

Technical Session Schedule-ARSFCM 2021

24.11.2021

Track: Marketing Management
Meeting Link: <https://bit.ly/3nCmCIY>
Meeting ID: 614 6500 5785
Meeting Passcode: ArsMkt-21
Chairperson: Dr. T. Prabakaran

Panel Members: Dr. A. Anton Arulrajah and Mrs. V. R. Ragel



Time	Paper ID	Abstract Title and Authors Name
11.00 – 11.20	MKT 001	Impact of Aesthetics Perception and Identity Formation on Purchase Intention of Luxury: A Conceptual Model by Means of Systematic Review. <i>L.L.Y.R.Lenaduwa</i>
11.20 – 11.40	MKT 002	The Impact of Marketing 3.0 Paradigm on Sustainable Product Development Mediated by Consumer Orientation <i>W. G. C. U. Wijerathne and F.B. Kennedy</i>
11.40 – 12.00	MKT 003	The Impact of Customer Value Co-Creation on Sales Performance (With Special Reference to Selected Apparel Firms in Polonnaruwa District). <i>W.P.M. Perera and V.L. Dilakshini</i>
12.00 – 12.20	MKT 004	Examining the Relationship Between Store Attributes and Shopping Enjoyment (Special Reference to Convenience Stores in Manmunai North Divisional Secretariat Area). <i>S. Jenifar Sharmila and V.L. Dilakshini</i>
12.20 – 12.40	MKT 005	The Impact of Marketing Mix Elements on Customer Re-Visit Intention in Hotel Industry with Reference to Hatton Zone, Nuwara-Eliya. <i>J. Vinusha and A. Andrew</i>
12.40 – 13.00	MKT 006	The Impact of Word of Mouth Communication on Customer Relationship in Food and Beverages Companies in Kandy District. <i>B.G.M.H Perera and S. Sritharan</i>

Track: Accounting and Finance
Meeting Link: <https://bit.ly/3xhpXk0>
Meeting ID: 659 7581 9976
Meeting Passcode: AccFin-21
Chairperson: Mr. R. Uthayakumar

Panel Member: Mr. T. Paranthaman and Dr. P. Pretheeba



Time	Paper ID	Abstract Title and Authors Name
11.00 – 11.20	ACC 001	Impact of Credit Risk Management on Profitability of Commercial Banks in Sri Lanka. <i>Hamsagini Thiruketheswaran</i>
11.20 – 11.40	ACC 002	Impact of Effectiveness of Computerized Accounting System on the Financial Decision Making in Listed Companies in Sri Lanka. <i>B. I. Shrimali and N. Rajeshwaran</i>
11.40 – 12.00	ACC 003	Impact of Management Accounting Application on the Financial Performance of Selected Listed Companies in Sri Lanka. <i>G. V. P. D. Tharanga and N. Rajeshwaran</i>
12.00 – 12.20	ACC 005	Evaluating Reliability of Computerized Accounting Information System of Small and Medium Enterprises in Galle District. <i>B. A. N. Sameera and N. Rajeshwaran</i>
12.20 – 12.40	ACC 006	Impact of Government Budget Announcement on Stock Market Return: Evidence from Colombo Stock Exchange. <i>J. M. N. Wijekumara</i>

Track: Management and Human Resource Management
 Meeting Link: <https://bit.ly/3cxmSTp>
 Meeting ID: 633 1401 2319
 Meeting Passcode: MgtHrm-21
 Chairperson: Prof. A. Andrew
 Panel Members: Dr. T. Bhavan and Mrs. D. Thavakumar



Time	Paper ID	Abstract Title and Authors Name
11.00 – 11.20	HRM 001	The Effect of Employee Training on Turnover Intention: The Mediating Role of Person Job Fit at Selected Apparel Companies in Matale. <i>H.K.G.M.W. Senavirathna and A. Anton Arulrajah</i>
11.20 – 11.40	HRM 002	Exploring the Impact of Emotional Intelligence (EI) on Work life Balance (WLB) of Banking Employees. <i>J. Prasheena and S. Harikaran</i>
11.40 – 12.00	MGT 003	The Impact of Big Data Analytics Capabilities on Innovation with the Mediating Role of Value Creation Mechanisms in Selected Telecommunication Service Providers from Twelve Districts of Sri Lanka. <i>N. Laxsmanan and A. Anton Arulrajah</i>
12.00 – 12.20	MGT 004	A Study on Intention to Adopt Biometric Authentication: The Mediating Role of Attitude toward Using Biometric Authentication between Factors Affecting on Intention to Adopt Biometric Authentication and Intention to Adopt Biometric Authentication in Selected Commercial Banks in Selected Town Areas of Batticaloa. <i>R. Agalya and A. Anton Arulrajah</i>
12.20 – 12.40	MGT 005	Cultural Impact on Communication Competence. <i>Ruwini P. Dharmawardene</i>

Track: Entrepreneurship
 Meeting Link: <https://bit.ly/3DEhRnH>
 Meeting ID: 657 7651 0779
 Meeting Passcode: ArsEnt-21
 Chairperson: Dr. S. Balendran
 Panel Members: Dr. J. Suresh and Mrs. S. Sritharan



Time	Paper ID	Abstract Title and Authors Name
11.00 – 11.20	ENT 001	Assessing the Relationship between Entrepreneurial Skills and Performance of Women Entrepreneurs in Manmunai Pattu Divisional Secretariat. <i>M. Vajra and P. Pretheeba</i>
11.20 – 11.40	ENT 002	Impact of Entrepreneurial Education on student's Entrepreneurial Intention: The mediating role of Entrepreneurial attitude and Entrepreneurial motivation (With Reference to selected Sri Lankan State Universities). <i>N. Vimalini, I. Sumeshkanth and R.M.C.S. Ratnayake</i>