

ARSFCM



THE ANNUAL RESEARCH SESSION
FACULTY OF COMMERCE AND MANAGEMENT

Nurturing the Leaders for Resilient Economy

2023

03RD OCTOBER

Proceedings

Abstract

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



Annual Research Session 2023

Nurturing the Leaders for Resilient Economy

Proceedings

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03rd October 2023

Faculty of Commerce and Management
Eastern University, Sri Lanka

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ISBN: 978-624-5731-33-6

Published by:
Faculty of Commerce and Management
Eastern University, Sri Lanka
Vantharumoolai
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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. Kanagasingam for his immense encouragement to have this Research Session. We extend our sincere gratitude to Prof. Rena Ravinder, Professor of Economics, Department of World Economy, Faculty of Economics, Saint Petersburg State University, St Petersburg, Russia for accepting our invitation to share the knowledge in the Keynote address. We also extend our sincere thanks to the Chief Guest Prof. V. Kanagasingam, Professor in Management, Faculty of Commerce and Management and Vice-Chancellor, Eastern University, Sri Lanka. Also, we extend our gratitude to Dr. K.Premakumar, Senior lecturer, Faculty of Agriculture, Eastern University for being a validator for ARSFCM 2023.

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 2023 Steering Committee, the Organizing Committee, the Track Coordinators, and the Event Coordinators for their untiring effort in conducting the ARSFCM 2023 to success. We recognize the Chairpersons and the panelists for their valuable contribution towards ARSFCM 2023. 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 the Industrial Dialogue.

Our gratitude is extended to the Speakers, Mrs. Navalan Kokilavany, Managing Director, Possible Green (PVT) Ltd, Kilinochchi, Mr. Anuradha Ranasinhge, Founder, ABBA Agri Consultancy, Miss. Muriya Dilani Jeyantham, Chief Executive Officer, Ceylon Collage of Nursing (PVT) Ltd, Kaluwanchikudy, and Ms Sujika Janahan and Ms. Vejayaparani Jeyasuthan, Co - Founders, Aaniver Products, Batticaloa, 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 2023 to success.

PREFACE

Introduction

Annual Research Session, Faculty of Commerce and Management – 2023 (ARSFCM – 2023) is organized by the Faculty of Commerce and Management, Eastern University, Sri Lanka under the theme of “*Nurturing the Leaders for Resilient Economy*”. 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 2023

The ARSFCM – 2023 primarily focuses on scholars to submit their research papers on the topics in the field of Management, Marketing Management, Human Resource Management, Accounting and Finance, Economics and Commerce 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 2023

The undergraduate research scholars submitted Twenty (20) valuable full research papers. These research papers were blind reviewed by the Senior academics. The editing process followed the abstracts, and 18 research papers were finally submitted to the different tracks, namely Management, Marketing Management, Economics, and Commerce & Accounting.

Industrial Dialogue

The Industrial Dialogue is a discourse with the Industrial people. It is one of the complementary parts of ARSFCM – 2023, 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 ‘Dynamic role of entrepreneur in handling current economic crisis in Sri Lanka’.

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Vice Chancellor's Message

“In Many ways, the Idea of Resilient is a more useful concept than the Idea of Sustainability”



I am so delighted to share this message of its uniqueness which conceives the research findings to ignite the future development of our community and our nation.

Investment in research and development is the key driver of economic growth. And this is what we need at present in Sri Lanka. As the pioneer Faculty of Commerce and Management, conduct research forums specially giving opportunities to undergraduate students is plenty with diverse contemporary issues. I evoke the first Undergraduate Research Forum (URF) since 17 years of rich knowledge accumulation, which was the first forum of Eastern University, Sri Lanka and in the history of Management Faculties in Sri Lankan State Universities. Its significant as most of the Faculty members were the undergraduate presenters of research papers in the first Undergraduate Research forum. Continues novel researches had its appropriateness and awarded timely.

This year, the Faculty of Commerce and Management organizes its 4th Annual Research Session (ARSFCM 2023) providing an in-house researching practice for the outgoing undergraduates which distinguishes the University from all other educational institutions.

Theme of ARSFCM 2023 provides another forum of ‘Nurturing the Leaders for Resilient Economy’ to the undergraduate students to disseminate their research findings in larger forum including Practitioners, Administrators and especially the Entrepreneurs. The necessary macroeconomic adjustments in this current context may initially adversely affect growth and poverty but will correct overall imbalances, help regain access to international financial markets, and build the foundation for sustainable growth. Mitigating the impacts on the poor and vulnerable remains critical during the adjustment. Though there are sufferings, this is the key for resilient economy.

Sri Lankan economic context needs visionary leaders who can take off the country well in an agile economic environment to get rid from current economic derailment. In the other hand this ARSFCM 2023 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 and nurturing leaders from house-holds to contribute via start-ups in resilient.

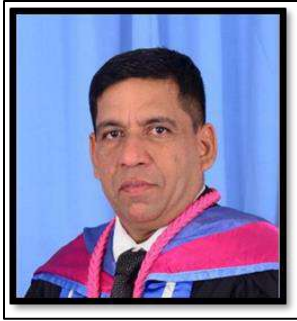
ARSFCM 2023 indeed nurtures undergraduates who enter into the business world, to interact with successful industry people via Industrial Dialogue session where the undergraduate are able to share the experiences by successful business leaders. The experience will definitely give you positiveness to be a leader of resilient economy, which themselves convert as constructive corner stones of research journey.

I wish all the presenters as researchers to be enlighten in this research journey and face various challenges for change. 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 Kanagasingam

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

Dean's Message



As the Dean of the Faculty of Commerce and Management, Eastern University, Sri Lanka, it is a great pleasure to issue this message on the occasion of the Annual Research session (ARSFCM 2023). I am delighted and honoured to bring this message to the proceedings. On behalf of the Organizing Committee of ARSFCM 2023, it is my pleasure to welcome you to the ARSFCM 2023 Organized by the Faculty of Commerce and Management, Eastern University, Sri Lanka on October, 03rd. 2023 as a hybrid event.

The theme of the session is “Nurturing the Leaders for Resilient Economy” which that means, to get their teams ready for the upswing, leaders need to foster a future-focused mindset. The essence of the theme will be covered in depth at our conference, by our keynote speaker Prof. Rena Ravinder, Professor of Economics, Department of World Economy, Faculty of Economics, Saint Petersburg State University, St Petersburg, Russia. I extend my heartfelt appreciation to the speaker. This scholarly forum provides a 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. And the session aims to open an avenue for students and academics to share their thoughts and views through valuable research findings and gain experience in a professional conference environment and give a chance to undergraduates to share their innovative research ideas in terms of regional and national significance to maximize the impact to the economy, culture and society.

