



18TH INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT

“Managing in Crisis: Brace for Challenges Ahead to Ensure Sustainable Growth”



9th December 2021, Senate Hall, Administrative Complex, University of Sri Jayewardenepura, Sri Lanka



Faculty of Management Studies and Commerce
University of Sri Jayewardenepura
Nugegoda, Sri Lanka



Inauguration Ceremony &
Concurrent Sessions
9th December 2021

Inauguration from 8.00 am- 10.30 am at Senate Boardroom, USJ

Join Zoom Meeting

<https://zoom.us/j/92483708616?pwd=NUpaZ3diYU1laE9HTGJZQUMwb1pidz09>

Meeting ID: 924 8370 8616

Passcode: ICBM@2021

Programme Schedule- 10th December 2021

PhD Colloquium at Senate Boardroom, USJ

8.00 am-12.10 pm

Join Zoom Meeting

<https://zoom.us/j/92483708616?pwd=NUpaZ3diYU1laE9HTGJZQUMwb1pidz09>

Meeting ID: 924 8370 8616

Passcode: ICBM@2021

Knowledge sharing session by Emerald Publishers via Zoom

1.30 pm- 03.00 pm

Join Zoom Meeting

<https://zoom.us/j/92483708616?pwd=NUpaZ3diYU1laE9HTGJZQUMwb1pidz09>

Meeting ID: 924 8370 8616

Passcode: ICBM@2021

Business Forum at Senate Boardroom, USJ

4.00 pm- 07.00 pm

Join Zoom Meeting

<https://zoom.us/j/92483708616?pwd=NUpaZ3diYU1laE9HTGJZQUMwb1pidz09>

Meeting ID: 924 8370 8616

Passcode: ICBM@2021

SAARC Leaders Forum via Zoom

7.00 pm- 08.00 pm

Join Zoom Meeting

https://elearninglk.zoom.us/webinar/register/WN_EGF3uCDNQyK7fmi02tJdfA

Concurrent Session Schedule – ICBM 2021

9th December 2021 from 11.00 am to 6.00 pm

**Accounting for Sustainability in Disruption
Finance Innovation and Sustainable Strategies**

Tracks: Accounting for Sustainability in Disruption**Finance Innovation and Sustainable Strategies****Session Speaker: Assoc. Professor Hadrian Djajadikerta**

Session Chairs: 1. Snr. Prof. D.S.N.P. Senarathne

2. Prof. C. Gunathilaka

3. Prof. K.L.W. Perera

11.00 am – 12.00 pm

Impact of Dividend Announcement on Share Price: Empirical Evidence from the Colombo Stock Exchange

Madhavi Ariyasena, M. T. Y. De Silva

Microfinance: A Conceptual Study

P.B. Sajoy

Analysis of the Impact of COVID – 19 Crisis on Farmers Credit Repayment Capacity in Kamburupitiya DS Division

Charitha Jayamini, K.N.N. Silva

Session Chairs: 1. Prof. A.S.P.G. Manawaduge

2. Dr. P.A.N.S. Anuradha

3. Dr. N.S. Nanayakkara

12.00 pm – 1.00 pm

Analysis of the Impact of Financial Literacy on Credit Utilization Behavior of the Farmers in Kamburupitiya DS division

Amali Gunawardhana, K.N.N. Silva

Does Financial Self-Efficacy Significantly Influence in Explaining Women's Personal Finance Behaviour: Evidence from Sri Lanka

Manojee Domingo, Shanthuruby Buvanendra

Impact of Board and Audit Committee Characteristics on Adoption of Integrated Reporting of Listed Banks in Sri Lanka

