



University of Jaffna, Sri Lanka
Faculty of Management Studies and Commerce

**9th International Conference on Contemporary
Management (ICCM) 2026**

Shaping Regions for Resilience, Inclusion, and Sustainability

CONFERENCE PROCEEDINGS



03 - 04 June 2026

ICCM – 2026

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University of Jaffna, Sri Lanka

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9th International Conference on Contemporary Management - 2026

URL : <https://iccm.maco.jfn.ac.lk>

E-mail : iccm@maco.jfn.ac.lk

Tel. : +94 (0)21 222 3610

ISSN : 2783-8773

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Message from the Vice Chancellor



It is with great pleasure that I extend my best wishes to the 9th International Conference on Contemporary Management (ICCM 2026), organised by the Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka, under the theme *Shaping Regions for Resilience, Inclusion, and Sustainability*.

The University of Jaffna, Sri Lanka, committed to advancing knowledge and innovation, continues to contribute to national and regional development through quality teaching, research, and community engagement. The Faculty of Management Studies and Commerce plays a key role in this mission, fostering intellectual growth in management, commerce, and related fields. Notably, the faculty publishes two ABDC-rated journals, the Journal of Business Studies (JBS) and the International Journal of Accounting and Business Finance (IJABF), reflecting its growing academic visibility and contribution to global scholarship.

ICCM has become a major platform for researchers, academics, and industry professionals to exchange ideas on contemporary management. The theme of ICCM 2026 addresses the need for regions to build resilience against various disruptions while promoting inclusion and sustainability. The conference serves as a forum for discussing innovative strategies and sustainable practices that can foster regional and national transformation.

I am confident that the discussions, keynote addresses, and research presentations at ICCM 2026 will provide valuable insights for academics, policymakers, business leaders, and society. The publication of these proceedings further enhances the conference's role in advancing research and scholarly dialogue.

On behalf of the University of Jaffna, Sri Lanka, I express my sincere appreciation to all those who contributed to the organisation of ICCM 2026.

I wish the conference great success.

Senior Professor T. Velnampy

Vice Chancellor

University of Jaffna, Sri Lanka

Message from the Dean



The 9th International Conference on Contemporary Management (ICCM 2026), organised by the Faculty of Management Studies and Commerce (FMSC), University of Jaffna, stands as a significant academic platform that underscores the importance of contemporary management practices in fostering resilience, inclusion, and sustainability. The conference theme, *Shaping Regions for Resilience, Inclusion, and Sustainability*, highlights the pressing need for innovative solutions, interdisciplinary collaboration, and evidence-based strategies to address the complex challenges confronting businesses, institutions, and societies worldwide.

ICCM 2026 provides an invaluable forum for academics, policymakers, researchers, and industry practitioners to engage in meaningful scholarly dialogue, disseminate research findings, and explore practical approaches to sustainable regional and global development. The diversity and quality of the papers presented reflect the growing relevance and dynamism of contemporary management research. By bringing together participants from across the globe, ICCM 2026 facilitates a vibrant exchange of knowledge that contributes significantly to the advancement of both management theory and professional practice.

The Faculty of Management Studies and Commerce takes pride in its strong academic and research culture. Many of our academic staff have obtained their higher degrees from leading universities across the world and have published extensively in high-quality, internationally recognised journals. This scholarly excellence is further reflected in the faculty's publication of two highly regarded journals, the *International Journal of Accounting and Business Finance (IJABF)* and the *Journal of Business Studies (JBS)*, both are rated by the Australian Business Deans Council (ABDC). These achievements demonstrate the faculty's long-standing commitment to research excellence, academic innovation, and the advancement of management and commerce education.

The success of ICCM 2026 is made possible through the invaluable support and dedication of the Vice Chancellor, the organising committee, keynote speakers, reviewers, authors, sponsors, and all other contributors, whose collective efforts ensure that the conference continues to remain a premier platform for intellectual exchange and scholarly engagement in contemporary management issues.

ICCM 2026 promises to be an intellectually enriching and rewarding experience for all participants, fostering collaboration, critical thinking, and the generation of innovative ideas that contribute meaningfully to a more resilient, inclusive, and sustainable future. Together, we can continue to extend the frontiers of knowledge and make significant contributions to our discipline and beyond.

I wish ICCM 2026 every success and a highly enriching and productive experience for all participants.

Professor N. Kengatharan

*Dean, Faculty of Management Studies and Commerce
University of Jaffna, Sri Lanka*

Message from the Convenor – ICCM 2026



The 9th International Conference on Contemporary Management (ICCM 2026), hosted by the Faculty of Management Studies and Commerce (FMSC) at the University of Jaffna, Sri Lanka, is a significant event in the field of management and commerce, which underscores the urgent need for innovative solutions and collaborative efforts to address the complex global challenges affecting businesses, societies, and regions. The theme of the conference, *Shaping Regions for Resilience, Inclusion, and Sustainability*, emphasizes the critical role of management in driving sustainable change.

ICCM 2026 provides a distinguished platform for scholars, policymakers, and industry experts to engage in meaningful discussions, share valuable research findings, and explore actionable strategies aimed at achieving sustainable development. The diverse range of topics presented in the papers reflects the depth and relevance of contemporary management research, while the event brings together participants from across the globe, facilitating an exchange of knowledge that advances both academic theory and practical application.

On behalf of the faculty, sincere appreciation is extended to the keynote speakers, panelists, and contributors for invaluable participation in this event. The expertise and insights shared will undoubtedly enrich the intellectual rigor of the conference sessions. Special recognition is also due to the reviewers, whose commitment to excellence ensured the selection of high-quality research that aligns with the conference's standards.

This conference would not have been possible without the unwavering support of the Vice Chancellor, the Dean, and the entire organising committee. Efforts and commitment to fostering academic dialogue and promoting sustainable solutions have been fundamental to the success of this conference.

It is hoped that ICCM 2026 will be an intellectually enriching experience for all participants, offering opportunities for networking, collaboration, and the development of innovative ideas. The knowledge shared here will play a vital role in advancing contemporary management practices and driving positive change in regions around the world.

Wishing all participants a successful and impactful conference.

Professor P. Pratheepkanth

Convenor, ICCM 2026

Faculty of Management Studies and Commerce

University of Jaffna, Sri Lanka

Message from the Editor-in-Chief – ICCM 2026



I am deeply grateful to all the contributors who made this research journey successful in producing these conference proceedings. The members of the Editorial Committee provided their fullest support by coordinating with authors and reviewers throughout the blind review process, thereby ensuring the quality and academic standards of this publication. In particular, the esteemed reviewers made a significant contribution by completing the blind review process on time and delivering high-quality reports. The authors' contributions are equally vital, as they enrich the knowledge-sharing platform of this conference.

The conference consisted of eleven tracks covering diverse fields related to management and commerce, namely: Accounting and Finance; Business Technology and Digital Transformation; Doctoral Colloquium for Ph.D., DBA, and M.Phil. scholars; Economics, Public Policy and Regional Development; Entrepreneurship and Innovation; Human Resource Management and Organisational Studies; Humanities and Social Sciences; Marketing and Supply Chain Management; Sustainability, ESG and Corporate Governance; Tourism, Hospitality and Events; and Undergraduate Poster Presentations.

Through the Microsoft CMT platform, we efficiently managed all paper processing activities. We received a total of 180 submissions, and after a rigorous review process, 125 abstracts were finally selected for inclusion in this proceedings and presentation.

The conference themed “*Shaping Regions for Resilience, Inclusion, and Sustainability*” was organized by the Faculty of Management Studies and Commerce. In line with this theme, we received a wide range of valuable research contributions.

The accepted submissions, including full papers, are published as abstracts in this proceedings. In addition, selected full papers recommended by the reviewers will be forwarded to relevant journals for consideration for publication.

As the Editor-in-Chief, I take this opportunity to sincerely thank my colleagues who worked tirelessly to compile this proceedings and maintain its quality and academic excellence.

Professor S. Rajumesh

Editor-in-Chief – ICCM - 2026

Faculty of Management Studies and Commerce,

University of Jaffna, Sri Lanka

Summary Facts of Keynote Address – ICCM 2026

Navigating Natural Constraints & Social Norms: A New Frontier in Corporate Sustainability



The objective is to integrate two strands of my current research to offer a unified perspective on how natural capital constraints and social norms jointly shape corporate behavior, innovation, and sustainability strategies. The core argument is that firms increasingly operate under dual pressure: the biophysical limits of nature, which constrain what is economically viable, and climate-related social expectations, which influence what is socially legitimate.

The first stream of research focuses on firm-level dependence on nature as a supply-side constraint. Many firms rely critically on ecosystem services such as water availability, soil quality, or climate regulation. As biodiversity loss and ecosystem degradation intensify, these dependencies translate into material business risks. The key insight is that firms with higher dependence on natural capital engage in less environmentally harmful (“dirty”) innovation. Rather than simply responding to regulation or shocks, these firms proactively reduce investment in polluting technologies to protect the ecological inputs on which their long-term value creation depends. Nature, in this sense, becomes a binding constraint that internally redirects technological change away from environmentally damaging paths.

The second stream examines climate beliefs and attitudes (CBA) as a demand-side, social-norms-based force. Firms embedded in communities with strong climate awareness and concern face heightened stakeholder expectations to act on climate change. The research shows that firms in high-CBA areas are more likely to invest in climate-related R&D and sustainability initiatives and to strategically utilize climate-related tax incentives, resulting in lower tax payments. This behavior reflects not denial of climate responsibility, but rather an alignment of social legitimacy, financial incentives, and anticipation of future regulatory and market conditions.

Taken together, these studies reveal a common pattern of proactive corporate adaptation. Firms adjust innovation and financial strategies not only in response to current rules or crises, but in anticipation of long-term ecological constraints and evolving social norms. Nature dependence suppresses dirty innovation from the supply side, while climate beliefs encourage the use of green tax incentives from the demand side. These forces often reinforce each other, especially in environmentally conscious regions, climate-vulnerable industries, and multinational firms exposed to global scrutiny.

The broader implications extend to directed technical change, ESG research, and sustainability accounting and finance. The findings suggest that innovation is shaped not only by prices and regulation, but also by natural capital constraints and social norms. They also raise ethical and policy issues, particularly around the tension between private benefits from tax savings and public funding for climate action.

Professor Kiridaran (Giri) Kanagaretnam

*Professor and Ron Binns Chair in Financial Reporting, Banking and Governance
Schulich School of Business, York University, Canada*

Summary Facts of Keynote Address – ICCM 2026

Psychology, Decision-Making, and Risk: Linking Behavioural Science with Finance and Accounting



Traditional financial and accounting models have often assumed rational decision-makers operating within relatively stable environments. However, behavioural research increasingly demonstrates that judgement and decision-making are significantly influenced by uncertainty, cognitive bias, emotional responses, personality, and individual behavioural tendencies. Decisions relating to investment, governance, financial reporting, organisational strategy, and ethical conduct are shaped not only by technical expertise, but also by how individuals perceive and respond to risk and complexity.

Recent developments reported across the financial press, corporate governance reviews, regulatory investigations, and wider media commentary increasingly illustrate the extent to which organisational and financial decision-making is influenced by psychological mechanisms operating within individuals and groups. From corporate failures and governance scandals to market volatility and unethical financial behaviour, there is growing recognition that decisions are often shaped by cognitive bias, group dynamics, overconfidence, emotional pressures, and flawed perceptions of risk rather than purely rational analysis. Contemporary research within behavioural finance and organisational psychology further highlights ongoing debate regarding whether higher-quality decisions are associated with intuitive and heuristic processing or with more reflective and analytical cognitive approaches.

This presentation explores the intersection between psychology, finance, and accounting, drawing on research into decision-making competence, cognitive reflection, personality, and risk-related behaviour. It examines how personality traits, decision-making styles, and cognitive approaches influence judgement and decision outcomes, and how perceptions of costs and benefits mediate risk-taking behaviour within organisational and financial contexts.

Professor Sunitha Narendran

Professor of Business & Associate Pro Vice-Chancellor

University of Roehampton, London

THE IMPACT OF RISK-BASED CAPITAL ON INVESTMENT STRATEGIES IN THE SRI LANKAN INSURANCE INDUSTRY

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Abstract

Purpose: This research aims to investigate how the Risk-Based Capital (RBC) requirements affect the life and general insurance companies in Sri Lanka in terms of the investment returns after the adoption of the Risk-Based Capital (RBC) framework by the Insurance Regulatory Commission of Sri Lanka (IRCSL) in 2016. The paper determines the impact of the most critical risk elements, including Credit Risk, Concentration Risk, Market Risk, Liability Risk, Reinsurance Risk, and Operational Risk, on the performance of investments at the company level and in the industry.

Design/methodology/approach: The research design is quantitative, using secondary data from 2016 to 2024. Company-specific analyses were conducted using panel regression models, fixed- and random-effects models, and pooled OLS estimation. A time-series analysis of industry-level data was conducted using the Newey-West regression to adjust for autocorrelation. The tests of model validity and adherence to the OLS assumptions included descriptive statistics, correlation analysis, heteroskedasticity diagnostics, and autocorrelation tests.

Findings: Credit risk has a strong, significant negative effect on investment returns across all models, while market and liability risk have a strong, significant positive effect. Reinsurance Risk is a non-negligible risk only in general insurance, indicating a sector-specific exposure to counterparty uncertainty. The Concentration Risk and Operational Risk are always zero, meaning that the regulatory limit and internal controls already offset the investment's impact.

Research limitations/implications: The results emphasise the importance of reinforcing credit analysis by insurers, boosting the liability-based investment approach, and the reinsurance partner assessment. The regulators can explore redefining capital requirements, enhancing supervisory oversight, and increasing disclosure.

Originality/value: The first multi-level modelling post-RBC analysis of both life and general insurance in Sri Lanka provides new evidence on solvency regulation in emerging markets, given the limited literature on this topic.

Keywords: Capital Adequacy; Insurance Industry; Investment Returns; Investment Strategy; Risk-Based Capital

IMPACT OF BOARD CHARACTERISTICS ON INTEGRATED REPORTING QUALITY: EVIDENCE FROM SRI LANKAN LISTED COMPANIES

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Abstract

Purpose: This study investigates the impact of board characteristics on integrated reporting quality of listed companies in Sri Lanka.

Design/methodology/approach: The sample data is extracted from fifty companies extended from the period 2020 to 2023. The secondary data employed for the analysis is collected from the integrated reports of the relevant companies. In this study, the researcher used six independent variables and one dependent variable. Board size, CEO duality, gender diversity, independence of the board, board financial expertise and number of board meetings are used as independent variables while integrated reporting quality is used as dependent variable. Panel regression analysis method is applied for the data analysis. Three basic approaches descriptive, correlation and regression analysis are adopted to carry out the study.

Findings: The empirical findings clearly indicate that CEO duality, independence of the board and frequency of board meetings have a significantly negative impact on the integrated reporting quality. In contrast, board size is positively associated with the integrated reporting quality. The results further reveal that there is no significant relationship between gender diversity and the board financial expertise on the integrated reporting quality. These findings provide valuable insight for corporate managers and business community to have a general idea on how board characteristic impact on integrated reporting quality in Sri Lanka.

Research limitations/implications: The number of factors that can affect the quality of integrated reporting is numerous, and consequently, not all factors have been considered in this study, so further research will proceed other variables.

Originality/value: This study makes several important contributions to integrated reporting research. First, it examines relatively underexplored areas, particularly the determinants of integrated reporting quality. Then, it identifies key board-related characteristics that significantly influence integrated reporting quality, providing a foundation for future research.

Keywords: Board Meetings; Board Size; CEO Duality; Independence of the Board; Integrated Reporting

DETERMINANTS OF AML/CFT RISK ASSESSMENT IN SRI LANKAN LICENSED FINANCIAL INSTITUTIONS

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Abstract

Purpose: This study examines how employee competency, awareness, and technology adoption influence the effectiveness of Anti-Money Laundering and Counter-Financing of Terrorism (AML/CFT) risk assessment outcomes within licensed commercial banks and licensed finance companies in Sri Lanka. Grounded in Institutional Theory and the Resource-Based View, it explores the role of internal organizational capabilities in strengthening AML/CFT compliance amid evolving regulatory expectations.

Design/methodology/approach: A quantitative cross-sectional research design was adopted. Primary data were collected through a structured Google Form questionnaire administered to employees engaged in customer-facing, operational, and compliance-related AML/CFT functions across licensed commercial banks and licensed finance companies in Sri Lanka. Using purposive and snowball sampling techniques, 350 valid responses were obtained. The instrument was pre-tested and pilot-tested, and items were measured using a five-point Likert scale. Reliability was assessed using Cronbach's Alpha, while construct validity was evaluated through factor analysis. Data were analyzed using IBM SPSS Statistics 23 through descriptive statistics, correlation analysis, and multiple regression analysis.

Findings: The results reveal that competency, awareness, and technology adoption exert significant positive effects on AML/CFT risk assessment outcomes. The regression model explains 53.8% of the variance in risk assessment effectiveness ($R^2 = 0.538$, $F = 134.32$, $p < 0.001$). Competency emerged as the strongest predictor ($\beta = 0.463$, $p < 0.001$), followed by awareness ($\beta = 0.265$, $p < 0.001$), while technology adoption recorded a smaller yet significant influence ($\beta = 0.055$, $p = 0.039$). These findings indicate that skilled, knowledgeable employees, supported by appropriate compliance technologies, substantially enhance institutional capacity to identify and report suspicious financial activities.

Research limitations/implications: This study is limited to licensed commercial banks and finance companies in Sri Lanka, reducing generalizability. The cross-sectional design restricts behavioral insights. With 53.8% variance explained, unexamined factors such as regulatory pressure, management support, internal controls, and resource availability were not included. The findings highlight the need to strengthen competency, awareness, and technology for AML/CFT compliance.

Originality/value: This paper provides novel empirical evidence from Sri Lanka linking competency, awareness, and technology adoption to AML/CFT risk assessment outcomes, integrating RBV and Institutional Theory, and offering practical guidance for training, RegTech investment, and policy ahead of the APG mutual evaluation.

Keywords: Anti-Money Laundering; Awareness; Competency; Counter Financing of Terrorism; Risk Assessment; Technology Adoption

EVALUATING THE EFFECTIVENESS OF THE QUALITY MINUS JUNK (QMJ) FACTOR IN EXPLAINING STOCK RETURNS: EVIDENCE FROM THE COLOMBO STOCK EXCHANGE

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Abstract

Purpose: The study examines the relevance and effectiveness of the Quality Minus Junk (QMJ) factor in explaining cross-sectional stock returns on the Colombo Stock Exchange (CSE). Although quality-based investment has become more popular in developed and some emerging markets, it has not been tested in Sri Lanka.

Design/methodology/approach: A quantitative, positivist, and deductive approach was employed using secondary data from 172 CSE-listed firms covering the period 2011 - 2024. Following established factor-investing methodologies and the Quality Minus Junk (QMJ) framework adapted from prior emerging - market studies, firms were sorted into portfolios based on firm - level quality characteristics to distinguish between high-quality and low-quality stocks. A long-short QMJ portfolio was then constructed by taking long positions in high-quality firms and short positions in low-quality firms, alongside the construction of size and market factors. Excess returns were tested using the Fama-Macbeth two-pass regression with Newey-West corrections to examine the quality premium and the QMJ factor's explanatory power.

Findings: The results indicate that although firm-level quality measures conceptually differentiate high-quality firms from low-quality firms, the QMJ factor does not generate statistically significant excess returns in the Sri Lankan context. None of the analyzed indicators (MKT, SMB, QMJ) demonstrate significant risk premia. The findings suggest weak explanatory power of traditional multifactor asset pricing models in the CSE, possibly due to structural inefficiencies, low liquidity, and speculative behavior.

Research limitations/implications: The findings imply that globally recognized factor-based investment strategies may not yield expected risk-adjusted returns in Sri Lanka. Investors may need to adopt more active strategies, while policymakers should enhance market transparency, liquidity, and institutional participation.

Originality/value: The study conducts the first comprehensive empirical investigation into the QMJ factor in the Sri Lankan equity market, extending quality-based asset pricing research to an emerging economy and contributing to the limited literature on factor investing in South Asia.

Keywords: Asset Pricing; Colombo Stock Exchange; Factor Investing; Portfolio Construction; Quality Minus Junk (QMJ); Sri Lanka

THE ROLE OF DIGITAL FINANCIAL CAPABILITY AND DIGITAL TRUST IN DRIVING FINTECH ADOPTION AMONG SMES IN THE WESTERN PROVINCE OF SRI LANKA

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Abstract

Purpose: This study aims to examine the relationships between digital financial capability, digital trust, and FinTech adoption among SMEs in the Western Province of Sri Lanka, with particular attention to the mediating role of digital trust.

Design/methodology/approach: The study adopts a positivist philosophy and a quantitative cross-sectional design. Data were collected from 250 SMEs using a structured Likert-scale questionnaire. Purposive and stratified sampling techniques were employed to ensure respondents had relevant experience with digital financial tools and represented key districts within the Western Province. Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to assess measurement reliability, validity, and structural relationships.

Findings: The findings indicate that digital financial capability significantly influences FinTech adoption both directly ($\beta = 0.29$, $p < 0.001$) and indirectly through digital trust ($\beta = 0.239$, VAF = 45.2%). Digital trust also demonstrates a strong positive effect on adoption. The model shows substantial explanatory power ($R^2 = 0.62$ for FinTech adoption) and predictive relevance ($Q^2 = 0.39$), confirming the importance of capability and trust in facilitating digital financial engagement among SMEs.

Research limitations/implications: The study is limited to SMEs in the Western Province and uses a cross-sectional design, restricting generalizability and causal inference. It highlights the need for policies to strengthen digital financial capability and trust, supporting financial inclusion, SME competitiveness, and Sri Lanka's digital transformation.

Originality/value: This study uniquely integrates UTAUT2, Digital Financial Capability Scale (DFCS), and Trust Theory (TT) into a single framework to explain FinTech adoption. It provides empirical evidence from SMEs in Sri Lanka, highlighting the mediating role of digital trust in capability-driven adoption.

Keywords: Digital Financial Capability; Digital Trust; FinTech Adoption; SMEs; Sri Lanka

IMPACT OF MICROFINANCE ON POVERTY ALLEVIATION AMONG RURAL HOUSEHOLDS IN UVA PROVINCE IN SRI LANKA

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Abstract

Purpose: This research examines the impact of microfinance on poverty alleviation among rural households in the Uva Province of Sri Lanka. Poverty remains a major challenge in many rural areas, where limited access to formal financial services often prevents households from investing in productive activities, managing risks, or improving their standard of living. These services include micro-credit, micro-savings facilities, affordable interest rates, and easier access to financial institutions. The main objective of this study is to investigate how these key dimensions of microfinance contribute to reducing poverty among rural households.

Design/methodology/approach: A quantitative research design was adopted, and primary data were collected from 200 beneficiaries of microfinance institutions operating in the Uva Province using a structured questionnaire. The sample consisted of rural households that had directly benefited from microfinance programs. To analyze the data, the study employed descriptive statistics, measurement model validation techniques, and multiple linear regression analysis. Reliability and validity of the measurement instruments were confirmed using Cronbach's alpha, Heterotrait-Monotrait ratio (HTMT), and the Fornell-Larcker criterion. These tests ensured that the constructs used in the study were both consistent and statistically sound.

Findings: The regression results indicate that the model explains approximately 78.8% of the variation in poverty alleviation, demonstrating a strong relationship between microfinance services and improvements in household welfare. Among the variables studied, micro-credit was identified as the most significant contributor to poverty reduction. Access to credit enabled households to start small businesses, invest in agriculture, increase income-generating opportunities, and better manage household expenses. In addition, savings facilities encouraged financial discipline and security, while reasonable interest rates and improved access to services enhanced participation in financial activities.

Research limitations/implications: The study is limited to beneficiaries in the Uva Province and may not fully represent other regions. The findings suggest that integrating financial literacy and entrepreneurial training with microfinance services can enhance long-term sustainability and effectiveness.

Originality/value: This study provides empirical evidence on the role of microfinance in rural poverty reduction in Sri Lanka. It highlights the importance of combining financial services with capacity-building initiatives to strengthen rural livelihoods and inform policy decisions.

Keywords: Interest Rate; Microfinance; Microcredit; Poverty Alleviation; Rural Households in Sri Lanka

THE IMPACT OF INTERNAL CONTROL ON REAL EARNINGS MANAGEMENT IN SRI LANKA: EVIDENCE FROM COLOMBO STOCK EXCHANGE

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Abstract

Purpose: The systemic issues of earnings management and the poor corporate governance of the emerging economies highlight the need to explore the effectiveness of the internal control systems in limiting the opportunism of the managers. Irrespective of regulatory modification, empirical research on the effects of internal control quality on Real Earnings Management (REM) in the Sri Lankan context is lacking.

Design/methodology/approach: To fill this gap, the research investigates how internal control systems affect Real Earnings Management of non-financial firms listed on the Colombo Stock Exchange. Based on Agency Theory, it assumes efficient internal controls lessen information asymmetry and managerial opportunism, boosting the quality of financial reporting. Using secondary panel data from 2020 - 2024 period, the study quantitatively assesses whether stronger internal control mechanisms constrain significantly on real earnings management. The Internal Control Index constructed through content analysis of governance disclosures per the COSO framework, and Real Earnings Management proxied by Abnormal Discretionary Expenditure (ADE).

Findings: The results show a significantly negative relationship ($\beta = -0.007413$, $p < 0.01$); higher internal control indicates firms engage less in real earnings management and adhere more to standards. The strength of the model, $R^2 = 0.9154$, indicates control factors and firm-specific factors explain 91% of the variance in real earnings management. Its high explanatory power highlights internal control quality as a key governance tool in reducing real earnings management practices. In addition, the data from recent corporate incidents in Sri Lanka further support the hypothesis that weak internal controls allow firms to engage in profit management.

Research limitations/implications: These findings are significant as they reveal the role of internal control systems in enhancing earnings quality in emerging capital markets. The substantial negative relationship between internal control quality and real earnings management supports agency theory predictions which propose that effective monitoring and control systems decrease information asymmetry and manage opportunism.

Originality/value: High earnings quality and transparency in reporting financial results from robust internal control systems minimizing discretionary spending of management and enhancing the reporting quality. The results highlight the importance of strong internal controls for investor confidence in Sri Lanka's corporate sector.

Keywords: COSO Framework; Discretionary Expenditure Manipulation; Internal Control Systems; Real Earnings Management; Sri Lankan Listed Companies

THE IMPACT OF BOARD GOVERNANCE MECHANISMS ON FINANCIAL DISTRESS: EVIDENCE FROM SRI LANKA

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Abstract

Purpose: Board governance practices play a critical role in ensuring corporate stability, particularly in emerging economies such as Sri Lanka, where firms are more vulnerable to financial shocks. This study examines the impact of board governance mechanisms on financial distress among consumer service companies listed on the Colombo Stock Exchange in Sri Lanka. It aims to address the limited sector-specific evidence in emerging markets by analyzing how board structure and composition influence firms' financial stability and their ability to mitigate early-stage financial difficulties.

Design/methodology/approach: The study adopts a quantitative research design using panel data from 37 consumer service companies listed on the Colombo Stock Exchange over the period 2020–2024. Financial distress is measured using the Altman Z-score model. Key board governance variables include board size, board independence, CEO duality, board committees, board meetings, female directors, and director expertise. Control variables such as firm size, leverage, and return on assets are incorporated. Data are collected from published annual reports. The study employs panel regression analysis using the Estimated Generalized Least Squares (EGLS) method to examine relationships, supported by diagnostic tests for multicollinearity, autocorrelation, and heteroscedasticity.

Findings: The findings reveal that board governance mechanisms significantly influence financial distress, with the model explaining approximately 75% of the variation. Board size, CEO duality, female directors, and the number of board committees show a significant positive relationship with financial distress, indicating potential inefficiencies and governance challenges. Conversely, board meeting frequency and leverage exhibit significant negative relationships, suggesting that active monitoring and financial discipline reduce distress. Board independence and director expertise are found to be statistically insignificant. Overall, the results highlight that governance mechanisms operate differently in emerging markets and may not always function as theoretically expected in reducing financial risk.

Research limitations/implications: The study is limited to 37 firms within the consumer services sector, restricting generalizability across industries. Reliance on secondary data and proxy measures for expertise may affect precision. The findings imply that governance effectiveness is context-dependent, emphasizing the need for tailored governance frameworks in emerging markets like Sri Lanka.

Originality/value: This study provides context-specific evidence from Sri Lanka, addressing a gap in emerging market research by focusing on financial distress rather than firm performance. It highlights that board governance mechanisms may produce unintended outcomes, offering valuable insights for policymakers, investors, and corporate managers.

Keywords: Board Governance; CEO Duality; Financial Distress; Sri Lanka

DETECTING FINANCIAL STATEMENT FRAUD THROUGH THE NEW FRAUD DIAMOND MODEL: AN EMPIRICAL STUDY OF NON-FINANCIAL LISTED COMPANIES IN SRI LANKA

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Abstract

Purpose: The purpose of this study is to detect financial statement fraud among non-financial listed companies in Sri Lanka by applying the New Fraud Diamond Model (NFDM) which examines how four key elements of the model, pressure, opportunity, rationalization, and capability, which are operationalized through ten indicators influence the possibility for fraudulent financial reporting of the companies listed in the Colombo Stock Exchange (CSE).

Design/methodology/approach: The study supports with the quantitative approach focusing on measurable relationship between the variables of NFDM and the likelihood of financial statement frauds. Causal and explanatory research design was adopted using secondary data taken from the annual reports and audited financial statements of selected non-financial companies listed on the CSE over a five-year period from 2020 to 2024. Purposive sampling method was adopted in consistent with previous studies. Financial statement fraud was measured using the Beneish M-score model. Data were analyzed using EViews software, employing descriptive statistics, correlation and logistic regression technique to test the hypothesis.

Findings: The study reveals that 4.4% of firms taken in to the sample were identified as fraudulent which indicates that financial statement fraud is exists but not pervasive. Logistic regression results found Return on Assets (ROA) and the Debt to Equity Ratio (DER) as statistically significant predictors. ROA had a positive relationship with fraud, suggesting that profit pressure boosts the manipulation risk, while DER shows a negative relationship, indicating that higher leverage brings higher creditor inspects and reduces likelihood for fraudulent reporting. Change of Directors (DCHANGE) exhibited a slight negative effect. The overall model achieved a classification accuracy of approximately 95.9%.

Research limitations/implications: Although this study appears encompassing, it is limited by the exclusive usage of secondary data, which prevents the analysis of qualitative aspects and limits the sample to non-financial companies. The findings of the study highlight the need for companies and regulatory bodies or strengthen financial monitoring through risk-based audits and strong internal controls as warning indicators.

Originality/value: The NFDM is employed to explain fraud through four main factors using ten financial and governance indicators and thereby providing a structured approach to examine how the indicators influence the possibility of financial statement fraud among the companies listed in the CSE.

Keywords: Financial Statement Fraud; Fraud Detection; New Fraud Diamond Model; Sri Lanka

BIG DATA ANALYTICS IN AUDITING AND ITS CONSEQUENCES FOR AUDIT QUALITY: A STUDY OF SRI LANKAN AUDIT PRACTITIONERS

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Abstract

Purpose: This study aimed to explore the impact of perceived usefulness of Big Data Analytics (BDA) on its adoption and audit quality by Sri Lankan audit professionals.

Design/methodology/approach: This study using Technology Acceptance Model to investigate the relationship between the perceived usefulness of big data analytics among auditors and their actual use of the big data analytics on audit quality in the Sri Lankan context. A survey was conducted among 100 audit practitioners, including partners, managers, senior professionals & trainees. Study using a cross-sectional survey and five-point Likert scale was used to measure constructs. The analysis of the data was carried out with the help of Partial Least Squares Structural Equation Modelling in SmartPLS 4

Findings: The results indicate positive significant effect of perceived usefulness on audit quality, which supporting the hypothesis that auditors perceived usefulness of BDA positively influences audit quality relationship between perceived usefulness and actual use of big data analytics though positive, had low significance, indicating that situational influences might suppress behavioral adoption despite positive perceptions. Furthermore, actual utilization of Big Data Analytics is a positive and significant predictor of audit quality, and it is important that the perceived value should be translated into practical application. These findings highlight how the perceived usefulness and actual usage are critical to improving the quality of the audit.

Research implications/limitations: The research suggests that better training, regulation, and technology can make the perceived benefits of Big Data Analytics into practical application, thus improving audit quality. The weaknesses of the study include its cross-sectional nature and lack of generalization because most of the respondents are in early career stage.

Originality/value: The paper provides new empirical evidence from the Sri Lankan auditing environment, where research is relatively scarce. In doing so, it incorporates the concept of usefulness, use of Big Data Analytics and audit quality in the Technology Acceptance Model to provide a novel perspective on the issue.

Keywords: Audit Quality; Big Data Analytics; Perceived Usefulness; Sri Lanka; Technology Acceptance Model

IMPACT OF DIGITAL ACCOUNTING SYSTEMS ON SME PERFORMANCE IN TRADE SECTOR: EVIDENCE FROM MANNAR DISTRICT, SRI LANKA

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Abstract

Purpose: The purpose of this study was to investigate the effects of digital accounting systems on the performance of small and medium sized enterprises (SMEs) engaged in the trade industry of the Mannar District of Sri Lanka. This study focuses on how various dimensions like accuracy, efficiency, and ease of use affect the performance of SMEs, mainly profit margins.

Design/methodology/approach: Quantitative research methodology was used in this study. The data were collected using a questionnaire distributed among 50 SME owners and managers in the Mannar District via a simple random sampling technique. Descriptive statistics, correlation analysis, and multiple regression analyses were performed to establish relationships between digital accounting system dimensions and firm performance using SPSS software.

Findings: According to the findings, ease of use is significantly positively related to profit margin. In addition, accuracy is significantly negatively associated with profit margin, while efficiency is not significantly associated with it. Hence, the results indicate that a more user-friendly system has a greater impact on the success of an SME. Accuracy alone does not necessarily lead to better firm performance unless its results are effectively utilized.

Research limitations/implications: This study is restricted to SMEs within the Mannar District of Sri Lanka, and the sample size is quite small (only 50 firms). Therefore, it may not be able to provide generalizable findings. However, some valuable insights can be obtained for the promotion of user-friendly digital accounting solutions.

Originality/value: One of the main values of this study is the provision of empirical results based on a less studied population. The importance of usability over other system qualities in the improvement of SME performance can be inferred from this study.

Keywords: Accounting Systems; Digital Accounting; Ease of Use; Firm Performance and Profitability

THE FACTORS INFLUENCING INVESTMENT DECISIONS AMONG MILLENNIALS: EVIDENCE FROM INVESTORS REGISTERED IN COLOMBO STOCK EXCHANGE

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Abstract

Purpose: The limited participation of millennials in the Sri Lankan investment market is due to the way their savings and investment capacity are distorted by economic challenges and stressful lifestyles. Also, with the widespread use of social media and digital platforms, decision-making is increasingly influenced by online information flows and peer dynamics, and these issues have been observed in a way that is not explored in the current literature. This study was designed to study the behavior of these components.

Design/methodology/approach: In order to achieve the objectives of this study, primary data were collected using a survey approach in quantitative research. The sample framework of this study considers resident millennials who have invested in the Sri Lankan investment market. Data was collected through a questionnaire using a snowball sample collection method, and the data was measured using a five-point Likert scale.

Findings: The study revealed that overconfidence, digital platform usage, and inflation perception were not statistically significant predictors of investment decisions. Furthermore, Sri Lankan millennials are more likely to use platforms for convenience and accessibility, rather than as a means of decision-making. The accessibility of online trading platforms or mobile applications does not always affect the quality or trajectory of investor decision-making, as actual decision-making behavior is dependent on biases, financial literacy, or peer pressure.

Research limitations/implications: This study is limited to the psychological factors of herding behavior and overconfidence, while the use of technology is limited to the use of digital platforms and social media. In terms of economic factors, this study is conducted only on the perception of inflation, and in this case, only the Sri Lankan investment market is discussed. This study clearly demonstrates our research gap to scholars and paves the way for investment advisors to study the behavior of millennials.

Originality/value: This study considers the economic, social, and technological factors that influence the investment behavior of Sri Lankan millennials and fills a gap in the literature. It will also help us identify the real factors influencing the behavior of millennials in the investment market through Sri Lankan empirical literature and research, which will be increasingly important for the study of millennial behavior for the growth of the investment advisory market.

Keywords: Colombo Stock Exchange; Financial Literacy; Investment decision; Millennials

IMPACT OF BOARD CHARACTERISTICS ON TAX AGGRESSIVENESS OF LICENSE COMMERCIAL BANKS IN SRI LANKA

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Abstract

Purpose: The purpose of this study is to what extent the impact of Board Characteristics on Tax Aggressiveness of Licensed Commercial Banks in Sri Lanka is the research problem that this quantitative study aims to solve.

Design/methodology/approach: The total number of license commercial banks in Sri Lanka that are part of the study's population. Over a ten-year period, a sample of 22 license commercial banks in Sri Lanka are the subject of the study. These commercial banks were chosen for the research's inclusion based on their availability of financial data in the financial statements. The data was analyzed using the STATA (Software for Statistics and Data Science) to fulfill the study's purpose and test the hypotheses. In addition, data analysis techniques such as regression analysis, correlation testing, and descriptive statistics will be employed to evaluate the hypotheses.

Findings: The findings demonstrate that CEO duality has a statistically significant impact on tax aggressiveness. Tax aggressiveness has a negative correlation with board size, but a favorable correlation with board independence and CEO duality.

Research limitations/implications: The study focuses on 22 licensed commercial banks in Sri Lanka, which may not comprehensively reflect the characteristics or performance of all financial institutions operating in the country. The research is based on secondary data sourced from annual reports and databases, which may have limitations related to consistency, accuracy, and the quality of information disclosed. The study suggests that board characteristics such as board size, board independence, and CEO duality play a meaningful role in influencing tax aggressiveness, as measured through Current Effective Tax Rate and Cash Flow Effective Tax Rate.

Originality/value: This research adds to the body of knowledge by shedding light on the significant connections between a few metrics of board characteristics and the tax aggressiveness in license commercial banks Sri Lanka.

Keywords: Board Independence; Board Size; CEO Duality; Tax Aggressiveness

THE IMPACT OF INTANGIBLE ASSETS ON FIRM VALUE: EVIDENCE FROM LISTED COMPANIES IN SRI LANKA

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Abstract

Purpose: This study examines the impact of intangible assets on firm value in capital goods companies listed on the Colombo Stock Exchange. In the modern business environment, firm value is increasingly shaped not only by tangible assets but also by intangible resources such as intellectual property, brand reputation, knowledge, and human capital. Intangible assets might have a positive or negative effect on firm value. The goal of this study is to identify how intangible assets influence the market valuation of capital goods companies listed on the Colombo Stock Exchange during the period 2020 to 2024.

