



2023 **irsm**

PROGRAMME INFORMATION

From Resilience to Resistance: The Role of Digital
Transformation in Business Sustainability



2ND INTERNATIONAL RESEARCH SYMPOSIUM
ON MANAGEMENT

IRSM 2023

Faculty of Management Studies
Rajarata University of Sri Lanka, Mihintale

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2nd International Research Symposium on Management - 2023

*From Resilience to Resistance: The Role
of Digital Transformation in Business
Sustainability*



**Faculty of Management Studies
Rajarata University of Sri Lanka
Mihintale, Sri Lanka**

16th November 2023

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Agenda

- 08.30 **Registration**
- 09.00 **Morning Refreshments**
- 09.30 **Commencement of Proceedings & Opening Remarks**
- 09.45 **Welcome Address**
Dr. P.R. Weerathunga, Symposium Co-chair, IRSM 2023
- 09.50 **Address by the Symposium Chair**
Dr. (Mrs.) C.T. Gamage, Symposium Chair, IRSM 2023
- 09.55 **Address by the Dean**
Prof. P.M.B. Jayathilake, Dean, Faculty of Management Studies, Rajarata University of Sri Lanka
- 10.05 **Unveiling of Symposium Proceedings**
Ms. G.M.H.P.K. Rathwatta, Secretary, IRSM 2023
- 10.15 **Address by the Vice-Chancellor**
Prof. (Mrs.) G.A.S. Ginigaddara, Vice-Chancellor, Rajarata University of Sri Lanka
- 10.20 **Introduction to Keynote Speakers**
Dr. (Mrs.) J.S. Kumari, Editor-in-Chief, IRSM 2023
- 10.30 **Keynote Address**
Prof. Dr. Christian M. Ringle, Hamburg University of Technology, Germany
- 10.45 **Keynote Address**
Prof. Mohammad Nurunnabi, Prince Sultan University, Saudi Arabia
- 10.55 **Keynote Address**
Dr. Nuwan Gunarathne, University of Sri Jayewardenepura, Sri Lanka
- 11.10 **Plenary Speech**
Ms. Sangeeta Menon, Regional Publishing Manager, Emerald Publishing, India
- 11.20 **Vote of Thanks & Concluding Remarks**
Mrs. D.M.J. Wickramasinghe, Secretary, IRSM 2023
- 11.25 **End of the Inauguration Ceremony**
- 11.45 **Technical Sessions**

Message from the Vice Chancellor



It is a privilege for me to extend warm greetings on the occasion of the inaugural International Research Symposium on Management 2023 (IRSM 2023) hosted by the Faculty of Management Studies at Rajarata University of Sri Lanka. Ranked as the 8th university among Sri Lanka's esteemed National Universities, Rajarata University holds a significant position in the heart of the country's Buddhist heritage in Mihintale. This institution has embraced its pivotal role in uncovering and disseminating innovative knowledge, drawing inspiration from the roots of Anuradhapura, where the world's first university, the Abhayagiri monastery complex, was

established in the fifth century. The university aspires to emerge as a premier educational institution in Sri Lanka and Asia, excelling across diverse fields of study through exceptional education, cutting-edge research, and groundbreaking innovations. The symposium, orchestrated by the dedicated faculties, stands as a cornerstone among various initiatives, propelling the university towards sustained excellence and realizing its core mission. With the enormous success of IRSM 2023, the university's attempts to leave a lasting imprint on the world have advanced. With a focus on improving research, innovation, education, and attitudes that support social harmony and sustainable progress, IRSM 2023 is closely related to the university's four main goals. The symposium's title, "From Resilience to Resistance: The Role of Digital Transformation in Business Sustainability," is both timely and commendable given the present economic, technological, and social challenges. With regard to contemporary issues, this theme has the potential to raise awareness of the value of being well-prepared and to constructively face the rapidly changing digital environment. The Faculty of Management Studies' dedication to upholding worldwide standards, demonstrated through its strategic partnerships with renowned academics, institutions, publishing partners, and indexed journals, is equally significant. The symposium's theme was chosen to address current concerns in the Sri Lankan context, thereby elevating the prominence of the event. It is commendable that academic rigor was used in study approaches to solve conceptual gaps and intricate empirical issues. These initiatives aim to encourage substantive discussions, evaluations, and debates during the International Symposium on Management.

Finally, I would like to express my sincere gratitude for the extraordinary commitment shown by the IRSM 2023 symposium chair, co-chair, and organizing committee members. I sincerely hope that all attendees and presenters will make the most of this forum to share their insightful knowledge and significantly promote Sri Lanka's academic, social, and economic development. Once more, congratulations and many thanks for your work.

Prof. (Mrs.) G.A.S. Ginigaddara

Vice Chancellor

Rajarata University of Sri Lanka

Message from the Dean of the Faculty

It's the beginning of the new chapter and a warm welcome to the 2nd International Research Symposium on Management (IRSM) 2023. IRSM 2023 is a remarkable event hosted by the Faculty of Management Studies at Rajarata University of Sri Lanka, and it stands as a pivotal platform for academics, professionals, and students to convene and collectively address academic and empirical challenges through scientific inquiry. I am honored to address you as the Dean of the Faculty, and I would like to extend my warmest wishes to all participants. The theme of IRSM 2023 is "From Resilience to Resistance: The Role of Digital Transformation in Business Sustainability." This theme revolves around crucial areas of exploration to address current economic and social challenges across various sectors in Sri Lanka. It addresses the crucial arena of Sri Lanka to be developed and it will create a culture of research with all the necessary mindsets of scholars in our university. This commendable endeavor will not only bring honor to our Faculty and University but also contribute significantly to enhancing the knowledge, which is indispensable for the sustainable development of our country. The Faculty of Management Studies remains committed to supporting the development and promotion of academic and empirical thinking among researchers in Sri Lanka at a large scale. I extend my sincere gratitude to all the reviewers for their meticulous reviews, which have played a pivotal role in shaping an outstanding symposium. The suggested improvements made by the Editorial team have been instrumental in enhancing the quality of the event. In addition, the pre-conference webinars featuring world-renowned scholars and practitioners have provided a significant opportunity for our Faculty to position IRSM 2023 as a symposium of high academic distinction. The technical sessions incorporated into the program are designed to generate additional value for our participants. I express my heartfelt appreciation to the Symposium Chair, Co-chairs, Secretaries, Symposium track coordinators, and Session Chairs for their tireless efforts in organizing IRSM 2023 successfully. I would also like to extend my gratitude to the Vice-Chancellor of Rajarata University of Sri Lanka for her continued guidance and unwavering support in elevating the quality of this International Symposium. Furthermore, I wish to convey my gratitude to the keynote speakers, plenary speakers, paper presenters, reviewers, panel members, academics, and all participants for their invaluable contributions to the symposium.



In conclusion, I am delighted to take part in the International Symposium on Management, and I firmly believe that this symposium will encourage the research minds of academics, students, and professionals. This will surely support the existing knowledge base in Sri Lanka and this will enhance the unwavering research eagerness of Sri Lankan University Academics. Thank you for your participation in this remarkable journey towards knowledge and innovation.

