

ARSFCM



**THE ANNUAL RESEARCH SESSION
FACULTY OF COMMERCE AND MANAGEMENT**

Honouring the Past Treasuring the Present and Shaping the Future

2022

03RD, AUGUST

Proceedings

Abstract

Faculty of Commerce and Management
Eastern University, Sri Lanka
Vantharumoolai
Sri Lanka



Annual Research Session 2022

*Honouring the Past, Treasuring the Present and
Shaping the Future*

Proceedings

Abstracts

03rd August 2022

Faculty of Commerce and Management
Eastern University, Sri Lanka

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ISBN: 978-624-5731-12-1

Published by:

Faculty of Commerce and Management

Eastern University, Sri Lanka

Vantharumoolai

Sri Lanka

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ACKNOWLEDGEMENT

The Faculty of Commerce and Management conducts Annual Research Session (ARSFCM), which is a platform for the students and staff to have their knowledge spread all over the globe. This is everybody's effort to make it flow.

We appreciate our Vice-Chancellor, Prof. V. Kanagasingham for his immense encouragement to have this Research Session. We extend our sincere gratitude to Prof. D. Dr. John Anthony Xavier, Vice-Chancellor and Chief Executive, AIMST University, Malasiya for accepting our invitation to share the knowledge in the Keynote address. We also extend our sincere thanks to the Chief Guest Prof S A Ariadurai, Senior Professor – Faculty of Engineering Technology, Immediate Past Vice-Chancellor, The Open University of Sri Lanka and extend our sincere thanks to the Guest of Honour, Prof. (Dr). K. Maran, Director, Sri Sairam Engineering College, Chennai, India for contributing to raising the knowledge to this forum. Also, we extend our gratitude to Dr. S. Umashankar, Head, Department of English Language Teaching, Faculty of Arts & Culture, Eastern University for being a validator for ARSFCM 2022.

Our gratitude is extended to Dr. S. Jeyarajah, Dean, Faculty of Commerce and Management, Members of the Advisory Committee, Editorial Board, the Review Panel, the ARSFCM Steering Committee, the Organizing Committee, the Track Coordinators, and the Event Coordinators for their untiring effort in conducting the ARSFCM 2022 to success. We recognize the Chairpersons and the panelists for their valuable contribution towards ARSFCM 2022. Furthermore, the presenters and the researchers are appreciated for their contribution to this event. University Business Linkage (UBL) is a vital cell in the EUSL that conducts industrial discourses in this knowledge dialogue. We gratefully appreciate Prof. A. Andrew and his team for assisting Industrial Dialogue.

The Speakers, Dr.Nuwan Wickramasinghe, Managing Director, Dr.Pet Clinic, Mr.Naaren Moharanjithan, Director, Headway Learning Solutions (Pvt) Ltd., Mr.K.Satheeshan, Partner, Velmurugan Distributer, Batticaloa and Mr.T.E. Devadarshan, Managing Director, Riviera Resort, Kallady who with their industrial expertise shared their strategies behind their companies at this event. Our gratitude is extended to them for their knowledge transmission.

We honestly thank the valuable contributions by the academics, administrative, and non-academic staff which should not be forgotten in this instance. Without their voluntary support, this event would not have been successful. Our sincere gratitude is extended to them for their active participation in conducting the ARSFCM 2022 to success.

PREFACE

Introduction

Annual Research Session, Faculty of Commerce and Management – 2022 (ARSFCM – 2022) is organized by the Faculty of Commerce and Management, Eastern University, Sri Lanka under the theme of *‘Honouring the Past, Treasuring the Present and Shaping the Future.’* This scholarly forum provides the platform for research students, knowledge seekers, and industrialists to exchange and share their knowledge, experiences, new ideas, and research results about all aspects of business, management, and economics while initiating the opportunities towards innovative digitalization.

Goals of the ARSFCM 2022

The ARSFCM – 2022 primarily focuses on scholars to submit their research papers on the topics in the field of management, human resource management, accounting and finance, entrepreneurship, marketing management, commerce, and economics with the aim: to open an avenue for students, academics, the industry as well as practitioners to share their thoughts and views through valuable research findings, to give a chance to undergraduates to share their interest with faculty, students and other stakeholders, to gain experience presenting their work in a professional conference environment and to receive valuable and constructive feedback on their research from eminent scholars and industrial experts.

Process of the ARSFCM 2022

Even though most countries are being affected by Covid -19 and suffering from its pandemic situation, the Faculty of Commerce and Management works to achieve the goals with prominent national speakers, industrialists, and state officials. The undergraduate research scholars submitted thirty-six (36) valuable full research papers. These research papers were blind reviewed by the senior faculties and evaluated by the University Advisory Committee. An editing process followed the abstracts, and 33 research papers were finally submitted to the different tracks, namely Management, Human Resource Management, Marketing Management, Accounting and Finance, Commerce and Entrepreneurship.

Industrial Dialogue

The Industrial Dialogue is a discourse with the Industrial people. It is one of the complementary parts of ARSFCM – 2022, where actors from the industrial sector share and discuss their success stories, views, and practices in business for community development. University Business Linkage (UBL) Cell has assisted in conducting this session. Entrepreneurship is a crucial driver for any economy. Young Entrepreneurs/Intrapreneurs and Industry Experts around the country are invited to share their experience of their businesses with the audience on the theme of ‘Role of Professional Managers in a Time of Peril’.

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Industrial Dialogue **Prof. A. Andrew – Moderator**

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Vice Chancellor's Message



Research is an in-house training for the graduate students in universities which distinguishes the University from all other educational institutions. Having curiosity and a love of learning take you far in life. Research opens you up to different opinions and new ideas. It also builds discerning, critics and analytical skills. The research process rewards curiosity. When you're committed to learning, you're always in a place of growth. Curiosity is also good for your health. Studies show curiosity is associated with higher levels of positivity, better satisfaction with life, and lower anxiety. In this sense, Faculty of Commerce and Management is the pioneer Faculty, did conduct research

forums specially giving opportunities to undergraduate students. I remember the first Undergraduate Research Forum (URF) was conducted in year 2006 which was the first forum of Eastern University, Sri Lanka and in the history of Management Faculties in Sri Lankan State Universities. Most of the Faculty members as of now, did present their undergraduate research papers in the first Undergraduate Research forum. Continues novel research activities as the Faculty of Commerce and Management at the Eastern University, Sri Lanka has its appropriateness and appreciated.

This ARSFCM also provides another forum under the theme of *"Honouring the Past, Treasuring the Present and Shaping the Future"* to the undergraduate students to disseminate their research findings to the larger forum including Practitioners, Administrators and especially the Entrepreneurs. Significance of this forum is that research is used to help raise awareness of issues like Economic instability, Gaps in Human Resource Management, Financial distortion, and more. Without hard facts, it's very difficult to prove that Economic crisis is getting worse or that resource inequality isn't progressing as quickly as it should. The public need to know what the facts are, so they have a clear idea of what "getting worse" or "not progressing" actually means. Research also entails going beyond the raw data and sharing real-life stories that have a more personal impact on people. Hence, limitation of this forum is the sky.

I wish all the presenters as researchers for your beginning of research journey and facing various challenges. The experience would have definitely given you positive feedback, which themselves convert as constructive corner stones and bench marks in your research journey.

I take this opportunity to appreciate and honor the Dean/ Faculty of Commerce and Management and the Organizing Committee for their tireless efforts to materialize this ARS as a success.

Prof V Kanagasigam

Professor in Management, Faculty of Commerce and Management
Vice-Chancellor, Eastern University, Sri Lanka

Dean's Message



Welcome to the proceeding of ARSFCM 2022 published by the Faculty of Commerce and Management, Eastern University, Sri Lanka.

On behalf of the Faculty, it gives me great pleasure to give the message of greetings in the proceeding of the Annual Research Session (ARSFCM) 2022.

The Faculty of Commerce and Management, Eastern University, Sri Lanka hosts an annual research session for our students to share their research or scholarly work. It has become an important annual event for promoting student research and for building a research culture among our students. This is an opportunity for our final-year students to showcase their research achievements. These events foster our student's development of communication and presentation skills. Involvement in these events encourages the students to focus on effectively communicating their work to diverse audiences.

The theme of the ARSFCM 2022 was "Honoring the Past, Treasuring the Present, and Shaping the Future." It means that we shouldn't forget our past and build ourselves up from past situations to make the future better. That is "Yesterday is not ours to recover, but tomorrow is ours to win or lose". With the challenges that we face in battling a global pandemic situation, our faculty has organized the annual research session this year. Therefore, I would like to congratulate the Chairperson, Secretary, and all the members of the organizing committee of ARSFCM 2022 for their tireless efforts towards success. Our final year students have also highly contributed to the success of our ARSFCM 2022.

I believe that this publication would be a mirror of the research culture of our faculty.

Wishing all the very best to all contributors and readers.

Dr. S. Jeyarajah

Dean

Faculty of Commerce and Management

Eastern University, Sri Lanka

Message from the Chair-ARSFCM 2022



It gives me a great honour and satisfaction to give this message of greetings in the proceeding of the Annual Research Session –ARSFCM-2022.

The Faculty of Commerce and Management is one of the leading faculties in the Eastern University, Sri Lanka. The vision of the faculty is to be the trailblazer in creating excellence in managing the resources to the Dynamics of society through innovative modes. It offers numbers of undergraduate honours degree programs and postgraduate programs in Business, Management and Economics. The key intended learning outcome of these degree programs is to brand the students to be excellent in management and business studies and practices.

Faculty has taken a milestone step in 2019 by initiating the Annual Research Session, which is a scientific forum for undergraduates to present their research findings.

This ARSFCM – 2022, scholarly forum especially provides the platform for research students, knowledge seekers and industrialists to exchange and share their knowledge, experiences, innovative ideas and research results about all aspects of business, management and economics while focuses on honouring the past, treasuring the present and shaping the future.

Faculty of Commerce and Management is now in its forth decade of development and has a sustained tradition to address both conceptual and empirical research results related to actual questions posed by the rapid evolution of challenging complex issues and emerging local and global needs.

In recent years, we witnessed a significant increase of concern among the people of the region and at the national level in identifying problems and issues with the view to disseminate the real nature of these to those who could take it up for strategic implementation for the benefit of the society in need.

Part of the purpose of Higher Education is to promote information sharing. We accomplish this through a few key actions. The first way we provide information sharing is through our yearly conferences. We found that our casual deliberately interactive approach provides a forum for students, and academics to learn from each other while sharing their own insights. A second avenue of sharing information is the proceedings you have before you. It is nontraditional, but we believe that providing a forum for all of our conference presenters to share their information is important.

This time, the Conference received all together 36 papers from 6 tracks areas such that, Management, Marketing Management, Human Resource Management, Accounting and Finance, Entrepreneurship, and Commerce.

