practical Implications: This research study would help to inform organization about the motivational factors and to develop new strategies to enhance the work performance and also helps the

mangers and workforce to realize each other obligations and responsibilities towards the better performance in the organization.

Originality/value: This study reveals that firms and employee related factors are important factors to consider to increase any organizations employee performance through which provide satisfactory services to the customers. Especially this study focuses on bank sector employees.

Keywords: *Employee performance, Organizations' culture, Managers attitudes, Motivation, Training and Development, skill level, Adoptability, Work-Life balance*

Name: *Mohammadhu Iqbar Fathima Hamna*

Registration no: *SEU/IS/16/MG/033*

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

Factors influencing the usages of Smart banking in Sri Lanka

Abstract

Purpose: In this research, the relationship between factors influencing the usage of smart banking among Sri Lankan consumers was explored. This study analyzes how each factors affects the adoption of smart banking.

Design/methodology approach: The study plan accepted was the survey techniques using questionnaires as the method of data gathering. Total sample of 254 customers who were issued questionnaires. Descriptive statistics test, reliability test, correlation study and regression study have been used to perceived usefulness, perceived ease of use, perceived risk and influencing the usage of smart banking in Sri Lanka.

Findings: Factors affecting smart banking in Sri Lanka were identified here. Correlation analysis shows that all the variables like perceived usefulness, perceived ease of use, perceived risk have a positive relationship with smart banking. But in analyzing the coefficient, it was found that there is a negative relationship in perceived usefulness.

Practical implication: This study is conducted to identify the perceived usefulness, perceived ease of use, perceived risks of consumers towards smart banking Sri Lanka.

Originality/value: This study primarily examines the need for smart banking. Creating services through smart banking apps to realize value for customers.

Keywords: *Smart banking, M- commerce, perceived usefulness, perceived ease of use, perceived risk*

Name: *D.M.I.L.Dissanayake*

Registration no: *SEU/IS/16/MG/036*

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

Factors Influencing on Job Satisfaction in Mas Casual Line [PVT] LTD: Special Reference with Operational Employees

Abstract

Purpose: This research was conducted to explore relationship between factors influencing on job satisfaction with operational employees in MAS casual line [PVT]. Ltd

Design/ methodology/approach: A sample of 79 was drawn from operational employees in mas' casual line [pvt] ltd. Self-administered questionnaires were used to gather the data. Collected data were elaborated in graphs and tables to describe the pattern of responses. Statistical SPSS package was used to analyses the data. Results obtained from descriptive, correlations and regression analysis were used interpretations.

Finding: This research was conducted to find the relationship of job satisfaction on operational employees in mas' casual line [pvt] ltd. this study has shown that work pressure, salary, promotion have an impact on job satisfaction and shown that operational employees in mas' casual line [pvt] ltd are at high level of job satisfaction. It was found that job satisfaction components have positive impact on salary and promotion factors and work pressure to be negative impact of operational employees in mas' casual line [pvt] ltd.

Practical implication: This research has shown that the operational employees who work in the mas' casual line[pvt] ltd in Mawathagama are aware about their job satisfaction to impact their salary, promotion and work pressure. This finding will be useful for mas' casual line[pvt] itd's for formulating strategies to increase job satisfaction level of their employees.

Originality/value: This research reveals that job satisfaction is important to the mas' casual line[pvt] ltd operational employees to increase salary, promotion and decrease the work pressure through which provide satisfactory services to the company.

Keywords: *job satisfaction, work pressure, salary, promotion.*

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The Impact of Human Resource Information Systems (HRIS) on Performance of Organization (A Study on Public Sector Bank in Ampara District)

Abstract

Purpose: This research conducted to identify the impact of HRIS on performance of organization in public sector bank in Ampara district.

Design/methodology/approach: A sample size of 199 was drawn from Ampara district. This study used the survey method. Lickert scale type of questionnaires were used as a tool to collect the data. Gathered data were presented in graphs and table to describe the responses. Statistical SPSS package was used to explore the data. Results obtain from reliability, validity, descriptive, correlation and regression analyses were used to interpretation of the data.

Findings: The study was to found out E-Recruitment, E-Training, E-Payroll, E-performance and employee self-service supported with the performance of organization. And there is significant relationship between the performance of organization and the E-Recruitment, E-Training, E-Payroll, E-performance and employee self-service.

Practical Implication: This research study will help on the identify relationship between HRIS and performance of organization.

Originality value: This study has determined how human resource information systems impact on performance of organization in public sector bank in Ampara district.

Keywords: *E-Recruitment, E-Training, E-Payroll, E-performance and employee selfservice,HRIS, performance of organization*

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Impact of Composition of Cash Flows on The Financial Performance of Public Listed Material and Consumer Durable Manufacturing Companies in Sri Lanka

Abstract

Purpose: This research was conducted to explore the relationship between the cash flows and financial performance of public listed material and consumer durable manufacturing companies.

Design/ methodology/ approach: The target population of the study was 34 material & consumer durable manufacturing companies listed in Colombo Stock Exchange. A sample of 24 material and consumer durable manufacturing companies was chosen from the population. The selection of sample was made based on the accessibility of full data set for the period of five years from 2017 to 2021. Popular statistical SPSS package was used to analyze the data.

Findings: Prime Hypothesis of the research was “There is a significant relationship between Composition of Cash Flow and Financial Performance”. OCFR has positive and significant effect on ROA and ROE also. ICFR has insignificant positive effect on ROE and insignificant negative effect in ROA. However, FCFR has negative and significant effect on ROE and ROA. Therefore, the main hypothesis of the study was accepted

Practical Implications: We can use the findings as ‘OCFR has positive and significant effect on ROA and ROE’ to increase the performance by guiding in the decision -making progress on the Public Listed Material and Consumer Durable Manufacturing Companies in Sri Lanka

Originality/value: The findings revealed that OCFR has positive and significant effect on ROA and ROE also. ICFR has insignificant positive effect on ROE and insignificant negative effect in ROA. However, FCFR has negative and significant effect on ROE and ROA. Therefore, the main hypothesis of the study was accepted.

Keywords: *Composition of Cash Flow, Operating Cash Flow Ratio, Investing Cash Flow Ratio, Financing Cash Flow Ratio, Financial Performance.*

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Impact Of Occupational Stress Factors on Job Performance: Study on Teaching Staff of South Eastern University of Sri Lanka

Abstract

Purpose: The aim of this study is to measure the impact of Occupational stress on job performance among the teaching staff, south Easter University of Sri Lanka (SEUSL) for that purpose the factors of occupational stress studied were: work overload, working environment, and home-work interferences.