Prof. P.M.B. Jayathilake

Dean

Faculty of Management Studies

Rajarata University of Sri Lanka

Message from the Symposium Chair



It is with great privilege and enthusiasm that I extend my warmest appreciation as the Chair of this esteemed event to each one of you to the 2nd International Research Symposium in Management (IRSM 2023), organized by the Faculty of Management Studies, Rajarata University of Sri Lanka. This symposium stands as a testament to our collective commitment to fostering vibrant research culture. With the theme, "From Resilience to Resistance: The Role of Business Transformation in Business Sustainability," we delve into the very heart of modern enterprises. In today's dynamic world, businesses are not merely entities; they are living organisms constantly evolving and adapting to external challenges. The essence lies in their ability to transform, to navigate adversities, and to emerge stronger, more sustainable. This symposium seeks to unravel the intricate layers of this transformation, exploring how businesses can not only survive but thrive amidst challenges, ultimately contributing to the sustainable development of nations. In this year's symposium, we received a remarkable 148 extended abstracts, a testament to the growing interest and dedication in the field of management. After rigorous evaluation, we have accepted 103 abstracts that showcase the depth and diversity of research in this domain. I extend my sincere gratitude to all the academics, professionals, researchers and students who submitted their work, as well as to our diligent reviewers and editors for their meticulous assessment. Your collective effort has shaped this event into a platform where innovative ideas and groundbreaking research converge. Symposiums like IRSM 2023 play a pivotal role in shaping the future of research and innovation. They not only provide a platform for knowledge exchange but also stimulate intellectual discourse and collaboration. Through such gatherings, researchers gain insights, refine their methodologies, and establish networks that can fuel their future endeavors. Moreover, the positives that stem from such research endeavors are manifold. They not only contribute to the academic landscape but also have a tangible impact on industries and economies, fostering innovation, economic growth, and societal progress. I firmly believe that this symposium will serve as a significant milestone in your academic and professional journey. It is my sincere hope that this event will not only enrich your knowledge but also inspire you to delve deeper into the realms of research. Together, we are laying the foundation for a brighter, more sustainable future – one where knowledge knows no bounds and where our collective efforts shape the destiny of nations. Once again, I extend my thanks to all of you to Keynote Speakers, Contributors, Academic & Professional partners, Symposium Committee Members, Sponsors and Participants who have made this event possible as well as colorful. May IRSM 2023 be a fruitful and enriching experience, propelling us towards a future defined by resilience, innovation, and sustainable growth.

Dr. (Mrs.) C.T. Gamage

Symposium Chair

2nd International Research Symposium on Management

Faculty of Management Studies

Rajarata University of Sri Lanka

Message from the Co-Chair



As we embark on the 2nd International Research Symposium on Management (IRSM 2023), it brings me immense pride and joy to welcome all of you. From across the globe, you've joined us either in person or virtually, marking another landmark event in the Faculty's academic chronicle. Building on the foundation set by IRSM 2022, this year's symposium presents a clarion call for adaptation in our ever-evolving business landscape. Our chosen theme, "From Resilience to Resistance: The Role of Digital Transformation in Business Sustainability," is not just a statement but a guiding principle. In a world where change is the only constant, the ability for businesses to not only weather challenges but also to anticipate, adapt, and advance becomes paramount. And at the heart of this evolutionary leap is digital transformation.

Through IRSM 2023, we aim to dive deep into the myriad aspects of resilience and resistance in business, and the pivotal role that digital transformation plays in charting the path. With submissions spanning digitalization, innovation, strategic management, marketing, human resource management, and beyond, our symposium promises rich insights and transformative discourses.

We are privileged to host Prof. Christian M. Ringle, a beacon in the realm of management from the Hamburg University of Technology, Germany, among other luminaries. Their insights, combined with panel discussions and extended abstract presentations, will undoubtedly forge a melting pot of ideas and innovation.

Our gratitude extends to all those who have worked tirelessly behind the scenes, ensuring the success of this symposium. From our dedicated committees, paper reviewers, editors, to the ever-supportive leadership of our esteemed Vice Chancellor and the Dean of the Faculty of Management Studies, your contributions have been pivotal. A symposium, however, is defined not just by its organizers but by its participants. It is you – the researchers, scholars, practitioners, and thinkers – whose insights and engagements will shape the conversations and outcomes. I thank you for being an integral part of this journey and for trusting us with your ideas and research. In the spirit of exploration, collaboration, and transformation, let us delve into the depths of what IRSM 2023 has to offer. I am confident that our collective wisdom will not only address the challenges of today but also illuminate the path for a brighter, sustainable, and digital-ready tomorrow.

Dr. P.R. Weerathunga

Symposium Co-chair

2nd International Research Symposium on Management

Faculty of Management Studies

Rajarata University of Sri Lanka

Keynote Speaker – Prof. Dr. Christian M. Ringle



Prof. Christian M. Ringle is a renowned scholar and a Chaired Professor of Management and Director of the Institute of Human Resource Management and Organizations (HRMO) at the Hamburg University of Technology (TUHH) in Germany. He completed his Ph.D. in Business and Economics at the University of Hamburg and has held visiting research positions at Georgia State University and Osaka City University. Ringle has also been a Conjoint Professor at the University of Technology Sydney and the University of Newcastle in Australia. Ringle's research is diverse and covers various fields, including human resource management, organization, marketing, strategic management, and quantitative methods for business and market research. He is a prolific scholar and has published numerous articles in reputed academic journals, such as the *International Journal of Research in Marketing*, *Information Systems Research*, *Journal of Business Research*, *Journal of Leisure Research*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Long Range Planning*, *MIS Quarterly*, and *Tourism Management*. His research contributions have been cited more than 160,000 times in the last eight years, according to Google Scholar. In 2018, he was recognized as one of the Highly Cited Researchers by Clarivate Analytics.

Apart from his research accomplishments, Ringle holds several significant positions, including Executive Director of International Affairs at TUHH, a member of the Regional Board of the German Association of University Professors and Lecturers (Deutscher Hochschulverband - DHV), a member of the Supervisory Board of the Northern Institute of Technology Management, an Editorial Board Member of the *Journal of Business Research (JBR)*, and a Fulbright Liaison Professor at TUHH. Ringle is also a passionate teacher and offers online courses and doctoral seminars on multivariate statistics, particularly the PLS-SEM method, and the use of statistical software such as SmartPLS, which has benefited numerous researchers in enhancing their statistical skills and methodology.

Prof. Dr. Christian M. Ringle
Hamburg University of Technology
Germany

Keynote Speaker – Prof. Mohammad Nurunnabi

Professor Mohammad Nurunnabi, PhD, CMA, SFHEA, FRSA, FAIA-Acad, CMBE, CPA, holds the position of Aide to the President on Research, Ranking and Internationalization, and serves as the Chair of the Department of Accounting at Prince Sultan University in Saudi Arabia. Additionally, he is recognized as an Academic Visitor (Senior Member) at St Antony's College, University of Oxford, in the United Kingdom. Prof. Nurunnabi's academic qualifications include a PhD from the University of Edinburgh, alongside several professional designations: Certified Public Accountant (CPA), Chartered Management Accountant (CMA), Senior Fellow of the Higher Education Academy (SFHEA), UK, Academic Fellow of the Association of International Accountants (FAIA-Acad), Certified Management & Business Educator (CMBE), and Fellow of the Royal Society of Arts (FRSA). His scholarly contributions include the recent book, "The Role of the State and Accounting Transparency", published by Routledge, and over 130 articles in international, ranked and indexed journals. Several of his articles have gained notable recognition, ranking as the most downloaded articles in the Research in Accounting Regulation journal for three consecutive years.



Prof. Nurunnabi's editorial roles extend to serving as Editor-in-Chief of PSU Research Review and Series Editor-in-Chief of Contributions to International Accounting. He also contributes to the editorial boards of over 20 academic journals and reviews for 98 international journals. Within his professional network, Prof. Nurunnabi is Vice President (Education) of the IMA Riyadh Chapter in Saudi Arabia and a Global Advisor member of the Diversity and Inclusion Committee of the IMA, USA. His contributions have been recognized with the Prince Sultan University President's Distinguished Research Award in 2020, the IMA Faculty Leadership Award in 2017, and the Platinum Lever Leader award by the IMA in 2019.

His involvement extends to policy work, with notable contributions to G20 Saudi Arabia and Think20 (T20), as well as collaborations with The United Nations Conference on Trade and Development (UNCTAD) and The International Federation of Accountants (IFAC) on policy papers. He is also a regulatory reviewer of government regulations on SMEs in Saudi Arabia. Furthermore, Prof. Nurunnabi is one of the founding leaders of the Global SME Policy Network (GSPN), with his policy interests covering Global SME, Tax, IFRS, and Labour Market issues.