After serious review process, the ARS-FCM 2022 has accepted 33 papers. The contributions by the authors of the following proceedings reflect their dedication to learning in various settings and

contexts. The proceedings not only build a legacy of scholarly contribution for the authors and co-authors, but also for all interested in finding new knowledge.

We wish to extend our gratitude to those involved in getting all the pieces together to make this a successful event. We thank our several organizing committees, and their chairs, responsible for the fantastic organization and program we have this year. I would also like to thank the Track Coordinators and Event Coordinators for the enormous support provided by them, and the constructive suggestions made by them to conduct ARSFCM – 2022 successfully. My special thanks to the reviewers and editorial board members who contributed immensely. We thank our authors, without whom the conference would not be possible.

It has been a great privilege for me to serve as the ARSFCM – 2022 Chair and my fervent hope is that this event will be recorded as a remarkable milestone by the academic community and research publications in Sri Lanka.

I sincerely hope you have a fruitful conference at ARS-FCM 2022 and have a great time in Eastern University, Sri Lanka!

Professor Anthony Andrew
Conference Chair ARSFCM-2022
Faculty of Commerce and Management
Eastern University, Sri Lanka

Faculty Research Committee Chairman's Message



As the Chairman of the Faculty Research Committee (FRC), I am pleased to give this message to the Annual Research Session 2022 of the Faculty of Commerce and Management, Eastern University, Sri Lanka.

Research and development are vital and integral aspects of an academic setup as they lead to the overall growth and development of an economy. Universities are different from other entities functioning as knowledge factories where the knowledge is produced by conducting research. The produced knowledge is embedded in teaching and again taken as a pillar to the next level of research and development. Thus, the research knowledge and development are allowed to function with a spiral tendency.

South Asian region is lacking behind compare to other region in terms of materializing research findings or taken them to the community level to give solutions to the research problem that were tapped from same area. This gap must also be fulfilled by driving the researchers including university teachers and research students towards matching their findings with the real need of the community. Undoubtedly, the Faculty of Commerce and Management is in the line driving the young researchers towards materializing the research findings by developing various platforms. The ARSFCM is also one of the platforms for the students to present and disseminate their maiden research findings, which would develop their experience in research, and confidence level and pave the way for lifelong learning in their career path.

On behalf of the Faculty Research Committee, I wish to congratulate the students who present their research findings in this research forum. I also express my sincere appreciation to the conference chair, the secretary, and the members of the organizing committee for their hard work and commitment to make this event success.

Prof. T. Bhavan

Chairman

Faculty Research Committee

Faculty of Commerce and Management

Eastern University, Sri Lanka

Message from Chief Guest



I am much delighted in sending this felicitation message to the Annual Research Session-2022 [ARSFCM–2022] of the Faculty of Commerce and Management of the Eastern University of Sri Lanka.

The annual research session is an important event in any Faculty's calendar, as it provides opportunities for academics, researchers, students, and others interested stakeholders to collaborate, to share their research findings, and explore new ideas to enhance their work.

It is apparent that generating knowledge through research and sharing it is an essential part of the life of an academic in any University. Generating knowledge through research in a country like ours is crucial to develop differentiated and effective academic systems, and to make it possible for the country to join the global knowledge society and compete in sophisticated knowledge economies. Research provides diverse benefits that are distributed across many functional impact areas, positively influencing knowledge expansion and innovation, economic development, enhanced capabilities of human capital, and societal well-being and quality of life.

In this respect, I am sure this year's annual sessions of the Faculty of Commerce and Management of the Eastern University of Sri Lanka under the theme "*Honouring the Past, Treasuring the Present and Shaping the Future*" would create a forum for meaningful and lively discussions on the papers presented in the varied subject areas relevant to the research theme.

Someone once said, "*Past is experience, Present is Experiment and Future is Expectation*". It is human nature to see the present through the lens of the past. However, when we go beyond only seeing the past, realizing that the past cannot be changed and the future is yet within our grasp, we will use our experience in our experiments to achieve our expectations. It is my fervent hope that ARSFCM–2022 would be an enriching experience to all the participants enabling them to realize their own expectations and the objectives of the organizers.

Wishing every participant and the organizers of ARSFCM-2022 all the very best!

Prof S A Ariadurai

Senior Professor – Faculty of Engineering Technology
Immediate Past Vice-Chancellor
The Open University of Sri Lanka

Message from Guest of Honour



In the world scenario, human relations and mutual understanding lead to the development of the society. In the last century, the society solely depended on Human resources. Society needs are constantly increasing day by day without much more contribution of Science and Technology. Anyhow social, economic and life style of people is significantly changing over the period. People believed only the human efforts for the betterment of society with barter systems. In olden days, Culture wise conflict were less and Coordination among the people were well-structured and established the great society irrespective of religious and culture. In this changing scenario, the present society is enjoying because of excellent education, technology development and economic empowerment. Currently, Society empowers and engage with emerging technology such as human interactions through 3G, 4G, 5G networks. Artificial Intelligence plays a vital role in global Economy and it contributes enormous resources to the development of every functional area in Society and Business. Automation technology replaced the human power and facilitates the economic sustainability. New Zen is born with technology and play with technology for their skill and innovative development ideas. Based on the past and present experience, the administrator's vision should be focused on the country's development. In the early century, Society believed Human power, the present century, Society is developing by technology enabled whereas the future will be shaped by effective formulation of policies in banking, Finance, Fiscal, Trade, Technology and Investment. A progressive country is always ahead with its policy and Governance, trustworthy relationship among all the communities for building a better nation.

Prof. (Dr). K. Maran

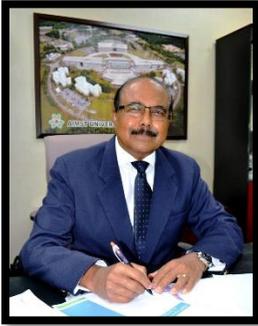
Director

Sri Sairam Engineering College

Chennai

India

Keynote Address



Honouring the Past, Treasuring the Present and Shaping the Future”

Good morning! Thank you so much for the opportunity given to share my thoughts on research in service of humanity at this 2022 Annual Research Session of the Faculty of Commerce and Management, Eastern University, Sri Lanka.

The address will highlight the reason why a university must embark on cutting-edge research, namely, to advance the welfare of humanity.

There is still ample scope to undertake research at the frontiers of knowledge. The address will also touch on the areas of research that can profitably be pursued, namely, environmental, social and governance issues and Industry 4.0 technologies and their application to business management. The address will end with some remarks on the incentives that could be given to researchers to double down on research as well as the qualities required of a researcher.

A university exists not only to impart knowledge but also to create it

Knowledge creation and the extension of the frontiers of knowledge come through research and development and the publication of the research findings. Research also enables us to use existing knowledge to create value to society. For example, Thomas Elva Edison, created a better light bulb to light up our streets and homes from an existing but inferior model.

Critics of research argue that there is no new knowledge to be gleaned from research. This is because all knowledge has been discovered. True, electricity has been invented, Industry 4.0 technologies are in vogue and Einstein has already postulated that time is relative to the speed of light. The Higgs Boson, that provides mass to particles such as neutrons, too have been discovered a decade ago. The Boson is said to have caused the Big Bang that created the universe and is the particle that stitches the universe together. So, there is nothing really to be researched in a substantive and path-breaking manner.

While there is an element of truth in these assertions, there remains much more to be discovered. For example, Einstein’s theory of relativity has not been proved yet. Similarly, although Higgs Boson has been discovered, we still do not know how the universe was formed, how to explain the existence of black holes in our galaxy and what technologies can be created to benefit mankind. So, there is plenty yet to be discovered. And the only way we can do this is through research.

Research therefore can unearth new knowledge that advances the welfare of humanity. Findings from fundamental research, as opposed to applied research, still has utility. It can become a foundation for the development of applied research that can be used to serve humanity. Further, as John Finnis, an Australian philosopher says in his 1980 book on “Natural Law and Natural Rights”, mankind should pursue knowledge for its own sake. This is because knowledge is one of the seven basic goods that ensures the common good.

At another level, research also ensures the sustainability of a university. Generally, the world relies on international rankings of universities to determine the quality and reputation of a university. Students and their families decide on their university of choice by the ranking of a university. One such global ranking is the QS World University Ranking which covers about 1,500 institutions from around the world. Research output largely determines such global rankings. Another is the Academic Ranking of World Universities.

So, the higher the ranking, the more drawing power a university has to attract students to its campus. Revenues obtained from fees will enlarge its coffers. It will also enable the university to touch the lives of the students who enter its grounds through developing their talent.

At another existential level, the aphorism that haunts an academic is: publish or perish. The research output of an academic largely determines his career path. So, it is in the personal interest of the academic to pursue research with gusto even as their research promotes the global reputation of the university.

Research must be contemporary and relevant

Research would be contemporary and relevant where research advances the application of Industry 4.0 technologies for the benefit of society. For example, in business and management, research can profitably be undertaken on how AI and robotics can be used in manufacturing, marketing and sales, data analytics and how best these technologies can be tweaked to add further value to the consumer.

Take augmented reality (AR) and virtual reality (VR). Products can be tested for their commercial viability and can be promoted using AR and VR. These can also become research areas that can result in patentable inventions and innovations. Similarly, research into developing the metaverse technology and its use in manufacturing, sales and marketing can be carried out to add value to society.

Another area of contemporary research is on environmental, social and governance issues or ESG. This concept takes its parentage from the UN's 17 sustainable development goals or SDGs. ESG seeks to make capitalism work better and reduce the serious threat posed to mankind by climate change. Just as government, business should also solve society's problems. It should serve all stakeholders besides shareholders. These will include suppliers and workers.

Although ESG is well intentioned, its application is flawed. As such ESG offers greater ground for research on its execution.

Research relating to the environment can be pursued on the use of clean energy, carbon capture to reduce global warming and steps to reduce environmental pollution, including ensuring the protection of our flora and fauna. Research can also be undertaken to identify how the welfare of the employees can be enhanced and on how to ensure integrity and professionalism in the operations of an organisation. The latter is important. Many firms have governance code, but adherence to them has often not been full.

EY, a consultancy undertook a survey "CEO Outlook 2022". It surveyed 2,000 CEOs around the globe. 99% of those sampled said that ESG and sustainability are important in their buying decisions.

ESG investments were more than USD 1 trillion over 2020-2021. As of 2021, the total investment on ESG projects is USD 35 trillion. In 2021 Simon-Kuche and Partners, a global consultancy, undertook a 17-country Global Sustainability Study. It found that 85% of consumers have shifted towards sustainable purchasing. ESG considerations therefore contribute to lesser carbon emission and attract green purchasers. Hence, they are a great area of research to focus on.

Research and development should be aligned to the needs of the industry. It should also be relevant to policy makers. As Dr. Eli Gottlieb, Director, Mandel Leadership Institute, Israel says: “What makes a difference to the relevance of a study is thinking in advance about what will be most useful for those who might take advantage of it.”