Design /methodology/approach: The study population consisted of the 244 teaching employees of (SEUSL), from whom a simple random sample of size 150 employees was chosen. For the data collection Standard questionnaire was used to module online google form set via E-mail to teaching staff of SEUSL From that distributed questionnaire, 116 responses were fit to analysis. The data were analyzed using SPSS 26.

Findings: Finding states significant very positive effect of stress result in job performance, the correlation results displayed that, there is a very strong positive correlation ($r = 0.923$) between occupational stress and job performance. According to the multiple regression analysis, R square and Adjusted R square values determined as 0.925 and 0.923 respectively.

Practical implication: The findings of the study provide a better thoughtful understanding of the significance of occupational stress and job performance. As an outcome of the proper level of occupational stress will lead to the efficient job performance among teaching staff.

Originality/value: Nevertheless, future researchers can further analyze this research with a huge number of respondents with regard to other private and state universities and higher educational institutions.

Keywords: *Work Load, Working, environment, home-work interfere, Job performance*

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Invisible Barriers on Women's Career Development: For Middle Level Managers of Private Companies in Ampara District

Abstract

Purpose: This research focuses on invisible barriers on women career development among middle level managers of private companies in Ampara district. Even though their conventional home makers role has been changed as career woman, still there are many challenges which prohibit them to go up in career advancement. Therefore, the intention of this research is to identify the invisible barriers on women career development and finding solutions for it.

Design/methodology/approach: 100 participants, namely, women middle level managers of private companies were chosen to participate in the study. Standard questionnaire was used to collect the data by created in Google form and Data was analyzed using SPSS version of 26.0. Validity and reliability of the questionnaire was satisfactory.

Findings: Findings of this study describes that there is a strong positive association between invisible barriers and women's career development. Different factors such as individual factors, societal factors and organizational factors identified under the invisible barriers and they have positive relationship. The findings of the research provide a better and thoughtful understanding of invisible barriers on women's career development.

Practical Implications: All organization desire to have a good career development system in way, to break the barriers and compete in the career ladder. Organizations should provide succession planning programs which give an opportunity for women to be in decision making roles and organization, family, and society support them and help to balance work and life conflict

Originality/value: This research reveals that the invisible barriers on women career development that helpful to boost the career development through identify and manage them

Keywords: *Invisible barriers, career development*

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Factors Influencing Work Life Balance of Type “A” Base Hospitals’ Nursing Officers in Ampara District Sri Lanka

Abstract

Purpose: The aim of this research is to identify the factors influencing work life balance of type “A” base hospitals’ nursing officers working in Ampara district Sri Lanka.

Design/Methodology/Approach: To gathered the related data for this research, respondents were asked to answer the self-rating questionnaire. The research sample was derived from stratified random sampling method. Researcher was used SPSS version 20.0 to analyzed the data. Gathered data were presented by using descriptive statistics, factor analysis, correlation analysis and regression analysis.

Findings: The findings implies that there are work related factors and family related factors which influence the work life balance. The findings revealed that workload, flexible working hours, supervisory support and family support have a significant positive impact on work life balance of nursing officers, and childcare has a significant negative impact on work life balance of nursing officers.

Practical Implications: This research examine the existing level of work life balance of nursing officers and the extent of impact of factors on work life balance. As such this study provide some insights to both the nursing officers and the hospital administration.

Originality/value: This study has identified how various factors influence the work life balance as well as suggests some recommendations to improve work life balance and minimize those factors which are influencing to reduce the work life balance of nursing officers.

Keywords: *Workload, Flexible Working Hours, Supervisory Support, Family Support, Childcare and Work Life Balance*

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Impact of Covid-19 and Economic Crisis on Education Sector in Sri Lanka: A Study among the Students of Akkaraipattu Zone

Abstract

Purpose: The aim of this study is to evaluate students' performance in online learning during the COVID-19 pandemic and Economic crisis at schools in Akkaraipattu zone, Sri Lanka.

Design/Methodology/Approach: This research employed a quantitative research design. An online questionnaire was issued among students in Akkaraipattu zone, in order to collect primary data for the study. The research used a convenience sample of 100 students. Gathered data was assessed by using IBM SPSS Statistics 23. Descriptive analysis, correlation analysis, and multiple regression analysis were used during this study.

Findings: Findings from this research revealed that there is a significant relationship between dependent variable and independent variables. Learners' experiences, learning facilities, teacher support, supports from school have significant positive impact on students' performance in online learning, while challenges during online learning have a significant negative impact on students' satisfaction and performance of students.

Practical Implications: Students' satisfaction is the crucial factor for the success of education. It is important to reduce the challenges associated with online learning in order to increase students' satisfaction and performance of students in online learning. It is responsible for academics to take the necessary actions to enhance students' performance.

Originality/value: The study aims to investigate students' performance during online learning. Findings of this study will be beneficial to students and academics in order to ensure the success of the education during the crisis periods.

Keywords: *Learner's experience, learning facilities, teacher support, supports from school, Student's satisfaction, Student's performance*

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Impact of Work Environment on Employee Performance in the Construction Industry in Polonnaruwa District

Abstract

Purpose: This research was conducted to identify the impact of working environment on employee performance in construction industry in Polonnaruwa District.

Design/ Methodology/ Approach: In order to meet the objective, data were collected using structured questionnaires from to randomly selected samples of employees who deal with two construction company (KMC construction & Nadhun construction) Polonnaruwa District. The data was collected from 150 respondents. The data were analysed using SPSS version 26.0 Descriptive statistics, Pearson correlation analysis, and Regression analysis were carried out. This study used, four independent variables (social support, job characteristics, physical working conditions, and communication practice) and dependent variable was employee performance

Findings: The finding showed that job characteristics and physical working environment significantly effect on employee performance. But social support and communication practice have no significant impact on employee performance, further working environment has a significant impact on employee performance.

Practical implication: This study makes a novel contribution to high level managerial who made decisions in construction industry to keep and encourage their employees to work in the industry.

Originality/ values: This study reveals that, work environment is important to the employee performance.

Keywords: *Working environment, Job characteristics, Social-support, employee performance, Construction industry*

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The Impact of High-Performance Work Practices on Motivation of Executive Level Employees in Insurance Industry in Sri Lanka

Abstract

Purpose: organizations one of the major factors behind the successful organization is the High-Performance Work Practices. Because they are the way of organizing work in which employees participate in making decisions that have a real impact on their jobs and the broader organization

Design/methodology/approach: Here Researcher has identified five dimensions under the HPWPs as job security, symbolic egalitarianism, flexible work scheduling, grievance handling procedure and quality hiring process.