Prof. Mohammad Nurunnabi

Prince Sultan University

Saudi Arabia

Keynote Speaker - Dr. A.D. Nuwan Gunarathne



Dr. Nuwan Gunarathne holds the position of Senior Lecturer in the Department of Accounting at the University of Sri Jayewardenepura, Sri Lanka. He is a Fellow Member of the Institute of Certified Management Accountants of Sri Lanka and a member of the Chartered Institute of Management Accounting (UK). Dr. Gunarathne earned his doctorate in corporate sustainability and sustainability accounting from Griffith University, Australia. He also possesses an MBA from the Postgraduate Institute of Management (PIM) in Sri Lanka and a Business Administration degree from the University of Sri Jayewardenepura. Dr. Gunarathne has lent his expertise as a consultant in various projects, which encompass education and waste management, commissioned by the Ministry of Environment in Sri Lanka and the Institute of Certified Management Accountants, Sri Lanka. He has gained experience by serving as a Senior Research Assistant at Griffith Business School, Australia, contributing to the CRC Blue Economy project, and as a Research Assistant in projects funded by DFAT & UNESCO (Australia) that focused on enhancing the sustainability of tea smallholders in Sri Lanka. He also shared his knowledge as a Sessional Lecturer at Griffith Business School, Australia. He is a committee member of the Environmental and Sustainability Management Accounting Network (EMAN) Asia Pacific (AP) and representative of the Sri Lanka Chapter of EMAN-AP. His extensive work includes authoring and co-authoring more than 60 national and international publications across diverse domains, including sustainability accounting, corporate sustainability, waste management, and accounting education. His articles have seen publication in international journals, including the likes of Accounting, Auditing & Accountability Journal, Journal of Cleaner Production, Meditari Accountancy Research, Business Strategy and the Environment, Corporate Social Responsibility and Environmental Management, Safety Science, Resources, Conservation and Recycling, Tourism Economics, Journal of Accounting & Organizational Change, Accounting Research Journal, and Managerial Auditing Journal. Dr. Gunarathne has presented papers in Finland, Australia, Sri Lanka, Indonesia, Germany, Vietnam, Thailand, China, and South Korea.

Dr. Gunarathne is a sought-after resource person, and he has graced more than 30 workshops, seminars, webinars, and conferences on sustainability and sustainability accounting as a Keynote Speaker, Panelist, and Moderator. His commitment to research excellence has garnered him over 15 prestigious national and international awards from institutions like the University of Sri Jayewardenepura, the Institute of Chartered Accountants of India, and Springer International. He is also the recipient of numerous research grants from several organizations, including the World Bank, the University of Sri Jayewardenepura, the National Science Foundation, Griffith Asia Institute, Australia, CIMA, UK, and the University of Saskatchewan, Canada.

Dr. A.D. Nuwan Gunarathne

*University of Sri Jayewardenepura
Sri Lanka*



IRSM 2023

TECHNICAL SESSIONS

Accountancy – Panel 01 (Physical and Online)**Venue – FMS 01 Hall**

(12.30 pm - 02.30 pm)

Panel Chair : Dr. Isuru Manawadu
Panel Members : Ms. KGP Senani
 Ms. HMDN Somathilake
Rapporteur : Mr. DMA Pavithra
Contact No. : 0778235671
E-mail : asharp@mgt.rjt.ac.lk



Time	Paper ID	Topic and the Author/ Authors' Name
	IRSM094AC011	Environmental responsibility in Buddhist perspective: implications for business practices. <i>P.K.S.M. Wijesinghe and G.M.H.P.K Rathwatta</i>
	IRSM095AC012	The institutional pressures for adopting sustainability reporting practices in the Sri Lankan context. <i>W.M.M.S. Wickramasinghe and G.M.H.P.K. Rathwatta</i>
	IRSM115AC021	Impact of credit risk management on profitability of commercial banks in Sri Lanka. <i>K. Hamsagini</i>
	IRSM075AC004	The effect of selected board structure determinants on intellectual capital disclosure: A study of non-financial listed companies in Sri Lanka. <i>K.V.M.S. Lakmali and R.M.N.C. Swarnapali</i>

Zoom topic: IRSM 2023 – ACCOUNTANCY PANEL 1**Zoom ID: 981 3614 7096****Zoom Password: IRSM-Acf1****Zoom Link:**

<https://learn.zoom.us/j/98136147096?pwd=SVJBMkNNc3FwWS9pTTBvWG55UmtmQT09>

Accountancy – Panel 02 (Online)

(11:45 am – 01:15 pm)

Panel Chair : Dr. (Mrs.) RMNC Swarnapali
Panel Members : Ms. JAGP Jayasinghe
 Mr. AADP Bandara
 Mrs. Dhanushka Piyananda
Rapporteur : Ms. AH Kelumdeniya
Contact No. : 0702991639
E-mail : ashkelum1997@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM098AC013	The financial behavior of indigenous community in Sri Lanka: reference to the vadda community in Dambana. <i>M.M.G.T.M. Nawarathna and G.M.H.P.K. Rathwatta</i>
	IRSM101AC015	The taxation for social welfare in ancient Sri Lanka (Ceylon): reference to kings' period from 437 BC to 1232. <i>M.W.S. Keshani and G.M.H.P.K. Rathwatta</i>
	IRSM102AC016	Accountability practices in the kings' period in ancient Sri Lanka (377 BC - 1017 AD). <i>G.L.A.P.K Perera and G.M.H.P.K Rathwatta</i>
	IRSM105AC017	Impact of credit accessibility on the performance of SMES in Sri Lanka; evidence from North Central Province. <i>W.G.M.M.V. Bandara and K.G.P. Senani</i>
	IRSM066AC003	Determinants and consequences of environmental disclosure practices of listed manufacturing companies in Sri Lanka. <i>A.M.T.A. Kumari and K.G.P. Senani</i>

Zoom topic: IRSM 2023 – ACCOUNTANCY PANEL 2**Zoom ID: 962 5082 3859****Zoom Password: irsm-ACF2****Zoom Link:**<https://learn.zoom.us/j/96250823859?pwd=Y3ZPaDNEZ1BkaXduSTNnZmJYOU5CUT09>

Accountancy – Panel 03 (Online)

(11:45 am – 01:15 pm)

Panel Chair : Dr. (Mrs.) JS Kumari
Panel Members : Mr. MD Pubudu Kaushalya
 Ms. Navini Perera
 Mr. HMTG Sandaruwan
Rapporteur : Mr. MAIT Marasinghe
Contact No. : 070 3376887
E-mail : indunilmarasinghe20@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM088AC007	Impact of bank-specific factors on financial performance: the public and private licensed domestic commercial banks in Sri Lanka. <i>G.M.D. Dilshan and R.M.N.C. Swarnapali</i>
	IRSM089AC008	The impact of corporate governance characteristics on firm financial performance: Evidence from listed non-financial companies in Sri Lanka. <i>A.D.L.L. Dayananda and R.M.N.C. Swarnapali</i>
	IRSM092AC009	The impact of corporate governance on financial distress: Special reference to listed finance companies in Colombo stock exchange in Sri Lanka. <i>M.G.P.D. Rajapaksha, J.M.N. Wijekumara and D.M.H.D. Dissanayake</i>
	IRSM093AC010	Impact of financial soundness on firm profit growth in the financial sector in Sri Lanka. <i>G.J.M.S. Jayasooriya, W.P. Wijewardena and C.T. Gamage</i>
	IRSM077AC005	Financial literacy and cognitive biases of individual investors: empirical evidence of Colombo stock exchange. <i>Y.V.T. Peiris and, R.M.N.C Swarnapali</i>

Zoom topic: IRSM 2023 – ACCOUNTANCY PANEL 3**Zoom ID: 930 7196 7532****Zoom Password: Irsm@2023****Zoom Link:**<https://learn.zoom.us/j/93071967532?pwd=TTVHSct3RTRUWXI1cm5zZ01KaHI2UT09>

Accountancy – Panel 04 (Online)

(02.00 pm – 03:30 pm)