Universities should partner with the industry, other university or research institutes and government itself to ensure better relevance and outcomes.

Reward research and transform culture

To promote research, researchers should gain at least temporary control over their work so that they can capture at least some of the monetary gains the research generates. This could be in the form of giving rights to patents and copyrights. Other incentives could be to link promotions and pay to research productivity. That productivity can be measured, for example, in terms of the citations of the researcher’s papers.

More commercial-oriented research can be spearheaded so that greater significance is given to applied rather than fundamental research. Above all, research must be appealing so that the research is acted upon by the industry and government.

The organisational culture should be changed within a university by treating innovation as a noble calling. The incentives described above can also help in transforming the research culture. A research culture can also be developed by grouping researchers into research clusters or centres of excellence. In these centres, researchers can collaborate and rely on the collective expertise of the group.

Researchers must be curious and persevering

What are the qualities of a good researcher? First, he must be curious. As Albert Einstein said, “The important thing is not to stop questioning. Curiosity has its own reason for existing.”

Second, a researcher must persevere and not give up on his research should he hit the first ‘road-block’. Thomas Elva Edison once said, “Genius is one percent inspiration and ninety-nine percent perspiration.” When he failed initially to come up with a better light bulb, he said, “I have not failed. I have found 1,000 ways that won’t work.” Edison found a better bulb after failing 1,000 times.

Third, a researcher must have a passion for what he is researching and for what he is expecting to find. All the richest entrepreneurs became rich and famous because they had a passion for what they were doing. These include Bill Gates, Jeff Bezos, Steve Jobs and Oprah Winfrey.

Conclusion

There is still ample areas to be researched to find important and relevant findings and knowledge to serve the industry and government. Such areas include, Industry 4.0 technologies and ESG. However, a researcher must be motivated. He should be given monetary compensation for his research efforts. The organization culture should also promote research. Promotions and cash rewards can be used to bring about this transformation. And the researcher must not quickly give up. Rather, he must have the determination and passion to achieve what he set out to do when he embarked on the research.

I wish the participants all success in the conference. Thank you.

Prof. Datuk Dr. John Antony Xavier

Vice-Chancellor

AIMST University

Malaysia

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Marketing Management

Factors Influencing on Purchase Intention of Luxury Fashion Related Goods in Colombo District

Gayathri, G.A.K* and Sritharan, S.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - koshaligayathri97@gmail.com*

Abstract

The objective of this study is to investigate the factors influencing the purchase intention of luxury fashion-related goods in the Colombo district. Furthermore, there is a lack of evidence and understanding when it comes to examining the influences on consumer purchasing intentions for luxury fashion goods. The study is accompanied by a quantitative research approach. The researcher used a convenience sampling technique, and the sample size was 250 individuals who purchased luxury fashion-related goods in the Colombo district. The result indicated a high level of purchase intention for luxury fashion-related goods in the Colombo district and a significant, strong positive relationship between brand consciousness, perceived quality, traits of vanity, the need for uniqueness, and purchase intention, as well as a medium-positive relationship between social influence and purchase intention. The result indicated that the trait of vanity is the most significant factor that impacts purchase intention. And also, that other factors significantly impacted purchase intention and factors influencing the motivation to purchase fashion-related goods in the Colombo district. The researcher recommended that this research is beneficial to luxury fashion brand marketers in the part of getting to know their target consumers and in this regard, a marketing strategy on company improvements should be conducted to convert potential customers into actual customers and retain them in the future. The results may help companies gain a better understanding of the factors that contribute most toward consumer purchase intention and recognize what factors affect consumers before they make a purchase.

Keywords: Brand Consciousness, Perceived Quality, Traits of Vanity, the Need for Uniqueness, Social Influence, Purchase Intention

Factors Impacting on Privacy Disclosure of Young Consumers in Badulla District with Special Reference to Online Retailing Platforms

Jayalath, M.M.N.S.* and Prabakaran, T.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - nayanijayalath48@gmail.com*

Abstract

The self-disclosure of personal information by users on online retailing plays a vital role in the self-sustainability of online networking service provider platforms. However, people's levels of privacy concern increase as a direct result of unauthorized procurement and exploitation of personal information from the use of online retail sites which in turn discourages users from revealing their information or encourages users to submit fake information online. After a review of the Theory of Planned Behavior, Theory of Privacy Calculus, and related literature, an integrated model is proposed to explain privacy disclosure behaviors on online retailing platforms of young consumers in Sri Lanka. Thus, the aim of this paper is to find out the factors that impact on privacy disclosure in the context of online retailing platforms. This Study was conducted in a quantitative manner where required data from 200 respondents using self-administrated structured questionnaires which were distributed via online. Here, the researcher adopts simple regression analysis, multiple regression analysis, and mediating analysis to test the research questions. The results indicated that privacy concern has a negative impact on Privacy disclosure, and also Privacy risk, Subjective norm and Information sensitivity have a significant positive impact on Privacy concern whereas Information control has a significant negative impact on Privacy concern. Further, Privacy concern has a mediating effect between independent variables and dependent variable. Through a study on the constructs of privacy concern and self-disclosure, this study provides managerial implications to increase the level of privacy concern, while supporting online transactions and further inspiring the expansion of online retailing platforms.

Keywords: Privacy Risk, Information Control, Subjective Norms, Information Sensitivity, Privacy Concern, Privacy Disclosure

The Effects of Guerrilla Marketing on Millennial Consumer Buying Behaviour; Mediated by Consumer Purchase Intention in Beverage Industry with Special Reference to Trincomalee

Poovitha, Y* and Ragel, V. R.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - ypoovitha@gmail.com*

Abstract

Marketers are seeking the attention of customers through eye-catching advertising messages as customers are becoming more interested in new unconventional advertising approaches. Guerrilla marketing is one unique way to achieve this need. Guerrilla marketing is a flourishing marketing approach that uses unconventional methods for promoting goods and services. This study investigates the impact of Guerrilla Marketing effects on the Consumer buying behavior of Millennials mediated by Consumer purchase intention in the beverage industry in Trincomalee. The independent variable of this study is Guerrilla marketing effects. Millennial Consumer buying behavior and Millennial Consumer purchase intention are the dependent and mediating variables respectively. The Quantitative approach was used and a sample of 350 respondents who are currently residing at Trincomalee town and Gravets Divisional Secretariat area with a structured questionnaire through an online survey via Google forms. The simple random sampling method was applied and a Statistical software package (SPSS 22) was used to analyze the research objectives which are to identify the level, explore the relationship, and investigate mediating impact. Results of the study revealed that overall Guerrilla marketing effects have a high level and millennial consumer buying behavior and purchase intention show a moderate level. In addition, there is a strong and positive relationship between Guerrilla marketing effects and millennial consumer buying behavior, and also Guerrilla marketing effects and millennial consumer purchase intention. Consequently, the impact of Guerrilla marketing effects on millennial consumer buying behavior is partially mediated by consumer purchase intention. Hence, the findings of the study will be useful for beverage companies to formulate Guerrilla marketing as a promotion method which is one of the effective, creative and cost-effective strategies through that to increase the sales of beverages among millennial consumers in the short run. Its effects have the power to influence their current and potential consumer buying behaviour and to get consumers' attention towards the products.

Keywords: Guerrilla Marketing Effects, Millennial Consumer Buying Behaviour, Millennial Consumer Purchase Intention .

The Impact of Online Brand Community Engagement on Purchase Intention with Special Reference to The Banking Industry of Sri Lanka

Herath, P.S.H.M* and Victor, L. D.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - piyumis68@gmail.com*

Abstract

Globally, starting nearly from 2010 the researchers' interest on online brand community (OBC) engagement area was grown where scholars have done research to explain the dimensions of online brand community engagement which at present stands as the most validated measurement scale. The scholars have mentioned this area of the subject should be investigated more and the scales introduced should be tested in different categories. With the gradual increase in internet penetration in Sri Lanka the need of having more confidence in how a brand should act on an OBC is important. The study objectives are to identify the level of online brand community engagement, and purchase intention, to identify the relationship between online brand community engagement and purchase intention, to identify the impact of online brand community engagement on purchase intention, to identify the online brand community engagement dimension, which has the most significant impact on Purchase intention with special reference to the banking sector in Sri Lanka. A quantitative approach with a questionnaire-based sample analysis is the base of this study with an online survey and printed questionnaire. The population of the study consists of teachers in the Polonnaruwa area who has an active Facebook account and follows any Facebook pages related to the banking sector. For this purpose, the survey questionnaire was considered as a tool to get responses from 371 teachers. In this study, the statistical tools that were used to analyze the levels of variables are mean and SD values, while relationships were measured by Pearson coefficients, impacts were measured by simple linear regressions and multiple linear regressions for measured the most significant dimension. This study concludes that the result shows significant positive associations among all the variables, by denoting a positive relationship between online brand community engagement and purchase intention too, also the most significant dimension is the helping dimension. Hence, this study will help to the extent to which community activities affect the purchase intention of the Sri Lankan banking sector through new internet penetration as well as engaging the business community for further research on the use of social media and consider new approaches to this.

Keywords: Online Brand Community Engagement, Purchase Intention

The Impact of Green Marketing Strategies on Customers' Green Purchase Intension: A Comparative Study between Cargills Food City and Lanka Sathosa Supermarkets in Polonnaruwa District

Nirmani, R.A.D.* and Victor, L. D.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - radnirmani@gmail.com*

Abstract

Nowadays, environmental issue is a common topic as most of the country's government and also the society has started to be more aware about this issue. As a result, most businesses are turning to Green Marketing strategies as one of their strategies for making a profit while protecting the environment. Because of the increase in global warming and climate changing, the public concern for environmental problem has risen steadily over the past decades. Most consumers and businesses have begun to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to preserve the earth's resources and the environment. The purpose of this study is to evaluate the impact of green marketing strategies; Eco Labeling, Environmental Advertisements and Eco branding & Packaging on customers' green purchase intention in Sri Lanka. Structured questionnaire was used as the method of data collection and 380 supermarket customers of Cargills Food City and Lanka Sathosa supermarket in Polonnaruwa district were selected as the sample of this study. Convenience sampling method was used to make the sampling frame and quantitative research approach used for this study. Descriptive statistics, correlation, and regression analyses were used to analyse the data. The findings indicate that there is a good reliability and Green Marketing strategies and Customers' Green purchase Intention are in high level in both Cargills Food City and Lanka Sathosa supermarkets in Polonnaruwa district. The results also showed that there is a strong positive relationship between Green Marketing strategies and Customers' Green purchase Intention. Moreover, there is a positive impact of Green Marketing strategies on Customers' Green purchase Intention in both supermarkets. Furthermore, Green Marketing dimensions have a significant positive impact on Green Purchase Intention in both sectors. This study supposed that the suitable usage of Green Marketing Strategies will increases the Customers' Green purchase Intention.

Keywords: Green Marketing Strategies, Eco Labeling, Environmental Advertisements, Eco Branding & Packaging, Green Purchase Intention, Cargills Food City, Lanka Sathosa supermarket.