Finding: According to the correlation analysis this study concluded that HPWPs positively correlated with employee motivation. However, when consider the impact out of five independent variables there are only three variables (Job security, symbolic egalitarianism and grievance handling) have identified as having a significant impact on executive level employee motivation in insurance industry while other two independent variables motivation.

Practical implication: By following those work practices companies can gain the best from their employees by increasing their motivation. The motivated employees are the most valuable asset for an organization to achieve their goals. Now a days high performance

Originality/value: The data were collected from 100 employees as the sample, form population of 550 employees in insurance companies where practicing High Performance Work Practices in Western Province using random sampling method.

Keywords: *Job security, Symbolic egalitarianism, Flexibility, Work scheduling, Quality hiring process*

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Employee Individual Factors and Employee Turnover Intention in Operational Level Employees of Apparel Industry in Ampara District

Abstract

Purpose: The main aim of this research was empirically evaluated the Individual Factors (Demographic factors, push and pull factors) and impact on the Turnover intention of the operational level employees in apparel industry in Ampara district

Design/methodology/approach: This study depends on data set derived its survey of 300 operational levels of employees of apparel industries in Ampara district. The gathered data were analyzed by using descriptive statistics, correlation analysis and simple regression analysis.

Findings: The result emphasized that relationship between Individual factors and Employee Turnover Intention had moderate level in the operational levels of employees of apparel industries in Ampara district. The result also revealed that a significant relationship between independent variable Individual factors and dependent variable Turnover Intention.

Practical Implications: The final outcomes of this study express that, there is a significant relationship between Individual factors and Turnover Intention among the operational levels of employees of apparel industries in Ampara district.

Originality/value: The research study mainly focuses on the whether there is significant relationship between Individual Factors and Turnover Intention and help to reduce turnover intention among the operational level of employees of apparel industries in Ampara district.

Keywords: *Individual Factors, Employee Turnover Intention*

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Nexus between the work life balance and organizational citizenship behavior of the state banking staff in Ampara district

Abstract

Purpose: Work life balance (WLB) has emerged as one of the key concepts in HRM, and employees at all levels of employment place a high importance on it. Consequently, the aim of this study is to evaluate how work-life balance impact organizational citizenship behavior.

Design/methodology/approach: The research included 136 state banking staffs in Ampara district as the sample out of 210 population and the random sampling method was taken for the purpose of data collection. Standard questionnaire was used to create in google form and sent via E-mail to banking staffs.

Findings: The findings of this study come up with a thoughtful understanding of the importance of work life balance and organizational citizenship behavior. As an outcome of the proper balance between the family life and work life will lead to the organizational citizenship behavior among workers.

Practical Implications: Nevertheless, future researchers can reinvent this research with a greater number of sample size with regard to other private and state banks.

Originality/value: Further, the recommendations of the research could be helpful to strengthen the work life balance among state bank employees in Sri Lanka.

Keywords: *Work Life Balance and Organizational Citizenship Behaviour*

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Students' Satisfaction in Online Learning During the Covid-19 Pandemics with Special Reference to South Eastern University of Sri Lanka

Abstract

Purpose: The aim of this research is to evaluate students' satisfaction in online learning during the COVID-19 pandemic at South Eastern University of Sri Lanka.

Design/Methodology/Approach: This research employed a quantitative research design. An online questionnaire was issued among students at the South Eastern University of Sri Lanka, in order to collect primary data for the study. The research used a convenience sample of 200 students. Gathered data was assessed by using IBM SPSS Statistics 23. Descriptive analysis, correlation analysis, and multiple regression analysis were used during this study.

Findings: Findings from this research revealed that there is a significant relationship between dependent variable and independent variables. Internet connection, quality of instructors, and learning environment have significant positive impact on students' satisfaction in online learning, while physical and psychological challenges have a significant negative impact on students' satisfaction.

Practical Implications: Students' satisfaction is the crucial factor for the success of education. It is important to reduce the challenges associated with online learning in order to increase students' satisfaction in online learning. It is responsible for academics to take the necessary actions to enhance students' satisfaction.

Originality/value: The study aims to investigate students' satisfaction in online learning. Findings of this study will be beneficial to students and academics in order to ensure the success of the education.

Keywords: *Internet Connection, quality of instructors, Students' satisfaction, learning environment, Physical and Psychological challenges*

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Study On the Impact of Job Satisfaction on Absenteeism of Operational Level Employees (With Special References to Mas Active Asia Line-Middeniya)

Abstract

Purpose: This research was conducted to explore relationship between factors influencing on job satisfaction with operational employees in MAS Active Asia Line Company

Design/methodology/approach: A sample of 90 was drawn from operational employees in Mas Active Asia Line Company. Self-administered questionnaires were used as a tool to collect data. Gathered data were illustrated in graphs and tables to define the pattern of responses. Statistical SPSS package was used to analyses the data. Results obtained from descriptive, correlations and regression analysis were used interpretations.

Finding: This research was conducted to identify the relationship of job satisfaction on Absenteeism of operational level employees in Mas Active Asia Line Company. this study has shown that pay, promotion, benefits have an impact on job satisfaction. Result also shown that operational employees in Mas Active Asia Line Company are at high level of job satisfaction. It was found that job satisfaction components have positive impact on salary and promotion factors and work pressure to be negative impact of operational employees in Mas Active Asia Line Company.

Practical implication: This research has shown that the operational employees who work in the mas active Asia line company are aware about their job satisfaction to impact their Pay, Promotion, Benefits. This finding will be useful for mas active Asia line company for formulating strategies to increase job satisfaction level of their employees and decrease absenteeism.

Originality/value: This research reveals that job satisfaction is important to the mas active Asia line company's operational employees to increase salary, promotion and benefits through which provide satisfactory services to the company.

Keywords: *Job satisfaction, work pressure, salary, promotion.*

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Impact of Relationship Marketing on Customer Loyalty Among Banking Customers in Ampara District

Abstract

Purpose: This research was conducted to explore the impact of relationship marketing on customer loyalty Among banking Customer in Ampara District.