Panel Chair : Dr. Taslima Akther
Panel Members : Mr. MANR Herath
 Mr. HMRW Herath
Rapporteur : Mr. MAIT Marasinghe
Contact No. : 070 3376887
E-mail : indunilmarasinghe20@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM106AC018	The impact of corporate governance on earning management of listed non-financial companies in Sri Lanka. <i>A.M.D.S.K. Abeysekara, C.T. Gamage and W.P. Wijewardana</i>
	IRSM111AC020	The study of accountability practice in the colonial period in ancient Sri Lanka (Ceylon). <i>I.N. Sewwandi and G.M.H.P.K. Rathwatta</i>
	IRSM130AC022	Factors affecting the knowledge and awareness of the Fintech among the management undergraduates in state universities in Sri Lanka: with the moderating role of Demographic factors. <i>H.S. Hettiarachchi and J.M.N. Wijekumara</i>
	IRSM133AC023	Dividend policy and stock price volatility of listed firms in Sri Lanka. <i>K. Tharsika</i>
	IRSM087AC006	Ownership structure, board structure, and firm performance of listed consumer services firms in Sri Lanka. <i>R.O.W.U. Jayathissa and R.M.N.C. Swarnapali</i>

Zoom topic: IRSM 2023 – ACCOUNTANCY PANEL 4**Zoom ID: 982 1046 3397****Zoom Password: Irsm@acf4****Zoom Link:**
<https://learn.zoom.us/j/98210463397?pwd=RG1wTDBremlxbVNpdExMSU9HWEZMdz09>

Finance – Panel 01 (Online)

(11.45 am - 01.15 pm)

Panel Chair : Dr. ALM Jameel
Panel Members : Mr. PDNK Palihena
 Ms. DDK Sugathadasa
Rapporteur : Ms. WGVW Wathuliyadda
Contact No. : 0711949827
E-mail : virajinirandikawathuliyadda@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM013FN002	The influence of ownership structure on the corporate performance of listed companies in Sri Lanka. <i>D.C.P. Ranaweera</i>
	IRSM022FN007	Investor's intention to invest in the stock market amidst the economic crisis in Sri Lanka: Using an extended theory of planned behavior. <i>L.W.Y.P. Lokuge and J.S. Kumari</i>
	IRSM047FN009	The impact of fintech on economic growth: evidence from Asian countries. <i>H.A.L. Tashikala and L.A.S. Perera</i>
	IRSM062FN010	The impact of corporate governance on financial performance of listed finance sector companies in Sri Lanka during covid-19 pandemic. <i>C.M. Chandrathilake and K.G.P. Senani</i>

Zoom topic: IRSM 2023- FINANCE PANEL 01**Zoom ID: 912 8942 9466****Zoom Password: IRSM@fin1****Zoom Link:**<https://learn.zoom.us/j/91289429466?pwd=bXl2SW5NUIkwaE03d2ZsR24xZlNZQT09>

Finance – Panel 02 (Online)

(11.45 am – 01.15 pm)

Panel Chair : Prof. KGA Udayakumara
Panel Members : Mrs. DHSW Dissanayake
 Mr. TKG Sameera
Rapporteur : Mr. PGSL Panagodage
Contact No. : 0776339128
E-mail : sachinthalakshan360@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM019FN004	Determinants of voluntary disclosures in annual reports: Evidence from banking and finance companies in Sri Lanka. <i>A.K.D.N. Dilhani and J.S. Kumari</i>
	IRSM020FN005	The impact of dividend pay-out on corporate profitability evidence from listed non-financial firms in Sri Lanka. <i>L.R. Lakshan Piumitha and J.S. Kumari</i>
	IRSM021FN006	Impact of managers' intention on sustainability reporting of listed non-financial companies in Sri Lanka. <i>R.M.D.M. Rajapakshe and J.S. Kumari</i>
	IRSM035FN008	The relationship between financial risk and the financial performance of licensed commercial banks in Sri Lanka. <i>P. Lokenthini and A.L.M. Jameel</i>

Zoom topic: IRSM2023_FINANCE PANEL 2**Zoom ID: 931 9142 6408****Zoom Password: IRSM@fin2****Zoom Link:**<https://learn.zoom.us/j/93191426408?pwd=Q2xsOGQyUVFic2p5TXRyamc5QkNCdz09>

Finance – Panel 03 (Online)

(02.00 pm – 03.30 pm)

Panel Chair : Dr. KV Aruna Shantha
Panel Members : Ms. HH Dedunu
 Ms. TDSH Dissanayake
Rapporteur : Mr. LRMAUS Bandara
Contact No. : 0718526297
E-mail : sampathbandarabc@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM082FN013	Determinants of profitability of licensed commercial banks in Sri Lanka. <i>T.H.S. Sithumini and J.S. Kumari</i>
	IRSM100FN014	Government support on performance of SMES during COVID 19 pandemic: Special reference to central province in Sri Lanka. <i>N.S.Kariyapperuma and D.D.K. Sugathadasa</i>
	IRSM119FN017	An empirical examination of the relationship between voluntary and mandatory disclosures and financial performance: Asian emerging market perspective. <i>H.A.U.E. Wimalarathne and T.K.G. Sameera</i>
	IRSM122FN018	Factors affecting foreign portfolio investment in Colombo stock exchange. <i>M.J.F. Fasmira and A.L.M Jameel</i>
	IRSM143FN021	Exploring the impact of project governance on performance of public sector development projects in Sri Lanka. <i>G.R.M. Gamlath, Y. Nanthagopan, Nigel L. Williams, and L. Kangatharan</i>

Zoom topic: IRSM2023_FINANCE PANEL – 3**Zoom ID: 958 4907 3414****Zoom Password: Irs@fin3****Zoom Link:**<https://learn.zoom.us/j/95849073414?pwd=KzBMYzErNDU2Y2k1bWV6RWVXbWg3Zz09>

Contemporary Studies in Management – Panel 01 (Online)

(11:45 am – 01.15 pm)

Panel Chair : Dr. WMRB Weerasooriya
 Panel Members : Prof. (Mrs) MRKN Yatigamma
 Mr. IMS Weerasinghe
 Rapporteur : Mr. LRMAUS Bandara
 Contact No. : 0718526297
 E-mail : sampathbandarabc@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM064CSM002	Service quality dimensions affecting student satisfaction in higher education. <i>B.V.C.M. Benaragama and Sisitha Rajapaksha</i>
	IRSM132CSM004	Factors influencing skilled migration a study on public universities in western province, Sri Lanka. <i>K.M.T.S.B. Wijerathna and W.G.V.R. Wathuliyadda</i>
	IRSM145CSM005	Impact of decent work on employee commitment among tea plucking employees in Badulla District. <i>J.T.D. Fernando and C.M.Y.S.S. Bandara</i>

Zoom topic: IRSM2023_ CONTEMPORARY STUDIES IN MANAGEMENT PANEL - 01

Zoom ID: 975 3194 2331

Zoom Password: Irm@csm1

Zoom Link:

<https://learn.zoom.us/j/97531942331?pwd=NUtldGFLWTNTY1c0YmVuSWVOa3dUUT09>

Economics and Entrepreneurship - Panel 01 (Physical and Online)**Venue – FMS 04**

(12.30 pm – 02.30 pm)

Panel Chair : Dr. JK Mallika
 Panel Members : Dr. JDT Madhushanka
 Mr. H.M. Aminda Lakmal
 Rapporteur : Mr. GSR Gunathunga
 Contact No. : 0716386555
 E-mail : sadeeprandima033@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM032EE001	Exploring factors and challenges influencing the market sustainability of women entrepreneurs: a comprehensive case study. <i>P.J.L.R. Fernando and A. Pushpanathan</i>
	IRSM137EE004	Technical efficiency in the trans log production frontier model: an application to the paddy farming in Kilinochchi district, Sri Lanka. <i>N. Neruja</i>
	IRSM146EE005	Factors affecting entrepreneurial intention among female management undergraduates; with special reference to Rajarata University of Sri Lanka. <i>W.D.T.M. Weerasingha and D.M.A. Pavithra</i>
	IRSM054MM004	Technical efficiency in the trans log production frontier model: an application to the paddy farming in Kilinochchi district, Sri Lanka. <i>A.S.M.B.S. Punsari and Y.M.W.G.P.K. Udurawana</i>