The Impact of Brand Personality on Emotional Brand Attachment in Skin Care Brands

Dissanayaka, D.M.H.A.* and Ragel, V. R.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

* *Corresponding author* -hanuththara8@gmail.com

Abstract

Presently there is an intense competition in the skin care products industry, therefore the key market players should identify and evaluate the consumer behavior and the factors that affecting its behavior of being brand loyal and being attached to a brand, in order to gain and retain their market share. Consumers usually emotionally attach to a limited number of brands as marketer it is important to enhance the connection and the attachment the consumers have with their preferred brands. Thus, it depends on the self-concept and the brand personality. The aim of the research is to identify the impact of brand personality and its dimensions such as sincerity, excitement, competence, sophistication and ruggedness on the emotional brand attachment a consumer has with the brands he/she use in Badulla area. Hence, the study was done by selecting skin care products specifically face cream brands in Sri Lanka. Thus, nowadays many people care a lot about the skin and it doesn't discriminate between men and women. Among them, more trend can be seen in facial cosmetics. Primary data were collected through a structured online questionnaire. A total of 385 respondents who engages with registered beauty salons were selected as a sample in the Badulla area to carry out the research. The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis. There is a high level of brand personality and emotional brand attachment of skin care brand users in Badulla area. Results showed that there is strong positive relationship between brand personality and emotional brand attachment. Further there is a significant positive impact of brand personality on emotional brand attachment. And sincerity has the most significant impact on emotional brand attachment. This study provides an insight of emotional brand attachment and how the consumers perceive their self with relate to brand and its personality.

Keywords: Emotional Brand Attachment, Brand Personality, Sincerity, Excitement, Competence.

Key Determinants of Choosing of Fast-Food Restaurant in Ampara District

Madhumali, B.G.H.M.K* and Balendran, S.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

* *Corresponding author* - kanishkabhm@gmail.com

Abstract

It is more important to know what customers think of the service to create a loyal customer base and to express the sincerity of the fast-food services. This study gives a comprehensive understanding of key determinants of choosing fast-food restaurants in Ampara district and also how the consumers become satisfied with restaurant choices. To attain the objectives of this research, research questions and six hypotheses were developed and tested. Primary data were collected through a survey questionnaire for this research purpose and 213 sets of questionnaires were distributed to the target respondents in Ampara district. Thus, it can be concluded that the awareness of customers, food quality, service quality, restaurant environment, pricing and trustworthiness have a very strong and significant impact on the choice of restaurant. Based on the research, those six variables are very important to compare and influence the choices of restaurants. Therefore, the restaurants should focus more on how the customers satisfy themselves while purchasing and encourage them to repurchase, and encourage customers to provide feedback on quality dimensions of the fast-food restaurants to improve service according to what customers require. More parking spaces, restroom facilities and breathable spaces inside fast food restaurants encourage dine-in customers. The result of this study will assist several groups of users such as restaurant management, future researchers, and consumers.

Keywords: Fast Food Restaurant Choice, Awareness of Customers, Food Quality, Service Quality, Restaurant Environment, Pricing, Trustworthiness

The Impact of E-Banking on Customer Satisfaction of Private Commercial Banks in Anuradhapura District

Edirisinghe, K.R.C.H. * and Sritharan, S.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka.

** Corresponding author - hashanthi523@gmail.com*

Abstract

At present, electronic banking is an essential part of society. In order to retain and attract customers, the banks have to fulfil their needs successfully. In that situation, e-banking technology plays a significant role in the banking industry. But there may be some differences in the thinking patterns of Sri Lankans towards e-banking. Therefore, this research aimed to assess the degree of e-banking customer satisfaction and the impact of e-banking on customer satisfaction in private commercial banks in Anuradhapura District. E-banking was operationalized with the dimensions of convenience, privacy, ease of use, security, and cost. The study was accompanied by a quantitative research approach. The primary data was collected from 200 e banking customers selected conveniently from the private commercial banks in Anuradhapura District using a structured questionnaire. Reliability analysis was conducted to validate the constructs and dimensions. A descriptive analysis was performed to estimate the degree of e-banking customer satisfaction. Correlation and multiple regression analyses were implemented to evaluate the impact of e-banking on customer satisfaction. The customer satisfaction level of e-banking is at a higher level. The e-banking dimensions of convenience, privacy, ease of use, security, and cost have a significant impact on customer satisfaction and accounted for 87.6% of the variations in customer satisfaction. Further, ease of use followed by security is the most significant contributor to customer satisfaction. The findings of this study assist bank managers, academics, and practitioners to develop and implement customer satisfaction-related strategies in e-banking.

Keywords: E-banking, Convenience, Privacy, Ease of use, Security, Customer Satisfaction.

The Impact of Service Quality on Customer Loyalty in Private Banking Sector in Sri Lanka

Kumara, O.M.P.G.R.C.* and Sritharan, S.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - ru1chamara@gmail.com*

Abstract

The objective of this study is to examine the impact of service quality on customer loyalty in the private banking sector in Sri Lanka. At present, competition in the private banking industry is higher than ever before which has created a need for the development of new strategies to retain the existing customers rather than attract new customers. The study accompanied by a quantitative research approach. There is not that much importance given to research on customer loyalty in the Sri Lankan context where the constructs of service quality and customer satisfaction were studied intensively. Primary data had been collected through a structured questionnaire which was used as the method of data collection and the questionnaire consisted of two parts as personal information of the respondent and research information. The questionnaire includes 32 questions with five-point Likert scale ranging from strongly disagree to strongly agree. The convenience sampling technique is used as sampling method where 350 self-service customers were selected from selected private banks. The data were analyzed using descriptive statistics, correlation, and regression analysis using SPSS 22.0 software. The result indicated that the service quality, customer satisfaction and customer loyalty were high level in selected private banks. Also result indicated significant positive impact of service quality on customer satisfaction and on customer loyalty. Further, the result indicated a significant positive impact of customer satisfaction on customer loyalty. Further, the mediating effect of customer satisfaction between service quality and customer loyalty was proved. As a result of this study, the selected private banks must give their attention to service quality and customer satisfaction to increase customer loyalty.

Keywords: Customer Loyalty, Service quality, Customer satisfaction, Service quality dimensions, private banks.

The Impact of Emotional Advertising on Consumer Buying Behavior with Special Reference to Soft Drink Product Consumers in Ampara

Pathirana, N.* and Andrew, A.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - nilukshimapathirana1998@gmail.com*

Abstract

The study aims to identify the impact of emotional advertising on consumer buying behavior in the beverage industry. It also aims to assess the most influential advertising appeal that impacts the buying decision of the consumers. In recent days, marketers pay more attention to advertisements in their promotional activities to promote the sales of their products. This is because advertisements can reach the customer effectively. Marketers' main intention is to utilize advertisements as a tool to attract customers. A quantitative study approach was used, and the convenience sampling technique was used to select the sample for the study. A questionnaire-based survey was conducted using a sample of 250 respondents, and their responses to different appeals like love, humor, happiness, and excitement were recorded. The data were analyzed using descriptive, univariate, and bivariate analysis. The study confirms the positive relationship between the factors of emotional advertising and consumer buying behavior concerning soft drink products. Also, the results reveal a positive impact of emotions like love, humor, and happiness in influencing the purchase intention of the consumers, while excitement has no significant impact on the customers buying behavior. Thus, the study has revealed the importance of emotional advertising in manipulating consumer behavior and the findings have contributed to the knowledge gap and for the marketers in deciding on their promotional tools.

Keywords: Emotional Advertising, Love, Humor, Excitement, Happiness, Consumer Buying Behavior

Accounting and Finance

Effect of Budgetary Control on Financial Performance of Manufacturing Industry in Hambanthota District

Shashikala, J.A.A.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

* *Corresponding author* - ayeshashashi2016@gmail.com

Abstract

Budgetary control on financial performances has become an important issue for many manufacturing companies. Despite the fact that much research has been done on budgetary control and the financial performance of manufacturing companies, there has been a lack of research on budgetary control and the financial performance of manufacturing companies in Hambanthota District. This research study examined the impact of the budgetary control on the financial performances of manufacturing companies in the Hambanthota District. This study employed a descriptive research design based on primary data. To collect data, structured questionnaires were issued to 245 manufacturing companies in the Hambanthota District, representing all ten manufacturing sectors. The data was analyzed using descriptive analysis, correlation analysis, simple regression analysis, and multiple regression analysis. It was discovered that budgetary control and the financial performance of the manufacturing companies in Hambanthota District has a significant strong relationship. Budget control system, budgetary planning, monitoring and control, participative budgeting, and budget committee were taken into consideration to measure budgetary control. The results indicated that there is a significant impact of the effective budget control system, budgetary planning, monitoring and control, participatory budgeting, and budget committee on the financial performance of the manufacturing industry in Hambanthota District. The results of this research can be used to expand and deepen the implementation of these concepts in practice.

Keywords: Budgetary Control, Financial Performances.

Impact of Income Diversification on Financial Performance of Commercial Banks in Sri Lanka

Kumara, W.P.V* and Paranthaman, T

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka,

** Corresponding author - purnimakumara97@gmail.com*

Abstract

This study attempted to investigate the impact of income diversification on the financial performance of commercial banks in Sri Lanka. The objectives of this study are to determine the impact of income diversification on the financial performance of commercial banks in Sri Lanka and to identify the relationship between the size of the bank, bank capital adequacy, non-performing loans, and the financial performance of the banks.

The conceptual model is based on independent variables, control variables, and dependent variables. In this study, a panel data set of Sri Lanka's banking sector was used to investigate the impact of income diversification on the financial performance of commercial banks in Sri Lanka using the fixed effect model. The fixed-effect model has been using the results of the Hausman test for this study. For this study, 110 observations over the period 2011 to 2020 were included. Annual reports were used to obtain the data.

The findings indicate that in Sri Lankan commercial banks, in general, Income diversification has a positive significance of 0.5475 on financial performance. There is a non-significant and positive impact of the revenue diversification degree on the return on equity in the banking sector. Net interest income has a significant positive of 0.1125 and impacts Return on Equity. Size has a significant correlation of -0.0154 impact on return on equity. There is a significant -0.1529 impact of capital adequacy on the return on equity in the banking sector. Also, non-performing loans are having a significant -0.1439 impact on return on equity. This provides decision-makers with information about future performance.

This research may be more helpful in determining how to improve bank performance. Banks should deepen efforts to consolidate the gains in both interest and non-interest income activities, and branch network expansion activities should be carried out only after a careful cost-benefit analysis has been made and a robust credit risk management policy has been implemented, thereby promoting loan portfolio profitability and hence improving bank performance.

Keywords: Bank Income Diversification, Return on Equity, Non-interest income, Capital Adequacy, Non-Performing Loan, Size of the Banks.

