



2024 **irsm**

PROGRAMME INFORMATION

“Strengthening Management Ecosystems for Sustainable
Futures”



3RD INTERNATIONAL RESEARCH SYMPOSIUM
ON MANAGEMENT

IRSM 2024

Faculty of Management Studies
Rajarata University of Sri Lanka, Mihintale

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3rd International Research Symposium on Management - 2024

***Strengthening Management Ecosystems for Sustainable
Futures***



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

28th November 2024

Table of Contents

Agenda.....	5
Message from the Vice Chancellor.....	6
Message from the Dean of the Faculty.....	7
Message from the Symposium Chair	8
Message from the Co-Chair.....	9
Keynote Speaker: Prof. Dr. Chatura Ranaweera	10
Keynote Speaker: Prof. Rangika Umesh Halwatura	11
Organizing Committee-	60
Editorial Board-	63
Panel of Internal Reviewers-.....	66
Panel of External Reviewers-.....	68
Past Symposiums	69
The historic cities of Anuradhapura and Mihintale	71

Agenda

8.00 a.m.	Registration
8.30 a.m.	Morning Refreshment
9.00 a.m.	Commencement of Proceedings and Opening Remarks
9.15 a.m.	Welcome Address Dr. HMBP Ranaweera, Chair IRSM 2024
9.20 a.m.	Address by the Dean Prof. PMB Jayathilake, Dean, Faculty of Management Studies, Rajarata University of Sri Lanka
9.25 a.m.	Unveiling the Symposium Proceedings Dr. (Mrs.) CMYSS Bandara, Editor-in-Chief, IRSM 2024
9.30 a.m.	Address by the Vice Chancellor, Prof. (Mrs.) GAS Ginigeaddara, Rajarata University of Sri Lanka
9.40 a.m.	Keynote Address Prof. Chathura Ranaweera, Wilfrid Laurier University, Canada
10.00 a.m.	Keynote Address Prof. Rangika Halwathura, University of Moratuwa, Sri Lanka
10.20 a.m.	Vote of Thanks and Concluding Remarks
10.30 a.m.	End of the Inauguration Ceremony

Message from the Vice Chancellor



It is a distinct honour to extend my heartfelt greetings on the occasion of the 3rd International Research Symposium on Management (IRSM) 2024, hosted by the Faculty of Management Studies at Rajarata University of Sri Lanka. This symposium embodies our commitment to fostering knowledge, collaboration, and innovation in the field of management, and we are proud to see it continue to grow into an invaluable platform for both national and international scholars and practitioners.

We are reminded of our university's mission as we gather in Mihintale, a location steeped in Sri Lanka's rich cultural and educational heritage. Rooted in the legacy of Anuradhapura and inspired by the historic Abhayagiri monastery—the world's first known university—Rajarata University aspires to lead in research, education, and sustainable development. This year's symposium theme, "Strengthening Management Ecosystems for Sustainable Futures," reflects our shared vision of a future where management practices are aligned with resilience, adaptability, and sustainability in our rapidly evolving world.

The theme chosen for IRSM 2024 is both relevant and visionary. In today's complex business landscape, a robust management ecosystem is essential, one that balances strategic objectives with innovation, resilience, and value creation for all stakeholders. This year's symposium will feature a unique business forum that builds upon these ideas, creating space for impactful dialogues on the dynamics of management ecosystems and their critical role in navigating today's challenges.

IRSM 2024 is a collaborative effort that brings together leading researchers, academics, industry experts, and students from various disciplines and regions. The symposium's objectives reflect our ambition to encourage a vibrant exchange of knowledge, share best practices, foster new partnerships, and offer a stage for young researchers to gain valuable insights and professional growth. Our commitment to academic rigor and practical relevance underscores our university's dedication to solving real-world issues and contributing meaningfully to sustainable development goals.

I extend my heartfelt appreciation to the IRSM 2024 symposium chair, co-chair, and the dedicated organizing committee for their tireless work and vision. I hope that all participants will take full advantage of this opportunity to share ideas, broaden their perspectives, and contribute to Sri Lanka's social, economic, and academic progress. Congratulations to everyone involved in IRSM 2024, and thank you for your commitment to this shared journey of knowledge and sustainable innovation.