Vickneswaran Anojan, Skanthavarathar Ramesh

Convener: Mr. Ruwanga Wijesooriya / Ms.Wanshika Kapitiarachchige

Compere: Ms.Wanshika Kapitiarachchige

Technical Assistant: Ms Tharanga Dissanayake

Time: Dec 9, 2021 10:00 AM, Colombo

Join Zoom Meeting

<https://learn.zoom.us/j/69106866992?pwd=MIY2Q2lSQzkvajhTOWRjTy9VaVVIZz09>

Meeting ID: 691 0686 6992

Passcode: Icbm@2021

Academic Research Session II	Track: Accounting for Sustainability in Disruption Finance Innovation and Sustainable Strategies	
	Session Chairs: 1. Snr Prof. D. B. P. H. Dissa Bandara 2. Prof. Y. K. Weerakoon Banda 3. Dr. A.H.G.K. Karunarathne	
	2.00 pm – 3.00 pm	The Role and Perception of Management Accountant in Sustainable Development: Evidence from Sri Lankan Textile and Apparel Sector <i>S M Chaturika Seneviratne, W. G.N.K. Ilangasekara</i>
		Impact of Behavioural Biases on Investment Decision Making: The Mediating Role of Risk Perception <i>Basanta Kumar, Biswajit Acharjya</i>
		Determinants of Investment Diversification Intentions by Young Adults: A Study of Recent Graduates <i>Dinusha Ranaweera, S. S. Kodithuwakku, V. W. Jayaweera</i>
	Session Chairs: 1. Prof. W.H.E. Silva 2. Prof. D. Ambalangodage 3. Prof. Dileepa Samudrage 4. Dr. N.S. Nanayakkara	
	3.00 pm – 4.00 pm	Trichotomy of Needs Theory in Stock Market Investment Decision: Evidence from Sri Lanka <i>Neranjana Ekanayake, P.A.N.S. Anuradha</i>
		Factors Affecting the Behavioral Intention to Use Cryptocurrency Market among Non-State University Students in Sri Lanka <i>Chamath Bandara, Chethaka Prabath, Nipuna Ravishka, Koshika Ranjitha, Anupama Dissanayake</i>
		The Global Financial Crisis and its Impact on Stock Markets: A Systematic Literature Review for Future Research Pathways <i>Ruwangi Mahanamahewa, Wasantha Perera</i>
	Convener: Mr. Ruwanga Wijesooriya/ Ms. Wanshika Kapitiaarchchige Compere: Ms. Wanshika Kapitiaarchchige Technical Assistant: Ms Tharanga Dissanayake	
Time: Dec 9, 2021 10:00 AM, Colombo Join Zoom Meeting https://learn.zoom.us/j/69106866992?pwd=MIY2Q2lSQzkvakhTOWRjTy9VaVVIZz09 Meeting ID: 691 0686 6992 Passcode: Icbm@2021		

Business Law and Regulatory System
Disaster and Crisis Management
Education Management, Hybrid Learning and E-Learning

Academic Research Session 1	Tracks: Business Law and Regulatory System Disaster and Crisis Management Education Management, Hybrid Learning and E-Learning Session Speaker: Dr. Anna Golab Session Chairs: 1. Dr. Dilhani Kapu Arachchilage 2. Dr. Namali Suraweera 3. Dr. L.P. Wedikkarage		Venue: SBTTF 04
	11.00 am – 1.00 pm	Measuring Self-Regulation and Self-Direction in Flipped Classroom Learning <i>SA Nalin Danushka, Thusani Weerasinghe</i>	
		Sri Lankan Management Undergraduates’ Employability Capital towards Work Readiness: Undergraduates’ Perspective <i>Buddhini Amarathunga, Sadun Wijethunga</i>	
		A Study on Low Student Lecturer Interaction During Lectures in Sri Lankan State Universities <i>Hasini Vindula Wickramasinghe</i>	
		Exploring Online Learning Experiences of Undergraduates in a Selected National University, Sri Lanka <i>LAP Maduwanthi, Aruna Muthulingam, M G Hansani Madusha</i>	
	Session Chairs: 1. Dr. S. Safeena MG. Hassan 2. Dr. Vilani Sachithra 3. Dr. Thusitha Abeysekara		
	11.00 am – 1.00 pm	Covid 19 – Pandemic Disruption and Efficacy of Blended Learning on Learning Outcomes <i>Stephen Deepak</i>	
		Protection of Intellectual Property Rights and Advancing Public Health in the Time of the Global Pandemic: The Impact of the Increasing Use of Three-Dimensional (3D) Printing of COVID-19 Medical Equipment <i>Sanath Sameera Wijesinghe, Ms. A.A.C.J Adikari</i>	
		In a Permanent State of Global Crises Why do We Need to Elucidate Crises Dynamics? <i>Franck Duquesnois</i>	
	Convener: Ms. Bhagya Fernando Compere: Mr. Pasindu Dissanayake Technical Assistant: Mr. Dakshina Jayadewa		
Time: Dec 9, 2021 09:00 AM, Colombo Join Zoom Meeting https://learn.zoom.us/j/68678174992?pwd=b1ZubWwyZmVTWdNhc1VWam1RT0hEdz09 Meeting ID: 686 7817 4992 Passcode: Icbm@2021			

Economics, Public Policy and Development

Academic Research Session 1	Track: Economics, Public Policy and Development		Venue: SBGF 03
	Session Speaker: Dr. M.R. Karim		
	Session Chairs: 1. Prof. M.H.A. Sisira Kumara 2. Dr. M.A.K. Sriyalatha 3. Dr. R.P.C.K. Jayasinghe		
	11.00 am – 1.00 pm	The Need for a New Paradigm to Assess Quality of Life of Persons with Vision Impairment and Blindness: Evidence from a Literature Survey <i>VR Dunuwila, M. S. S. Perera, P. J. S. Fernando, T. Suraweera</i>	
		Analysing Determinants of the Public Debt Dynamics of Sri Lanka: An ARDL Bounds Testing Approach <i>Asel Hettiarachchi, Janaka Fernando, Sampath Amaratunge</i>	
Impact of Financial Inclusion on Rural Development in Sri Lanka <i>Chathuranga Adhikari, Tishani Herath, Panchali Kannangara</i>			
A Comparative Analysis of Suicide, Economic Growth and Unemployment Rates: South Asian Context <i>Saumya Langappuli, Olithi Langappuli</i>			
Convener: Ms. Hansani Madusha / Ms. Dasuni Pandithasekara Compere: Ms. Kreda Shivanthi Kankanamge Technical Assistant: Ms Dilinika Lakrandi			
Time: Dec 9, 2021 10:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/67793971399?pwd=TkhKOStrUmdYbnNMNHd0b0dpY0piUT09			
Meeting ID: 677 9397 1399 Passcode: Icbm@2021			

