



FACULTY OF MANAGEMENT STUDIES  
RAJARATA UNIVERSITY OF SRI LANKA



# 4<sup>th</sup> National Research Symposium on Management (NRSM-2021)

## PROGRAMME INFORMATION

“THE NEW NORMAL:  
BUILDING RESILIENCE  
TO KEEP BUSINESSES MOVING”

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**4<sup>th</sup> National Research Symposium on Management  
(NRSM-2021)**

**Faculty of Management Studies**



**Rajarata University of Sri Lanka**

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## Agenda

- 8.30 am**      **Opening Remarks and Commencement of the Proceedings**
- 8.50 am**      **Welcome Address**  
*Dr.DMC Dassanayake, Symposium Co-chair, NRSM 2021*
- 9.00 am**      **Address by the Dean**  
*Prof. WP Wijewardene, Faculty of Management Studies,  
Rajarata University of Sri Lanka*
- 9.10 am**      **Address by the Vice-Chancellor**  
*Dr. BA Karunaratne, Vice-Chancellor,  
Rajarata University of Sri Lanka*
- 9.20 am**      **Launching of the Symposium Proceedings**
- 9.30 am**      **Introduction of the Keynote Speaker**  
*Dr. HMBP Ranaweera, Editor in Chief, NRSM 2021*
- 9.35 am**      **Keynote Speech of Dr. Jenny Cave**  
*Research Fellow, Massey University, Palmerston North, New Zealand  
Associate of Tourism CoLab, Brisbane, Australia*
- 9.55 am**      **Introduction of the Keynote Speaker**  
*Dr. HMBP Ranaweera, Editor in Chief, NRSM 2021*
- 10.00 am**      **Keynote speech of Prof. Bandara Wanninayake**  
*Professor in Marketing, Faculty of Commerce and Management Studies,  
University of Kelaniya*
- 10.20 am**      **Introduction to Technical Sessions and Vote of Thanks**  
*Dr. JDT Madhusanka, Symposium Secretary, NRSM 2021*
- 10.30 am**      **Closing of the Inauguration**

## National Research Symposium on Management – 2021

The Faculty of Management Studies of Rajarata University of Sri Lanka proudly presents the National Research Symposium on Management (NRSM 2021) for the 4th consecutive year on the theme of “The New Normal: Building Resilience to keep Businesses Moving” as a virtual event by adhering to the strict healthcare guidelines during COVID-19 pandemic. National Research Symposium on Management (NRSM) is an annual research conference initiated with the objective of sharing research findings, novel concepts and disseminating knowledge of young researchers with the collaboration of diverse scholars and practitioners.

Abstracts were called from researchers under the tracks of Accountancy & Finance, Contemporary Studies in Management, Economics & Entrepreneurship, Human Resource Management, Information Systems, Marketing & Supply Chain Management, Operation & Total Quality Management and Tourism, Hospitality & Event Management. At the initial stage, 170 abstracts were received and finally, 155 abstracts were selected for publication after the reviewing process.

Different parties have taken responsibilities to succeed in this event. Among them Dean of the Faculty of Management Studies of the Rajarata University of Sri Lanka, Prof. W.P. Wijewardena is taken responsibilities as the Symposium Chair. Dr D.M.C Dasanayake, Senior Lecturer from Department of Tourism and Hospitality Management of the Faculty of Management Studies, Rajarata University of Sri Lanka and Dr. JDT Madushanka, Senior Lecturer, Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka handled responsibilities as symposium co-chair and symposium secretary respectively. Not only them but also, coordinators of the organizing committee and members of committees, track coordinators, editorial board and panel of reviewers played a prominent role of making this remarkable event a success

This National Research Symposium provides an ideal opportunity to highlight the research capability and potential of researchers between industry and academic staff in the 21<sup>st</sup> Century. Dr B.A. Kurunaratne, Vice-Chancellor of the Rajarata University of Sri Lanka is the event's Chief Guest and Prof. Bandara Wanninayake, Professor in Marketing attached to the Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya and Dr Jenny Cave, Research Fellow, Massey University, New Zealand will colourful the event by delivering keynote speeches.

We warmly invite you to join us on the 10<sup>th</sup> of June, 2021 from 8.30 am to 5.00 pm. We hope you will enjoy the content, get new ideas and most of all have a great discussion.

For further details, visit our website; [www.rjt.ac.lk/mgt/nrsm](http://www.rjt.ac.lk/mgt/nrsm)

## Chief Guest – Dr. BA Karunaratne, Vice-Chancellor, Rajarata University of Sri Lanka

It is believed that the attitudes and actions of the leaders who lead and empower an organization or a process determine its success and advancement. Dr. B.A. Karunaratne is a person who is enthusiastic about strengthening the mindsets of the university community. All the diverse set of skills he possesses leads to take initiatives which are vital in preparing the road for a more coherent and structured destiny for the Rajarata University of Sri Lanka. Dr. B.A. Karunaratne graduated from the University of Peradeniya with B.Sc. Special degree in Physics and received his M.Sc. degree in Physics from the same university. He obtained his PhD. in Physics degree from the Sandwich program between the University of Peradeniya and Chalmers University of Technology, Sweden.



Dr. Karunaratne has a well-deserved reputation as a resource person in numerous institutes and conferences on well-versed scientific themes and a skilled researcher and is playing an important role in the dissemination of research findings to new research prospects. Moreover, he maintains his dominance in creating many followers in his footsteps towards many new constructive results that have been published in indexed journals, national and international research forums. Besides, he is a well-versed and experienced lecturer and someone who is eager to produce intellectuals for the nation particularly, focused on the North Central Province, offering urban-centred knowledge and learning opportunities to other territories.

He is an excellent administrator and mentor who is excited to guild fellow members and thus, has been entrusted with a responsible duty as the Vice-chancellor of the Rajarata University of Sri Lanka. University has established functional MOUs between Rajarata University and following institutions and it depicts the service he is rendering towards the academic community. Chalmers University of Technology, Sweden; Woosong National University, Daejeon, South Korea; Chungnam National University, Daejeon, South Korea; Sahlgrenska Institute, Gothenburg University, Sweden; Shimane University, Japan; Michigan State University, USA; Faculty of Science, University of Gothenburg, Sweden; York University, Toronto, Canada; Jeju National University, Jeju Island, South Korea; King Abdulla National University, Saudi Arabia; Montana University, Leoben, Austria; and University of Sydney, Australia. Enriching the university with both physical resources and human capital is a major concern in his enduring effort as the Vice-chancellor of the university and was a pioneer in establishing the technology faculty.

In the face of the COVID-19 outbreak, he not only accepts but also supports a variety of efforts aimed at generating and improving knowledge. He is in the frontline of initiatives to strengthen research culture and to establish a platform for the research community to disseminate their knowledge. Furthermore, research-based cultural advancement across the university, particularly in the Faculty of Management Studies has intensely reinforced the significance of hosting a national forum for knowledge dissemination. Hence, his participation as the chief guest at the 4<sup>th</sup> National Research Symposium on Management makes the event more splendid.

Accordingly, the organizing committee of the 4th National Research Symposium is pleased to have the presence of Dr. B.A. Karunaratne, Vice-Chancellor of Rajarata University, as the event's chief guest.



## Keynote Speaker – Dr. Jenny Cave

Jenny Cave is internationally known as a thought leader, talented communicator and innovative tourism development agent. Her current focus is in the regenerative future of tourism. She holds adjunct academic positions at Massey University, Palmerston North, New Zealand and Swansea University, United Kingdom. Her publications since 2000 have earned 1709 citations, an h-index of 20 and i10-index, 33. Also, she is Associate at The Tourism Colab, an edu-tourism social enterprise and innovation lighthouse for positive impact in the next tourism economy.



Dr. Cave is an experienced cultural heritage manager, evaluator and tourism catalyst with over 25 years in experience design, cultural heritage management and operations, as well as programme development, market research and governance. Her work has included projects for international aid agencies, federal and local government, not-for-profits and the private sector in Canada, the United Kingdom, Pacific Islands and Australasia. She is also a craftsperson (weaver), she has pragmatic insights into alternative enterprise solutions in stakeholder ecosystems.

## Keynote Speaker – Prof. Bandara Wanninayake

Prof. Bandara Wanninayake is a Professor in Marketing attached to the Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya. He received his bachelor's degree from the University of Sri Jayewardenepura and his master's degree from the University of Colombo. Furthermore, he currently holds a doctoral degree from Tomas Bata University in the Czech Republic, demonstrating his academic capacity, as well as a Postgraduate Diploma in Marketing from the Chartered Institute of Marketing-UK and the Highest National Diploma in Accountancy as professional qualifications.



Prof. Wanninayake, a member of the prestigious teaching faculty at the University of Kelaniya, has demonstrated strong teaching capacity in Strategic Marketing Management, Sales Management, Consumer Behavior, and Research Methodology, and has collaborated as a visiting lecturer with many reputed state-owned and private-affiliated universities in Sri Lanka. He is also the director of the Staff Development Center at the University of Kelaniya, as well as the coordinator of the Master of Business Management in Marketing degree program. Prof. Wanninayake, as an expert academic member, is actively involved in the process of knowledge sharing, functioning as a consultant for several business organizations in Sri Lanka. Prof. Wanninayake's research strength has resulted in the publishing of various books and journal papers in indexed journals in both the local and international setting. In perpetuity, industry collaborative research contributes significantly to the business growth of Sri Lankan corporate sectors such as National Savings Bank, Browns Thermal Engineering (Pvt) Ltd, McLerance Mobil Lubricant Limited, Crysbro Chicken Ltd, and Peoples Bank.