Zoom topic: IRSM2023_ ECONOMICS AND ENTREPRENEURSHIP PANEL - 01**Zoom ID: 981 5251 6169****Zoom Password: IRSM@ecn1****Zoom Link:**<https://learn.zoom.us/j/98152516169?pwd=d1NOaHp5K09hOTRHRUNKQ0VoNDI5UT09>

Human Resource Management – Panel 01 (Online)

(11.45 am - 1.15 pm)

Panel Chair : Mr. WWAN Sujeewa
Panel Members : Mr. Tharindu Weerasinghe
 Ms. Waruni Edirisooriya
Rapporteur : Ms. KAKS Rathnakara
Contact No. : 0714719015
E-mail : sakunthalar@mgt.rjt.ac.lk



Time	Paper ID	Topic and the Author/s Name
	IRSM011HRM008	The effect of psychological resources on employee engagement with the mediating role of ego-resilience. <i>K.M.R.A.D.K. Rathnayake and H.M.R.D. Kularathne</i>
	IRSM014HRM009	Stigmatization and mental well-being: case study of visually impaired students in Hambanthota district of Sri Lanka. <i>W.K.D.G. De Silva and H.M.R.D. Kularathne</i>
	IRSM031HRM011	Impact of work-family conflict on women's career development: Mediating role of employee performance. <i>K.A.D.I.R. Wijesinghe and V.R. Ranasinghe</i>
	IRSM034HRM013	The impact of role salience on marital satisfaction among managerial level employees in selected apparel companies of Nuwara Eliya district - Sri Lanka. <i>H.M.N.M. Hellarawa and J.M.P.M. Peries</i>

Zoom topic: IRSM 2023- HUMAN RESOURCE MANAGEMENT PANEL - 01

Zoom ID: 963 2174 8701

Zoom Password: IRSm2023#

Zoom Link:

<https://learn.zoom.us/j/96321748701?pwd=bEt2TXBYTkVRWlhFOW1oVFdSNy9Vdz09>

Human Resource Management – Panel 02 (Online)

(11.45 am – 01.15 pm)

Panel Chair : Prof. Prasadini Gamage
Panel Members : Dr. (Ms) V.P.T. Jayawardane
 Mrs. M Raveeswaran
Rapporteur : Ms. YWHM Premathilake
Contact No. : 0781954289
E-mail : hashinimadhu101@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM002HRM002	The impact of emotional intelligence on academic adjustment of the first-year management undergraduates in selected state universities in western province, Sri Lanka. <i>A.H.H.M. Amarasinghe and K.A.K.S. Rathnakara</i>
	IRSM004HRM003	Impact of workplace ostracism on turnover intention: with special reference to machine operators working in the apparel sector, Rathnapura district in Sri Lanka. <i>W.A.I.P. Gunathilaka and K.A.K.S. Rathnakara</i>
	IRSM005HRM004	Impact of employee engagement on job performance of executive level employees in selected five-star hotels in Colombo district in Sri Lanka. <i>G.K. Imesh Hasaranga and K.A.K.S. Rathnakara</i>
	IRSM006HRM005	Cyberbullying and psychological contract: Mediating effect of social media addiction. <i>Dedunu Akarshani and H.M.R.D Kularathne</i>

Zoom topic: IRSM 2023- HUMAN RESOURCE MANAGEMENT – PANEL 02

Zoom ID: 952 1947 1674

Zoom Password: IRSm2023#

Zoom Link:

<https://learn.zoom.us/j/95219471674?pwd=bFUzQytXOE83Z2JmLzAwbm1FcnUvdz09>

Human Resource Management – Panel 03 (Online)

(02.00 pm – 03.30 pm)

Panel Chair : Professor (Dr.) Aruna S Gamage
Panel Members : Mr. L Mayuran
 Ms. Vimansha Ranasinghe
Rapporteur : Ms. YWHM Premathilake
Contact No. : 0781954289
E-mail : hashinimadhu101@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM038HRM014	Impact of autocratic leadership style on employee engagement of non-managerial employees in the apparel industry (with the special references to Kurunegala district). <i>W.S.N. Thiwanka and S.M.D.N. Jayawardane</i>
	IRSM040HRM015	Unlocking opportunities: examining the effect of organizational attractiveness on application intentions in Sri Lanka's final year management undergraduates. <i>R.H.M. Rangalla, and W.W.A.N. Sujeewa</i>
	IRSM041HRM016	Weaving harmony: exploring the impact of work-life balance on the well-being of operational-level employees in the apparel sector of Kurunegala district. <i>W.M.C.D. Wijekoon and W.W.A.N. Sujeewa</i>
	IRSM055HRM019	Unmasking the dark side: unravelling the devastating effects of person related cyberbullying on employee performance in the public sector of Sri Lanka, with the mediating power of psychological distress. <i>U.H.S.S. Hapuarachchi and W.W.A.N. Sujeewa</i>

Zoom topic: IRSM 2023- HUMAN RESOURCE MANAGEMENT – PANEL 03**Zoom ID: 952 1947 1674****Zoom Password: IRSm2023#****Zoom Link:**<https://learn.zoom.us/j/95219471674?pwd=bFUzQytXOE83Z2JmLzAwbm1FcnUvdz09>

Human Resource Management – Panel 04 (Online)

(02.00 pm – 03.30 pm)

Panel Chair : Dr. (Mrs.) CMYSS Bandara
Panel Members : Mrs. N Jasintha
 Mr. Chanaka Piyasena
Rapporteur : Ms. TMEGD Bandara
Contact No. : 0770639494
E-mail : dasunika1000@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM068HRM021	Impact of personality traits on non- managerial employee performance: With special reference to apparel and textile industry in Anuradhapura district. <i>R.M.H.M. Rathnayake and K.A.K.S. Rathnakara</i>
	IRSM123HRM023	Determinants of glass ceiling on career advancement: A study on female executives in commercial banks in Kandy district, Sri Lanka. <i>R.B.A.C. Wijerathne and C.M.Y.S.S. Bandara</i>
	IRSM140HRM025	Impact of telecommuting on employee job performance: an empirical study on banking sector employees in Sri Lanka. <i>W.M.S.M.B. Hulugalle, K.I. Uresha and A.S. Gamage</i>
	IRSM147HRM026	Impact of psychological capital on organizational citizenship behavior of employees in selected public sector organizations in Sri Lanka. <i>S.M.D. Samarakoon and U.W.M.R.S.S.C.B. Kappagoda</i>

Zoom topic: IRSM 2023 - HUMAN RESOURCE MANAGEMENT – PANEL 04

Zoom ID: 961 1330 1555

Zoom Password: Irsm@hrm4

Zoom Link:

<https://learn.zoom.us/j/96113301555?pwd=a3UvVG9nN1FBNWFYeUI0SUh4Qk1KZz09>

Information Systems – Panel 01 (Physical & Online)

Venue – FMS 03 Hall

(12:30 pm – 02:30 pm)

Panel Chair : Dr. HMBP Ranaweera
Panel Members : Mr. PG Munasinghe
 Mr. PS Palliyaguruge
Rapporteur : Ms. DMD Chathurika
Contact No. : 0711273728
E-mail : chathurikadmd@mgt.rjt.ac.lk



Time	Paper ID	Topic and the Author/s Name
	IRSM144IS023 (Physical)	Effectiveness of automated attendance systems on performance in public sector organizations: a case of national colleges of education, Sri Lanka. <i>A.G. Gamini Wijayarathna and K.H. Ranjith Wijewardena</i>
	IRSM010IS001	Factors that influence the use of computer-assisted audit techniques (CAATs) by internal auditors in Sri Lanka. <i>W.P.G.P.P. Karunarathne, Mihiri Wickramasinghe and H.M.D.N. Somathilake</i>
	IRSM012IS002	The impact of electronic word of mouth on travel intention through Facebook. <i>W.N.Prasadini and Mihiri Wickramasinghe</i>
	IRSM016IS003	The impact of social media advertising on consumer buying behavior: With a special reference to apparel purchasing behavior of youth in north central province. <i>E.D.H.T. Edirisingha and G.S.R. Gunathunga</i>
	IRSM056IS011	The impact of socioeconomic status on cybersecurity awareness among individuals in Sri Lanka. <i>H.G.R. Kavindya and G.P.H. Kandambi</i>