Prof. (Mrs.) G.A.S. Ginigaddara
Vice Chancellor, Rajarata University of Sri Lanka

Message from the Dean of the Faculty



I am delighted to warmly welcome you to the 3rd International Research Symposium on Management (IRSM) 2024 hosted by the Faculty of Management Studies at Rajarata University of Sri Lanka. IRSM 2024 serves as a premier platform for academics, professionals, and students to engage in meaningful dialogue and address pressing challenges in the field of management through rigorous research.

The theme of this year's symposium, *"Strengthening Management Ecosystems for Sustainable Futures"* highlights our commitment to fostering resilient and adaptable management practices that support for long-term sustainability. The symposium offers an invaluable opportunity to explore critical aspects of management ecosystems that enable businesses to thrive amidst ever-evolving challenges. IRSM 2024 is enriched by keynote addresses from distinguished experts, as well as technical sessions and pre-conference webinars that position the symposium at the forefront of academic excellence.

I extend my heartfelt appreciation to the Reviewers, Editorial team, Symposium Chair, Co-Chairs, Secretaries, Track Coordinators, Session Chairs and Organizing Committee for their invaluable contribution to making this event a success.

I am confident that this symposium will inspire a spirit of research and collaboration among academics, students, and professionals, strengthening our shared foundation of knowledge. I wish all participants a fruitful and impactful experience as we work together to advance management practices for a sustainable future.

Prof. P.M.B. Jayathilake

Dean

Faculty of Management Studies

Rajarata University of Sri Lanka

Message from the Symposium Chair



It is with immense pride and heartfelt gratitude that I extend my warmest appreciation to each of you for joining us at the 3rd International Research Symposium on Management (IRSM 2024), organized by the Faculty of Management Studies at Rajarata University of Sri Lanka. This event exemplifies our dedication to advancing the frontiers of research and scholarship. Under the theme, "Strengthening Management Ecosystems for Sustainable Futures," we embark on a journey into the transformative power of digitalization in business.

In an era marked by rapid technological advancements and shifting global dynamics, businesses are compelled to redefine themselves not only to survive but to lead in sustainable, resilient practices. This symposium aims to explore how digital transformation strategies empower organizations to innovate, remain competitive, and drive meaningful change. This year, we were thrilled to receive over extended abstracts, reflecting the thriving interest and dedication within the management field. After careful review, ...abstracts have been selected, each contributing unique insights to our understanding of business transformation and sustainability.

I would like to extend my heartfelt gratitude to the dedicated academics, researchers, and students who have contributed their work, as well as to our esteemed reviewers and editors for their rigorous assessments. Your commitment has transformed this symposium into a prestigious venue for sharing pioneering ideas and research that will shape the future. Events like IRSM 2024 are more than academic gatherings; they are catalysts for thought leadership and collaborative innovation. They provide a space where scholars can refine methodologies, establish professional networks, and draw inspiration for future research.

The impacts of these discussions are far-reaching, influencing industries, driving economic growth, and contributing to sustainable societal progress. I am confident that this symposium will be a pivotal moment in your academic and professional pursuits. May it enrich your knowledge, spark new ideas, and inspire you to contribute even more boldly to the field. Together, we are building a legacy of knowledge, innovation, and resilience that will benefit future generations.

Once again, I extend my gratitude to our Keynote Speakers, Contributors, Academic and Professional Partners, Symposium Committee Members, Sponsors, and Participants who have made this event possible and meaningful. May IRSM 2024 be an enlightening and inspiring experience, guiding us all towards a future characterized by resilience, innovation, and sustainable growth.

Dr. H.M.B.P. Ranaweera

Symposium Chair

3rd International Research Symposium on Management

Faculty of Management Studies

Rajarata University of Sri Lanka

Message from the Co-Chair



As We come together for the 3rd International Research Symposium on Management (IRSM 2024), We are thrilled to welcome each of you, whether you are joining us in person or virtually. This symposium stands as a testament to our faculty's continued dedication to advancing the frontier of management research. Building upon the momentum

established by IRSM 2023, this year's symposium underscores a vital theme: "Strengthening Management Ecosystems for Sustainable Futures."