## **Technical Sessions – Morning**

## Accountancy & Finance – Panel 01

(10:45 am – 12:30 pm)

**Panel Chair** : Ms. Sujeewa Kodithuwakku  
**Panel Members** : Prof. KGA Udayakumara  
Dr. RMNC Swarnapali  
**Rapporteur** : Mr. JMN Wijekumara  
**Contact No.** : 071 5 406 525  
**E-mail** : [nishanthawijekumara93@gmail.com](mailto:nishanthawijekumara93@gmail.com)



ACF – M1

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM045ACF005	Impact of Internal Controls on Organizational Performance of Hotel Organizations in Central Province <i>Kulathunga, R.G.K.M., and Weerasooriya, W.M.R.B.</i>
11.00 am – 11.15 am	NRSM070ACF015	Determinants of Internet Financial Reporting in Sri Lanka <i>Inthusha, K., and Kajanathan, R.</i>
11.15 am – 11.30 am	NRSM074ACF018	Effect of Microfinance on Profitability of Commercial Banks of Sri Lanka <i>Ariyasena, D.L.M.N.K.</i>
11.30 pm – 11.45 pm	NRSM129ACF044	Relationship Between Financial Knowledge and Financial Satisfaction: Evidence From Investors in the Colombo Stock Exchange <i>Luxan, K., and Kengatharan, L.</i>
11.45 am – 12.00 pm	NRSM145ACF052	Accounting Record-Keeping Practices of Homestays in Galle District <i>Prasangi, L.G.M., Rathnayake, M., Elapatha, M.S., and Sivashankar, P.</i>

**Zoom ID: 391 657 3474**

**Zoom Password: Nrsm@acfm1**

**Zoom Link:**

<https://learn.zoom.us/j/3916573474?pwd=aXNRdGtBajhyWk9vMFZaDFPM3Zsdz09>

## Accountancy & Finance – Panel 02

(10:45 am – 12:30 pm)

**Panel Chair** : Prof. WP Wijewardena  
**Panel Members** : Ms. KGP Senani  
Ms. UGVD Deepa Gunarathne  
**Rapporteur** : Mrs. HBP Chaturangani  
**Contact No.** : 071 6 007 972  
**E-mail** : [hbpramodya@yahoo.com](mailto:hbpramodya@yahoo.com)



ACF – M2

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM001ACF001	Corporate Governance and Risk Disclosures <i>Dissanayake, P.G., and Shamil, M.M.</i>
11.00 am – 11.15 am	NRSM019ACF002	Determinants of Corporate Profitability: Evidence from Listed Capital Goods Companies in Sri Lanka <i>Prashanthan, V., and Balagobei, S.</i>
11.15 am – 11.30 am	NRSM054ACF006	The Effect of Audit Committee Characteristics on Financial Performance: A Study of Listed Companies in Sri Lanka <i>Sayanthan, B.</i>
11.30 pm – 11.45 pm	NRSM069ACF014	Impact of Directors' Remuneration on Firm Performance: A Study of Listed Companies in Colombo Stock Exchange of Sri Lanka <i>Jayarathne, T.A.N.R.</i>

**Zoom ID: 890 065 0920**

**Zoom Password: AccFin-M02**

**Zoom Link:**

<https://learn.zoom.us/j/8900650920?pwd=SktaWlpZREF4OVRxN3dDWGJDOG9oZz09>

## Accountancy & Finance – Panel 03

(10:45 am – 12:30 pm)

**Panel Chair** : Dr. JS Kumari  
**Panel Members** : Ms. Saseela Balagobei  
Mrs. DDK Sugathadasa  
**Rapporteur** : Mr. GP Subasinghe  
**Contact No.** : 071 9 672 335 / 071 6 080 777  
**E-mail** : [gayanps@yahoo.com](mailto:gayanps@yahoo.com)



ACF – M3

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM059ACF007	The Impact of Behavioral Biases on Investment Decision-Making: Reference to Individual Investors of Colombo Stock Exchange <i>Chathurangi, P.A.S., and Bandara, A.A.D.P.</i>
11.00 am – 11.15 am	NRSM079ACF021	The Impact of Usage of Accounting Software on the Business Performance: Reference to the Small-Medium Scale Enterprises in Kurunegala District <i>Jayasinghe, J.M.N.D., and Jameel, A.L.M.</i>
11.15 am – 11.30 am	NRSM083ACF022	Impact of The Capital Structure on the Firm Value: Evidence from Listed Companies in Sri Lanka <i>Ruwantha, B.A.L.</i>
11.30 pm – 11.45 pm	NRSM092ACF025	Impact of Credit Risk on Financial Performance of Commercial Banks in Sri Lanka <i>Wijekoon, K.R.M.N.J., and Jameel, A.L.M.</i>
11.45 am – 12.00 pm	NRSM147ACF053	Impact of Competition on the Financial Performance of Listed Banks in Sri Lanka <i>Mithushana, R.</i>

**Zoom ID: 656 7239 1275**

**Zoom Password: T45h.gnX**

**Zoom Link:**

<https://learn.zoom.us/j/65672391275?pwd=c2paUi84TWFnQlZpY1p6SIBzeTQrUT09>

## Accountancy & Finance – Panel 04

(10:45 am – 12:30 pm)

**Panel Chair** : Mr. TKG Sameera  
**Panel Members** : Dr. Arunashantha  
Ms. WAN Priyadarshanie  
**Rapporteur** : Ms. KAHM Kumari  
**Contact No.** : 071 0 192 265 / 076 6 073 938  
**E-mail** : [hansiathurupana@gmail.com](mailto:hansiathurupana@gmail.com)



ACF – M4

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM067ACF012	Intention to Use Cloud Accounting among Sri Lankan Accounting Professionals <i>Dissanayake, D.M.K.H., and Gamage, C.T.</i>
11.00 am – 11.15 am	NRSM090ACF023	Impact of Financial Literacy on Enterprise Risk Management in Small and Medium Enterprises: Reference to Polonnaruwa District <i>Samarakoon, D.M.K.G.D.L., and Bandara, C.M.Y.S.S.</i>
11.15 am – 11.30 am	NRSM107ACF027	Effect of Internal Audit for the Financial Performance of Listed Companies in Sri Lanka <i>Amarasingha, K.G., and Gamage, C.T.</i>
11.30 pm – 11.45 pm	NRSM124ACF040	Impact of Internal Control System on Financial Performance of Listed Manufacturing Firms in Sri Lanka <i>Niyomi, G., and Gamage, C.T.</i>
11.45 am – 12.00 pm	NRSM161ACF059	Effect of Professional Skepticism Characteristics on Auditors' Fraud Detection Ability in the Context of Listed Firms in Sri Lanka <i>Jayakody, G.A.D.K., and Gamage, C.T.</i>

**Zoom ID: 687 3596 0701**

**Zoom Password: Acf@panel4**

**Zoom Link:**

<https://learn.zoom.us/j/68735960701?pwd=OUszKy9QVHdjN2ZUMFdrbkdlWDMvQT09>



## Accountancy & Finance – Panel 05

(10:45 am – 12:30 pm)

**Panel Chair** : Dr. KMMCB Kulathunga  
**Panel Members** : Dr. PR Weerathunga  
Mr. KJS Madhusanka  
**Rapporteur** : Ms. AMCK Abeysekara  
**Contact No.** : 071 4 955 680  
**E-mail** : [keshanirit@gmail.com](mailto:keshanirit@gmail.com)



ACF – M5

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM110 ACF030	The Impact of Behavioral Factors on Individual Investment Decisions of Equity Investors: Reference to Kurunegala Area <i>Gamage, K.G.D.R., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>
11.00 am – 11.15 am	NRSM115 ACF032	The Influence of Behavioral Factors on Investment Decision Making in Colombo Stock Exchange: Reference to North Central Province <i>Senavirathna, U.G.S.B., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>
11.15 am – 11.30 am	NRSM116 ACF033	The Role of Microfinance Institutions on Growth of Small and Medium Scale Enterprises: Reference to North Central Province <i>Madawala, M.G.N.S., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>
11.30 pm – 11.45 pm	NRSM153 ACF055	Factors Influencing on Debt Financing of Licensed Finance Companies in Sri Lanka <i>Kumara, K.G.K.C., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>
11.45 am – 12.00 pm	NRSM155 ACF056	The Impact of Financial Risk on the Financial Performance of Listed Banking and Financial Sector Companies in Sri Lanka <i>Lankathilaka, G.L.C.D.C., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>
12.00 pm – 12.15 pm	NRSM156 ACF057	The Effect of Internal Business Factors on the Financial Leverage: Reference to Listed Manufacturing Firm in Colombo Stock Exchange <i>Lakmal, K.M.C.N., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>

**Zoom ID: 456 557 6813**

**Zoom Password: SP-Panel07**

**Zoom Link:**

<https://learn.zoom.us/j/4565576813?pwd=TzJQakJvZGkrMWJQMIBzVGFDDeW5mQT09>



## Contemporary Studies in Management – Panel 01

(10:45 am – 12:30 pm)

**Panel Chair** : Prof. PMB Jayathilaka  
**Panel Members** : Dr. WMRB Weerasooriya  
Ms. DK Sewwandi  
**Rapporteur** : Ms. KSM Fernando  
**Contact No.** : 071 1 558 269  
**E-mail** : [ksmfernando@mgt.rjt.ac.lk](mailto:ksmfernando@mgt.rjt.ac.lk)



CSM – M1

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM046CSM003	Factors Affecting to Outsourcing of IT Function in Banking and Financial Sector Organizations in Sri Lanka <i>Weerasinghe, A.L.L.P., and Isuru Chandradasa, A.H.</i>
11.00 am – 11.15 am	NRSM053CSM006	The Role of E-Learning in Academic Success during Covid 19 Pandemic: A study on Management Undergraduates of a Non-State University <i>Weerasinghe, D.S.H., Thiwanka, M.P.S., Bogahage, S.D., Biyanwila, D.S.P., Pathirana, G.Y., and Weerarathna, R.S.</i>
11.15 am – 11.30 am	NRSM084CSM008	How Interaction Affects Determining the Students' Satisfaction in Online Education: A Study on a Sri Lankan State University <i>Yogadarshani, T., and Dissanayake, D.M.M.I.</i>
11.30 pm – 11.45 pm	NRSM117CSM014	Impact of Young Athlete's Perception of Parental Involvement in Self-Regulation of School Cricketers in Jaffna, Sri Lanka <i>Anojan, J.G.A., Fernando, A.L.K.R., and Perera, H.P.N.</i>
11.45 am – 12.00 pm	NRSM146CSM015	"A Dime a Dozen": Overcoming the Weaknesses of Arbitration Mechanism in Sri Lanka <i>Jayasekera, B.K.M.</i>
12.00 pm – 12.15 pm	NRSM167CSM017	Influence of Customer, Competitor and Inter-Functional Orientation on the Performance of Micro, Small and Medium Enterprises <i>Sathana, V.</i>