Design/methodology/approach: The study uses a balanced panel dataset of 120 firm-year observations drawn from 24 capital goods companies listed on the Colombo Stock Exchange, covering the period 2020 to 2024. Firm value is measured using Tobin's Q, while intangible assets are represented by the ratio of intangible assets to total assets. Company size, leverage (debt-to-equity ratio), and dividend payout ratio are included as control variables. Panel regression analysis was applied. The Hausman specification test was conducted to select between fixed and random effects models, and the random effects model (REM) was identified as the most appropriate estimation method for this study.

Findings: The empirical analysis reveals that intangible assets exert a negative and statistically significant influence on firm value, suggesting that higher investment in intangible resources tends to be associated with lower market valuation among the sampled companies, possibly due to investor skepticism arising from valuation difficulties, uncertain future returns, or perceived inefficiencies in their utilization. Firm size similarly demonstrates a negative and statistically significant relationship with firm value, indicating that larger firms do not necessarily command higher market valuations, which may reflect complexities or diminishing growth prospects associated with larger organizational structures. In contrast, leverage and dividend payout ratio do not exhibit statistically significant effects on firm value, implying that these financial policy variables play a limited role in explaining market valuation within the context of this study. Overall, the model is statistically significant and free from serious autocorrelation issues, lending credibility to the reliability of the estimated relationships and underscoring the importance of intangible asset management and firm size as key determinants of firm value in the observed sample.

Research limitations/implications: This study is limited to capital goods companies listed on the Colombo Stock Exchange, which may restrict the generalizability of findings to other sectors or markets. The relatively small proportion of intangible assets observed in the sample may reflect the manufacturing-oriented nature of capital goods firms in Sri Lanka. Future research may extend this

study by exploring different sectors, longer time periods, or incorporating additional firm-level variables such as R&D expenditure or managerial efficiency. The findings imply that companies should adopt more efficient strategies in managing and disclosing intangible assets to reduce investor uncertainty and enhance market valuation. Policymakers and regulators may also consider improving intangible asset reporting standards to promote transparency in emerging capital markets.

Originality/value: This study offers original empirical evidence by examining the impact of intangible assets on firm value in the capital goods sector of an emerging market, Sri Lanka, using panel data spanning 2020 to 2024. While most prior studies focus on developed markets or manufacturing sectors in larger economies, this study contributes context-specific evidence from the Colombo Stock Exchange. The findings highlight that intangible assets do not automatically enhance market valuation in this context and may in fact reduce firm value when not effectively managed, providing novel insights relevant to managers, investors, and policymakers in similar emerging market environments.

Keywords: Firm Value; Intangible Assets; Intellectual Capital; Listed Companies; Tobin's Q

AI MARKETING ADOPTION AMONG WOMEN ENTREPRENEURS IN JAFFNA: SOCIO-CULTURAL AND ETHICAL DRIVERS

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Abstract

Purpose: This study investigates the critical factors influencing the adoption success of Artificial Intelligence (AI) marketing innovations among women entrepreneurs in the Jaffna District, Sri Lanka. The primary objective is to evaluate how socio-cultural identities and ethical boundaries shape the integration of advanced digital tools in a post-conflict, traditional economic environment.

Design/methodology/approach: A quantitative research design was employed, collecting data from 105 women-owned enterprises. The study utilized Exploratory Factor Analysis (EFA) to validate the structural integrity of the 10-variable model to test the research hypotheses. This rigorous statistical approach was chosen to ensure the reliability of measuring complex, subjective socio-cultural constructs.

Findings: The statistical analysis reveals that Social Capital and Digital Network Engagement are the strongest drivers of AI adoption, facilitating knowledge sharing through informal digital communities. Conversely, Gendered Norms, Privacy Concerns, and Algorithmic Bias were identified as significant barriers. However, the study finds that when entrepreneurs navigate these social boundaries through supportive peer networks and perceived data security, the likelihood of successful AI implementation increases significantly.

Research limitations/implications: This study has some important limitations. First, the research was restricted only to women entrepreneurs in the Jaffna District, which has a remarkable post war and traditional cultural context; therefore, the findings cannot be fully generic to other regions of Sri Lanka. Second, a cross-sectional design was used, meaning data were collected at one point in time, so the study could not interrogate how AI adoption attitudes and usage may change over time or after training and experience. Third, the sample size of 105 respondents, although acceptable for PLS-SEM analysis, limits the ability to conduct more advanced analyses such as comparisons between sectors or different age groups and may reduce the statistical power of the results.

Originality/value: This research contributes to the technology adoption literature by integrating the "Double Burden" socio-cultural theory into traditional technology acceptance models. It provides a rare empirical insight into the digital empowerment of women in regional Sri Lankan economies, offering a strategic framework for NGOs and policymakers to design inclusive AI literacy programs that move beyond technical training to address deep-seated social and ethical constraints.

Keywords: AI Adoption; Digital Empowerment; Jaffna; Social Capital; Women Entrepreneurs

IMPACT OF DIGITAL TECHNOLOGY ADOPTION ON THE SME PERFORMANCE EVIDENCE FROM WESTERN PROVINCE OF SRI LANKA

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Abstract

Purpose: This study aims to examine the impact of digital technology adoption on the performance of small and medium-sized enterprises (SMEs) in Sri Lanka. It specifically investigates how social media applications, artificial intelligence (AI), big data analytics (BDA), Internet of Things (IoT), and blockchain technology influence SME performance, while also examining the moderating role of entrepreneurial orientation in the relationships between AI-enabled applications, big data analytics, and SME performance.

Design/methodology/approach: A quantitative research design was employed to investigate the relationship between digital technology adoption and SME performance. Data were collected through a structured questionnaire administered to 200 SME employees working in Sri Lanka's Western Province over a six-month period. A convenience sampling technique was utilized due to accessibility and time constraints. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS), incorporating descriptive statistics, correlation analysis, multiple regression analysis, and moderation analysis to evaluate the hypothesized relationships.

Findings: The findings reveal that SMEs have adopted digital technologies at a high rate. Correlation analysis indicates that all digital technologies, including BDA, are significantly and positively associated with SME performance, particularly in terms of operational efficiency, customer engagement, innovation capabilities, and competitive advantage. Empirical results further demonstrate that social media applications, AI-enabled applications, IoT, and blockchain technology have a significant positive impact on SME performance, while big data analytics does not show a statistically significant direct effect. Furthermore, entrepreneurial orientation significantly moderates the relationship between AI-enabled applications and SME performance; however, the interaction effect is negative, indicating that higher entrepreneurial orientation weakens this relationship. In contrast, entrepreneurial orientation does not significantly moderate the relationship between big data analytics and SME performance.

Research limitations/implications: The study is limited to SME employees in Sri Lanka's Western Province, which may restrict the generalizability of the findings. The use of convenience sampling and self-reported data may also introduce bias. Future research is encouraged to incorporate broader samples and additional variables to further extend the research framework. The findings imply that SME managers, policymakers, and IT/IS vendors should focus on promoting digital transformation alongside entrepreneurial orientation to enhance organizational performance and long-term business sustainability.

Originality/value: This study contributes to the understanding of digital technology adoption and SME performance within an emerging economy context. It provides empirical insights into the influence of social media applications, AI-enabled applications, IoT, blockchain technology, and big data analytics on SME performance, while highlighting the moderating role of entrepreneurial orientation. The study also offers practical implications for SME managers, policymakers, and technology vendors in supporting digital transformation and improving organizational outcomes in emerging economies.

Keywords: Digital Transformation; Entrepreneurial Orientation; SME Performance; Sri Lanka

FACTORS INFLUENCING ARTIFICIAL INTELLIGENCE ADOPTION AMONG SMEs IN WESTERN PROVINCE OF SRI LANKAN CONTEXT

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Abstract

Purpose: This study aims to examine the factors influencing the adoption of artificial intelligence (AI) among small and medium-sized enterprises (SMEs) in Sri Lanka's Western Province. Grounded in the Technology Organization Environment (TOE) framework and supported by the Technology Acceptance Model (TAM) and Diffusion of Innovation (DOI) theory, the study further investigates the moderating effect of firm size on AI adoption among SMEs.

Design/methodology/approach: The study adopted a quantitative research design using a structured and standardized questionnaire to collect primary data from 200 employees working in SMEs located in Sri Lanka's Western Province. The research framework was developed based on the TOE framework, integrating concepts from TAM and DOI theories to explain AI adoption behavior. Data analysis was conducted using descriptive statistics, correlation analysis, regression analysis, and moderation analysis techniques to examine the relationships between technological readiness, organizational readiness, environmental readiness, firm size, and AI adoption. The statistical analyses were performed to evaluate the significance, explanatory power, and reliability of the proposed research model.

Findings: The findings reveal that technological readiness, organizational readiness, and environmental readiness have a statistically significant and positive impact on AI adoption among SMEs. The results further indicate that firm size significantly moderates the relationships between these readiness factors and AI adoption, suggesting that larger SMEs are more capable of leveraging organizational and technological resources for AI implementation. The regression model explains 65.9% of the variance in AI adoption, demonstrating strong explanatory power and model reliability. Overall, the study confirms that internal capabilities and external environmental support play a crucial role in encouraging AI adoption within the SME sector in Sri Lanka.

Research limitations/implications: The study is limited to SMEs in Sri Lanka's Western Province and uses cross-sectional data, which may restrict generalizability. The findings provide important implications for policymakers, SME managers, and technology providers in developing strategies to strengthen technological infrastructure, organizational capabilities, and external support systems for AI adoption.

Originality/value: This study contributes to the limited empirical literature on AI adoption in developing economies by providing context-specific evidence from Sri Lankan SMEs. It extends the TOE framework through the integration of TAM and DOI theories while highlighting the moderating role of firm size in AI adoption.

Keywords: Artificial Intelligence; Small and Medium Enterprises; Western Province

EXPLORING THE IMPACT OF IT-BUSINESS ALIGNMENT ON ORGANIZATIONAL PERFORMANCE: A STUDY ON CORPORATE PROFESSIONALS IN SRI LANKAN CONTEXT

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Abstract

Purpose: This study examines the impact of IT–Business Alignment (ITBA) on organizational performance within the Sri Lankan corporate sector. It further investigates the moderating roles of green innovation and organizational agility in this relationship, addressing the limited empirical evidence on ITBA in emerging economies, particularly in the Sri Lankan context.

Design/methodology/approach: A quantitative, explanatory research design was employed using survey data collected from 268 corporate professionals across multiple sectors in Sri Lanka. A structured questionnaire was used for data collection. The conceptual framework was developed based on the Strategic Alignment Maturity Model (SAMM), incorporating dimensions such as communication, IT governance, value analytics, partnering, dynamic IT scope and architecture, and business–IT skill development. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS to test the hypothesized relationships.

Findings: The results indicate that value analytics, dynamic IT scope and architecture, partnering, and business–IT skill development have significant positive effects on IT–Business Alignment. In contrast, communication and IT governance were not found to have a significant influence. IT–Business Alignment significantly enhances organizational performance. Furthermore, green innovation positively moderates the relationship between IT–Business Alignment and organizational performance, strengthening its impact. These findings highlight the importance of flexible IT capabilities and data-driven practices in achieving alignment and improving performance outcomes.

Research limitations/implications: The study is limited by its cross-sectional design and reliance on self-reported data from selected sectors in Sri Lanka. Future research should incorporate longitudinal designs, broader samples, and additional contextual variables to better understand alignment dynamics. The findings deliver practical and theoretical insights into key alignment drivers, guiding organizations to strengthen IT–Business Alignment and enhance performance through improved strategic integration and effective use of IT capabilities.

Originality/value: This study contributes to the literature by applying SAMM within a Sri Lankan context and integrating green innovation and organizational agility as moderating factors. It provides empirical evidence on key alignment drivers and offers practical insights for enhancing IT-enabled organizational performance in emerging markets.

Keywords: Corporate Professionals; IT–Business Alignment; Organizational Performance; Strategic Alignment Maturity; Sri Lanka.

AI-INTEGRATED LLM OPPORTUNITIES IN ENTERPRISE RESOURCE PLANNING SYSTEMS: A COMPREHENSIVE REVIEW

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Abstract

Purpose: Enterprise Resource Planning (ERP) systems remain transaction-centric, limiting adaptability in handling unstructured data, contextual reasoning, and knowledge flows. Recent advances in Large Language Models (LLMs) offer cognitive capabilities to extend ERP functionalities beyond traditional automation. This study examines LLM integration in ERP, addressing gaps in prior research emphasizing predictive analytics, machine learning, or general AI applications over LLM-driven cognitive transformation.

Design/methodology/approach: The study adopts a systematic literature review approach following the PRISMA 2020 protocol, combined with architectural synthesis. A total of 26 peer-reviewed studies published between 2018 and 2025 were analyzed. Bibliometric mapping and thematic synthesis techniques were applied to identify emerging opportunities, integration patterns, and conceptual developments related to LLM integration in ERP systems.

Findings: The findings identify nine key opportunity domains including intelligent user interaction, explainable decision support, contextual process automation, knowledge management, financial and supply chain intelligence, human resource management, compliance support, and ERP customization. The results indicate that LLMs primarily function as augmentative cognitive layers that enhance interaction, interpretation, and contextual automation while preserving core ERP transactional structures. The study further proposes a four-layered LLM–ERP integration architecture consisting of interaction, intelligence, automation, and governance layers.

Research limitations/implications: The study identifies a gap between rapid technological advancements and maturity of governance, with limited empirical validation, underdeveloped risk modeling, and scarce longitudinal implementation evidence. It highlights the need for future research focusing on governance frameworks and real-world LLM-ERP implementations.

Originality/value: This study contributes a structured synthesis and proposes a novel architectural framework that advances ERP research toward a cognitive enterprise systems paradigm, offering practical guidance for responsible and scalable generative artificial intelligence integration.

Keywords: Cognitive Enterprise Systems; Enterprise Resource Planning; Generative Artificial Intelligence; Large Language Models; Systematic Literature Review

ARTIFICIAL INTELLIGENCE ADOPTION IN SRI LANKAN HIGHER EDUCATION: A GENERATIONAL ANALYSIS BASED ON TAM AND DIFFUSION OF INNOVATION THEORY

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Abstract

Purpose: This study examines the generational gap in the adoption of Artificial Intelligence (AI) among faculty members and administrators in Higher Education Institutions in Sri Lanka. The study investigates the impact of Technology Acceptance Model (TAM) and Diffusion of Innovation (DOI) factors on AI adoption and analyzes the moderating effect of generational cohorts on perceptions, usage behavior, and acceptance of AI-driven tools in learning and administrative processes.

Design/methodology/approach: A quantitative cross-sectional research design was employed using a structured questionnaire distributed among 285 academic and administrative staff members of Higher Education Institutions in the Western Province of Sri Lanka. Representation of Baby Boomers, Generation X, Millennials, and Generation Z was achieved through non-probability convenience and quota sampling techniques. Data analysis was conducted using descriptive statistics, reliability and validity tests, correlation analysis, and multiple regression analysis. Moderation effects were tested using the PROCESS macro in SPSS. Perceived usefulness, perceived ease of use, relative advantage, compatibility, complexity, trialability, and observability were measured using validated TAM and DOI constructs.

Findings: The findings reveal that perceived usefulness and perceived ease of use have significant positive relationships with AI adoption, while complexity negatively influences AI adoption. DOI attributes such as relative advantage, compatibility, trialability, and observability also demonstrate strong positive relationships with adoption behavior. Moderation analysis indicates significant generational differences, with Millennials and Generation Z showing greater responsiveness toward AI adoption drivers compared to older generations. Younger generations display higher exposure and adaptability to AI technologies, whereas older generations are more affected by perceptions of complexity. Overall, generational cohorts significantly strengthen or weaken the relationships between technological perceptions and AI adoption.

Research limitations/implications: The study is limited by self-reported data, potential non-response bias, and varying interpretations of AI-related concepts among respondents. Institutional disparities and changes in the external environment may also affect consistency. The findings suggest the need for longitudinal studies and institutional policies and training programs that support inclusive and effective AI adoption in higher education.

Originality/value: This study integrates TAM and DOI models with generational cohort analysis within a developing country context. It provides new insights into how generational differences influence AI adoption in higher education and offers practical implications for developing inclusive and sustainable AI-driven transformation strategies in Sri Lankan Higher Education Institutions.

Keywords: Artificial Intelligence Adoption; Diffusion of Innovation; Generational Cohorts; Higher Education; Technology Acceptance Model

GENERATIVE AI (LLM) AS STRATEGIC INFORMATION SYSTEMS – OPPORTUNITIES, RISKS, AND GOVERNANCE: A COMPREHENSIVE REVIEW

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Abstract

Purpose: Generative artificial intelligence is transforming organizational decision-making by shifting information systems from passive analytical tools to strategic partners. Large language models enable context-aware, knowledge-integrative outputs that position Generative Strategic Information Systems as co-creators of strategic insights. This study addresses fragmented research, focusing on opportunities, risks, and governance mechanisms of LLM-enabled systems that required to manage them as strategic organizational capabilities.

Design/methodology/approach: A systematic literature review was conducted using peer-reviewed studies published between 2018 and 2025. Data were retrieved from major academic databases, including Scopus, Web of Science, IEEE Xplore, ACM Digital Library, and the AIS Senior Scholars' Basket, supplemented by citation tracking and Google Scholar. Following a structured search strategy, PRISMA-guided screening, and bibliometric mapping, 468 records were identified, of which 20 studies met the inclusion criteria for qualitative synthesis.

Findings: The analysis revealed six key themes: evolution of information systems and analytics, generative AI and LLM capabilities, strategic management and competitive advantage, organizational and socio-technical perspectives, ethics and governance, and research methods and techniques. Findings show that GSIS transforms strategic information systems into collaborative and adaptive actors that enhance reasoning, scenario generation, and decision-making. However, effective deployment requires multi-layered governance integrating oversight, procedural validation, and human-AI collaboration.

Research limitations/implications: The review is limited to peer-reviewed studies published between 2018 and 2025 and focuses on 20 selected studies. Future research should prioritize empirical validation, cross-industry analysis, human-AI interaction dynamics, and adaptive governance models to support responsible and strategic GSIS adoption.

Originality/value: This study contributes by developing a unified conceptual framework linking generative AI, strategic management, and governance. It provides actionable insights for both scholars and practitioners by emphasizing disciplined integration, contextual sensitivity, and continuous human oversight for sustainable competitive advantage.

Keywords: Generative Artificial Intelligence; Governance; Large Language Models; Strategic Information Systems; Systematic Literature Review.

EXPLORING THE SYNERGY BETWEEN DISRUPTIVE TECHNOLOGIES AND ETHICAL SUPPLY CHAIN IN ENHANCING SUPPLY CHAIN RESILIENCE IN THE SRI LANKAN APPAREL INDUSTRY

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Abstract

Purpose: Disruptive technology and ethical supply chain practices appear to be two modern-day juggernauts that could provide immense potential for resilience building. This study aims to explore this notion. The study intends to look at how these two aspects, disruptive technology and ethical practices, are being used in tandem for resilience as of now and what industry experts believe their role to be. Addressing this gap will enable apparel exporters in Sri Lanka to gain real-world insights that can help them create a competitive advantage through their supply chain.

Design/methodology/approach: This study adopts qualitative research design. An exploratory objective and an inductive approach are used, allowing themes to emerge directly from the data. The research strategy uses phenomenology to explore in depth the lived experiences of key participants. Data is collected through semi-structured interviews with information-rich professionals from key exporting firms selected through purposive sampling. In this study, researchers conducted four interviews with industry experts, which collectively addressed the statutory points relevant to the research. The interviews were analyzed using thematic analysis. Thematic analysis was employed and facilitated by NVIVO software.

Findings: Study results indicated Sri Lankan apparel companies are primarily using foundational digital technologies such as ERP software, real-time tracking, and business intelligence/analytics for resilience building. More advanced technologies such as AI, robotics, RFID, and blockchain are still very much in their experimental phase. Technology tends to be seen as an important strategic enabler that allows for practices such as managing disruptions proactively. However, ethical supply chain practices are mostly treated as compliance and risk-mitigation measures. Some ethical practices support technological adoption, but a clear gap remains between rapid digital transformation and the strategic integration of ethical practices in building long-term supply chain resilience.

Research limitations/implications: The limitation of this research includes the qualitative sample size, which is small from purposively selected Sri Lankan apparel factories. Future research can be conducted with larger samples and quantitative analysis. The findings imply that companies should integrate ethical practices with digital transformation strategies to strengthen long-term supply chain resilience.

Originality/value: This study explores how disruptive technologies and ethical supply chain practices contribute to building supply chain resilience in the Sri Lankan garment industry. It provides industry-based insights and expands the existing literature by examining the combined role of technological advancements and ethical practices in building resilience.

Keywords: Disruptive Technologies; Ethical Supply Chain; Sri Lankan Apparel Industry; Supply Chain Resilience

DETERMINANTS OF CUSTOMER TRUST IN ONLINE INSURANCE PLATFORMS: EVIDENCE FROM SRI LANKAN POLICYHOLDERS

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Abstract

Purpose: The insurance sector worldwide is moving towards digital platforms and websites. Regardless of these developments, online insurance applications in Sri Lanka are still relatively insignificant due to numerous issues. Trust has been widely recognized as a decisive factor in user acceptance in the online world. This paper attempts to investigate the predictors of customer trust of online insurance among Sri Lankan policyholders by combining critical constructs obtained from the Technology Acceptance Model and service quality views.

Design/methodology/approach: The perceived ease of use, perceived usefulness, perceived security, quality of service, and information transparency were studied as the predictors of customer trust in online insurance. Quantitative research method was used, and the data were obtained from 413 respondents through a structured questionnaire on a five-point Likert scale. Convenience sampling was adopted due to the absence of a comprehensive sampling frame of online insurance users in Sri Lanka. Before the analysis, the multi-item construct scores were summed up into composite indices in accordance with the summated scale method. The SPSS software was used to calculate the descriptive statistics, correlation analysis, and multiple regression analysis.

Findings: The findings also indicated that all five independent variables have significant positive effects on customer trust in online insurance platforms. The model had a reasonable explanatory power, as the value of R^2 is 0.556, which means that 55 percent of the variance in customer trust was explained by the determinants that were selected. The results indicate the significance of easy interfaces, effective security systems, trustworthy quality of digital services, and open communication in the development of trust in policyholders.

Research limitations/implications: The findings offer practical implications for Sri Lankan insurers to enhance customer trust through improved usability, security, and transparency of digital platforms. However, the use of convenience sampling limits generalizability. The study contributes theoretically by proposing a framework for e-trust, providing a basis for future research.

Originality/value: This study contributes to the limited empirical literature on online insurance adoption in Sri Lanka by integrating Technology Acceptance Model constructs with service quality dimensions to explain customer trust. It provides context-specific evidence from policyholders, offering a novel framework for understanding trust in emerging digital insurance platforms.

Keywords: Customer Trust; Information Transparency; Online Insurance; Perceived Security; Perceived Usefulness

DIGITAL PAYMENTS, OPEN API ADOPTION, AND SME PERFORMANCE: EVIDENCE FROM WOMEN-LED ONLINE BUSINESSES IN SRI LANKA

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Abstract

Purpose: This study examines the impact of how adoption of digital payment will affect the performance of SMEs led by women in Sri Lanka, with the mediating factor being the adoption of Open API. It seeks to know the role digital financial technologies have and how they improve the efficiency and performance of businesses in the new digital ecosystems.

Design/methodology/approach: A quantitative, cross-sectional research design, which gathered 200 women entrepreneurs with the help of a standardized questionnaire. Simple random sampling was used to select the respondents on the database of NEDA. The measures of all variables were done on a five-point Likert scale. Analysis was performed with the help of Partial Least Squares Structural Equation Modeling (PLS-SEM) and smartPLS4 which encompassed reliability, validity, and mediation analysis performed through bootstrapping data.

Findings: The results indicate that the impact of digital payments on Open API adoption is significant ($\beta = 0.833$, $p < 0.001$), and Open API adoption affects SME performance significantly ($\beta = 0.856$, $p < 0.001$). The model has a high level of explanatory power as it explains 69.3% variance in Open API adoption and 73.2% in performance of the SME. The adoption of open API partially mediates the correlation between digital payments and the performance of SMEs, pointing to the significance of integrating the system.

Research limitations/implications: Open API integrated systems give SMEs opportunities to get the most out of digital payments. Women entrepreneurs should be assisted by policymakers and financial agencies in terms of technical support in order to enhance inclusive API ecosystems.

Originality/value: This paper presents empirical evidence of the mediating role of the Open API adoption that contributes to the fintech and SME literature by demonstrating the significance of digital ecosystem integration in enhancing the performance of a business.

Keywords: Digital Transformation in SMEs; Female Entrepreneurs; SME Business Performance; Technology Adoption in SMEs; Women-led Small and Medium Enterprises (SMEs)

ASSESSING DIGITAL TRANSFORMATION AT THE ORGANIZATIONAL LEVEL: A REVIEW OF THEORETICAL PERSPECTIVES AND DIGITAL MATURITY MODELS

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Abstract

Purpose: Digital transformation has become a strategic priority for organizations; however, assessing its progress and impact remains fragmented and unclear. The explosion of diverse theoretical perspectives and digital maturity models has created uncertainty regarding the most appropriate approaches for evaluation. This study aims to review and synthesize these perspectives to enhance conceptual clarity in digital transformation assessment at the organizational level.

Design/methodology/approach: This study adopts a structured literature review approach, examining research published between 2000 and 2025. The review focuses on identifying dominant theoretical perspectives and widely used digital maturity models applied in digital transformation research. Relevant studies were systematically selected, categorized, and analyzed to compare their conceptual foundations, scope, and applicability. Attention was given to how theories explain digital transformation and how maturity models operationalize assessment at the organizational level. Based on this analysis, an integrated framework was developed to bridge theoretical and practical gaps.

Findings: The findings indicate that strategic organizational theories, particularly the Resource-Based View (RBV), provide a strong explanatory foundation for understanding digital transformation as a capability-driven process. However, most digital maturity models are practitioner-oriented, focusing on benchmarking and assessment without explicit theoretical grounding. This disconnect limits their analytical depth and academic rigor. To address this issue, the study proposes an integrated framework combining RBV with the Deloitte Digital Maturity Model (DMM). This integration enables a more systematic evaluation of digital capabilities while maintaining theoretical consistency, thereby improving both explanatory power and practical applicability in organizational contexts.

Research limitations/implications: The study is limited to a literature-based analysis and does not include empirical validation. Future research should test the proposed framework across industries and organizational contexts. The findings offer important implications for researchers and practitioners by providing a more coherent approach to assessing digital transformation.

Originality/value: This study contributes by bridging the gap between theory and practice in digital transformation assessment. It offers a novel integration of RBV and a digital maturity model, enhancing both conceptual rigor and practical relevance for organizational-level evaluation.

Keywords: Digital Maturity Models; Digital Transformation; Digital Transformation Assessment; Organizational Theory; Resource-Based View

EXPLORING THE INFLUENCE OF MACHINE LEARNING ON IT PROJECT MANAGEMENT: A QUALITATIVE STUDY OF SRI LANKA'S IT INDUSTRY

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Abstract

Purpose: This study aims to explore the influence of Machine Learning (ML) on IT project management practices in Sri Lanka's IT industry, examining current adoption levels, key barriers to implementation, and strategic recommendations for effective ML integration within a developing digital economy context.

Design/methodology/approach: A qualitative, interpretivist methodology was adopted using an inductive research approach. Semi-structured interviews were conducted with 12 IT professionals, including project managers, data scientists, software engineers, and team leaders, selected through two-stage cluster and purposive sampling across organizations of varying sizes in Sri Lanka. Data were analyzed using thematic analysis, incorporating both inductive and deductive coding aligned with the Technology Acceptance Model (TAM) constructs of Perceived Usefulness and Perceived Ease of Use. Secondary data from industry reports and academic literature provided contextual and theoretical grounding.

Findings: ML adoption in Sri Lanka's IT sector remains nascent, led primarily by larger urban firms while SMEs remain largely exploratory. Key barriers include infrastructural limitations, skill shortages, financial constraints, data quality issues, and organizational resistance. Despite these challenges, participants recognized ML's significant potential for enhancing risk prediction, resource optimization, scheduling accuracy, performance monitoring, and decision support. Six strategic themes emerged to overcome barriers: cloud infrastructure investment, skills development, leadership-driven transformation, awareness campaigns, government incentives, and public-private-academic partnerships.

Research limitations/implications: The study is limited by its qualitative design, reliance on self-reported data, and focus on a single sector and geographic context, which may restrict generalizability. Future research should employ quantitative or mixed-method approaches and examine ML adoption across diverse industries and regions.

Originality/value: This study provides context-specific empirical insights into ML adoption within Sri Lanka's IT project management landscape, bridging a significant gap between global theoretical advancements and local practical realities in developing economy settings.

Keywords: Artificial Intelligence; Digital Transformation; IT Project Management; Machine Learning; Technology Acceptance Model; Technology Adoption

A STUDY ON THE ROLE OF ARTIFICIAL INTELLIGENCE IN ENHANCING DECISION-MAKING EFFECTIVENESS IN SOFTWARE PROJECTS IN SRI LANKA

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Abstract

Purpose: This study aims to explore how Artificial Intelligence (AI) tools enhance decision-making effectiveness in software projects in Sri Lanka, addressing the gap between the rapid growth of the software industry and the limited adoption of evidence-based, AI-driven decision-making practices.

Design/methodology/approach: A qualitative research approach was adopted, involving twelve in-depth, semi-structured interviews with software industry practitioners in Sri Lanka, including project managers, software developers, ML engineers, and technical leads. Participants were selected through purposive sampling based on direct experience with AI tools such as predictive analytics, automated dashboards, and natural language processing. Data were analyzed using Braun and Clarke's thematic analysis technique, coded against four dimensions of decision effectiveness: speed, accuracy, efficiency, and confidence.

Findings: AI tools significantly improved decision-making across project lifecycle stages planning, development, testing, and monitoring. Participants reported faster, data-driven decisions supported by predictive analytics, AI - enabled testing, and real-time monitoring dashboards. Better estimation accuracy, higher confidence, and reduced project turnaround times were consistently noted. However, three clusters of barriers repeatedly hindered gains: skill and data constraints, cost and infrastructure limitations, and resistance to change or poor process fit.

Research limitations/implications: The study is limited to twelve participants from Sri Lankan software companies, restricting generalizability. Future research should use larger, mixed-method designs and examine long-term AI adoption outcomes across diverse organizational contexts.

Originality/value: This study provides one of the first empirical, Sri Lanka-specific investigations into how AI enhances software project decision-making, offering a contextual framework for practitioners and policymakers.

Keywords: Artificial Intelligence; Decision-Making Effectiveness; Software Projects; Sri Lanka; Qualitative Research

SPATIO-TEMPORAL DYNAMICS OF URBAN GROWTH IN COLOMBO DISTRICT, SRI LANKA: A GIS-BASED ANALYSIS OF BUILDING DENSITY CHANGE (1975–2025)

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Abstract

Purpose: This study investigates the spatio-temporal dynamics of urban expansion in Colombo District, Sri Lanka, influenced by rapid population growth and urbanization. It focuses on analyzing building density patterns derived from remote sensing data to understand how urban morphology has transformed from predominantly rural landscapes into complex urban structures over the period from 1975 to 2025.

Design/methodology/approach: Building density per 100 m² was derived from remote sensing data at five-year intervals between 1975 and 2025. The dataset was standardized and analyzed using buffer-based urban expansion techniques. Pearson's Correlation Coefficient was applied to assess temporal variability, while Clark's Negative Exponential Model was used to evaluate core–periphery density gradients. These combined methods enabled a comprehensive spatial and temporal assessment of urban growth patterns in the district.

Findings: The results show a significant decline in rural areas ($r = -0.992$) and notable expansion in peri-urban ($r = 0.959$), urban ($r = 0.979$), and dense urban areas ($r = 0.937$). Initially concentrated in coastal zones, urban growth extended eastward over time. Building density patterns indicate predominantly horizontal expansion rather than vertical development. The density gradient decreased from 0.18 in 1975 to 0.08 in 2025, reflecting spatial diffusion. The central business district intensified until 2000 and stabilized thereafter.

Research limitations/implications: The study is limited by reliance on remotely sensed building density data, which may not fully capture vertical development and informal settlements. However, the findings provide important insights for urban planners and policymakers to support sustainable land-use planning and effective urban management in rapidly growing regions such as Colombo District.

Originality/value: This study provides a long-term spatio-temporal analysis integrating multiple quantitative models to examine urban morphology. It contributes to urban studies in Sri Lanka by demonstrating the effectiveness of building density as a key indicator for evaluating urban expansion and supporting evidence-based planning decisions.

Keywords: Building Density; Central Business District; Clark's Negative Exponential Model; Pearson's Correlation Coefficient; Urban Expansion

IMPACT OF EXTERNAL DEBT ON INFLATION IN SRI LANKA: EVIDENCE FROM TIME SERIES ANALYSIS

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Abstract

Purpose: This study has focused to examine the impact of external debt on inflation in Sri Lanka during the period from 1990 to 2023. The study mainly focuses on identify the long run and short run relationship between external debt and inflation while considering other macroeconomic variables such as foreign direct investment, money supply and government consumption expenditure.

Design/methodology/approach: This study employed annual time series data covering the period from 1990 to 2023. Consumer price index as a proxy for inflation and was used as a dependent variable. Variables such as external debt, foreign direct investment, money supply and government consumption expenditure were employed as independent variables in this study. Auto Regressive Distributed Lag Model (ARDL) bound test used to test the long run relationship between the variables and error correction model used to test the short run relationship between the variables.

Findings: This study revealed that, external debt has negative and statistically significant impact on inflation in the long run. Also, it confirmed that foreign direct investment has negative and significant impact on inflation. Money supply has positive significant impact on inflation. It is also found that there is a negative and significant impact of external debt on inflation. Also foreign direct investment and government consumption expenditure have negative and significant impact on inflation in short run. Further, money supply has positive and significant impact on inflation in the short run. This study recommended that external debt in Sri Lanka can be a vital tool to control inflation if managed properly.

Research limitations/implications: This study is limited to annual data from 1990 to 2023 and selected macroeconomic variables. The findings provide important policy implications for debt management and inflation stabilization policies in Sri Lanka.

Originality/value: This study contributes to the existing literature by examine the relationship between external debt and inflation in Sri Lanka using recent data and the ARDL approach. It provides useful insights for policymakers regarding effective debt management strategies.

Keywords: External Debt; Foreign Direct Investment; Government Consumption Expenditure; Inflation; Money Supply

6BALANCING ECONOMIC GROWTH AND CARBON EMISSIONS: THE NEXUS BETWEEN ECONOMIC GROWTH, ENERGY CONSUMPTION AND CO₂ EMISSIONS IN SRI LANKA

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Abstract

Purpose: The association between energy consumption, CO₂ emissions, and economic growth is a pivotal topic in developing countries such as Sri Lanka, where ambitions for economic growth are high but must be contained within the capacity of environmental sustainability. This study explored the relationships between economic growth and energy consumption, and between economic growth and CO₂ emissions, in Sri Lanka.

Design/methodology/approach: The study adopted a quantitative research approach grounded in a positivist research philosophy. Economic Growth, Energy Consumption, and CO₂ emission time series variables from Sri Lanka covering the 1965-2022 period were used to estimate a VAR model to determine Granger causality. The study used both the VAR Granger/Block Exogeneity Wald test values and the Granger Pairwise Test values. The study also adopted an OLS regression model. Furthermore, following the idea of analyzing the three variables as a nexus, a Vector Error Correction Model (VEC) was used to examine their behavior over time.

Findings: Causality tests provide evidence for a bidirectional relationship between GDP Growth and Energy Consumption. GDP Growth Granger causes CO₂ emissions and Energy Consumption. Also, Energy Consumption Granger causes GDP Growth. This provides evidence of a Feedback mechanism in the case of Sri Lanka. The regression results show a statistically significant positive relationship between GDP growth and CO₂ emissions. These results provide evidence of the prevalence of the early stage of the Environmental Kuznets curve in Sri Lanka. The shocks introduced to the system through GDP Growth and Energy Consumption can persist for a long time without dying out, accumulating and increasing CO₂ emissions in the long run.

Research limitations/implications: Given the country's less-industrialized status, curbing energy consumption to reduce CO₂ emissions is inadvisable. Sri Lanka's industrialization strategy should focus on implementing energy-efficient systems and multiple renewable energy sources. Sri Lanka's challenge lies in identifying ways to decouple its industrialization from high levels of carbon emissions. By leapfrogging traditional carbon-intensive industrialization toward green industrialization, Sri Lanka can achieve both environmental and growth objectives.

Originality/value: This study examines Sri Lanka as a single-country study using time-series methods, which are valuable for informing country-specific growth-energy-CO₂ mitigation policies. Identifying the country's energy priorities and the stage of the EKC helps policy formulation in managing the country's economic growth-environment balance.

Keywords: Clean Energy; CO₂ Emission; Economic Growth; Energy Consumption; Energy Conservation

DOES DEVELOPMENT STATUS MATTER? EXPLAINING VARIATIONS IN CHINA'S OFDI DETERMINANTS BETWEEN ADVANCED AND EMERGING ECONOMIES

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Abstract

Purpose: This analysis explores the different influences of China's Outward Foreign Direct Investment (OFDI) factors in both advanced and emerging economies. This analysis examines the impact of GDP per capita, trade openness, inflation rate, natural resources and institutional distance on China's OFDI stock across 123 host countries from 2006 to 2023.

Design/methodology/approach: The study employs a quantitative research design using a balanced panel dataset covering 18 years. The authors used the fixed-effects panel regression model together with cluster-robust standard errors to assess how host-country economic determinants and institutional factors affected China's OFDI stock. The researchers developed institutional distance measurement through the Kogut-Singh Index (KSI), which uses Worldwide Governance Indicators data. The researchers perform separate estimations for advanced economies and emerging economies to understand their distinct contextual characteristics.

Findings: Initially, the study revealed that China's OFDI exhibits a positive relationship with GDP per capita and trade openness in advanced economies. However, the presence of natural resources significantly detracts from this relationship, indicating that a majority of investors are motivated by the pursuit of market access to resources. Emerging markets demonstrate a strong positive relationship with GDP per capita because institutional distance factors show significant positive effects, while natural resources display a negative correlation and experience only minor effects from trade openness. China's OFDI strategy shows context-dependent implementation because it changes according to the development level of each host country.

Research limitations/implications: The study omits sustainability-related variables like environmental regulation, ESG indicators and BRI policy measures, which leads to restricted results because the research did not explore different sectoral aspects and specific operational features of companies across various sectors.

Originality/value: Policymakers need to develop specific strategies which address the various developmental stages that exist in different host countries according to the research findings. Advanced economies need to concentrate their efforts on developing technology and innovation, while emerging economies should work to build better governance systems and infrastructure networks that will attract sustainable investment.