Zoom topic: IRSM 2023 - INFORMATION SYSTEMS – PANEL 01

Zoom ID: 933 3406 4876

Zoom Password: IRSM_ISp01

Zoom Link:

<https://learn.zoom.us/j/93334064876?pwd=VTk0c3FrREV0TWfQZ0hpNUJaWnBUUT09>

Information Systems – Panel 02 (Online)

(11:45 am – 01:15 pm)

Panel Chair : Prof. (Ms). TC Sandanayake
Panel Members : Mr. Shantha Puhulwewa
 Ms. Chandrika Malkanthi
Rapporteur : Ms. DHDS Wickramasiri
Contact No. : 0719177349
E-mail : dinushikaw@mgt.rjt.ac.lk.com



Time	Paper ID	Topic and the Author/s Name
	IRSM024IS005	Intention to use online railway seat reservation system among train passengers. <i>P.D. N. Samarasinghe and Mihiri Wickramasinghe</i>
	IRSM036IS006	An evaluation of factors affecting to social media cyberbullying in Sri Lanka. <i>J.K. Samarasinghe and G.P.H. Kandambi</i>
	IRSM042IS007	Negative impact of social media usage on aggressive behavior of Rajarata University of Sri Lanka. <i>A.W.D.M.D. Pushpakumara and K.M.P.G.A.J. Bandara</i>
	IRSM044IS008	Impact of ICT usage on psychological well-being of teenagers: reference to Anuradhapura district in Sri Lanka. <i>P.P.U.L. Jayasinghe and P.G. Munasinghe</i>
	IRSM048IS009	Impact of instructor characteristics on student engagement with online learning environment. <i>T.A. Matara Arachchi and Mihiri Wickramasinghe</i>

Zoom topic: IRSM 2023 - INFORMATION SYSTEMS – PANEL 02**Zoom ID: 919 8594 0478****Zoom Password: 2IrsM@Is02****Zoom Link:**

<https://learn.zoom.us/j/91985940478?pwd=ZIVEa1d4TStjcEkrTDNjVjN1bjFyZz09>

Information Systems – Panel 03 (Online)

(02.00 pm – 03:30 pm)

Panel Chair : Dr. A Ilmudeen
Panel Members : Mr. HKGMN Karunaratne
 Mr. RMGHN Rathnayake
Rapporteur : Ms. DHDS Wickramasiri
Contact No. : 0719177349
E-mail : dinushikaw@mgt.rjt.ac.lk



Time	Paper ID	Topic and the Author/s Name
	IRSM049IS010	A study of cybersecurity behaviour among undergraduates of Rajarata university of Sri Lanka. <i>A.W.D.K. Weerakoon and K.M.P.G.A.J. Bandara</i>
	IRSM069IS012	Study the impact of adaptation of information security policies on organizational performance in the telecommunication sector: reference to Sabaragamuwa province, Sri Lanka. <i>B.N.S. Jayasinghe and H.M.B.P. Ranaweera</i>
	IRSM073IS013	Awareness & use of E-resources on information seeking behavior of undergraduates at Rajarata University of Sri Lanka. <i>J.S.D. Sewwandi and H.M.B.P. Ranaweera</i>
	IRSM078IS014	Artificial intelligence and human resource: some significant research gaps in integration and future research opportunities. <i>Sisitha Rajapaksha</i>
	IRSM121IS018	Factors affecting the mobile banking application usage among adults in Thampala village, Sri Lanka. <i>H.L.A.D. Liyanage and S.A.H.S. Sudasinghe</i>

Zoom topic: IRSM 2023 - INFORMATION SYSTEMS – PANEL 03**Zoom ID: 915 4916 4721****Zoom Password: 2lrsm@Is03****Zoom Link:**
<https://learn.zoom.us/j/91549164721?pwd=b3JHNlBpMEJmcFVtRy8raFpJNnlQZz09>

Information Systems – Panel 04 (Online)

(02.00 pm – 03:30 pm)

Panel Chair : Dr. (Ms.) G Upeksha Ganegoda
Panel Members : Dr. MBM Irshad
 Mr. Wiraj Wickramaarachchi
Rapporteur : Ms. WGVR Wathuliyadda
Contact No. : 0711949827
E-mail : chathurandika123@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM128IS019	Factors influencing the behavioral intention of digital libraries among university undergraduates in Sri Lanka. <i>D.R.G.N.M.K. Herath and M.A.I.T. Marasinghe</i>
	IRSM138IS021	Impact of digital device addiction on students' career development. <i>L.D.N.S. Nanayakkara and V.K.N. Gamini</i>
	IRSM139IS022	Factors affecting undergraduates' intention to trade on the crypto market: Reference to undergraduates in Rajarata University of Sri Lanka. <i>D.S.R. Costa and G.P.H. Kandhambi</i>
	IRSM023IS004	Factors affecting undergraduates' acceptance of the zoom application as an e-learning tool (reference to Rajarata University of Sri Lanka). <i>R.M.P.G.N.B. Kumari and G.S.R. Gunathunga</i>

Zoom topic: IRSM 2023 - INFORMATION SYSTEMS – PANEL 04**Zoom ID: 972 9765 7684****Zoom Password: IRSM@is4****Zoom Link:**<https://learn.zoom.us/j/97297657684?pwd=Ujc1MmkxTkl4cVVxYWtsdncxWk56UT09>

Marketing Management – Panel 01 (Online)

(11:45 am – 01:15 pm)

Panel Chair : Prof. Dinesh Samarathunga
Panel Members : Dr. Leelanga Seneviratne
 Mr. Konalingam Kajenthiran
 Mr. Thilina DK
Rapporteur : Ms. KGMI Dilrukshi
Contact No. : 0765458946
E-mail : mayumidilrukshi@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM027MM001	The impact of the grocery shopping environment on customer dwell time with special reference to supermarkets in western province, Sri Lanka. <i>S.G.A. Maduwanthi and D.M.D. Chathurika</i>
	IRSM057MM005	The impact of online shopping service quality on online shopping intention: the mediating effect of online shopping drivers. <i>A.G.R. Dinushan, J.D.T. Madhusanka, E.G.J.C.P. Ellepola and L.R.M.A.U.S. Bandara</i>
	IRSM065MM008	Body image in social identity projection among female Sri Lankan migrants in the UK. <i>U.N.A. Rajapakshe and N.H.K. Cooray</i>
	IRSM114MM022	Can intrinsic and extrinsic factors control the customer purchase intention for private label food brands? Study in the supermarket customers in Anuradhapura district. <i>M.I. Kohombange and K.G.M.I. Dilrukshi</i>
	IRSM117MM023	The impact of social media influencer marketing on consumers' purchase intention. (reference to youth fashion in western province). <i>W.H.K. Fernando and H.M.U.S. Hendeniya</i>

Zoom topic: IRSM 2023 - MARKETING MANAGEMENT – PANEL 01**Zoom ID: 960 8006 3724****Zoom Password: x#!0M59v****Zoom Link:**<https://learn.zoom.us/j/96080063724?pwd=bIBMeG8ybUpQVGU4QmRpS0lGN2o3dz09>

Marketing Management – Panel 02 (Online)

(02:00 pm – 03:30 pm)