**Zoom ID: 618 0053 0046**

**Zoom Password: NRSM@csm1#**

**Zoom Link:**

<https://learn.zoom.us/j/61800530046?pwd=c2NrSDdNMllzZVZ6RVlxSFFFUmlwdz09>

## Contemporary Studies in Management – Panel 02

(10:45 am – 12:30 pm)

**Panel Chair** : Dr. CMYSS Bandara  
**Panel Members** : Dr. JK Mallika  
Dr. FB Kennedy  
**Rapporteur** : Ms. RMMC Rajapaksha  
**Contact No.** : 070 2 397 654  
**E-mail** : [medanichanchala123@gmail.com](mailto:medanichanchala123@gmail.com)



CSM – M2

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM047CSM004	Impact of Service Quality on Customer Satisfaction in State Banks in Sri Lanka: Reference to Ratnapura District <i>Kahangama, N.K.B.S., and Weerasooriya, W.M.R.B.</i>
11.00 am – 11.15 am	NRSM049CSM005	Factors Affecting Tax Compliance of Small and Medium-sized Enterprises in Sri Lanka: Reference to Anuradhapura District <i>Arambepola, A.P.H.D., and Weerasooriya, W.M.R.B.</i>
11.15 am – 11.30 am	NRSM078CSM007	The Factors Affecting to Academic Stress of Ordinary Level Students in Sri Lanka: with Referring to Kandy District <i>Wathuliyadda, W.G.V.R., and Weerasinghe, I.M.S.</i>
11.30 pm – 11.45 pm	NRSM088CSM010	Social and Economic impact of Covid-19 on Employee Performance in Tea Industry: Reference to Matale district <i>Gannile, A.M.H.K., and Weerasinghe, I.M.S.</i>
11.45 am – 12.00 pm	NRSM094CSM011	The Factors Influencing the Implementation of Green Management Practices in Tourist Hotels Located Within the Cultural Triangle in Sri Lanka <i>Jayawardane, S.M.D.N., and Jayathilake, P.M.B.</i>
12.00 pm – 12.15 pm	NRSM095CSM012	Impact of Emotional Intelligence on Students' Career Choice: With Reference to students of Faculty of Management studies Rajarata University of Sri Lanka <i>Samarakoon, M.S.N.M., and Weerasinghe, I.M.S.</i>

**Zoom ID: 668 2078 9622**

**Zoom Password: 9avMW?y@**

**Zoom Link:**

<https://learn.zoom.us/j/66820789622?pwd=bXN0T3VEeW9sc3RmeDM5NIN1ZVJIZz09>

## Human Resource Management – Panel 01

(10:45 am – 12:30 pm)

**Panel Chair** : Prof. Sudath Manjula  
**Panel Members** : Dr. Sampath Kappagoda  
Mr. IMS Weerasinghe  
**Rapporteur** : Ms. HMRD Kularathne  
**Contact No.** : 071 5 977 407  
**E-mail** : [rasanjali555@gmail.com](mailto:rasanjali555@gmail.com)



HRM – M1

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM020 HRM003	Does the Age Influence on Self-Efficacy: Review of Literature <i>Priyadharsan, S., and Saravanabawan, A.</i>
11.00 am – 11.15 am	NRSM035 HRM005	Factors Affecting Work from Home during COVID-19 Outbreak: A Review of Literature <i>Liyanage, P.M.T.S.K., and Ekanayake, E.A.</i>
11.15 am – 11.30 am	NRSM036 HRM006	Key Determinants of Attitudes towards Electronic Human Resource Management Adoption: With Special Reference to Multinational Subsidiaries in Sri Lanka <i>Isuru Chandradasa, A.H., and Gayan Priyashantha, K.</i>
11.30 pm – 11.45 pm	NRSM037 HRM007	Inspire Green Innovations through Green Transformational Leadership <i>Bartholomeusz, R.A., and Senarath, B.T.D.N.</i>
11.45 am – 12.00 pm	NRSM041 HRM008	Analysis on Current Training Needs of Nursing Staff in Health Sector of Sri Lanka <i>Rajapakshe, W., Weerathna, R.S., Pathirana, G., and Malage, M.H.</i>
12.00 pm – 12.15 pm	NRSM042 HRM009	Challenges Encountered by Human Resource Professionals during COVID-19: Perspectives from Sri Lanka <i>Arambawatta, L.V., Perera, L.R.H.G., Wickramasena, D.N., Kaluarachchi, K.R.M., Rathnayake, R.M.N.M., and Weerathna, R.S.</i>
12.15 pm – 12.30 pm	NRSM162 HRM033	The Role of Human Capital in Determining Perceived Employability of Academics in Higher Education Institutes in Jaffna District <i>Shanthakumary, M.C.M.A.</i>

**Zoom ID: 621 2097 0538**

**Zoom Password: NRSMhr21#**

**Zoom Link:**

<https://learn.zoom.us/j/62120970538?pwd=MWp2M3NENVp0tdFRWbHRpNDhQeTR4QT09>

## Human Resource Management – Panel 02

(10:45 am – 12:30 pm)

**Panel Chair** : Mr. WWAN Sujeewa  
**Panel Members** : Mr. TMPAB Thennakoon  
Dr. A. Sawarnabawan  
**Rapporteur** : Ms. KAKS Rathnakara  
**Contact No.** : 071 4 719 015  
**E-mail** : [sakurathnakara@gmail.com](mailto:sakurathnakara@gmail.com)



HRM – M2

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM050HRM013	Relationship between Interpersonal Trust and Employee Satisfaction: Reference to Micro Finance Private Workers in Northern Province <i>Nirojan, J.</i>
11.00 am – 11.15 am	NRSM071HRM016	Stress by Corona: Building Psychological Resilience of Employees in Echo Pandemic <i>Kularathne, H.M.R.D.</i>
11.15 am – 11.30 am	NRSM082HRM018	The Effect of Leader's Personality Traits on Employee Performance based on Garment Factories in Ratnapura District <i>Dhanushka, A.</i>
11.30 pm – 11.45 pm	NRSM100HRM020	The Expanded Role of the Human Resource Department in Workplace Transition due to Covid-19 Post-Pandemic Situation <i>Peiris, J.M.P.M.</i>
11.45 am – 12.00 pm	NRSM112HRM023	Demographic Profiling and the Organizational Citizenship Behaviour: A Study among the Graduate Trainees in Batticaloa District of Sri Lanka <i>Selvarajan, P., and Sreepriya, S.</i>
12.00 pm – 12.15 pm	NRSM111HRM031	Under-employment and Job Satisfaction: With Special Reference to Development Officers of Northern Province <i>Nirojan, J.</i>

**Zoom ID: 689 8242 0400**

**Zoom Password: HtDgw+c3**

**Zoom Link:**

<https://learn.zoom.us/j/68982420400?pwd=aTlxSnY5bVBqa2pYc1RUMWMYOXFrQT09>

## Information Systems – Panel 01

(10:45 am – 12:30 pm)

**Panel Chair** : Prof. Samantha Thelijjagoda  
**Panel Members** : Dr. GPH Kandambi  
Mrs. DMJ Wickramasinghe  
**Rapporteur** : Mr. TUS Senarath  
**Contact No.** : 071 8 999 897  
**E-mail** : [udesh.senarath@mgt.rit.ac.lk](mailto:udesh.senarath@mgt.rit.ac.lk)



IS – M1

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM002IS001	Factors Impact on the Performance of Department-level Websites in Rajarata University of Sri Lanka <i>Udayasiri, T.H.S.S., and Wickramasinghe, D.M.J.</i>
11.00 am – 11.15 am	NRSM004IS002	Impact of Internet Usage on the Academic Performance of Undergraduates in Rajarata University of Sri Lanka <i>Mawalagedara, S.M.S., and Wickramasinghe, D.M.J.</i>
11.15 am – 11.30 am	NRSM016IS005	Examining the Factors Impact on Attitudes to Pirate Digital Products among University Students <i>Rambukwella, R.G.L.S., and Pemarathna, R.M.M.D.</i>
11.30 pm – 11.45 pm	NRSM087IS011	Awareness of Internet Browsing Security among Undergraduates in Rajarata University of Sri Lanka <i>Nadeesha, J.D., and Madusanka, D.M.T.</i>
11.45 am – 12.00 pm	NRSM144IS013	Impact of Internet Banking on Customer Retention <i>Dilhani, H.M.P., and Gamini, V.K.N.</i>
12.00 pm – 12.15 pm	NRSM170IS019	Impact of Customer Reviews towards Online Purchase Intention among Undergraduates <i>Dissanayake, N.G.C.N.P., and Gamini, V.K.N.</i>

**Zoom ID: 682 3225 1262**

**Zoom Password: X9Tk.wtg**

**Zoom Link:**

<https://learn.zoom.us/j/68232251262?pwd=QUoxT2dZZmFlUjkwSXZBRWtSUvhadz09>

## Information Systems – Panel 02

(10:45 am – 12:30 pm)

**Panel Chair** : Mr. PG Munasinghe  
**Panel Members** : Mr. RMGHN Rathnayake  
Mr. VKN Gamini  
Mr. WDN Prashad  
**Rapporteur** : Ms. JMPM Peiris  
**Contact No.** : 071 5 969 398 / 071 9 294 436  
**E-mail** : [minolipeiris14@gmail.com](mailto:minolipeiris14@gmail.com)



IS – M2

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM025IS007	Vegetable Market Price Prediction Using Machine Learning: A Case of Sri Lankan Vegetable Markets <i>Ananda, A.S.G.J.K., and Ranaweera, H.M.P.B.</i>
11.00 am – 11.15 am	NRSM057IS009	Applying Data Mining Techniques to Analysis and Prediction of Chronic Kidney Disease <i>Panawenna, P.N.D., and Ranaweera, H.M.P.B.</i>
11.15 am – 11.30 am	NRSM143IS014	Comparative Evaluation of Popular Web Search Engines on Finding Sinhala Documents <i>Dasanayake, D.M.S.B., and Karunaratne, H.K.G.M.N.</i>
11.30 pm – 11.45 pm	NRSM154IS015	Factors Affecting Students' Usage of Learning Management System: Reference to Rajarata University of Sri Lanka <i>Wickramarathne, H.E.S.M., and Kandambi, G.P.H.</i>
11.45 am – 12.00 pm	NRSM165IS016	The Factors Affecting the E-book Usage of Undergraduates in Rajarata University of Sri Lanka <i>Rathnamalala, R.B.S.S., and Ranaweera, H.M.P.B.</i>
12.00 pm – 12.15 pm	NRSM166IS017	The Impact of ICT Usage on the Business Performance of Small and Medium Enterprises in Kurunegala District <i>Amarathunga, A.M.N.M., and Ranaweera, H.M.P.B.</i>