A Comparative Analysis on the Difference of Management Accounting Practices of the Listed Companies in Sri Lanka between before and during the Covid-19 Pandemic

Ranaweera, D.C.P.* and Paranthaman, T.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - chamod.ranaveera@gmail.com*

Abstract

This study investigates the difference of Management Accounting Practices (MAPs) of the listed companies in Sri Lanka between before and during the Covid-19 pandemic. MAPs were measured using the dimensions of Cost Transformation and Management (CTM), Management and Budgetary Control (MBC), Strategic Analysis (SA), Working Capital Management (WCM), Performance Evaluation (PE), and Information for Decision Making (IDM) before and during Covid-19 pandemic. The data were collected through two set of questionnaires for before and during the Covid-19 pandemic, from 155 managerial level employees of the listed companies at Colombo Stock Exchange. The data were analyzed using Univariate Analysis and Wilcoxon Signed-Rank Test which elaborated the impact of Covid-19 pandemic on MAPs. Further 15 interviews were conducted for Thematic Analysis to identify how the companies applied their strategies to overcome the effect of the pandemic.

The MAPs showed overall moderate level with its dimensions of MBC, WCM, PE and IDM also at moderate level, whereas CTM and SA showed a higher level. The Covid-19 pandemic has made significant difference on MBC, WCM, PE, and IDM practices while CTM and SA practices were not shown significant difference. This study recommends that listed companies in Sri Lanka should improve the applying of management accounting practices more widely to overcome the impact of Covid-19 especially in the areas of strategies for cost reduction and inventory management practices.

Keywords: Management Accounting Practices, Cost Transformation, Budgetary Control, Working capital, Strategic Analysis.

Impact of Accounting Software on Business Performance of SMEs in Kurunegala District

Gunathilake, D.P.W.D.*, Thayaraj, S., and Uthayakumar, R.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - k2224.wasana@gmail.com*

Abstract

The objective of this study is to examine the impact of accounting software on the business performance of SMEs in the Kurunegala District. Accounting departments play an important role in all business sectors, but especially in SMEs. In addition, the majority of SMEs use a computerized accounting system. Thus, the study discusses and investigates the effects of using accounting software on firm performance using five accounting software characteristics. The study is accompanied by a quantitative research approach. Primary data collection has been done by this study. Online as well as a structured questionnaire were used as the methods of data collection, and the questionnaire consists of two parts: personal information of the respondents and research information. The questionnaire included 30 questions with five Likert scales ranging from strongly disagree to strongly agree. A conceptual framework was developed to investigate the impact and relationship between these variables. The research was carried out using regression analysis to test the hypotheses, which measure the impact of these variables. A total of 374 respondents were selected as a sample in the Kurunegala district SMEs to carry out the research. SPSS 25.0 was used to analyze the collected data. The data was analyzed using descriptive statistics, correlation, and regression analysis. The findings indicate that there is a high level of accounting software on business performance. The results showed that there is a strong positive relationship between accounting software and business performance. Further, there is a statistically significant positive impact of accounting software on business performance. And also, accuracy has the most significant impact on business performance.

Based on the findings of the overall study, the researcher recommended that accounting software be used to improve business performance. Therefore, small and medium enterprises pay particular attention to accounting software.

Keywords: Accounting Software, Business Performance, Small and Medium Enterprises.

Impact of Cost Control Mechanism and Cost Reduction Techniques on Financial Performance of Manufacturing Companies in Gampaha District

Ekanayake, A.G.L.R.K * and Paranthaman, T

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - sugalashani568@gmail.com*

Abstract

This study investigates the impact of cost control mechanisms and cost reduction techniques on the financial performance of manufacturing companies in the Gampaha district. The cost control mechanism is measured using the three dimensions of budgetary control, standard cost control, and strategic cost control, whereas cost reduction techniques are measured using three dimensions of material cost control, quality control, and value analysis. Cost control mechanisms and cost reduction techniques are considered independent variables and financial performance is considered a dependent variable.

Primary data are collected using questionnaires from the manufacturing company's management and executive-level officers. The sample of this study is 156 respondents in the manufacturing companies in the Gampaha district. Univariate analysis and bivariate analysis were used to find out the level, impact, and relationship between cost control mechanism and cost reduction techniques on financial performance.

This study showed that level of cost control mechanism, cost reduction techniques, and financial performance of manufacturing companies are at a high level. Cost control mechanisms and cost reduction techniques positively and significantly impact the financial performance of the manufacturing firms in the Gampaha district. The unavoidable increase in operating costs and financial costs of many organizations makes it difficult for an organization to operate efficiently. Therefore, it is essential to use cost control mechanisms and cost reduction techniques for all the manufacturing companies to get better financial performance.

Keywords: Cost Control Mechanism, Cost Reduction Techniques, Financial Performance

Combined Moderating Effect of Financial Literacy and Technology Readiness on the Relationship between Financial Management Practices and Business Performance of Small and Medium Enterprises in Gampaha District, Sri Lanka

Marasinghe, M.K.M*, Dinesh, T and Rajeshwaran, N

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - kumeshimanodhya@gmail.com*

Abstract

In Sri Lanka, more evidence exists on the numerous failures of SMEs. The Central Bank of Sri Lanka discovered that the yearly average growth rate of SMEs over the last decade was quite low, at 1.3%. One of the main reasons for the poor business performance was the improper financial management practices by SMEs. In addition to that, due to the COVID-19 pandemic, most of the companies suffer from several difficulties because of insufficient knowledge of the new technologies. There is no study carried out for finding the moderating effect of financial literacy and technology readiness on the relationship between financial management practices and business performance in Sri Lanka. Therefore, this study aims at finding the combined moderating effect of financial literacy and technology readiness on the level of financial management practices and level of business performance of small and medium enterprises in Gampaha district.

A model was developed by treating Financial Management Practices as the independent variable, Financial Literacy and Technology Readiness as the moderating variables, and Business Performance as the dependent variable. The study adopted a questionnaire survey design to collect responses from small and medium entrepreneurs in Gampaha district. A Sample of 353 SMEs was selected from Gampaha District using simple random sampling method. For the purpose of this study, correlation analysis and moderated multiple regression analysis were conducted. The findings of this research study showed that financial management practices ($b=0.40$, $p<0.01$), financial literacy ($b = -0.58$, $p<0.01$), and technology readiness ($b = 1.69$, $p<0.01$) had a significant influence on business performance. Further, there was a combined moderation effect of both financial literacy (r^2 change = 0.0023, $p<0.01$) and technology readiness (r^2 change = 0.0044, $p<0.01$) on the relationship between financial management practices and business performance, but the effect size was small. The study findings revealed that both moderators should maintain a high level to increase the business performance of SMEs. Therefore, SMEs should be concerned about their financial management practices, financial literacy and technology readiness to enhance the performance of their organizations.

Keywords: Financial Management Practices, Financial literacy, Technology Readiness, Business Performance

Commerce

Determinants of E-Service Usage of Inland Revenue Department in Kandy District

Senavirathna, L.L.C.*

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - ludmila970320@gmail.com*

Abstract

The study is aimed to find out Determinants of E-service Usage of Inland Revenue Department in Kandy District and to examine how factors influence on E-service Usage of Inland Revenue Department. The study is conduct in Kandy District and to evaluate and identify the most influential factors that reduce taxpayers' usage of e-services and to establish relationship between Determinants of E-service Usage and E-service Usage of Inland Revenue Department. This research is the survey involving the taxpayers in Kandy district who used e-services of Inland Revenue Department in Kandy District. There are five determinants included in this study to be researched are Perceived Ease of Use, Perceived Usefulness, Perceived Security, Self-Efficacy and Subjective Norms. Proportionate Stratified Random Sampling method is adopted to arrive at sample size of 154 taxpayers in Kandy District who used e-services of Inland Revenue Department at least once. A questionnaire is designed using Five-Point-Likert Scales and distributed taxpayers who used e-services of Inland Revenue Department at least once in order to their opinions. Data are analyzed using Descriptive Statistics, Correlation analysis and Regression analysis. Overall, the findings in this study are supported by other studies in literatures.

The Inland Revenue Department is moving towards the full automation of its core functions in a bid to improve efficiency, transparency and financial flexibility in a government burdened by reducing revenue. In Sri Lanka, the Government today are under an increasing pressure to improve the delivery of public services in cost effective ways. To meet this challenge for example the Inland Revenue Department is turning to e-services led solutions like registration, electronic tax filing (e-filing) and returns, payments and refunds, appeals and objections However, the citizens are less satisfied with e-services for a number of reasons such as difficulties of use, lack of self-efficacy, lack of trust in the systems, lack of usefulness, confusion resulting from poor instructions, etc. and there is only 6% of taxpayers who used e-services of Inland Revenue Department in Kandy District in 2020.

Previous research identified determinants of usage of e-services in a developing country using an amended version of the Unified Theory of Acceptance and Use of Technology the research described in this paper extends those findings and identifies other factors that could exerted influence. In view of the fact that there is a dearth of empirical studies on determinants of usage of e-services in Sri Lanka. Hence, this research represents an initial

attempt to address e-service usage of IRD in Sri Lanka. And also, this research provides useful insights into the motivations underlying the e-service usage in developing countries such as Sri Lanka. Due to that, this research study will find out the determinants of the e-service usage in Inland Revenue Department in Kandy district.

The result showed that there is positive significant relationship between taxpayers' usage of e-services and determinants of e-service usage of Inland Revenue Department. There is positive significant impact of Determinants of E-service Usage of Inland Revenue Department on E-service Usage of Inland Revenue Department. The study provides insights both policy makers and tax administrators to gain better understanding of the key variables that are significantly associated with e-service usage of Inland Revenue Department and enable them to implement suitable strategies to enhance the e-service usage among the taxpayers and allow them to improve government revenue and economic development in Sri Lanka.

Keywords: Perceived ease of use, Perceived usefulness, Perceived security, Self-Efficacy, Subjective norms.

Determinants of Adoption of M-Commerce During the Covid-19 Pandemic in Nuwara-Eliya District

Diwarathna, H.K.D.W.M.S.I. * and Paranthaman, T.