Academic Research Session II	Track: Economics, Public Policy and Development		Venue: SBGF 03
	Session Chairs: 1. Snr. Prof. R. Lalitha S. Fernando 2. Snr. Prof. E. Dayarathne 3. Dr. P. P. Lalani		
	1.30 pm – 3.30 pm	Why Sri Lankan State-Owned Enterprises Continue to Make Losses: A Special Case Study on a State Owned Enterprise in Sri Lanka <i>Vidushini Perera</i>	
		Perceived Causes and Effects of Project Delays: A Study of Government Building Construction Projects in Central Province of Sri Lanka <i>Dilini Hemachandra, Sandun Gunawardena, KASS Kodithuwakku</i>	
		The Impact of Public Debt on Domestic Investment and Foreign Direct Investment in Sri Lanka <i>Sathanantham Shiyalini</i>	
Demand Driven Factors of Inflation in Sri Lanka: An ARDL Approach: 1977- 2019 <i>Tyrone De Alwis</i>			
Convener: Ms. Hansani Madusha / Ms. Dasuni Pandithasekara Compere: Ms. Kreda Shivanthi Kankanamge Technical Assistant: Ms Dilinika Lakrandi			
Time: Dec 9, 2021 10:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/67793971399?pwd=TkhKOSTrUmdYbnNMNHd0b0dpY0piUT09			
Meeting ID: 677 9397 1399 Passcode: Icbm@2021			

**Entrepreneurship, Small Business Management and
Innovation**

Academic Research Session 1	Track: Entrepreneurship, Small Business Management and Innovation		Venue: SBTIF – 1B
	Session Speaker: Professor Eugene F. Fregetto		
	Session Chairs: 1. Prof. Nishantha Bussige 2. Dr. M.V.S.S. Udayanga 3. Dr. M.B.F. Mafasiya		
	11.00 am – 1.00 pm	Impact of Services Offered by the Financial Institutions on Business Performance of SMEs in Non- Agricultural Sector in Sri Lanka <i>Sanduni Navodya, Vishwa Sandaruwan, Tharuka Ranathunga, Nayani Gunasekara, R. N. Weerasinghe, H. K. G. S. Ranasinghe, M. P. S. R. Perera</i>	
		The Role of Quadruple Helix in Fostering Social Innovation through Women’s Entrepreneurship - A Case Study of Sri Lanka <i>Thathsara Palliyaguru</i>	
		Mediated Mediation Model to Examine the Nexus among Entrepreneurship Skills, Entrepreneurship Attitude, Entrepreneurship Intention and Start-Up Preparation of the Undergraduates in the Selected Universities in Sri Lanka <i>Thevanes Nadesan, A.Pushpanathan</i>	
		The Impact of Open Innovation Practices on Innovation Performance of the Listed Companies in Sri Lanka <i>Sanduni Navodya, U. A. S. Yapa, R. N. Weerasinghe</i>	
		Determinants of Translating Entrepreneurial Intention to Action: A Study of Undergraduate Students of the University of Peradeniya <i>Tharakabhanu de Alwis, D. Hemachandra, S.S. Kodithuwakku</i>	
Factors Affecting Social Entrepreneurial Orientations: Moderating Role of Government Support <i>Shafna Abdul Majeed, K. A. S. S. Kodithuwakku, M. H. R. Abhayarathne</i>			
Convener: Ms. Naduni Gunawardhane Compere: Ms. Chathini De Silva Technical Assistant: Mr Kasun Kuruppu			
Time: Dec 9, 2021 10:30 AM, Colombo			
Zoom Meeting Link: https://learn.zoom.us/j/66963632826?pwd=d2owenI2eUM3UURUSnA5YXUwUXN4QT09			
Meeting ID: 669 6363 2826 Passcode: ICBM21@ent			