**Zoom ID: 634 4084 8631**

**Zoom Password: IS@Panel-2**

**Zoom Link:**

<https://learn.zoom.us/j/63440848631?pwd=aXRqUi9XdXRUVFp5aTZVT0ZKVGdXQT09>



## Marketing and Supply Chain Management – Panel 01

(10:45 am – 12:30 pm)

**Panel Chair** : Dr. TK Karandakatiya  
**Panel Members** : Dr. YMWGPK Udurawana  
Mr. Dilan Rathnayaka  
**Rapporteur** : Ms. MADA Samali  
**Contact No.** : 077 8 467 434  
**E-mail** : [ayodyas@mgt.rjt.ac.lk](mailto:ayodyas@mgt.rjt.ac.lk)



MSM – M1

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM005 MKT002	The Impact of Social Media Marketing Practices towards Consumer Perception on Electronic Products: With Special Reference to Colombo District <i>Sakalasooriya, W.G.U.C., Madusanka, J.D.T., and Iqbal, F.I.</i>
11.00 am – 11.15 am	NRSM012 MKT005	Impact of E-Service Quality on Customer Loyalty with Special Reference to Digital Banking Industry in Southern Province <i>Suvimali, S.G.N., Madusanka, J.D.T., and Iqbal, F.I.</i>
11.15 am – 11.30 am	NRSM013 MKT006	The Impact of Word of Mouth Communication on Brand Equity: Reference to Wedding and Floral Industry in Kandy District <i>Senanayake, R.S.P.A., Madusanka, J.D.T., and Bastianpillai, S.B.</i>
11.30 pm – 11.45 pm	NRSM014 MKT007	The Impact of Brand Experience on Consumer Brand Trust in Laptop Computer Industry in Ratnapura District <i>Nadeeshani, U.A.P., Madusanka, J.D.T., and Bastianpillai, S.B.</i>
11.45 am – 12.00 pm	NRSM018 MKT009	The Impact of Social Media Marketing on Brand Loyalty with Special Reference to Fashion Retailing Industry in Kandy District <i>Udayangani, W.G.M., and Madusanka, J.D.T.</i>
12.00 pm – 12.15 pm	NRSM027 MKT010	The Impact of Brand Personality on Brand Attachment in an Automobile Industry in Kurunegala District <i>Fernando, C.D.N., Madusanka, J.D.T., and Watta, D.K.M.A.</i>
12.15 pm – 12.30 pm	NRSM077 MKT015	Impact of Service Quality on Customer Satisfaction in Microfinance Sector: Reference in Anuradhapura District <i>Perera, S.A.S., and Weerasooriya, W.M.R.B.</i>

**Zoom ID: 656 8994 4406**

**Zoom Password: NRSM@2021m**

**Zoom Link:**

<https://learn.zoom.us/j/65689944406?pwd=eINFY1lzb2xoa29qOFdSSmdGZDRMdz09>

## Marketing and Supply Chain Management – Panel 02

(10:45 am – 12:30 pm)

**Panel Chair** : Dr. A Pushpanathan  
**Panel Members** : Mr. WMPGR Pushpakumara  
Dr. JDT Madhusanka  
**Rapporteur** : Mr. PGRB Chandrasekara  
**Contact No.** : 071 7 378 395  
**E-mail** : [roshanthabuddhika333@gmail.com](mailto:roshanthabuddhika333@gmail.com)



MSM – M2

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM015MKT008	Brand Personality and Customer Emotional Brand Attachment: Study on Mobile Phone Market in Polonnaruwa District in Sri Lanka <i>Amarathissa, H.B.V., and Pathmini, M.G.S.</i>
11.00 am – 11.15 am	NRSM056MKT013	A Conceptual Model for Understanding the Impact of Gender on Identity-based Motivation and Purchase Intention <i>Lenaduwa, L.L.Y.R.</i>
11.15 am – 11.30 am	NRSM105MKT019	Impact of Television Advertisement Attributes on Female Consumers' Purchase Intention in Cosmetics Industry: Reference to Kurunegala District <i>Warnakulasooriya, W.M.P.G.U.C.</i>
11.30 pm – 11.45 pm	NRSM142MKT020	The Impact of Sensory Marketing on Purchase Intention with Special Reference to Banks in Sri Lanka <i>Theja Deepani, E.A.</i>
11.45 am – 12.00 pm	NRSM151MKT021	An Analysis of Consumer Vulnerability during COVID-19 Pandemic Situation in Sri Lanka <i>Weerasinghe, K.P.W.D.R., and Selvarajan, P.</i>
12.00 pm – 12.15 pm	NRSM163MKT022	How Green Marketing Strategy of Micro, Small and Medium Enterprises Influence on Consumer Behaviour <i>Sathana, V.</i>

**Zoom ID: 644 7654 5375**

**Zoom Password: MM@Panel2**

**Zoom Link:**

<https://learn.zoom.us/j/64476545375?pwd=Vy9vaTRyLzk2WUVNSFZtU0I0YlNVUT09>



## Tourism, Hospitality and Event Management – Panel 01

(10:45 am – 12:30 pm)

**Panel Chair** : Snr. Prof. KHR Wijayawardana  
**Panel Members** : Dr. WHMS Samarathunga  
Mrs. EW Biyiri  
**Rapporteur** : Mr. DDP Sanjeewa  
**Contact No.** : 071 6 683 920  
**E-mail** : [ddpsanjeewa@gmail.com](mailto:ddpsanjeewa@gmail.com)



THM – M1

Time	Paper ID	Topic and the Author/ Authors' Name
10.45 am – 11.00 am	NRSM022THM001	Innovative Changes in Restaurant Operations to Cope with Covid-19: A Study of Upscale Restaurants in Colombo, Sri Lanka <i>Gunathilake, A.G.K.S., and Dassanayake, D.M.C.</i>
11.00 am – 11.15 am	NRSM023THM002	Repercussions of Tourism on the Tangible Cultural Heritage in Mihintale <i>Perera, P.K.U., and Dassanayake, D.M.C.</i>
11.15 am – 11.30 am	NRSM024THM003	Domestic Honeymoon Tourists' Satisfaction and Loyalty towards Hotel Attributes in Sri Lanka <i>Muthuweera, N.K.G., and Dahanayake, S.N.S.</i>
11.30 pm – 11.45 pm	NRSM026THM004	Influence of Perceived Tourism Impacts on Community Engagement in Tourism in Udawalawa, Sri Lanka: The Moderating Role of Covid-19 <i>Ananda, A.S.G.N.N., and Dassanayake, D.M.C.</i>
11.45 am – 12.00 pm	NRSM058THM009	Influence of Gastronomy on Domestic Tourists' Satisfaction and Destination Loyalty <i>Pallawala, P.A.I.M., and Dahanayake, S.N.S.</i>
12.00 pm – 12.15 pm	NRSM137THM012	A Study on Customer Satisfaction at Different Service Attributes of "A" Grade Restaurants in Colombo Region <i>Perera, A.B.S.R., and Wijesundara, C.N.R.</i>

**Zoom ID: 691 0276 2691**

**Zoom Password: THM@panel1**

**Zoom Link:**

<https://learn.zoom.us/j/69102762691?pwd=dUoySXdDRTJDTnpsQ2haL0hoSEorUT09>

## **Technical Sessions – Evening**

## Accountancy & Finance – Panel 01

(01.30pm – 03:30 pm)

**Panel Chair** : Dr. CT Gamage  
**Panel Members** : Ms. HMDN Somathilake  
Ms. Sujeewa Kodithuwakku  
**Rapporteur** : Mr. JMN Wijekumara  
**Contact No.** : 071 5 406 525  
**E-mail** : [nishanthawijekumara93@gmail.com](mailto:nishanthawijekumara93@gmail.com)



ACF – E1

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM040ACF004	The Impact of Working Capital Management on the Profitability of Hotel and Travel Sector Companies in Sri Lanka <i>Pathirana, P.R.B., and Dedunu, H.H.</i>
01.45 pm – 02.00 pm	NRSM072ACF016	The Impact of Cash Conversion Cycle on Firm's Profitability: Evidence from Sri Lankan Listed Beverage Food and Tobacco Companies <i>Lansakara, L.M.G.G., and Dedunu, H.H.</i>
02.00 pm – 02.15 pm	NRSM109ACF029	Impact of Credit Risk Management on Banks' Profitability: Evidence from Licensed Commercial Banks in Sri Lanka <i>Perera, D.A.N.M., and Dedunu, H.H.</i>
02.15 pm – 02.30 pm	NRSM122ACF038	Factors Influencing Investment Awareness among Undergraduates in Sri Lanka: Reference to Undergraduates of Rajarata University of Sri Lanka <i>Malindika, M.D., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>
02.30 pm – 02.45 pm	NRSM123ACF039	Impact of Corporate Governance on Stock Price: Reference to Manufacturing Sector in Colombo Stock Exchange <i>Sooriyanayaka, S.H.W.G.M.L., Sugathadasa, D.D.K., and Wijekumara, J.M.N.</i>

**Zoom ID: 694 0420 0257**

**Zoom Password: NrsM@acfe1**

**Zoom Link:**

<https://learn.zoom.us/j/69404200257?pwd=RnBJRkROZUR1cnQ4VXA1YkM0a1F6UT09>

## Accountancy & Finance – Panel 02

(01.30 pm – 03:30 pm)

**Panel Chair** : Dr. RMNC Swarnapali  
**Panel Members** : Ms. HH Dedunu  
Ms. UGVDD Gunarathne  
**Rapporteur** : Mrs. HBP Chaturangani  
**Contact No.** : 071 6 007 972  
**E-mail** : [hbpramodya@yahoo.com](mailto:hbpramodya@yahoo.com)