Department of Commerce, Faculty of Commerce and Management, Eastern University Sri
Lanka

** Corresponding author - sadaluka60ishu@gmail.com*

Abstract

Nowadays, m-commerce platform plays a major role in Sri Lanka. Very few research is being performed in Sri Lanka for factors influencing the adoption of m-commerce and also there is no any research performed in determinants of adoption of m-commerce during the Covid-19 pandemic in Nuwara-Eliya District. So, there is an empirical knowledge gap that exists for explaining factors influencing the adoption of m-commerce during the covid-19 pandemic in Nuwara-Eliya District. Hence, the study conducts to narrow this empirical gap. This study mainly focused on the factors influence the adoption of m-commerce during the covid-19 pandemic by banking customers in the Nuwara-Eliya District. Objectives of this study are to identify the level, relationship and impact of factors (such as ease of use, perceived usefulness, trust, social influence, situational influence, and social distancing behavior) on the adoption of m-commerce during the covid-19 pandemic by banking customers in the Nuwara-Eliya District. The empirical part of study was conducted with sample 150 consumers among population of banking customers in Nuwara-Eliya District. Customers of banking industry population in Nuwara- Eliya District is large since most people cannot reach. However, it is not possible to gather data from everybody during this pandemic period and financial limitations of this research. In some people were not willing to express their opinions due to reasons of confidentiality. Therefore, I had to restrict the sample size. So, to achieve these objectives, the convenient sampling method is used as a sample of the study, and also 150 respondents were analyzed by using descriptive analyses, correlation analyses, and regression analysis. The findings show that how the level of ease of use, perceived usefulness, trust, social influence, situational influence, and social distancing behavior on adoption of m-commerce. There is a significant relationship between ease of use, perceived usefulness, trust, social influence, situational influence, social distancing behavior and adoption of m-commerce. There is a significant impact of factors such as ease of use, perceived usefulness, trust, social influence, situational influence, and social distancing behavior on the adoption of m-commerce. Therefore, the recommendation is bankers and m-commerce platform providers should be considered about ease of use, perceived usefulness, trust, social influence, situational influence, and social distancing behavior. Because those factors have a high impact on the adoption of m-commerce.

Keywords: Ease of Use, Perceived Usefulness, Trust, Social Influence, Situational Influence, Social Distancing Behavior and Adoption of Mobile Commerce

Impact of Desired E-Tail Quality on Online Customer Satisfaction in the Ampara District

Gunawardhana, P.P.M.D.I * and Victor, L. D.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - dilmigunawardhana@gmail.com*

Abstract

E-tailing is growing with each passing day for any business that offers value to the customer, which in turn benefits the retailer and ensures a bright future. The quality of online retailing provided is a significant determinant of e-commerce effectiveness, as low-quality e-tail will dissatisfy customers and result in the failure of an online business, while high quality e-tail will satisfy customers and build strong, long-term relationships with e-tail users. The SERVQUAL model was modified to include e-service quality dimensions, and four variables such as fulfilment/reliability, website design, privacy/security, and customer service were measured to see how they influenced consumer satisfaction. As a result, the purpose of this study is to look into the level of desired e-tail quality and online customer satisfaction, the relationship between desired e-tail quality and online customer satisfaction, and the effect of desired e-tail quality on online customer satisfaction in the e-tail platform in the Ampara District. This study used a quantitative method, and both primary and secondary data were employed for the data gathering. The convenience sampling method was used to create the sampling framework for the study, and a structured questionnaire was used as the method of data collection. Descriptive statistics, correlation, and regression, as well as simple and multiple analyses were used to analyze the data. The findings indicate that there is good reliability and a high level of e-tail quality and online customer satisfaction in the Ampara district. The results also showed that there is a positive relationship between e-tail quality and online customer satisfaction. Moreover, the results indicate that there is a positive impact of e-tail quality on online customer satisfaction. Furthermore, e-tail quality dimensions have a significant positive impact on online customer satisfaction.

Keywords: E-Tail Quality, Fulfilment/Reliability, Website Design, Privacy/Security, Customer Service and Online Customer Satisfaction

Impact of Dimensions of Online Convenience on Customer Adoption to Mobile Banking in the Kurunegala District

Rajakaruna, R.P.V.L* and Rajeshwaran, N

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - lankanirajakaruna29@gmail.com*

Abstract

The objective of this study is to examine the impact of online convenience dimensions on Customer Adoption to mobile banking in the Kurunegala district. Mobile banking has become a crucial mobile commerce tool for both banks and consumers in recent years. Although convenience plays a major role in the mobile banking adoption, there are several dimensions in the mobile banking adoption. As a result, the impact of convenience dimensions on m-banking adoption intention is investigated in this study. The study accompanies with Quantitative research approach and Primary data had been practiced by this study. Structured questionnaire was used for data collection and questionnaire consists with two parts as personal information of the respondent and research information. Questionnaire included 28 questions with five-point Likert scale ranging from strongly disagree to strongly agree. The population of the study was the mobile banking customers in the Kurunegala district. Convenience sampling technique was used as sampling method and used Kurunegala district as research area. Data were collected from 244 respondents. Collected data were analyzed using SPSS 22.0. The data were analyzed using descriptive statistics, correlation, and regression analysis. The result indicated that access convenience, search convenience, evaluation convenience, transaction convenience, and possession/post-possession convenience were with high level in customer adoption to mobile banking in the Kurunegala district. Also, result indicated significant strong positive relationship between dimensions of online convenience and customer adoption to mobile banking. The result indicated that most significant factor that impacts on customer adoption to mobile banking was possession/post-possession convenience. And also, access convenience and transaction convenience significantly impact on customer adoption to mobile banking. However, search convenience and evaluation convenience were found to be insignificant.

Keywords: Access convenience, Search convenience, Evaluation convenience, Transaction convenience, Possession/post-possession convenience

Management

Impact of Homework Behavior Engagement on Students' Prior Academic Achievements: Mediating Role of Intrinsic Motivation

Rilhan, M.* and Andrew, A.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - nmm.rilhan@gmail.com*

Abstract

The prime objective of the study is to investigate the relationship between homework behavior engagement and prior academic achievements with the mediating effect of intrinsic motivation in National schools in Eravur. This study was implemented with three dimensions of homework behavior engagement, namely homework time management, time spent on homework and amount of homework. Intrinsic motivation functioned as a mediator in the relationship between homework behavior engagement and students' prior academic achievements. A random sampling method was applied to select the sample of 300 students from national schools in Eravur, Batticaloa District. Relatively, a structured questionnaire was used to collect the relevant data from the selected sample. And the collected data were analyzed by using descriptive statistics, correlation, and mediating analyses. The findings reveal that homework behavior engagement and intrinsic motivation are at a high level among the respondents. Moreover, the analyses stated a positive relationship between homework behavior engagement and prior academic achievements ($r=0.479$), a strong positive relationship between homework behavior engagement and intrinsic motivation ($r=0.603$) and a positive relationship between prior academic achievements and intrinsic motivation ($r=0.583$). Intrinsic motivation has been found to cast a partial mediating effect on the relationship between homework behavior engagement and prior academic achievements. This study eliminates the empirical knowledge gap in the selected study area and the results will be useful for the academic professions in managing the homework behavior engagement of the students and intrinsic motivation.

Keywords: Homework Behavior Engagement, Prior Academic Achievements, Intrinsic Motivation

Human Resource Management

Impact of Psychological Capital on Employee Performance in Private Banks

(With Special Reference to Anuradhapura and Thambuththegama Areas)

Madhusanka, T.M.A.N.* and Thavakumar, D.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author – tmmadhus@ gmail.com*

Abstract

In the twenty-first-century business, organizations are operating in a very competitive environment and business practitioners have identified the need for having a sustainable competitive advantage. Hence, Human resources have become a sustainable competitive advantage and employee performance is the key to increasing organizational performance with the ultimate purpose of achieving its goals and objectives. Consequently, the objective of the current study is to identify the extent to which psychological capital impacts on employee performance of selected private sector banks in the Anuradhapura and Thambuththegama Areas. The current study hypothesized that there is a positive impact of psychological capital; its dimensions (Self Efficacy, Hope, Resilience, and Optimism) on employee performance. A quantitative, deductive approach with a positive paradigm using a cross-sectional survey strategy was used in the study. Standard 24 item psychological capital questionnaire (PCQ) and Individual work performance questionnaire were used as the research instrument. 207 employees were selected using the simple random sampling method as the sample (N = 207) among the population of 273 Bank employees. The data were analyzed using correlation and regression analyses. Four dimensions of psychological capital and psychological capital as a core construct had a significant positive relationship with employee performance. According to this study the researcher finding there is an impact of psychological capital on employee performance. In summary, the current study concludes that psychological capital impact on employee performance of selected private sector banks in the Anuradhapura and Thambuththegama Areas.

Keywords- Psychological Capital, Self-efficacy, Hope, Resilience, Optimism, Employee Performance.

Impact of Human Resource Information Systems (HRIS) on Performance of Organizations

Kumari, M.M.H.B.* and Thavakumar, D.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author – hiruni199608@gmail.com*

Abstract

Over recent decades, there has been a considerable increase in the number of organizations gathering, storing, and analyzing information regarding their human resources through the use of Human Resource Information Systems (HRIS). Today, many organizations are transforming their HRM functions from manual work processes to computerized work processes.

In Sri Lankan context, lack of empirical evidence to show how the HRIS model affects organizational performance in multiple industries. There is an empirical knowledge gap that exists regarding the impact of HRIS on the performance of organizations. Hence, this study attempts to fill this knowledge gap. The objectives of this study are to identify the impact of e-recruitment, e-training, e-performance management, and e-payroll administration on the organizations' performance in multiple industries in the Kandy district. To achieve these objectives, data was collected from 10 industries (Banking, Hospitality, Healthcare, Supermarket, Stationary, Insurance, Fashion, Telecommunication, Electronic, Others) and supervisors using a questionnaire. The data were analyzed by using regression analysis.

The findings show that e-recruitment, e-training, e-performance management, and e-payroll administration are most important variables to industry, with a weak positive relationship between e-training and e-recruitment and a strong positive relationship between e-performance management and e-payroll administration and organizational performance. It goes on to say that the most effective functions used by the selected organizations are e-recruitment, e-training, e-performance management, and e-payroll administration. Because the study is based on all human resource information systems, the results are more generalized.

Keywords: Human Resource Information System (HRIS), E-Recruitment, E-Training, E-Performance Management, E-Payroll Administration, Organizational Performance.

The Role of Employees' Negotiation Skills in Accessing Training Programs in Selected Private Sector Organizations

Nuwanthika, K.G.V.* and Sutha, J.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author – nuwanthikavishmi@gmail.com*

Abstract

Accessing training is important for employees because training represents a good opportunity for employees to base their knowledge and develop job skills to be more active in the workplace. To that end, it is important to note the impact of negotiation skills on today's competitive private sector organizations. This study investigates the role of employees' negotiation skills in accessing training programs in selected private sector organizations in Sri Lanka. This study was implemented with two variables such as employees' negotiation skills, accessing training programs. This study eliminates the empirical gap in the private sector organizations area regarding this topic. Using a structured questionnaire, the data were collected from 200 employees in selected four private sector organizations in the Colombo. And the collected data were analyzed by using descriptive statistics, correlation, and regression analyses. The findings of the study reveal that the employees' negotiation skills positive impact on accessing training programs are at a high level among the respondents. And also, the result indicated significant positive relationship between the employees' negotiation skills and accessing training programs.