Academic Research Session II	Track: Entrepreneurship, Small Business Management and Innovation	
	Session Chairs: 1. Prof. P.M.B. Jayathilake 2. Prof. Andy Quibio 3. Dr. Sriyani Ranasinghe	
	1.30 pm – 2.30 pm	Factors Affecting Entrepreneurial Performance by Differently Abled: The Case of Western Province, Sri Lanka <i>Minidula Balasuriya, Janak Kumarasinghe</i>
		The Mediation Effect of Entrepreneurial Self-Efficacy in the Relation of Entrepreneurial Passion on Entrepreneurial Intention of Final Year Entrepreneurial Undergraduates in Sri Lanka <i>Heshani Bandara, Sahan Senanayaka</i>
		Internationalisation of SME's: Critical Review of Theories and Antecedents <i>Duleepa Lakshman, Janak Kumarasinghe</i>
	Session Chairs: 1. Dr. Lalithadheera K. Arachchige 2. Dr. Ambalam Pushpanathan 3. Ms Himali Jinadasa	
	2.30 pm -4.00 pm	Entrepreneurial Decision-Making Approaches of Award-Winning Women Business Operators in Kandy District of Sri Lanka <i>Dilan Wijerathna, Sarath S. Kodituwakku</i>
		A Quantitative and Qualitative Inquiry into Family Business Succession Planning <i>Sithuni Mimasha, S.S. Kodithuwakku, V.W. Jayaweera</i>
		Service-Learning, Spiritual Orientation, and Social Entrepreneurship: A Case Study of the Vikings Club of the University of Sri Jayewardenepura <i>Eshani Wickramasekara, D.N. Wickramasekera, I. K. Peiris, R. Ulluwishewa</i>
		139 - Impact of Individual Factors on Business Performance of Women Entrepreneurs in Construction Industry in the Western Province, Sri Lanka <i>R.V.S. Darshani, G.D.N. Perera</i>
Convener: Ms. Naduni Gunawardene Comperer: Ms. Chathini De Silva Technical Assistant: Mr Kasun Kuruppu		
Time: Dec 9, 2021 10:30 AM, Colombo		
Zoom Meeting Link: https://learn.zoom.us/j/66963632826?pwd=d2owenI2eUM3UURUSnA5YXUwUXN4QT09		
Meeting ID: 669 6363 2826 Passcode: ICBM21@ent		
Venue: SBTF – 1B		

Human Resources Management and Labour Relations

Academic Research Session 1	Track: Human Resources Management and Labour Relations		Venue: Old Boardroom
	Session Speaker: Prof. Subhash C. Kundu		
	Session Chairs: 1. Snr. Prof. H.H.D.N.P. Opatha 2. Prof. K. Dissanayake 3. Dr. T.L. Sajeewanie		
	11.00 am – 1.00 pm	The Changing Role of the HR Department in Response to the Coronavirus <i>Minoli Peiris</i>	
		Occupational Health and Safety and Employee Engagement: A Case of Solid Waste Employees in Urban Council in Ampara <i>Susanga Hasithani, M.A.M. Hussain Ali</i>	
		“To Know the Score” - A Critical Analysis on the Shift of Workplace Culture Created by the Pandemic and its influence on Conflict Management and Employee Morale in Corporates in South India <i>A.C. Merlin Varsha, S. Ramya</i>	
Factors that Help the Work-Life Balance of Female Graduate Employees Holding Administrative Positions at Sabaragamuwa University of Sri Lanka <i>Wasana Sellahewa, T.D.Samarasinghe</i>			
Determinants of Turnover Intention of Rubber Harvesters in Medium Scale Rubber Holdings: A Case Study in Colombo District <i>Kapila Gunarathna, K.K.I. Jayasundara</i>			
Convener: Ms. Pooja Opatha / Ms. Ishani Uresha Comperer: Ms. Michelle Lowe Technical Assistant: Mr Chandika Witharana / Ms Malithi Kaumini			
Time: Dec 9, 2021 10:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/63026883156?pwd=SFU3MmVqM0dubVo5MnFodGNUSGFZdz09			
Meeting ID: 630 2688 3156 Passcode: Icbm@2021			

Academic Research Session II	Track: Human Resources Management and Labour Relations	
	Session Chairs: 1. Prof. G.D.N. Perera 2. Assoc. Prof. M.G.G. Tharangani 3. Prof. A. Chamaru De Alwis	
	1.30 pm – 3.30 pm	Being Underemployed is the True Test of Who You Really Are The Nexus of Underemployment and Employee Engagement: Evidence from Sri-Lanka <i>Jasintha Nirojan</i>
		Organizational Factors Affecting Commitment of Sewing Machine Operators at ABC Clothing (Private) Limited <i>Bhanuri Perera, Seshika Kariyapperuma</i>
		Analysis of the Application of Human Resource Management (HRM) Practices in Agricultural Farms: Perception of Farm Employees <i>Sanduni Fernando, K.N.N. Silva</i>
		Competency Framework Develop for Site Administration Officers in a Sri Lankan Construction Company <i>Tharindu Gunathilake, Dr. S.D. Jayasooriya</i>
		Impact of Work from Home on Employee Job Satisfaction and Performance: A Study of Selected IT Company in Sri Lanka <i>Priyanga Yogendran, M. A. P. D. P. Wickramaratne</i>
Economic Success of Women Machinists: The Case Study of Garment Factories in Katunayake Free Trade Zone, Sri Lanka <i>Shalini Weerakkody</i>		
Convener: Ms. Pooja Opatha/Ms. Ishani Uresha Comperer: Ms. Pooja Opatha Technical Assistant: Mr Chandika Witharana / Ms Malithi Kaumini		
Time: Dec 9, 2021 10:00 AM, Colombo		
Join Zoom Meeting https://learn.zoom.us/j/63026883156?pwd=SFU3MmVqM0dubVo5MnFodGNUSGFZdz09		
Meeting ID: 630 2688 3156 Passcode: Icbm@2021		