ACF – E2

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM066ACF011	Relationship between Financial Leverage and Firm Growth: Reference to the Listed Material Companies in Sri Lanka <i>Wayesha, H.K.R., Somathilake, H.M.D.N., and Pathiraja, P.M.D.S.</i>
01.45 pm – 02.00 pm	NRSM076ACF020	Impact of Owner's and Manager's Financial Literacy on the Firm Performance: Reference to Small and Medium Enterprises in Anuradhapura District <i>Nawarathna, H.M.S.N., and Kumari, J.S.</i>
02.00 pm – 02.15 pm	NRSM091ACF024	Impact of Board Structure on Financial Performance of Listed Companies in Sri Lanka <i>Nadeeshamala, A.M.P., and Kumari, J.S.</i>
02.15 pm – 02.30 pm	NRSM130ACF045	The Influence of Behavioral Factors on Investment Decisions Making <i>Dharmasena, B.P.G.H.S., Somathilake, H.M.D.N., and Pathiraja, P.M.D.S.</i>
02.30 pm – 02.45 pm	NRSM138ACF049	Environmental Concern Disclosures and Financial Performance Listed Hotels in CSE <i>Karunaratna, G.G.A., and Wijewardena, W.P.</i>
02.45 pm – 03.00 pm	NRSM150ACF054	Study of Factors Determining Quality of Internal Audit in Public Listed Companies of Sri Lanka <i>Thilini, R.A.M., Somathilake, H.M.D.N., and Pathiraja, P.M.D.S.</i>

**Zoom ID : 890 065 0920**

**Zoom Password: AccFin-M02**

**Zoom Link:**

<https://learn.zoom.us/j/8900650920?pwd=SktaWlpZREF4OVRxN3dDWGJDOG9oZz09>

## Accountancy & Finance – Panel 03

(01.30 pm – 03:30 pm)

**Panel Chair** : Dr.Aruna Shantha  
**Panel Members** : Mr. TKG Sameera  
Ms. WAN Priyadarshanie  
**Rapporteur** : Mr. GP Subasinghe  
**Contact No.** : 071 9 672 335 / 071 6 080 777  
**E-mail** : [gayanps@yahoo.com](mailto:gayanps@yahoo.com)



ACF – E3

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM068ACF013	Impact of Level of Disclosures of Corporate Social Responsibility on Corporate Financial Performance: Evidence from Sri Lanka <i>Rathnasooriya, W.G.C.P., and Swarnapali, R.M.N.C.</i>
01.45 pm – 02.00 pm	NRSM075ACF019	Impact of Firm-Specific Factors on Corporate Social Responsibility Disclosure Level of Listed Consumer Services Companies in Sri Lanka <i>Jayathilaka, M.S.S., and Swarnapali, R.M.N.C.</i>
02.00 pm – 02.15 pm	NRSM99AACF026	Impact of Corporate Social Responsibility on Financial Performance of Listed Consumer Staples Companies in Sri Lanka <i>Gunawansa, K.A.I.P., and Swarnapali, R.M.N.C.</i>
02.15 pm – 02.30 pm	NRSM120ACF036	Effect of Environmental Strategies, Environmental Uncertainty and Top Management Commitment on Environmental Performance: Listed Companies in Sri Lanka <i>Dulari, D.G.Y., and Madhusanka, K.J.S.</i>
02.30 pm – 02.45 pm	NRSM121ACF037	Impact of Corporate Governance Practices on Firm Performance of Banking Sector of Sri Lanka <i>Amarasinghe, A.A.D.K., and Madhusanka, K.J.S.</i>

**Zoom ID: 684 2058 7561**

**Zoom Password: H3hpx?uG**

**Zoom Link:**

<https://learn.zoom.us/j/68420587561?pwd=UjNjJek1CaVptREl0SjFNdVBReHRnUT09>

## Accountancy & Finance – Panel 04

(01.30 pm – 03:30 pm)

**Panel Chair** : Mr. ALM Jameel  
**Panel Members** : Mr. HMRW Herath  
Mr. AADP Bandara  
**Rapporteur** : Ms. KAHM Kumari  
**Contact No.** : 071 0 192 265 / 076 6 073 938  
**E-mail** : [hansiathurupana@gmail.com](mailto:hansiathurupana@gmail.com)



ACF – E4

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM061ACF008	Is Microfinance a Tool for Empowering Women Entrepreneurs? <i>Rathnayaka, R.M.D.C., and Dissanayake, T.D.S.H.</i>
01.45 pm – 02.00 pm	NRSM065ACF010	Impact of Loan Portfolio Diversification on Financial Performance of Banks: Evidence from Banking Sector in Sri Lanka <i>Lakmali, K.H., and Dissanayake, T.D.S.H.</i>
02.00 pm – 02.15 pm	NRSM073ACF017	The Impact of Integrated Reporting on Organizational Financial Performance in Sri Lankan Listed Companies <i>Adhikari, M.P.P., and Senani, K.G.P.</i>
02.15 pm – 02.30 pm	NRSM108ACF028	Value Relevance of Integrated Reporting Practices in Sri Lankan Listed Companies <i>Thennakoon, G.T.S., and Senani, K.G.P.</i>
02.30 pm – 02.45 pm	NRSM140ACF050	The Impact of Dividend Policy on Shareholders' Wealth: An Empirical Evidence from Diversified Firms in CSE <i>Herath, N.T.K., and Dissanayake, T.D.S.H.</i>

**Zoom ID: 685 5751 6289**

**Zoom Password: Acf@even9**

**Zoom Link:**

<https://learn.zoom.us/j/68557516289?pwd=WGg5dHFBa2xuSEo2MDJLYmJXTitpUT09>

## Accountancy & Finance – Panel 05

(01.30 pm – 03:30 pm)

**Panel Chair** : Mr. PDNK Palihena  
**Panel Members** : Mr. HMTG Sandaruwan  
Ms. TDSH Dissanyake  
**Rapporteur** : Mr. JAPM Jayasinghe  
**Contact No.** : 071 4 589 581  
**E-mail** : [prabath.rusl@gmail.com](mailto:prabath.rusl@gmail.com)



ACF – E5

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM118ACF034	The Factors Affecting to the Share Price Volatility: Reference to Listed Commercial Banks in Sri Lanka <i>Kirinda, G.S.S., and Sameera, T.K.G.</i>
01.45 pm – 02.00 pm	NRSM119ACF035	The Impact of Sustainability Reporting on Shareholders' Wealth in Capital Goods Industry Companies in CSE <i>Dissanayaka, B.M.E.P., and Sameera, T.K.G.</i>
02.00 pm – 02.15 pm	NRSM125ACF041	Impact of Earnings Management on Dividend Policy: Reference to Listed Diversified Holding Companies in Sri Lanka <i>Roopasinghe, G.R.S.N., and Sameera, T.K.G.</i>
02.15 pm – 02.30 pm	NRSM126ACF042	The Impact of Capital Structure on Firm Performance: Empirical Evidence from Companies Listed in Colombo Stock Exchange <i>Wathsala, R.M.C., and Palihena, P.D.N.K.</i>
02.30 pm – 02.45 pm	NRSM136ACF048	Impact of Corporate Governance on Voluntary Disclosures of Strategic and Forward-Looking Information <i>Samaraweera, K.W.H.S., and Sameera, T.K.G.</i>

**Zoom ID: 689 9393 2146**

**Zoom Password: AC-panel10**

**Zoom Link:**

<https://learn.zoom.us/j/68993932146?pwd=SlhnT0lBclFmNDM1RjM1RDVjbTIOZz09>



## Contemporary Studies in Management – Panel 01

(01.30 pm – 03:30 pm)

**Panel Chair** : Dr. WMRB Weerasooriya  
**Panel Members** : Mr. IMS Weerasinghe  
Ms. DK Sewwandi  
**Rapporteur** : MS. KSM Fernando  
**Contact No.** : 071 1 558 269  
**E-mail** : [ksmfernando@mgt.rit.ac.lk](mailto:ksmfernando@mgt.rit.ac.lk)



CSM – E1

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM038CSM001	The Impact of Game Addiction on Behaviour of Undergraduates in Sri Lanka <i>Liyanaige, S.U., Yasirunee, M.G.I.L., Hewage, H.K.O.C., Liyasara, W.M.S., Weerarathna, R.S., and Jayasinghe, S.J.A.N.S.</i>
01.45 pm – 02.00 pm	NRSM039CSM002	Issues Faced by Sri Lankan Non-State University Undergraduates During COVID-19 <i>Madhusanka, A.K.P., Jayasuriya, N.U., Ravishanka, M.K.U., Pothupitiya, S.N., Weerarathna, R.S., and Dunuwila, V.R.</i>
02.00 pm – 02.15 pm	NRSM086CSM009	Impact of Organizational Complexity on Public Value Creation: A Study on Divisional Secretariat Nuwaragam Palatha (Central) in Anuradhapura District, Sri Lanka <i>Rathnayake, R.M.K.P., and Bandara, C.M.Y.S.S.</i>
02.15 pm – 02.30 pm	NRSM102CSM013	Influence of e-banking on Customer Satisfaction in Commercial Banks Located in Kurunegala District <i>Sahani, M.R.R., and Pushpakumara, W.M.P.G.R.</i>
02.30 pm – 02.45 pm	NRSM152CSM016	Study on the Impact of Psychological Capital on Organizational Citizenship Behaviour: A Study on Employees of Public Sector Banks in Polonnaruwa District <i>Liyanaamage, C.C., and Kandambi, G.P.H.</i>

**Zoom ID: 630 4410 4854**

**Zoom Password: CSM-Panel3**

**Zoom Link:**

<https://learn.zoom.us/j/63044104854?pwd=Y25ZWEE4rT203S1RiV3JMNWpjNWx3QT09>



## Economics, Entrepreneurship and Total Quality Management – Panel 01

(01.30 pm – 03:30 pm)

**Panel Chair** : Prof. Aruna Shanthaarachchi  
**Panel Members** : Dr. JK Mallika  
Dr. GRSRC Samaraweera  
**Rapporteur** : Ms. RMMC Rajapaksha  
**Contact No.** : 070 2 397 654  
**E-mail** : [medanichanchala123@gmail.com](mailto:medanichanchala123@gmail.com)