Design/ methodology/ approach: Population of Ampara District was the target population for this study. In order to determine the influence of Relationship Marketing on customer loyalty Among Banking Customer in Ampara District, quantitative research approaches are used. This research is based on the positivist philosophy, which uses a deductive research approach. Population, sample, sampling methodology, and nature, as well as data collecting, analysis, and statistical tools were discussed under design.

Findings: This research study has identified some limitations. The main aim of this research was to see how four relationship marketing characteristics, such as trust, commitment, communication, and conflict handling, affected customer loyalty. Relationship marketing is the independent variable in this study, whereas customer loyalty is the dependent variable. The findings of the research study are as follows. According to research findings, there is no significant impact between marketing and customer loyalty

Practical Implications: simple random sampling technique is utilized to test impact of Relationship Marketing on customer loyalty Among Banking Customers in Ampara District. The study used secondary data and the research design used for this research were descriptive statistics such as mean, Standard deviation, Coefficient of variance and Inferential statistics such as correlation and regression analysis by using SPSS.

Originality/ value: According to the study, we can identify that, there is no significant impact of Relationship Marketing on customer loyalty.

Keywords: *Relationship Marketing, Customer Loyalty, Banking Customers, Conflict Handling, Trust, Commitment, Communication*

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A Study on The Impact of Perceived Organizational Support on Organizational Commitment with Special Reference to Brandix Essentials

Abstract

Purpose: This research was conducted to explore the relationship between the Perceived Organizational Support and Organizational Commitment among employees working in Brandix Essentials

Design/methodology/approach: A sample of 150 was drawn from Brandix Essential. Self - administered questionnaires were used as tool to collect the data. Gathered data were illustrated in graphs and tables to describes the pattern of responses. Statistical SPSS package was used to analyze the data. Results obtained from descriptive, correlations and regression analyses were used for interpretations.

Findings: The finding of this study is described that impact of perceived organizational support on dimensions of organizational commitment (affective, normative and continuance) after controlling for tenure. This study has shown that perceived organizational support had a significant positive effect on affective, normative and continuous commitment despite the effect of tenure. organizational commitment is one of the most essential phenomenon for the organization to be succeed and perceived organizational support positively impact on organizational commitment.

Practical Implications: This research findings provide a guidance and support to Brandix Essentials who want to keep and encourage their employees to work in the organization.

Originality/value: This study reveals that Perceived Organizational Support is important to the employees to increase organizational commitment.

Keywords: *Perceived Organizational Support, Organizational Commitment*

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Determinants of Turnover Intention with Reference to Operational Level Employees in Daya Apparel Company

Abstract

Purpose: The ultimate aim of the study is to identify the determinants of turnover intention of operational level employees with special reference to Daya Apparel Company in Ampara district.

Design/methodology/ approach: The researcher selected 150 operational level employees in selected apparel company as a sample of study from the population of 670 operational level employees in selected apparel company. The sample was selected by using simple random sampling technique and researcher was used survey strategy for conducting the study. The research was conducted in a no contrived setting and the current study was a cross sectional study.

Findings: According to the findings of the study Compensation, Training and Development and supervision style has significant negative impact on turnover intention. There are different factors can be identified as causes of employee turnover intention. There are different factors can be identified as causes of employee turnover intention.

Practical Implications: Managers of Daya Apparel company can find out the determinants of turnover intention of their employees and can develop some strategies to overcome the issues by understanding the research findings and recommendations.

Originality/value: But this study only focused on compensation, supervision style, training and development and turnover intention. And revealed the determinants of turnover intention with special reference to operational level employees in Daya Apparel Company.

Keywords: *Employee turnover intention, Operational level employees*

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Perceived Determinants of Cloud Based Accounting in Sri Lanka

Abstract

Purpose: The purpose of the research to identify the extent of human, technology, organizational and environmental factors and the relationship of those factors with CBA adoption and also the impact of those factors on CBA adoption in Sri Lanka.

Design/Approach/Methodology: To attain the research purpose data was collected from 200 accountants by using structured questionnaire. The data were analyzed by using descriptive, correlation analyses and multiple regression analysis.

Findings: The results show that human, technological, organizational and environmental factors are in high level and identified that, there is a strong positive relationship among human, organizational and technological factors with cloud-based accounting adoption and medium positive relationship among environmental factors with cloud -based accounting adoption.

Practical Implication: This study has identified that among all the factors innovativeness of senior executives, it capability of staff, it infrastructure, compatibility, complexity, perceived value, relative advantage, top management support, perceived cost are significantly impact on cloud based accounting adoption.

Originality / Value: Top level management in the organization must take the leadership to guide new practices and novel systems that lead to motivate the adoption of cloud-based accounting with enough trainings to employees.

Keywords: *Cloud based accounting, Human factors, technological factors, organizational factors, environmental factors and cloud-based adoption.*

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Corporate Governance and Voluntary Disclosure: An Empirical Study in Sri Lanka

Abstract

Purpose: The main purpose of this research is analysed the relationship between corporate the governance and voluntary disclosure (VD) of CSE listed firms in Sri Lanka.

Design/Methodology/Approach: Panel data analysis was undertaken over a period from 2016-2020 with a purpose to of explore the impact of corporate governance on voluntary disclosures made by 100 listed firms in their five years of annual reports. In order to analyse the data, STATA version 12 package is used.

Findings: The findings of this study emphasized that the mean voluntary disclosure level over the five years is 43 per cent. The results show that audit committee size and board size have significantly and positively correlated with voluntary disclosure. Firm size as a control variable found to have a significant positive relationship with voluntary disclosure. The empirical results of multiple regression revealed that three out of four corporate governance proxies have significant positive impact on voluntary disclosure namely audit committee size, board independence, and board size. Conversely CEO duality do not have any impact on voluntary disclosure. In terms of control variable, firm size has significant negative impact on voluntary disclosure.

Practical Implications: This study will be useful to stakeholders such as accountants, auditors, company managers, investors, financial analysts, stock brokers and the regulatory bodies responsible for accounting standard setting and stock market regulations.

Originality/value: This study will be assists companies to being successful by following the corporate governance practices. This study is exploring how corporate governance relate with voluntary disclosure and how corporate governance impact voluntary disclosure.

Keywords: *Corporate governance, Voluntary disclosure, Listed firms, Sri Lanka*

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The contribution of the career guidance units in improving the employability of management graduates and management undergraduates of state universities in Sri Lanka

Abstract

Purpose: The objective of this study is to investigate the challenges faced by the graduates, find out ways to overcome the challenges faced by the undergraduates and increase the contribution of the career guidance units in improving the employability of the undergraduates with find the strategies to overcome these challenges.