Panel Chair : Prof. Nalin Abeysekera
Panel Members : Dr. W Pamarathne Gamage
 Mr. Dilan Rathnayake
Rapporteur : Ms. KGMI Dilrukshi
Contact No. : 0765458946
E-mail : mayumidilrukshi@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM063MM007	Impact of social media short video marketing on brand loyalty: the study regarding YouTube with special reference to food and beverage industry in western province in Sri Lanka. <i>T.L.I. Fernando and J.D.T. Madhusanka</i>
	IRSM072MM009	The impact of brand post content on customer engagement of Facebook brand communities with special reference to Sri Lankan telecommunication industry. <i>J.M.G.C. Jayasundara and Y.M.W.G.P.K. Udurawana</i>
	IRSM076MM010	Effects of brand trust, brand identification, and quality of service on brand evangelism: with the moderate effects of brand love special reference to the real estate sector in the western province of Sri Lanka. <i>K.H.A.N. Kumarasinghe and H.M.U.S. Hendeniya</i>
	IRSM084MM013	Determinants of customer loyalty towards modern trade in Sri Lanka: With special reference to hypermarkets in western province. <i>E.A.R.D. Shashinika and D.M.D. Chathurika</i>
	IRSM086MM015	The impact of celebrity endorsement on customer purchase intention with special reference to the young consumers of instant noodles products in Kandy district in Sri Lanka. <i>G.G.L. Madushan, W.D. Sehani and K.G.M.I. Dilrukshi</i>

Zoom topic: IRSM 2023 - MARKETING MANAGEMENT – PANEL 02**Zoom ID: 961 4300 3997****Zoom Password: LLdV9X#4****Zoom Link:**<https://learn.zoom.us/j/96143003997?pwd=dVdaUEY1dlBqTmM2Q3RreHBXeJb2QT09>

Marketing Management – Panel 03 (Online)

(02:00 pm – 03:30 pm)

Panel Chair : Prof. Lalith Chandralal
Panel Members : Dr. (Mrs.) Sandamali Galdolage
 Ms. VG Pavani Lakshika
Rapporteur : Ms. AH Kelumdeniya
Contact No. : 0702991639
E-mail : ashkelum1997@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM096MM017	Impact of visual merchandising on consumer impulsive buying behaviour: with special reference to supermarkets in western province, Sri Lanka. <i>I.H.M. Dilshani and D.M.D. Chathurika</i>
	IRSM097MM018	The impact of retail store atmospheric effects on customer purchase intention: the moderating effect of gender. (with special reference to supermarket in the western province). <i>T.G.P.M.T. Gamage and H.M.U.S. Hendeniya</i>
	IRSM103MM019	Consumer response (approach/ avoidance) behavior towards attractiveness of online visual merchandising with mediating effect of arousal state: with special reference to online retailing consumers in the western province of Sri Lanka. <i>K.Y.M.I.D. Bandara and D.M.D. Chathurika</i>
	IRSM104MM020	Impact of green marketing stimuli on customers' green purchase intention in the fast-moving consumer goods market in Rathnapura district, Sri Lanka. <i>Y.A.N.K. Kularathna and K.G.M.I. Dilrukshi</i>
	IRSM112MM021	Factors affecting consumer buying behavior toward Ayurvedic cosmetic products in the Puttlam district of Sri Lanka. <i>J.A.N. Deshani and W.M.R.B. Weerasooriya</i>

Zoom topic: IRSM 2023 - MARKETING MANAGEMENT – PANEL 03**Zoom ID: 984 5411 3843****Zoom Password: irsm-MKT3****Zoom Link:**<https://learn.zoom.us/j/98454113843?pwd=QUU0VVVLOVFYZ01kbGQrSHNxQjRsUT09>

Tourism, Hospitality & Event Management – Panel 01 (Physical)
Venue – Faculty Board Room
 (12:30 am – 02:30 pm)

Panel Chair : Snr. Prof. Ranjith Wijayawardena
Panel Members : Dr. DMC Dassanayake
 Mrs. KTNP Abeywickrama
Rapporteur : Ms. SMDN Jayawardane
Contact No. : 0713381524
E-mail : dnjayawardane1994@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM015THM001	Exploring the potential of community-based tourism in fostering reconciliation in post-conflict Jaffna, Sri Lanka. <i>P.K.U. Perera and W.H.M.S. Samarathunga</i>
	IRSM037THM006	Identification of tourism potentials and challenges towards sustainable tourism development: a case study of Moragahakanda-Kaluganga project. <i>J.A.L.P. Jayamanna, W.H.M.S. Samarathunga and G.Y. Jayasinghe</i>
	IRSM051THM008	A study on community perception towards tourism impacts and community support for tourism development in Meemure area. <i>G.W.S.S. Gunawardhana and E.W. Biyiri</i>
	IRSM060THM009	Ayurveda and wellness tourism in Sri Lanka: an evaluation. <i>R.R.D. Mahisha and W.H.M.S. Samarathunga</i>
	IRSM067THM010	Challenges faced by solo female travelers in Sri Lanka. <i>W. Shaminthaya and W.H.M.S. Samarathunga</i>
	IRSM124THM014	Factors influencing the sustainability of tourism in Ella tourism area in Sri Lanka. <i>D.P. Wanigawitharana and P.M.B. Jayathilake</i>
	IRSM125THM015	An analysis of memorable tourism experience of youth tourists and their revisit intention to cultural destinations; special reference to Kandy cultural heritage site. <i>W.D.T. Leelachandra and E.W. Biyiri</i>
	IRSM142THM017	Customer expectations and satisfaction: an analysis of negative customer reviews on TripAdvisor for classified hotels in western province. <i>N.S. Kaludewa and K.T.N.P. Abeywickrama</i>

Tourism, Hospitality & Event Management – Panel 02 (Online)

(11:45 am – 01:15 pm)

Panel Chair : Dr. Y Venkata Rao
Panel Members : Prof. WHMS Samarathunga
 Asst. Prof. Zhang Kelvin
Rapporteur : Ms. HND Wimalarathne
Contact No. : 0716734292
E-mail : nipunidw123@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM028THM004	Exploring the impact of augmented reality attributes of the handheld are applications for museum guidance on visitors' recommendation intention. <i>Yuanshu Tian, Siyun Pei and Jinzhou Zhu</i>
	IRSM030THM005	Assessing barriers to the development of art tourism at Dunhuang Mogao Caves. <i>Songhong Chen and Ziyang Wang</i>
	IRSM050THM007	Explore influences of corporate social responsibility on behavioral intentions of exhibition enterprises through employee attitude, job satisfaction and organizational commitment. <i>Songhong Chen, Chunhui Cai, and Yuanshu Tian</i>

Zoom topic: IRSM 2023 - TOURISM, HOSPITALITY & EVENT MANAGEMENT – PANEL 02**Zoom ID: 964 1858 2666****Zoom Password: 14rn?JHR****Zoom Link:**<https://learn.zoom.us/j/96418582666?pwd=RUI3cjQ1L1IBNWZBeE44VTQ3U1JTz09>

Tourism, Hospitality & Event Management – Panel 03 (Online)

(02:00 am – 03:30 pm)

Panel Chair : Prof. Ruwan Ranasinghe
 Panel Members : Prof. Olivier Naria
 Mr. AMDB Nawarathna
 Rapporteur : Ms. HND Wimalarathne
 Contact No. : 0716734292
 E-mail : nipunidw123@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM071THM011	Farmer's challenges on willingness to join agri-tourism (special reference to Nuwara Eliya agro-ecological zone). <i>S.D.A. Sumanapala and Dilushi Kodithuwakku</i>
	IRSM118THM013	The impact of YouTube travel vlogs on users' travel intention. <i>T.M.K. Pramodani, J.A.P.M. Jayasinghe and D.M.C. Dassanayake</i>
	IRSM126THM016	The impact of electronic word of mouth on tourists' purchase intention: special reference to generation z tourists in Sri Lanka. <i>R.D.S. Samarajeewa, J.A.P.M. Jayasinghe and W.H.M.S. Samarathunga</i>

Zoom topic: IRSM 2023 - TOURISM, HOSPITALITY & EVENT MANAGEMENT – PANEL 03**Zoom ID: 956 3785 0009****Zoom Password: IRSm2023#****Zoom Link:**<https://learn.zoom.us/j/95637850009?pwd=RVR0NWx3MzNSRXhjcUY5YUdiZmQzUT09>