I am very happy and amazed by the support given by the Vice Chancellor, Prof. V. Kanagasingam who has a very clear desire to upgrade research culture at our university.

In addition, the Faculty of Commerce and Management organized an Industrial Dialog session on the day to receive useful and constructive interaction on their research from eminent scholars and industrial experts. In particular, I thank the Organizing committee and all members of the faculty for their valuable advice and brilliant suggestions on organizing the session successfully. All recognition should go to the committee members who have all worked extremely hard on the important aspects of the events. A note of appreciation to the academia for their support and timely reviewing of the papers. I also like to thank the Registrar, Bursar, Assistant Registrar, Assistant Bursar and non-academic staff of our faculty for their fullest support of this remarkable event.

I thank all the guests, presenters, and participants for your presence.

Thank you all.

Dr. S. Jeyarajah

Dean

Faculty of Commerce and Management

Eastern University, Sri Lanka

Message from the Chair- ARSFCM-2023



On behalf of the Faculty of Commerce and Management, Eastern University, Sri Lanka, I am pleased to give a warm and heartfelt greeting to you all by presenting this message with compliments to our proceedings of the Annual Research Conference - ARSFCM -2023.

ARSFCM – 2023 is one of the highlighted events of the Faculty of Commerce and Management, Eastern University, Sri Lanka. It offers undergraduates a venue to present the results of their final year research in the fields of commerce, management, and economics, as well as a chance for business leaders to exchange their experiences and discuss issues of regional importance. Regional conflicts are getting worse day by day, which has an impact on how the country is developing as a whole. The results of such a yearly study session will help policymakers deal with this challenging scenario. This year theme of the conference is, “Nurturing the Leaders for a Resilient Economy”.

The Faculty of Commerce and Management stands as a beacon of excellence within Eastern University, Sri Lanka with the mission of “To the Trailblazer in Creating Excellence in Managing the Resource to the Dynamics of the Society through Innovative Modes”. This duty aids in the growth of our country and the surrounding area as we continue on our path to greatness. Additionally, it is our major responsibility to be dedicated to developing the next generation of leaders who will promote improvement in Sri Lanka's business and management environment.

ARSFCM – 2023 has received around twenty research papers and those went through by systematic review and selected 18 papers with the themes of Management, Marketing Management, Economics and Commerce and Accounting. The contribution of the authors and coauthors reflects their interest and hard work in finding new knowledge in their expert fields.

I am also particularly excited about the upcoming presentations from our keynote speaker Prof. Ravinder Rena on enhancing Leaders for a Resilient Economy. I am very pleased to extend my grateful thankfulness to Prof. Ravinder Rena for accepting our invitation and sharing his knowledge with our esteemed conference.

I extend my heartfelt gratitude and congratulations to those dedicated themselves in this great event. Your hard work and dedication in all activities such as the members of the organizing, chair persons, panel members, reviewers, technical assistants, events coordinators, track coordinators and financial committees during the preparation for this conference is highly appreciated. Without your enormous support, ARSFCM-2023 would not be possible.

In closing, I'd like to leave you with the wise words of Malcolm Forbes: "Education's purpose is to replace an empty mind with an open one." As you step into commerce, management, and economics with us, may your minds remain open, ready to absorb knowledge, and poised for greatness.

Once again, I warmly welcome to the ARSFCM -2023 of Faculty of Commerce and Management at Eastern University, Sri Lanka and congratulate you have a fruitful conference at ARSFCM-2023 and have nice time in Eastern University, Sri Lanka.

Mrs.S.Maheswaranathan

Conference Chair – ARSFCM -2023

Faculty Research Committee Chairman's Message



It is indeed a great pleasure to give a message as the Chairman of the Faculty Research Committee to the Annual Research Session (ARS) 2023. Research is an unavoidable vital component in engineering and re-engineering the policies in the current globalized economic, managerial, and commercial structure. The endeavour of the globe will be standstill in the absence of dynamic progress of research and in adding new knowledge to the existing knowledge. Apart from teaching, the prime duty of academia is to commit to research activities which will lead to enhancing not only their self-esteem but also the status of the institution to the global level.

The faculty of commerce and Management has a long history of encouraging staff and students in research activities, and developing appropriate platforms to disseminate the output of the research. The research output of the faculty has already supported to various entities and sectors in taking decisions and moving forward in their endeavour. Travelling in that line, the ARS has been one of the platforms created to disseminate knowledge from the combined research work together done by staff and the students of the faculty. This year, the faculty has marked its conference theme as 'Nurturing the Leaders for Resilient Economy'. This comes to the view of much appropriate to Sri Lanka as the country has fallen with a certain evil economic characteristics caused by the non-visionary leaders. The theme has brought a number of thoughts from the findings of the researches, which are incorporated in these proceedings.

I would like to congratulate our students for the successful completion of their research work and heartily appreciate their interest in joining the ARS to disclose the findings. This would be a value addition to their career and open a path for the future research interest and lifelong learning. My sincere gratitude goes to the members of the organizing team for their dedication and commitment to arranging the conference managing the activities with the limited resources.

Thank you.

Prof T Bhavan
Chairman/ FRC

Keynote Address



Good morning ladies and gentleman, it's indeed a privilege for me to be the Keynote Speaker of the Annual Research Session -2023 organized by the Faculty of Commerce and Management, Eastern University, Sri Lanka on this auspicious day 3rd October 2023.

I would like to express my sincere thanks to the Management of the University especially Prof V Kanagasigam, the Vice- Chancellor, Dr S.Jeyarajah, the Dean of the Faculty and other conference team members like Mrs Sarojini Maheswaranathan and others.

The Topic “Nurturing the Leaders for Resilient Economy” that was chosen for today’s Seminar is very important and intriguing. I would like to unpack and speak on the important issues related to this vibrant topic.

The world is battling with numerous challenges over the period of time and we just came out of the challenge of Covid-19 pandemic disease. We need to refocus on what is important where to start our journey as strong and vibrant leaders.

Pre-COVID-19 or post-covid arena, the knowledge transfer has been taking place, where the teaching and learning approach was mostly the “top-down” process; in which the lecturer to the student, not the bottom-up process from the student to the facilitator/ lecturer. Therefore, the students were seen as passive recipients of the information/and or knowledge. They were not positioned as active learners or researchers on the topic. Fourth Industrial Revolution (IVIR) provides ICT based tools to allow for alternative pedagogical approaches to knowledge transfer. Thus, transfer tools also supported by Artificial Intelligence like Google Meets, MS Teams, Webex, Zoom etc. can be used to encourage student participation via virtual platforms. This is reflected in several modules at the Undergraduate and Postgraduate studies, where we introduced effective student engagement and the ICT virtual space was positioned as knowledge hubs. Rubrics and other tools of feedback were used during the seminars.