In a world where the business environment is increasingly unpredictable, the capacity for organizations to not only navigate challenges but to innovate, transform, and lead is essential. Our theme encourages us to re-envision management practices to build adaptable, forward-looking ecosystems equipped to face global challenges. Through IRSM 2024, we are excited to explore the varied dimensions of digitalization, sustainable strategies, innovation, and transformation in fields such as strategic management, marketing, human resources, and beyond. The wide-ranging contributions of our participants promise a wealth of insights and forward-thinking discussions that will shape the future of sustainable business practices. We are honored to host distinguished scholars, including our keynote speakers Prof. Chatura Ranaweera, and Prof. Randika Halwathura, alongside other esteemed experts in management. Their contributions, along with the engaging panel discussions and research presentations, are set to create an inspiring environment for collaborative learning and innovation.

Our sincere gratitude goes to everyone who has played a part in bringing this symposium to life from our committed organizing committees, editors, and paper reviewers to the unwavering support of our Vice Chancellor and the Dean of the Faculty of Management Studies. This symposium thrives not only because of its organizers but also because of its participants – scholars, researchers, and practitioners like you whose ideas and contributions fuel our collective journey.

As we delve into IRSM 2024, let us embrace the spirit of exploration, collaboration, and innovation. We are confident that the knowledge we share and generate together will illuminate new pathways towards a sustainable, digitally empowered future.

Thank you for being an essential part of IRSM 2024.

Dr. A.L.M. Jameel

Symposium Co-Chair

3rd International Research Symposium on Management

Dr. U.W.M.R.S.S.C.B. Kappagoda

Symposium Co-Chair

3rd International Research Symposium on Management

Keynote Speaker: Prof. Dr. Chatura Ranaweera



Services permeate every aspect of our lives. Most of us enter life via a service encounter and spend the rest of our lives experiencing numerous service encounters almost on a daily basis. Relatedly, world economies are becoming increasingly service dominated, and virtually all companies view service as critical to customer retention. Even manufacturing companies are increasingly using service as a competitive advantage through processes such as servitization. The size of the service sector is increasing in almost all countries around the world. As an economy develops, the size of the service sector expands rapidly relative to agriculture and manufacturing.

Services are commonly defined as economic activities offered by one party to another, commonly employing time-based performances to bring about change in the recipients or their possessions. In exchange for their money, time, and effort, customers expect to obtain value from access to goods, labour, professional skills, facilities, networks, and systems, but do not normally take physical ownership of any of the physical elements involved.

In recent years, the service sector has been undergoing fundamental transformations due to the introduction of technological innovations, especially AI to service frontlines, the interface between customers and firms. This process has been sometimes referred to as the service revolution, a continuation of the agricultural and manufacturing revolutions from previous centuries. This transformation of service frontlines creates major challenges to all actors involved in service interactions, including employees and customers. New frameworks are needed to address the consequences of these innovations. I will present few such frameworks based on my ongoing research. First, the mindfulness orientation framework, which presents a set of skills needed for frontline employees to offer positive moments of truth to customers while ensuring the overall wellbeing of all actors. Second, a framework that helps assign responsibility where AI and Humans work together in what we refer to as HAIDTs (AI-Human Decision Teams). Finally, I will present several propositions on what is sometimes referred to as the consolidation hypothesis, which attempts to predict the nature of future service workplaces.

Prof. Dr. Chatura Ranaweera

Lazaridis, School of Business & Economics, Wierid Laurier University, Canada

Keynote Speaker: Prof. Rangika Umesh Halwatura



It is a privilege to present the keynote address at the 3rd International Research Symposium on Management (IRSM) 2024, organized by the Faculty of Management Studies, Rajarata University of Sri Lanka. This significant event serves as a platform where academia, industry, and policymakers unite to address the complexities of our rapidly changing global landscape under the theme, "Strengthening Management Ecosystems for Sustainable Futures." "In today's world, characterized by unprecedented technological progress, evolving societal expectations, and urgent environmental challenges, the

concept of a management ecosystem has become vital. As a Civil Engineer specializing in sustainable materials, green technologies, and construction management, I see a strong analogy between structural and management ecosystems. Both require alignment, resilience, and adaptability among their components to ensure enduring sustainability.