Design/methodology/approach: The primary data was collected through interviews from Management graduates and Management undergraduates in Telephonic interview questions, and the secondary data was collected from university graduate employability survey. Gathered data was analyzed thematic.

Findings: This study found out the ways career guidance units improving the employability of graduates and undergraduates Conducting workshops, improved actively searching for a job, lots of interviews, monitored the performance of the students closely, thinking knowledge in the career improvement, job-related knowledge.

Practical Implications: This finding will be useful for graduates and undergraduates to assists in choosing the right career path, finding jobs in the field of career choice, increases the self-esteem, and the likelihood of success, and fosters critical thinking skills, developing an individuals' talents in self-knowledge,

Originality/value: This study reveals that career guidance units are important to graduates and undergraduates to increase educational and occupational exploration, and career planning, and challenges faced, Lack of commitment with their skills and work, less support of career guidance units, often having little or no work experience, facing stiff competition, lack of relevant skills.

Keywords: *Employability, Career Guidance units, University*

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Influence of organizational trust on job performance: Special reference to nurses in teaching hospital, Batticaloa

Abstract

Purpose: The purpose of this study was to explore the influence of organizational trust on job performance special reference to nurses in teaching hospital, Batticaloa.

Design/methodology/approach: This research depends on data set derived its survey of 240 nurses in Batticaloa teaching hospital. The gathered data were analyzed by using descriptive statistics, correlation analysis and simple regression analysis.

Findings: The result reinforced that organizational trust and job performance had high level in the Batticaloa teaching hospital nurses. The result also revealed that a strong positive relationship between independent variable organizational trust and dependent variable job performance.

Practical implications: The final outcomes of this study emphasized that, there is a significant relationship between organizational trust and job performance among the nurses in Batticaloa teaching hospital.

Originality/value: The research study mainly focuses on the whether there is significant relationship between organizational trust and job performance among nurses in Batticaloa teaching hospital.

Keywords: *Organizational trust, Job performance*

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**Factors Influencing Performance of Students in
Academic Teamwork of Department of Management,
Faculty of Management and Commerce, South Eastern
University of Sri Lanka**

Abstract

Purpose: This research was conducted to identify and examine the factors influencing the performance of undergraduates in academic teamwork of the Department of Management of SEUSL

Design/methodology/approach: A sample of 10 groups was drawn among 14 groups (137 students) from third year students in Department of Management, FMC. The research approach used was Inductivism. Survey strategy was used to conduct the research with the survey instrument being phone call interviews. Gathered data was analyzed using thematic analysis.

Findings: The factors that are identified: Team cognition, psychological safety, Trust, reflexivity, effort, Perceived leader integrity, Implicit coordination, Team coaching and Team creativity and positive note. And it was found that the factor that contributes most is the Team coaching.

Practical implications: This research has shown that the team coaching influences most in the academic teamwork in the university. And also, the research has shown that when undergraduates perform as a teamwork, they should follow the coach and follow the guidance of the relevant subject lecturer. This finding will be useful for undergraduates and future researchers.

Originality/value: This study reveals that team coaching is important to undergraduates to perform as a teamwork efficiently and effectively within the university.

Keywords: *Academic team work and performance of students.*

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Impact of Organizational Factors on Employee Grievances: Evidence from Apparel Industries in Sri Lanka.

Abstract

Purpose: This research was conducted to identifying and understand the Impact of Organizational Factors on Employee Grievances: Evidence from Apparel Industry in Sri Lanka.

Design/methodology/approach: A sample this study is 200 employees from apparel industries in Sri Lanka. This study used the survey method to collect the data by self-administered questionnaire. Gathered data were illustrated in graphs and tables to describe the pattern of responses. Statical SPSS package was used to analyze the data. Results obtained from descriptive, correlations and regression analyses were used for interpretations.

Findings: The research was conducted to identifying and understand the impact of organizational factors on employee grievances from Apparel Industry in Sri Lanka. The research was found that the Inferior Managerial Policies, Working Condition, Inter-personal Factors has a positive relationship with employee grievances.

Practical Implication: This research has shown that the impact of organizational factors on Employee Grievances Evidence from Apparel Industry in Sri Lanka. This finding was useful to reduce the grievances in the organizations and avoid the issues and enhance the employee satisfaction and productivity.

Originality/value: This study reveals that impact of Organizational factors on employee grievances in Apparel Industry to reduce the employee grievances and the enhance satisfaction and productivity level of the employee.

Keywords: *Organizational Factors, Employee Grievances*

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Impact of Advertising on Consumer Buying Behavior of Milk Powder Products in Ampara District

Abstract

Purpose: The purpose of this research study was to identify impact of advertising on consumer buying behavior of milk powder products in Ampara district.

Design/methodology/approach: A descriptive research design was adopted, with milk powder product consumers in Ampara district. Simple random sampling technique was used to draw a sample size of 100 respondents. A standard structured questionnaire was used as the data collection instrument to collect from the respondents. Descriptive statistical techniques were used to obtain frequencies, analyze and summarize data before making inferences. In which frequency distribution analysis of respondents by their personal characteristics and descriptive statistics of each variable were showed such as mean, variance and standard deviation.

Findings: The research findings show that factors such as design factors, exposure time and repetition and involvement have a significant positive relationship on consumer buying behavior.

Practical Implications: This study has strong implications for advertisement. The results of the study clearly document consumer buying behavior and this current study has shown the interrelationship among consumer buying behavior and advertising (design factors, exposure time & repetition and involvement). This study also suggests that these factors have a direct relationship with consumers buying behavior.

Originality/value: Advertising is important factor to influence in the consumer buying behavior. Consumers are major persons and weapons for the milk powder industry activities so that these consumers are well-motivated by the advertisement are influence on the consumer buying behavior. Therefore, milk powder industry must provide suitable advertisement to their consumers to buy milk powder products.

Keywords: *consumer buying behavior, design factors, exposure time and repetition, involvement*

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Investigate the Rewards Impacts on Employee Turnover Intention in Small and Medium Businesses in Sri Lanka (Special References in Ampara District)

Abstract

Purpose: This research was conducted to identify different rewards offered in selected organizations and their relationships with turnover intention of employee working in small and medium business in Sri Lanka.

Design/methodology/approach: The study is facilitated by convenience sampling, for a sample of 280 was drawn from the employees in selected small and medium enterprises in Ampara divisional Secretariats. Self-administered questionnaires were used as a tool to collect the data. Gathered data were illustrated in graphs and tables to describe the pattern of responses. Statistical SPSS package was used to analyze the data. Results obtained from descriptive, correlations and regression analyses were used for interpretations.