Venue: 001 – Old Boardroom

Academic Research Session III	Track: Human Resources Management and Labour Relations		Venue: Old Boardroom
	Session Chairs: 1. Prof. Prasadini Gamage 2. Prof. N.W.K.D.K. Dayarathna 3. Dr. P. Jayasekara		
	4.00 pm – 6.00 pm	The Impact of Job Involvement on Organizational Commitment with Special Reference to the Branch Managers in Insurance Companies in Sri Lanka <i>Saumya Jayarathne</i>	
		Explore the Views on the Work Transformation of HR Professionals in Sri Lanka amid the COVID-19 Pandemic <i>Rumali Kaluarachchi, Heyli Perera, Dewmini Wickramasena, Vinuri Arambawatta, Ranitha Weerathna, Nilmini Rathnayake</i>	
		Effect of Reward System, Job Security and Training on Job Performance of Technical Assistants at Irrigation Department in Ampara District, Sri Lanka <i>YLAHCS Thilaka, Jayarani Ramawickrama</i>	
Women Machinists in Garment Factories and Social Success: The Case Study of Garment Factories in Katunayake Free Trade Zone, Sri Lanka <i>Shalini Weerakkody</i>			
Convener: Ms. Pooja Opatha Comperer: Ms. Ishani Uresha Technical Assistant: Mr Chandika Witharana / Ms Malithi Kaumini			
Time: Dec 9, 2021 10:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/63026883156?pwd=SFU3MmVqM0dubVo5MnFodGNUSGFZdz09			
Meeting ID: 630 2688 3156 Passcode: Icbm@2021			

Information Systems and Digital Transformation

Academic Research Session 1	Track: Information Systems and Digital Transformation	
	Session Speaker: Prof. Guy Gable	
	Session Chairs: 1. Dr. K. M. S. D. Kulathunga 2. Dr. S. M. Samarasinghe	
	11.00 am – 12.30 pm	Impact of Social Media on Business Performance of Hotel Enterprises in Northern Province, Sri Lanka <i>Sasitharan Paramanatham, Shyaman Udayanga</i>
		Resource Orchestration in Digital Servitisation: A Case Study Of Integrated Energy Service <i>Qiubo Huang, Qing Xia</i>
		Customers' Technology Know-How and Error-Correction Capability in Using Self-Service Technologies <i>Sandamali Galdolage</i>
	Session Chairs: 1. Dr. W. Mahesh N Fernando 2. Dr. Amitha Kumara	
	12.30 pm – 1.30 pm	A Study on the Exposure to E-Learning during Covid-19: With Special Reference to Management Undergraduates of Non-State Universities <i>DSH Weerasinghe, D.S. P. Biyanwila, S.D. Bogahage, M.P.S. Thiwanka, R. S. Weeraratna, U.P. Geethma Yahani Pathirana</i>
		A Maturity Model for Assessing the Extent Of Automation in Sri Lankan Warehouse Operations: A Multiple Case Study <i>Harishani Liyanage, Kavindu Delpachitra</i>
		Customer Acceptance towards Self-Service Technologies: Special Reference to Commercial Banking Sector in Sri Lanka <i>Sandamali Galdolage, RMK Samudrika Rasanjalee</i>
Convener: Mr. Kavinga Ellamulla Comperer: Ms. Piruni Deyagala Technical Assistant: Mr. Kavinga Ellamulla		
Time: Dec 9, 2021 10:00 AM, Colombo		
Join Zoom Meeting https://learn.zoom.us/j/66414808179?pwd=ekZQODFoaG9rdEMyZU9KYVFXOW0zdz09		
Meeting ID: 664 1480 8179 Passcode: Icbm@2021		

Venue: SBCGF 02

Leading and Managing People in Organizations
Business Strategies in Crises

Academic Research Session 1	<p>Tracks: Leading and Managing People in Organizations Business Strategies in Crises Session Speaker: Dr. Lokesh Arora Session Chairs: 1. Prof. H.M.A. Herath 2. Prof. U.L.T.P. Gunasekare 3. Ms. Y. Alahakoon</p>		Venue: SBGF 05
	11.00 am – 1.00 pm	<p>The Mediating Role of Organizational Citizenship Behaviour for the Environment in the Relationship between Perceived Green IT Practices and Perceived Environmental Performance of Bank <i>PWY Binali, AA Arulrajah</i></p>	
		<p>A Bourdieusian Perspective to Identity Work in Strategy Work: Evidence from Sri Lanka's Coconut Industry <i>T Nayomi S De Peiris, K A S P Kaluarachchi</i></p>	
		<p>The Effect of Job-Related Factors and Organizational Factors on Turnover Intention of IT Professionals in Western Province, Sri Lanka <i>DMAM Dunukara, M.D. Pushpakumari</i></p>	
		<p>Unmasking Digital Slavery: A Study of Labour Exploitation Occurring Among Taxi Drivers in Sri Lankan Gig Economy <i>Masha Ruvishani, Seshika Kariyapperuma</i></p>	
<p>Convener: Ms. Pivindi Alwis Compere: Ms. Pivindi Alwis Technical Assistant: Mr. VGC Thushara</p>			
<p>Time: Dec 9, 2021 10:00 AM Colombo Join Zoom Meeting https://learn.zoom.us/j/68190712952?pwd=ODFkWDVBZjAxK0RDZld1TU80RnRRZz09 Meeting ID: 681 9071 2952 Passcode: Icbm@2021</p>			