International academics like me are invited as critics during the seminar, and both positive and negative criticism was welcome. Above all, the objective of the seminar was to improve the student and lecture delivery. Lecturer and student feedback indicated that student engagement had increased and knowledge was co-created. This exercise not only creates the students that are equipped with appropriate knowledge and skill sets but enables them and nurtures them as thought leaders for the resilient economy.

How do we nurture the leaders and where do we go from here?

Indeed, we all knew that it's a valid question. The same can be said when it comes to developing leaders amidst economic uncertainty. We live in an environment of perpetual change—market fluctuations, technology shifts, personnel shuffles—and this requires us to develop strategies for leadership growth regardless of the fiscal climate. We have been living in a VUCA world where V= Volatility, U= Uncertainty, C= Complexity, and A= Ambiguity.

During an economic downturn, training budgets are often the first to be slashed. However, leadership development is an area that cannot be outsourced or left to chance. In times of economic uncertainty, investing in leadership capabilities is more important than ever and ensuring that organizations have the talent they need to navigate turbulent waters, which urges both public and private sector businesses to up-skill and re-skill their workforce amidst post-pandemic challenges and prepare for the ‘Fourth Industrial Revolution’.

The evidence is clear: nurturing leaders is not a day, or a week or a month or year. It indeed requires an on-going investment in learning and development. It’s a continuous process of development. But, despite the market’s resilience, largely due to positive data and a surge in tech stocks driven by AI advancements—which may expand Sri Lanka’s economy by the end of the decade.

In this scenario, it is critical to cultivate leaders who can steer through these unpredictable waters. After all, the full effects of recent interest rate increases and inflation effects are detrimental to the common man of the country. Some of the economic reforms that were embarked in Sri Lanka in the recent past are yet to materialize.

The economic downturn/ crises are a litmus test for existing leadership of any country. And this is why crisis leaders often rise to the occasion, displaying adaptability, resilience, empathy, and clear decision-making skills, even amidst growing pressures. They leverage adversity as a powerful teacher and step forward when many might take a step back: they take the initiative and act on behalf of their country and the organizations that they represent.

With these few insights from my side, I would like to thank the University and the conference organizers. I wish you all the very best for your deliberations in this event.

Yours Sincerely

Prof. Ravinder Rena

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MANAGEMENT

The Impact of Rebranding on Consumer Loyalty: The Mediating Role of Brand Image with Special Reference of Glow and Lovely Products

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Abstract

Rebranding is crucial in today's rapidly changing business environment, driven by competition and consumer behavior uncertainties. Marketers aim to create unique branding strategies to appeal to the target market, but the outcomes may vary between consumer durable brands. Most literature on branding services in world has conflicting results, making it crucial to examine the impact of rebranding on consumer loyalty and brand image. This study aims to add knowledge to the existing literature. Therefore, this research study examines the impact of rebranding on consumer loyalty with the mediating role of brand image in the relationship between rebranding and consumer loyalty with specific focus on "Glow & Lovely" products in Galle district. Based on literature review, this research establishes a conceptual framework for investigating the relationship between rebranding, brand image and consumer loyalty. Primary data were collected through a well-structured questionnaire from 397 consumers by using Random stratified sampling method. This study has used univariate (descriptive), bivariate (correlation), multivariate (regression) analysis and mediating analysis to achieve the objectives. The findings of the study revealed that there was a significant positive impact of rebranding on consumer loyalty. The findings also revealed that brand image partially mediates the relationship between rebranding and consumer loyalty in "Glow & Lovely" products in Galle district. Hence, maintaining a high level of rebranding, brand image and consumer loyalty of "Glow & Lovely" among the surveyed consumers is very important for the companies. The findings offer valuable insights and recommendations for practitioners in the beauty industry and serve as a basis for future research in this field. To be very brief, future studies are recommended to highlight on consumer loyalty as a topic to overcome the current study limitations.

Keywords: Brand image, Consumer Loyalty, Rebranding

Impact of Inventory Management Practices on the Performance of Manufacturing Firms in Kalutara District, Sri Lanka

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Abstract

Inventory management is essential to the efficient operation of any manufacturing firm because it is the lifeblood and the core of every manufacturing system. This research aims to study the impact of inventory management practices on the performance of manufacturing firms in Kalutara District, Sri Lanka. The data were collected using structured questionnaires from 100 manufacturing firms in Kalutara District, Sri Lanka. Convenience sampling method was adopted to select the firms and the owners or managers of those firms responded to the questionnaires. Inventory stock taking practices, inventory information management systems, supplier management practices, and lead time management practices were the independent variables whereas the performance of manufacturing firms was the dependent variable. The Statistical Package for Social Sciences (SPSS) was employed to conduct the data analysis. Descriptive, correlation, and multiple regression analyses were performed on the data. The findings of this study revealed that all the inventory management practices had significant impact on the performance of manufacturing firms in Kalutara district, Sri Lanka. Among the predictors, inventory stock taking practices and better supplier management practices have more impact on the performance of manufacturing firms. Hence, to improve firm performance, manufacturing firms should enhance the effectiveness and efficiency of their inventory management practices, focusing mainly on inventory stock taking practices and supplier management practices. The findings of this study are useful in further enlarging and enriching the application of these concepts in practice. It is further recommended to expand the geographic scope and implement the study in service sector as well.

Keywords: Business Performance, Inventory Management Practices, Manufacturing Firms

**The Impact of Transformational Leadership on
Employees' Creativity: The Mediating Role of Perceived Organizational Support among
the Selected Banks in Puttalam Region of Sri Lanka**

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Abstract

Transformational leaders encourage creativity and innovation among their employees by fostering a supportive and trusting work environment. They provide them with the necessary resources, autonomy, and encouragement to think outside the box and come up with new ideas. By valuing and acknowledging employee creativity, transformational leaders motivate them to take risks and be more innovative in their work. This study aims to examine the impact of Transformational Leadership (TL) on Employees' Creativity (EC) in selected Banks in the Puttalam Region of Sri Lanka through the mediating effect of Perceived Organizational Support (POS). Structured questionnaire was used as the method of data collection and 189 licensed commercial banks' employees in Puttalam Region was considered as the sample of this study. Stratified sampling method used to make the sampling frame and quantitative research approach used was used. The data were analyzed using descriptive statistics, correlation and regression analyses. According to the findings, Transformational Leadership (TL) enhances both Employee Creativity (EC) and Perceived Organizational Support (POS). In the relationship between Transformative Leadership (TL) and Employees' Creativity (EC), Perceived Organizational Support (POS) plays a partially mediating role. The findings of this study are very useful in improving employee's creativity through transformation leadership style of bank managers as well as perceived organizational support. Overall, this research contributes to the existing body of knowledge in terms of narrowing the research gap by examining the impact of transformational leadership (TL) on employees' creativity involving the role of perceived organizational support (POS) in selected banks in the Puttalam Region of Sri Lanka, and the outcome generated from the study will help bank management as well as bank employees.