ECNEN – E1

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM028EE001	Gig Economy: Opportunities and Trends in the Era of Covid-19 Pandemic <i>Jayathilaka, A.K.K.R.</i>
01.45 pm – 02.00 pm	NRSM033EE002	The Determinants of Green Innovation Adoption of Small and Medium Scale Enterprises in Kurunegala District <i>Herath, H.M.I.M.</i>
02.00 pm – 02.15 pm	NRSM093EE003	Differences of Entrepreneurial Orientation in Terms of Entrepreneurial Motives of Small And Medium Enterprises in Kandy District <i>Kaluarachchi, N.K., and Bandara, C.M.Y.S.S.</i>
02.15 pm – 02.30 pm	NRSM104EE004	The Impact of Emotional Intelligence on Entrepreneurship Tendency <i>Warnakulasooriya, W.M.P.G.U.C.</i>
02.30 pm – 02.45 pm	NRSM106TQM001	Employee Perceived Barriers on Total Quality Management Implementation of Divisional Secretariats in Anuradhapura <i>Nawarathna, P.G.S.S., and Pushpakumara, W.M.P.G.R.</i>

**Zoom ID: 672 7922 5242**

**Zoom Password: 9CELvf&m**

**Zoom Link:**

<https://learn.zoom.us/j/67279225242?pwd=VzFzOFA5b2VsdEl0R2t6aitVeGdVdz09>

## Human Resource Management – Panel 01

(01.30 pm – 03:30 pm)

**Panel Chair** : Mr. RKD Randeni  
**Panel Members** : Mr. WWAN Sujeewa  
Mr. PD Wimalasiri  
**Rapporteur** : Ms. HMRD Kularathne  
**Contact No.** : 071 5 977 402  
**E-mail** : [rasanjaliiek555@gmail.com](mailto:rasanjaliiek555@gmail.com)



HRM – E1

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM011HRM002	The Impact of Competency on Job Performance of Executives in Apparel Industry in Matale District in Sri Lanka <i>Wimalasooriya, M.K.P.B., and Wickramasinghe, D.M.J.</i>
01.45 pm – 02.00 pm	NRSM062HRM014	The Effect of Internal Mobility on Employee Motivation in Life Insurance Sector in the Colombo District, Sri Lanka <i>Aponsu, G.C.S., and Sujeewa, W.W.A.N.</i>
02.00 pm – 02.15 pm	NRSM063HRM015	The Effect of Work Place Harassment on Constables' Job Satisfaction in Puttlam Police Department <i>Kaushalya, T.M.D.R., and Sujeewa, W.W.A.N.</i>
02.15 pm – 02.30 pm	NRSM101HRM021	Factors Affecting Retention of Non-Managerial Employees in Manufacturing Organizations in Ampara District <i>Wickramasingha, L.R.L., and Suraweera, S.M.B.L.</i>
02.30 pm – 02.45 pm	NRSM131HRM024	The Impact of Employees' Motivation on Employees' Performance in the Telecommunication Industry with Reference to Rathnapura District <i>Madhumali, H.A.U., and Suraweera, S.M.B.L.</i>
02.45 pm – 03.00 pm	NRSM134HRM026	Relationship of Service Quality and Customer Satisfaction in Public Bank Services: Special Reference to Kuruwita Area <i>Jayasekara, W.G.M.D., and Suraweera, S.M.B.L.</i>

**Zoom ID: 698 0774 8073**

**Zoom Password:**

**Zoom Link:**

<https://learn.zoom.us/j/69807748073?pwd=Y1lGZzZ3NC9zM3Q5VWVNXWjd5VE5Td09>

## Human Resource Management – Panel 02

(01.30 pm – 03:30 pm)

**Panel Chair** : Mr. WMPGR Pushpakumara  
**Panel Members** : Dr. NPGSI Naotunna  
Mr. GRM Gamlath  
Mr. KTLUS Dayangana  
**Rapporteur** : Ms. KAKS Rathnakara  
**Contact No.** : 071 4 719 015  
**E-mail** : [sakurathnakara@gmail.com](mailto:sakurathnakara@gmail.com)



HRM – E2

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM034 HRM004	Factors Affecting the Implementation of Green Human Resource Management Practices in Katunayake Export Processing Zone in Sri Lanka <i>Liyanage, H.L.A.D., and Ratnayake, R.M.G.H.N.</i>
01.45 pm – 02.00 pm	NRSM097 HRM019	The Effect of Job Dissatisfaction towards the Work Performance of Gramaniladhari Officers in Pathahewaheta Divisional Secretariat in Kandy District <i>Ranasinghe, J.G.D.L., and Madushanka, D.M.T.</i>
02.00 pm – 02.15 pm	NRSM148 HRM028	Occupational Health and Safety Practices and Job Performance: Evidence from Non-Executive Employees of Tea Factories in Rathnapura District <i>Wijesinghe, D.H.R.N., and Kappagoda, U.W.M.R.S.C.B.</i>
02.15 pm – 02.30 pm	NRSM149 HRM029	Psychological Capital and Academic Performance: A Study on Management Undergraduates of Rajarata University of Sri Lanka <i>Arachchi, H.M.H.M., and Kappagoda, U.W.M.R.S.C.B.</i>
02.30 pm – 02.45 pm	NRSM157 HRM030	Factors Influencing Job Satisfaction of the Employees in the Department of Animal Production and Health in Sri Lanka <i>Jayasinghe, L.G.S., and Kappagoda, U.W.M.R.S.C.B.</i>
02.45 pm – 03.00 pm	NRSM160 HRM032	Organizational Justice and Organizational Citizenship Behavior of Teachers of English in Anuradhapura District <i>Abeywardhana, U.H., and Kappagoda, U.W.M.R.S.C.B.</i>

**Zoom ID: 630 9505 0465**

**Zoom Password: PZg=82n#**

**Zoom Link:**

<https://learn.zoom.us/j/63095050465?pwd=bWpiYUtNek1PODVrMm1hVjI0anJPQT09>

## Human Resource Management – Panel 03

(01.30 pm – 03:30 pm)

**Panel Chair** : Prof. PMB Jayathilaka  
**Panel Members** : Dr. CMYSS Bandara  
Dr. A. Sawarnabawan  
**Rapporteur** : Ms. JMPM Peries  
**Contact No.** : 071 5 969 398 /071 9 294 436  
**E-mail** : [minolipeiris14@gmail.com](mailto:minolipeiris14@gmail.com)



HRM – E3

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM043 HRM010	E- Banking on Customer Perception: Special Reference to Puttalam District <i>Fernando, M.S.P., and Weerasooriya, W.M.R.B.</i>
01.45 pm – 02.00 pm	NRSM044 HRM011	The Study of Occupational Stress and Its Contributory Factors among Nursing Officers of Government Hospitals in Kurunegala District, Sri Lanka <i>Herath, H.M.J.P., and Weerasooriya, W.M.R.B.</i>
02.00 pm – 02.15 pm	NRSM048 HRM012	Factors affecting employee absenteeism of apparel industry of Sri Lanka (Special Reference of Kurunegala District) <i>Wanninayaka, W.M.G.G., and Weerasooriya, W.M.R.B.</i>
02.15 pm – 02.30 pm	NRSM080 HRM017	Factors Influencing Employer Brand Attractiveness of Management Undergraduates in Rajarata University of Sri Lanka <i>Kumari, W.M.S.D., and Randeni, R.K.D.</i>
02.30 pm – 02.45 pm	NRSM103 HRM022	The Impact of Organizational Health and Safety Practices on Job Satisfaction of Non –Managerial Employees in Apparel Sector: With Special Reference to Puttalam District <i>Ramesh, U.L.M., and Pushpakumara, W.M.P.G.R.</i>
02.45 pm – 03.00 pm	NRSM132 HRM025	Factors Affecting to Implementation of Green Human Resource Management Practices in Sacred City Hotels in Sri Lanka: Reference to Hotels in Sacred City of Kandy <i>Uduwela, U.M.R.N.B., and Pushpakumara, W.M.P.G.R.</i>

**Zoom ID: 635 5887 2687**

**Zoom Password: Hrm@Panel5**

**Zoom Link:**

<https://learn.zoom.us/j/63558872687?pwd=NFNPaUpKc2xzRFJiWEQ0VlIQNVQxUT09>

## Information Systems – Panel 01

(01.30 pm – 03:30 pm)

**Panel Chair** : Dr. HMBP Ranaweera  
**Panel Members** : Mr. HKGMN Karunarathne  
Mr. PHAB Shantha  
**Rapporteur** : Mr. TUS Senarath  
**Contact No.** : 071 8 999 897  
**E-mail** : [udesh.senarath@mgt.rit.ac.lk](mailto:udesh.senarath@mgt.rit.ac.lk)



IS – E1

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM061IS003	The Effects of Social Media Multitasking on Working Memory of State University Students in Sri Lanka <i>Senarath, T.U.S., and Ratnayake, R.M.G.H.N.</i>
01.45 pm – 02.00 pm	NRSM017IS006	Factors Affecting Willingness to Leave Digital Footprint on Social Networking Sites in Sri Lanka <i>Perera, D.P.P., and Pemarathna, R.M.M.D.</i>
02.00 pm – 02.15 pm	NRSM032IS008	Usability evaluation of eZ cash Mobile app: The Case of Plantation Workers in Nuwara-Eliya District, Sri Lanka <i>Sellahewa, N.N., and Karunarathna, H.K.G.M.N.</i>
02.15 pm – 02.30 pm	NRSM128IS012	Determinants of Intention to book a Room in Small & Medium Scale Hotels through Social Media: Reference to Southern Coastal Region, Sri Lanka <i>Muthugamage, C.D., and Wadumulla, M.W.</i>
02.30 pm – 02.45 pm	NRSM168IS018	Factors Influencing on Adaptation of Internet Banking among the Undergraduates in Rajarata University of Sri Lanka <i>Kumarasiri, H.W.K.N., and Pushpakumara, W.M.P.G.R.</i>

**Zoom ID: 689 0719 5278**

**Zoom Password: b?KL&0d%**

**Zoom Link:**

<https://learn.zoom.us/j/68907195278?pwd=SGh3UIhuWWFidkptYktpQWJZR3JOQT09>

## Marketing and Supply Chain Management – Panel 01

(01.30 pm – 03:30 pm)