Findings: The results have shown statistically significant relationships of rewards and turnover intention and found that all the financial and non-financial variable have Negative impact on turnover intention of employees in small and medium business in Ampara District.

Practical Implications: The research tries to provide a guidance and support to concerned stakeholders in better understanding, developing and modifying rewards-turnover relationships specially for apparel industry in Sri Lanka. This finding will be useful for owners or managers of the small and medium firms for formulating strategies to retain employees in a long period of time.

Originality/value: The effect of employee turnover has drastically increased quite a number of concerns in the small and medium businesses as an outcome of its effect on productivity and employees are no longer available utilized by the firm. this study reveals that rewards system are important to employees to retain workplace through which provide satisfactory services to the organization.

Keywords: *Rewards System, Financial Rewards, Non- Financial Rewards, Turnover Intention, small and medium enterprises*

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Impact of Macro Economic Determinants on Interest Rate Spread in Sri Lanka (Special Reference to Commercial Bank Sector)

Abstract

Purpose: The main objective of this study is to identify determinants affecting IRS in Sri Lanka using already available data obtained from various data source.

Design/methodology/approach: This study was conducted using annual data from the Sri Lanka LCB Financial Statistics for the years 1989 – 2018 according to the central bank of Sri Lanka (CBSL). Thus study, identifying the macroeconomic determinant affecting IRS in Sri Lanka commercial banking sector, was an analytical in nature. Analytical research primarily concerns with testing hypothesis, specifying and interpreting relationship by analyzing information already available.

Finding; This study gives emphasis on the macroeconomic determinants of Interest Rate Spread in Sri Lanka commercial bank sector. Based on the literature, focus of this study has been placed on five macroeconomic determinants of interest rate spreads in the commercial banking sector. Result of the study concluded that Bank Rate, Banking Sector Development, and Treasury bill rate have significant relationship with Interest Rate spread in Sri Lanka.

Practical implication: By using the findings of this study Commercial bank sector can moderate and forecast their investment decisions.

Originality/value: Study used in the Central Bank of Sri Lanka annual data from 1989 to 2018 are analyzed by using Regression model. Result of the study concluded that Bank Rate, Banking Sector Development, and Treasury bill rate have significant relationship with Interest Rate spread in Sri Lanka.

Keywords: *Macroeconomics determinants, interest rate*

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Study on Factors Influencing on Employee Loyalty Special Reference to Finance Companies in Kinniya

Abstract

Purpose: This study was carried out to determine the Factors influencing on Employee loyalty Special Reference to Finance Companies in Kinniya.

Design/methodology/approach: The researcher has gathered all needed data from 106 respondents who have selected as the sample of the study in Kinniya. Data were stored through the questionnaires of every selected company and calculated data was analyzed in using regression analysis through SPSS.

Findings: The statistical results pointed out that 28.3% of the variance (adjusted R Square) in Employee loyalty has been explained by the group of 2 independent variables, the researcher attempts to reveal the managerial implications and theoretical implications of the research outcome.

Practical Implications: Organizations needed loyal 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 – *Employee Loyalty, Rate, Variables, Distinction*

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Factors Influencing E-Learning Adoption Intention with The Mediating Role of Students' Attitude

Abstract

Purpose: This research aims to evaluate Factors Influencing E-Learning Adoption intention with the mediating role of Students' attitudes at the South Eastern University of Sri Lanka.

Design/Methodology/Approach: This research employed a quantitative research design. An online questionnaire was issued among students at the South Eastern University of Sri Lanka to collect primary data for the study. The research used a convenience sample of 372 students. Gathered data assessed by using IBM SPSS Statistics 23. Descriptive analysis, correlation analysis, and multiple regression analysis were used during this study.

Findings: The findings of this research reveal a significant relationship between a dependent variable and independent variables; student Interaction, quality of instructors, and Students' attitudes positively impact Factors on students' online learning, and physical and psychological challenges significantly negatively impact students' online learning.

Practical Implications: Students' attitude is crucial for the success of education. Reducing challenges associated with online learning is essential to increase students' pride in online learning. And it is responsible for academics to take necessary activities to enhance students' satisfaction.

Originality/value: The Study aims to investigate students' Attitudes toward online learning. The findings of this study will be helpful for students and academics in the success of education.

Keywords: *Internet Connection, quality of instructors, Students' attitude, learning environment, Physical and Psychological challenges.*

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The Impact of Social Media Marketing Activities on Consumer Purchase Intention Towards Handloom Clothes in Sri Lanka

Abstract

Purpose: The main objective of the study is to investigate the impact of social media marketing activities including Entertainment, Customization, Interaction, Trendiness and Electronic Word of Mouth on consumers' purchase intentions towards handloom clothes in Sri Lanka.

Design/methodology/approach: Quantitative method was used. Data were gathered from total of 370 Sri Lankan consumers, in which 176 respondents who purchased handloom clothes through social media were taken into analyses. Data were analyzed by using SPSS (Version 25.0).

Finding: Multiple regression analysis was conducted to achieve objective of the research. It was revealed that three of the social media marketing activities consisting Customization, Trendiness and Electronic Word of Mouth are having significant positive impact on consumers' purchase intention.

Practical implication: Digital revolution made people linked to each other, which makes access to information easier. This has also changed the way people search for goods and services. The study is to investigate the impact of social media marketing activities including Entertainment, Customization, Interaction, Trendiness and Electronic Word of Mouth on consumers' purchase intentions towards handloom clothes in Sri Lanka.

Originally/value: This study suggests that the handloom clothes businesses can effectively plan and implement their marketing activities through social media platforms to make awareness to customers to enable a smart way of purchasing through social media platforms.

Key words: *Consumer purchase intention, Customization, Electronic Word of Mouth, Entertainment, and social media*

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Analysis of Factors Influencing Career Choice Among Undergraduate Students of Management and Commerce, South Eastern University of Sri Lanka.

Abstract

Purpose: The purpose of this study was to examine the factors influencing career choice among undergraduate students of Management and Commerce, SEUSL.

Design/Methodology/Approach: The data for this study was collected using online survey. A sample of 300 students from the Faculty of Management and Commerce was randomly selected for this research. A total number of 284 respondents filled the survey and the Statistical Package for Social Science (SPSS) was used to analyze the data through the survey.