Keywords: Employees' Creativity, Perceived Organizational Support, Transformational Leadership

Factors Influencing on Adoption of Social Media Marketing among Micro and Small-Scale Enterprise in Polonnaruwa District – A Comparative Study

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Abstract

Social media marketing has become a crucial component of marketing strategies for businesses of all sizes, especially for Micro and Small-Scale Enterprises (MSSEs). This study aims to investigate the factors that influence the adoption of social media marketing among MSSEs in the Polonnaruwa district. The research focuses on nine independent variables, such as perceived relative advantage, perceived complexity, perceived cost, top management support, perceived availability of financial support, perceived employee capability, perceived competitive pressure, perceived customer pressure, and perceived vendor support, which are all believed to have an impact on the adoption of social media marketing. With a sample size of 150 for each, the study uses a comparative research approach to gather data from the micro and small-scale enterprise sectors. Stratified random sampling method was used to make the sampling frame and quantitative research approach used for this study. The findings of the study indicate that there is good reliability for all variables. Apart from Perceived cost and perceived complexity, there is a high level of missing other variables in Polonnaruwa district. The results also showed that there is positive relationship between perceived relative advantage, top management support, perceived availability of financial support, perceived employee capability, perceived competitive pressure, perceived customer pressure and perceived vendor support and adopting social media marketing in micro and small-scale enterprises. There is negative relationship with perceived complexity, perceived cost and adopting social media marketing in micro and small-scale enterprises. Also, the findings show that perceived relative advantage and top management support have a positive impact on social media marketing adoption in both micro and small-scale enterprises. Perceived competitive pressure have positive impact on social media marketing adoption in micro scale enterprises and perceived customer pressure have positive impact on social media marketing adoption in small scale enterprises.

Keywords: Micro and Small-Scale Enterprises, Social Media Marketing, Stratified Random Sampling, Adopting Social Media Marketing

MARKETING MANAGEMENT

Mediating Effect of Employer Branding on the Relationship between Corporate Reputation and Corporate Social Responsibility - Special Reference to Banking Employees in Batticaloa District

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Abstract

Financial institutions are the backbone of the country. So, the banking sector plays a very important role within the financial organization in the country. Usually, corporate Social Responsibility impacts on corporate reputation of the Banking industry. Managers of banks often face a challenge determining how socially responsible their banks are, especially with bank's competition has increased in the banking sector. So, this study investigates the relationship between CSR, employer branding (EB), and corporate reputation (CR), and the role of EB as a mediator using organizational signaling theory. So, the study makes a contribution by integrating organizations' CSR with their EB process for creating CR. Structured questionnaires were used to collect data from 212 banking employees of selected four banks in the Batticaloa district. In this study, the statistical tool used to analyze is SPSS 25.0. Correlation, simple regression, and multiple regression analysis were used to test research objectives and hypotheses. The results show that CSR initiatives have a significant positive influence on an organization's CR/image that CSR activities result in a strong employer brand, that EB provides a competitive advantage by enhancing the CR, and that EB partially mediates the relationship between CSR and CR. Hence, this research will help managers/employers in investing in CSR activities and develop strong employer brands to attract a variety of stakeholders. It will also assist businesses in focusing on an appealing value proposition in order to attract various stakeholders, primarily job seekers. This study adds to the literature on CSR and EB by proposing a statistically tested model of EB mediation for the creation of CR. Furthermore, using signaling theory, the research examines the relationships between CSR, CR, and EB from the perspective of the employee.

Keywords: Corporate Social Responsibility, Corporate Reputation, Employer Branding

The Impact of Transactive Memory System on Team Performance through Knowledge Quality and Perceived Knowledge Satisfaction in Banking Sector: Special Reference to Banking Employees in Batticaloa District

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Abstract

Nowadays, banking sectors are facing more complexity in sharing knowledge among employees. The well-developed transactive memory system (TMS) helps the banking sector for effective knowledge sharing. Effective team performance depends on the systems. According to that, primary goal of the study is to analyze how transactive memory system's impacts on team performance with the mediating role of knowledge quality and perceived knowledge satisfaction. The study investigates the relationship between transactive memory system and team performance with the mediating effect of knowledge quality and perceived knowledge satisfaction. In order to achieve the study objectives, we conducted survey among banking sector employees. We distributed 211 structured questionnaires among four banks' employees in the Batticaloa district. Statistical tool was used to analyze the data is SPSS 25.0, and correlation, simple regression, and multiple regression analysis were used to test the research objectives and hypothesis. The previous studies covered this knowledge in all type of organization but this study only focused banking sector because the transactive memory system most appropriate for banking sector, because the banking sector used accurate and reliable information. The study including three dimensions of TMS, which are specialization, credibility, and coordination. All variables have high-level of mean value in banking sector, and also all variable have positive relationship with each other variable. The results show that, transactive memory system has a significant positive impact on team performance, and also a knowledge quality and perceived knowledge satisfaction partially mediates the relationship between a transactive memory system and team performance. This study will help to managers and employees to develop and assists the quick access and improving decision-making among employees. As a result, the banking industry wishes to improve team performance by utilizing the transactive memory system. It helps banks in gaining a competitive advantage.