Keywords: Advanced Economies; China's Outward Foreign Direct Investment; Emerging Economies; GDP per Capita; Institutional Distance

DETERMINANTS OF OPERATIONAL INEFFICIENCY IN THE SRI LANKA TRANSPORT BOARD: EVIDENCE FROM MANAGERIAL PERCEPTIONS IN RAJARATA REGION

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Abstract

Purpose: Public transport systems play a vital role in facilitating economic growth, social inclusion, regional integration, and regional development by connecting people and places. As the largest state-owned public transport provider in the country, the Sri Lanka Transport Board (SLTB) is responsible for serving the population, particularly low-income and vulnerable groups. In addition to ensuring social welfare and equity, the SLTB is expected to ensure operational and financial sustainability. However, despite its social mandate, the institution has experienced chronic operational inefficiencies over recent decades, which have negatively affected service quality, public confidence, and financial performance. Thus, this study aims to examine the key factors contributing to operational inefficiency in the SLTB from a managerial perspective.

Design/methodology/approach: To deal with the research objective, a qualitative research design was employed, involving semi-structured interviews with depot managers and assistant managers from seven depots in the Rajarata Regional Branch. A total of 15 interviews were conducted using an interview guide to ensure consistency while allowing in-depth exploration. Collected data were analyzed thematically to identify the leading operational, managerial, and structural constraints under the operational inefficiency.

Findings: The findings revealed that multiple interconnected factors have been contributed to the operational inefficiency, including an aging, poor-quality bus fleet, staff shortages and skill mismatches between unskilled worker's qualifications, weak managerial practices, a centralized decision-making process, inefficient procurement systems, and the absence of effective operational planning determine the operational inefficiency. These inherited causes result in frequent bus breakdowns, high maintenance and fuel consumption, reduced fleet productivity, and declining passenger satisfaction, ultimately losing overall service delivery and institutional performance. The study concludes that it is essential to undertake structural reforms within the SLTB, including fleet modernization aligned with passenger expectations, strategic human resource development through recruitment and continuous training, decentralized and demand-responsive management systems, and strengthened procurement procedures. Addressing these structural and managerial issues is essential to enhancing sustainable operational efficiency in SLTB.

Research limitations/implications: The study is limited to selected depots within one regional branch, which may restrict generalizability. However, despite its dual social and economic objectives, the findings provide important insights for policymakers and practitioners to design targeted reforms aimed at improving efficiency, service quality, and sustainability in public transport systems.

Originality/value: Through its focus on managerial perceptions from the Rajarata, the findings provide new context-specific insights into operational inefficiency within the SLTB. It integrates structural, managerial and operational dimensions to create context-relevant, policy applicable evidence that can guide decentralized reforms with a view to improving service delivery and sustainability in Sri Lanka's public transport sector unlike earlier quantitative- or national-level analyses.

Keywords: Managerial Perceptions; Operational Inefficiency; Public Bus Transport; Service Quality; Sri Lanka Transport Board

DETERMINANTS OF NET MIGRATION IN SRI LANKA: A TIME-SERIES ANALYSIS (2000–2024)

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Abstract

Purpose: This study examines the short-term political, institutional, and economic determinants of net migration in Sri Lanka over the period 2000–2024. While prior literature predominantly focuses on long-term structural factors such as labour markets and economic development, the immediate dynamics of migration decisions remain underexplored. This paper investigates the impact of conflict intensity, human rights conditions, inflation, and per capita GDP on migration flows.

Design/methodology/approach: Annual time-series data covering 2000-2024 were sourced from the World Bank, Our World in Data, and the United Nations databases. The study employs Newey-West Ordinary Least Squares (OLS) regression within a time-series econometric framework to estimate the short-run effects of four explanatory variables: conflict intensity (death rates in armed conflict), Human Rights Index (HRI), Consumer Price Index (CPI), and Per Capita Gross Domestic Product (PGDP) on net migration. First-differenced variables were applied to isolate short-run dynamics from long-term structural trends, with diagnostic tests conducted to address heteroskedasticity and autocorrelation.

Findings: Conflict intensity exhibits a statistically significant negative effect on net migration, confirming that political violence and insecurity are primary drivers of emigration in Sri Lanka. Inflation is a statistically significant positive determinant, reinforcing the role of short-term economic instability in shaping migration behavior. Conversely, short-term changes in the human rights index and per capita GDP are not statistically significant, suggesting that institutional improvements and economic progress exert limited immediate influence on migration. These findings indicate that short-term migration in Sri Lanka is predominantly driven by political and security conditions rather than economic incentives or institutional changes.

Research limitations/implications: the study is constrained by its focus on short-run dynamics and annual aggregate data, limiting individual-level inference. Policy implications suggest that immediate interventions should prioritize conflict mitigation and political stability, while sustained long-term economic development and institutional reforms are essential to address deeper structural migration pressures.

Originality/value: This study offers novel short-run empirical evidence on the interplay between political, institutional, and economic factors driving net migration in Sri Lanka, advancing understanding of migration behavior in post-conflict, open-economy contexts and highlighting the importance of distinguishing short-term shocks from long-term structural change.

Keywords: Conflict; Human Rights; Net Migration; Sri Lanka; Time-Series Analysis

DETERMINANTS OF HUMAN DEVELOPMENT IN SRI LANKA: EVIDENCE FROM GDP, MOBILE USAGE, AND INNOVATION (2000–2024)

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Abstract

Purpose: This research investigates the influence of three key drivers of economic performance, technology diffusion, and innovation, on the Human Development Index (HDI) in Sri Lanka from 2000 to 2024. While the HDI represents a comprehensive measure of a country's development that extends beyond mere income, there is a significant gap in empirical evidence linking these specific factors to the HDI in the context of Sri Lanka.

Design/methodology/approach: The study uses a Quantitative Time Series Research Design. Secondary data collected annually for 25 years. The data is collected from the World Bank and Our World in Data. HDI is the dependent variable. Mobile usage, Innovation, and GDP are the independent variables. These are the indicators of technological access, innovation, and economic performance. The Multiple Linear Regression (MLR) analysis is carried out.

Findings: The empirical results reveal that mobile usage and GDP have statistically significant positive effects on HDI for Sri Lanka. The increased mobile usage can lead to increased access to information services and healthcare resources, while economic capacity can lead to increased investments in education and healthcare services. Innovation, as measured by scientific and technical journal publications, also reveals a statistically significant but negative relationship with HDI for Sri Lanka. This may be because the results of scientific publications are not fully reflected as socio-economic benefits.

Research limitations/implications: The research is confined to the case of Sri Lanka and uses secondary data on an annual basis, which might limit the generalizability of results to other settings. Moreover, the limitations of the data restricted the consideration of other variables that might be relevant.

Originality/value: The results underline the need for policymakers in developing countries to focus on economic growth alongside the advancement of digital infrastructure and innovation-driven policies to support human development. The paper also offers a framework that elucidates the factors affecting the HDI in this context.

Keywords: Gross Domestic Product; Human Development Index; Innovation; Mobile Usage; Sri Lanka

IMPACT OF MICROFINANCE ON WOMEN'S EMPOWERMENT IN A POSTWAR COMMUNITY

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Abstract

Purpose: This study examines the impact of microfinance on women's economic and social empowerment in the Puthukkudiyiruppu Divisional Secretariat Division of Sri Lanka, where women headed households continue to face severe postwar vulnerabilities, including weakened asset bases, disrupted livelihoods, and limited access to markets and institutional support.

Design/methodology/approach: The study adopts a quantitative research design using primary survey data collected from 60 women headed households in the Puthukkudiyiruppu Divisional Secretariat Division. Microfinance is examined through microcredit, welfare support, and livelihood assistance, while empowerment is assessed through economic and social dimensions. Data were analysed using descriptive statistics, Pearson correlation, and multiple regression techniques to identify the relationship between microfinance services and women's empowerment in a postwar community context.

Findings: The findings reveal that different components of microfinance influence women's empowerment in different ways. Welfare support and livelihood assistance are positively and significantly associated with social empowerment, indicating that non-credit support mechanisms play an important role in strengthening women's confidence, participation, and social agency. Microcredit is significantly associated with economic empowerment, suggesting that access to finance supports income generation and household economic stability. Overall empowerment is significantly influenced by microcredit and livelihood assistance, highlighting the importance of combining financial access with practical livelihood support.

Research limitations/implications: The study is limited to 60 women headed households in one Divisional Secretariat Division. However, the findings offer useful implications for designing integrated microfinance programmes in postwar communities.

Originality/value: This study contributes to Sri Lankan microfinance literature by showing that credit alone is insufficient for broader women's empowerment and that welfare and livelihood support are essential in postwar recovery contexts.

Keywords: Microfinance; Post Conflict Development; Puthukkudiyiruppu DSD; Sri Lanka; Women Headed Households; Women's Empowerment

DETERMINANTS OF GREEN ENTREPRENEURIAL INTENTION AMONG UNIVERSITY UNDERGRADUATES IN THE NORTHERN PROVINCE, SRI LANKA: AN EMPIRICAL STUDY BASED ON THE THEORY OF PLANNED BEHAVIOR

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Abstract

Purpose: Over the past few decades, entrepreneurship has emerged as a pivotal driver of economic and social development. In the context of Sri Lanka's post-pandemic economic crisis, there is increasing pressure to strengthen entrepreneurial initiatives across the country. Green entrepreneurship presents a compelling and sustainable pathway by integrating ecological responsibility with economic value creation. This study focuses on fostering green entrepreneurial intentions among undergraduates in the Northern Province, to support youth-led SMEs and advance post-conflict economic recovery.

Design/methodology/approach: Grounded in and extending the Theory of Planned Behavior (TPB), this study examines the determinants of Green Entrepreneurial Intention (GEI) among final-year undergraduates in the Northern Province of Sri Lanka. A quantitative research design was employed, utilizing a self-administered questionnaire distributed to 340 students across multiple faculties at two universities. The study incorporates entrepreneurial self-efficacy, sustainability attitudes, subjective norms, environmental values, opportunity recognition, and perceived university support as independent variables. Data were analyzed through multiple regression analysis to identify significant predictors and assess the explanatory power of the proposed model in understanding green entrepreneurial intention.

Findings: The findings reveal that entrepreneurial self-efficacy and sustainability attitudes are the strongest predictors of green entrepreneurial intention. Environmental values and subjective norms also demonstrate meaningful, though comparatively modest, contributions. The regression model accounts for 65% of the variance in GEI, reflecting strong explanatory capacity. Notably, the results underscore the critical role of university support and institutional programs in translating environmental awareness into actionable entrepreneurial intentions. Taken together, these findings suggest that both individual psychological factors and contextual support mechanisms are essential to fostering green entrepreneurship among undergraduates in the Northern Province.

Research limitations/implications: This study is limited to final-year undergraduates from two universities in the Northern Province, which may constrain the generalizability of its findings. Future research should broaden its geographical scope and adopt longitudinal approaches for deeper insight. The findings nonetheless highlight a clear need for strengthened university support, targeted policy initiatives, and curriculum reform to advance sustainable entrepreneurial practices.

Originality/value: This study contributes to the literature by extending the TPB framework within a post-conflict, developing country context. By integrating sustainability and entrepreneurship perspectives, it offers empirical insights into the psychological and institutional factors that shape green entrepreneurial intentions among Sri Lankan undergraduates.

Keywords: Green Entrepreneurial Intention; Northern Province Undergraduates; Perceived University Support; Sustainability Attitudes; Theory of Planned Behavior

BARRIERS TO WOMEN ENTREPRENEURSHIP: EVIDENCE FROM JAFFNA, SRI LANKA

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Abstract

Purpose: This research investigates the barriers faced by women entrepreneurs in Jaffna, Sri Lanka, addressing regional gender gaps and socio-economic challenges. Grounded in liberal feminist theory, the study aims to identify specific obstacles—such as financial, cultural, and structural constraints—and examine how demographic and business factors correlate with these barriers to support economic empowerment and regional development goals.

Design/methodology/approach: This study employs a mixed-methods approach grounded in interpretivism and constructivism. Using an abductive approach, the research first identifies themes through in-depth interviews with 34 purposefully selected women entrepreneurs in Jaffna and Nallur. These qualitative findings were then validated quantitatively via surveys distributed to 100 entrepreneurs (70 respondents). Data analysis involved thematic analysis for qualitative insights and Chi-squared tests to examine associations between demographic factors and specific barriers. By combining these methods, the study bridges existing gaps in descriptive research, providing a comprehensive understanding of the obstacles facing women entrepreneurs in Northern Sri Lanka.

Findings: Women entrepreneurs in Jaffna primarily operate in the food industry, facing multifaceted challenges despite strong family support. Key barriers include limited access to capital and credit, market access restrictions, and persistent work-life balance struggles. Cultural stigma and moral judgment are prevalent, particularly for women managing households without male support, highlighting deep-seated gender inequality. Statistical analysis confirms significant associations between demographic/business factors and these constraints. Given these findings, the study highlights a critical need for targeted support and advocates for a comparative analysis with male entrepreneurs to better understand and address the systemic barriers hindering women's business growth in the region.

Research limitations/implications: The study's limitations include a small quantitative sample size and a specific geographic focus on Jaffna and Nallur, which may restrict the generalizability of the findings to broader contexts. Its implications underscore the urgent need for gender-sensitive policy interventions, improved microfinance accessibility, and community programs to dismantle cultural stigmas.

Originality/value: This research offers original insights by applying liberal feminist theory to the unique post-conflict context of Jaffna. Its value lies in providing empirical evidence to guide targeted gender-sensitive policies.

Keywords: Barriers; Jaffna; Liberal Feminist Theory; Women Entrepreneurship

DEVELOPMENT AND SENSORY ANALYSIS OF FINGER MILLET COOKIES: A PRELIMINARY STUDY

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Abstract

Purpose: Finger millet (*Eleusine coracana*) is a traditional millet cereal recognized for its high nutritional value, including calcium, iron, dietary fiber, antioxidants, and a low glycemic index. Wheat flour is commonly used in bakery products which provides comparatively lower micronutrient density. This study aimed to develop nutritionally enhanced cookies by partially substituting wheat flour with finger millet flour and to evaluate their sensory acceptability and shelf stability.

Design/methodology/approach: Cookies were prepared by substituting wheat flour with finger millet flour at levels of 20%, 40%, 60%, 80%, and 100%. Based on preliminary trials, cookies containing 40%, 60%, and 80% finger millet flour were selected for sensory evaluation by a semi-trained panel (n=20). Cookies formulated with 60% finger millet flour recorded significantly higher sensory scores and were further optimized by varying sugar levels (60% and 80%). Shelf-life acceptability was evaluated at 1, 7, and 14 days under airtight storage conditions.

Findings: Results revealed that cookies containing 60% finger millet and 80% sugar achieved the highest overall acceptability scores. However, participants aged above 50 years preferred the 60% sugar formulation due to health considerations. Shelf-life evaluation showed no significant deterioration in sensory attributes up to 14 days, with maximum acceptability observed on the 7th day. The findings demonstrate that finger millet-based cookies are prepared with nutritious millets, sensorially acceptable and shelf-stable without preservatives.

Research limitations/implications: This study was conducted as a preliminary investigation and included only sensory evaluation; the absence of additional analytical testing is recognized as a limitation.

Originality/value: This study presents original data through the development of finger millet-based cookies, adding value by promoting nutritious and locally available ingredient. The study supports healthy food choices and encourages innovative food product development.

Keywords: Cookies; Finger Millets; Glycemic Index; Sensory Evaluation

ENTREPRENEURSHIP DEVELOPMENT IN SRI LANKA: INSIGHTS FROM LITERATURE AND EMERGING RESEARCH GAPS ON ENTREPRENEURIAL TRAJECTORIES

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Abstract

Purpose: This literature review attempts to evaluate the progress of entrepreneurship development in Sri Lanka going through well recognized literature review sources to comprehend the real research focus on this subject.

Design/methodology/approach: The study mainly adopts a structured narrative literature review approach to examine evolving paradigms of entrepreneurship and to identify further trajectories. Literature was carefully chosen through a targeted search using academic databases such as Google Scholar, Scopus-indexed journals, and already published systematic literature reviews by other authors of the subject. Sri Lankan studies were mainly obtained from accessing to referred local journal and treatises of economic history relating to the beginning of the modern commercial era. Primarily, references are identified for the study by going through keywords including small industries, self-employment, opportunity entrepreneurship, and static and dynamic aspects of entrepreneurial development.

Findings: Entrepreneurship development in Sri Lanka is still carried out following a static approach starting from practicing inward-looking policies until 1977 and subsequently changing to out-ward looking policies recognizing the private sector as engine of growth. Irrespective of this policy change the study finds that subsistence-oriented entrepreneur class is continuously increasing while stagnating the development-oriented, opportunity entrepreneur class which is in contrast to developing countries. Moreover, unlike Sri Lanka the attention of world research has shifted from intention forming to transition self-employed into opportunity entrepreneurs. Finally, the study recognizes the importance of COVID 19 pandemic and subsequent economic crises too, for emerging new self-employed class and their quick transition.

Research limitations/implications: Research gaps identified by this review are expected to be filled by future research on entrepreneurship. However, it needs substantiate these gaps by carrying out more depth empirical analyses since the present study based on limited evidence. Like so, future research can utilize proposed ideas by this study for further promoting entrepreneurship.

Originality/value: This study is the first of its kind to identify why Sri Lanka could not develop its entrepreneurship in tandem with its economic reforms introduced over time. As perseverance it found that for Sri Lanka's speedy development what is needed is having and promoting of high propensity, opportunity entrepreneurs instead of continuing with increasing subsistence-oriented, low propensity, self-employed entrepreneurs.

Keywords: Dynamic Approach; Economic Growth; Entrepreneurship Development; Self-Employment Transition; Static Approach

A REVIEW OF LITERATURE ON THE IMPACT OF JOB DEMANDS AND JOB RESOURCES ON INTRAPRENEURIAL BEHAVIOR UNDER NEW WAYS OF WORKING

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Abstract

Purpose: This study investigates the effects of job demands and job resources on intrapreneurial behavior within the framework of New Ways of Working (NWW). It seeks to integrate the prevailing literature to understand how the transformation of work arrangements affects employee innovation, proactive engagement, and risk taking, whilst pinpointing significant research deficiencies, especially within knowledge-intensive industries and developing economies.

Design/methodology/approach: This study employs a structured narrative literature review to analyze the interplay between job demands, job resources, and intrapreneurial behavior within the context of New Ways of Working (NWW). Pertinent empirical research was extracted from scholarly databases such as Google Scholar, Emerald Insight, JSTOR, and ResearchGate, with a predominant emphasis on quantitative investigations anchored in the Job Demands-Resources (JD-R) theoretical framework. The review amalgamates insights regarding frequently recognized job demands and resources and their subsequent impact on employee behavior within knowledge-intensive settings. External environmental variables and individual competencies were systematically controlled by constraining the analysis to work-related parameters.

Findings: This research addresses to fill significant voids in the comprehension of intrapreneurial behavior within New Ways of Working (NWW) environments. Although previous investigations underscore the significance of job demands and resources in relation to employee outcomes, their contribution to the formation of intrapreneurial behavior within remote, hybrid, and digitally facilitated contexts remains insufficiently examined. Current scholarly works predominantly concentrate on conventional workplace environments, neglecting emerging challenges such as digital overload and the blurring of professional boundaries. Furthermore, there exists a deficiency in the theoretical integration between the Job Demands-Resources (JD-R) model and frameworks pertaining to digital work. This study employs a cross- contextual lens by integrating data from various geographical locales and industrial sectors, thereby enhancing the understanding of how contextual variations influence intrapreneurial behavior within New Ways of Working.

Research limitations/implications: This study employs the Job Demands-Resources (JD-R) model to analyze the impact of job demands and job resources on intrapreneurial behavior. Although previous studies underscore the significance of physical and social work environments, this investigation deliberately omits such external influences. Employee competencies are regarded as control variables, emphasizing job-related conditions as the principal determinants of behavior.

Originality/value: This research enhances the existing body of knowledge by incorporating the Job Demands-Resources (JD-R) framework with the concept of intrapreneurial behavior within the context of New Ways of Working, thereby addressing deficiencies within digital work settings. It offers a contextually relevant viewpoint, thereby augmenting theoretical comprehension across inadequately examined geographical and sectoral domains.

Keywords: Intrapreneurial Behavior; Job Demands; Job Resources; New Ways of Working; Remote Work

BARRIERS TO WOMEN'S ENTREPRENEURIAL SUCCESS AND SOCIAL IDENTITY IN SMALL AND MEDIUM ENTERPRISES: A QUALITATIVE STUDY IN NORTHERN AND EASTERN PROVINCES IN SRI LANKA

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Abstract

Purpose: In Sri Lanka, female entrepreneurship has emerged as a catalyst for economic development, job creation and social development. Despite the rise in the contribution of women in the Small and Medium Enterprise (SME), women-run enterprises are still underrated as compared to those run by men that hinder their social recognition. Hence this research examines the obstacles to entrepreneurial performance and social identity of women entrepreneurs in the Northern and Eastern Provinces of Sri Lanka.

Design/Methodology/approach: The design was an exploratory qualitative design that used an inductive research approach. Semi structured interviews with 15 purposive sampled women entrepreneurs were used to gather primary data. The sample comprised of women in SME activities in Northern and Eastern Provinces of Sri Lanka. Thematic analysis was used to analyze the collected data to determine the key obstacles affecting entrepreneurial growth, sustainability, and social positioning of women entrepreneurs in these underserved and post-conflict areas.

Findings: The results indicate that the most significant obstacles to women entrepreneurs are a lack of access to finance, socio-cultural factors, household duties, gender roles, and their mobility. Poor business networks, lack of training and family related commitments are other factors that inhibit business growth and innovation. Gender inequality also decreases the confidence, visibility, and social status of women. The paper highlights the necessity of family support, mentorship, financial inclusion, gender-sensitive policies, and inclusive entrepreneurial networks to enhance the performance and social identity of women as entrepreneurs.

Research limitations/implications: The research has a small qualitative sample size and is regional, which limits generalization. Nonetheless, it provides valuable suggestions to policy makers, development agencies, and support institutions to develop inclusive interventions that increase the entrepreneurial involvement and social empowerment of women in such settings.

Originality/value: The research contributes to the literature by connecting entrepreneurial achievement with social identity of women entrepreneurs in the Northern and Eastern Provinces in Sri Lanka. It adds context-dependent data of post-conflict and underserved areas, where the entrepreneurial activity of women is not thoroughly studied in the literature.

Keywords: Entrepreneurial Success; Northern and Eastern Provinces; SME Sector; Social Identity; Women Entrepreneurs

EXPLORING DISABILITY RELATED-BARRIERS AND THEIR IMPACT ON WOMEN ENTREPRENEURS WITH DISABILITIES IN SRI LANKA: A QUALITATIVE STUDY

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Abstract

Purpose: Although entrepreneurship by women is crucial to economic development, women with disabilities are grossly underrepresented with intertwined social and structural disadvantages. This paper discusses the special issues of women entrepreneurs with disabilities in Sri Lanka and how these systemic issues affect their personal experiences, the level of participation, and the sustainability of the business venture within the larger national economy.

Design/methodology/approach: The study will follow a qualitative research design based on semi-structured interview on 20 women entrepreneurs with disabilities in Sri Lanka. Selection was done using purposive and snowball sampling methods and data saturation was reached after 15 interviews. Patterns were identified and interpreted through thematic analysis that gave interpretations about lived experiences and social-economic challenges of the participants. Such a stringent analysis methodology emphasizes the obstacles that these women encounter in the larger national economy and makes certain that their voices are properly articulated via systematic identification and interpretation of the gathered qualitative data to both academic and policy ends.

Findings: Results indicate a mix of external and internal challenges that affect women entrepreneurs with disabilities in Sri Lanka. External factors include a lack of access to finance, education, technology and competitive markets, social stigma, and lack of institutional support. The internal barriers are associated with self-confidence, psychological strength, and coping strategies. In spite of these limitations, participants exhibited incredible perseverance, flexibility, and resolve to continue with business operations. These findings highlight the necessity of a comprehensive strategy that considers structural inequalities, and psychological empowerment in the specific national context of these particular resilient women entrepreneurs who are currently in operation.

Research limitations/implications: The study is qualitative and its sample size is too small to be generalized. However, it offers valuable implications for policymakers to design inclusive support systems and targeted interventions to improve opportunities for women entrepreneurs with disabilities within the unique, challenging Sri Lankan economy.

Originality/value: The paper helps to fill the gap in the literature on disability and gender in entrepreneurship by offering context-specific information about the situation in Sri Lanka. It highlights intersectional issues and the importance of more inclusive and equitable entrepreneurial ecosystems.

Keywords: Disability Barriers; Entrepreneurship; Gender; Women

IMPACT OF MANAGERIAL SKILLS ON SMALL AND MEDIUM ENTERPRISE SUCCESS: EVIDENCE FROM THE COLOMBO DISTRICT, SRI LANKA

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Abstract

Purpose: Small and medium-sized businesses have been considered as the backbone of Sri Lanka's economy because they generate an abundance of employment opportunities and add substantially to the country's Gross Domestic Product. Despite their socioeconomic relevance, many SMEs confront survival and growth hurdles, mostly due to inadequate managerial skills. This study aims to investigate the impact of conceptual, human, and technical managerial skills on SME success in the Colombo District.

Design/methodology/approach: The research is based on Resource-Based Theory and Contingency Theory, and it adopts a positivist, deductive approach. A structured questionnaire was distributed to SME owners and managers in the Colombo District to collect data. A total of 384 replies were examined with SPSS, which included reliability and validity tests, correlation analysis, and multiple regression analysis to examine the relationships between the three dimensions of managerial skills and SME success.

Findings: The results indicate that all three dimensions of managerial skills have a significant impact on SME success. Conceptual and technical skills emerged as the strongest predictors, while human skills showed a comparatively smaller but still significant effect. The model explains 62.5% of the variance in SME success, supporting the view that managerial skills function as dynamic capabilities that enhance competitiveness and resilience among SMEs in the Colombo District.

Research limitations/implications: Although there is a well-established international link between managerial skills and SME success, research in Sri Lanka is fragmented. Further investigation should focus on rural SMEs, use longitudinal designs, and investigate moderating factors like digital transformation and institutional assistance.

Originality/value: Addressing the absence of Colombo-specific research, this study underlines the necessity of focused managerial capacity development programs. Improving strategic and technical competencies, as well as interpersonal skills, can help SMEs perform better and survive longer.

Keywords: Conceptual Skills; Human Skills; Small and Medium Enterprises; Technical Skills

IMPACT OF MICROFINANCE ON THE LIVING STANDARDS OF AGRICULTURE PRODUCERS IN PUTHUKKUDIYIRUPPU DS DIVISION

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Abstract

Purpose: Microfinance is widely recognized as an effective tool for poverty reduction, particularly in developing countries where access to formal financial services is limited. By providing small-scale financial services such as credit, savings, and insurance, microfinance aims to empower low income communities, enhance income generating activities, and improve overall economic stability and living conditions. Goal of this study is to identify how micro financing influences living standards of agriculture producers in Mullaitivu district.

Design/methodology/approach: The study targeted agricultural producers from eleven GN divisions in Puthukkudiyiruppu DS Division, Mullaitivu. Using stratified random sampling, 110 farmers were selected, with 100 completing the questionnaire, forming the final sample. Correlation analysis and multiple regression analysis were carried out to show the impact of microfinance indicators on living standard of agriculture producers.

Findings: The living standards of agricultural producers are significantly impacted by microfinance, according to the regression study. Micro welfare also demonstrated a significant positive effect, indicating that participation in welfare programs contributes to improvements in living standards, though its impact is smaller than that of microcredit. Similarly, micro livelihood had a smaller but statistically significant effect suggesting that livelihood interventions slightly enhance living standards, albeit to a lesser extent than microcredit and welfare support. The findings show that microfinance plays a significant role in reducing poverty, increasing household income, enhancing access to children's education, and supporting poor people's improvement of self-employment activities.

Research limitations/implications: In line with opportunity theory of poverty, constraints in human capital limit individuals' capacity to recognize and exploit available economic opportunities. Microfinance interventions may help mitigate these constraints by providing financial access, which can facilitate productive activities and contribute to improved living standards. But identifying the opportunities is an inevitable process in order to become wealthy. Micro finance increases the risk coping mechanism, provides basic capital, and increases the income through which not only increasing their assets but also enhancing their socio economic conditions.

Originality/value: This study offers original insight by examining the multidimensional impact of microfinance credit, welfare, and livelihood support on the living standards of agricultural producers in Mullaitivu. It contributes context-specific evidence from a post-conflict rural setting, highlighting how integrated microfinance services enhance income, resilience, and socio-economic well-being among low income farming communities.

Keywords: Agricultural Producers; Living Standard; Microcredit; Microfinance; Poverty

WORKFORCE DIVERSITY, WORKPLACE HAPPINESS AND EMPLOYEE PERFORMANCE: MODERATING EFFECT OF KNOWLEDGE-SHARING BEHAVIOUR

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Abstract

Purpose: This study examines the influence of workforce diversity acceptance, specifically age, gender, and ethnic diversity, on workplace happiness and employee performance among executive officers in Sri Lankan universities. It also investigates the moderating role of knowledge-sharing behaviour in strengthening the relationship between workplace happiness and performance, drawing on social identity and social categorization perspectives.

Design/methodology/approach: A positivist, deductive and quantitative explanatory survey design was adopted. The study targeted the census population of 517 executive officers attached to Sri Lankan higher education institutions. Data were collected using a self-administered structured questionnaire, yielding 286 valid responses. The conceptual model treated age, gender and ethnic diversity acceptance as predictors, workplace happiness as the mediating construct, knowledge-sharing behaviour as the moderator and employee performance as the outcome. Data were analysed using SPSS and partial least squares structural equation modelling. Reliability, validity, multicollinearity and predictive relevance tests were conducted to ensure robustness.

Findings: The results show that acceptance of age, gender and ethnic diversity positively influences workplace happiness, and workplace happiness enhances employee performance. Knowledge-sharing behaviour significantly strengthens the relationship between workplace happiness and performance, indicating that collaborative exchange of knowledge improves the translation of positive workplace experiences into productive outcomes. The model explained 64% of the variance in employee performance, with effect sizes and predictive relevance indicating meaningful practical impact. Overall, the findings confirm that inclusive diversity acceptance and knowledge-sharing practices are important drivers of employee well-being and performance in Sri Lankan universities.

Research limitations/implications: The study is limited by its cross-sectional design, focus on executive officers in Sri Lankan state universities and reliance on self-reported performance data. The findings imply that universities should strengthen inclusive policies, supportive work climates, diversity initiatives and knowledge-sharing practices to enhance employee happiness and performance.

Originality/value: This study extends social identity theory to Sri Lankan higher education by integrating diversity acceptance, workplace happiness, employee performance and knowledge-sharing behaviour, offering empirical evidence on how inclusive and collaborative practices improve administrative employees' performance.

Keywords: Employee Performance; Knowledge-Sharing Behaviour; Sri Lankan Universities; Workforce Diversity; Workplace Happiness

IMPACT OF INTERNSHIP EXPERIENCE ON SUSTAINABLE CAREER DEVELOPMENT: A STUDY AMONG FINAL YEAR UNDERGRADUATES AND RECENT GRADUATES FROM UNIVERSITY OF JAFFNA

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Abstract

Purpose: In today's quickly evolving labor markets, sustainable career development has become a top priority for undergraduates making the move from universities to the work environment. Although internships offer chances for experiential learning that improve professional competencies, career adaptability, and employability, little research has looked at the long-term effects of internships on sustainable career development in developing countries like Sri Lanka.

Design/methodology/approach: The study used a quantitative methodology, a structured Google Forms survey, and a positivist philosophy and deductive approach. The study was carried out at the University of Jaffna and focuses on final year undergraduates who are currently participating in internships, and recent graduates who just completed their internship period. The unit of analysis is the individual student. Out of 1,500 students, 306 were chosen by simple random sampling. Internship experience was tested using the sub variables namely Quality of task, Supervision and mentoring, Skill application and organizational support. The relationship among these variables and the Dependent variable which is Sustainable career development was tested through Pearson Correlation.

Findings: All variables have a positive and significant impact on Sustainable career development. Among all the variables, Supervision and mentoring have the highest correlation, whereas the least was the quality of task. This implies that opportunities for actual skill development, systematic supervision, and encouraging organizational contexts all improve career adaptability, competence, and intention.

Research limitations/implications: It is limited to University of Jaffna undergraduates, which restricts its applicability to other establishments or areas. It is impossible to track career development over time or establish causal relationships because of the cross-sectional design. The findings reinforce the importance of experiential learning and mentoring in creating long-lasting career outcomes, supporting theories of career development such as career construction theory and social cognitive career theory this study expands theoretical knowledge of sustainable career development.

Originality/value: Companies should also focus on providing real world opportunities for their interns to improve their communication skills through networking, collaboration to industry experts. Organizations must ensure that the internship is treated as an outcome driven program rather than just being observational.

Keywords: Internship Experience; Sustainable Career Development

THE IMPACT OF FAMILY SOCIO-ECONOMIC STATUS ON STUDENTS' ACADEMIC PERFORMANCE: EVIDENCE FROM THE ISLAND ZONE OF JAFFNA DISTRICT

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Abstract

Purpose: Academic Performance in the G.C.E. Ordinary Level (O/L) examination plays a crucial role in shaping students' future educational and career pathways in Sri Lanka. However, persistent disparities in academic outcomes have been observed in the Island Zone of the Jaffna District; no study has specifically examined the impact of family socioeconomic status on academic performance in the Island zone of Jaffna. Therefore, this study examines the impact of family socio-economic status, measured through parental education, household income, and family size, on the academic performance of G.C.E. O/L students in the Island Zone of Jaffna District.

Design/methodology/approach: A quantitative research approach with a cross-sectional survey design was adopted. The population consisted of 477 students who sat for the 2024 G.C.E. O/L examination in eleven government schools across four Divisional Secretariat divisions. Using stratified random sampling, 213 students were selected as the final sample. Data was collected through structured questionnaires, and academic performance was measured using examination grades. Statistical analysis was conducted using SPSS, including reliability and validity testing, correlation analysis, and multiple regression.

Findings: The findings revealed that parental education had a statistically significant positive effect on students' academic performance ($p < 0.05$), whereas household income and family size did not show significant effects. The results suggest that intellectual guidance and educational awareness within the home environment may have a stronger influence on students' academic success than purely economic resources. The study highlights the importance of strengthening parental educational involvement and enhancing parent-school collaboration to reduce academic disparities in rural and island communities.

Research limitations/implications: This study offers practical insights for policymakers and educators to improve strategies to support students from underprivileged backgrounds. Community-based educational support programs may further assist students who lack sufficient learning resources at home.

Originality/value: Collectively, these efforts can help reduce educational imbalances and foster integration and sustainable academic development in island and rural regions.

Keywords: Academic Performance; Family Size; Family Socio-Economic Status; Household Income; Parental Education

THE IMPACT OF MANAGERIAL COACHING ON EMPLOYEE PRODUCTIVITY: A STUDY BASED ON BANKING SECTOR EMPLOYEES IN HAMBANTOTA DISTRICT

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Abstract

Purpose: This study investigates the impact of managerial coaching specifically in the task guidance, task feedback, and employee support dimensions on employee productivity in the banking sector in Hambantota District. As organizations place increasing emphasis on human capital development in search of competitive advantage, successful managerial coaching has emerged as an integral tool for influencing employees' performance and organizational success. This research aims to investigate the influence of different dimensions of coaching on employee productivity in the organizational context.

Design/methodology/approach: Embracing a quantitative research design, evidence was collected with the assistance of structured questionnaires administered to a sample of 230 bank employees in selected state and private banks in Hambantota. Data were analyzed in SPSS 26 version using descriptive statistics, ANOVA, correlation, and regression analysis to verify the relationships and determine the strength and significance of each factor's effect on productivity.

Findings: The findings indicate that all three aspects of managerial coaching - task guidance ($r = 0.934$), task feedback ($r = 0.931$), and employee support ($r = 0.932$) have strong positive relationships with employee productivity and multiple regression analysis revealed that the regression model was statistically significant, $F(1, 228) = 2364.304, p < .001$, confirming that the set of independent variables reliably predicts employee productivity. That is, employees who receive clear task-related guidance, constructive performance feedback, and ongoing support from their managers are found to demonstrate higher levels of motivation, efficiency, and goal achievement.

Research limitations/implications: The findings emphasize the need to equip managers with coaching competencies to ensure that coaching practices are not only carried out but done so in a manner that aligns with organizational objectives.

Originality/value: In conclusion, the study contributes to the literature on managerial development and offers practical recommendations for improving employee productivity through structured coaching practices. It highlights that task focused coaching and supportive managerial behaviors are essential for driving employee productivity in service-driven sectors such as banking.

Keywords: Employee Productivity; Employee Support; Managerial Coaching; Task Feedback; Task Guidance

FROM OFFICE TO HYBRID: A QUALITATIVE EXPLORATION ON THE TRANSITION EXPERIENCES OF EXECUTIVE LEVEL EMPLOYEES IN SRI LANKA'S TECHNOLOGY INDUSTRY

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Abstract

Purpose: With the tremendous growth in hybrid work models in the technological sector of Sri Lanka, this study primarily focuses on how it influences productivity among the executive level employees. It also discusses the benefits and challenges employees commonly encounter during this shift. The research prioritizes employees' subjective experiences to help companies design flexible models that are more favourable towards the workforce.

Design/methodology/approach: This study relies on the framework proposed by Saunders, Lewis and Thornhill (2007), which is commonly known as the Research Onion. Interpretivism has been chosen as the research philosophy as it is focused on the subjective experiences and the perceptions of employees. The study does not begin with a theory that it is trying to test but rather lets the findings come out naturally following an inductive approach. The research adapts a qualitative, cross sectional Case study design. The Sample Value includes 6 participants selected through a purposive sampling where data were collected through semi structured Interviews focusing on the executive level employees in Sri Lanka's technological sector and analyzed using thematic analysis to identify key patterns and themes.

Findings: Through the thematic analysis insights three themes underpin the following findings. The Initial theme 'Productivity in hybrid work' reveals that hybrid work enhances productivity through flexibility, reduced commuting, Increased focus and higher trust from management. However, barriers such as technical issues, Coordination delays, distractions at home and feeling of loneliness were identified. The Second theme 'Communication and Collaboration' illustrates that formal communication and documentation clarity has strengthened whereas the Informal communication and creative brainstorming has hindered causing gaps in Interaction and Coordination. The final theme 'Organizational expectation and future outlook' highlights a strong preference of employees for flexible models but suggests improvements through In person team building days, better IT Support and strong Organizational policies.