Findings: Findings of this research revealed that there is a significant relationship between the dependent variable, career choice and independent variables such as interpersonal factors, intrinsic factors, and financial benefits whereas no significant relationship was found between career choice and non-financial benefits.

Practical Implications: This study has shown that intrinsic factors have the most significant impact on career choice of undergraduate students. Therefore, this study helps students evaluate and develop their intrinsic factors such as academic performance and career interest.

Originality/value: The study aims to examine the factors influencing career choice among undergraduate students. This study can be used to provide better career guidance to students.

Keywords: *Career Choice, Management and Commerce, Interpersonal Factors, Intrinsic Factors, Financial Benefits, Non-financial Benefits, South Eastern University*

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The Impact of M-Learning on Academic Performance of Undergraduates in Sri Lanka. A Study of South Eastern University of Sri Lanka

Abstract

Purpose: The goal of this research is to evaluate the usage mobile learning among the youngsters most importantly undergraduates and impact of mobile learning on academic performances of undergraduates in Sri Lanka.

Design/Methodology/Approach: Quantitative research methodology has been adapted in this research. Online questionnaire was suggested to distribute among the undergraduates of SEUSL in Faculty of Management and Commerce. Primary data collection was collected among 200 responses and all responses were taken into consideration. By using IBM SPSS Statistics 26, data analysis was conducted and through that descriptive analysis, correlation analysis, and multiple regression analysis were used during this study.

Findings: Findings of this research have found that actual usage, attitude towards to use, behavioral intention, perceived ease of use and perceived usefulness are important variables to predict usage of mobile learning system among undergraduates. Finding of this research also revealed that above variables have strong significant positive relationship between impact of m-learning on academic performance of undergraduates.

Practical Implications: Mobile learning enhances the worth of education system and make convenient the learning method than conventional teaching and learning method.

Originality/value: Finding of this study will be useful for undergraduates to use m-learning in their academic performance.

Keywords: *M-learning, Technology Acceptance Model, Academic performance, South Eastern University of Sri Lanka*

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The Impact of Exchange Rate on Firm Performance: Evidence from Multinational Companies in Sri Lanka

Abstract

Purpose: The core objective of this study is to establish a conclusion that the role of exchange rate in explaining firm performance; Evidence from Multinational companies listed in Colombo stock exchange.

Design/Methodology/Approach: This study was selected whole 15 licensed multinational companies as the sample. Secondary data were collected through 08 years since 2014 to 2021 based on annual reports obtained from CSE website for 05 variables. The gathered data has been analyzed by using quantitative data analysis function and all these data have been presented using tables, graphs and charts which were developed by using Statistical Package of E views 8 software.

Findings: The findings show that fixed effect is the appropriate method to measure the relationship. Import share has a negative but significant relationship with share EBIT. Further export share has a positive but not significant relationship with EBIT. Moreover, firm size also shows negative relationship with EBIT which but it is significant. Further exchange rate has a positive and significant relationship with EBIT.

Practical Implications: This research would definitely benefitted to the academicians, researchers, Economists, analysts, policy-makers and investors of Sri Lanka and other similar countries through exploring the impact of exchange rate on firm performance and pursuing policy to improve the current status of it. The study also provides guidance for investors and share stakeholders to make effective investment decisions

Originality/value: This study is addressing this question that how the exchange rate and firm performance are linking and how company can change its exchange rate while maintaining its performance level.

Keywords: *Exchange rate, import share, export share, multinational companies*

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The Impact of Working Capital Management on Organizational Profitability with special reference to manufacturing sector companies in Sri Lanka

Abstract

Purpose: This research was conducted to explore the relationship between the working capital management and the organizational profitability

Design/methodology/approach: A sample of 20 Companies Annual report for the period of five years (2017-2021) analyzed by the Popular statistical SPSS package. Results obtained from descriptive, correlations and regression analyses were used for interpretations.

Findings: According to the statistical research, managers can boost business profitability by lowering the number of inventory turnover days and raising the number of days that are designated for paying creditors by reducing the length of the cash conversion cycle. If the maturity period is longer than the credit duration that the firm offers to its clients, an increase in creditor payable days would present opportunities for companies to make further investments and pay their account payables. Due to the fact that Sri Lankan enterprises must extend more trade credit to remain competitive with their global counterparts because the majority of manufacturing companies are export-oriented, accounts receivables showed a positive link with profitability.

Practical Implications: Sri Lankan manufacturing companies can strategically maintain their Working capital management in a profitable while considering the relationship between the working capital management and profitability.

Originality/value: This study reveals that working capital management is important for the company in order to achieve the profitability in long run.

Keywords: *Working capital, profitability*

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Factors Affecting Work Life Balance of Women Employees: A Study Among the National School Teachers Under the Education Zone of Akkaraipattu

Abstract

Purpose: Work Life Balance (WLB) is a befitting issue in the evolving society. The objective of this study is to explore factors affecting WLB of women employees. Three factors identified from literature reviews namely, emotional intelligence (EI), job stress (JS) and technology advancement (TA) are taken into considered for this study.

Design /methodology/approach: The population is 350 teachers who are working in National Schools under the education zone of Akkaraipattu. 186 teachers were selected as sample size and questionnaire was used to collect data from respondents.

Finding: The results disclosed that, there is a strong positive correlation between EI and WLB, TA and WLB, and moderate negative correlation between JS and WLB. Multiple regression analysis denoted that 73% of total variance on WLB exposed by all three variables.

Practical implication: The findings of the research provide a better and meaningful understanding about importance of improve the WLB of women teachers as well as other women employees. This study will be useful for future researchers to reframe this study with large amount of sample.

Originality/value: Further, recommendation of the study would be enlightening the women teachers, other working women and administrators to attain the WLB through the effective management of EI, JS and TA.

Keywords: *Work Life Balance, Job Stress, Flexibility, Permeability*

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Effect of Corporate Governance on Capital Structure: Special Reference to Capital Goods Sector in Colombo Stock Exchange

Abstract

Purpose: The core aim of the research is to explore in what extent corporate governance influence on the capital structure in the Sri Lankan context.

Design/methodology/approach: Twenty-seven companies from capital goods sector on Colombo Stock Exchange in Sri Lanka were selected as sample size for the study period of five years from 2017 to 2021. Correlation and simple regression analysis were used to find out the significant relationship in capital structure among corporate governance. The one-way Anova (f-test) was used to find out the significant difference in capital structure among corporate governance.