Keywords: Transactive Memory System, Team Performance, Knowledge Quality, Perceived Knowledge Satisfaction

The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty: Special Reference to Cosmetic Products in Batticaloa District

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Abstract

The purpose of this thesis is to gain further understanding of how Social Media Marketing Activities effect on firm's Brand Awareness, Brand Image and Brand Loyalty. The study was conducted within the cosmetic industry in Batticaloa. Throughout the past decade, the World Wide Web has experienced an extensive expansion of user-driven web technologies, called social media, and led to the creation of online communities, enhanced discussions, and opinion-sharing, as well as user-generated content (Voramontri & Klieb, 2019). Cosmetic brands are made conscious of the potential of social media, and increasingly start to display their products on these platforms (Binwani & Ho, 2019). The research problem is the lack of knowledge concerning social media activities effects on the cosmetic market in Batticaloa district. In the Sri Lanka cosmetic industry, a myriad of cosmetic product providers are satisfied by an online presence. They rest at the fact that they have set up company website as well as social pages and profiles with numerous followers. But, very few organizations have online networking strategies that seek to know their consumers and appreciate their thought patterns before purchasing (Tuten & solomon, 2014). However, they do not go deeper to investigate how they can influence their target consumer by first understanding which social pages the frequent, what content the look for, at which specific time and eventually what causes them to purchase the said product. Bilgin (2018) investigated whether or not social media marketing activities had any effect on brand awareness, brand image and brand loyalty. The study objectives are To identify the level of SMMA, BL, BA and BI, To identify the relationship between, SMMA and BA, SMMA and BI, SMMA and BL, BA and BI, Examine the impact of SMMA on BA, BI and BL, To identify whether BA mediate the relationship between SMMMA and BL, To identify whether BI mediate the relationship between SMMA and BL and To identify BA mediate the relationship between SMMA and BI. In this study, the independent variable in Social Media Marketing Activities, the dependent variable are Brand Awareness, Brand Image and Brand Loyalty. This study had quantitative approach where it gathered its data through online questionnaire from 384 respondents that were shared in community group on WhatsApp for the brands Orifalme, Herb line, L'Oreal, Natural secrets and Janet. These chosen brands are an active part of the chosen industry to investigate, the cosmetic industry. The study used Univariate, Bivariate, and Regression and Mediation analysis techniques in order to analyze the data and find the result of the objectives. The finding of the study showed that Social Media Marketing Activities have a positive impact on Brand Awareness, Brand Image and Brand Loyalty. The finding of this study contributes to the growing knowledge of Social Media Marketing Activities how they affect the Brand Awareness, Brand Image and Brand Loyalty of cosmetic brands.

Keywords: Social Media Marketing Activities, Brand Awareness, Brand Image, Brand Loyalty, Entertainment, Interaction, Trendiness, Advertisement and Customization

The Mediating Effect of Brand and Value Conscious on Perceived Social Media Marketing and Brand Loyalty: Special Reference to Cosmetic Products

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Abstract

In today's digital age, social media platforms have emerged as potent tools for marketing and brand promotion. These platforms offer a unique opportunity for cosmetics brands to engage with their target audience, especially working women who constitute a significant consumer base. The cosmetics industry thrives on consumer loyalty, making it imperative to investigate the factors that influence brand loyalty in this specific demographic, particularly in the context of social media marketing. While the impact of social media marketing on brand loyalty is widely recognized, there is a need to delve deeper into the underlying mechanisms that drive this relationship. Specifically, this study seeks to understand how social media marketing affects brand loyalty among working women consumers of cosmetics in the Badulla District, with a particular focus on the mediation effect of brand and value consciousness. This research seeks to examine the extent to which social media marketing influences brand loyalty among working women consumers of cosmetics and to assess the mediating effect of brand and value consciousness in explaining the relationship between social media marketing and brand loyalty. A survey was conducted, and data were collected from 384 working women who use cosmetics in the Badulla district. The data were analyzed using SPSS. Convenience sampling has been used for this quantitative study. The findings reveal that social media marketing positively impacts brand loyalty, and brand consciousness and value consciousness mediate the relationship between social media marketing and brand loyalty. These findings have significant implications for companies in the cosmetics industry in the Badulla district, as they can design effective social media marketing campaigns to enhance brand consciousness and value consciousness among their target customers. The study contributes to the existing body of knowledge by providing insights into the specific context of working women in the Badulla district and their engagement with social media marketing in relation to brand loyalty. Brand consciousness and value consciousness mediate this relationship. Specifically, brand consciousness acts as a partial mediator, while value consciousness acts as a full mediator. Social media marketing can boost brand loyalty among working women in the Badulla district by increasing brand and value consciousness. Cosmetics companies should prioritize this social media marketing effort. This research aids cosmetics brands and marketers in enhancing brand loyalty among working women in the Badulla district by understanding social media marketing's impact on brand consciousness and value consciousness.

Keywords: Brand Loyalty, Brand Consciousness, Social Media Marketing, Value Consciousness, Working Women

Consumer Purchase Intention towards Fresh Milk Consumption with the Mediating Role of Attitude: A Special Reference to Manmunai North Division of Batticaloa

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Abstract

In Sri Lanka, there's a shortage of imported milk powder, and its prices have gone up due to inflation. Additionally, local milk production is limited. Another significant concern in Sri Lanka is malnutrition, which affects both children and pregnant women, posing a major health issue. Furthermore, trust in milk has been undermined due to worries about harmful additives. To address these challenges, this study aims to understand what motivates consumers to select fresh milk over powdered milk alternatives, as fresh milk is considered a better alternative. It will explore the impact of factors such as health consciousness, trust in the product, and the price of milk on consumer purchase intention. The study focuses on the Manmunai North Divisional Secretariat Area in Batticaloa, Sri Lanka. It is believed to offer light on how to boost fresh milk intake, which can positively affect human growth and nutrition, by better understanding these influences. The data were collected using a structured questionnaire and analyzed with SPSS 25.0 software. The findings show that respondents strongly prefer fresh milk. The analysis shows that health consciousness and trust are significantly related with intention to purchase fresh milk. Also price is negatively related with purchase intention. The analysis found these important things. When people really want to stay healthy, they're more likely to buy fresh milk. If people trust fresh milk, they want to buy it more. But when fresh milk costs more, people don't want to buy it as much. So, caring about health and trusting milk make people want to buy it, but when it's too expensive, they don't want it as much. Therefore these findings provide useful information for customized marketing tactics that should target health-conscious and trust-seeking consumers while resolving price concerns. Aside from consumer behaviour, it proposed for government intervention in the form of cow agricultural subsidies at the municipal and regional levels. This effort has the potential to increase milk production while reducing dependency on imported powdered milk and addressing challenges such as malnutrition, unemployment, and low income. It also promises rural and regional development, which will help the dairy industry thrive. In the long run, establishing self-sufficiency may open the door to milk and milk product exports, which would improve both the economy and nutrition.