Academic Research Session II	Track: Leading and Managing People in Organizations Business Strategies in Crises		Venue: SBGF 05
	Session Chairs: 1. Prof. M.D. Pushpakumari 2. Dr. L.A.P. Madhuwanthi 3. Dr. E.A.G. Sumanasiri		
	1.30 pm – 3.30 pm	Factors Affecting Customer Retention: A Case Study of ABC Finance PLC, Sri Lanka <i>Chathuranga Indunil</i>	
		The Art of Appearance: A Study on Impression Management Among Academicians of a Selected State University in Sri Lanka <i>Sawani De Silva</i>	
		Work and Emotional Labour of Special Educators in Sri Lanka: A Case Study <i>Manushi Kariyawasam</i>	
Impact of Background Music on the Work-Life of Managerial and Non-Managerial Level Staff in a Sri Lankan Apparel Organisation: A Case Study <i>Ridmi Kodikara</i>			
Convener: Ms. Pivindi Alwis Compere: Ms. Pramoda Karunarathna Technical Assistant: Mr. V.G.C. Thushara			
Time: Dec 9, 2021 10:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/68190712952?pwd=ODFkWDVBZjAxK0RDZld1TU80RnRRZz09			
Meeting ID: 681 9071 2952			
Passcode: Icbm@2021			

Academic Research Session III	Track: Leading and Managing People in Organizations		Venue: SBGF 05
	Business Strategies in Crises		
	Session Chairs: 1. Prof. P.D.H.D. Gunatilake 2. Dr. M.W. Kalyani 3. Dr. V. Sachitra		
	4.00 pm – 6.00 pm	Do Women Act as Effective Leaders? A Study of Female Leadership of Commercial Banks in the Colombo District, Sri Lanka <i>Nirmal Chathuranga</i>	
		A Qualitative Exploration of the Barriers faced by Bancassurance Managers due to the Covid-19 Pandemic <i>Bhagya Dewmini Fernando</i>	
Maintaining Health, Safety and Hygiene of Differently-Abled Shop-Floor Employees in the Confectionery Industry in Sri Lanka: An Ethnographic Narrative <i>Anuruddika Jayathilaka</i>			
Feminism & Beauty: A Study on How the Conceptualization of Beauty by the Contemporary Cosmetics Industry Influence Female Managers in Sri Lankan Corporate Sector <i>Rumali Tennekoon</i>			
Convener: Ms. Pivindi Alwis Compere: Ms. Pramodha Karunaratne Technical Assistant: Mr. VGC Thushara			
Time: Dec 9, 2021 10:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/68190712952?pwd=ODFkWDVBZjAxK0RDZld1TU80RnRRZz09			
Meeting ID: 681 9071 2952 Passcode: Icbm@2021			

Marketing, Tourism and Hospitality Management

Academic Research Session 1	Track: Marketing, Tourism and Hospitality Management		Venue: Fayol
	Session Speaker: Prof. Sudhir Rana		
	Session Chairs: 1. Prof. Sudhir Rana 2. Prof. Amila Jayarathne		
	11.00 am – 1.00 pm	A Conceptual Study on Potential Applications of E-Marketing Tools in Food Businesses Amidst Covid 19 Pandemic <i>Piyumi Wanniarachchi, Mr. Supun Rajakaruna</i>	
		Factors Influence Prescribe Branded Drugs by Physicians: An Empirical Study in Sri Lanka <i>Sandra Ganithage, Mr. Tyrone De Alwis</i>	
A specific textual analysis of the Itukama commercial and its contribution to society through the concepts of 'hero' and 'nation' in relation to the context of Sri Lanka's struggle against battling COVID-19 <i>SVW Udugahapattuwa, R.M. Wijayawardhana, G.A.R.C. Jayarathna, H.R.D.F.G.A. Weerakoon</i>			
How Offline Shopping Safety Practices Affect on Consumer Buying Behavior during COVID-19 Pandemic <i>Kaushalya Kasunthika</i>			
Convener: Ms. Pavani Lakshika/ Ms. Sachinthanee Dissanayake Comperer: Ms. Sachinthanee Dissanayake Technical Assistant: Mr. Saman Abeywickrama / Ms. Madushika Samarasinghe			
Time: Dec 9, 2021 11:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/69898429572?pwd=RUJpS2VPSjdHRlV1aHY5dDBNcjdDQT09			
Meeting ID: 698 9842 9572 Passcode: Icbm@2021			