Keywords: Accessing training programs, Employees' negotiation skills

The Impact of Night Shiftwork Difficulties with Family and Social Life: A Special Reference to Selected Apparel Sector in Polonnaruwa District

Erandika, A.* and Victor, L. D.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author – amalierandika040@gmail.com*

Abstract

This study explores the impact of night shiftwork difficulties on family and social life: A special reference to the selected Apparel sector in the Polonnaruwa District. In this research study, there is one independent variable. It is night shift work difficulties. There are three dimensions, such as sleepiness, fatigue, and health disorder. The dependent variable is family and social life. The concept of shiftwork is a recently used methodology for the apparel sector. Employees work in two shifts, day and night. The night shift is more difficult than the day shift. The main objective of this study is to study the impact of night shift work difficulties on family and social life. In this research study, primary data had been practiced by this study. A structured questionnaire was used as the method of data collection. The simple random sampling method was used to make the sampling framework of the study. The quantitative research approach was used for this study. The data were analyzed using descriptive statistics, correlation, and regression analysis. The Conceptual model is developed based on the existing literature. Primary data for the study were obtained from 362 shift work employees who are working in Brandix apparel solution in Polonnaruwa district. The findings indicate that there is good reliability and a low level of night shiftwork difficulties in family and social life of the apparel sector in Polonnaruwa district and also the results showed that there is a significant negative impact of night shiftwork difficulties on family and social life. Furthermore, night shiftwork difficulties showed a negative relationship between night shiftwork difficulties and family and social life. As a result of this study, this understanding may be helpful for the apparel sector to take necessary action to reduce night shiftwork difficulties and enhance shift workers' impact on family and social life.

Keywords: Night shiftwork difficulties, Sleepiness, Fatigue, Health disorders, family and social life.

**Impact of Intrinsic and Extrinsic Motivation on Employees
Performance in Public Sector Organizations: Special Reference to
Municipal Council, Bandarawela**

Pavithrani, S. * and Andrew, A.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author –shammipavithrani@gmail.com*

Abstract

Motivation is a crucial element for organizations to function and without motivation, employees will not put up their best for the organization's performance. The situation is even more serious in developing countries where working conditions are unattractive. The current study intends to investigate the impact of intrinsic and extrinsic motivation on the performance of the selected employees in Municipal Council Bandarawela. Out of the population of 127 employees of Municipal Council Bandarawela, only 124 employees responded, and the sample size of the study was decided accordingly. The total population sampling method was adopted, and a structured questionnaire was used to collect data. Total population sampling method was adopted. The quantitative research approach was used for the current study and the data were analyzed using descriptive statistics, correlation, and regression analysis. The results indicate that the reliability of the study instrument is acceptable and the levels of employee motivation and employee performance of Municipal Council Bandarawela are at a high level. The findings also showed that there is a positive relationship between employee motivation and employee performance. Moreover, both employee intrinsic and extrinsic motivation significantly impacts employee performance in Municipal Council Bandarawela.

Keywords: Employee motivation, Intrinsic motivation, Extrinsic motivation, Employee performance

Impact of Job Design on Employee Career Development of Executive Level Employees in Private Sector Bank in Monaragala District

Senevirathne, S.S.* and Andrew, A.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

* Corresponding author –sugalasubashani568@gmail.com

Abstract

Job design helps employees to decide their needs in their career, their objectives in their career, identification of knowledge, skills, and abilities for their career development. This study was conducted to identify the effect of job design on employee career development. Hence, this study focuses on the impact of job rotation, job enlargement and job enrichment on employee career development. Thus, the study objective is to examine whether job design contributes to employee career development and identify the relationships between job rotation, job enlargement, job enrichment and employee career development among the executive-level employees of selected private banks in the Monaragala district. The study employed a quantitative research approach. A structured questionnaire was used as the method of data collection, and the questionnaire included 15 questions with a five-point Likert scale ranging from strongly disagree to agree strongly. Relevant data were collected from a sample of 142 executive-level employees in the selected private bank. A random sampling technique was used to make the method of sampling framework. And the data were measured using descriptive statistics, correlation, and regression analysis. In spite, the result shows that there was a strong positive correlation between job design and employee career development. Also, the study highlighted a significant impact of job design on employee career development among the selected sample.

Keywords: Job design, Job rotation, Job enlargement, Job enrichment, Career development

Impact of Work-Life Balance on the Job Satisfaction of Working Women in the Banking Sector: A Comparative Study between State and Private Banks

Vijitha, V.N. * and Andrew, A.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author – nishanibandara75@gmail.com*

Abstract

In today's dynamic world of automation, women must compete hard to prove their identity in society and the workplace. The study examined the impact of work-life balance on the job satisfaction of working women in the banking sector with a comparison between state and private banks, with particular reference to selected state and private banks in Ampara. The independent variable of this study is work-life balance with three dimensions; work stress, management support and family support and the dependent variable of the study is job satisfaction. This research study relies on a data set from its survey of 100 female employees (staff assistants) working in selected state and private banks in Ampara. A simple random sampling method was used to make the sampling framework, and a quantitative research approach was used for this research study. The data were analyzed using descriptive statistics, correlation, and simple regression analysis to achieve the study objectives. The result shows that work-life balance, consisting of work stress, significantly negatively impacts job satisfaction. Conversely, management support and family support significantly positively affect job satisfaction. In-depth, 10.6% of the variability in job satisfaction was explained by the work-life balance among the public bank respondents, while 7.9% was recorded from the private bank respondents. Accordingly, the results highlighted that banking women should manage their work-life balance to enhance their job satisfaction, which will directly influence the performance of the banking sector.

Keywords: Work-Life Balance, Job Satisfaction, Work Stress, Management Support, Family Support, State Banks, Private Banks

Impact of Work-Family Conflict on Women Career Development in Banking Sector: Special Reference to Selected Banks in Ampara

Premarathna, N.* and Andrew, A.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

* *Corresponding author* - premarathnanilushika1997@gmail.com

Abstract

In today's society, the competitive world faces many issues due to the changes in current economic patterns. The present research study aims to investigate the impact of work-family conflict on women's career development in the selected banks in Ampara. The work-family conflict is the independent variable with time, strain and behavioral conflicts as dimensions, and career development is the dependent variable. The researcher constructed the conceptual model for this study based on a literature review. Hypotheses of the study were tested by collecting data from 133 women bank employees of public and private banks in Ampara. A close-ended structured questionnaire was used to gather the relevant data. Univariate analysis (mean and standard deviation) and bivariate analysis (correlation and regression) were used to achieve the study's objectives. The dimensions of work-family conflict show a moderate level mean value, while career development also indicates a moderate level mean value. The correlation result shows that work-family conflict, consisting of time, strain, and behavior conflict, has a significant negative impact on women's career development. In addition, results of the regression analysis showcased that 83.5% of the variability in the career development of bank assistants was explained by work-family conflict at the 0.05 significant level. As a result of this study, this understanding may be helpful for the bank assistants to take the necessary action to alleviate the work-family conflict and its negative consequences.

Keywords: Work-family conflict, time-based conflict, strain-based conflict, behavior-based conflict, career development

Entrepreneurship

Impact of Social Networking Sites Use on Entrepreneurial Intention: The Mediating Role of Entrepreneurial Passion

Kirishanthan, T., Pretheeba, P. and Neranjani, V.*

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka,

** Corresponding author - njneranjani.v@gmail.com*

Abstract

This paper investigates the impact of social networking sites usage on entrepreneurial intention with respect to the mediating role of entrepreneurial passion among graduates and undergraduates in Sri Lankan context. The questionnaire was developed, validated, and distributed. The study carried out using convenient sampling method among 312 graduates and undergraduates who studying in Eastern University, Sri Lanka and pass out. The collected data on social networking sites use, entrepreneurial intention and entrepreneurial passion were analyzed using SPSS 22.0. The findings indicate that social network sites usage has a strong positive relationship with entrepreneurial intention ($r = 0.700$) based on the undergraduates' response and moderate positive relationship ($r = 0.386$) based on the response of graduates. The findings revealed that social networking sites usage and entrepreneurial passion have a strong positive relationship ($r = 0.681$) from the response of undergraduates and moderate positive relationship ($r = 0.433$) from the response of graduates. Entrepreneurial passion has strong positive relationship with entrepreneurial intention ($r = 0.746$) based on the undergraduate's response. And also, strong positive relationship ($r = 0.585$) based on the graduates' response. Further, using Baron Kenny's (1986) four step mediation approach it found that social networking sites usage has significant effect on entrepreneurial intention through entrepreneurial passion using as a mediating variable. Many business ideas have sprung up recently through social networking sites, but studies focusing business intention are limited. Present study contributes to fill out that research gap and it helps to improve network usage intention on entrepreneurial innovation and passionate skills towards it.

Keywords - Social networking sites usage, Entrepreneurial intention and Entrepreneurial passion

Intention to Adopt Ecopreneurship among Entrepreneurs in Batticaloa District

Sapessini, S., Vajra, M.* and Pretheeba, P.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - vajramuthukumar@gmail.com*

Abstract

Ever since global warming has arisen as an issue and business as usual has invited criticism regarding its ecological impact, entrepreneurs are expected to incorporate ecological values in their entrepreneurial activities. In this sense, the adoption of ecopreneurship is becoming awfully important to solve environmental problems and provide new opportunities. Nowadays the activities of a business are predicted to cause a negative effect on the sustainability of biodiversity. On this ground this study intends to understand the relationship between attitude toward ecopreneurship, subjective norms, self-efficacy, innovative cognitive style, and ecopreneurship intention among entrepreneurs in the Batticaloa district. This study was implemented with four independent variables of attitude toward ecopreneurship, subjective norms, self-efficacy, innovative cognitive style, and ecopreneurship intention which is identified as the dependent variable. This study eliminates the empirical knowledge gap in Batticaloa area regarding this topic. Using a structured questionnaire, the data were collected from 252 entrepreneurs in Batticaloa District. The collected data were analyzed by using descriptive statistics, correlation, and regression. The findings reveal that the attitude toward ecopreneurship, subjective norms, self-efficacy, and innovative cognitive style are at a high level among the respondents of entrepreneurs. The analyses stated the positive relationship between the attitude toward ecopreneurship, subjective norms, self-efficacy, innovative cognitive style & ecopreneurship intention. Further the regression analysis has concluded that attitude toward ecopreneurship, subjective norms, self-efficacy, and innovative cognitive style have a significant impact on ecopreneurship intention among entrepreneurs in Batticaloa District.

Keywords: Ecopreneurship, Subjective norms, Self-efficacy, Innovative cognitive Style, Ecopreneurship intention

Impact of Vocational Training on Creating Entrepreneurship and Youth Employment among Youth in Kanthale area

Nishadini, P.* and Andrew, A.