Keywords: Purchase Intention, Attitude, Trust, Price and Health Consciousness

ECONOMICS

The Impact of Brand Impression, Media Promotion, and Scarcity on Impulse Buying Behaviour Mediated by Hunger Marketing: A Special Reference to Online Shoppers in Batticaloa District

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Abstract

This study aims to investigate the impact of brand impression, media promotion, and scarcity on impulse buying behaviour mediated by hunger marketing among online shoppers in Batticaloa District, Sri Lanka. Online shoppers play a significant part in the success of today's business world. In addition to this, the researcher identified the level of these variables, their impact, and the relationship between them. While traditional retail faces difficulties due to high costs and limited reach, and online businesses in Batticaloa encounter challenges in sustaining growth, such as identifying target customers, understanding their needs, competing effectively, lacking marketing expertise, and adapting to new technologies. To address these issues and tap into the growing global online shopper base, Batticaloa businesses can explore innovative strategies like hunger marketing and leveraging impulse buying behaviour to ensure sustainable growth, there has been a lack of research conducted in this area, so this study focuses on 384 welfare workers as the sample group who purchase online. The collected questionnaires were analyzed using (SPSS 25.0). The findings of the study indicate that all the variables studied are significant factors that influence impulse buying behaviour, including brand impression, media promotion, and scarcity. Furthermore, hunger marketing acts as a mediator (Partial) between these variables and impulse buying behaviour. The study reveals that brand impression, media promotion, and scarcity play a crucial role in influencing impulse buying behaviour. Brand impression helps to create a positive image of the product and brand in the minds of consumers, media promotion helps to create awareness and interest in the product among consumers, and scarcity creates a sense of urgency and fear of missing out among consumers. The findings suggest that scarcity could be a powerful marketing tool to influence impulse buying behaviour among online shoppers in the Batticaloa District. Moreover, this study provides valuable insights into the factors that influence impulse buying behaviour among online shoppers in Batticaloa District. The results of the study suggest that brand impression, media promotion, scarcity, and hunger marketing are all significant factors that marketers should consider to influence impulse buying behaviour and hunger marketing.

Keywords: Brand Impression, Media Promotion, Scarcity, Hunger Marketing, Impulse Buying Behaviour, Media Promotion, and Scarcity

Effect of Consumption Values on Customers' Green Purchase Intention: A Mediating Role of Green Trust

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Abstract

The efficient adoption of sustainable production and consumption techniques might help in formulating a positive route towards sustainable development. In this approach, people are making efforts to meet their needs and wants while working with what they have. As a result, conflicts arise between infinite needs and finite resources. According to the aforementioned argument, the world's resources ought to be used wisely. In keeping with this claim, the current study focuses on green consumerism in the context of Sri Lanka. This study aims to investigate the impact of consumption values, such as functional, emotional, and social values, on consumers' green purchase intention as well as the role of green trust as a mediator among consumers who are employed in the Koralaipattu Divisional Secretariats in the Batticaloa District. In this context Offices, 189 working consumers were chosen as sample, and they were given questionnaires to complete. Additionally, descriptive statistics, correlation, regression, and mediating analyses were used to analyze the gathered data. The analyses were done using SPSS. The findings reveal that the consumption values, green trust and green purchase intention are in high level among respondents. The study shows that positive relationship between the consumption values and green purchase intention, the positive relationship between consumption values and green trust and positive relationship between green trust and green purchase intention. Here the green trust has mediating effect on the relationship between consumption values and green purchase intention. The results provide important information and encourage companies to put more effort on consumption values in order to boost consumers' green trust regarding green products, which could assist the manufacturers in producing green products that will be readily liked by consumers.

Keywords: Consumption Values, Green Purchase Intention, Green Trust

Factors Influencing Adoption of Internet Banking Services: A Study on Selected Banks' Customers in the Nuwara-Eliya District

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Abstract

Objective of this study is to examine factors influencing on the adoption of internet banking services on selected banks customers in the Nuwara-Eliya District. In present, internet banking services is the essential part of the society. In order to retain and attract customers, the banks have to fulfil their expectations successfully. In that context, internet banking technology plays a significant role in the banking industry. The study is accompanied with quantitative research approach. Primary data were followed in this study. Structured questionnaire was used as the method of data collection. Questionnaire consists of two parts as personal information of the respondents and research information. Questionnaire included 23 questions with five Likert scale ranging from strongly disagree to strongly agree. 120 internet banking customers were chosen from the selected banks in the Nuwara-Eliya District. Convenience sampling technique was used as sampling method. Data were analyzed using SPSS 25.0. Descriptive statistics, correlation analysis and multiple regression analysis were applied to analyses the data. The results showed that the perceived security risk, trust, perceived usefulness, perceived ease of use and adoption of internet banking services were high level at the selected banks. Also, the research findings revealed that there is a significant positive relationship between perceived security risk and adoption of internet banking services, trust and adoption of internet banking services, perceived usefulness and adoption of internet banking services, perceived ease of use and adoption of internet banking services. This research reports to the banking institutions with significant information on the various aspects that need to be highlighted to mitigate risk effects to security aspects and enhance the beneficial effects of trust and ease to use in order to increase the adoption rate of internet banking services. Further, this research provides valuable insights for the banking industry and also, urges upon a reshaping of their e-marketing strategy in relation to internet banking services in Sri Lanka.

Keywords: Adoption of Internet Banking Services, Perceived Security Risk, Trust, Perceived Usefulness and Perceived Ease of Use

Mediating Effect of Anxiety to the Influencing Factors of Consumer Panic Buying Behavior during Economic Crisis in Sri Lanka with Special Reference to Ratnapura District

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Abstract

As a developing country, Sri Lanka is undergoing continuous changes for many reasons. It may be the cause of volatility of politics, economic crisis, and natural disaster or even maybe epidemic or pandemic like Covid-19. So, to manage those situations customers involve in panic buying the goods, which occurs when customers are found to be stocking up on goods to avoid the effects of a possible future shortage and commodities that have increased in price. The primary objective of this research is to find the mediating effect of anxiety to the influencing factors of consumer panic buying behaviour during economic crisis in Sri Lanka. Here, only psychological factors that are uncertainty, perceived severity, perceived scarcity and anxiety is concern. Primary data were collected through a well-structured questionnaire with a sample of 385 respondents of grocery store consumers in Ratnapura District. Secondary data were collected through websites, books, articles, journals and desk research which were carried out previously on panic buying behaviour. The questionnaire consisted of five-point Likert scaling questions to analyze the relationship between the variables. A conceptual framework was developed to investigate the level, impact, relationship and mediating effect between these variables. Convenience sampling method which comes under non-probability sampling was used in collecting data and descriptive statistics and inferential statistics was used to analyze the same data. The research was carried out using correlation analysis to test the hypotheses, which measure the relationship of these variables. The findings of the study reveal that there is a strong positive relationship between variables. Also, there is a significant positive impact of perceived severity, uncertainty, perceived scarcity and anxiety on panic buying behaviour. Anxiety mediates the relationship between variables. Future studies are recommended to highlight on consumer panic behavior as a topic to overcome the current study limitations.