Similar to ecological systems, a management ecosystem flourishes through collaboration, balance, and evolution. Organizations now operate as interconnected networks, engaging with employees, customers, regulators, and communities. This interdependence underscores the need for robust systems capable of withstanding disruptions, adapting to changes, and fostering innovation while remaining true to their core objectives. To build and sustain such ecosystems, three essential elements must be addressed: Alignment of Objectives and Values, Resilience in Response to Complexity, Fostering Innovation and Sustainability. The journey to a sustainable future demands that sustainability permeates all aspects of the management ecosystem. This involves adopting practices that are environmentally responsible, economically viable, and socially inclusive. Institutions like Rajarata University play a pivotal role in driving this agenda by promoting interdisciplinary research, nurturing creativity, and strengthening the link between academia and industry. The symposium offers an opportunity for researchers, industry professionals, and policymakers to explore diverse perspectives on management and sustainability. The business forum further amplifies the practical implications of these discussions, bridging theoretical insights with real-world applications.

As we look to the future, I invite all participants to embrace collaboration. Strengthening management ecosystems requires dismantling silos, challenging established norms, and pursuing joint solutions. Through collaborative research, cross-industry initiatives, and knowledge-sharing networks, we can shape the resilient and sustainable ecosystems we envision. In conclusion, I extend my gratitude to the organizers for this remarkable platform and commend all participants for their dedication to advancing management practices and sustainability. Together, we can cultivate ecosystems that empower leaders, engage stakeholders, and create enduring value.

Prof. Dr. Chatura Ranaweera

Department of Civil Engineering, University of Moratuwa, Sri Lanka



IRSM 2024

TECHNICAL SESSIONS



Accounting – Panel 01 (Physical)**Venue – FMS 01 Hall**

(11.00 AM - 12.30 PM)

Panel Chair : Dr. Isuru Manawadu
Panel : Ms. KGP Senani
Members : Ms. GMHPK Rathwatta
Rapporteur : Ms. HWD Sathsarani
Contact No. : +94(0)76 454 7518
E-mail : dishanisathsarani20@gmail.com

Time	Paper ID	Topic and the Author/ Authors' Name
	IRSM047AC04	Examining The Factors That Affect the Audit Quality of the External Audit Setting in Sri Lanka. <i>A.J.D.A.H. Dilrukshi, J.S Kumari</i>
	IRSM296AC42	Impact of Corporate Internet Reporting on Firm Performance in Listed Companies in Sri Lanka. <i>H.P.S. Madhurenu, R.M.N.C.Swarnapali</i>
	IRSM298AC44	The Impact of Remote Auditing on Audit Quality in Sri Lankan Audit Firms. <i>A.Y.L Arambepola, J.S Kumari</i>
	IRSM216AC23	Corporate Governance and Insolvency Risk: A Study of Listed Non-Financial Companies in Sri Lanka. <i>S.H.R.E.Kumari, R.M.N.C.Swarnapali</i>
	IRSM050FIN05	The Investors' Intention to Invest in The Stock Market During the Current Economic Crisis in Sri Lankan Context: Using The Extended Theory of Planned Behaviour. <i>K.P.P.H.G.T.D Kumari, J.S Kumari</i>
	IRSM288FIN25	The Role of Financial Literacy in Shaping Personal Investment Choices: A Comparative Analysis of Management and Non-Management Undergraduates at Rajarata University of Sri Lanka. <i>W.M.R.C.K Welivita, J.S Kumari</i>

Accounting – Panel 02 (Online)

(11:00 AM – 12:30 PM)