Findings: Findings reinforced that; Corporate Governance contributes significantly to Capital Structure. CEO duality and Board size in the Corporate Governance contribute significantly to Capital Structure. And also, Capital Structure is not contributed significantly by Board composition and Board Meeting in Corporate Governance. Meantime, there is significant mean difference in the capital structure in terms of leverage of capital goods sector of the listed companies in Sri Lanka.

Practical Implications: This research try to understand Effect of corporate governance on capital structure and companies should pay an attention on the role of corporate governance measures.

Originality/value. Companies must consider the determinants of capital structure in the listed companies to take ideas in the financial leverage of the specific companies. Moreover, suggestion was made that corporate governance rules must be strictly mandated by the Securities and Exchange Commission of Sri Lanka. Further, external environmental factors of the Sri Lanka should be considered in the policy framework of the corporate governance.

Keywords- *Capital Structure, Corporate Governance Practices and Listed Companies*

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Consumer Usage of E-Banking

Abstract

Purpose: The primary purpose of this investigation is to identify the relationship between consumer usage of e-banking and each of the selected independent variables that are majorly affected by e-banking.

Design/methodology/approach: The literature review was undertaken to explore the factors affecting Internet banking usage in Sri Lanka as well as the international level Internet banking context. For the purpose of data collection, researcher used a survey questionnaire. Gathered data were analyzed using SPSS statistical package. The research includes different assessments and methods to find out reasonable problems and conclusions for that correlation, regression, and descriptive tests can be used to closely investigate the problems.

Findings: This study has shown that ease of use, perceived usefulness, risk perception and security, information quality, and accessibility. According to this analysis, three variables are accepted and two variables are not accepted. According to this analysis, the findings answer the research questions. First what factors make the customer not use e-banking? Internet banking services are not clear and not understandable, according to these results people think internet banking is not financially secure, and it does not protect our privacy these things affect the use of internet banking customers.

Practical Implications: This research has shown that the independent variables impact the usage of e-banking. This finding will be useful for bankers to increase Identify the factor influencing consumer awareness, and identify the factor determining e-banking.

Originality/value: Internet banking is often more convenient and accessible than traditional banking. It makes it easier for customers to customize their banking services faster and more efficiently.

Keywords: *E-banking, ease of use, perceived usefulness, risk perception security*

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Impact of M-Learning on The Academic Performance of Undergraduate Students

Abstract

Purpose: Mobile device such as smartphones, laptops and tablets are becoming popular among undergraduate students. By using devices such as M-learning, students achieve their academic work. Academic performance is measured by mid exam, final exam, quiz, presentation, research and etc. the purpose of this study is to determine the impact of M-learning on the academic performance of undergraduate students.

Design/ methodology/ approach: This research study is based on the data set obtained from a survey of 362 undergraduate students at South Eastern University of Sri Lanka. The collected data were analyzed using descriptive statistics, and correlation analysis and regression analysis.

Findings: The results indicated that efficient, accessibility and effectiveness have high level of academic performance of M - learning in undergraduate students. The result also revealed that a strong positive relationship between three independent variables efficient, accessibilities and effectiveness and the dependent variable is academic performance of M – learning.

Practical Implication: This research examines the effectiveness, efficiency and accessibilities of using mobile learning for undergraduate students' academic performance. This research provides some insight into the importance of considering these three independent variables to improve the academic performance of undergraduate students.

Originality/Value: This study has identified how various factors influence the academic performance of undergraduate students and suggested recommendations to enhance academic performance.

Key words: *Efficient, Accessibilities, Effectiveness, M – learning, Academic performance*

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Impact of Employee Grievances on Employee Absenteeism: Evidence from Sugar Manufacturing Company in Sevanagala

Abstract

Purpose: This research was conducted to identifying and understand the impact of grievances for employee absenteeism at Sevanagala Sugar Manufacturing Company.

Design/methodology/approach: A sample of 80 employees in Sevanagala sugar manufacturing company. Self-administered questionnaire was used as a tool to collect the data. Gathered data were illustrated in graphs and tables to define the pattern of responses. Statical SPSS package was used to analyze the data. Results obtained from descriptive, correlation and regression analyze were used for interpretation.

Findings: The research was conducted to identifying and understand the impact of grievances for employee absenteeism at Sevanagala Sugar manufacturing company. The research was found that the poor working environment, employee conflict, aggressive supervision, poor physical conditions have a positive relationship with employee absenteeism. High employee turnover, health and safety, issues of physical health among the employees and behavioral issues of the peers, staff level employees and the supervisors are some of the issues in the employees in the company.

Practical Implication: This research has shown that the impact of employee grievances on employee absenteeism evidence from sugar manufacturing company in sevanagala. this finding was useful to reduce the absenteeism in the organizations and avoid the issues and enhance the employee satisfaction.

Originality/ value: This study reveals that impact of employee grievances on employee absenteeism in sevanagala sugar manufacturing company can reduce the employee grievances and the absenteeism of the company.

Keywords: *Sugar Manufacturing, Grievances, Employee Absenteeism, Working Environment, Supervision, Employee conflict, Physical conditions*

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A Study of The Best Types of Business Between a Franchise and Wholly Owned Subsidiaries for Entrepreneurs in Eswatini, South Africa.

Abstract

Purpose: This research was conducted to explore the best types of franchise and wholly owned subsidiaries for entrepreneurs in Eswatini.

Design/methodology/approach: Data for the study focuses the primary source data, which was gathered from responses elicited through the use of a questionnaire from respondents which consists; entrepreneurs who are in business focusing on franchising and wholly owned subsidiaries in Eswatini.

Findings: The research reinforced that a majority of the respondents were male, which was 60% of total respondents. Therefore, analysis concludes that; the franchise and wholly owned subsidiaries businesses are possibly mostly male dominated. It could also mean that there are more male entrepreneurs who are a part of or looking into beaming a part of a franchise and wholly owned subsidiary. Moreover, with respect to their age, it is found that a majority of the respondents were between the ages of 20 and 40 years. Regarding the occupation of the respondents, about 40% of the respondents were employed under or in a franchise.

Practical implications: The entry into the market between franchising and wholly owned subsidiaries is more suitable for entrepreneurs in all sectors in Eswatini who are trying to enter the business markets.

Originality/ value: The study described that franchises offer the franchise's managerial support, access to financial capital, and access to market via the rights to utilize the parent company trademark. It also found that wholly owned subsidiaries are a privilege to the parent company as they enable the company to take control of its supply chain through means of vertical integration.

Keywords: *Franchise, wholly owned subsidiaries*

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