Keywords: Uncertainty, Perceived Severity, Perceived Scarcity, Anxiety, Buying Behavior

Factors Affecting Household's Intention to Save Energy: The Case of Batticaloa District Eravur Pattu Divisional Secretariat Area

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Abstract

The rapid increase in energy consumption is becoming a very important issue in Sri Lanka. Sri Lanka mostly depends on nonrenewable energy resources. These resources are not available in Sri Lanka. Hence there is a need to import these resources from other countries. It is considered as the economic impact of overconsumption of energy. At the same time, overconsumption of energy increases CO₂ emissions as well. The objective of this study is to identify and explore the determinants of energy saving behavioural intention among households in the Eravur pattu divisional secretariat area from the perspective of the theory of planned behaviour (TPB). TPB is used to test whether attitude, subjective norm, perceived behavioural control, personal moral norm, habit, positive anticipated emotion, and price affect intention to save energy, which then leads to the energy saving behaviour. Data were collected using a questionnaire survey method. Information from 378 respondents was analyzed. In this study, the statistical tool used to analyze is SPSS 25.0. The result of the correlation analysis indicates that all the variables are positively related to the intention to save energy and intention to save energy is positively leads to energy saving behavior and the result of regression analysis shows that the factors in the research model explain 71.7% of the changes in the intention to save energy of households in the Eravur pattu divisional secretariat area. Research result shows that personal moral norm is a powerful variable to predict the intention to save energy. Based on the research result researchers have made some recommendations to increase the level of attitude, subjective norm, perceived behavioral control, personal moral norm, habit, positive anticipated emotion, and price. It will be helpful to increase household's energy saving intention and behaviour and it will help to the local and national energy management sectors and Sri Lankan government to get economic, environmental, and social benefits.

Keywords: Energy, Household, Price, Intention, Energy Saving Behavior

COMMERCE AND ACCOUNTING

Effectiveness of Security Control System in Managing Threats of Computerized Accounting Information Systems in Listed Companies Sri Lanka

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Abstract

The rapid integration of technology in contemporary business operations has accentuated the significance of safeguarding computerized accounting information systems (CAIS) against a spectrum of threats. This study investigates the effectiveness of security control systems in mitigating threats to CAIS within listed companies in Sri Lanka. The primary objective is to assess the extent to which security control measures are successful in managing threats such as cyber-attacks, data breaches, and internal fraud in the context of CAIS. The size of sample selected for this research was 165 selected listed companies which are selected from listed companies in Sri Lanka. Population can be identified by 20 types. A Proportionate stratify random sampling method is used to select the listed companies under each sector. Employing a mixed-methods approach, data was collected from a diverse sample of listed companies through survey and interviews. 165 usable questionnaires have been collected from different types of companies representing 07 sectors from 24th May to 24th June 2023. The univariate analysis, one sample t test, ANOVA and regression analysis are applied as techniques to analyze and evaluate the collected data. The study evaluates the deployment and efficacy of various security control mechanisms including encryption, access controls, authentication protocols, and intrusion detection systems. The results of the study spotlight a number of inadequately implemented CAIS security controls and significant differences among listed companies regarding the adequacy of implemented CAIS security controls and security controls effectively minimize these threats. The analysis reveals that while security control systems are prevalent across listed companies in Sri Lanka, their effectiveness varies. Encryption and access controls are widely adopted and regarded as relatively effective, yet challenges persist in ensuring consistent application. Intrusion detection systems show promise but require enhancements to effectively detect emerging threats. Moreover, the human factor in security, encompassing employee training and awareness, emerges as a pivotal determinant of system security. The findings underscore the need for a holistic approach to CAIS security, integrating technology with training and awareness initiatives. By acknowledging the multifaceted nature of threats, listed companies can fortify their security posture. The study contributes to the understanding of CAIS security dynamics within a developing market context and offers actionable insights for practitioners and policymakers. In an era characterized by increasing digital dependencies, the research advances the discourse on bolstering CAIS security and provides a foundation for refining security strategies to counter evolving threats.

Keywords: Computerized Accounting Information Systems, Listed Companies In Sri Lanka, Security Control Systems

The Effectiveness of Switching Barrier on Customer Loyalty Mediated with Customer Satisfaction among Service Providers of Telecommunication Industry in Batticaloa District

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Abstract

The mobile telecommunications service providers face technical difficulties when trying to grow their customer loyalty and market share. Thus, Service providers should be considering the factors affecting on customer loyalty to develop strong relationships. The objective of this study is to identify the level, relationship, and effects of switching barrier on customer satisfaction and customer loyalty among the customer of telecommunication service providers in Batticaloa district. The study also looks at customer satisfaction as a mediating function. This study was based on the customer's perceptions and their experiences with mobile telecommunications service in Batticaloa District. Data were collected from the 400 customers, and stratified random sampling method was used to collect the data. The data analyzed through the descriptive statistics, correlation, and regression analyze. The findings show that the high level of switching barrier, customer satisfaction and customer loyalty. And strong positive relationship between switching barrier, customer satisfaction and customer loyalty. And also switching barrier has a significant effect on customer loyalty and customer satisfaction. In the same way that customer satisfaction effect on customer loyalty. Additionally, switching barriers have a major effect on customer satisfaction and customer loyalty in the context of mobile telecommunication industry in Batticaloa district. The Sri Lankan telecommunications industry is growing quickly and there is intense rivalry among service providers.

Keywords: Switching Barrier, Customer Satisfaction, Customer Loyalty

Small and Medium Business Responses to the Present Economic Crisis in Sri Lanka: Empirical Perspectives from Batticaloa Municipal Council

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Abstract

The small and medium enterprises (SMEs) sector in any country including Sri Lanka is considered a vital sector for a country's economic growth. However, past research evidenced that despite the large number of business establishments that occur every year in Sri Lanka, a high SME failure rate, a low growth rate, and low survival rates were reported comparatively with other countries. The prevailing economic crisis in Sri Lanka further creates a vulnerable situation for the SMEs sector. Therefore, it requires identifying the impact of prevailing economic crisis on SMEs in Sri Lanka and ways for ensuring the SMEs' survival. Hence, this study aims to explore SMEs' responses to a major economic downturn, based on empirical investigation in the Batticaloa Municipal Council area. This study was based mainly on the positivism paradigm followed by the quantitative approach. 330 SMEs were selected as samples for the study using a systematic sampling method. Descriptive analysis, Chi-square analysis, and paired samples t-test were conducted to analyze the data. This research found that 15.8% of SMEs were capable of surviving during the economic crisis period due to the application of several adaptive strategies. The researcher identified 34 strategies under the 8 categories. While recognizing that the study focused on surviving businesses, the downturn of the economy did not have a consistently negative impact on small businesses, and on the contrary, those firms performed well. Conceptually it demonstrates that although many small firms are vulnerable to changes in circumstances over which they have no control, they show underlying resilience and a high level of adaptability and flexibility, and many medium-sized firms are recognized as resilient. Most medium-sized enterprises used sales and marketing strategies for their survival. Longitudinal follow-up- is necessary to show whether or not the strategies and management practices used to achieve adaptability in the short term will provide a basis for medium- and longer-term survival and growth.