Panel Chair : Dr. (Mrs.) RMNC Swarnapali
Panel : Dr. WAN Priyadarshani
Members : Ms. A. W. Henadirag
Rapporteur : DMHD Dissanayake
Contact No. : +94(0)77 024 3686
E-mail : dinalhimanka@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM046AC03	Factors Affecting On Audit Committee Effectiveness in Listed Capital Goods Companies On the Colombo Stock Exchange (CSE). <i>M.P.V Rasanjalee, C.T Gamage, W.P Wijewardhana</i>
	IRSM160AC15	Factors Affecting on the Audit Expectation Gap of Auditors in Central Province in Sri Lanka. <i>G.W.A.T Ekanayake, C.T Gamage, W.P Wijewardhana</i>
	IRSM273AC30	Influence of The Perception of Taxpayers On Usage of Online Tax Payment Platforms in Sri Lanka. <i>A.M.R.Y Swarnamali, C.T Gamage</i>
	IRSM084AC11	Investigating the Impact of Tax Fairness on Individual Tax Compliance in Sri Lanka. <i>R.P.C Madushika, K.G.P Senani</i>
	IRSM140AC14	Factors Influencing on Tax Compliance of Small and Medium Enterprises (SMEs) In Sri Lanka. <i>H.M.N.R Karunarathna, K.G.P Senani</i>
	IRSM274AC31	Effect of inventory management practices on financial performance of listed Food, Beverage and Tobacco companies in Sri Lanka. <i>R.A.T.K Senarathne, C.T Gamage</i>

Zoom topic: AC 02**Zoom ID:** 915 8859 4722**Zoom Password:** 0tM+tV4m"**Zoom Link:** <https://learn.zoom.us/j/91588594722?pwd=qoQahMwd3iYmP6HXOcFmj5vpBliKil.1>
[Join Meeting](#)

Accounting – Panel 03 (Online)

(11:00 AM – 01:00 PM)

Panel Chair : Dr. (Mrs.) CT Gamage
Panel Members : Mr. MD Pubudu Kaushalya
 Mr. M.A.G.N Jayasooriya
Rapporteur : Ms. NGSM Gunathilaka
Contact No. : +94(0)76 120 4397
E-mail : Madhushanis349@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM214AC21	The moderating effect of board gender diversity on the impact of board characteristics on firm performance: evidence from Banking, Finance and Insurance companies listed in Sri Lanka. <i>H.R.C. Somathilaka, D.D.K.Sugathadasa, A.H Kelumdeniya</i>
	IRSM215AC22	Intention to use computerized accounting system in small and medium enterprises: special reference to Matale district. <i>P.M.K.G.K.T.L. Gamage, D.D.K.Sugathadasa</i>
	IRSM279AC35	The impact of board directors' characteristics on capital structure decisions: evidence from top 70 turnover non-financial companies listed in the Colombo Stock Exchange. <i>G.G.P.M Guruge, W.P Wijewardhane, P.R Weerathunga</i>
	IRSM093AC12	The effect of audit-related characteristics on audit opinion. <i>M. I. Ifthikar, M.M. Shamil</i>
	IRSM276AC32	The impact of accounting information system quality on financial performance of small and medium-sized enterprises: special reference to North Central province in Sri Lanka. <i>L.P.D. Shehara, W.P Wijewardhane, P.R Weerathunga</i>
	IRSM277AC33	Determinates of fair value measurement of biological asset of listed companies in Sri Lanka. <i>H.M.K.S. Kumara, W.P Wijewardhane, P.R Weerathunga</i>
	IRSM287AC39	The impact of inventory management on the financial performance of companies listed in the Colombo Stock Exchange (CSE). <i>W.M.N.S Wanasingha, W.P Wijewardhane, P.R Weerathunga</i>

Zoom topic: AC 03

Zoom ID: 922 5020 0059

Zoom Password: N&Zk7vwu"

Zoom Link: <https://learn.zoom.us/j/92250200059?pwd=oAaX7Wi9VTqldrmohWmJbT724vNx14.1>

Join Meeting

Accounting – Panel 04 (Physical)

Venue – FMS 01 Hall

(01.30 pm – 03:00 pm)