**Panel Chair** : Prof. Sudath Weerasiri  
**Panel Members** : Mrs. MGS Pathmini  
Mrs. NHK Cooray  
**Rapporteur** : Ms. MADA Samali  
**Contact No.** : 077 8 467 434  
**E-mail** : [ayodyas@mgt.rit.ac.lk](mailto:ayodyas@mgt.rit.ac.lk)



MSM – E1

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM003 MKT001	Impact of Online Product Reviews on Customer Purchasing Decisions among Y Generation <i>Lakmali, A.G.K., and Wickramasinghe, D.M.J.</i>
01.45 pm – 02.00 pm	NRSM051 MKT011	Impact of Consumers' Personal Factors on Their Attitude on Purchasing Counterfeits of Branded Apparel Products: A Study on Consumers in Kurunegala District, Sri Lanka <i>Wijesinghe, J.A.N., and Bandara, C.M.Y.S.S.</i>
02.00 pm – 02.15 pm	NRSM052 MKT012	The Impact of Brand Personality on Customer Loyalty in Banking Industry of Sri Lanka: A Comparative Study on Public and Private Banks in Matale District <i>Bandara, C.M.Y.S.S., and Abeysiri, P.G.K.P.</i>
02.15 pm – 02.30 pm	NRSM060 MKT014	The Impact of the Green Supply Chain Management Practices on Customer Satisfaction: Reference to Retail Industry in Sri Lanka <i>Karunathilake, L.A.A.S., and Cooray, N.H.K.</i>
02.30 pm – 02.45 pm	NRSM089 MKT016	The Impact Sales Promotion on Consumer Purchasing Decision of Young Consumers: Reference to Fast Moving Consumer Goods in Anuradhapura District <i>Samarakoon, Y.G.C.P., and Madushanka, D.M.T.</i>
02.45 pm – 03.00 pm	NRSM096 MKT017	Impact of Store Atmosphere on Customer Purchasing Intention in Supermarkets in Badulla District <i>Warnakulasooriya, S.C., and Bandara, C.M.Y.S.S.</i>
03.00 pm – 03.15 pm	NRSM098 MKT018	Brand Personality and Emotional Brand Attachment in Laptop Market: Study on Undergraduates in Rajarata University of Sri Lanka <i>Kaushalya, H.W.D., and Kandambi, G.P.H.</i>

**Zoom ID: 616 0088 6191**

**Zoom Password: NRSM@2021e**

**Zoom Link:**

<https://learn.zoom.us/j/61600886191?pwd=MIFaUWplWXFITGtJUE5nVmhmOMFRKQT09>



## Tourism, Hospitality and Event Management – Panel 01

(01.30 pm – 03:30 pm)

**Panel Chair** : Prof. Ruwan Ranasinghe  
**Panel Members** : Mrs. SNS Dahanayake  
Mrs. KTNP Abeywickrama  
Ms. DMMI Dissanayake  
**Rapporteur** : Mr. DDP Sanjeewa  
**Contact No.** : 071 6 683 920  
**E-mail** : [ddpsanjeewa@gmail.com](mailto:ddpsanjeewa@gmail.com)



THM – E1

Time	Paper ID	Topic and the Author/ Authors' Name
01.30 pm – 01.45 pm	NRSM029THM005	The Impact of Covid-19 on Tourism Industry in Sri Lanka <i>Jayathilaka, A.K.K.R.</i>
01.45 pm – 02.00 pm	NRSM003THM006	Rail Transportation Attributes: Domestic Rail Tourists' Satisfaction and Reuse Intention <i>Madhuwanthi, M.G.I.S., and Dassanayake, D.M.C.</i>
02.00 pm – 02.15 pm	NRSM055THM008	A Study on Tourism and Hospitality Undergraduates' Entrepreneurial Intention <i>Lakshitha, H.D.T., and Biyiri, E.W.</i>
02.15 pm – 02.30 pm	NRSM081THM010	The Attractiveness of Tourist Destinations: A comparative study of Anuradhapura and Polonnaruwa <i>Jayaweera, S.N.C., and Randeni, R.K.D.</i>
02.30 pm – 02.45 pm	NRSM114THM011	Impact of Tourism on Economic Growth in Sri Lanka <i>Anandasayanan, S., Balagobei, S., and Amaresh, M.</i>
02.45 pm – 03.00 pm	NRSM159THM013	The Impact of Quality Attributes of Wedding Banquets on Customer Satisfaction and Behavioral Intention in Star Grade Hotels <i>Thalpawila, T.K.T.R., and Abeywickrama, K.T.N.P.</i>

**Zoom ID: 672 8770 7488**

**Zoom Password: THM@panel2**

**Zoom Link:**

<https://learn.zoom.us/j/67287707488?pwd=dk5NNmJzalo0QkI3NC83YWtpQkRvdz09>

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	Marketing and Supply Chain Management	Ms. MADA Samali Mr. PGRB Chandrasekara
	Tourism, Hospitality and Event Management	Mr. DDP Sanjeewa
	Economics & Entrepreneurship	Ms. RMMC Rajapaksha

## Past Symposiums

All the degree programmes of the Rajarata University of Sri Lanka are designed with a research component to suit the Sri Lanka Qualifications Framework (SLQF) and in lining with the university vision “To be a centre of excellence in higher education, research, and dissemination of knowledge’ The prospective students have the opportunity to create new knowledge, to enhance their skills and competencies through their learning. The University organizes various research sessions and symposia at University, National, and International levels to provide opportunities for the students and the staff to present and publish their research.

The Faculty of Management Studies of the Rajarata University of Sri Lanka commenced the National Research Symposium of Management (NRSM) in 2017 as “Undergraduate Research Symposium” subsequently named as National Research Symposium on Management (NRSM) in 2018 onwards intending to provide opportunities for publishing research abstracts of undergraduates, graduates, academicians and researchers of the country. The first NRSM was organized under the theme of “Exploring Business Insights”. Prof. KGA Udayakumara, Dean of the Faculty of Management Studies was Chair of the symposium, Dr. HMBP Ranaweera was Co-chair and Dr. (Mrs.) CT Gamage was the secretary of the symposium. Abstracts were called under a variety of tracks namely: Accountancy and Finance, Economic and Entrepreneurship, Human Resource Management, Information Systems, Marketing and Supply Chain Management, Operation and Total Quality Management, Tourism, Hospitality and Event Management. The first NRSM was held on 2<sup>nd</sup> June 2017 and Thirty abstracts were published after the blind reviewing process. Prof. Ananda J. Patabendige, founder Head of the Department of Commerce and Financial Management and the founder Dean of the Faculty of Commerce and Management Studies of the University of Kelaniya was the keynote speaker and he delivered the keynote speech under the topic “Issue of educated youths’ unemployment and remedial measures”. He pointed out that newly passed out graduates are the most suffered and waiting for a longer duration for unemployment. At the end of the symposium faculty awarded presentation certificates for all authors who presented their abstract in the symposium, proceeding book and the toolkit with the aim of inspiring their efforts.

Faculty of Management Studies organized and physically held the second NRSM on 7th September 2018 under the theme of “Inspiring Research for Knowledge Creation in Management”. The Symposium Chair was Prof. K.G.A. Udayakumara, Dean of the Faculty of Management Studies. Dr. J. Krishanthi Mallika was the Co-chair and Mr. T.K.G. Sameera was the conference secretary. There was a new track as “Contemporary Studies in Management” in addition to the tracks of the first NRSM. Abstracts were received under eight tracks and sixty-eight abstracts were published at the second NRSM after reviewing process. The keynote speaker was Senior Prof. (Mrs) R. Lalitha S. Fernando, Department of Public Administration, Faculty of Management Studies and Commerce, University of Sri



Jayewardenepura. She delivered her speech regarding “Conducting social science research in the state universities in Sri Lanka: problems and prospects” and pointed out that time constraint, data collection problems, funds constraints, language problems, difficulties in getting publish their research and lack of other facilities were identified as problems and issues in conducting social sciences research. It recommended allowing more time for the academics to spend on research, enhancing recognition, maintaining flexible fund process, evaluating researchers’ performance regularly, changing attitudes of the academics, increasing research exposure, and increasing necessary facilities to solve the problems to increase the quality and quantity of social science research in the state universities in Sri Lanka. At the end of the symposium, the faculty awarded presentation certificates for all authors who presented their abstract in the symposium, proceeding book and the toolkit with the aim of encouraging their research abilities as previously done in the first NRSM.



The third NRSM was most challenging due to Covid-19 pandemic situation. The faculty organized the third NRSM virtually as an online symposium. It was a great challenge and an amazing experience for the faculty to conduct the symposium virtually under available minimum technological facilities. The conference Chair was Prof. W.P. Wijewardene. Dr. (Ms.) C.M.Y.S.S. Bandara and Dr. K.V. Aruna Shantha handled responsibilities as the Co-Chair and the Secretary of the symposium respectively. The symposium is held on 20<sup>th</sup> August 2020 under the theme, “Wisdom for Sustainability: Youth Engagement through Research and Innovation”. Except for the inauguration ceremony all other events were done virtually. One hundred and twenty-seven abstracts were published after reviewing them under different tracks. Those tracks are similar to the track of the second NRSM. Prof. Arosha S. Adikaram, Head of the Department of Human Resources Management, Faculty of Management and Finance, University of Colombo was the keynote speaker and she stated that contribute to wisdom for sustainability, by engaging in more research and innovation addressing issues related to sustainability on one hand and then by reaching out to industry with the findings, on the other.

Forming more stringent links between the researchers and the industry and promoting research and innovation is paramount in this endeavour. It is also important to engage in research both applied and basic of good quality without violating research ethics. The Faculty awarded presentation certificates for all authors who presented their abstract in the symposium under different barrier due to Covid-19 pandemic.



These are the footpaths of NRSM organized by the Faculty of Management Studies in previous years. Faculty of Management Studies proudly held the Fourth National Research Symposium of Management 2021 under the theme of “The new normal: building resilience to keep businesses moving” via online collaborating with three years experiences.