Research limitations/implications: This paper is subjected to several limitations, the sample size consisted of only 6 participants leading to limited generalizability and subjective data based on personal perceptions. Additionally, the study focuses only on Sri Lanka's technology sector restricting broader applicability. The Practical implications highlights the need for organizations to invest on better IT Infrastructure, establish clear work policies, train managers effectively and to measure performance based on output rather than the physical presence.

Originality/value: This Study mainly offers insights that are qualitative in nature focusing the hybrid mode employees of the executive level in the Sri Lankan technological sector. It integrates the Job Demands Resource model, Self determination theory and work life balance theory that are the existing theoretical applications to hybrid settings, while providing practical guidelines for improving productivity, and employee wellbeing.

Keywords: Communication; Collaboration; Executive Level; Productivity; Sustainable Hybrid Models

THE IMPACT OF AUTHENTIC LEADERSHIP ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR IN HIGHER EDUCATION INSTITUTIONS IN NORTHERN SRI LANKA

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Abstract

Purpose: This study examines the impact of perceived authentic leadership on organisational citizenship behaviour (OCB) among academic and non-academic staff in higher education institutions (HEIs) in the northern province of Sri Lanka. Grounded in authentic leadership theory, social identity theory, and organisational support theory, the study investigates the direct effect of Authentic Leadership on OCB, the mediating role of organisational identification (OI), and the moderating and moderated mediation effect of perceived organisational support (POS).

Design/methodology/approach: A positivist, quantitative, and deductive research approach was adopted using a cross-sectional survey design. Data were collected from 312 academic and non-academic staff members through a structured questionnaire, administered via both manual distribution and Microsoft Forms, using stratified random sampling. Statistical analyses were conducted using SPSS version 25 and Hayes' PROCESS macro version 4.2 using models 1, 4, and 7.

Findings The findings reveal that authentic leadership significantly enhances organisational citizenship behaviour and organisational identification among employees in higher education institutions. Organisational identification partially mediated the relationship between authentic leadership and OCB, indicating that employees who strongly identify with their institutions are more likely to engage in extra-role behaviours. However, perceived organisational support did not significantly moderate the relationship between authentic leadership and organisational identification, nor did it moderate the indirect effect of authentic leadership on OCB.

Research limitations/implications: The study is limited to higher education institutions in Northern Sri Lanka and uses a cross-sectional design, restricting generalisability and causality. Future research may consider longitudinal studies and broader geographic contexts.

Originality/value This study contributes to leadership literature by providing empirical evidence from a post-conflict Sri Lankan context. It highlights the importance of authentic leadership in promoting positive employee behaviour and organisational effectiveness in higher education institutions.

Keywords: Authentic Leadership; Higher Education; Organisational Citizenship Behaviour; Organisational Identification; Perceived Organisational Support

THE IMPACT OF AUTHENTIC LEADERSHIP ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR: THE ROLE OF PERCEIVED ORGANISATIONAL SUPPORT AMONG NON-ACADEMIC STAFF IN NORTHERN SRI LANKAN HIGHER EDUCATION

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Abstract

Purpose: This study investigates the direct effects of Authentic Leadership (AL) on Organisational Citizenship Behaviour (OCB) and examines the moderating role of Perceived Organisational Support (POS) among non-academic staff in higher education institutions in the Northern Province of Sri Lanka. Authentic Leadership, characterised by self-awareness, relational transparency, balanced decision-making, and moral perspective, has been linked to ethical behaviour and enhanced employee engagement, while POS reflects employees' perceptions of organisational care and recognition, potentially strengthening leadership effects on discretionary behaviours.

Design/methodology/approach: A quantitative, cross-sectional research design was employed, with data collected via printed and online questionnaires from 191 non-academic staff across public and private institutions, including administrative officers, technical staff, and support personnel. A simple random sampling technique was used to select participants, ensuring that every individual in the population had an equal chance of being included, which reduces selection bias and enhances the representativeness of the sample. Standardised scales measured AL, POS, and OCB, with Cronbach's alpha values above 0.70, confirming reliability. Data was analysed using descriptive statistics, correlation, multiple regression, and moderation analysis with Hayes' PROCESS macro.

Findings: Findings reveal that authentic leadership significantly predicts organisational citizenship behaviour ($B = 0.346, p < 0.01$), demonstrating that leaders' self-awareness, ethical conduct, and relational transparency enhance employees' discretionary contributions. Contrary to expectations, POS did not significantly moderate this relationship ($B = 0.042, p = 0.218$), suggesting that AL alone is a strong driver of positive workplace behaviours in this context. The results underscore the theoretical relevance of social exchange and organisational support perspectives while highlighting the practical importance of fostering authentic leadership to improve employee engagement, collaboration, and institutional performance.

Research limitations/implications: The study is limited by its cross-sectional design and focus on non-academic staff in Northern Sri Lanka, restricting generalisability and causal inference. Self-reported data may introduce bias. The findings imply that authentic leadership is a key driver of positive behaviour, even without strong organisational support mechanisms.

Originality/value: This study contributes to leadership literature by focusing on non-academic staff, an under-researched group in higher education. It highlights the independent influence of authentic leadership on employee behaviour and provides practical insights for leadership development and organisational performance improvement in similar institutional contexts.

Keywords: Authentic Leadership; Higher Education; Non-Academic Staff; Organisational Citizenship Behaviour; Perceived Organisational Support

VIDEO GAME ADDICTION AND ACADEMIC PERFORMANCE: A QUALITATIVE STUDY OF UNIVERSITY STUDENTS IN SRI LANKA

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Abstract

Purpose: Consumers globally have started to use technology for various purposes such as business, health, transportation and education, owing to the expedited advancement of it. Interaction with the internet using different devices beyond limitations can be seen as a result. Gaming is one such entertainment activity where people engage in, and has resulted in accelerated growth, and even addiction.

Design/methodology/approach: This study examines video game addiction patterns among undergraduate and graduate students in the Sri Lankan context, with emphasis on time management and academic focus. Through thematic analysis of in-depth interviews conducted with sixteen participants, the study reveals that undergraduates and graduate students experience challenges in managing their video game habits, leading to adverse effects on academic performance including repeated examinations, missed assignments, and lower grade point averages.

Findings: The findings demonstrate that students who acknowledge problematic gaming behaviors frequently struggle with concentration during lectures and completing assignments.

Research limitations/implications: Recommendations include implementing gender-sensitive interventions, providing counselling support for students at risk of addiction, and developing awareness initiatives promoting responsible gaming practices.

Originality/value: This study advances understanding of the leisure gaming functions in academic contexts and provides insights to help students navigate this increasingly prevalent phenomenon.

Keywords: Academic Performance; Higher Education; Sri Lanka; Time Management; Video Game Addiction

FROM COMPENSATION PERCEPTIONS TO JOB-HOPPING INTENTIONS: A STUDY BASED ON APPAREL INDUSTRY EMPLOYEES IN SRI LANKA

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Abstract

Purpose: Businesses are crucial to the success of the global economy. A business organization is a group of individuals who collaborate to accomplish shared objectives. The most valuable resource in a company is its human capital. The purpose of this study was to identify the factors influencing the job-hopping attitudes of managerial employees in the apparel industry, with special reference to the Katunayake Export Processing Zone. Market-competitive pay, monetary benefits, and performance incentives were considered independent variables, while employees' job-hopping attitudes were treated as the dependent variable.

Design/methodology/approach: Five garment factories were selected as the sample for this study, and a simple random sampling method was used to select 132 managerial employees. A self-administered, close-ended questionnaire was used for data collection, and the data were analyzed using SPSS. Multiple regression analysis was applied to evaluate the hypotheses.

Findings: The results of the regression analysis indicated that market-competitive pay, monetary benefits, and performance incentives have a positive and significant impact on employees' job-hopping attitudes in this sector. Specifically, the regression coefficient ($B = 0.848$) suggests a strong positive relationship between the independent variables and the dependent variable (job-hopping attitudes). The p -value ($p = 0.000$) confirms that this effect is statistically significant at conventional levels. Furthermore, there were positive and significant relationships between market-competitive pay, monetary benefits, and performance incentives and job-hopping attitudes.

Research limitations/implications: A key component of HRM is finding and keeping the best and most qualified employees. The achievement of organizational goals and objectives depends on the company's ability to attract and retain competent employees over the long term. However, in any organization, finding and retaining top talent is a significant challenge.

Originality/value: The overarching goal of Human Resource Management (HRM) is to recruit and retain qualified employees who are satisfied with their work and can make the greatest personal contributions to the company. Another objective of the study was to identify the most significant factors influencing job-hopping attitudes in the apparel industry. Descriptive analysis showed that monetary benefits and performance incentives had high mean values, indicating they are the most influential factors affecting job-hopping attitudes among managerial employees in the apparel industry.

Keywords: Advancement Motives; Compensation; Escape Motives; Job Hopping Attitudes; Market Competitive Pay; Monetary Benefits; Performance Incentives

THE IMPACT OF PERCEIVED OVERQUALIFICATION ON YOUTH MIGRATION INTENTIONS IN SRI LANKA: THE MODERATING ROLE OF CROSS-CULTURAL ADAPTATION

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Abstract

Purpose: This paper seeks to examine the presence of perceived overqualification as a major cause of migration intentions among youth in Sri Lanka and the degree to which the relationship between perceived overqualification and migration intentions is moderated by cross-cultural adaptation. It seeks to find out the impact of the discrepancy between the qualifications of the individuals and the job requirements on their intention to migrate and the capacity to adapt to various cultural settings on this relationship as seen in the developing economies.

Design/methodology/approach: The research used a cross-sectional, quantitative research design. Data were gathered using a structured questionnaire that was applied on 216 undergraduate and graduate students in Sri Lanka. The study, based on the Push-Pull Theory of Migration, hypothesized the direct impact of perceived overqualification on migration intentions and the mediating role of cross-cultural adaptation. The moderation analysis, which was based on correlation and regression analysis, was used to analyze the data.

Findings: The results show that perceived overqualification is a strong and positive predictor of migration intentions among the Sri Lankan youth. People who feel that they are overqualified will be more inclined to migrate to a foreign country. Moreover, cross-cultural adaptation has a moderating effect in this relationship. People who have a greater degree of cross-cultural adaptation show greater intentions to migrate, when they feel overqualified, because they are sure about their adaptation to the new cultural and working conditions.

Limitations/Implications: The study has limitations due to the cross-sectional nature of the study and the fact that they studied only undergraduate and graduate students, which makes it difficult to generalize the results. However, it does offer practical implications to policymakers, tertiary institutions of higher education, and those employers who are interested in curbing the exodus of skilled youths by offering meaningful employment and retention policies.

Originality/Value: This research paper is a contribution to the literature on migration in that it combines perceived overqualification and cross-cultural adaptation to show that skill mismatch and adaptability together affect the youth migration intentions in a developing country setting.

Keywords: Cross-Cultural Adaptation; Perceived Overqualification; Push-Pull Theory; Sri Lanka; Youth Migration Intentions

THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON GREEN WORK ENGAGEMENT: INVESTIGATING THE MEDIATING ROLE OF PERCEIVED GREEN ORGANIZATIONAL SUPPORT IN THE SRI LANKAN TOURISM AND HOTEL INDUSTRY

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Abstract

Purpose: This study examines the influence of Green Human Resource Management (GHRM) on Green Work Engagement (GWE) among hotel employees, with a particular focus on the mediating role of Perceived Green Organizational Support (PGOS), which previous studies have paid little attention to. Moreover, most studies were conducted in developed countries, with little evidence from developing contexts. Therefore, this research was conducted among employees of ten four-star-and-above-rated hotels in the Batticaloa District, Sri Lanka, where the hospitality sector has increasingly recognized the importance of environmental sustainability and adopted green HR practices to promote environmentally responsible behaviour.

Design/methodology/approach: The study employed a quantitative approach using structured questionnaires. From a population of 987 employees, a sample size of 278 was determined using simple random sampling, yielding 264 valid responses.

Findings: GHRM has a significant positive effect on GWE, with PGOS partially mediating this relationship. Employees who perceive strong organizational support for environmental practices are more likely to engage in green work activities. Furthermore, this study confirmed a significant association between GHRM and GWE and established the partial mediating role of PGOS.

Research limitations/implications: This study demonstrates that well-implemented GHRM practices significantly boost employees' engagement in environmentally responsible behaviours. These findings not only add to the literature on sustainable HRM but also provide practical guidance for the hotel industry, highlighting the need to strengthen organizational support and implement effective mechanisms to encourage employees to translate environmental policies into meaningful workplace practices.

Originality/value: This study advances our understanding of how Green Human Resource Management (GHRM) and Green Work Engagement (GWE) jointly drive Perceived Green Organizational Support (PGOS) in the hospitality sector. In this regard, employees in the tourism and hotel industry in the Batticaloa District can gain relevant knowledge about GWE under the green concept as the industry gradually adopts environmentally responsible practices.

Keywords: Green Human Resource Management; Green Work Engagement; Perceived Green Organizational Support

THE MEDIATING EFFECT OF EMPLOYEE COMMITMENT ON THE RELATIONSHIP BETWEEN WORK-LIFE BALANCE AND EMPLOYEE PRODUCTIVITY (WITH REFERENCE TO GENERATION Z EMPLOYEES IN THE IT INDUSTRY IN THE COLOMBO DISTRICT)

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Abstract

Purpose: This study aims to examine the relationship between work–life balance and employee productivity among Generation Z employees in the Sri Lankan IT sector, with a particular focus on the mediating role of employee commitment. It seeks to identify how work–life balance influences productivity both directly and indirectly through organizational commitment.

Design/methodology/approach: A quantitative research design was adopted under a positivist paradigm with a deductive approach. Data were collected from 150 Generation Z employees working in the IT sector in the Colombo district using a structured questionnaire. The study employed stratified and convenience sampling techniques. Data analysis included descriptive statistics, Pearson correlation, multiple regression, and mediation analysis using the Baron and Kenny method and the Sobel test to examine relationships among variables.

Findings: The findings reveal that work–life balance has a significant positive impact on employee productivity and employee commitment. Employee commitment also significantly influences productivity. Mediation analysis indicates that employee commitment partially mediates the relationship between work–life balance and productivity. This suggests that work–life balance enhances productivity both directly and indirectly by strengthening employees' psychological attachment and commitment to the organization.

Research limitations/implications: The study is limited to Generation Z employees in the IT sector within the Colombo district, which may affect generalizability. The findings highlight the importance of implementing work–life balance practices to enhance employee commitment and productivity, offering valuable insights for organizational policy and human resource strategies in similar contexts.

Originality/value: This study contributes to the literature by examining the mediating role of employee commitment between work–life balance and productivity among Generation Z employees in a developing country context, specifically within the Sri Lankan IT sector.

Keywords: Employee Commitment; Employee Productivity; Generation Z; IT Industry; Work–Life Balance

THE MEDIATING ROLE OF CULTURAL INTELLIGENCE IN THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND CROSS-CULTURAL ADJUSTMENT OF SRI LANKAN STUDENTS STUDYING ABROAD

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Abstract

Purpose: The objective of this research is to explore the mediation effect of cultural intelligence between emotional intelligence and cross-cultural adjustment of Sri Lankan international students. It will discuss the poor knowledge of how emotional intelligence correlates with the adjustment outcomes in the Sri Lankan context and how emotional competencies can be used to enable efficient adjustment in new settings.

Design/methodology/approach: A quantitative research design was adopted where a structured online questionnaire was used in the study where 102 international students of Sri Lanka were used in the study through a snowball sampling. The tool was used to measure emotional intelligence, cultural intelligence and cross-cultural adjustment with validated scales. Data analysis was conducted with the help of SPSS where descriptive statistics and Pearson correlation were used to test the relationship between variables. Direct effects were measured using the multiple regression analysis and mediating role of cultural intelligence using the mediation analysis.

Findings: The findings show that there are great positive correlations between emotional intelligence, cultural intelligence and cross-cultural adjustment. The results show that cultural intelligence is positively related to cross-cultural adjustment with a strong positive relationship partially mediated by Cultural intelligence between emotional intelligence and cross-cultural adjustment. These results indicate that with increased emotional intelligence, one is more likely to acquire cultural awareness and adaptive behavioral competencies and thus increase their adjustment in cross-cultural environments.

Limitations/implications of the research: The sample size is also a limitation of the research as it is rather small and the authors use self-reported data that can influence the generalizability. Future studies should also incorporate the use of larger samples and designs over time. Practically, universities can develop special courses and they will enable students to adjust by acquiring emotional and cultural skills.

Originality/value: This study contributes to the literature in the following ways: It provides empirical evidence of the mediating role of cultural intelligence among Sri Lankan international students who are underrepresented. It offers practical insights to teachers and policy makers to create interventions to improve cross-cultural adaptation and academic performance in cross-cultural contexts.

Keywords: Cross-Cultural Adjustment; Cultural Intelligence; Emotional Intelligence; International Students; Sri Lanka

IMPACT OF INTERNAL EMPLOYER BRANDING ON EMPLOYEE ENGAGEMENT AMONG MANAGERIAL EMPLOYEES: THE MEDIATING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT

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Abstract

Purpose: This study examines the impact of internal employer branding on employee engagement among managerial employees in Sri Lanka's logistics industry. It also investigates the mediating role of perceived organizational support. The research addresses the limited empirical evidence on managerial-level engagement within the logistics sector and aims to provide insights into improving organizational performance through strategic internal branding practices.

Design/methodology/approach: This study adopted a positivist research philosophy and a quantitative research approach. Data were collected from 131 managerial employees at ABC Logistics Company, Orugodawatta, Sri Lanka, using a structured online questionnaire. A simple random sampling technique was applied. The study was grounded in social exchange theory, organizational support theory, and social identity theory. An integrated conceptual framework was developed and empirically tested. Statistical analysis techniques, including correlation and mediation analysis, were used to examine relationships between internal employer branding, perceived organizational support, and employee engagement, ensuring the validity and reliability of the research findings and supporting hypothesis testing procedures.

Findings: The findings indicate a significant positive relationship between internal employer branding and employee engagement among managerial employees. Internal employer branding was also found to significantly predict perceived organizational support. Furthermore, perceived organizational support demonstrated a strong positive relationship with employee engagement. Mediation analysis confirmed that perceived organizational support partially mediates the relationship between internal employer branding and employee engagement. These results highlight the importance of internal branding practices in fostering supportive organizational environments. Overall, the study confirms that strengthening internal employer branding enhances engagement both directly and indirectly through increased perceptions of organizational support among managerial staff.

Research limitations/implications: This study is limited to a single organization and a relatively small sample, which may affect generalizability. Future research should include multiple organizations and industries. The study contributes theoretically by integrating key frameworks and offers practical implications for enhancing employee engagement through internal employer branding strategies in similar organizational contexts.

Originality/value: This study provides a novel contribution by focusing on managerial employees in Sri Lanka's logistics industry. It integrates multiple theoretical perspectives and highlights the mediating role of perceived organizational support, offering valuable insights for both academic research and organizational practice in employee engagement.

Keywords: Employee Engagement; Internal Employer Branding; Logistics Industry; Mediation Analysis; Perceived Organizational Support

THE IMPACT OF STRATEGIC INNOVATION ON EMPLOYEE PERFORMANCE WITH THE MEDIATING ROLE OF JOB SATISFACTION

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Abstract

Purpose: The purpose of this study is to analyze the impact of strategic innovation on employee performance emphasizing the mediating role of job satisfaction among selected apparel firms in the Nuwaraeliya district of Sri Lanka. The study seeks to address contradictory findings in the Sri Lankan context and fill the existing empirical gap regarding these relationships in labor-intensive industries.

Design/methodology/approach: This study adopted a quantitative research design to examine the impact of strategic innovation on employee performance with job satisfaction as a mediating variable. Data were collected from 346 employees selected through convenience sampling from three apparel firms in the Nuwaraeliya district of Sri Lanka. The individual employee was considered as the unit of analysis to assess personal experiences and perceptions. Descriptive statistics were used to identify variable levels, while correlation analysis examined relationships among variables. Multiple regression analysis was employed to test the impact of strategic innovation on employee performance and to examine the mediating role of job satisfaction.

Findings: The findings reveal very high levels of strategic innovation, job satisfaction and employee performance among employees in selected apparel firms. Results indicate a strategic innovation is strongly correlated with job satisfaction and employee performance. Similarly, job satisfaction shows a strong positive correlation with employee performance. Multiple regression analysis confirms that strategic innovation significantly predicts employee performance. Further job satisfaction was found to mediate the relationship between strategic innovation and employee performance strengthening the positive effect. These findings support the importance of strategic innovation in sustaining competitiveness and improving workforce performance in labor intensive industries such as the apparel sector.

Research limitations/implications: This study was limited to selected apparel firms in the Nuwaraeliya district and used convenience sampling which may affect generalizability. However, the findings provide practical implications for managers and policy makers in promoting innovative-driven human capital development. Future studies may examine additional mediating or moderating variables.

Originality/value: This study provides original value by extending existing literature on the impact of strategic innovation on employee performance through the mediating role of job satisfaction in the Sri Lankan apparel sector. It provides useful insights for innovation driven performance enhancement and competitive sustainability.

Keywords: Apparel Industry; Employee Performance; Job satisfaction; Strategic Innovation

THE IMPACT OF DESPOTIC LEADERSHIP STYLE ON INNOVATIVE WORK BEHAVIOR OF OFFICE STAFF IN PUBLIC BANKS IN AMPARA DISTRICT: A MEDIATING ROLE OF EMOTIONAL EXHAUSTION

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Abstract

Purpose: Innovative work behavior is essential for improving effectiveness and service quality in public sector organizations. However, despotic leadership practices may undermine employees' psychological resources and inhibit innovation. Drawing on the Job Demands Resources (JD-R) Model, Conservation of Resources (COR) Theory, and Social Exchange Theory, this study examines the impact of despotic leadership style on innovative work behavior of office staff in public banks in the Ampara District of Sri Lanka, with emotional exhaustion acting as a mediating variable.

Design/methodology/approach: A quantitative research design based on the positivist philosophy was adopted, using a deductive approach and survey strategy. Data were collected from 155 office staff members employed in selected public banks using a self-administered online questionnaire. Established measurement scales were used to assess despotic leadership, emotional exhaustion, and innovative work behavior. Data analysis was conducted using SPSS version 23.0, incorporating descriptive statistics, reliability, validity tests, correlation analysis, regression analysis, and mediation analysis using the PROCESS macro were employed to examine direct and indirect relationships among the study variables.

Findings: The study offers theoretical contributions by integrating three established frameworks and practical implications for leadership development in the under-researched South Asian public banking sector. The study contributes to theory by combining three complementary frameworks to explain how despotic leadership impairs innovation, offering a more holistic understanding than past studies that typically rely on a single theoretical lens.

Research limitations/implications: Practically, the findings are expected to provide valuable insights for leadership development, employee well-being interventions, and organizational policy formation in Sri Lanka's public banking sector a setting where such research remains limited.

Originality/value: The study emphasizes the importance of adopting ethical, empowering, and supportive leadership practices to enhance psychological resourcefulness and foster a culture of innovation within public sector institutions.

Keywords: Despotic Leadership; Emotional Exhaustion; Innovative Work Behavior; Public Banks; Sri Lanka

REMOTE WORKING AND EMPLOYEE WELL-BEING: THE MODERATING ROLE OF WORK-LIFE BALANCE IN A SRI LANKAN IT COMPANY

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Abstract

Purpose: The growing trend toward remote work in the post-COVID-19 era has brought significant changes in how employees perceive their workplaces, particularly in the IT sector in Sri Lanka. Despite being flexible and autonomy-based, remote work is associated with isolation, role ambiguity, and work-life balance conflicts, among other problems that have been shown to negatively affect employee well-being. This study investigates the impact of remote working on employee well-being and the moderating role of work-life balance support in a Sri Lankan IT company.

Design/methodology/approach: A quantitative, cross-sectional survey was conducted, and data were collected via a self-administered questionnaire from 126 employees of the organisation using a universal sampling technique. It was also analyzed with SPSS 27 version and with regression analysis to investigate the effects of remote working on employee well-being, and moderator analysis to investigate the moderating role of work-life balance support.

Findings: The results indicate that the effects of remote working on employees' well-being are moderately significant, and that support for work-life balance does not moderate the relationship. Nevertheless, support for work-life balance remains important for enhancing employee well-being.

Research limitations/implications: Increasing the sample size while not limiting it to a single organization and including several organizations across different sectors would improve generalizability. Moreover, longitudinal studies can offer deeper insights into how remote work impacts employee well-being, while qualitative methods can provide deeper perspectives on that.

Originality/value: Social support, leadership, and organizational culture are other variables that might play a greater role in moderating the impact of remote work on well-being. Thus, other possible moderating variables such as social support, leadership and organizational culture can be involved in future studies.

Keywords: Employee Well-Being; IT Sector; Remote Working; Sri Lanka; Work-Life Balance Support

PSYCHOLOGICAL EMPOWERMENT AS A MEDIATOR IN VIRTUAL TEAMS: A CONCEPTUAL REVIEW OF TRANSFORMATIONAL LEADERSHIP AND EMPLOYEE ENGAGEMENT

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Abstract

Purpose: This study aims to examine how transformational leadership influences employee engagement in virtual teams through the mediating role of psychological empowerment. With the rapid expansion of remote work, leadership effectiveness increasingly depends on internal motivational mechanisms rather than direct supervision. The study develops a conceptual framework explaining how empowerment sustains engagement in digitally mediated work environments.

Design/methodology/approach: This study adopts a structured conceptual review approach by synthesizing existing literature on transformational leadership, psychological empowerment, employee engagement, and virtual teams. Relevant peer-reviewed journal articles published between 2000 and 2024 were reviewed using databases including Scopus, Web of Science, and Google Scholar. The review integrates empirical and conceptual studies and is grounded in the Job Demands–Resources model, Social Exchange Theory, and Self-Determination Theory to develop a theoretically supported mediation framework.

Findings: This review highlights psychological empowerment as the critical mediating mechanism in the relationship of transformational leadership with employee engagement but specifically in virtual teams. Enhancing meaning, competence, self-determination and impact strengthens employees intrinsic motivation and work engagement through transformational leadership. Under the autonomous and low-visibility (socially) conditions of virtual environments, leadership influence is more internalized through empowerment perceptions. The quality of communication, technostress, team maturity and cultural context are identified as significant contextual conditions that influence the strength of this relationship.

Research limitations/implications: As a conceptual review, this study does not provide direct empirical validation. Future studies should test the proposed framework using longitudinal and cross-industry research designs. The study contributes to theory by extending leadership and empowerment literature into remote work contexts and provides practical guidance for managing virtual teams.

Originality/value: This study offers a context-sensitive framework explaining how transformational leadership sustains employee engagement in virtual teams through psychological empowerment. It integrates leadership and motivational theories and highlights empowerment as a critical psychological mechanism for remote work effectiveness.

Keywords: Employee Engagement; Psychological Empowerment; Remote Work; Transformational Leadership; Virtual Teams

THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE ENGAGEMENT: THE MODERATING ROLE OF POWER DISTANCE, A STUDY BASED ON COLOMBO DISTRICT DIVISIONAL SECRETARIAT

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Abstract

Purpose: The study aims to figure out the effect of Transformational leadership on employee engagement in the divisional secretariat office, focusing specifically on the Colombo district with the moderating effect power distance.

Design/methodology/approach: The target population consists of all permanent employees working in divisional secretariat offices in Colombo district, Sri Lanka, comprises approximately 2,400 permanent employees distributed across 13 divisional secretariats. A stratified random sampling technique was employed to collect the data. A total of 350 respondents participated. Transformational leadership was measured using the Multifactor Leadership Questionnaire. Employee engagement was measured using the Utrecht Work Engagement Scale, evaluating vigor, dedication, and absorption. Power distance was assessed using six items adapted from Hofstede's cultural dimensions framework. Data analysis was conducted using SPSS version 27.0. Descriptive statistics were computed to summarize respondent demographics and key variable characteristics. Reliability analysis employed Cronbach's alpha to assess internal consistency of measurement scales. Pearson correlation analysis examined relationships among study variables. Multiple regression analysis tested direct effects of transformational leadership dimensions on employee engagement. Moderation analysis using Hayes PROCESS macro-Model 1 examined power distance as a moderator of leadership-engagement relationships. Statistical significance was evaluated at the 0.05 level.

Findings: Cronbach's alpha coefficients confirmed strong internal consistency across scales. The four transformational leadership dimensions registered alphas between 0.788 and 0.853: idealized influence 0.788, inspirational motivation 0.853, intellectual stimulation 0.810, and individualized consideration 0.825. Employee engagement showed very good reliability with alpha 0.883 across 18 items. Power distance yielded excellent alpha 0.921 for six items. Transformational leadership significantly predicting employee engagement ($R^2 = 0.874$, $F = 600.215$, $p < 0.001$). Power distance significantly moderating the transformational leadership-employee engagement relationship ($\Delta R^2 = 0.0051$, $F \text{ change} = 7.78$, $p = 0.0056$). H2a through H2d were supported, as power distance moderated relationships between all four leadership dimensions and employee engagement, though in different directions.

Research limitations/implications: Study limitations include the cross-sectional design limiting causal inference, single-sector focus potentially limiting generalizability, reliance on self-reported perceptual data susceptible to common method bias, and focus on individual-level power distance orientation rather than organizational climate. Future research should employ longitudinal designs to

establish causality, expand to multiple sectors and regions for comparative analysis, incorporate objective performance indicators and multi-source ratings, examine mediating mechanisms through which leadership influences engagement in high power distance contexts, and investigate how other cultural dimensions interact with transformational leadership.

Originality/value: This study provides compelling evidence that effective transformational leadership, particularly emphasizing individualized consideration and adapted to hierarchical cultural contexts, can substantially enhance employee engagement in public sector organizations. These insights offer pathways for improving public service delivery through culturally informed leadership development, ultimately contributing to organizational effectiveness and citizen welfare.

Keywords: Colombo District; Cultural Dimensions; Divisional Secretariat; Employee Engagement; Power Distance; Public Sector; Transformational Leadership

THE IMPACT OF ETHICAL LEADERSHIP ON KNOWLEDGE HIDING: MEDIATING ROLE OF TRUST IN LEADER AND MODERATING ROLE OF CONSCIENTIOUSNESS: A CONCEPT PAPER

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Abstract

Purpose: The purpose of this paper is to propose a conceptual framework to examine the impact of ethical leadership on knowledge hiding and to investigate whether trust in the leader acts as a mediator and conscientiousness acts as a boundary condition on ethical leadership and knowledge hiding.

Design/methodology/approach: This study adopts a positivist philosophy and a quantitative, cross-sectional survey design to examine the impact of ethical leadership on knowledge hiding. Data will be collected through a structured questionnaire using validated scales for ethical leadership, knowledge hiding, trust in leader, and conscientiousness. The unit of analysis is individual, with sample size determined using the subject-to-item ratio. Data analysis will be conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS to assess measurement and structural models, including the mediation of trust in leader and the moderation of conscientiousness effects.

Findings: As a conceptual study, this paper proposes that ethical leadership is likely to reduce knowledge hiding by creating a resource-enriching environment. Drawing on the Conservation of Resources (COR) theory, ethical leadership is expected to act as a resource passageway that enhances trust in the leader, thereby discouraging knowledge-hiding behaviour. Furthermore, conscientiousness is proposed to strengthen this relationship, such that employees with higher levels of conscientiousness are less likely to engage in knowledge hiding under ethical leadership. This model suggests that both relational (trust in the leader) and personal (conscientiousness) resources combine to explain how and when ethical leadership mitigates knowledge hiding among employees.

Research limitations/implications: This study is conceptual and requires empirical validation using cross-sectional data. Future research should test the model across industries and cultural contexts. The study provides a foundation for examining ethical leadership as a resource passageway to reduce knowledge hiding and encourages integration of personality traits in leadership research.

Originality/value: This study contributes by positioning ethical leadership as an antecedent of mitigating knowledge hiding. It extends COR theory through the resource passageway perspective and introduces trust in the leader and conscientiousness as key mechanisms, offering an understanding of constructive leadership's role in reducing counterproductive knowledge behaviour.

Keywords: Conscientiousness; Ethical Leadership; Knowledge Hiding; Trust in Leader

DETERMINANTS OF THE RETENTION OF EXPERIENCED NURSING PROFESSIONALS: WITH SPECIAL REFERENCE TO PRIVATE HEALTHCARE SECTOR IN NORTHWESTERN PROVINCE OF SRI LANKA

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Abstract

Purpose: The worldwide inadequacy of experienced nursing staff is an important issue confronting healthcare system worldwide, especially in developing nations. In Sri Lanka, the private healthcare sector is confronted with significant issues regarding the retention of experienced nursing staff. This study aims to investigate the influence of Human Resource Management practices and work environment on the retention of experienced nursing professionals in private healthcare institutions within the Northwestern Province of Sri Lanka.

Design/methodology/approach: The study was grounded on a positivism research philosophy and adopted a deductive approach to investigate the phenomenon. A structured questionnaire was used to collect data from 186 permanently employed nurses using the cluster sampling method from 16 registered institutions within the region. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the data and validate the proposed conceptual framework.

Findings: The study revealed that HRM practices, as represented by personal growth, recognition, and salaries, and work environment factors, represented by supervisor support and work conditions, positively influence employee retention, as represented by organizational commitment, in the private healthcare institutions within the Northwestern Province of Sri Lanka. The study also revealed that the proposed model was significant and demonstrated considerable explanatory power of 0.811, implying that the variables substantially explained the retention of experienced professionals.

Research limitations/implications: Despite the regulatory efforts made by the Private Health Services Regulatory Council, increased turnover intentions among nursing staff remain a major threat to organizational sustainability. The proportion of nursing staff in the private sector with less than five years of experience is considerable, which has led to issues regarding service quality, patient safety, and organizational reputation.

Originality/value: This study contributes to the body of knowledge by filling the gap in the current literature on the retention of experienced professionals in the private healthcare sector within the Northwestern Province of Sri Lanka and provides a significant contribution to the HRM and work environment fields.

Keywords: Employee Retention; Human Resource Management Practices; Northwestern Province; Nursing Professionals; Private Healthcare

EXAMINING THE IMPACT OF AUTHENTIC LEADERSHIP ON WORK ENGAGEMENT WITH AFFECTIVE COMMITMENT AS A MEDIATOR

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Abstract

Purpose: In the evolving context of work engagement and organizational performance, leadership styles have become central to understanding employee motivation and commitment. This research investigates the impact of authentic leadership on work engagement, with affective commitment as a mediating factor, in Sri Lankan commercial banks.

Design/methodology/approach: The study employed a quantitative research design. The study population consists of employees working in selected commercial banks in the region. A stratified random sampling technique was used to select the sample, and primary data were collected from 200 respondents using closed-ended structured questionnaires.

Findings: The analysis showed that employees perceive high levels of authentic leadership (mean = 4.0887), affective commitment (mean = 4.0013), and work engagement (mean = 4.0141). Further, there is a strong and significant correlation between authentic leadership and work engagement ($r = 0.841^{***}$) and between affective commitment and work engagement ($r = 0.924^{***}$). Importantly, mediation analysis confirmed that affective commitment significantly mediates the relationship between authentic leadership and work engagement, reinforcing the notion that employees who are emotionally committed to their organizations are more likely to be engaged, productive, and resilient.

Research limitations/implications: The study offers valuable empirical evidence and practical recommendations for HR professionals, policymakers, and banking sector leaders, emphasizing the need to cultivate authentic leadership practices to build an emotionally committed and engaged workforce in the Sri Lankan banking sector.

Originality/value: The study integrates authentic leadership, affective commitment, and job engagement, offering a holistic model for understanding how organizations can cultivate a more motivated, loyal, and high-performing workplace.

Keywords: Affective Commitment; Authentic Leadership; Work Engagement

AGILITY AT WORK: INVESTIGATING HOW AGILE PERFORMANCE MANAGEMENT AND TEAM COLLABORATION DRIVE EMPLOYEE PERFORMANCE: A STUDY BASED ON FINANCIAL INSTITUTIONS IN THE BADULLA DISTRICT

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Abstract

Purpose: This study explores the relationship between Agile Performance Management Systems (APMS) and employee performance, with a particular focus on the mediating role of teamwork in selected financial institutions in Badulla District, Sri Lanka. Grounded in contemporary performance management theory, the research aims to assess current levels of employee performance and examine both direct and indirect effects of APMS on performance outcomes.

Design/methodology/approach: A quantitative research design was employed, with data collected from 250 employees randomly selected from a population of 1,000 across nine financial institutions. Descriptive statistics, correlation, and regression analyses were used to test the proposed relationships and mediation effects.

Findings: The findings reveal high levels of APMS implementation (mean = 4.3993) and employee performance (mean = 4.3690), with significant positive relationships observed between APMS and employee performance ($r = 0.913^{**}$), APMS and teamwork ($r = 0.895^{**}$), and teamwork and employee performance ($r = 0.737^{**}$). Mediation analysis indicates that teamwork partially mediates the relationship between APMS and employee performance, highlighting its crucial role in translating agile practices into tangible outcomes.

Research limitations/implications: The study underscores the importance of integrating agile performance management with effective teamwork strategies to enhance employee productivity, engagement, and overall organizational performance. By empirically validating the mediating effect of teamwork, this research contributes to the growing literature on agile management practices and provides practical insights for managers in the financial sector seeking to foster a collaborative, adaptive, and high-performing workforce.

Originality/value: By empirically validating the mediating effect of teamwork, this research contributes to the growing literature on agile management practices and provides practical insights for managers in the financial sector seeking to foster a collaborative, adaptive, and high-performing workforce.

Keywords: Agile Performance Management System; Teamwork; Employee's Performance

THE IMPACT OF ADOPTION OF ELECTRONIC HUMAN RESOURCE MANAGEMENT (E-HRM) ON EMPLOYEE PERFORMANCE IN STATE BANKS IN JAFFNA, SRI LANKA

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Abstract

Purpose: The purpose of this research is to thoroughly investigate and analyze the impact of the adoption of e-HRM practices on employee performance within state banks in Jaffna. This study, therefore, seeks to close the gap between e-HRM adoption and its actual impact on employee performance. Addressing the theoretical and practical challenges of this concept, the study tries to empower state banks in Jaffna with the maximization of the potential of digital HR systems in the banks for overall organizational effectiveness.

Design/methodology/approach: This study adopted a quantitative research design to examine the influence of perceived human resource practices on knowledge sharing, with workplace trust as a moderating variable. Guided by Social Exchange Theory, which emphasizes reciprocal relationships and trust in organizational settings, the research collected data through structured questionnaires from a sample of 217 employees in domestically systemically important licensed commercial banks in the Jaffna District, selected using convenience sampling. The data were analyzed using SPSS (version 27.0), employing regression analysis to test both the direct effects of HR practices on knowledge sharing and the moderating effect of workplace trust.