Panel Chair : Dr. Isuru Manawadu
Panel Members : Dr. RMNC Swarnapali
 Ms. GMHPK Rathwatta
Rapporteur : Ms. HNM Nilupuli
Contact No. : +94(0)77 249 2464
E-mail : maleeshanilupulicam@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM188AC17	Factors affecting the choice of chartered accountancy as a professional course among accountancy and finance undergraduates: special reference to state universities in Sri Lanka. <i>M.R.P.P. Bandara, J.M.N Wijekumara</i>
	IRSM195AC19	Audit expectation performance gap among external auditors and state university undergraduates in the economic crisis situation of Sri Lanka. <i>D.M.H.D Dissanayake, J.S Kumari</i>
	IRSM281AC37	Exploring the impact of drivers affecting academic performance of accountancy and finance students: A study on selected state universities in Sri Lanka. <i>L.L.K Nirmani, W.P Wijewardhane, P.R Weerathunga</i>
	IRSM286AC38	Determination of ethical behaviour of accountancy and finance undergraduate of Rajarata University of Sri Lanka. <i>M.D.S Kalpani, W.P Wijewardhane, P.R Weerathunga</i>
	IRSM295AC41	Key drivers for the perception of accounting ethics in undergraduates of Rajarata University of Sri Lanka. <i>A.H.P.P. Weeravansha, W.P Wijewardhane, P.R Weerathunga</i>

Accounting – Panel 05 (Physical)**Venue – FMS 02 Hall****(01:30 PM – 03:00 PM)**

Panel Chair : Dr. (Mrs) JS Kumari
Panel : Mrs. KGP Senani
Members : Mr. SMR Kithsiri Samarakoon
Rapporteur : Ms. JMTK Jayathilaka
Contact No. : +94(0)76 883 1450
E-mail : thisharakavi@gmail.com

Time	Paper ID	Topic and the Author/ Authors' Name
	IRSM196AC20	Impact of online tax system on tax- compliance among individual tax payers in Sri Lanka. <i>A.U.K Fernando, V.G.N Sameera</i>
	IRSM261AC26	The impact of selected board characteristics on firm performance of non-financial listed companies in Sri Lanka. <i>B.G.H.P Balasooriya, V.G.N Sameera</i>
	IRSM069AC08	The impact of corporate governance practices on corporate failure in listed non-financial companies in Sri Lanka. <i>W.W.M.G.T.M Weerakoon, V.G.N Sameera</i>
	IRSM083AC10	Tax payer's adoption of electronic tax system in Sri Lanka. <i>K.M.P.H Madushani, V.G.N Sameera</i>
	IRSM272AC29	Impact of taxpayer's perception on tax evasion in Sri Lanka. <i>B.M.N Lakshan, V.G.N Sameera</i>
	IRSM190AC18	Assessing the impact of IFRS adoption on key accounting ratios: A comparative analysis of Indian companies. <i>P.R Weerathunga</i>

Accounting – Panel 06 (Online)

(01:30 PM – 03:00 PM)

Panel Chair : Dr. CT Gamage
Panel : Dr. WAN Priyadarshani
Members : Mr. Dhananjaya Pathiraja
Rapporteur : Mr. DGKP Jayarathna
Contact No. : +94(0)71 960 8362
E-mail : prabhathkaushika@gmail.com



Time	Paper ID	Topic and the Author/ Authors' Name
	IRSM271AC28	The impact of taxpayers' attitudes on tax compliance in Sri Lanka. <i>W.D.A Shashibhani, V.G.N Sameera</i>
	IRSM082AC09	Factors affecting individual taxpayers' tax compliance in Sri Lanka. <i>N.S Dulanji, K.G.P Senani</i>
	IRSM011AC01	Does intellectual capital disclosure influence firm performance in Sri Lanka? Examining the Moderating Effects of Knowledge Intensity and Industry Nature. <i>P.Pratheepkanth, S. Balaputhiran</i>
	IRSM260AC25	Exploring the role and the usage level of management accounting practices: A qualitative inquiry [special reference to Apparel manufacturing companies in Sri Lanka]. <i>S.N.L. Subasinghe, R.L.D Dissanayake</i>
	IRSM270AC27	Exploring the moderating role of board size on the nexus between enterprise risk management and firm performance: evidence from Sri Lankan Insurance companies. <i>H.I.M.I Sajikala, T.P Rathnasuriya</i>
	IRSM045FIN04	Moderating impact of corporate governance on the relationship between risk management and financial performance of licensed Finance companies in Sri Lanka. <i>M.G.G.J Buddhika, H.M.D.N Somathilake</i>