## The Historic Cities of Anuradhapura and Mihintale

Anuradhapura is one of the ancient capitals of Sri Lanka, famous for its well-preserved ruins of an ancient Sinhala civilization. The city, now a world heritage site, was the centre of Theravada Buddhism for many centuries. Among the thousands of fascinating sites, one must not forget to visit Sri Maha Bodhiya, Ruwanweliseya, Thuparamaya, Lovamahapaya, Jethawanaramaya, Abayagiriya, Twin ponds, Isurumuniya which caught the attention of the whole world. The Sri Maha Bodhiya is the oldest documented tree that is still living. Ruwanweliseya is an ancient stupa which revered by the Buddhist community. Thuparamaya is considered to be the first dagaba or pagoda built in Sri Lanka. Lovamahapaya is also known as the Brazen Palace in between the Ruwanweliseya and Sri MahaBodhiya.

Isurumuniya Rock Temple is a treasure trove of sculptures while Jethawanaramaya and Abayagiriya are second in height only to ancient Egypt's two mightiest pyramids in Gizeh. Three main ancient irrigation lakes in Anuradhapura are Tissawewa, Nuwarawewa in the south and Basawakulama in the north nourished its agriculture and adorned the capital for nearly two millennia as it does today. Apart from these beautiful places there are other stupas and relics, soaring over the vast acres of paddy fields in the area.



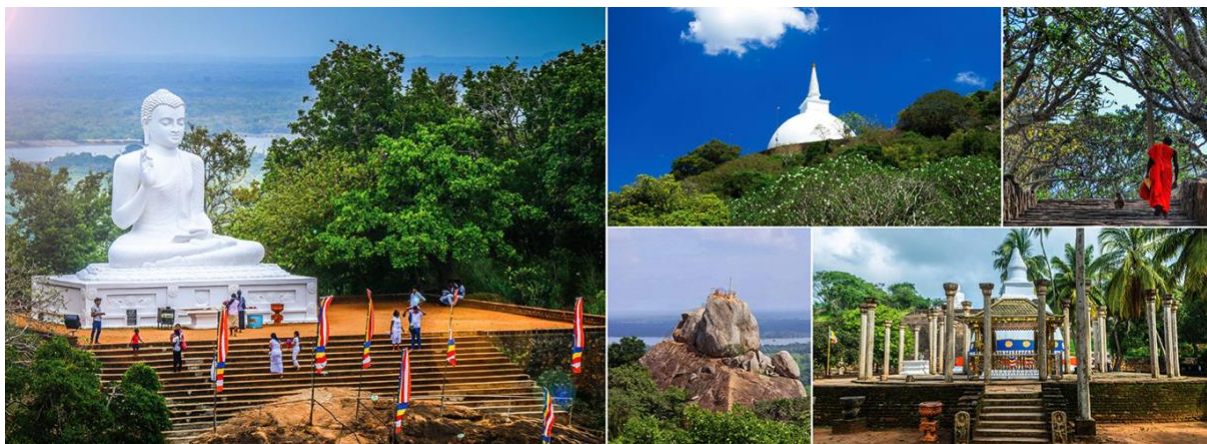
Currently, Anuradhapura is the largest district in Sri Lanka located in North Central Province with an area of 7179 Km<sup>2</sup> and a population of 860,575. As statistical reports indicate and describe the population of the area according to their ethnicity and religion, it shows 92 per cent is Sinhalese and 90 per cent is Buddhists whereby this situation supports preserving the heritage of the Buddhist city.

In the analysis of the economy of the Anuradhapura city, it is revealed that Anuradhapura has an agricultural sector based strong economy before 1950 but at present, the contribution of the service sector has been higher than the agricultural sector. As a province, it contributes 5.6 per cent of the country Gross Domestic Production under the sectors of agriculture, industry and services. The main administrative centre of the province is situated in the Anuradhapura city where many people come into the city to work in administrative affairs, health service, educational affairs and trade affairs. Based on these

reasons, there is high growth in the tertiary sector. According to the records of the Sri Lanka Tourism Development Authority, the revenue received by the visits of foreign tourists has been continuously contributed to uplift the economy of Anuradhapura and to make a growth in the service sector.

When considering the existing road network of the area, it shows that there is a well-connected road network with its direct connection to a large number of major cities namely Vavuniya, Dambulla, Matale, Puttalam, Trincomalee, Jaffna, Kurunegala and Kandy. The Northern railway line connects Anuradhapura with Colombo, Jaffna, and Kankesanthurai. Anuradhapura railway station is the city's rail gateway with major services, such as the Yaal Devi, Uttara Devi stopping there.

A considerable amount of government and private schools are located in this area and in addition to the school education, higher education institutions such as Bhikshu University, Open University are situated in this area to uplift higher education. The vocational education network has been established with renowned institutes such as Hotel school, Vocational Training Authority, Industrial College, National Apprentice and Industrial Training Authority, Technical University, Youth Services Council, Educational Centres to uplift vocational education.



Mihintale is a mountain peak which is located approximately 14 kilometres east to the Anuradhapura sacred city and the Cultural Triangle of the north-central province of Sri Lanka. Mihintale is considered the cradle of Sinhalese Buddhist civilization. This area has many ruins and caves scattered and it is believed by archaeologists that monks had used them earlier. It is inscribed and believed Sri Lankan history that Arhat Maha Mahinda Thero discoursed the Buddhist doctrine to King Devanampiyatissa on top of Mihintale 2350 years ago. This great event is celebrated annually as a festival at Mihintale on the Posa full moon Poya day which is generally in June.





At the foot of the mountain are the ruins of a hospital, medical bath (or stone canoe in which patients were immersed in medicinal oil) a stone inscription and urns belonging to the ancient period have been excavated. The sixty-eight caves, the earliest dwellings of the monks in Mihintale are located around the Kantaka Chetiya. The Mahavamsa, the great historical chronicle of Sri Lanka narrates the donation of caves to the monks by King Devanampiyatissa. Furthermore, the inscriptions engraved above the drip ledges of these caves too elaborate of the offering. In addition to that, Sinha Pokuna (Lion pond), Ambasthala Chetiya, Aradhana Gala (The Rock of Invitation), Mihindu Guhawa, Mahaseya, Naga Pokuna, Atvehera, Katuseya, KaludiyaPokuna are other famous structures in Mihintale.

Apart from these historic destinations in mihintale, Rajarata university of Sri Lanka is blooming up as one of the most prominent centres of the present academic arena where it is expected to produce virtuous competent intellectuals for the needs of a world.

## Rajarata University of Sri Lanka

The Rajarata University of Sri Lanka (RUSL) is one of the inclusive State Universities in Sri Lanka located in the historic city of Mihintale, which is situated 14 Kilometres away from the sacred city of Anuradhapura. It is not an overemphasis to introduce Mihintale as the cradle of Buddhism, a land gifted with ancient architecture and irrigation which paved the way through Buddhism for an admirable lifestyle. The former and present scholars of the Rajarata University of Sri Lanka are fortunate to receive education in this seat of learning.



In 1990's the Government decided to establish Affiliated University Colleges around Sri Lanka to provide opportunities for higher education for youth who are qualified but deprived of University Education. Subsequently, on 07<sup>th</sup> of November 1995, the some of these Affiliated Universities were amalgamated and formed state Universities. Accordingly, the Rajarata University of Sri Lanka was formed by the Gazette Notification No. 896/2 under the section 21 of the University Act No. 16 of 1978 as the eleventh National University in Sri Lanka under the vision of "To be a centre of excellence in higher education, research, and dissemination of knowledge". The mission of Rajarata University of Sri Lanka (RUSL) is "To produce high quality, innovative Intellectuals with creativity and discipline, develop competencies and dedication of staff, create a conducive environment for teaching, learning, research and dissemination of knowledge and to promote coexistence with mutual respect and ethical behaviour".

At present, RUSL comprises six Faculties: Faculty of Management Studies, Faculty of Agriculture, Faculty of Applied Sciences, Faculty of Medicine and Allied Sciences, Faculty of Social Sciences and Humanities and Faculty of Technology. Four Faculties including: Faculty of Management Studies, Faculty of Social Sciences and Humanities, and Faculty of Applied Sciences, and Faculty of Technology are conveniently located in the Mihintale premises while the Faculties of Agriculture and Faculty of Medicine and Allied Sciences are situated in Puliyankulama and Saliyapura respectively. There are forty-two academic Departments at the Rajarata University of Sri Lanka and the number of academic Departments are keep growing. The total number of internal students are around seven thousand and there are around three thousand five hundred external students.



The University adopts a multi-cultural educational environment and maintains zero tolerance policy on ragging and any sort of discrimination. During the past twenty-two years, the contribution made to tertiary education and to the industry is immense. Postgraduate education and research are other priority areas of the University and the University is currently engaged in several collaborative research with overseas universities and exploring further collaborative programmes. The present Chancellor of Rajarata University of Sri Lanka is *Rajakeeya Panditha* Most Venerable Eethalawetunawewe Gnanathilaka Nayaka Thero. Dr.BA Karunaratne is the present Vice-Chancellor and the University Registrar is Mr. A.M.G.B. Abeysinghe.

The Faculty of Management Studies was founded in 1995 with the Mission of “Providing quality education in Management Studies and leadership with practical skills and to conduct research giving due consideration to the changing environment”. Over the last two decades, the Faculty has been active in management education.



At present, the Faculty consists of six academic Departments namely: Accountancy and Finance, Business Management, Human Resource Management, Information Systems, Marketing Management, Tourism and Hospitality Management. Six internal honours degree programmes are offered by these six academic Departments and respective Department Heads and lecturers play a major role in this regards. After considering the dearth of educational opportunities in the region, the Faculty offers two external degree programs: Bachelor of Business Administration (BBA) and Masters in Business Administration (MBA). Further, the Faculty has developed a Philosophy of Doctor (PhD) in Management.

The student population of the Faculty has increased significantly over the last few years making a total of over 4,500 (both internal and external) and 150 postgraduate students. Currently, Prof. WP Wijewardena is the Dean of Faculty of Management Studies. In addition to co-curricular activities, the Faculty provides a range of facilities to students to develop their soft skills, personal growth, mental and physical fitness through various social and interactive activities. A large number of the graduates who passed out over the last two decades hold responsible positions in the public and private sectors and overseas.



Faculty of Management Studies  
Rajarata University of Sri Lanka