Department of Management, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author -rdpnisha1996@gmail.com*

Abstract

The study investigates the quality of training, course type and course duration in creating entrepreneurship and youth employment. So far, a lack of research has been conducted concerning the quality of training, type of course duration of the course on creating entrepreneurship and youth employment. This research study plan to examine that problem and fill the empirical gap in youth who followed vocational training in the Training Authority (VTA) in the Kanthale area. The prime objective of the study is to investigate the impact of independent variables; quality of training, type of course and duration of the course on youth employment in the Kanthale area. The structured questionnaires were distributed among 100 respondents who followed vocational training in VTA, Kanthale. The data were analysed by using descriptive, correlation analysis, simple and multiple regression analysis. According to the descriptive analysis, quality of training, type of course, duration of the course and youth employment is in high level among the respondents. Further, the study highlighted that all the independent variables have a strong positive relationship with youth employment. Finally, the regression analysis results indicated a significant impact of quality of training, type of course and duration of the course on creating entrepreneurship and youth employment. The finding of this study is useful in further enlarging and enriching the application of these concepts in practice.

Keywords: Training Quality, Course Type, Course Duration, Entrepreneurship, Vocational Training

Impact of Entrepreneurial Knowledge on Strategic Orientation of Women Entrepreneurs in Kegalle District

Dayarathna, K.P.M.*, Dinesh, T. and Balendran, S.

Department of Commerce, Faculty of Commerce and Management, Eastern University,
Sri Lanka

** Corresponding author - peshilamadu1@gmail.com*

Abstract

The government of Sri Lanka identified Small and Medium Enterprises (SMEs) as the engine of the economy, as it accounts for more than 75% of the total number of enterprises, provide 45% of the employment and contribute to 52% of the Gross Domestic Production (GDP). Though women are involved in the labour force, sustainability is less than men. When compared, the rate of starting a new business by a female is lower than men because of various reasons. And also, women are more opposed to using entrepreneurial opportunities irrespective of their level of knowledge and education. One of the reasons was the inconsistency in the strategic orientation of the businesses owned by women, and it was because of the poor entrepreneurial knowledge on the strategic orientation. The purpose of this study was to identify the impact of entrepreneurial knowledge on strategic orientation of women entrepreneurs in Kegalle district. A model was developed by treating Entrepreneurial Knowledge as the independent variable and Strategic Orientation as the dependent variable. The study adopted a questionnaire survey design to collect responses from women entrepreneurs in Kegalle district. Two-stage cluster sampling method was used to obtain 126 responses from the women entrepreneurs. The study found that knowledge on sales orientation did not influence the strategic orientation while knowledge on market orientation, knowledge on networking, and knowledge on entrepreneurial support significantly influenced the strategic orientation. Further, an in-depth analysis revealed that entrepreneurial knowledge had an impact on five dimensions of strategic orientation; aggressiveness, analysis, futurity, proactiveness, and riskiness whereas it did not have an impact on defensiveness. As far as practical implications are considered, more importance should be given to increase the knowledge on networking to improve the strategic orientation of women entrepreneurs.

Keywords: Entrepreneurial knowledge, Strategic orientation, Women entrepreneurs

Schedule of Technical Sessions – ARSFCM 2022

Track: Marketing Management
Meeting ID: 678 5659 6496
Meeting Passcode: ArsMkt@22
Chairperson: Dr. F.B.Kennedy
Panel Members: Dr. N.Rajeshwaran and Mrs. D.Thavakumar

Time	Paper ID	Abstract Title and Authors Name
11.30 a.m.	MKT 001	Factors Influencing on Purchase Intention of Luxury Fashion Related Goods in Colombo District <i>Gayathri, G.A.K* and Sritharan, S.</i>
11.50 a.m.	MKT 002	Factors Impact on Privacy Disclosure of Young Consumers in Badulla District with Special Reference to Online Retailing Platforms <i>Jayalath, M.M.N.S.* and Prabakaran, T.</i>
12.10 a.m.	MKT 003	The Effects of Guerrilla Marketing on Millennial Consumer Buying Behaviour; Mediated by Consumer Purchase Intention in Beverage Industry with Special Reference to Trincomalee <i>Poovitha, Y* and Ragel, V. R.</i>
12.30 p.m.	MKT 004	The Impact of Online Brand Community Engagement on Purchase Intention with Special Reference to The Banking Industry of Sri Lanka <i>Herath, P.S.H.M* and Victor, L. D.</i>
12.50 p.m.	MKT 006	The Impact of Brand Personality on Emotional Brand Attachment in Skin Care Brands <i>Dissanayaka, D.M.H.A.* and Ragel, V. R.</i>
1.10 p.m.	MKT 007	Key Determinants of Choosing of Fast-Food Restaurant in Ampara District <i>Madhumali, B.G.H.M.K* and Balendran, S.</i>

1.30 p.m.	MKT 008	The Impact of E-Banking on Customer Satisfaction of Private Commercial Banks in Anuradhapura District <i>Edirisinghe, K.R.C.H. * and Sritharan, S.</i>
1.50 p.m.	MKT 009	The Impact of Service Quality on Customer Loyalty in Private Banking Sector in Sri Lanka <i>Kumara, O.M.P.G.R.C.* and Sritharan, S.</i>
2.10 p.m.	MKT 010	The Impact of Emotional Advertising on Consumer Buying Behavior with Special Reference to Soft Drink Product Consumers in Ampara <i>Pathirana, N.* and Andrew, A.</i>
2.30 p.m.	MKT 005	The Impact of Green Marketing Strategies on Customers' Green Purchase Intension: A Comparative Study between Cargills Food City and Lanka Sathosa Supermarkets in Polonnaruwa District <i>Nirmani, R.A.D.* and Victor, L. D.</i>

Track: Accounting and Finance
Meeting ID: 615 5343 2122
Meeting Passcode: ArsFin@22
Chairperson: Prof. A. Andrew
Panel Member: Dr. T.Prabaharan and Dr. S. Balendran

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11.50 a.m.	ACC 003	The Impact of Income Diversification on Financial Performance of Commercial Banks in Sri Lanka <i>Kumara, W.P.V* and Paranthaman, T</i>
12.10 a.m.	ACC 004	The Comparative Analysis on The Difference of Management Accounting Practices of the Listed Companies in Sri Lanka Between the Before Covid-19 and During the Covid-19 Pandemic <i>Ranaweera D. C. P.*, and Paranthaman, T.</i>
12.30 p.m.	ACC 005	The Impact of Accounting Software on Business performance of SMEs in Kurunegala District <i>Gunathilake, D.P.W.D*, Thayaraj, S., and Uthayakumar, R.</i>
12.50 p.m.	ACC 006	Impact of Cost Control Mechanism and Cost Reduction Techniques on Financial Performance of Manufacturing Companies in Gampaha District <i>Ekanayake, A.G.L.R.K * and Paranthaman, T</i>
1.10 p.m.	ACC 007	Combined Moderating Effect of Financial Literacy and Technology Readiness on the Relationship between Financial Management Practices and Business Performance of Small and Medium Enterprises in Gampaha District, Sri Lanka <i>Marasinghe, M.K.M*, Dinesh, T and Rajeshwaran, N</i>

Track: Commerce
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11.30 a.m.	COM 001	Determinants of E-Service Usage of Inland Revenue Department in Kandy District <i>Senavirathna, L.L.C.</i>
11.50 a.m.	COM 002	Determinants of Adoption of M-Commerce During the Covid-19 Pandemic in Nuwara-Eliya District <i>Diwarathna H.K.D.W.M.S.I. and Paranthaman, T.</i>
12.10 a.m.	COM 003	The Impact of Desired E-Tail Quality on Online Customer Satisfaction in the Ampara District <i>Gunawardhana P.P.M.D.I and Victor, L. D</i>
12.30 a.m.	COM 004	Impact of Dimensions of Online Convenience on Customer Adoption to Mobile Banking in the Kurunegala District <i>Rajakaruna, R.P.V.L and Rajeshwaran, N</i>

Track: Management
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Chairperson: Dr. J. Suresh
Panel Members: Dr. C. Priyankara and Mr. K. Pushpakaran

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Track: Human Resource Management
Meeting ID: 650 1234 6903
Meeting Passcode: ArsHrm@22
Chairperson: Prof. A. Anton Arulrajah
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Time	Paper ID	Abstract Title and Authors Name
11.30 a.m.	HRM 002	The Impact of Human Resource Information Systems (HRIS) on Performance of Organizations <i>Kumari, M.M.H.B.* and Thavakumar, D.</i>
11.50 a.m.	HRM 003	The Role of Employees' Negotiation Skills in Accessing Training Programs in Selected Private Sector Organizations <i>Nuwanthika, K.G.V.* and Sutha, J.</i>
12.10 p.m.	HRM 005	Impact of Intrinsic and Extrinsic Motivation on Employees Performance in Public Sector Organizations: Special Reference to Municipal Council Bandarawela <i>Pavithrani, S. * and Andrew, A.</i>
12.30 p.m.	HRM 007	The Impact of Work-Life Balance on the Job Satisfaction of Working Women in the Banking Sector: A Comparative Study between State and Private Banks <i>Vijitha, V.N. * and Andrew, A.</i>
12.50 p.m.	HRM 008	The Impact of Work-Family Conflict on Women Career Development in Banking Sector: Special Reference to Selected Banks in Ampara <i>Premarathna, N.* and Andrew, A.</i>
1.10 a.m.	HRM 001	The Impact of Psychological Capital on Employee Performance in Private Banks (With Special Reference to Anuradhapura and Thambuththegama Areas) <i>Madhusanka, T.M.A.N.* and Thavakumar, D.</i>

1.30 p.m.	HRM 004	The Impact of Night Shiftwork Difficulties with Family and Social Life: A Special Reference to Selected Apparel Sector in Polonnaruwa District <i>Erandika, A.* and Victor, L. D.</i>
1.50 p.m.	HRM 006	Impact of Job Design on Employee Career Development of Executive Level Employees in Private Sector Bank in Monaragala District <i>Senevirathne, S.S.* and Andrew, A.</i>

Track: Entrepreneurship
Meeting ID: 684 4693 6580
Meeting Passcode: ArsEns@22
Chairperson: Prof. T. Bhavan
Panel Members: Dr. J. Suresh and Mrs. S. Maheswaranathan

Time	Paper ID	Abstract Title and Authors Name
11.30 a.m.	ENT 001	Impact of Social Networking Sites use on Entrepreneurial Intention: The mediating role of Entrepreneurial Passion <i>Kirishanthan, T., Pretheeba, P., and Neranjani, V.</i>
11.50 a.m.	ENT 002	Intention to Adopt Ecopreneurship Among Entrepreneurs in Batticaloa District <i>Sapessini, S., Vajra, M., and Pretheeba, P.</i>
12.10 a.m.	ENT 003	Impact of Vocational Training on Creating Entrepreneurship and Youth Employment among Youth in Kanthale area <i>Nishadini, P., and Andrew, A.</i>
12.30 a.m.	ENT 004	Impact of Entrepreneurial Knowledge on Strategic Orientation of Women Entrepreneurs in Kegalle District <i>Dayarathna, K.P.M., Dinesh, T., and Balendran, S.</i>

ISBN 978-624-5731-12-1



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