Findings: The study revealed a significant that e-HRM adoption has a significant impact on the enhancement of employee performance in state banks in Jaffna. All the dimensions of e-HRM adoption, such as clarity, expectancy, facilitating conditions, and integration with organizational processes, were found to relate significantly to employee outcomes. e-HRM adoption explains 37% of the variance in employee performance, indicated by an Adjusted $R^2 = 0.369$ from the regression model. With Employee Engagement added as a mediating variable, the explanatory power increases to 40.1% (Adjusted $R^2 = 0.401$), demonstrating a stronger model. Pearson correlation coefficient between e-HRM adoption and employee performance is 0.608, with significance level 0.000, suggesting a strong positive relationship

Research limitations/implications: The research study was geographically confined to state banks in Jaffna. This was crucial in allowing an in-depth investigation of e-HRM practices in a unique socio-economic and cultural context, but it is not good in generalizing findings from this group of employees to other parts of Sri Lanka or sectors. In fact, state banks based in urban centers like Colombo or other developing regions could also have different infrastructural capabilities, employee demographics, and organizational cultures that may differently shape how e-HRM systems are applied and affect

employees. In the future, research could also be extended to a greater number of locations and organizations to develop a better understanding of the impact of e-HRM.

Originality/value: The adoption and effectiveness of e-HRM need a theoretical view that integrates technological, organizational, and human factors. This research borrows its frameworks from three most prominent ones to analyze e-HRM adoption and its impact on employee performance:

Keywords: Banking Sector; Digital HR Practices; Digital Transformation; Employee Performance; e-HRM Systems; HR Technology Adoption; Technological Infrastructure

THE INFLUENCE OF PERCEIVED HUMAN RESOURCE PRACTICES ON KNOWLEDGE SHARING: THE MODERATING EFFECT OF WORKPLACE TRUST IN DOMESTICALLY SYSTEMICALLY IMPORTANT (D-SIBs) LICENSED COMMERCIAL BANKS IN THE JAFFNA DISTRICT

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Abstract

Purpose: The purpose of this study is to examine how employees' perceptions of human resource practices (Training and Development, Performance Appraisal, Compensation and Reward Systems), influence knowledge sharing within domestically systemically important licensed commercial banks in the Jaffna District. It further aimed to explore the moderating role of workplace trust, highlighting whether trust strengthens or weakens the relationship between HR practices and knowledge-sharing behaviors. By doing so, the study sought to provide insights into how banks can foster a culture of collaboration and knowledge exchange to enhance organizational performance.

Design/methodology/approach: This study adopted a quantitative research design to examine the influence of perceived human resource practices on knowledge sharing, with workplace trust as a moderating variable. Guided by Social Exchange Theory, which emphasizes reciprocal relationships and trust in organizational settings, the research collected data through structured questionnaires from a sample of 217 employees in domestically systemically important licensed commercial banks in the Jaffna District, selected using convenience sampling. The data were analyzed using SPSS (version 27.0), employing regression analysis to test both the direct effects of HR practices on knowledge sharing and the moderating effect of workplace trust.

Findings: The study revealed a significant positive relationship between perceived HR practices and knowledge sharing among employees in D-SIBs in the Jaffna District. Training and development emerged as the strongest predictor, while performance appraisal and reward systems also contributed positively. Workplace trust was found to significantly moderate this relationship, strengthening the impact of HR practices on knowledge sharing. Grounded in Social Exchange Theory, the results highlight that both structural HR mechanisms and relational factors such as trust are critical in fostering a collaborative, knowledge-sharing culture within the banking sector.

Research limitations/implications: This study was limited to D-SIBs in the Jaffna District, which may restrict the generalizability of findings to other regions or industries. The use of self-administered questionnaires introduces potential response bias, and the focus on selected HR practices excluded other relevant dimensions such as employee engagement or career planning. Additionally, the cross-sectional design prevents establishing causal relationships. Future research could broaden the sample scope, adopt longitudinal approaches, and incorporate additional HR factors to provide a more comprehensive understanding of knowledge-sharing behavior.

Originality/value: This study adds originality by integrating Social Exchange Theory to explain how perceived HR practices and workplace trust jointly influence knowledge-sharing behavior in the banking sector. While prior research has examined HR practices or trust in isolation, this study uniquely highlights their combined effect within Domestically Systemically Important Banks (D-SIBs) in the Jaffna District. The findings provide both theoretical value, by reinforcing the role of trust as a strategic moderator, and practical value, by offering HR practitioners evidence-based guidance to design employee-centered strategies that foster a sustainable knowledge-sharing culture.

Keywords: Compensation and Reward Systems; Knowledge Sharing; Performance Appraisal; Perceived Human Resource Practices; Training and Development; Workplace Trust

EMPLOYEE TRAINING IN FEDERAL UNIVERSITY WUKARI NIGERIA: EXPLORING COMPARATIVE BEST POLICIES AND PRACTICES OF INDUCTION PROGRAMS

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Abstract

Purpose: This study is an attempt to explore in comparative and theoretical terms global best practices, the induction training programs of newly recruited and redeployed staff of Federal University Wukari, Taraba State, North-East Nigeria through selected timelines. Observations reveal that the induction training program for newly recruited employees and redeployed staff of Federal University Wukari as a routine and policy has been inadequate and in extreme cases absent as the problem of the study. Thus, as its purpose, it probes the subsisting mandate towards the attainment of the general vision and mission of being among top-ranked public universities in global and Nigeria. It argues that being unresponsive will undermine its mission and remain in the domain of 'wishful' thinking'.

Design/methodology/approach: The method follows a qualitative research approach, involving the use of the semi structured interviews, focus group discussions (FDG) of staff labour unions within ethnographic paradigms as the primary method and official documents amongst other secondary sources to interrogate the subject matter.

Findings: The study further triangulates with available theoretical literature of global best practices of staff induction and policies across selected universities towards attaining the specific objectives of this study. The findings reveal that the broader literature of human capital training and development within specific context of Nigeria public and private universities bordering academic and non-academic staff is rather lean and individualistic on the documentation of induction training policy and programs for newly recruited employees.

Research limitations/implications: The implication for the staff induction training changes for future newly recruited employees and policy will affect the medium and long term expected institutional survival and impact. It recommends policy changes based on shared partnership with management and staff, rather than 'top-to-bottom approach that lacks input from below from the end-users.

Originality/value: The study enhances the body of literature on new employee induction towards exploring newer theoretical and policy dimensions on higher education i.e. public and private universities in Nigeria. This is with specific reflections on best global practices and comparative experiences

Keywords: Employee Induction Programs; Employee Training; Policy and Program; Federal University Wukari

DOES EMPLOYEE ENVIRONMENTAL COMMITMENT MEDIATES THE RELATIONSHIP BETWEEN ORGANIZATIONAL GREEN CULTURE AND EMPLOYEE GREEN BEHAVIOUR?

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Abstract

Purpose: As environmental sustainability becomes a strategic priority for modern organizations, where the role of employees in supporting green initiatives has gained increasing attention, particularly within the Banking sector. This study aims to examine the effect of Organizational Green Culture (OGC) on Employee Green Behaviour (EGB), with a particular focus on the mediating role of Employee Environmental Commitment (EEC) among employees working in selected banks in the Batticaloa District of Sri Lanka.

Design/methodology/approach: To meet the study objectives, a quantitative research approach was adopted to collect data from 97 managerial level employees representing seven selected banks using a structured questionnaire. The collected data were analyzed using both descriptive and inferential statistical techniques. Mean and standard deviation values were used to assess the levels of the study variables, while partial least squares structural equation modeling (PLS-SEM), were employed to examine relationships among variables and to examine the mediating effect of employee environmental commitment was examined using a bootstrapping approach.

Findings: The findings reveal that OGC, EEC and EGB are significantly and positively correlated in the selected context. Further, results reveal that EEC fully mediates the relationship between OGC and EGB, suggesting that the influence of green culture on employee behaviour operates entirely through employees' environmental commitment.

Research limitations/implications: The current study focused only on selected banks in the Batticaloa District, limiting generalizability. Data were collected solely through structured questionnaires using a five-point Likert scale, restricting response depth. Additionally, the relatively small sample size may affect the robustness and broader applicability of the findings.

Originality/value: This study contributes to the growing body of knowledge on organizational sustainability and have important practical implications for policymakers and bank management in strengthening environmental protection initiatives and promoting sustainable practices within the banking industry.

Keywords: Banks; Employee Environmental Commitment; Employee Green Behaviour; Organizational Green Culture; Sri Lanka

THE IMPACT OF GREEN TRANSFORMATIONAL LEADERSHIP ON GREEN WORK ENGAGEMENT AMONG HOTEL EMPLOYEES IN TRINCOMALEE

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Abstract

Purpose: This study examines the impact of green transformational leadership (GTL) on green work engagement (GWE) among hotel employees in Trincomalee, Sri Lanka. Specifically, it analyzes how the four dimensions of GTL—idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration which affect employees' engagement in environmentally sustainable work practices.

Design/methodology/approach: Data were collected from 250 hotel employees using a structured questionnaire based on a five-point Likert scale, with respondents selected through simple random sampling. The data were analyzed using SPSS, applying descriptive statistics, correlation, and multiple regression techniques.

Findings: The findings indicate that GTL has a significant positive effect on GWE. Among its dimensions, intellectual stimulation exerts the strongest influence, followed by individualized consideration and inspirational motivation, while idealized influence shows a comparatively moderate effect.

Research limitations/implications: The study's cross-sectional quantitative design limits causal inference. Use of closed-ended questionnaires restricts deeper insights into employee perceptions. The sample of 250 hotel employees in Trincomalee limits generalizability. Reliance on self-reported data may introduce social desirability bias, particularly in assessing environmental attitudes and behaviors.

Originality/value: This study contributes to the sustainability and leadership literature by demonstrating the importance of GTL in promoting employee engagement in green practices within the hospitality sector. The results suggest that hotel management should strengthen leadership approaches that encourage innovation, motivation, and individualized support to enhance environmental engagement and organizational sustainability.

Keywords: Green Transformational Leadership; Green Work Engagement; Hotel Industry

WORKPLACE BULLYING AND EMPLOYEE TURNOVER INTENTION: THE MODERATING ROLE OF FINANCIAL BENEFITS IN THE APPAREL INDUSTRY OF NORTHERN PROVINCE

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Abstract

Purpose: This study examines the impact of workplace bullying on employee turnover intention and investigates the moderating role of financial benefits in the apparel industry of the Northern Province, Sri Lanka. The study aims to determine whether financial benefits can reduce the negative effects of workplace bullying on employees' intention to leave their organizations.

Design/methodology/approach: A quantitative research design was adopted using a deductive approach. Data were collected from 204 operational-level employees in selected apparel companies using a structured questionnaire. Established measurement scales were used, including the Negative Acts Questionnaire for workplace bullying and Mobley's scale for turnover intention. Data analysis was conducted using SPSS, including reliability tests, correlation analysis, and hierarchical regression to test the moderating effect of financial benefits.

Findings: The findings reveal that workplace bullying has a significant positive impact on employee turnover intention. Financial benefits were found to significantly moderate this relationship by weakening the positive association between workplace bullying and turnover intention. However, financial benefits do not completely eliminate the negative effects of workplace bullying.

Research limitations/implications: The study is limited to selected apparel firms in the Northern Province, which may restrict generalisability. The findings suggest that while financial incentives can reduce turnover intention, organizations must prioritize eliminating workplace bullying to ensure long-term employee retention.

Originality/value: This study contributes to the literature by providing empirical evidence from a developing country context and highlighting the partial buffering role of financial benefits in the relationship between workplace bullying and turnover intention.

Keywords: Apparel Industry; Employee Retention; Financial Benefits; Sri Lanka; Turnover Intention; Workplace Bullying

PERCEIVED TECHNOLOGICAL INNOVATIVENESS AS A DRIVER OF ELECTRIC VEHICLE PURCHASE INTENTIONS: THE MEDIATING ROLE OF ATTITUDE TOWARD TECHNOLOGY

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Abstract

Purpose: Electric Vehicles are becoming more important since they reduce greenhouse gas emissions and usage of fossil fuels. However, at present, growing global interest and some supportive policies on the use of Electric Vehicle in Sri Lanka. But its adoption is mostly limited in major cities and not widely promoted in rural and sub urban areas. Therefore, this study aims to examine factors affecting consumers' intention to buy an electric vehicle and to determine the impact of technology attitudes in influencing consumers' acceptance of Electric Vehicles.

Design/methodology/approach: This study will use a quantitative approach with a non-probability convenience sampling method in a cross-sectional design. Data will be collected using a primary data collection method through a structured questionnaire. The dimensions of perceived technological innovation include perceived value, environmental concern, infrastructure availability, and social influence, will be measured using a validated 5-point Likert scale questionnaires. Similarly, attitudes toward technology and purchase intention will be measured using validated 5-point Likert scale questionnaires. Data will be collected from 384 non-users of electric vehicles in the Trincomalee District, Sri Lanka. The data will be analyzed using correlation and regression analysis with Partial Least Squares Structural Equation Modeling (PLS-SEM) and SPSS.

Research limitations/implications: A key limitation of this study will be the absence of a longitudinal design, which would offer stronger evidence for causal relationships but is beyond the scope of the current research. As a practical implication manufactures will need to ensure that these innovations are visible, understandable, and meaningful to consumers through interactive experience, emphasize user friendly technological features and practical benefits such as cost savings, efficiency, and environmental impact.

Originality/value: This study will extend technology adoption literature by integrating perceived technological innovativeness dimensions with attitude as a mediator, offering novel insights into electric vehicle purchase intentions in a developing country context.

Keywords: Attitudes Towards Technology; Electric Vehicle; Perceived Technological Innovations; Perceived Value; Purchase Intention

THE ROLE OF STORE IMAGE ON PURCHASE INTENTION: MEDIATING ROLE OF CONSUMER ATTITUDE TOWARDS PRIVATE LABEL BRANDS SUPERMARKET INDUSTRY IN THE WESTERN PROVINCE OF SRI LANKA

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Abstract

Purpose: This study investigates how store image influences consumers' purchase intention towards Private Label Brands (PLBs) in Sri Lankan supermarket industry. It also examines the mediating role of consumer attitude towards store image & purchase intention. This study utilizes cue utilization theory. Thus, prevailing drastic competition between national brands and private label brands this study aims to foster insignificant insights to uplift store brands.

Design/methodology/approach: A quantitative, positivism, deductive cross-sectional survey design applies by targeting 384 supermarket consumers in Sri Lanka's Western Province, using convenience sampling. Unit of analysis of the study, consumers who visit to supermarkets in the western province of Sri Lanka. Data were collected via a structured questionnaire through online with five-point Likert-scale items. Data primary data & secondary data utilize in this study. Data analysis conducted through SPSS, AMOS software. All Reliability items values exceed the accepted (Cronbach's alpha >0.7) threshold level .and validity KMO values exceeds 0.5 level and Process macro use for mediation testing

Findings: Descriptive statistics showed positive perceptions of store image and PLBs. Correlations indicated strong positive links between store image dimensions, attitude, and purchase intention ($p < 0.001$). Regression mode fit R square value indicates 0.700. Merchandising, Layout dimensions was the most influencing factor towards purchase intention, merchandise ($B = 0.427$), layout ($B = 0.232$). Consumer attitude partially mediated direct effect indicates 0.4886 and indirect effect reviles 0.4085 value. For the brand managers, marketers and various policy makers these insights provide valuable information on enhancing store image of private label brands.

Research limitations/implications: Convenience nonprobability sampling limits generalizability. Enhanced geographical proximity beyond Western Province. Thus, this study mainly focus on supermarket industry can apply for various other contexts and fields, also this adopted quantitative research design much more in deep insights cannot grab future focusing more on qualitative aspects provides insignificant insights as well future studies could use probability sampling and longitudinal designs & other scales and variables in align to research study. Thus, this study provides Implications to retailers, marketers, brand managers and policy makers to further enhanced store image of private label brands.

Originality/value: This study empirically tests store image various dimensions impact on PLB purchase intention in Sri Lanka by utilizing consumer attitude as mediation. Thus, most of studies conducted in global context limited studies found in Sri Lankan context therefor this study provides valuable insights specially in the supermarket industry. This also emphasis various research gaps and future research avenues as well.

Keywords: Consumer Attitude; Private Label Brands; Purchase Intention; Store Image

EXAMINING THE IMPACT OF QR CODE SYSTEM IMPLEMENTATION ON CONTINUOUS INTENTION ON THE BASIS OF PERCEIVED FLOW IN ONLINE-SHOPPING AT JAFFNA DISTRICT, SRI LANKA

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Abstract

Purpose: This study aims to identify and examine the impact of QR code system characteristics on continuous intention in online shopping at Jaffna District, Sri Lanka. It specifically investigates how usefulness, acceptability, and feasibility influence continuous intention through the mediating role of perceived flow based on the Stimulus-Organism-Response (SOR) model.

Design/methodology/approach: A quantitative research design was employed based on the SOR theoretical model. Data were collected through an online survey administered to 235 respondents with prior experience in QR code-based online shopping, of which 209 valid responses were retained for analysis. A snowball sampling technique was utilized due to the difficulty in identifying the target population. The data were analyzed using SPSS, incorporating descriptive statistics, reliability and validity assessments, Pearson correlation analysis, multiple regression analysis, and mediation analysis to evaluate the hypothesized relationships.

Findings: The findings reveal that acceptability and feasibility have a significant impact on perceived flow, while usefulness does not show a direct significant effect. Perceived flow significantly influences continuous intention and partially mediates the relationship between usefulness, acceptability, feasibility, and continuous intention. These findings underscore the critical role of immersive user experience in translating system attributes into sustained behavioral engagement.

Research limitations/implications: The study is limited to respondents from the Jaffna District, which may restrict generalizability. The use of self-reported data may introduce bias. Future research is encouraged to incorporate broader samples and additional variables, such as trust and perceived security, to further extend the model. The findings imply that QR code systems should be designed not only for functionality but also to enhance user experience, thereby supporting sustained consumer engagement in digital commerce.

Originality/value: This study contributes by applying the SOR model to QR code systems in online shopping within a Sri Lankan context. It provides empirical insights into how perceived flow mediates the relationship between usefulness, acceptability, feasibility and continuous intention, offering practical implications for e-commerce platforms and digital marketers.

Keywords: Continuous Intention; Online Shopping; Perceived Flow; QR Code Systems; Sri Lanka

GREEN GAP IN BUYING BEHAVIOUR TOWARDS ENERGY EFFICIENT APPLIANCES: INSIGHTS FROM AN EMERGING NATION'S PERSPECTIVES

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Abstract

Purpose: This study examines the adoption of Energy Efficient Appliances (EEAs) as a strategy to reduce household energy consumption and environmental impact. It specifically investigates the “attitude–behavior gap” by exploring how consumers’ positive attitudes toward EEAs translate into actual purchasing behavior within the Sri Lankan context, guided by the Attitude–Behavior–Context (ABC) theory.

Design/methodology/approach: A quantitative explanatory research design was employed using an online survey targeting household consumers aware of EEAs in Sri Lanka. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess both measurement and structural models. The approach evaluated construct reliability and validity while examining the moderating effects of demographic, psychographic and social factors on the attitude–behavior relationship.

Findings: Results reveal that consumer attitude significantly influences purchasing behavior toward EEAs. Among the moderating variables, perceived benefits, trust in technology, and media influence significantly strengthen the attitude–behavior relationship. In contrast, demographic factors such as age, gender, and income do not exhibit a significant moderating effect. The model demonstrates moderate explanatory and predictive power, confirming the relevance of Social and psychological drivers in shaping sustainable purchasing decisions.

Research limitations/implications: The study is limited to self-reported data from an online survey and focuses on consumers already aware of EEAs, which may restrict generalizability. Future studies should aim to conduct longitudinal studies. In addition, experimental designs could be used to test causal relationships. The findings contribute to extending ABC theory by highlighting key contextual moderators influencing sustainable consumption in emerging economies.

Originality/value: This study offers unique perspective into the attitude–behavior gap by integrating and psychological factors within the ABC framework in a developing country context. It provides actionable implications for promoting EEA adoption and advancing sustainable consumption practices in Sri Lanka.

Keywords: Attitude; Buying Behavior; Energy Efficient Appliances; Green Consumption; Sustainable Consumption

MANAGERIAL GUIDELINES FOR EVALUATING ALTERNATIVE SUPPLY CHAIN DESIGNS

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Abstract

Purpose: We derive simple managerial rules for whether centralization, postponement, or responsiveness is cheapest for a supply chain. In postponement, the unit cost of manufacture will increase when compared to early differentiation. In responsiveness, a shorter lead time will command a higher unit cost of procurement when compared to a longer lead time. Both effects are captured in our analysis.

Design/methodology/approach:

We define:

C Centralized, D Decentralized

P Postponed, D Differentiated

E Efficient, R Responsive

K = number of locations (indexed by k)

P = number of items (indexed by p)

μ = mean demand for p, k

σ = standard deviation of demand for p, k

CSL = service level

C = item cost

h = holding cost rate

L = lead time

We also define: $B = hCZ_{CSL}\sigma$.

Cost will increase when manufacturing is delayed:

mC = item cost when postponed ($m > 1$)

Also, a shorter lead time results in increased cost:

qC
= item cost with shorter lead time ($q > 1$)

Next, we derive cost expressions for safety stock and material for eight SC configurations.

Findings: The eight cost expressions are (PK is common to all expressions and is omitted)

Configuration	Cost
DDE	$\sqrt{L_E} B + \mu C$
DPE	$m \left[\sqrt{\frac{L_E}{P}} B + \mu C \right]$
CDE	$\sqrt{\frac{L_E}{K}} B + \mu C$
CPE	$m \left[\sqrt{\frac{L_E}{PK}} B + \mu C \right]$

Configuration	Cost
DDR	$q \left[\sqrt{L_R} B + \mu C \right]$
DPR	$qm \left[\sqrt{\frac{L_R}{P}} B + \mu C \right]$
CDR	$q \left[\sqrt{\frac{L_R}{K}} B + \mu C \right]$
CPR	$qm \left[\sqrt{\frac{L_R}{PK}} B + \mu C \right]$

On a numerical example with $K = 16$, $P = 200$, $\mu = 100$, $\sigma = 80$, $CSL = 95\%$, $C = \$500$, $h = 2\%$, $L_E = 4$, $L_R = 2$, $m = 1.25$, and $q = 1.15$, CDE is the best supply chain configuration with a cost of \$162,105,413.

Research limitations/implications: The assumptions about the independent and identical nature of the demands at the retail locations as well as the deterministic lead times limits the scope of this work. [These assumptions made our analysis amenable to the “square root law”.] Further study could look at correlated demands and stochastic lead times.

Originality/value: The contribution of this paper is in the analytical integration of three separate supply chain configuration strategies into a single and simple decision framework. To the authors’ knowledge, no past literature has focused on evaluating all three configuration strategies simultaneously.

Keywords: Centralization; Lead Time; Postponement; Responsiveness; Risk Pooling; Safety Stock

SELLER INTERACTIVITY AND PERSONALISATION IN CONVERSATIONAL COMMERCE: EFFECTS ON CUSTOMER ENGAGEMENT AND SALES CONVERSION AMONG SRI LANKAN SOCIAL MEDIA-BASED BUSINESSES

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Abstract

Purpose: Conversational commerce enables real-time interaction between buyers and sellers through messaging platforms such as WhatsApp, Instagram Direct, and Facebook Messenger. In Sri Lanka, micro and small sellers rely heavily on chat-based selling due to low cost and accessibility. This study examines how seller interactivity and personalisation influence customer engagement and how customer engagement drives sales conversion.

Design/methodology/approach: A quantitative approach was adopted using 201 responses collected from micro and small social media sellers engaged in chat-based selling across Sri Lanka. Data were gathered through structured questionnaires using a five-point Likert scale. Due to the informal nature of the population, a non-probability sampling technique was applied. The proposed relationships were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). Reliability and validity were assessed using composite reliability, outer loadings, and AVE, while discriminant validity was evaluated using HTMT. Bootstrapping with 5,000 resamples was used to test the significance of structural relationships.

Findings: The results show that seller interactivity ($\beta = 0.238$, $p = 0.001$) and personalisation ($\beta = 0.206$, $p = 0.001$) have significant positive effects on customer engagement. Customer engagement also significantly influences sales conversion ($\beta = 0.272$, $p < 0.001$). These findings confirm the mediating role of engagement in linking conversational practices with sales outcomes. Interactive and personalised communication enhances customer involvement, increasing the likelihood of purchase and highlighting the importance of seller-driven communication behaviours in informal conversational commerce environments.

Research limitations/implications: The study focuses on micro and small sellers in Sri Lanka operating in informal digital marketplaces, which may limit generalisability. The findings provide practical implications by emphasising the importance of interactive and personalised communication in improving customer engagement and increasing sales conversion.

Originality/value: This study contributes to conversational commerce literature by focusing on seller-driven communication behaviours in informal chat-based environments and highlighting customer engagement as a key mechanism linking interactivity and personalisation with sales conversion.

Keywords: Conversational Commerce; Customer Engagement; Interactivity; Personalisation; Sales Conversion

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON COMPETITIVE ADVANTAGE AND BUSINESS SUCCESS: EVIDENCE FROM THE PRIVATE BANKS IN JAFFNA PENINSULA, SRI LANKA

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Abstract

Purpose: After the civil conflict, several private banks, both international and domestic, have sustained in the Jaffna peninsula; and with a prospering banking industry, Corporate Social Responsibility (CSR) is apparently conducive to both Business Success and Competitive Advantage; and to what extent is this notion stable is the intention of this cross-sectional, small-scale study on the private banking industry of Jaffna

Design/methodology/approach: Based on Saunders' Research Onion, positivism philosophy is utilized to objectively assess the relationship between CSR and business success and competitive Advantage; a deductive approach, and a mono-method quantitative strategy. The five-point Likert style survey method is catered to the employees of 15+ private banks and their respective branches across Jaffna; a cross-sectional design is opted to capture the data at a single point in time in the first quarter of the 2025. Pertaining to Krejcie and Morgan's table, a sample of 108 is derived for a tentative population of 150, but 102 were the only useable date sets. SPSS software is used for bivariate Pearson correlation; Regression ANOVA; Cronbach's Reliability statistics.

Findings: The results showed that philanthropic CSR is the most significant predictor for competitive advantage and that competitive advantage is the most significant predictor of business success, indicating a correlation factor; while philanthropic CSR is the most significant predictor of competitive advantage, legal CSR is not a statistically significant predictor; while competitive advantage is the most significant predictor of business success, economic CSR is not sufficiently statistically significant. All Cronbach's alpha values have high correlation. As reported by Fahy (2000) this study shows a strong relationship between competitive advantage and business success, this is also true in Mai & Nguyen (2021).

Research limitations/implications: The insights from this research cannot be overgeneralized since it did cover solely a substantial number of banks across Jaffna; thus, expanding this research across the island is good for further research. To attain fairly or decently generalizable outcomes, the survey could take a mixed method approach to increase validity, and pilot studies could be utilized.

Originality/value: Since philanthropic CSR has been the most significant predictor, Jaffna private banking industry's CSR-motives maybe philanthropy-oriented; banks should invest on that for leveraging competitive advantage; competitive advantage is the most significant predictor of business success. Besides, environmental CSR could benefit firm's reputation through transparency and fair practice and sustainability

Keywords: Banking industry; Business success; Competitive advantage; CSR; Jaffna

THE IMPACT OF SOCIAL MEDIA INFLUENCER ATTRIBUTES ON CLOTHING BRAND PURCHASE INTENTION OF GENERATION Z CONSUMERS IN KURUNEGALA DISTRICT OF SRI LANKA

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Abstract

Purpose: Particularly among Generation Z (Gen Z), who are very active in digital areas, the quick rise of Social Media Influencers (SMIs) has changed consumer engagement and purchase behaviors. This study is to investigate the influence of five SMI attributes, credibility, professionalism, attractiveness, authenticity, and interactivity, on Gen Z consumers' inclination to purchase apparel brands in Sri Lanka's Kurunegala District.

Design/methodology/approach: Data were collected from 196 Generation Z consumers in the Kurunegala District using a structured questionnaire through a purposive sampling technique, and the data were analysed using descriptive statistics, correlation analysis, and multiple regression analysis with the support of SPSS software.

Findings: The results showed that purchase intention was highly influenced by authenticity, interactivity, believability, and beauty. In this study, the term authenticity is consistently used to represent the perceived genuineness and honesty of social media influencers. Professionalism had no discernible impact, but sincerity turned out to be the best predictor. These findings demonstrate that authentic, engaging influencer content is increasingly valued over highly polished or formal presentations.

Research limitations/implications: This study is subject to several limitations. The geographic focus on Kurunegala District limits generalizability. The cross-sectional design restricts causal interpretation. Self-reported data may introduce bias. Only five influencer attributes were examined, with other relevant factors excluded. Furthermore, the online survey approach may underrepresent less digitally active Gen Z consumers.

Originality/value: The study comes to the conclusion that in order to increase brand trust and influence consumer decisions, marketers should give priority to genuine and interesting influencer partnerships. The study offers useful insights for businesses aiming to reach Gen Z in semi-urban settings, as well as theoretical contributions to the theories of Source Credibility, Source Attractiveness, and the SOR Model.

Keywords: Clothing Brands, Generation Z, Purchase Intention, Social Media Influencers, Sri Lanka

THE IMPACT OF CONSUMER PERCEPTION ON BRAND LOYALTY: A CASE STUDY OF LOW GLYCEMIC INDEX (GI) RICE BUSINESSES IN KANDY DISTRICT, SRI LANKA

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Abstract

Purpose: This study examines the impact of consumer perception—specifically product quality, packaging, price, brand image, and health benefits—on brand loyalty toward CIC Low Glycemic Index (GI) Rice among health-conscious consumers in the Kandy District, Sri Lanka.

Design/methodology/approach: The study adopted a positivist research philosophy and a deductive quantitative approach using a cross-sectional survey strategy. Data were collected from 385 urban consumers (aged 18–65) in Kandy District through structured questionnaires. Sampling involved a combination of quota, judgmental, convenience, and snowball techniques, targeting shoppers at major retail outlets including Keells, Cargills, Arpico, and Glowmark. Data analysis was performed using SPSS, employing descriptive statistics, Cronbach's alpha reliability tests, Pearson correlations, and multiple regression analysis.

Findings: The results indicate a strong positive relationship between consumer perception and brand loyalty. Multiple regression analysis revealed that brand image is the strongest predictor of loyalty, followed by price perception, product quality, and packaging. Interestingly, while perceived health benefits were rated highly by consumers and showed a positive correlation with loyalty, they did not independently predict brand loyalty when other factors were considered together. This suggests that while health claims attract consumers, sustained loyalty is driven by brand trust, perceived value for money, and consistent product performance.

Research limitations/implications: For management at CIC and similar FMCG firms, the findings suggest that marketing strategies should move beyond just health positioning. Strategic priority should be given to strengthening brand image and communicating price fairness. Retailers can enhance loyalty by improving in-store visibility and providing educational materials on low GI benefits to reduce consumer uncertainty.

Originality/value: This research fills an empirical gap by examining the specific perception-loyalty relationship for functional staple foods in a developing economy context. It conceptualizes brand loyalty for health-oriented rice as a multi-dimensional process driven more by symbolic trust and value-based reasoning than by functional health claims alone.

Keywords: Brand Image; Consumer Perception; Kandy District; Low GI Rice; Price Perception

MAPPING THE KNOWLEDGE LANDSCAPE OF BLOCKCHAIN IN SUPPLY CHAINS: BIBLIOMETRIC INSIGHTS AND EMERGING TRENDS

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Abstract

Purpose: Blockchain technology has become an important driver of transparency, traceability, and trust in supply chains, while Industry 4.0 has promoted the adoption of technologies such as AI, cloud computing, and IoT in supply chain systems. Although research on blockchain applications in supply chain management has increased significantly, comprehensive bibliometric studies remain limited. Therefore, this study conducts a bibliometric analysis of blockchain-enabled supply chain research published between 2014 and 2024 to examine the intellectual structure and development of the field.

Design/methodology/approach: The study employs a bibliometric analysis approach using 1,858 Scopus-indexed publications collected through the PRISMA framework. Data analysis was conducted using the Bibliometrix package and Biblioshiny interface in RStudio to evaluate publication trends, influential countries, thematic structures, and research clusters within the blockchain and supply chain management domain.

Findings: The findings indicate a significant growth in blockchain-enabled supply chain research, with China, India, and the United States identified as the leading contributors. Three key research areas were recognized: blockchain foundations and distributed ledger technologies, blockchain applications in supply chain and logistics operations, and governance, trust, and performance-related issues. The study also highlights emerging themes such as sustainability, circular economy practices, and the integration of blockchain with IoT and artificial intelligence as important directions for future research.

Research limitations/implications: The study is limited to publications indexed in the Scopus database and may therefore exclude relevant studies from other databases and non-English sources. Nevertheless, the findings provide valuable insights into the evolution of blockchain-enabled supply chain research and contribute to a clearer understanding of the field's intellectual structure. The study also highlights emerging research themes that may guide future theoretical and empirical investigations.

Originality/value: This study offers a comprehensive bibliometric synthesis of blockchain research within supply chain management by systematically mapping publication trends, thematic developments, and intellectual clusters. It contributes to the literature by clarifying the theoretical landscape of blockchain-enabled supply chains and identifying future research opportunities associated with sustainability, circular economy practices, and Industry 4.0 integration.

Keywords: Bibliometric Analysis; Blockchain; Digital Transformation; Industry 4.0; Supply Chain Management

IMPACT OF SUSTAINABLE SUPPLY CHAIN PRACTICES ON FINANCIAL PERFORMANCE IN FOOD PROCESSING SMEs IN SRI LANKA

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Abstract

Purpose: The study examined the impact of sustainable supply chain practices on the financial performance of food processing SMEs in Sri Lanka. The objective is to measure how effectively these sustainable supply chain practices such as green product design, green purchasing, green marketing and supply chain practices impact financial performance. The study focuses to fulfil the gap of the financial impact of sustainable supply chain practices adoption in Sri Lankan food processing SMEs.

Design/methodology/approach: This study is a Systematic Literature Review (SLR) of empirical studies conducted between 2000 and 2025. The relevant research was researched in established academic databases and screened based on the inclusion criteria such as relevance to SMEs, sustainable practices, and financial performance and excluding studies that were conceptually irrelevant. The review shows significant themes, trends and gaps in the literature on sustainable supply chain practices and financial performance.

Findings: The results show that sustainable supply chain practices have a positive impact on financial performance through cost reduction, efficiency improvement and improved competitive advantage. Practices such as green product design and green purchasing help reduce waste and cost reduction, while green marketing improves customer demand and profit. However, the financial outcomes are not always accurate, especially for SMEs that have resource limitations, high implementation costs and limited technical capabilities. The impact of these practices depends on internal capabilities, supplier relationships and external institutional support.

Research limitations/implications: The study is limited to a review of the existing literature and does not require primary empirical data. The study identifies the future quantitative studies to validate the relationship between sustainable supply chain practices and financial performance in the Sri Lankan food processing SMEs. The study also suggests that policymakers and professionals should implement measures to improve institutional resources, financial availability and technological capabilities to improve sustainability adoption.

Originality/value: This study provides to the literature by establishing a significant research gap in the context of Sri Lankan food processing SMEs. It provides a comprehensive analysis of the impact of sustainable supply chain practices on financial performance in developing countries and provides a framework for future empirical research in this sector.

Keywords: Financial Performance; Food Processing SMEs; Profitability; Sri Lanka; Sustainable Supply Chain Practices

NAVIGATING THE UNCANNY VALLEY: CONSUMER PERCEPTIONS AND RESPONSES TO HUMAN-LIKE AI IN THE MARKETING CONTEXT

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Abstract

Purpose: The rapid increase of realistic Artificial Intelligence (AI) used in marketing has intensified the scholarly and managerial interest in the psychological dynamics of human–AI interaction. Prior research indicates that the anthropomorphic design strategies have enhanced the perceived social presence and emotional engagement. However, it also triggers the Uncanny Valley Effect. Uncanny Valley Effect is the state of unease that arises when artificial entities appear almost, but not entirely human. Although there is research on the existence of this discomfort, only limited attention has been given to understanding how consumers cognitively and emotionally make sense of such experiences, particularly within the non-Western Context. Also, there is limited research conducted within the AI context. Addressing this gap, this study investigates how Sri Lankan consumers interpret, rationalize and respond to human-like AI used in modern marketing contexts.

Design/methodology/approach: This study will adopt an interpretivist paradigm using a qualitative, exploratory research design. Data will be collected through semi structured, in-depth interviews from 20-30 digitally active Sri Lankan consumers with prior exposure to human-like AI used in contemporary marketing contexts. Vignette based elicitation techniques will be used by featuring human-like AI embedded within contemporary marketing materials to elicit participants' reflective and affective responses. Data will be interpreted through thematic analysis to identify the recurring emotional, cognitive and behavioural patterns associated with uncanny experiences.

Findings: This study aims to conceptualize uncanniness as a navigable process shaped by sense making and boundary negotiation and not as a static emotional reaction. It is expected that the consumers will employ strategies such as categorization shifting, rationalization, adaptation or avoidance to resolve the uncertainty that consumers face between “human” and “machine”.

Research limitations/implications: By conducting the research within the Sri Lankan context, this research aims to contribute significantly to the culturally grounded insights that challenge Western-centric assumptions in existing literature. The results are expected to provide a conceptual framework that shows how customers negotiate the almost-human threshold and to guide ethical, human-like AI design and strategic marketing deployment. Furthermore, the study will offer actionable insights for marketers to develop long lasting trust in AI mediated contexts while also advancing theoretical knowledge of anthropomorphism and sense-making.

Originality/value: This study contributes by conceptualising the Uncanny Valley as a dynamic, culturally mediated sense-making process within a non-Western context. It extends human–AI interaction literature while offering practical insights for designing human-like AI that reduces discomfort and builds consumer trust.

Keywords: AI in Marketing; Anthropomorphic AI; Consumer Sense-Making; Human–AI Interaction; Uncanny Valley Effect

CONSUMER ACCEPTANCE OF TEXTILE RENTAL SERVICES IN SRI LANKA: THE MEDIATING ROLE OF TRUST IN HYGIENE PRACTICES

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Abstract

Purpose: Circular business models, such as textile rental services, are potential solutions for reducing waste in the fashion sector. However, consumer acceptance of circular business models is limited in the Sri Lankan context. Based on the Theory of Planned Behavior and Value-Based Consumption Theory, this study investigates the impact of fashion involvement and perceived value on consumer acceptance of Textile Rental Services, using trust in hygiene standards as a mediating variable.

Design/methodology/approach: The quantitative research design was used, and data were collected from the 384 consumers aged 18 to 35 years in the Western Province of Sri Lanka through structured questionnaire. Purposive sampling approach was used to select the respondents for the study because there is no any sampling framework. The data were analyzed using SPSS 27 software and PROCESS Macro (Model 4) to investigate the proposed mediation effects.