Keywords: Small and Medium Enterprises, Economic Crisis, Adaptive Strategy, Recession Related Effects

Impact of Internal Business Factors on the Tea Industry Firms' Performance in Rathnapura District of Sri Lanka

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Abstract

The firm's performance is vital to the healthy economy. All owners of the firm, managers and employees are trying to make their firm's performance in a positive way. But the internal and external factors always affect the firm performance and can control the firm performance's positive path or negative path. Therefore, this study aims to examine the impact of internal business factors on firm performance in the tea industry perspective in Rathnapura district of Sri Lanka. The firm performance was measured using attributes of profitability and future viability by considering whole 212 top-level managers in tea factories in the Rathnapura district as sample. A structured questionnaire was used to collect the data and collected data was analyzed by SPSS. The findings revealed that managerial factors, workplace factors, and entrepreneurial factors, explain approximately 83.9% of the variance in firm performance. Further, β value indicates when managerial factors, workplace factors, and entrepreneurial factors, increase by one-unit and firm's performance increase by 0.336, 0.106, and 0.453 respectively. In addition, the findings indicate that management factors have statistically significant on the overall performance of the organization. Since there are no sufficient studies in Sri Lanka the findings of this study will provide information to stimulate positive decisions for relevant businesses.

Keywords: Managerial Factors, Workplace Factors, Entrepreneurial Factors, Firm Performance, Tea Industry

Schedule of Technical Sessions – ARSFCM 2023

Track: Management
Venue: 1st Year Lecture Hall
Chairperson: Mrs.V.R. Ragel
Panel Members: Mrs. S. Sritharan and Mr. M.S. Thayaraj
Facilitator: Mrs. B. Johnpaul

Time	Paper ID	Title and Authors
12.00 p.m.	MGT 001	The Impact of Rebranding on Consumer Loyalty: The Mediating Role of Brand Image with Special Reference of Glow and Lovely Products De Silva, H.D.M.T* and Andrew, A.
12.15 p.m.	MGT 002	Impact of Inventory Management Practices on the Performance of Manufacturing Firms in Kalutara District, Sri Lanka Thepuli, M.A.D* and Dinesh, T.
12.30 p.m.	MGT 003	The Impact of Transformational Leadership on Employees' Creativity: The Mediating Role of Perceived Organizational Support among the Selected Banks in Puttalam Region of Sri Lanka Appu, K.R.D.S.T* and Arulrajah, A.A.
12.45 p.m.	MGT 004	Factors Influencing on Adoption of Social Media Marketing among Micro and Small-Scale Enterprise in Polonnaruwa District – A Comparative Study Rathnayaka, R.M.S.M* and Andrew, A.

Track: Marketing Management
Venue: 4th Year Lecture Hall
Chairperson: Prof. A. Andrew
Panel Members: Mr.T. Paranthaman and Mr.K. Pushpakaran
Facilitator: Ms. S. Suranutha

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12.00 p.m.	MKT 001	Mediating Effect of Employer Branding on the Relationship Between Corporate Reputation and Corporate Social Responsibility: Special Reference to Banking Employees in Batticaloa District Jakshala, S* and Ragel, V.R.
12.15 p.m.	MKT 002	The Impact of Transactive Memory System on Team Performance through Knowledge Quality and Perceived Knowledge Satisfaction in Banking Sector: Special Reference to Banking Employees in Batticaloa District Kinthuja, S* and Ragel, V. R.
12.30 p.m.	MKT 003	The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty: Special Reference to Cosmetic Products in Batticaloa District Rushanthini, S* and Ragel, V.R.
12.45 p.m.	MKT 004	The Mediating Effect of Brand and Value Conscious on Perceived Social Media Marketing and Brand Loyalty: Special Reference to Cosmetic Products Sinduja, R* and Ragel, V.R.
1.00 p.m.	MKT 005	Consumer Purchase Intention towards Fresh Milk Consumption with the Mediating Role of Attitude: A Special Reference to Manmunai North Division of Batticaloa David.T.V* and Ragel, V.R.

Track: Economics
Venue: 3rd Year Lecture Hall
Chairperson: Prof. T. Bhavan
Panel Members: Dr (Mrs) J. Suresh and Mrs. S. Maheswaranathan
Facilitator: Ms. T. Sellar

Time	Paper ID	Title and Authors
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12.15 p.m.	ECN 002	Effect of Consumption Values on Customers' Green Purchase Intention: A Mediating Role of Green Trust Shajani, V* and Ragel, V.R.
12.30 p.m.	ECN 003	Factors Influencing Adoption of Internet Banking Services: A Study on Selected Banks' Customers in the Nuwara-Eliya District Tennakoon, T.M.A.I.* and Pushpakaran, K.
12.45 p.m.	ECN 004	Mediating Effect of Anxiety to the Influencing Factors of Consumer Panic Buying Behavior During Economic Crisis in Sri Lanka with Special Reference to Ratnapura District Jayasuriya, S.H.I.K* and Ragel V. R.
1.00 p.m.	ECN 005	Factors Affecting Household's Intention to Save Energy: The Case of Batticaloa District Eravur Pattu Divisional Secretariat Area Sajitha, U* and Anton Arulrajah, A.

Track: Commerce and Accounting
Venue: eSmart Learning Centre
Chairperson: Dr. S. Balendran
Panel Members: Dr (Mrs) P. Pretheeba and Prof. N. Rajeswaran
Facilitator: Ms. Y. Neshaan & Ms. H. Chirisica

Time	Paper ID	Title and Authors
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12.15 p.m.	ACC 002	The Effectiveness of Switching Barrier on Customer Loyalty Mediated with Customer Satisfaction among Service Providers of Telecommunication Industry in Batticaloa District Jeyanthiny, M* and Ragel, V.R.
12.30 p.m.	ACC 003	Small and Medium Business Responses to the Present Economic Crisis in Sri Lanka: Empirical Perspectives from Batticaloa Municipal Council Area Rishivatharany, S* and Prabakaran, T.
12.45 p.m.	ACC 004	Impact of Internal Business Factors on the Tea Industry Firms' Performance in Rathnapura District of Sri Lanka Marambe. W.M.D.H* and Jeyarajah, S.



ISBN 978-624-5731-33-6



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