SYMPOSIUM COMMITTEE

IRSM -2023

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Chair - IRSM -2023

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Department of Accountancy and Finance
Faculty of Management Studies
Rajarata University of Sri Lanka



Dr. P.R. Weerathunga
Co-Chair - IRSM -2023

Senior Lecturer
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Rajarata University of Sri Lanka



Ms. D.M.J. Wickramasinghe
Secretary - IRSM -2023

Senior Lecturer
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Faculty of Management Studies
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Ms. G.M.H.P.K. Rathwatta
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Coordinator - IT Committee - IRSM -2023

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Mr. G.P. Subasinghe
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Faculty of Management Studies
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Ms. D.D.K. Sugathadasa
Coordinator - Registration Committee - IRSM
-2023

Senior Lecturer
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2nd International Research Symposium on Management

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Past Symposiums



All degree programs at Rajarata University of Sri Lanka incorporate a research component, aligning with the Sri Lanka Qualifications Framework (SLQF) and the university's vision of becoming a center of excellence in higher education, research, and knowledge dissemination. Prospective students can enhance their skills and competencies through the opportunity to explore new concepts. The university actively organizes research sessions and symposia at various levels—university, national, and international—to facilitate the presentation and publication of research by students and faculty.

In 2017, the Faculty of Management Studies at Rajarata University initiated the National Research Symposium of Management (NRSM), initially named the Undergraduate Research Symposium. The symposium, later known as NRSM from 2018 onward, aims to provide a platform for publishing research abstracts from undergraduates, graduates, academicians, and researchers. The first NRSM, themed "Exploring Business Insights," took place on June 2, 2017. Thirty abstracts were published after a blind reviewing process. The keynote speaker, Prof. Ananda J. Patabendige, addressed the issue of educated youths' unemployment and proposed remedial measures. Presentation certificates were awarded to authors, promoting and recognizing their efforts.

The second NRSM, held on September 7, 2018, under the theme "Inspiring Research for Knowledge Creation in Management," featured additional tracks, including "Contemporary Studies in Management." Sixty-eight abstracts were published, and Prof. (Mrs) R. Lalitha S. Fernando delivered a keynote speech on challenges in conducting social science research in state universities.

The third NRSM faced challenges due to the Covid-19 pandemic, leading to a virtual symposium on August 20, 2020, under the theme "Wisdom for Sustainability: Youth Engagement through Research and Innovation." Prof. W.P. Wijewardene chaired the symposium, emphasizing the importance of research in addressing sustainability issues. Presentation certificates were awarded with adjustments due to the pandemic.

Despite facing the unprecedented challenges of the Covid-19 pandemic, the Faculty of Management Studies successfully organized the Fourth National Research Symposium of Management (NRSM) on June 10, 2021. Themed "The new normal: building resilience to keep businesses moving," this symposium was held entirely online. Keynote speakers Dr. Jenny Cave and Prof. W.M.C. Bandara Wanninayake discussed regenerative business practices and the role of academic research in building business resilience.

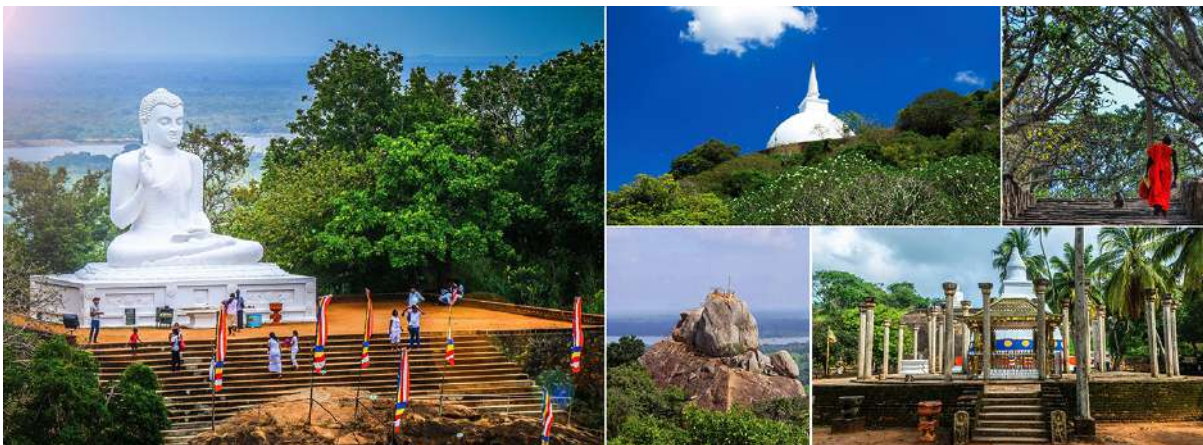


Building on the success of previous symposiums, the Faculty of Management Studies transitioned to the International Research Symposium on Management (IRSM) in 2022. The theme, "The BANI World: Co-creating Business Resilience towards the New Normal and Beyond," reflected a hybrid event, considering global economic conditions and health concerns. The IRSM-2022 aimed to share research findings internationally, with 88 selected abstracts under different tracks.

Acknowledging the contributions of individuals, including Prof. PMB Jayathilake, Dr. JS Kumari, Dr. WHMS Samarathunga, Mrs. KGP Senani, and Mrs. EW Biyiri, the symposium featured distinguished speakers like Prof. Dimitrios Buhalis, Prof. LUIS MARTÍNEZ, Prof. Roshan Ajward, Dr. Jamais Cascio, and Prof. Jayantha Dewasiri. The success of the IRSM-2022 paved the way for hosting the second International Research Symposium on Management in 2023, demonstrating the faculty's commitment to advancing research and knowledge dissemination.

The Historic Cities of Anuradhapura and Mihintale

Anuradhapura stands as a testament to the rich history of Sri Lanka, once a thriving capital of the ancient Sinhala civilization. This now world heritage site was the epicenter of Theravada Buddhism for centuries, boasting well-preserved ruins that captivate visitors. Notable among them are the Sri Maha Bodhiya, the oldest living documented tree; Ruwanweliseya, a revered ancient stupa; Thuparamaya, considered the first pagoda in Sri Lanka; Lovamahapaya, also known as the Brazen Palace; Jethawanaramaya and Abayagiriya, ranking second in height only to Egypt's mighty pyramids. The city's ancient irrigation lakes, Tissawewa, Nuwarawewa, and Basawakulama, sustained agriculture for nearly two millennia.



Today, Anuradhapura is the largest district in Sri Lanka, residing in the North Central Province with a vast area of 7179 km² and a population of 860,575. The statistics reveal a predominantly Sinhalese (92%) and Buddhist (90%) population, reinforcing the commitment to preserving the city's Buddhist heritage. While the city once thrived on agriculture, the service sector now dominates its economy, contributing 5.6% to the country's Gross Domestic Production.

Anuradhapura's administrative hub attracts people for various affairs, leading to a significant growth in the tertiary sector. Tourism revenue, especially from foreign visitors, plays a vital role in boosting the economy. The well-connected road network links Anuradhapura to major cities like Vavuniya, Dambulla, and Kandy. The Northern railway line connects it to Colombo, Jaffna, and Kankesanthurai, with the Anuradhapura railway station serving as a key rail gateway. The city hosts a range of educational institutions, from schools to Bhikshu University and the Open University.



Mihintale, located 14 kilometers east of Anuradhapura, holds a special place in the region's history and culture. Regarded as the cradle of Sinhalese Buddhist civilization, it is the site where Arhat Maha Mahinda Thero preached Buddhism to King Devanampiyatissa 2350 years ago. Celebrated annually on the Poson full moon poya day, this event marks a significant milestone. The area boasts ruins, caves, and landmarks like the Lion Pond, Ambasthala Chetiya, and Aradhana Gala. Mihintale is not just a historical site but also the home of the burgeoning Rajarata University, contributing to the present academic landscape.

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 07th 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. Prof. (Mrs.) G.A.S. Ginigaddara 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 regard. 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. PMB Jayathilaka 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 benefits. 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