Findings: According to the study's findings, fashion participation and perceived value have a substantial beneficial effect on customer acceptance of textile rental services. Furthermore, confidence in cleanliness habits serves as a partial mediator in the interaction. Perceived value has a significant indirect effect via trust, and fashion involvement has a high explanatory power for consumer acceptance.

Research limitations/implications: The findings of this study broaden the application of the Theory of Planned Behaviour to circular fashion context in underdeveloped countries such as Sri Lanka by explaining how attitudes, perceptions of value, and trust influence consumer adoption of circular fashion.

Originality/value: This study offers innovative and novel insights into emerging circular economy literature in the South Asian developing context. The findings are critical for textile rental platforms to design services that deliver high value to their customers and promote sustainable fashion consumption in the Sri Lankan context.

Keywords: Circular Fashion; Fashion Involvement; Perceived value; Textile rental Services

THE INFLUENCE OF SOCIAL MEDIA MARKETING COMMUNICATION ON PURCHASE INTENTION AMONG SUPERMARKET CUSTOMERS: A STUDY OF THE SUPERMARKET INDUSTRY IN WESTERN PROVINCE, SRI LANKA

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Abstract

Purpose: This study investigates the influence of social media marketing communication on purchase intention among supermarket customers in the Western Province of Sri Lanka. Specifically, it examines the effects of four key components - brand awareness, brand knowledge, brand liking, and brand preference - on consumers' purchase intentions within the supermarket sector, which are extensively engaging in using social media, especially Facebook, as part of their promotion strategies.

Design/methodology/approach: The study follows a quantitative, positivist approach, drawing on the Hierarchy of Effects Model and Duffett's (2017) validated framework. Questionnaires consisting of 40 structured items on a five-point Likert scale were administered to 389 supermarket customers from the Western Province, via Facebook messenger. After removing process of incomplete or outlier responses, 365 usable replies were carried forward for analysis. SPSS version 27 was used to run reliability checks (Cronbach's alpha), validity tests, assumption diagnostics, and multiple linear regression for hypothesis testing.

Findings: Based on results of multiple linear regression analysis, the findings confirm all four hypotheses of this study. It was revealed that brand awareness, brand knowledge, brand liking, and brand preference significantly positively impacted purchase intention. Among them, brand knowledge stood out as the most powerful driver ($B = 0.357$, $\beta = 0.330$, $p < .001$), suggesting that consumers who feel well-informed about a brand are far more likely to act on that intention. Brand liking came second ($B = 0.203$), followed by brand preference ($B = 0.186$) and brand awareness ($B = 0.146$). Together, the four variables explained 33.6% of the variation in purchase intention ($R^2 = 0.336$, $F(4, 360) = 45.575$, $p < .001$).

Research limitations/implications: The findings are limited to the Western Province and to Facebook as the primary platform, so caution is needed when applying them elsewhere. The cross-sectional design also means identify associations rather than causation. The results give supermarket managers clear direction: investing in content that genuinely educates and emotionally connects with customers is likely to pay off more than simply chasing brand visibility.

Originality/value Very few studies have empirically tested how social media marketing shapes consumer behaviour in Sri Lanka's retail sector. By applying Duffett's (2017) framework to the supermarket context in Sri Lanka, this study fills that gap and provide practical implications to supermarket marketers for implementing an effective social media marketing communication strategy.

Keywords: Brand Awareness; Brand Knowledge; Brand Liking; Brand Preference; Purchase Intention; Social Media Marketing Communication

A CONCEPT PAPER OF PERCEIVED RISKS ON BUY NOW PAY LATER (BNPL) ADOPTION INTENTION: A PERCEIVED RISK THEORY PERSPECTIVE

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Abstract

Purpose: This study aims to examine the impact of perceived psychological, social, and performance risks on consumers' intention to adopt Buy Now Pay Later (BNPL) services. Grounded in Perceived Risk Theory, the study seeks to address the limited systematic understanding of how different risk dimensions influence BNPL adoption, particularly in emerging markets such as Sri Lanka.

Design/methodology/approach: A systematic literature review was conducted using a PRISMA-based approach. Relevant studies were retrieved from four major academic databases: ScienceDirect, Emerald Insight, IEEE Xplore, and ResearchGate. An initial pool of 253 articles was identified, and after applying screening and eligibility criteria, 85 studies were selected for final analysis. The study synthesizes existing empirical findings to evaluate the impact of perceived risk dimensions on BNPL usage intention.

Findings: The findings reveal that perceived psychological risk has the strongest negative influence on BNPL adoption intention, primarily due to consumer anxiety and concerns regarding future financial obligations. In contrast, perceived social risk and perceived performance risk were found to have less significant or inconsistent effects on adoption intention. The results highlight the dominant role of emotional and cognitive factors in shaping consumer decision-making in the BNPL context.

Research limitations/implications: This study is limited by its reliance on secondary data and the exclusion of primary empirical validation. Additionally, the focus on selected databases may limit the comprehensiveness of the literature. Future research should incorporate empirical data and explore moderating or control variables such as risk tolerance in different cultural contexts.

Originality/value: This study contributes to the literature by providing a structured and comprehensive synthesis of perceived risk dimensions in BNPL adoption. It extends the application of Perceived Risk Theory in fintech and offers insights for practitioners and policymakers to enhance transparency and reduce psychological barriers in digital financial services.

Keywords: Buy Now Pay Later (BNPL); Buying Intention; Perceived Performance Risk; Perceived Psychological Risk; Perceived Social Risk

EFFECT OF CORPORATE SOCIAL RESPONSIBILITY DISCLOSURES ON FINANCIAL PERFORMANCE: EVIDENCE FROM LICENSED COMMERCIAL BANKS IN SRI LANKA

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Abstract

Purpose: The banking sector in Sri Lanka is exceptionally competitive. Consequently, bankers are more concerned with CSR initiatives in a financially advantageous way. Therefore, the researcher examines the effect of corporate social responsibility (CSR) disclosures on the financial performance (FP) of licensed commercial banks (LCBs) in Sri Lanka. Even though numerous researchers explore this area, findings of such CSR initiatives on FP remain controversial.

Design/methodology/approach: A sample of ten out of twenty -four LCBs was selected over a five-year period (2021 to 2025). The independent variables were customer, workplace and workforce, community, and environmental CSR, measured using CSR indexes. The dependent variables were return on assets (ROA) and return on equity (ROE), while bank size and age were included as control variables, calculated using the natural logarithms of total assets and years of operation. Secondary data, mainly obtained from the banks' annual reports, were analyzed using regression analysis, correlation analysis, and descriptive statistics to examine the impact and relationship of LCBs' CSR disclosures on FP.

Findings: The findings indicate that CSR activities positively and significantly influence financial performance, particularly ROE, while their effect on ROA is insignificant. Regression results suggest that CSR programs enhance profitability but do not significantly impact loans, investments, or other asset-related components. These findings provide important insights for banking sector decision-makers and policymakers. This study further approaches the research problem and the research question of whether CSR practice affects the financial performance of the LCBs in Sri Lanka and aims to fill the research gap in the existing literature by conducting this study more rationally.

Research limitations/implications: This study focuses only on licensed commercial banks in Sri Lanka, limiting generalizability to other institutions or industries. It uses selected variables, suggesting future research should include broader financial institutions, additional moderating or mediating factors, and cross-industry or cross-country comparisons to enhance understanding of CSR–financial performance relationships.

Originality/value: This study provides new empirical evidence on the CSR–financial performance relationship in Sri Lanka's licensed commercial banks by analyzing multiple CSR dimensions. It adds value by revealing differential impacts on ROA and ROE, offering practical insights for banking decision-makers.

Keywords: Corporate Social Responsibility; Financial Performance; Licensed Commercial Banks; Return on Assets; Return on Equity

SPATIOTEMPORAL DYNAMICS OF LAND SURFACE TEMPERATURE AND URBAN THERMAL STRESS IN COLOMBO: IMPLICATIONS FOR SUSTAINABLE URBAN DEVELOPMENT (2015-2025)

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Abstract

Purpose: Rapid urbanization in tropical cities accelerates surface warming and intensifies heat stress, threatening urban livability. This study evaluates the spatiotemporal patterns of Land Surface Temperature (LST) and the Urban Thermal Field Variance Index (UTFVI) within the Colombo Municipal Council (CMC), Sri Lanka, from 2015 to 2025, to understand how land use and land cover (LULC) transformations impact urban thermal comfort.

Design/methodology/approach: This study utilizes multi-temporal Landsat 8 and 9 imageries acquired during dry seasons across four timepoints (2015, 2019, 2023, and 2025). LST was derived through radiometric calibration and emissivity correction. The UTFVI was computed to quantify thermal stress and classify comfort levels. Vegetation and built-up densities were assessed using the Normalized Difference Vegetation Index (NDVI) and Normalized Difference Built-up Index (NDBI). Land cover was classified into built-up, vegetation, water, and barren lands using a deep learning framework. Finally, Pearson correlation was applied to statistically quantify the relationships between surface temperature and the selected biophysical indices over the decade.

Findings: Results reveal a clear intensification of urban thermal stress. Mean LST increased from 26.51°C in 2015 to 28.50°C in 2025, with maximum temperatures peaking at 33.77°C in 2023. This warming corresponds with built-up area expansion (from 34.42 to 39.56 km²) and a 25% decline in green cover. Correlation analysis identified built-up intensity (NDBI) as the dominant driver of surface warming ($r = 0.359$ to 0.609 , $p < 0.001$). Furthermore, UTFVI maps indicate a significant spatial consolidation of "Strongest" thermal stress classes by 2025, evidencing severely deteriorating urban thermal comfort across dense commercial and residential neighbourhoods in Colombo.

Research limitations/implications: The study's reliance on medium-resolution satellite data captures land surface temperature rather than near-surface air temperature. However, the findings offer critical implications for sustainable urban governance, providing municipal authorities with a data-driven framework to integrate thermal comfort as a Key Performance Indicator for ESG reporting and climate-resilient planning.

Originality/value: Unlike broader metropolitan studies, this research provides a localized, municipality-scale assessment capturing Colombo's recent post-2020 urban densification. By applying the UTFVI, it uniquely translates physical surface temperature into an actionable ecological indicator, prioritizing targeted interventions for urban heat mitigation.

Keywords: Built-up Density; Land Surface Temperature (LST); Normalized Difference Built-up Index (NDBI); Normalized Difference Vegetation Index (NDVI); Urban Thermal Field Variance Index (UTFVI)

THE IMPACT OF GREEN BANKING PRACTICES ON THE SUSTAINABILITY PERFORMANCE OF BANKING INSTITUTIONS: THE MEDIATING ROLE OF GREEN FINANCE

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Abstract

Purpose: This research explores the effects of green banking initiatives on the sustainability performance of banking firms in Sri Lanka, with a specific aim of investigating the role of green finance as a mediator. The research uses the Resource-Based View (RBV) theory to examine whether employee-related, customer-related, top-management-related, operation-related, and policy-related practices constitute strategic resources for improving banks' environmental and social performance.

Design/methodology/approach: A quantitative method was employed for primary data collection, using a structured questionnaire that was administered to employees of licensed commercial banks (LCBs), generating a total of 115 usable responses. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the data in SmartPLS 4.0, in addition to descriptive and correlational analyses.

Findings: The findings indicate that top management related, operational related, and policy related practices have significant positive effects on sustainability performance. In contrast, employee related practices exhibit a significant but negative relationship, suggesting misalignment in implementation. Customer related practices, however, do not show a significant contribution to sustainability performance.

Research limitations/implications: The study theoretically contributes to extending RBV in the Sri Lankan banking. Practically, the findings contribute to informing policymakers, regulators, and bank managers on developing strategies that foster sustainability across banking functions.

Originality/value: This study provides guidance for as a juncture in the broader UN SDGs framework for building a more strategic alignment towards sustainability within the integrated internal resources and capabilities orientation for Sri Lankan green banking through a resource-based view. This study provides guidance for policy makers to develop policies for green banking, and to open up new avenues for policy makers to adopt green banking and translate the results of the study into more meaningful policy implications.

Keywords: Green Banking; Green Finance; RBV Theory; Sustainability Performance

THE MODERATING EFFECT OF OWNERSHIP CONCENTRATION ON THE RELATIONSHIP BETWEEN SUSTAINABILITY REPORTING AND FIRM PERFORMANCE: EVIDENCE FROM LISTED COMPANIES IN SRI LANKA

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Abstract

Purpose: This study examines the moderating effect of ownership concentration on the relationship between sustainability reporting and firm performance in Sri Lanka. While prior studies identify a growing association between sustainability reporting and firm performance, limited attention has been given to the role of ownership concentration as a governance mechanism, particularly in emerging market contexts. This study aims to address this gap by investigating whether ownership concentration strengthens or weakens the impact of sustainability reporting on firm performance.

Design/methodology/approach: The study employs a quantitative research design using panel data collected from 45 non-financial companies listed on the Colombo Stock Exchange over the period 2020–2024. Sustainability reporting is measured through a Sustainability Reporting Index developed based on economic, environmental, and social disclosure items specified under the Global Reporting Initiative Standards. Firm performance is proxied by Return on Assets, while ownership concentration is measured using the combined shareholding percentage of the top three shareholders. Fixed-effects panel regression analysis is used to examine the direct relationship between sustainability reporting and firm performance, as well as the moderating effect of ownership concentration.

Findings: The findings reveal that sustainability reporting has a significant positive impact on firm performance among listed non-financial companies in Sri Lanka. Firms with higher levels of sustainability disclosures tend to demonstrate improved financial performance, indicating that sustainability practices contribute positively to organizational value creation. However, the results further indicate that ownership concentration negatively moderates this relationship. Specifically, the positive effect of sustainability reporting on firm performance becomes weaker in firms with highly concentrated ownership structures. This suggests that dominant shareholders may limit the effectiveness or strategic benefits of sustainability initiatives, potentially prioritizing short-term interests over broader stakeholder-oriented sustainability objectives.

Research limitations/implications: The study focuses only on non-financial companies listed on the Colombo Stock Exchange and covers the period from 2020 to 2024, which may limit the generalizability of the findings. The study provides important implications for policymakers, regulators, and investors regarding the governance role of ownership concentration in enhancing the effectiveness of sustainability reporting practices in emerging markets.

Originality/value: This study contributes to the governance and sustainability literature by providing context-specific evidence from Sri Lanka on the moderating role of ownership concentration in the sustainability reporting–firm performance relationship. It offers new insights into how corporate governance structures influence the effectiveness of sustainability initiatives in emerging market firms.

Keywords: Corporate Governance; Emerging Markets; Firm Performance; Ownership Concentration; Sustainability Reporting

BOARD GENDER DIVERSITY AND SUSTAINABLE BANK PERFORMANCE: EVIDENCE ON PROFITABILITY AND RESILIENCE FROM SOUTH ASIA

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Abstract

Purpose: This study aims to analyze the impact of boardroom gender diversity on sustainable bank performance in South Asia, measured through profitability and financial resilience of listed commercial banks. Although gender diversity has been considered a key factor in corporate governance, there is limited and mixed empirical evidence on its implications for the performance and financial resilience in emerging markets.

Design/methodology/approach: The present study used an unbalanced panel dataset of 82 listed commercial banks from India, Sri Lanka, Pakistan, Bangladesh, and Nepal covering the period 2010 to 2024. This study initially applied traditional panel estimation techniques, including pooled Ordinary Least Squares, Fixed Effects, and Random Effects, to establish baseline results. Subsequently, a two-step System GMM was applied to address endogeneity concerns and unobserved heterogeneity of bank performance with the diagnostic tests.

Findings: The results indicate that only 10.3% of the board positions are occupied by female directors, highlighting the lower female representation across South Asian banks. Under the System GMM, board gender diversity shows a negative but statistically insignificant relationship with both return on assets and the capital adequacy ratio. However, both profitability and financial stability exhibit strong persistence in South Asian banks, suggesting that current profitability and financial stability could largely be explained by past performance over time. These results suggest that inclusive governance structures do not generate immediate improvements in sustainable bank performance.

Research limitations/implications: This study primarily focused on gender diversity and did not address qualitative characteristics of the board members. The focus on listed commercial banks in South Asia may limit the generalizability of the results to non-listed financial institutions or other developing regions.

Originality/value: This study contributes by a multi-country analysis of BGD and bank performance across South Asian countries, by examining two performance dimensions. Moreover, the study addressed the dynamic nature of bank performance and the potential endogeneity issues using system GMM.

Keywords: Bank Performance; Board Gender Diversity; Capital Adequacy Ratio; Return on Assets; South Asia

THE IMPACT OF ELECTRIC VEHICLE ADOPTION ON FUEL DEMAND AND SUSTAINABILITY IN ASIA: AN EMPIRICAL ANALYSIS

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Abstract

Purpose: The growing rate of population, running urbanization and escalating environmental demands have discriminated against the need to find a sustainable solution to energy in Asia. With the rising mobility demands and the continued growth in the economy, the transport sector has continued to be one of the highest consumers of petroleum products in Asia. From 2015-2024, it is insufficiently measured whether this shift has affected the demand for fuel in Asia.

Design/methodology/approach: The study intends to utilize a quantitative research method and through this approach, it employs statistical and econometric models such as panel data regression models using data from six Asian countries which are China, Japan, India, South Korea, Thailand, and Malaysia to study the impact between the rates of EV adoption and the consumption of petroleum fuel. The analysis was done using panel regression model which was backed by diagnostic tests such as VIF analysis and Hausman specification test so that the model is robust and appropriate. The main explanatory variables include the growth of EV sales, the expansion of charging infrastructure, fuel prices, and income levels, all of which are considered beneficial.

Findings: The results of this research provide the extent and trend of the correlation between EV diffusion and fuel consumption in the transport sector. The findings provide insights on whether EV adoption has been successful in lowering fuels demand substantially or it has had a low-impact effect compared to the economic forces at large.

Research limitations/implications: The research can be applied to the knowledge of the changing profile of the transport energy in Asia and provide evidence-based policies to policymakers, and industry participants to facilitate the process of sustainable mobility and long-term energy transition in the area.

Originality/value: The original value of this study is that it investigates the impact of EV adoption on future fuel demand in Asian countries. The findings emphasize the opportunities of EVs to make the transport industry sustainable in terms of reducing greenhouse gas emissions.

Keywords: Electric Vehicles; Energy Transition; Fuel Demand; Quantitative Analysis; Sustainable Mobility

RESILIENCE AS A LIVED PRACTICE: A PHENOMENOLOGICAL INQUIRY INTO SMEs' ECONOMIC SUSTAINABILITY IN THE POST-DISRUPTION ERA

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Abstract

Purpose: This study examines how organizational resilience is lived and enacted by SME owner-managers in the post-disruption era. Moving beyond the notion of resilience as recovery, it seeks to understand how SMEs sustain operations under conditions of continuous uncertainty and how resilience is constructed in everyday organizational practice.

Design/methodology/approach: A qualitative phenomenological design was adopted to capture the lived experiences of SME owner-managers. Data were collected through in-depth, semi-structured interviews with purposively selected participants who had actively navigated post-disruption conditions. The study focused on eliciting rich experiential accounts of how resilience is interpreted and practiced in daily operations. Data were analyzed iteratively using a thematic approach, allowing key patterns related to adaptive practices, leadership behavior, and relational dynamics to emerge while maintaining sensitivity to participants' subjective meanings.

Findings: The findings reveal that organizational resilience is not a discrete capability but a process of disciplined adaptability. Resilience is enacted through continuous cycles of sensemaking, incremental experimentation, emotional regulation, and relational coordination. Key enabling factors include adaptable business models, emotionally steady leadership, digital adoption, cohesive organizational culture, and strong relational networks. SME owner-managers engage in ongoing reassessment of market conditions, gradual adjustments, and morale management despite persistent uncertainty. Over time, these micro-level adaptations accumulate into structural renewal, embedding new routines and enhancing organizational sustainability.

Research limitations/implications: The study is limited by its qualitative design and context-specific sample, which may constrain generalizability. However, it offers important implications by highlighting resilience as a processual and experience-based phenomenon, encouraging future research to integrate structural, emotional, and relational dimensions.

Originality/value: The study contributes by reframing organizational resilience as a lived, dynamic, and relational capability. It introduces the concept of adaptive stabilization, emphasizing how SMEs transform sustained uncertainty into continuity through everyday practices.

Keywords: Economic Sustainability; Phenomenology; Post-disruption Era; Resilience; SMEs

BUILDING LONG-TERM ORGANISATIONAL RESILIENCE THROUGH SUSTAINABILITY IN AN APPAREL SME

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Abstract

Purpose: This study examines how a Sri Lankan apparel Small and Medium-sized Enterprise (SME) integrates social, environmental, and economic sustainability into organisational practices to strengthen long-term organisational resilience. The study explores how sustainability initiatives are balanced within a resource-constrained environment while responding to international compliance requirements and operational pressures within global value chains.

Design/methodology/approach: A qualitative single-case study design grounded in a social constructivist philosophy was adopted. The selected apparel SME operates within Sri Lanka's export-oriented apparel sector and demonstrates sustained engagement with sustainability practices despite financial and institutional constraints. Purposive sampling was used to select six senior and middle-level managers directly involved in sustainability-related decision-making. Data were collected through semi-structured interviews, non-participant observations conducted over six weeks, and analysis of organisational documents and sustainability records. The data were analysed using thematic analysis to identify recurring sustainability practices and organisational responses related to resilience development.

Findings: The findings indicate that sustainability practices evolved incrementally through operational adjustments rather than formal sustainability frameworks. Social sustainability was strengthened through employee wellbeing initiatives, inclusive recruitment practices, and community engagement, which improved workforce stability and organisational trust. Environmental sustainability initiatives, including solar energy use, waste reduction, and water recycling, enhanced cost efficiency while meeting buyer expectations. Economic sustainability was supported through compliance-oriented process discipline and supply-chain adaptability. Although sustainability requirements created financial and administrative pressures, they also encouraged operational flexibility and adaptive management routines that contributed to long-term organisational resilience within the SME.

Research limitations/implications: The study is limited to a single SME within Sri Lanka's apparel sector, which may restrict broader generalisation. However, the findings provide important implications for policymakers and SME managers by highlighting the need for supportive sustainability policies, affordable green technologies, and adaptive management approaches that strengthen organisational resilience in resource-constrained environments.

Originality/value: This study contributes to SME sustainability literature by providing empirical evidence from a developing economy context. It demonstrates how sustainability can function as an adaptive organisational process that gradually strengthens resilience through operational flexibility, employee-centred practices, and efficiency-oriented sustainability initiatives.

Keywords: Apparel industry; Organisational resilience; SMEs; Sri Lanka; Sustainability

RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE: SPECIAL EVIDENCE FROM LICENSED COMMERCIAL BANKS IN SRI LANKA

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Abstract

Purpose: This study examines the nexus between Corporate Social Responsibility (CSR) practices and financial performance of Sri Lankan commercial banks during 2020 to 2024, exploring the extent to which CSR expenditure, as a proxy for socially responsible behaviour, influences ROA, ROE, and EPS in a crisis-affected context.

Design/methodology/approach: A quantitative explanatory research design was employed to examine the relationship between corporate social responsibility (CSR) and financial performance. The study utilised secondary data from the annual reports of 14 licensed commercial banks in Sri Lanka over the period 2020 to 2024, resulting in 70 firm-year observations. CSR expenditure served as the independent variable, while Return on Assets (ROA), Return on Equity (ROE), and Earnings Per Share (EPS) were used as dependent variables. Multiple regression analysis was performed using EViews software to test the hypothesised relationships.

Findings: The findings reveal a mixed relationship between corporate social responsibility (CSR) expenditure and financial performance. CSR shows a negative but statistically insignificant relationship with Return on Assets, while exhibiting a positive and statistically significant relationship with Return on Equity and Earnings Per Share. Overall, the results suggest that CSR contributes more to investor confidence and market-based performance than to short-term accounting profitability in a crisis-affected banking environment, highlighting its role as a long-term value-creating mechanism rather than an immediate financial driver.

Research limitations/implications: The study concludes that CSR appears to foster stronger stakeholder engagement and investor confidence, although its direct impact on accounting-based profitability may not be immediately evident. The findings suggest that CSR functions more as a long-term strategic investment than a short-term financial driver in crisis-affected banking environments. Further research is recommended using broader variables and longer time horizons.

Originality/value: This study provides empirical evidence from Sri Lanka's banking sector, extending stakeholder theory by demonstrating CSR as a long-term strategic investment that enhances investor confidence and financial resilience, particularly within crisis-affected emerging economies where institutional pressures are significant.

Keywords: Commercial Banks; Corporate Social Responsibility (CSR); Financial Performance; Quantitative; Sri Lanka

INFLUENCE OF CULTURAL AND RELIGIOUS NORMS ON THE PARTICIPATION INTENTIONS OF MUSLIM WOMEN IN SRI LANKA TOWARDS THE GIG ECONOMY

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Abstract

Purpose: The study explores the role of cultural and religious norms as determinants of the intentions to join the gig economy among Sri Lankan Muslim women. The under-representation of this social stratum in the gig economy is linked to socio-religious reasons. The primary goal of the research is to encourage Sri Lankans to develop an economy based on digital technologies.

Design/methodology/approach: The positivist philosophy along with the deductive approach was applied in the current research. Data were collected from 436 Muslim females residing in Western and Eastern Provinces of Sri Lanka via the bilingual questionnaire. Data were obtained through the purposeful sampling strategy, while hypothesis testing was performed by means of PLS-SEM analysis in the SmartPLS 4 software.

Findings: The findings proved that cultural and religious norms had a positive effect on the intentions to participate in the gig economy among Sri Lankan Muslim females. Particularly, cultural norms ($\beta=0.481$, $p<0.001$) demonstrated a greater impact compared to religious norms ($\beta=0.170$, $p=0.003$). This study disproved the notion that religiosity hindered participation, as Islamic values were consistent with the characteristics of the gig economy. However, patriarchal cultural norms and the "lack of time" caused by household chores remained as barriers to the economic independence of women.

Research limitations/implications: This study is limited to a cross-sectional design and two provinces. Theoretically, this contributes to the ESG (Social) framework and the United Nations Sustainable Development Goals (SDGs) 5 and 8. In practice, this means that policymakers should focus on increasing digital literacy and reforming regional cultural attitudes.

Originality/value: It has been proven conclusively that religiosity is not an impediment to participation in the digital gig economy. Consequently, the findings support the idea that the digital gig economy is a valuable space for economic independence and self-respect for Muslim women.

Keywords: Cultural Norms; Gig Economy; Muslim Women; Participation Intention; Religious Norms

THE TWO FACES OF TOURISM IN THE ASIAN REGION: DOES PERSONAL OR BUSINESS TOURISM DRIVE ECONOMIC GROWTH USING PANEL DATA ANALYSIS

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Abstract

Purpose: This study aims to examine the impact of Personal Tourism (PT) and Business Tourism (BT) on economic growth in the Asia region. Specially, it investigates how various tourism-related activities influence economic performance, measured by Gross Domestic Product per capita (GDPpc), over time. The study seeks to identify which type of tourism contributes more significantly to economic growth and to provide insights for the development of evidence-based tourism policies.

Design/methodology/approach: The study employs a quantitative research design using panel data from 23 Asian countries over the period 2005-2024. The GDPpc serves as the dependent variable in the study. The study focuses on two main explanatory variables: BT, which refers to travel for both business and job-related purposes, and PT, which covers travel for leisure, education, and medical reasons. Panel regression technique was applied to estimate the impact, and the Hausman test indicated that the Random Effect model was most appropriate. The Driscoll-Kraay standard errors are used for robust and reliable results because diagnostic tests show the presence of heteroskedasticity and cross-sectional dependence.

Research limitations/implications: This study employed the LLC test to examine the variable stationarity. The results indicate that PT and BT are stationary, while GDPpc achieves stationarity after the logarithmic transformation. A panel vector autoregression stability test shows model is stable. The findings indicate that PT has a positive and statistically significant impact on GDPpc growth in the Asian region. This suggests that an increase in PT contributes to economy by supporting hotels, transport, shopping, and local services. In contrast, BT shows a negative and statistically insignificant impact on GDPpc. This may due to several factors such as economic leakages, underdeveloped infrastructure, and its sensitivity to external shocks. The findings suggest that governments should continue supporting and promoting PT while improving conditions to enhance BT's economic contribution.

Originality/value: Furthermore, policy frameworks need to integrate investment strategies and facilitate visa processes. Government may need to strengthen BT spillover benefits to ensure its contribution to income development, as it remain crucial for networking and investment promotion. However, the study limited to PT and BT due to data availability and focus only on 23 Asian countries. This study contributes by differentiating between PT and BT, and examining their separate impact on economic growth in Asia using recent panel data and robust econometric techniques. It provides precise insights compared to studies treating tourism as single aggregated variable.

Keywords: Asia: Business Tourism: Economic Growth: GDP Per Capita: Personal Tourism

ROLE OF ONLINE CUSTOMER REVIEWS ON HOTEL BOOKING INTENTION: EVIDENCE FROM SELECTED BACK PACKERS AND MASS ORGANIZED TOURISTS

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Abstract

Purpose: This study aims to examine the level of online customer reviews about organized tourists and backpackers' intentions to book hotels in Sri Lanka. The study focuses on understanding tourists' perceptions regarding online customer review and identifying the level of online customer reviews and hotel booking intention among different tourist segments. It also provides insights into tourists' evaluation of online review information in the hospitality context.

Design/methodology/approach: A quantitative research design was used in this study. Data were collected from 120 tourists using a structured questionnaire, and the sample was selected through convenience sampling. The respondents represented both backpackers and mass organized tourists who travelled in Sri Lanka. The individual tourist was considered the unit of analysis. Descriptive analysis was employed to identify the level of online customer review and its dimensions and hotel booking intention. Statistical techniques were used to analyze tourists' perceptions regarding online customer reviews. The methodological approach enabled the study to assess the existing levels of the variables and provide evidence based on tourists' responses.

Findings: The findings revealed high levels of online customer review and its dimensions and booking intention among tourists in Sri Lanka. Descriptive analysis showed that tourists reported favorable perceptions regarding online customer reviews and their relevance in hotel booking intentions. Both backpackers and mass organized tourists demonstrated high consideration of review when evaluating hotel related information. The results further indicate that online customer reviews remain an important element in tourists booking intentions. These findings emphasize the significance of maintaining effective online review platforms and high service quality standards, as tourists place considerable attention on customer online reviews when making hotel booking intention.

Research limitations/implications: This study was limited to 120 tourists selected through convenience sampling, which may restrict generalizability. The findings imply that hotel managers and tourism stakeholders should effectively manage online review platforms and maintain high service quality standards to respond to tourists' strong attention toward online customer reviews.

Originality/value: This study provides value by examining the level of online customer reviews and hotel booking intention among backpackers and mass organized tourists in Sri Lanka. It contributes empirical evidence in an underexplored tourism context and offers practical implications for tourism stakeholders.

Keywords: Backpackers; Hotel Booking Intention; Mass Organized Tourists; Online Customer Review

ECOTOURISM PRACTICES IN SRI LANKA: A CASE STUDY OF A LARGE-SCALE RESORT NEAR YALA NATIONAL PARK

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Abstract

Purpose: This study evaluates the ecotourism practices of a large-scale eco-resort near Yala National Park in Sri Lanka, using The International Ecotourism Society's principles as the guiding framework. It examines current operations, explores key challenges to developing genuine ecotourism, and proposes strategies, grounded in expert insights, to enhance conservation outcomes, empower local communities, and reduce greenwashing within Sri Lanka's hotel industry.

Design/methodology/approach: This study used a single-case design focusing on a large eco-resort near Yala National Park. Data came from a semi-structured interview with the resort manager and two industry experts. The six principles of The International Ecotourism Society were used as main coded themes, while specific criteria relating to practices and challenges were coded as sub-themes. Resort practices were mapped against these sub-themes, with their frequency and diversity analyzed, and results presented in tables, including an additional overarching theme covering challenges and corresponding strategies.

Findings: The resort shows strong ecotourism performance by reducing environmental impacts, supporting conservation, empowering local communities, enriching visitor experiences, and monitoring resource use. Its contribution to raising awareness of Sri Lanka's wider political and social context is limited, reflecting partial compliance with the sixth principle. Key barriers include weak policy, certification, marketing, state support, and community engagement. Experts propose training, financial support, certification, marketing, and research to align with international standards.

Research limitations/implications: Key system-level recommendations include providing targeted financial incentives and specialist training for eco-resort staff, introducing clear national ecotourism standards and certification schemes, streamlining approval processes for conservation and community projects, coordinating international marketing efforts for certified eco-resorts, and establishing a dedicated national body to oversee and evaluate ecotourism development.

Originality/value: This study makes a distinctive contribution by systematically applying TIES ecotourism principles to a large-scale resort in Sri Lanka's flagship protected area, generating detailed evidence that distinguishes genuine ecotourism from greenwashing and links resort performance to standards, certification design, and national policy reform, representing the first such study in Yala.

Keywords: Eco-resorts; Eco-tourists; Ecotourism; International Ecotourism Principles; Sustainable Tourism

THE IMPACT OF TOURISM ON EDUCATION IN SRI LANKA: AN EMPIRICAL ANALYSIS FROM 1992 TO 2022

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Abstract

Purpose: Tourism has emerged as one of the fastest-growing economic sectors globally. Sri Lanka has recently become one of the world's leading tourist destinations. Education plays a significant role in developing a country's human capital and economic progress. The main purpose of this study is to examine the impact of tourism on educational outcomes in Sri Lanka over a 31-year period from 1992 to 2022.

Methodology: This study employs a quantitative, time-series research design to evaluate the longitudinal impact of tourism on educational outcomes. It provides an understanding of the trends and structural shifts occurring within the Sri Lankan context over the defined period. Utilizing the Autoregressive Distributed Lag (ARDL) bounds testing approach, this study examines the short-run and long-run impact of tourism on education. In this research, education is defined as the dependent variable, while tourism is considered the independent variable. Tourism is measured by tourist arrivals and the Education Index from subnational HDI (Educational attendance of children, ages 5-17) represents educational outcomes. To ensure the model's robustness, macroeconomic control variables, including globalization and unemployment are included.

Findings: These findings reveal that tourism in Sri Lanka has a long-term positive impact on education, as evidenced by the existence of a stable long-term balanced relationship between the variables. Globalization has a significant positive long-term impact on educational outcomes. However, unemployment has a significant negative long-term impact on educational outcomes.

Research limitations/implications: Although tourism's involvement has both negative and positive impacts on social, economic, political, and cultural movements, there is still limited research on the broader social consequences, particularly educational outcomes. This study is limited to Sri Lanka for the period 1992 to 2022, and future research could be conducted at the regional or district level and based on gender.

Originality/value: This study contributes to the limited sector-specific empirical literature on the tourism and education nexus in Sri Lanka and provides insights for promoting socially sustainable tourism, protecting human capital development, child welfare and achieving SDG 4 objectives.

Keywords: Educational Outcomes; Globalization; Sri Lanka; Tourism; Unemployment

THE IMPACT OF TOURISM ON POVERTY IN SRI LANKA (2003-2023)

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Abstract

Purpose: The main objective of this research is to evaluate the role played by tourism development in helping reduce poverty in Sri Lanka from 2003 to 2023. This will be done by testing the hypothesis that the variables of tourist arrivals, tourism expenditures, and tourism receipts have a positive influence on poverty reduction, considering the mediating roles of income per capita and unemployment in achieving the same.

Design/methodology/approach: For this research, a quantitative research methodology is chosen, which is based on a positivist paradigm and uses a deductive reasoning approach. The research design will be time-series in nature as the data will be gathered from secondary sources, which include data from 2003 to 2023 for the case country, Sri Lanka. For this research, poverty will be the dependent variable, whereas tourism arrivals, tourism expenditure, and tourism receipts will be the independent variables. Per capita income and unemployment are mediating variables, and reliable sources such as the World Bank and OECD will provide the data.

Findings: From the results obtained, tourism factors, such as the number of tourists arriving, tourism expenses, and tourism incomes, do not have significant impacts on poverty alleviation within the short term. The obtained results indicate a very low level of explanatory power of the variables analyzed, meaning that the variables cannot be able to explain the variations in the poverty level. However, an increase in per capita income has a significant negative correlation with poverty, meaning that income increases are vital in alleviating poverty levels. Unemployment also shows no significant relationship with poverty.

Research limitations/implications: Limitations include the use of secondary data based on time series and a small sample size. The study is confined to just one country (Sri Lanka), thereby limiting the applicability of results. It follows from the analysis that efforts should be made to increase structural ties between the two sectors.

Originality/value: This paper adds value through the inclusion of mediation factors that will enable us to assess both the direct and indirect impacts of tourism on poverty. This will lead to a better grasp of the relationship between tourism and poverty in Sri Lanka.

Keywords: Poverty; Per Capita Income; Tourism Arrivals; Tourism Expenditure; Tourism Receipts

MULTILINGUALISM FOR BUSINESS EXCELLENCE: A CASE STUDY OF A GLOBAL TOURIST HOTEL IN SRI LANKA

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Abstract

Purpose: Multilingualism is currently recognized as a major contributor to service excellence, innovation, and competitiveness in the global tourism and hospitality industry and in Sri Lanka. It improves guest experiences, facilitates cross cultural interaction, and boosts access to foreign markets and foreign exchange. It directly affects organizational performance as well.

Design/methodology/approach: This paper examines multilingualism in a major Sri Lankan hospitality company, its strategic and policy initiatives that enable globalization and service quality. It investigates the response of organizations to language skill gaps by training and capacity building programmes and by hiring multilingual employees. The study also embraces communication technologies used to enhance communication with foreign visitors through a qualitative case study based on in-depth interviews.

Findings: The findings indicate that multilingual practices enhanced the quality of service, customer satisfaction and global competitiveness. Multilingual ability allows companies to meet various needs of tourists, offer differentiated services, establish global relationships, and enhance an inclusive and sustainable culture. But it is limited in its wider adoption because of the competency differences, training, monolingual work cultures, inappropriate policy alignment and institutional support.

Research limitations/implications: The research is constrained due to its narrow scope on one organization and the necessity of greater institutional support, certification, and sustained language training to overcome multilingual competency gaps in the hospitality industry.

Originality/value: This paper highlights the strategic value of the human resources development, organizational communication and service delivery that emphasize the use of multilingualism in improving the competitiveness and sustainable growth of the international tourism sector in Sri Lanka.

Keywords: Communication; Competency Gap; Hospitality; Multilingualism; Tourism

EXPLAINING INVESTOR DECISION-MAKING THROUGH THE REBT FRAMEWORK: THE MEDIATING ROLE OF BEHAVIOURAL BIASES AND RISK PERCEPTION IN THE SRI LANKAN STOCK MARKET

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Abstract

Purpose: This study examines the applicability of the Efficient Market Hypothesis (EMH) within the context of the Colombo Stock Exchange, with particular emphasis on behavioural biases and investor decision-making. Empirical anomalies and actual market disruptions cast doubt on EMH's premise that stock prices accurately reflect available information. This study examines how psychological factors affect investment behaviour in an emerging market, drawing on the Adaptive Market Hypothesis and Behavioural Finance. Significant economic shocks in Sri Lanka, such as the COVID-19 epidemic and the 2019 Easter bombings, which revealed market inefficiencies and unreasonable investor reactions, served as the impetus for the study. Although many behavioural biases have been identified in earlier work, few studies have examined their root causes, especially in the Sri Lankan setting.