Academic Research Session II	Track: Marketing, Tourism and Hospitality Management		Venue: Fayol
	Session Chairs: 1. Snr. Prof. B N F Warankulasooriya 2. Dr. Dushan Jayawickrama		
	1.30 pm – 3.30 pm	A Study of Effectiveness of Radio Marketing <i>Pasindu Ranasinghe, K.A.S.S. Kodithuwakku, S.D.S. Hemachandra, M.P. Jayathunga, M.H.R. Abhayarathne</i>	
		Understanding Impulse Buying Behaviour: A Systematic Literature Review <i>Pituwela K.C. Dinesha</i>	
		Factors which Influence Online Purchasing Decision of Consumers at ABC Company, In Online Food Delivery Industry, Sri Lanka <i>EMSH Ekanayake, M.D. Pushpakumari</i>	
Impact of Experiential Marketing on Customer Loyalty: The Mediating Role of Customer Satisfaction in the Modern Trade Supermarkets in Western Province, Sri Lanka <i>Dinithi Sehani, Mrs. B.S. Hettiarachchy</i>			
Convener: Ms. Pavani Lakshika Compere: Ms. Sachinthanee Dissanayake Technical Assistant: Mr. Saman Abeywickrama / Ms. Madushika Samarasinghe			
Time: Dec 9, 2021 1.30 PM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/63460570537?pwd=MDZBZTAxWC9kSGV6cTJyTm1KcFh0dz09			
Meeting ID : 634 6057 0537 Passcode: Icbm@2021			

Academic Research Session II	Track: Marketing, Tourism and Hospitality Management		Venue: SBTF 03
	Session Chairs: 1. Prof. Dinesh Samarasinghe 2. Dr. Sandamali Galdolage		
	1.30 pm – 3.30 pm	Influence of Geographic, Demographic and Psychological Factors towards Customer Intentions in Purchasing Organic Food in Sri Lanka <i>Hiroshi Manorathne</i>	
		Factors Influencing Brand Evangelism: Experience from Sri Lankan Toothpaste Market <i>Rakitha Akshaya Kumarajeewa, P. G. S. A. Jayarathne</i>	
		Conspicuous Consumption of Mobile Phones Among Sri Lankan Managers <i>Sajani Silva, Seshika Kariyapperuma</i>	
		An Assessment of Brand Equity and its effect on Intention of Advanced Level Students to Enroll in Medicine, Agriculture and Biological Science Degree Programmes Offered by State Universities <i>Gihan Tennakoon, S.S. Kodithuwakku, M.H.R. Abhayarathne, S.D.S. Hemachandra</i>	
An Analysis of Consumers' Demographic Characteristics on Buying Behavior Factors towards Life & Health Insurance Policies <i>Rajni Kshirsagar, Shivkumar L. Biradar</i>			
Convener: Ms. Pavani Lakshika Compere: Ms. Rumali Kavindya Technical Assistant: Ms. Chamali Pabasara			
Time: Dec 9, 2021 11:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/69898429572?pwd=RUJpS2VPSjdHRlV1aHY5dDBNcjdDQT09			
Meeting ID: 698 9842 9572 Passcode: Icbm@2021			

Academic Research Session II	Track: Marketing, Tourism and Hospitality Management		Venue: FAYOI
	Session Chairs: 1. Prof. K.P.L Chandralal 2. Assoc. Prof. M.A.A. Malkanthie		
	4.00 pm – 6.00 pm	Organizational Changes for Adopting Virtual Reality in the Sri Lankan Hospitality Industry <i>Nuresh Eranda, Kavindu Muwandeniya</i>	
		Modelling and Forecasting Tourist Arrivals in Sri Lanka by Purpose of Visit Using Box-Jenkins Methodology <i>Nayomi Thilakarathna</i>	
		Impact of Green Marketing Mix Strategies on Customer-Based Brand Equity in Green Hotels; Matale District in Sri Lanka <i>Sanuri Madhunimasha, MGS.Pathmini</i>	
		Are You a Trend Setter or a Straggler? A Study on Social Drivers and Customer Shift towards Co-Creating Value with Self-Service Technologies <i>Sandamali Galdolage</i>	
Examining BOP Customers' Package-Size Choice Decision <i>Suvendu Kumar Pratihari, Anand Kumar Jaiswal</i>			
Convener: Ms. Pavani Lakshika / Ms. Sachinthanee Dissanayake Comperer: Ms. Sachinthanee Dissanayake Technical Assistant: Mr. Saman Abeywickrama / Ms. Madushika Samarasinghe			
Time: Dec 9, 2021 11:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/69898429572?pwd=RUJpS2VPSjdHRIV1aHY5dDBNcjdDQT09			
Meeting ID: 698 9842 9572 Passcode: Icbm@2021			

Operations and Technology Management

Track: Operations and Technology Management**Session Speaker: Prof. Himanshu K. Shee**

Session Chairs: 1. Prof. T. M. B. Palawatta

2. Prof. S.T.W.S. Yapa

3. Mrs. D.M. Endagamage

11.00 am – 1.00 pm

The Impact of Strategic Orientation of Eco Reputation on Cost Saving through Reverse Logistics Drivers

Shashini Prabodha Pananwala, Nilakshi W Galahitiyawe

Impact of Green Procurement on Purchasing Performance (Special Reference to the Apparel Manufacturing Industry in Sri Lanka)

Subagya Dasanayake, T.S.M. Amarasena

Impact of Extended Warehouse Management System Implementation on Warehouse Operational Performance: A Case Study of Fast Moving Consumer Goods Industry

Harishani Liyanage, Harshani Edirisinghe

Session Chairs: 1. Prof. T.S.M. Amarasena

2. Dr. N.W.K. Galahitiyawa

3. Dr. C.W.C. De Silva

11.00 am – 1.00 pm

Is Organizational Ambidexterity a Good Booster to Supply Chain Flexibility in the Textile and Apparel Industry in Sri Lanka?

Thilinie Seimon, D. M. Endagamage

Assessing Customers', Employees' and Managers' Perceptions of Service Quality in Sri Lankan Financial Industry

Arosha Weerathunga

Lateral Transshipment Inventory Models: A Systematic Literature Review of Models and Solution Approaches

Komudya Kumari, A.N. Wijayanayake, Mrs. D. H. H. Niwunhella

Convener: Ms. Buddhini Ranasinghe/ Mr. Ishara Sudeeptha

Compere: Ms. G.M.J. Patabandge

Technical Assistant: Ms. Sandamini Dissanayake

Time: Dec 9, 2021 10:00 AM, Colombo

Join Zoom Meeting

<https://learn.zoom.us/j/69157295272?pwd=QThjSERpaFQzZ3I3TjJFSHINTWM4UT09>

Meeting ID: 691 5729 5272

Passcode: Icbm@2021

Real Estate Management and Valuation

Academic Research Session 1	Track: Real Estate Management and Valuation Session Speaker: Prof. Ong Seow Eng Session Chairs: 1. Snr. Prof. R.G. Ariyawansa 2. Prof. K.G.P.K. Weerakoon 3. Dr. T.G.U.P. Perera		Venue: SBTTF 03
	11.00 am – 1.00 pm	Instrumental Factors on the Effectiveness of Land Title Registration Program in Sri Lanka; Professional’s Perspective <i>Nishani Wickramaarachchi, K.W Namasinghe</i>	
		Impact of Physical Learning Environment on Undergraduates’ Academic Engagement in an Online Learning Setting during Covid-19: Evidence from a Sri Lankan University <i>Hashini Wickremasinghe, W Y Kumuduni</i>	
		Framework to Facilitate Bid/No Bid Decision Making of the Contracting Organisations in Sri Lanka <i>Iresha Gamage, B.A.K.S. Perera</i>	
		Benefits of Green Walls: Assessment of Energy Cost Saving <i>Dilakshi Madushika, Chaya Rajamanna, Nisa Zainudeen, Malka Nadeeshani, Thanuja Ramachandra</i>	
		A Study on Factors Influencing Environmental Real Estate User Behaviour at Office Premises <i>RMKS Rasnayake, P C Kaluthanthri</i>	
Convener: Ms. Yasheema Kumuduni Compere: Mr. Nimasha Sugathadasa Technical Assistant: Ms. Chamali Pabasara			
Time: Dec 9, 2021 11:00 AM, Colombo Join Zoom Meeting https://learn.zoom.us/j/65866151952?pwd=em5renE1ejZ3U0EzZzBrVUwyTWZ3dz09 Meeting ID: 658 6615 1952 Passcode: Icbm@2021			

**Sustainability, Governance, Ethics and Corporate Social
Responsibility**

Academic Research Session 1	Track: Sustainability, Governance, Ethics and Corporate Social Responsibility		Venue: SBGF 01
	Session Speaker: Assoc. Prof. Simone Scagnelli		
	Session Chairs: 1. Prof. A.R. Ajward 2. Prof. G.V.R. Senadeera 3. Dr. M.P.N. Janadari 4. Dr. Sampath Wahala		
	11.00 am – 1.00 pm	Effect of Corporate Governance on Financial Performance of Listed Insurance Firms in Sri Lanka <i>Isuru Udayanga, H.J.R.Buddhika</i>	
		Factors affecting to Sustainability reporting in Consumer Service Sector: Evidence from Colombo Stock Exchange <i>Nadeesha Priyadarshanie, P.G.H.R.P. Jayawardane</i>	
		Impact of CEO Characteristics on Capital Structure: A Systematic Literature Review <i>Romal De Silva, Y.K. Weerakoon</i>	
		Assessing the Supplier Selection Criteria Based on Minimizing Pre-consumer Fabric Waste <i>Navodi Wijayarathne, Shirekha Layangani</i>	
Environmental Sustainability in Family Businesses <i>Nishanthi Kariyapperuma, Eva Collins, Stephen Bowden</i>			
Effect of CSR on Brand Loyalty: Mediating Role of Corporate Branding Dimensions <i>Suvendu Kumar Pratihari, Shigufta Hena Uzma</i>			
Convener: Mr. Tharindu Perera Compere: Ms. Pramoda Karunarathne Technical Assistant: Ms. Maleesha Rajakaruna			
Time: Dec 9, 2021 10:00 AM, Colombo			
Join Zoom Meeting https://learn.zoom.us/j/68287769116?pwd=Mm55WkpGV0dmQ2ZVK2hxN3Q4WUtEZz09			
Meeting ID: 682 8776 9116 Passcode: Icbm@2021			