Design/methodology/approach: To close this gap, the study employs the Rational Emotive Behavioural Therapy (REBT) model to investigate the underlying causes of three major biases: loss aversion, herding, and overconfidence. These biases are examined considering triggering events, beliefs, and emotions that are thought to influence how investors perceive risk and make decisions. Risk perception acts as a mediator, and investor sentiment is included as a moderating element. A structured questionnaire was distributed to individual investors in the Sri Lankan stock market to collect data. Using a mono-method quantitative design with a positivist mindset and deductive methodology, the study gathers primary data from individual investors. To test proposed relationships, structural equation modelling (SEM) is used.

Research limitations/implications: The study primarily uses self-reported data gathered via questionnaires, which may be affected by social desirability bias, response bias, and inaccurate self-evaluations of respondents' emotional and cognitive states.

Originality/value: In addition to presenting useful implications for investors and regulators to improve market stability and behavioural awareness in emerging economies, the findings are anticipated to make theoretical contributions by connecting psychological frameworks with financial decision-making.

Keywords: Herding; Loss Aversion; Overconfidence Bias; Risk Perception; Sentiment

IMPACT OF SUSTAINABLE HUMAN RESOURCE DEVELOPMENT PRACTICES ON SUSTAINABLE ORGANIZATIONAL PERFORMANCE OF SRI LANKAN PRIVATE BANKS: THE MEDIATING ROLE OF EMPLOYEE COMMITMENT AND THE MODERATING ROLE OF ORGANIZATIONAL CULTURE

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Abstract

Purpose: The purpose of the proposed study is to examine the effect of sustainable human resource development (S-HRD) on sustainable organizational performance, with employee commitment serving as a mediating and organizational culture as a moderating variable. While S-HRD practices have gained increasing attention, empirical evidence explaining how these practices translate into sustainable performance through employee commitment and organizational culture remains limited.

Design/methodology/approach: A mixed-methods research design will be employed. The quantitative phase will involve a survey administered to Human Resource (HR) professionals in Sri Lankan private banks and the data will be analyzed using statistical techniques such as descriptive, correlation, regression and structural equation modeling to test the proposed relationships among S-HRD, employee commitment, organizational culture and sustainable performance. The qualitative phase will consist of semi-structured interviews with selected HR professionals to gain deeper insights into explore how sustainability principles are integrated into HRD practices, identify drivers and challenges of S-HRD implementation and how S-HRD practices influence commitment and performance in practice. Findings from both phases will be integrated to provide a comprehensive understanding of the phenomenon.

Findings: It is anticipated that the findings will demonstrate a positive relationship between among the study variables, both directly and indirectly through employee commitment and organizational culture. The qualitative findings are expected to enrich the quantitative results by explaining the mechanisms of S-HRD and long-term performance outcomes.

Research limitations/implications: It is confined to the Sri Lankan private banking sector, limiting generalizability to other industries. The sample focuses only on HR professionals/managerial employees, excluding non-managerial perspectives. The cross-sectional design restricts causal inferences. Data rely largely on self-reported measures, which may introduce common method bias. Additionally, contextual and cultural factors specific to Sri Lanka may influence the applicability of findings in other settings.

Originality/value: The results of this study may be implemented to guide organizations in designing and strengthening sustainable HRD strategies and promote sustainable performance. The findings may also inform policymakers and HR practitioners in developing frameworks that support long-term organizational sustainability.

Keywords: Employee Commitment, Organizational Culture, Private Banking Sector, Sustainable Human Resource Development, Sustainable Organizational Performance

A COMPARATIVE ANALYSIS OF TIKTOK AND INSTAGRAM ADVERTISING: IMPACT OF AD VALUE ON PURCHASE INTENTION - A CASE STUDY OF UNIVERSITY OF COLOMBO UNDERGRADUATES

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Abstract

Purpose: The research focuses on how the dimensions of values of advertising such as Informativeness, Credibility, Entertainment, and Personalization can affect purchase intention on Tik Tok and Instagram among undergraduates at the University of Colombo. In particular, it seeks to compare the comparative efficiency of Tik Tok and Instagram advertisement in influencing the attitudes of young consumers toward advertisement and the intention to purchase in a new market scenario.

Design/methodology/approach: A quantitative study was conducted using an online questionnaire for 182 University of Colombo undergraduates. Participants were divided into two groups according to their preferred social media platform for viewing advertisements, TikTok (n = 52) and Instagram (n = 130). A questionnaire with a 5-point Likert scale and 20 items was used to measure six dimensions with the mean value representing the score of each construct. SPSS version 22 was used to perform multiple regression and mediation analyses assessing direct and indirect effects of advertising value dimensions on purchase intention, and differences between the social media platforms.

Findings: Results show that advertising on Instagram has a greater effect on purchase intention ($R^2 = 0.489$) than on TikTok ($R^2 = 0.428$). Advertising credibility was the strongest driver of purchase intention on both platforms, with a greater impact on Instagram ($\beta = 0.452$, $p < 0.001$). Both informativeness and entertainment played a significant role in purchase intention for TikTok but not Instagram. Additionally, attitude toward advertising fully mediated the impact of advertising value dimensions on purchase intention for TikTok users, but partially mediated for Instagram users, suggesting platform-specific factors at play in predicting purchase intention.

Research limitations/implications: The sample is also restricted to undergraduates at one Sri Lankan university and this means that results might not be as applicable in a wider demographic and cultural group. Future studies may expand the model to other age categories, organizations, and platforms and include qualitative data in order to gain a better understanding of advertising responses based on platforms.

Originality/value: The research provides one of the earliest comparative analyses of the value of advertising and purchase intention of TikTok and Instagram in an emerging market. It offers platform-based evidence upon which marketers can base their social media advertising strategy to achieve maximum levels of credibility and persuasiveness among university students.

Keywords: Credibility; Entertainment; Informativeness; Personalization; Purchase Intention; Social Media

DETERMINANTS OF STUDENT ADOPTION OF INTERNET-BASED LEARNING MEDIUM (ILM) AMONG UNDERGRADUATE STUDENTS AT UNIVERSITY OF JAFFNA: AN APPLICATION OF THE TECHNOLOGY ACCEPTANCE MODEL

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Abstract

Purpose: Internet-Based Learning Medium (ILM) has become a critical component of digital learning in higher education. However, existing studies show limited evidence from developing countries and insufficient attention to psychological mechanisms influencing adoption. Addressing these gaps, this study examines the determinants of undergraduate students' behavioural intention to adopt ILM at the University of Jaffna, based on the Technology Acceptance Model (TAM), while investigating the moderating role of self-regulation skills.

Design/methodology/approach: A quantitative approach was employed using an online questionnaire distributed to 207 undergraduate students. Data were analysed using regression, mediation, and moderation analyses with the PROCESS macro in SPSS (version 27).

Findings: The results indicate that perceived usefulness and perceived enjoyment significantly influence behavioural intention ($p < 0.05$), with attitude partially mediating these relationships. However, perceived ease of use does not have a significant direct effect. Furthermore, self-regulation skills significantly moderate the relationship between attitude and behavioural intention, strengthening the likelihood of adoption among students with higher self-regulation.

Research limitations/implications: The study is limited to undergraduate students from a single university in Sri Lanka, which may restrict generalizability. Future research should consider diverse populations and incorporate longitudinal or mixed-method approaches to better capture behavioural dynamics over time.

Originality/value: This study extends the Technology Acceptance Model by integrating self-regulation skills as a moderating factor, offering new insights into the attitude–intention gap in technology adoption. It provides valuable implications for enhancing digital learning adoption in developing-country contexts.

Keywords: Behavioural Intention; Internet-Based Learning Medium; Self-Regulation Skills; Technology Acceptance Model; Undergraduate Students

THE ECONOMIC SIGNIFICANCE OF THE VANNI REGION: A STUDY BASED ON THE MEMOIRS OF HENDRICK ZWAARDECROON, COMMANDER OF JAFFNAPATNAM

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Abstract

Purpose: The primary Purpose of this study is to evaluate the notion of economy especially in the writings of Hendrick Zwaardecroon Memoir and how it expressed in VOC administrative discussions. And also analyze how the Vannias effectively made tribute-based revenue-farming system that was enforced on Vanni region.

Design/methodology/approach: The study examines qualitative historical approach that focuses on detailed textual analysis of primary materials, which include memoirs of Zwaardecroon, VOC correspondence, resolutions, and inspection journals authored by officials such as, Laurens Pyl and Floris Blom. These materials are framed in the context of the current secondary literature on Dutch colonial governance and the political economy of early modern South Asia.

Findings: This Study describes the administrative and economic difficulties faced by the Dutch East India Company in the Vanni and Ponneryn areas during the late 17th century. Management issues by local chieftains (Vannias), the dismissal of native officers, and deviations from established elephant hunting practices led to significant revenue downfall in both elephants and harvest tithes. At the same time formal reports and documents were suggested local satisfaction, firsthand accounts revealed a different reality, prompting recommendations for reforming governance framework. The passage also includes a detailed calculation of financial losses. That highlighting the tangible costs of ineffective oversight and the complexities of colonial governance in Sri Lanka during the Dutch era.

Research limitations/implications: The Wannii region holds a significant economic importance in this administrative structure. Zwaardecroon explains it as the biggest territorial area within the Jaffna kingdom to Dutch colonial Rule.so this study based on the Vanni Region from 1658 to 1796.

Originality/value: Zwaardecroon emphasized that advocating for preventive spending and administrative foresight to ensure sustainable economic practices and neglecting timely maintenance could lead to financial failure. So, this study base on the primary sources. This study reveals many important facts about vanni region from the Primary Sources.This is the most important value of the study.

Keywords: Colonial Administration; Dutch East India Company (VOC); Elephant Hunting; Vannias; Vanni and Ponneryn

SPEAKING ACROSS BOUNDARIES: ENGLISH COMMUNICATION CHALLENGES AND COPING STRATEGIES IN THE SRI LANKAN INSURANCE SECTOR

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Abstract

Purpose: This study investigates English communication challenges and coping strategies among insurance sector employees of a selected Sri Lankan insurance company, where English communication plays a vital role, yet employees often face challenges that affect their workplace communication practices.

Design/methodology/approach: A qualitative research design was employed, including semi-structured interviews with six insurance sector employees. Data were thematically analyzed to identify recurring challenges, underlying causes, workplace impact, and coping mechanisms related to English communication. To ensure credibility, triangulation was applied through multiple analytical frameworks, including Communication Accommodation Theory, English as a Lingua Franca, and strategic competence. Cross-participant comparison and reflexive thematic analysis further strengthened the consistency and reliability of the findings.

Findings: Employees experience challenges, including limited vocabulary, difficulty handling different English accents, forgetting technical jargon, clients' misunderstandings of terminology, and issues with sentence structure in spoken communication. However, employees' confidence, participation in workplace activities, and overall work performance were not significantly affected. Key contributing factors include limited practice and exposure to English, Sinhala-medium training sessions, the absence of an organizational requirement to use English, and fear of making mistakes before clients. Coping strategies include code-switching, prior preparation using brochures and policy documents, digital tools such as translation applications and ChatGPT, peer support, and self-directed learning.

Research limitations/implications: The study is limited to six employees at a single insurance company, restricting generalizability. Findings have practical implications for organizations in designing context-sensitive language support initiatives. Future research should include a larger sample across multiple companies, integrate a mixed-method approach, and analyze both employees' and clients' perspectives.

Originality/value: This study contributes to understanding workplace English communication in a multilingual context by highlighting adaptive strategies used by employees to maintain effective communication, offering original insights into ESL workplace communication within Sri Lanka's insurance sector.

Keywords: Coping Strategies; English Communication Challenges; ESL Workplace Communication; Insurance Sector Employees; Sri Lanka

INSTRUCTORS' PERCEPTIONS OF ESL MATERIALS IN DEVELOPING LEADERSHIP SKILLS AMONG FIRST YEAR BUSINESS MANAGEMENT UNDERGRADUATES AT A SRI LANKAN UNIVERSITY

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Abstract

Purpose: This study investigates ESL lecturers' perspectives on how ESL materials contribute to leadership development among first-year Business Management undergraduates at a selected state university in Sri Lanka, where leadership has become a core graduate attribute expected in professional settings.

Design/methodology/approach: Grounded in Communicative Language Teaching, Task-Based Language Teaching, and Experiential Learning Theory, this study adopts a qualitative approach within an interpretive paradigm. Data were collected through semi-structured interviews with six purposively selected ESL lecturers. Thematic analysis was employed to explore their views on leadership, the role of ESL materials, student responses, and institutional constraints. These theoretical frameworks collectively explain how ESL activities can foster leadership-related competencies through interaction, authentic tasks, and experiential learning

Findings: ESL materials support the development of key leadership-related attributes—including communication, teamwork, confidence, initiative, and decision-making—through interactive activities such as discussions, presentations, debates, role plays, and simulations. While students generally respond positively, initial hesitation and language anxiety are evident. Leadership development through ESL remains largely indirect and is constrained by rigid curricula, limited instructional time, large class sizes, and assessment practices that prioritize linguistic accuracy over soft skills. Gaps persist in addressing advanced competencies such as negotiation, conflict resolution, and independent decision-making.

Research limitations/implications: The study is limited to six lecturers at a single institution, restricting generalizability. It recommends curriculum reform, authentic assessment practices, and stronger collaboration among ESL lecturers, business faculty, and industry stakeholders to systematically integrate leadership outcomes into ESL curricula.

Originality/value: This study offers an original insight into ESL's role in leadership development within Sri Lankan higher education, highlighting the potential of ESL pedagogy as a vehicle for cultivating graduate-level leadership competencies in business undergraduates.

Keywords: Business Management Undergraduates; ESL Instructors; ESL Materials; Leadership Development; Sri Lankan University

NON-VIOLENT VICTORIES IN THE 21ST CENTURY: A COMPARATIVE ANALYSIS OF GLOBAL MOVEMENTS AFTER 2000

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Abstract

Purpose: Prevailing global narratives tend to focus on violent revolts as the main causes of political transformation, but the 21st century has seen a lot of non-violent movements recording massive wins. The research problem that is discussed in this paper is the role of peaceful resistance that can bring about political change in situations where violence is believed to be the prevalent form of change. In that regard, the research intends to achieve three goals, namely establishing the circumstances in which non-violent movements are effective, comparing the practices and performance of iconic cases across the regions, and putting the results into the perspectives of the larger theories of collective action and democratization. Accordingly, the seven cases, Serbia (2000), Ukraine (2004), Tunisia (2011), Egypt (2011), Sudan (2019), Chile (2020) and Myanmar (2021) are analyzed to have variety of socio-political settings.

Design/methodology/approach: Methodologically a systematic review of secondary material, such as scholarly literature, policy reports and media accounts has been used and a thematic analysis has designed carried-out on the six dimensions including protest goals, leadership, type of participants, mobilization, duration and outcomes supports the review.

Findings: The findings proved that the student movements in Serbia, civil movement in Ukraine, and protests organized digitally in Tunisia and Sudan, enabled a difference of regime, whereas the constitutional change in Chile, exemplifies institutional change. On the other hand, Egypt and Myanmar emphasize the weakness of non-violent conquests in the mass of military authority. Overall, the paper finds that peaceful resistance as a way of political change is an alternative and also more likely to be sustainable in the digital era.

Research limitations/implications: The comparative analysis of seven landmark cases reveals the possibilities of the peaceful resistance and the weakness of the peaceful resistance. This paradoxical situation with digital media turns out to be the key feature that gives the opportunity to the quick mobilization on the one hand and exposes the activists to the risk of being targeted and misinformed on the other hand. In addition, the findings can be employed to expand the existing frames of collective action theory and democratization since the nonviolent victory was made in the context of the digital age. They concur with the argument that non-violent resistance can be more sustainable than other forms of resistance and that the structural constraints and institutional setting are also important factors in the outcome.

Originality/value: This study contributes by providing cross-sectional evidence across a wide range of contexts and by conceptualizing non-violent movements as a practice-based process that strengthens a country's peace and reconciliation under constraints, thereby extending the existing literature.

Keywords: Global Movements; Non-Violent Movements; Non-Violent Victories; 21st Century Activism

BUDDHIST-INSPIRED MANAGEMENT FOR RESILIENCE, INCLUSION, AND SUSTAINABILITY: A SYSTEMATIC LITERATURE REVIEW

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Abstract

Purpose: Organizations and regions are increasingly operating in a setting of recurring shocks climate and disaster hazards supply chain disruptions cost of living pressures and socio-political instability as well as public pressures to lower inequality and achieve sustainability These pressures have broadened the agenda of managerial responsibility for efficiency and well-being of employees and employees' inclusion as well as to merge long-term.

Design/methodology/approach: This paper performs a systematic literature review SLR of research on Buddhist-inspired management and synthesizes the way in which Buddhist concepts are operationalized and related to the results of organizations and regions Following the guidance for management research from systematic review procedures and reporting standards of PRISMA the research is conceived to identify screen and synthesize peer-reviewed studies that relate explicitly to Buddhist ideas or practices to management leadership organizational behavior governance human resource management strategy or sustainability mindfulness and attention regulation are linked with coping emotion regulation burnout reduction and resilience at work Second compassion and caring processes are

Findings: Themes from the data by quantitative tests Thematic synthesis four recurring clusters of themes First of all mindfulness and attention regulation are linked with coping emotion regulation burnout reduction and resilience at work Second compassion and caring processes are associated with belonging psychological safety and inclusive climates Third Buddhist ethics particularly non-harm and right livelihood are relevant to issues of ethical governance integrity fair treatment and responsible strategy Fourth Buddhist economics entails moderation and true wellbeing which provides a moral reason for sustainability long-term value and less harm Taken together the paper suggests following values-practices-outcomes framework linking the Buddhist-inspired grounds.

Research limitations/implications: The study concludes with implications for leaders and policymakers and a research agenda to build clarity about construct causal evidence at a multi-level testing and that is contextual sensitivity Although up-to-date management research responds to resilience inclusion and sustainability the underlying ethical and psychological structures are scattered across different literatures

Originality/value: Buddhist thought can provide an integrated set of values and practices non-harm wise attention compassion moderation and right livelihood which can serve as a basis for humane and responsible management. Taken together the paper suggests a humane and responsible management basis

Keywords: Compassion; Inclusion; Mindfulness; Resilience; Sustainability

THE IMPACT OF ACADEMIC WORKLOAD ON SPORTS TALENT DEVELOPMENT AND RETENTION AMONG UNDERGRADUATES AT THE UNIVERSITY OF JAFFNA

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Abstract

Purpose: This study examines the impact of academic workload on sports talent development and the retention of undergraduate student-athletes at the University of Jaffna, Sri Lanka. It focuses on how academic demands influence students' ability to balance their dual careers in education and sports.

Design/methodology/approach: A quantitative research design was adopted using a structured survey distributed among student-athletes from various faculties. The survey assessed perceptions of academic pressure, training consistency, and institutional and coaching support.

Findings: The findings indicate that increased academic workload leads to reduced training time, higher stress levels, and decreased continuity in sports participation. However, institutional flexibility and effective coaching support positively influence student-athletes' confidence and commitment, enabling a better balance between academic and sports responsibilities.

Research limitations/implications: The study is limited to one university, which may affect the generalizability of the findings. Future research could expand to multiple universities and include longitudinal data to better understand long-term effects. The results highlight the need for universities to implement supportive policies that facilitate dual-career development.

Originality/value: This study contributes to the limited body of research on dual-career challenges in the Sri Lankan university context, particularly at the University of Jaffna. It provides practical insights for policymakers and educational institutions to enhance sports talent development while maintaining academic success.

Keywords: Academic Workload; Dual-Career Balance; Student-Athletes; Sports Retention; Talent Development

AN INVESTIGATIVE STUDY OF THE DETERMINANTS OF DRUG ADDICTION AMONG SCHOOL CHILDREN IN SRI LANKA'S NORTH CENTRAL PROVINCE

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Abstract

Purpose: This study addressed a critical deficit by conducting the first systematic investigation into patterns, determinants, and procurement networks of drug use among secondary school students across the North Central Province, providing granular data essential for targeted intervention design. Specific objectives of this research were to: (1) quantify the prevalence of drug awareness and self-reported consumption across grade levels (7–13); (2) identify substance typologies, consumption frequencies, and progression patterns; (3) map procurement sources and social networks facilitating access; (4) examine familial risk factors, particularly intergenerational transmission; and (5) assess the institutional detection capacity of school personnel regarding on-campus drug activity.

Design/methodology/approach: A cross-sectional survey employing a structured, anonymous questionnaire was administered to 400 students randomly selected from 12 government schools across Anuradhapura and Polonnaruwa districts. The instrument captured demographic variables, awareness of peer drug use within school premises, personal consumption history, procurement sources, perceived teacher awareness levels, and student-suggested prevention measures. Data collection utilized binary and categorical response formats to minimize literacy barriers. Analysis employed descriptive statistics, cross-tabulations, and chi-square testing ($\alpha=0.05$) using SPSS v.26 to examine associations between demographic variables and substance use behaviors. Missing data constituted less than 2% of responses and were excluded from relevant analyses.

Findings: The dataset reveals alarming normalization of drug presence within educational settings: 93.5% ($n=373/399$) of students confirmed observable drug use among peers at their schools, with consistent reporting across all grade levels (G-07 to G-13), indicating environmental saturation rather than isolated incidents. Self-reported personal consumption was documented among 21.7% ($n=86$) of respondents, demonstrating a non-linear age progression with peak prevalence in grades 9–11 (22.7–24.3%), suggesting early-to-mid adolescence (ages 13–16) as the critical vulnerability window. Substance typology analysis revealed a distinct hierarchy: Thul (a traditional tobacco-lime quid preparation) dominated experimentation with 68 documented instances of actual use, followed by cannabis (41 instances). Notably, 79% of cannabis users reported prior Thul experimentation, suggesting culturally embedded substances function as gateway agents within this context. Harder substances (injectable drugs, Ice/methamphetamine, heroin) showed minimal reported personal use but high awareness, indicating potential underreporting due to stigma or a progression pathway requiring longitudinal monitoring. Procurement ecology analysis exposed peer networks as the dominant access channel: 72.1% ($n=62$) of users obtained substances through school friends, while 66.3% ($n=57$) accessed them via external peer networks, highlighting schools as epicenters of distribution rather than merely consumption sites. Critically, 32.6% ($n=28$) reported accessing

pharmaceuticals directly from pharmacies without prescriptions, exposing a regulatory vulnerability in rural Sri Lanka's loosely monitored retail drug sector. Familial risk analysis demonstrated potent intergenerational transmission: students with drug-using fathers exhibited double the personal usage rate (36.9% vs. 18.7%; $\chi^2=12.34$, $p<0.001$), positioning paternal substance use as a significant predictor of adolescent vulnerability. Most alarming was the institutional detection gap: 95% of students perceived teachers as having limited or no awareness of drug activity within their grades, despite near-universal visibility of use, revealing a systemic surveillance failure that enables unchecked progression from experimentation to dependence.

Research limitations/implications: Here, a three-tiered response is proposed: (1) mandatory teacher training on substance detection integrated into professional development with anonymous student reporting mechanisms; (2) peer-resistance programs specifically targeting grades 9–11 during the peak vulnerability window; and (3) regulatory collaboration with pharmacy associations to implement real-time prescription monitoring and restrict over-the-counter access to diverted pharmaceuticals. There are some limits to this study, such as people possibly underreporting their drug use and the research design not allowing us to know what causes these behaviors.

Originality/value: Research findings underscore the urgent need for proactive measures to prevent instances of occasional use from escalating into long-term dependence during this critical developmental phase. In this regard, this research will assist the relevant authorities in implementing necessary interventions to address and mitigate drug use among school children in the North Central Province.

Keywords: Adolescent Substance Use; North Central Province; Peer Networks; School-Based Drug Prevention; Sri Lanka

AN ANALYTICAL STUDY OF DRUG ADDICTION OF SCHOOL CHILDREN IN SRI LANKA

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Abstract

Purpose: The primary objective of this research was to explore the nature of drug addiction among school children in Sri Lanka, as highlighted by recent studies. The findings aim to offer valuable insights that can assist relevant stakeholders in developing and implementing effective preventive strategies.

Design/methodology/approach: This research was based on the literature survey conducted with secondary data, which was revealed by other scholars relevant to drug addiction among school children in Sri Lanka. Research papers, abstracts, research works, magazines, journals, newspapers, and the internet were used as secondary sources. Data has been analyzed descriptively. Specific objectives of this research were to 1) investigate the types of drugs used by school children in Sri Lanka, 2) study the nature of drugs used by the school children in Sri Lanka, 3) examine methods used to lure school children in Sri Lanka onto drugs, and 4) investigate the academic performance of school children who have been victims of drug use, 5) methods used by educational authorities to prevent school students from falling prey to drug addiction, 6) propose steps that can be taken by relevant authorities to prevent drug addiction in school children in Sri Lanka.

Findings: Drug addiction has spread to all sectors of the country in Sri Lanka. In 2024, authorities arrested 162,000 individuals involved in drug-related offences. Drug Sellers are everywhere in places: workplaces, SPAs, small hotels, and places where rooms are rented to students. They use simple cash transfer methods on mobile phones, including school-going children. Drug usage among school children has become a threat to the nation. Schoolchildren have become the primary victims of this issue, and approximately 13% school children are addicted to drugs. As revealed by Chandrasiri et al. (2024), schools for children, located in urban areas and coastal areas, are at a high risk of drug usage. They further show that boys in early adolescence are at the highest risk of addiction. Mixed school children have a lower risk of drug addiction than children in boys' schools. A wider range of drugs, including Artane, Diazepam, Morphine, and Restoril, 'Nilla soya' and 'Apple' are used by the school children. Psychotropic drugs (Diazepam, Pregabalin, and Tramadol), cannabis, and toffees of unknown content are identified as the most common illicit drugs prevalent among school children.

Research limitations/implications: The issue of drug addiction among schoolchildren in Sri Lanka has surfaced as a complex and deeply entrenched social challenge, posing significant implications for individuals, families, educational institutions, and society at large. Evidence indicates that the onset of substance use frequently occurs at a disturbingly young age, often between 13 and 16 years, coinciding with a critical period of physical, psychological, and educational development. Accessibility often occurs through peers, family members, local dealers near schools, social media platforms, and

informal community networks. Schools should function with protective and preventive environments. Sri Lanka has made considerable advancements in addressing this challenge through the implementation of national policies, the establishment of school-based prevention programs, community awareness initiatives, law enforcement efforts, rehabilitation services, and partnerships with non-governmental organizations and international entities. However, there is a need to further strengthen these efforts.

Originality/value: School students are the workforce of the future, and they should contribute to the future with education, positive attitudes, good health, and a balanced personality. This research will provide valuable insights for parents, educational administrators, and policymakers, facilitating informed decision-making regarding the eradication, prevention, and management of drug use among school-aged children.

Keywords: Adolescent Behavior; Drug Addiction; Schoolchildren; Sri Lanka; Substance Abuse

THE ROLE OF ARTIFICIAL INTELLIGENCE AS A FAIRY GODMOTHER IN ENHANCING CINDERELLA SKILLS

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Abstract

Purpose: Listening skills are metaphorically referred to as “Cinderella Skills” due to their underrepresentation in the pedagogical practices in a language classroom. It is often overshadowed by speaking skills even though listening skills are foundational skills to all the other skills. This trend is similarly evident in the Sri Lankan context, where listening continues to receive minimal instructional attention. This study aims to examine the role of AI-generated podcasts in enhancing listening skills based on learners’ perceptions. Two objectives were formulated based on the main aim: to explore the benefits of AI-generated podcasts in developing second language listening skills and to examine the challenges experienced by the ESL learners when using AI-generated podcasts.

Design/methodology/approach: This study employed an exploratory research design within the qualitative research approach, with a key focus on exploring the perceptions of the ESL learners in integrating AI-generated podcasts as supplementary material to enhance listening skills. The participants of this study comprised fourteen (14) grade 9 students (7 girls and 7 boys) from a 1AB school located in the Western province of Sri Lanka. A focus group interview was employed to collect in-depth data with a pre-structured interview schedule. The interview was conducted following a three-month systematic intervention that utilized AI-generated podcasts created with Google NotebookLM to enhance the listening skills of the learners. During the intervention, AI-generated podcasts were used as pre-learning material. Prior to the intervention, a pretest was conducted and a post-test was conducted after the intervention to determine whether the students had made progress in their listening skills over the course of intervention.

Findings: AI-generated podcasts were perceived by the learners as supportive materials, and they increased learner motivation and engagement, supported comprehension through continuous exposure, offered personalized and syllabus-oriented content, and provided learner-friendly flexible access. AI was metaphorically named as a “Fairy Godmother” not only because of the positive traits related to its application but also the limitations—just as the Fairy Godmother’s magic in the Cinderella tale faded at midnight. When considering the challenges, even though the learners mentioned that native-speaker accents were a reason for them to get motivated in listening by providing them the exposure to authentic listening materials, 4 out of 14 learners reported difficulties in understanding those podcasts due to the unfamiliar pronunciation and accent patterns. Additionally, unfamiliar vocabulary and sentence structures were also identified as the primary obstacles to listening comprehension. However, the option to replay the podcasts multiple times, coupled with peer and teacher support, supported learners to overcome these obstacles and improve listening comprehension.

Research limitations/implications: There are certain limitations related to this study. The sample size (N=14) is relatively limited, and it focuses on a single ESL classroom. Furthermore, the study only focused on the learners' perceptions. Therefore, it is recommended to explore other AI-based tools that can be used to customize the speaker accent and vocabulary to suit the diverse proficiency levels

Originality/value: Most recent studies in this area have focused on exploring the impact of AI-generated podcasts on developing listening skills through pretest-post-test analysis. The findings center on teachers' perceptions of learners' voices and experiences. This study seeks to address the research gap by exploring ESL learners' perceptions of integrating AI-generated podcasts into the process of developing listening skills, particularly in the Sri Lankan ESL context.

Keywords: AI-Generated Podcasts; Artificial Intelligence; Cinderella Skills; Learners' Perceptions; Listening Skill

CUSTOMER AWARENESS, PERCEPTIONS AND SATISFACTION WITH AI CHATBOTS IN THE SRI LANKAN HOTEL INDUSTRY: A QUALITATIVE STUDY

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Abstract

Purpose: The purpose of this study is to explore customer awareness, perceptions, and satisfaction regarding AI chatbot usage in the Sri Lankan hotel industry. It focuses on how customers understand chatbot functions, how they perceive interactions and what factors influence their satisfaction when engaging with chatbot-supported hotel services across different service contexts in the local hospitality industry.

Design/methodology/approach: This study adopts an interpretivist research philosophy with an inductive approach. A qualitative research design was used to explore customer perspectives. Primary data were collected through semi-structured interviews. Purposive sampling was applied to select 16 participants with relevant experience in hotel services. Data were analyzed using thematic analysis supported by NVivo software. This approach enabled the identification of key patterns and themes related to customer awareness, perceptions, and satisfaction. The use of qualitative methods allowed an in-depth understanding of customer experiences, expectations, and concerns regarding AI chatbot usage in hotel environments within the Sri Lankan context.

Findings: The findings reveal that customer awareness of AI chatbots is moderate, with knowledge mainly gained through online platforms rather than direct hotel interactions. Customers perceive chatbots positively due to their speed, convenience and 24/7 availability, especially for simple tasks. However, several challenges were identified, including lack of human touch, inaccurate responses, language barriers and privacy concerns. Customer satisfaction is influenced by factors such as ease of use, accuracy, response speed, and personalization. Most participants preferred chatbots as a supportive tool rather than a replacement for human service, emphasizing the importance of balancing automation with human interaction in hotel services.

Research limitations/implications: This study is limited to a small qualitative sample within the Sri Lankan hotel context, focusing mainly on 4- and 5-star hotels. The findings provide practical implications for hotel managers and developers to improve chatbot design, enhance service quality and better align chatbot functions with customer expectations.

Originality/value: This study provides Sri Lanka-specific, customer-focused insights into AI chatbot usage in the hotel industry. It addresses a research gap by examining customer awareness, perceptions and satisfaction, offering valuable guidance for improving chatbot implementation and supporting digital transformation in hospitality services.

Keywords: AI Chatbots; Customer Awareness; Customer Perceptions; Customer Satisfaction; Sri Lankan Hotel Industry

இரண்டாம் மொழியாக தமிழ் கற்றல் - கற்பித்தல் சிக்கல்களும் தீர்வுகளும்.

ஹிருபாசினி அர்ச்சனா அருள்ராஜ்* மற்றும் அருந்தாசுரன்
தமிழ்துறை, கலைப்பீடம், யாழ்ப்பாணப் பல்கலைக்கழகம், இலங்கை
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ஆய்வுச் சுருக்கம்

நோக்கம்: தமிழ்மொழியை இரண்டாம்மொழியாக கற்கவும் கற்பிக்கப்படுவதற்குமான அவசியம் மற்றும் அவ்வாறு கற்பிப்பதிலும் கற்பதிலும் எதிர்நோக்கப்படும் பிரச்சினைகள் குறித்தும் அதனை அலட்சியப்படுத்தி புறந்தள்ளி விடுவதனால் உண்டாகக்கூடிய அரசியல் சமூக பொருளாதார மற்றும் பண்பாட்டு ரீதியான நெருக்கடிகள் குறித்தும் இக்கற்கைப்புலத்தைகட்டமைப்பதன் மூலம் காலப்போக்கில் இனங்களுக்கிடையிலான புரிதலையும் நட்புறவையினையும் கட்டியெழுப்புவதன் மூலம் பேண்தகு சமூக பொருளாதாரத்திற்கான அடிப்படைகளை உருவாக்குவதிலும் அதற்கான புலமைச்சார் உரையாடலை தொடக்குவதும் இந்த ஆய்வின் நோக்கமாக அமைகிறது.

முறையியல்: இந்த ஆய்வானது மொழியியல் கோட்பாட்டு அடிப்படைகளையும் குறிப்பாக சமூக மொழியியல், பண்பாட்டு மொழியியல், பிரயோக மொழியியல் சார்ந்த மொழியியல் கோட்பாட்டு அடிப்படைகளையும் மற்றும் பண்பாட்டு பொருள் முதல்வாத கோட்பாட்டு அடிப்படைகளையும் ஆதாரமாகக்கொண்ட ஒரு பண்புசார் ஆய்வாக முன்னெடுக்கப்படுகின்றது. மொழியியல் ஒலியியலியல், உருபனியல்,தொடரியல் அடிப்படைகளையும் புரிந்துக்கொள்வதற்கு பிரயோக மொழியியல் அடிப்படைகளையும் அதன் அர்த்தம் முதலியவற்றை தீர்மானிக்கும் பண்பாட்டு தளங்களின் புரிந்துக்கொள்வதற்கு கிளைமொழிகள் மற்றும் சமூக மொழியியல் அடிப்படைகளையும் தனிமனித உளவியல் அடிப்படைகளை புரிந்துக்கொள்வதற்கு உளமொழியியல் அடிப்படைகளையும் இவற்றை விமர்சன ரீதியாக கட்டமைக்க பண்பாட்டு பொருள் முதல் வாத அடிப்படைகளும் இங்கு ஆதாரமாகக் கொள்ளப்படுகின்றது. மொழியியல் விஞ்ஞான கோட்பாட்டு அடிப்படையில் தமிழ்மொழியை அணுகி அதாவது தமிழ்மொழியின் ஒழுங்கு, அமைப்பு முறைகளையும் அதன் ஆக்ககூறுகளையும் தொடர்பாடல் ஊடகமாக கட்டமைக்கப்பட்ட முறையினையும் இணங்காண்பதுடன் மொழி கற்றல் கற்பித்தல் தொடர்பாக பின்பற்றப்படும் கோட்பாட்டு அடிப்படைகளுக்கு வினைதிறன் மிக்க கலைத்திட்டத்தினை உருவாக்கி அதன் மூலம் கற்றல் செயற்பாடுகளை முன்னெடுத்தல்.

கண்டறிதல்கள்: இந்த ஆய்வானது மொழியியல் கோட்பாட்டு அடிப்படைகளையும் குறிப்பாக சமூக மொழியியல், பண்பாட்டு மொழியியல், பிரயோக மொழியியல் சார்ந்த மொழியியல் கோட்பாட்டு அடிப்படைகளையும் மற்றும் பண்பாட்டு பொருள் முதல்வாத கோட்பாட்டு அடிப்படைகளையும் ஆதாரமாகக்கொண்ட ஒரு பண்புசார் ஆய்வாக முன்னெடுக்கப்படுகின்றது. மொழியியல் ஒலியியலியல், உருபனியல்,தொடரியல் அடிப்படைகளையும் புரிந்துக்கொள்வதற்கு பிரயோக மொழியியல் அடிப்படைகளையும் அதன் அர்த்தம் முதலியவற்றை தீர்மானிக்கும் பண்பாட்டு தளங்களின் புரிந்துக்கொள்வதற்கு கிளைமொழிகள் மற்றும் சமூக மொழியியல் அடிப்படைகளையும் தனிமனித உளவியல் அடிப்படைகளைபுரிந்துக்கொள்வதற்கு உளமொழியியல் அடிப்படைகளையும் இவற்றை விமர்சன ரீதியாக கட்டமைக்க பண்பாட்டு பொருள் முதல் வாத அடிப்படைகளும் இங்கு ஆதாரமாகக் கொள்ளப்படுகின்றது. மொழியியல் விஞ்ஞான கோட்பாட்டு அடிப்படையில் தமிழ்மொழியை அணுகி அதாவது தமிழ்மொழியின் ஒழுங்கு, அமைப்பு முறைகளையும் அதன் ஆக்ககூறுகளையும் தொடர்பாடல் ஊடகமாக கட்டமைக்கப்பட்ட முறையினையும் இணங்காண்பதுடன் மொழி கற்றல் கற்பித்தல் தொடர்பாக பின்பற்றப்படும் கோட்பாட்டு அடிப்படைகளுக்கு வினைதிறன் மிக்க கலைத்திட்டத்தினை உருவாக்கி அதன் மூலம் கற்றல் செயற்பாடுகளை முன்னெடுத்தல்.

ஆய்வு வரையறைகள்/விளைவுகள்: இரண்டாம் மொழியாக தமிழ் கற்றல் கற்பித்தல் எண்ணக்கருவினை விளக்குதல், இரண்டாம் மொழியாக தமிழை கற்றல் கற்பித்தல் அவசியத்தினை வரலாற்று நிலைப்படுத்துதல், தமிழ்மொழியின் கட்டமைப்பினையும் ஒழுங்கமைப்பினையும் விளக்கல், ஆக்ககூறுகள் ஒன்றோடு ஒன்று இணையும் முறையினை விளக்கல், மொழி கோட்பாடுகளின் அடிப்படையில் ஒலியன்,உருபன்,தொடர் மற்றும் வாக்கிய இயைபு இயல்களை கற்பிக்கும் முறையினை முன்வைத்தல் போன்றன இவ் ஆய்வில் எல்லைகளாக அமையும்.

தனித்துவம்/பெறுமானம்: தமிழ் மற்றும் சிங்கள மொழிகளின் மொழியலமைப்பு, ஒழுங்குமுறை குறித்த விதிமுறை இலக்கண விதிகளையும் அது குறித்த மொழியியல் ரீதியான பார்வைகளையும் வளர்த்துக்கொள்ளல்,மொழிகற்பித்தல் மொழியின் ஆக்ககூறுகள் அவற்றை புரிந்துக்கொண்டு மொழியை பயன்படுத்தும் முறை பற்றிய அறிகைத்தொழிற்பாடு அப்பால் இனங்களுக்கிடையிலான பரஸ்பர புரிதலையும், நம்பிக்கையையும் கட்டியெழுப்பும் செயற்பாடுகளை கருத்திற் கொள்ளல், பிரச்சினைகளுக்கான மூலங்களை இணங்கண்டு இல்லாது செய்வதனால் புரிந்துணர்வும் ஐக்கியமும் கொண்டதொரு பேண்தகுசமூகமாக கட்டியெழுப்ப்வாதாகும்.

திறவுச்சொற்கள்: சமூக விமர்சன முறைமை; சமூக மொழியியல்; சிங்கள மொழி; பண்பாட்டு மொழியியல்; பிரயோக மொழியியல்

நிலைபேண்தகைமை - பண்பாட்டுப் பன்மைத்துவம் - இலக்கியம் :

அ. முத்துலிங்கத்தின் சிறுகதைகளை அடிப்படையாகக் கொண்ட வாசிப்பு

சதீஸ்லோபிரசாந்த், சி.* மற்றும் அருந்தாசுரன், க.
தமிழ்த்துறை, யாழ்ப்பாணப் பல்கலைக்கழகம், இலங்கை
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ஆய்வுச் சுருக்கம்

நோக்கம்: அ. முத்துலிங்கத்தின் சிறுகதைகளை ஆழ்நிலை வாசிப்புக்கு உட்படுத்துவதன் மூலம், மாறிவரும் உலகச்சூழலில் நிலைபேண்தகு அபிவிருத்திமிக்க சமுதாயத்தினை உருவாக்குவதற்கான இயங்காற்றலாக இலக்கியத்தினை எவ்வாறு முன்னிறுத்துவது என்பது பற்றிய புலமைத்தலையீடனை மேற்கொள்வது இவ்வாய்வின் பிரதான நோக்கமாகும்.

முறையியல்: இந்த ஆய்வானது பண்பாட்டுப் பன்மைத்துவம், பண்பாட்டுக்கற்கைகள், உளவியல் மற்றும் அழகியல் கோட்பாட்டு அடிப்படைகள் பின்பற்றப்படுகின்ற விபரண ஆய்வு முறையியலில் அமையும் ஒரு பண்புசார் ஆய்வாக காணப்படுகிறது.

கண்டறிதல்கள்: தமிழில் பண்பாட்டுப் பன்மைத்துவச் சிந்தனைகளை கலையாக்கப்படுத்திய மிக முக்கியமான படைப்பாளியாக அ. முத்துலிங்கம் விளங்குகிறார். புவியியல் எல்லைகள் கடந்து உலகின் ஏனைய பண்பாடுகளை தனது சொந்தப் பண்பாட்டு அம்சங்களின் பின்னணியில் இருந்து தரப்படுத்த முயலாமல் அவற்றை இணக்கப்படுத்தி உரையாடலை மேற்கொள்வதன் மூலம் தமது படைப்புக்களில் அவற்றின் உன்னதங்களை அடையாளப்படுத்த முனைகிறார். எல்லைகள் கடந்து ஏனைய பண்பாடுகளோடு இணைந்து வாழும்பொழுது ஏற்படும் பண்பாட்டு அதிர்வினை எதிர்கொள்வதனூடாக எவ்விதமான அடையாள அரசியலை முன்னெடுப்பது, அவ்வாறே உலகப்பொதுப்பண்பாட்டின் ஒரு அங்கமாக எம்மை எவ்வாறு கட்டமைத்துக்கொள்வது என்பது பற்றிய உரையாடல்களுக்கான சாத்தியங்களையும் உருவாக்குகிறார். புவியியல் எல்லைகளைக் கடந்த மனிதர்களின் கதைகளை தமிழ்ச்சூழலுக்கு அறிமுகப்படுத்துவதனூடாக பன்மைத்துவப் பண்பாட்டுப் புரிதலை ஏற்படுத்தும் புதியதொரு எடுத்துரைப்பு முறையினை தமிழுக்குக் கொண்டுவருகிறார். இத்தகைய பண்பாட்டுப் பன்மைத்துவம் பற்றிய புரிதலும் மனவிரிவும் தற்புதுமையும் படைப்பாக்க மனமும் கொண்டவரான அ. முத்துலிங்கம் தமிழில் எழுதப்பட்ட ஏனைய புலம்பெயர் எழுத்துக்களில் இருந்து தத்துவார்த்த அழகியல் அடிப்படையில் வேறுபடுத்திப் பார்க்கக்கூடிய தனித்துவங்களைக் கொண்டவராகக் காணப்படுகிறார். மேலும் உலகப்பொதுவான இலக்கியப் பயில்வெளியின் ஒரு அங்கமாக தமிழ் இலக்கியத்தை மாற்றியமைப்பதன் மூலம் உலகளாவிய பண்பாட்டுப் பன்மைத்துவ எழுத்து முறைமையின் மையநீரோட்டத்தில் தமிழ்த்துவ அடையாளத்தோடு இணையும் ஒரு படைப்பாளியாக தம்மை முன்னிறுத்துவதனையும் கண்டறியமுடிகின்றது.

ஆய்வு வரையறைகள்/விளைவுகள்: ஆய்வின் நெறிமுறைகளுக்கும் கோட்பாட்டு அணுகு முறைகளுக்கும் பொருந்திவரக்கூடிய தேர்ந்தெடுக்கப்பட்ட சிறுகதைகளைக் கொண்டு குறிப்பிட்ட கோட்பாட்டுப் பின்னணியில் செய்யப்பட்ட இந்த ஆய்வின் முடிவானது வரையறுக்கப்பட்டதாகவே காணப்படும். இது பற்றிய வெவ்வேறு விதமான கோட்பாடுகளை முன்னிறுத்தி ஆய்வுகளை மேற்கொள்ளும் பொழுதே முத்துலிங்கத்தின் பண்பாட்டுப் படைப்புலகம் பற்றிய பல்பரிமாணத்தன்மை மிக்க ஆய்வு முடிவுகளைப் பெற்றுக்கொள்ள முடியும்.

தனித்துவம்/பெறுமானம்: அ. முத்துலிங்கத்தின் கதைகளில் உரையாடப்படும் பண்பாட்டுப் பன்மைத்துவச் சிந்தனைகளை நாம் வரித்துக்கொள்வதன் ஊடாக பண்பாட்டு முரண்பாடுகளால் உட்கருங்கி பல்வேறு அரசியல், பொருளாதார நெருக்கடிகளை எதிர்கொள்ளும் இலங்கையில், நிலைபேண்தகு அபிவிருத்திமிக்க சமூகத்தை

உருவாக்குவதற்கான பண்பாட்டு அடிப்படைகளை கட்டமைக்கமுடியும். ஆகவே இத்தகைய உரையாடலுக்கான வெளியினை திறப்பதாகவும் சமூக நல்லிணக்கத்தையும் நல்லுறவையும் முன்னிறுத்திப் போராடுகின்ற ஒரு சமூகத்திற்கான அறிவார்ந்த செயல்பாட்டின் ஒரு அங்கமாகவும் இந்த ஆய்வு அமையும்.

திறவுச்சொற்கள்: இலக்கியம்; சமூகவிமர்சனம்; நிலைபேண்தகைமை; பண்பாட்டுக்கற்கை; பண்பாட்டுப் பன்மைத்துவம்

திருக்குறளில் மனிதவள மேம்பாடும் முகாமையும்: சமூகப் பண்பாட்டு விமர்சன நோக்கு

சிந்துஜா, க.* மற்றும் அருந்தாசுரன், க.

தமிழ்த்துறை, யாழ்ப்பாணப்பல்கலைக்கழகம், இலங்கை

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ஆய்வுச் சுருக்கம்

நோக்கம்: சமூக, பண்பாட்டு மற்றும் மனிதவள முகாமைத்துவச் சிந்தனைகளின் அடிப்படையில் திருக்குறளை அணுகி, அதில் பதிவாகி இருக்கும் மனித மேம்பாடு பற்றிய மனிதவள முகாமைத்துவக் கருத்துக்களை இனங்காண்பதோடு, பேண்தகு சமூக அபிவிருத்திக்கான அடிப்படைகளை உருவாக்குவதோடு, அதனை ஒரு இயங்காற்றலாக கட்டமைக்கின்றதை இந்த ஆய்வு பிரதான நோக்கமாக முன்னெடுக்கின்றது.

முறையியல்: இந்த ஆய்வானது சமூகப் பண்பாட்டு விமர்சனக் கோட்பாடு, பண்பாட்டுக் கற்கை, பண்பாட்டு பொருள் முதல் வாதம் மற்றும் மனிதவள மேலாண்மைக் கோட்பாடுகளை ஆதாரமாகக் கொண்ட ஒரு பண்புசார் ஆய்வாக முன்னெடுக்கப்படுகின்றது.

கண்டறிதல்கள்: மனிதகுல வரலாறு என்பது மனிதனுக்கும் இயற்கைக்குமான முரண்பாடாக இருப்பதோடு, அந்த முரண்பாடுகளுக்கிடையிலான போராட்டங்களின் வரலாறாக அமைந்திருக்கிறது. போராட்டமும் முரண்பாடுகளும் தோன்றுவதற்கு அடிப்படைகளாக மனித வளமும் மனித மேன்மையை முகாமை செய்வதில் உள்ள சிக்கல்களும் அடிப்படை காரணமாக அமைகின்றன. மனித சக்தியை ஒன்றிணைத்தல், மனித சக்தியை ஒன்றிணைத்து ஒரு மையமாக்குதல், மையமாக்குதலில் பின்பற்ற வேண்டிய வழிமுறைகள் ஆகியவற்றை மிகச்சிறப்பாக எடுத்துக்காட்டியுள்ளார்.

ஆய்வு வரையறைகள்/விளைவுகள்: மனிதன் ஒரு பேரியற்கையின் ஒரு பகுதி. அதனால் அவன் பேராற்றலின் அம்சமாக விளங்குகின்றான். இதனடிப்படையில் அவன் இயற்கையையும், இயற்கையின் ஒரு பகுதியாகிய மனிதனையும் அவன் தன்னுடைய ஆற்றலால் கட்டுப்பாட்டுக்குள் வைத்துள்ளான். அதனால் மனிதனுக்கும் மனிதனுக்கும் முரண்பாடு ஏற்படுகின்றது. ஒருவகையில் மனிதகுல வரலாறு என்பது மனிதமுரண்பாடுகளுக்கிடையிலான வரலாறாகும். அத்தகைய போராட்டத்தின் ஒரு அறிவார்ந்த பகுதியாகவே இந்த ஆய்வும் முன்னெடுக்கப்படுகிறது.

தனித்துவம்/பெறுமானம்: இந்த ஆய்வானது இந்த விடயப்பொருள் குறித்து குறிப்பிட்ட அடிப்படையில் முன்வைக்கப்பட்டுள்ளது. அதனால் திருக்குறள் தொடர்பான எல்லா வாசிப்புகளையும் உள்ளடக்கியதாக இல்லை. இதனை வெவ்வேறு கோட்பாடுகளில் அடிப்படையில் அணுகி, ஆராய்வதன் மூலம் அது பற்றிய முழுமையான வாசிப்பை கொண்டு வரமுடியும். அத்தகைய பல்வேறு வகையான வாசிப்புக்கான ஒரு பகுதியாக, முயற்சியாக இந்த ஆய்வு அமைகிறது.

திறவுச்சொற்கள்: சமூக பண்பாட்டு விமர்சன கோட்பாடு; திருக்குறள்; பண்பாட்டு கற்கை மற்றும் பொருள் முதல்வாதம்; மனிதவள முகாமைத்துவம்; மேலாண்மைக் கோட்பாடு

யாழ்ப்பாணப் பல்கலைக்கழகத்தில் கலைப்பீட மாணவர் சங்கங்களில் பெண்பிரதிநிதித்துவம்: கலைப்பீடத்தை அடிப்படையாகக் கொண்ட ஆய்வு

விஜேந்திரா, நி.

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ஆய்வுச் சுருக்கம்

நோக்கம்: யாழ்ப்பாணப் பல்கலைக்கழகத்தில் கலைப்பீடத்தில் மூன்றில் இரண்டு பங்கு பெண்மாணவர்களைக் கொண்டுள்ள பீடத்தில் பெண்களது பிரதிநிதித்துவம் என்பது இல்லாமல் இருப்பதாகவே காணப்படுகின்றது. தற்காலத்தில் உலகளாவியரீதியிலும் உள்நாட்டிலும் பால்நிலை சமத்துவம் பற்றிய எண்ணக்கரு பேசு பொருளாக இருந்தும் எமது பல்கலைக்கழகத்தில் இல்லாமல்காணப்படுகின்றது. 1979ல் கொண்டுவரப்பட்ட பெண்களுக்கெதிரான அனைத்து பாரபட்சங்களையும் இல்லாதொழிப்பதற்கான சர்வதேசப்பிரகடனத்தில் இலங்கை கைச்சாத்திட்டிருந்தது. இலங்கையின் சனத்தொகையில் 52% பெண்களாக காணப்படுகின்றனர் இவ்வாறான சூழ்நிலையில் பல்கலைக்கழகங்களில் பெண் மாணவர்களது பிரதிநிதித்துவம் இல்லாமல் இருப்பது பெண்களிற்கான சமவாய்ப்பு சமஅந்தஸ்து இல்லாமல் காணப்படுவதாகவே காணப்படுகின்றது. இதற்கான பிரதான காரணியாக அரசியல் தலையீடுகளே உள்ளதுடன் உபகாரணிகளாக ஆண் மாணவர்களது மேலாதிக்க சிந்தனை மற்றும் குடும்ப பிண்ணனிகளும் காரணிகளாக இருக்கின்றது. இதற்கான தரவுசேகரிப்பிற்காக நேர்காணல் மற்றும் குழுக்கலந்துரையாடல் மூலம் தரவுகள் பெறப்பட்டுள்ளது.

முறையியல்: இவ்ஆய்வானது அளவுசார் மற்றும் பண்புசார் அடிப்படையாக அமைந்துள்ளது இவ் இருவகையான தகவல்களும் முதலாம் நிலைத்தரவுகள் மற்றும் இரண்டாம் நிலைத்தரவுகளில் இருந்து பெறப்பட்டுள்ளன. அத்துடன் மாணவர்களிடம் இருந்து பெறப்பட்ட குழுக்கலந்துரையாடல் மற்றும் நேர்காணல் முறைமூலம் பெறப்பட்ட தரவுகள் முறையியலாக உள்ளன. இரண்டாம் நிலைத்தரவுகளான நூல்கள் ஆய்வறிக்கைகள் ஆவணங்கள் பல்கலைக்கழக மாணியங்கள் ஆணைக்குழுவின் சுற்றிக்கைகள் மேற்குறித்த இரண்டாம் நிலைத்தரவுகள் பிரசுரிக்கப்பட்ட புத்தகங்கள் மற்றும் அரசாங்க வெளியீடு ஆவணங்களில் இருந்தும் கணனி வலைத்தளங்களில் இருந்தும் பெறப்பட்டுள்ளன.

ஆய்வு வரையறைகள்/விளைவுகள்: யாழ்ப்பாணப் பல்கலைக்கழகத்தில் பன்னிரண்டு பீடங்கள் இருந்தபோதும் கலைப்பீடத்தை மட்டும் தெரிவு செய்தமை ஆய்வின் மட்டுப்பாடுகளாக இருக்கின்றது. 1931ல் சர்வஜனவாக்குரிமை வழங்கப்பட்ட நாடு இலங்கையாகும். அது ஆண்களிற்கும் பெண்களிற்கும் ஏக காலத்தில் வழங்கப்பட்டதாகும். சனத்தொகையில் 52% கொண்ட பெண்கள் அரசியல் அந்தஸ்து பெறுவது கட்டாயம். இவ்வாறு இருக்கையில் தற்கால அரசியல் அறிமுக வாயிலாக பல்கலைக்கழக மாணவ சங்கங்களே முக்கியத்துவம் பெறுவதாக அமைந்துள்ளது. இலங்கையின் அரசியல் அமைப்பு சீர்திருத்தங்களை செய்கின்ற போது கொள்கைகளை உருவாக்குகின்றபோது பெண்களது பிரதிநிதித்துவம் மிக மிக அவசியமாகின்றது.

தனித்துவம்/பெறுமானம்: பெண்களது பங்களிப்பு இன்மைக்கு ஆண்மாணவர்களது மனோ நிலையும் அரசியல் காரணியும் உள்ளமை கண்டறியக்கூடியதாக உள்ளது. இவ் ஆய்வின் நோக்கம் மாணவ சங்கங்களில் பெண்களது பங்களிப்புடன் ஒரு ஆரோக்கியமான சுயாதீனமாக மாணவர் சங்கங்களை உருவாக்க வேண்டும் என்பதுடன் எதிர்கலத்தில் இவ்வாறான ஆய்வு வெளிவர இவ் ஆய்வு அடிப்படையாக அமையும்.

திறவுச்சொற்கள்: அரசியல்தலையீடு; ஆணாதிக்கம்; மாணவசங்க பிரதிநிதித்துவம்; பால்நிலைசமத்துவம்

**தொழில்நுட்ப மற்றும் தொழிற்கல்வி மற்றும் பயிற்சி (TVET) பாதையை
தேர்ந்தெடுக்கும் மாணவர்களின் தெரிவில் செல்வாக்கு செலுத்தும் காரணிகள்
(யாழ்ப்பாண மாவட்டத்தை மையமாகக் கொண்ட ஆய்வு)**

கஸ்தூரி, மோ. ^{1*}, உமாகாந்த், ந. ² மற்றும் பாலபுத்திரன், ச. ³

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ஆய்வுச் சுருக்கம்

நோக்கம்: இந்த ஆய்வின் பிரதான நோக்கம், யாழ்ப்பாண மாவட்டத்தில் தொழில்நுட்ப மற்றும் தொழிற்கல்வி மற்றும் பயிற்சி (TVET) பாதையைத் தேர்ந்தெடுக்கும் மாணவர்களின் கற்கைநெறி தெரிவு தீர்மானத்தில் செல்வாக்கு செலுத்தும் காரணிகளை அடையாளம் காண்பதாகும். இவ்வாய்வு அளவியல் (Quantitative) ஆராய்ச்சி அணுகுமுறையை அடிப்படையாகக் கொண்டு வடிவமைக்கப்பட்டது. மாணவர்கள் TVET பாதையைத் தேர்ந்தெடுக்கும் போது எந்த காரணிகள் அவர்களின் தீர்மானத்தை பாதிக்கின்றன என்பது முக்கியமான ஆராய்ச்சி பிரச்சினையாகும். குறிப்பாக, உட்கட்டமைப்பு வசதிகள், பணியாளர் போதுமான தன்மை, வேலைவாய்ப்பு திறன்கள், பாடநெறிகள், குடும்ப மற்றும் கலாச்சார சூழல் மற்றும் அரசாங்கக் கொள்கைகள் ஆகியவை இந்தத் தீர்மானத்தில் முக்கிய பங்காற்றக்கூடிய காரணிகளாகக் கருதப்படுகின்றன.

முறையியல்: இவ்வாய்வில், உட்கட்டமைப்பு வசதிகள், பணியாளர் போதுமான தன்மை, பயிலுநர்களின் வேலைவாய்ப்பு திறன்கள், வழங்கப்படும் கற்கைநெறிகள், குடும்ப மற்றும் கலாச்சார சூழல் மற்றும் அரசாங்கக் கொள்கைகள் ஆகியவை முக்கிய காரணிகளாகக் கருதப்பட்டுள்ளன. தரவுகள் யாழ்ப்பாண மாவட்டத்தில் உள்ள தொழில்நுட்பவியல் கல்லூரிகளில் கல்வி பயிலும் மாணவர்களிடமிருந்து வினாக்கொத்து மூலம் சேகரிக்கப்பட்டன. இந்த ஆய்வு அளவியல் (Quantitative) ஆராய்ச்சி அணுகுமுறையைப் பயன்படுத்துகிறது. தரவுகள் கட்டமைக்கப்பட்ட வினாக்கொத்து மூலம் யாழ்ப்பாண மாவட்டத்தில் உள்ள தொழில்நுட்பவியல் கல்லூரிகளில் கல்வி பயிலும் 225 மாணவர்களிடமிருந்து சேகரிக்கப்பட்டு, SPSS (Version 27.0) மென்பொருளைப் பயன்படுத்தி பகுப்பாய்வு செய்யப்பட்டது. ஆய்வில் உட்கட்டமைப்பு வசதிகள், பணியாளர் போதுமானதன்மை, பயிலுநர்களின் வேலைவாய்ப்பு திறன்கள், வழங்கப்படும் கற்கைநெறிகள், குடும்ப மற்றும் கலாச்சார சூழல் மற்றும் அரசாங்கக் கொள்கைகள் ஆகியவை முக்கிய மாறிகளாகக் கருதப்பட்டன. இந்த ஆய்வு விளக்கவியல் (Descriptive) மற்றும் விளக்கக் காரணவியல் (Explanatory) ஆய்வு வடிவமைப்புகளின் அடிப்படையில் மேற்கொள்ளப்பட்டுள்ளது. மாணவர்களின் கற்கைநெறி தெரிவு தீர்மானத்தில் பல்வேறு காரணிகள் எவ்வாறு தாக்கம் செலுத்துகின்றன என்பதை விளக்குவதற்காக அளவியல் தரவுப் பகுப்பாய்வு பயன்படுத்தப்பட்டுள்ளது.

கண்டறிதல்கள்: இந்த ஆய்வில், வேலைவாய்ப்பு திறன்கள் மிகவும் முக்கியமான தீர்மான காரணியாக விளங்குகின்றன. தனிநபர்களின் திறன், கல்வி மற்றும் பயிற்சி வாய்ப்புகள் அவர்கள் வேலை பெறும் திறனை அதிகமாக பாதிக்கின்றன. அதேசமயம், அரசாங்கக் கொள்கைகள் முக்கியமான நேரடி தாக்கத்தை ஏற்படுத்துகின்றன. குறிப்பாக வேலைவாய்ப்பு உருவாக்கம் மற்றும் பொருளாதார வளர்ச்சியில் அவற்றின் பங்கு குறிப்பிடத்தக்கது. மேலும், பணியாளர் தரம் (Quality) முக்கியமான பங்களிப்பை வழங்குகிறது. இது நிறுவன செயல்திறனை மேம்படுத்துகிறது. ஆனால், உட்கட்டமைப்பு மற்றும் குடும்ப காரணிகள்

குறைந்தளவிலான தாக்கத்தையே செலுத்துகின்றன என்பதும் இந்த ஆய்வின் மற்றொரு முக்கியமான கண்டறிதலாகும்.

ஆய்வு வரையறைகள்/ விளைவுகள்: இந்த ஆய்வு, வேலைவாய்ப்பு திறன்கள் முக்கிய காரணியாக இருப்பதை வெளிப்படுத்துகிறது. Human Capital Theory மற்றும் Decision Theory ஆகிய கோட்பாடுகள் உறுதிப்படுத்தப்படுகின்றன. கல்வி நிறுவனங்கள் திறன் மேம்பாட்டில் கவனம் செலுத்த வேண்டும் அரசாங்கம் TVET துறையில் முதலீடு செய்து, மாணவர்களுக்கு பயிற்சி மற்றும் வேலைவாய்ப்பு வாய்ப்புகளை அதிகரிக்க வேண்டும். மாதிரி அளவு குறைவாக இருப்பதும், Convenience sampling பயன்படுத்தப்பட்டதும், ஆய்வு ஒரு குறிப்பிட்ட பிராந்தியத்திற்கு மட்டுமே வரையறுக்கப்பட்டதும் பொதுமைப்படுத்துதலைக் குறைக்கிறது. மேலும், சுய அறிக்கை தரவின் சார்பு மற்றும் Qualitative பகுப்பாய்வு இல்லாமை முடிவுகளின் ஆழத்தை பாதிக்கக்கூடும்.

தனித்துவம் /பெறுமானம்: இந்த ஆய்வு, TVET கல்வி தெரிவில் வேலைவாய்ப்பு திறன்களின் முக்கியத்துவத்தை வலியுறுத்தி, Human Capital Theory மற்றும் Decision Theory ஆகியவற்றை ஒருங்கிணைக்கும் புதிய பார்வையை வழங்குகிறது. இது இலங்கை சூழலில் கொள்கை, கல்வி மற்றும் நடைமுறை மேம்பாட்டிற்கு பயனுள்ள வழிகாட்டுதல்களை வழங்குகிறது.

திறவுச்சொற்கள்: TVET கல்வி; மாணவர் தெரிவு தீர்மானம்; வேலைவாய்ப்பு திறன்கள்; அரசாங்கக் கொள்கைகள்; உட்கட்டமைப்பு வசதிகள்

உணவகத் தொழில் முயற்சியாளர்கள் எதிர்கொள்ளும் சவால்களும் அவர்களின் வளர்ச்சியும்

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ஆய்வுச் சுருக்கம்

நோக்கம்: இந்த ஆய்வு, யாழ்ப்பாண மாவட்டத்தின் நல்லூர்ப் பிரதேச செயலக பிரிவில் உள்ள உணவகத் தொழில் முயற்சியாளர்கள் எதிர்கொள்ளும் சவால்கள் தொடர்பான முக்கிய காரணிகளையும், அந்த காரணிகள் வளர்ச்சியில் ஏற்படுத்தும் தாக்கத்தையும் ஆராய்வதற்காக மேற்கொள்ளப்பட்டது. குறிப்பாக, நிதி நிலைமை, அரசு ஆதரவு, சமூக ஆதரவு, பயிற்சி மற்றும் திறன் மேம்பாடு ஆகிய காரணிகள் உணவகத் தொழில் முயற்சியாளர்களின் வளர்ச்சிக்கு எவ்வாறு பங்களிக்கின்றன என்பதே இவ்வாய்வின் மையக் கருத்தாகும்.

முறையியல்: ஆய்வுக்கான முதன்மைத் தரவு 45 உணவகத் தொழில் முயற்சியாளர்களிடமிருந்து 5 Likert Scale பயன்படுத்திய வினா கொத்துக்கள் மூலம் சேகரிக்கப்பட்டது. சேகரிக்கப்பட்ட தரவுகள் SPSS (Version 26.0) மென்பொருள் மூலம் சுருக்கப்பள்ளிவிவரங்கள், Pearson தொடர்பு, ANOVA மற்றும் பிற்செலவு பகுப்பாய்வு (Multiple Regression) ஆகிய புள்ளியியல் முறைகளின் மூலம் பகுப்பாய்வு செய்யப்பட்டன.

கண்டறிதல்கள் நிதி ஆதரவு, சமூக ஆதரவு மற்றும் பயிற்சி மற்றும் திறன் மேம்பாடு ஆகியவை தொழில் முயற்சியாளர்களின் வளர்ச்சியில் முக்கியமான நேர்மறை தாக்கம் செலுத்துகின்றன ($p < 0.05$). இருப்பினும் அரசின் ஆதரவு ($p < 0.05$) புள்ளியியல் அடிப்படையில் வளர்ச்சியை பாதிப்பதாக கண்டறியப்படவில்லை. Regression Model - இன் Adjusted R^2 மதிப்பு 0.728 என இருப்பது, தொழில் முயற்சியாளர்களின் வளர்ச்சியில் காணப்படும் 72.8% மாற்றங்கள் இம்மாறிகளால் விளக்கப்படுகின்றன என்பதை வெளிப்படுத்துகிறது. ANOVA முடிவுகள் ($F = 30.452 > p = 0.000$)

ஆய்வு வரையறைகள்/விளைவுகள்: இவ்வாய்வானது நல்லூர் பிரதேச செயலகப் பிரிவில் உள்ள உணவகத் தொழில் முயற்சியாளர்களை மையமாக வைத்து மேற்கொள்ளப்பட்டது. இது இவ்வாய்வின் ஓர் வரையறையாக கொள்ளப்படுகின்றது. மேலும் எதிர்கால ஆய்வாளர்கள் யாழ் மாவட்டத்தில் உள்ள அல்லது வடமாகாணத்தை மையமாகக் கொண்டு ஓர் ஆய்வினை மேற்கொள்ளுதல் சிறப்பானதாக காணப்படும். மேலும் இவ் ஆய்வு கணிதவியல் ரீதியாக மேற்கொள்ளப்பட்டது எதிர்கால ஆய்வுகள் விடைய ஆய்வு முறைகள் மூலம் அல்லது கள ஆய்வுகள் மூலம் மேற்கொள்ளப்படுதல் சிறப்பானதாக காணப்படும். இவ்வாய்வு, நல்லூர் பிரதேசத்திலுள்ள உணவகத் தொழில் முயற்சியாளர்களின் வளர்ச்சியை மேம்படுத்த பயிற்சி மற்றும் திறன் மேம்பாட்டு திட்டங்கள், நிதி உதவித் திட்டங்கள் மற்றும் சமூக வலையமைப்பு ஆதரவு போன்ற காரணிகள் மிகவும் அவசியமானவை என முன்வைக்கிறது. அதேவேளை, அரசின் ஆதரவு எதிர்பார்த்த அளவு தாக்கம் செலுத்தவில்லை என்பதால், தொழில் முனைவு சார்ந்த கொள்கைகளை மேம்படுத்தும் முயற்சிகள் அதிகரிக்கப்பட வேண்டும் என பரிந்துரைக்கப்படுகிறது. மொத்தத்தில், இந்த ஆய்வு, நல்லூர் பிரதேச செயலகத்திற்கு உட்பட்ட உணவகத் தொழில் முயற்சியாளர்களின் வளர்ச்சி சவால்களையும் அவற்றை சமாளிக்க தேவையான முக்கிய காரணிகளையும் தெளிவாக வெளிப்படுத்துவதோடு, எதிர்கால கொள்கை வடிவமைப்பு மற்றும் நடைமுறை ஆதரவு நடவடிக்கைகளுக்கும் பயனுள்ள வழிகாட்டுதலாக அமைகிறது. அதேவேளை, அரசின் ஆதரவு எதிர்பார்த்த அளவு தாக்கம்

செலுத்தவில்லை என்பதால், தொழில் முனைவு சார்ந்த கொள்கைகளை மேம்படுத்தும் முயற்சிகள் அதிகரிக்கப்பட வேண்டும் என பரிந்துரைக்கப்படுகிறது.

தனித்துவம்/பெறுமானம்: மொத்தத்தில், இந்த ஆய்வு, நல்லூர் பிரதேச செயலகத்திற்கு உட்பட்ட உணவகத் தொழில் முயற்சியாளர்களின் வளர்ச்சி சவால்களையும் அவற்றை சமாளிக்க தேவையான முக்கிய காரணிகளையும் தெளிவாக வெளிப்படுத்துவதோடு, எதிர்கால கொள்கை வடிவமைப்பு மற்றும் நடைமுறை ஆதரவு நடவடிக்கைகளுக்கும் பயனுள்ள வழிகாட்டுதலாக அமைகிறது.

திறவுச்சொற்கள்: உணவகத் தொழில் முயற்சியாளர்கள்; பயிற்சி; சமூக ஆதரவு; நிதியாதரவு; அரசின் ஆதரவு; தொழில் முயற்சியாளர்களின் வளர்ச்சி

சிறிய மற்றும் நடுத்தர தொழில் முயற்சிகளின் வளர்ச்சியில் நிதி ஆதரவின்
தாக்கம்: முல்லைத்தீவு மாவட்டத்தின் கரைதுறைப்பற்று பிரதேசத்தை
அடிப்படையாகக் கொண்ட ஆய்வு.

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ஆய்வுச் சுருக்கம்

நோக்கம்: முல்லைத்தீவு கரைதுறைப்பற்றுப் பிரதேசத்தில் உள்ள சிறிய மற்றும் நடுத்தர தொழில்முயற்சிகளின் வளர்ச்சியான ஊழியர் அதிகரிப்பில் நிதி ஆதரவின் தாக்கத்தை இனங்காணல். சிறிய மற்றும் நடுத்தர தொழில்முயற்சிகளின் வளர்ச்சியான இலாப அதிகரிப்பில் நிதி ஆதரவின் தாக்கத்தை இனங்காணல். சிறிய மற்றும் நடுத்தர தொழில்முயற்சிகளின் வளர்ச்சியான விற்பனை அதிகரிப்பில் நிதி ஆதரவின் தாக்கத்தை இனங்காணல். சிறிய மற்றும் நடுத்தர தொழில்முயற்சிகளின் வளர்ச்சியான விரிவாக்கத்திற்கு அதிகரிப்பில் நிதி ஆதரவின் தாக்கத்தை இனங்காணல்.

முறையியல்: முல்லைத்தீவு கரைதுறைப்பற்றுப் பிரதேசத்தில் தற்போது நடைமுறையில் உள்ள SME உரிமையாளர்கள் ஆய்வின் மக்கள் தொகை ஆவார். அரசு துறை அல்லது தனியார் துறை நிதி ஆதரவு பெற்ற சிறிய மற்றும் நடுத்தர நிறுவனங்கள் ஆய்வுக்கு தேர்ந்தெடுக்கப்பட்டன. இந்த ஆய்வில் Google form இன் ஊடாக பதிலளித்தவர்களைத் தேர்ந்தெடுக்க மெய்நிகர் பனிப்பந்து மாதிரி முறை (Virtual snow Ball sampling) பயன்படுத்தப்பட்டது. 2025.09.05 ஆம் திகதி முதல் 2025.09.19 திகதி வரை தரவுகள் சேகரிக்கப்பட்டன. வினாக்கொத்து Google Form இல் வடிவமைக்கப்பட்டு கரைத்துறை பற்று பிரதேசத்தில் தற்போது நடைமுறையில் உள்ள 98 சிறிய மற்றும் நடுத்தர நிறுவனங்களில் 35% ற்கு மேற்பட்ட அதாவது 40 சிறிய மற்றும் நடுத்தர நிறுவனங்களுக்கு Whatsapp, Viber, Instagram மற்றும் Facebook என்பவற்றின் ஊடாக அனுப்பப்பட்டுப் பதில்கள் பெறப்பட்டது. இதில் பூரணமாகப் பதிலளித்த 38 SME கள் தேர்ந்தெடுக்கப்பட்டுப் பின்னர் கணக்கெடுப்பு மேற்கொள்ளப்பட்டது..

கண்டறிதல்கள்: மேலும் பின்னடைவுப் பகுப்பாய்வின் அடிப்படையில் சிறிய மற்றும் நடுத்தர தொழில் முயற்சிகளின் (SME) வளர்ச்சியான ஊழியர் அதிகரிப்பு, இலாப அதிகரிப்பு, விற்பனை அதிகரிப்பு மற்றும் விரிவாக்கத்திற்கான திறன் அதிகரிப்பு என்பனவற்றில் செல்வாக்கு செலுத்தும் நிதி ஆதரவு பெரும்பங்கு வகிக்கின்றது. பின்னடைவு பகுப்பாய்வின் முடிவுகளின் படி ஊழியர் அதிகரிப்புக்கு நிதி ஆதரவு கணிசமாக பங்களிக்கின்றது என்பதைக் காட்டுகின்றது (F=19.341 கிளிநொச்சி, மன்னார்) மேற்கொண்டு முடிவுகளை ஒப்பிடுவதன் மூலம் ஒரு பரந்த கொள்கை முடிவுக்கு வரலாம்.

ஆய்வு விளைவுகள்/வரையறைகள்: இந்த ஆய்வு, அரசு மற்றும் தனியார் துறைகளால் வழங்கப்படும் நிதிசார் ஆதரவு (Financial Support) மற்றும் வணிகத் தலையீடுகள் (Business Interventions) ஆகியவற்றின் தாக்கம் மற்றும் பொருத்தப்பாட்டை மட்டுமே மையமாகக் கொண்டிருக்கும். அரசியல், கலாச்சார அல்லது உட்கட்டமைப்பு போன்ற பிற புறக்காரணிகள், அவை ஆதரவைப் பாதிக்கும் அளவிற்கு மட்டுமே கருத்தில் கொள்ளப்படும். இந்த ஆய்வில், முல்லைத்தீவு மாவட்டத்தில் தற்போது தமது தொழிலை நடத்திக்கொண்டிருக்கும் SME-க்களின் உரிமையாளர்கள் அல்லது முகாமையாளர்கள் மட்டுமே பங்கேற்பாளர்களாக

இருப்பார்கள். தொழில் முயற்சியில் தோல்வியடைந்தவர்கள் அல்லது புதிதாகத் தொழில் தொடங்க விரும்புவோர் இந்த ஆய்வின் எல்லைக்குள் வரமாட்டார்கள்.

தனித்துவம்/பெறுமானம்: ஆய்வு நிதி ஆதரவை மையமாகக் கொண்டாலும், பயிற்சி, வழிகாட்டுதல் மற்றும் வலையமைப்பு போன்ற நிதி அல்லாத ஆதரவுகளின் தனிப்பட்ட தாக்கத்தையும் அவை நிதி ஆதரவுடன் எவ்வாறு இணைந்து செயல்படுகின்றன என்பதையும் ஆழமாக ஆராயலாம். நிலையான நிதி மற்றும் நிதித் தொழில்நுட்பம் போன்ற நவீன நிதி அணுகுமுறைகள் முல்லைத்தீவு மாவட்டத்தில் உள்ள சிறிய மற்றும் நடுத்தர நிறுவனங்களுக்கு எவ்வாறு பயனளிக்கும் என்பது குறித்து ஆராய்வது ஒரு முக்கியமான எதிர்கால ஆய்வுக்களமாக அமையும்.

திறவுச்சொற்கள்: வாடிக்கையாளர் திருப்தி; உணரப்பட்ட பயன்; உணரப்பட்ட பயன்பாட்டின் எளிமை; பயன்படுத்துவதற்கான மனப்பாங்கு; உண்மையான பயன்பாடு; பயன்படுத்துவதற்கான நடத்தை நோக்கம்

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ISSN 2783-8773



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