Zoom topic: IRSM_ACC06**Zoom ID:** 976 1078 8574**Zoom Password:** 8N0y*xY="**Zoom Link:** <https://learn.zoom.us/j/97610788574?pwd=r9wC21h3Yltpd2H2FCIlgwb8vMO0G.1>
[Join Meeting](https://learn.zoom.us/j/97610788574?pwd=r9wC21h3Yltpd2H2FCIlgwb8vMO0G.1)

Accounting – Panel 07 (Online)

(01:30 PM – 03:00 PM)

Panel Chair : Dr Gayathri Gunatilake
Panel : Ms. A. W. Henadirage
Members : Mr. M.A.G.N Jayasooriya
Rapporteur : Ms. KAS Samanmali
Contact No. : +94(0)076 968 0574
E-mail : saubhagyakasthuriarachchi@gmail.com



Time	Paper ID	Topic and the Author/ Authors' Name
	IRSM056AC05	Gaining competitive advantage through strategic management accounting techniques in the Sri Lankan Apparel manufacturing sector. <i>R.M.T.S. Rathnayake, G.M.H.P.K Rathwatte</i>
	IRSM280AC36	The impact of ethical accounting practices on financial reporting in registered SMEs; with special reference to Western Province in Sri Lanka. <i>K.A. Ranaweera, W.P Wijewardhane, P.R Weerathunga</i>
	IRSM026AC02	The impact of integrated reporting on value creation of listed financial firms in Sri Lanka. <i>W.A.D.S Kavindi, H.M.D.N.Somathilake</i>
	IRSM161AC16	Corporate governance and sustainability reporting in Sri Lanka. <i>D.K.A Weerathna, H.M.D.N.Somathilake</i>

Zoom topic: IRSM_ACC07**Zoom ID:** 988 0928 7350**Zoom Password:** T*P3nW!."**Zoom Link:** <https://learn.zoom.us/j/98809287350?pwd=dawwy3ERM0d8kquMDRzTFXa5ChsPfp.1>
[Join Meeting](https://learn.zoom.us/j/98809287350?pwd=dawwy3ERM0d8kquMDRzTFXa5ChsPfp.1)

Finance – Panel 01 (Physical)

Venue – FMS 02 Hall

(11:00 AM – 12:30 PM)

Panel Chair : Prof. KGA Udayakumara
Panel Members : Dr. JS Kumari
 Mr. AAMD Amarasinghe
Rapporteur : Ms. AH Kelumdeniya
Contact No. : +94(0)70 299 1639
E-mail : ashkelum1997@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM305FIN28	Impact of financial literacy on saving behavior: evidence from SMEs in Tourism and Hospitality Industry in Anuradhapura District. <i>A.N.R Jinadasa, G.M.H.P.K Rathwatta</i>
	IRSM064FIN06	Behavioural biases and investment decisions of investors. <i>T.M.D.R. Thennakoon, A.L.M Jameel</i>
	IRSM263FIN18	The impact of financial literacy on E-Banking usage among university undergraduates. <i>A.A.N.T Amarasinghe, A.L.M. Jameel</i>
	IRSM262FIN17	Determinants of capital structure in licensed finance companies in Sri Lanka. <i>D.M.A.R Karunanayaka, W. P. Wijewardena, C.T.Gamage</i>
	IRSM283FIN22	Investigating the impact of risk tolerance on the relationship between demographic factors and investment decisions of individuals in the Colombo district. <i>K.A.M.S.Munasinghe, W.P. Wijewardane, P.R. Weerathunga</i>
	IRSM284FIN23	Analysis the factors influencing women's start-up investment decisions in the Matale district. <i>D.M.D.H Siriwardene, W. P. Wijewardana, P.R. Weerathunga</i>

Finance – Panel 02 (Online)

(11:00 AM – 12:30 PM)

Panel Chair : Prof. W.P Wijewardhane
Panel Members : Ms. JAGP Jayasinghe
 Ms. BAC Harshani Wijesinghe
Rapporteur : Mr. BGTN Suraweera
Contact No. : +94(0)71 960 8362
E-mail : nuwantha627@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM304FIN27	The impact of financial literacy on money management of management undergraduates at Rajarata University of Sri Lanka. <i>J.M.K.N Jayasinghe, G.M.H.P.K Rathwatta</i>
	IRSM041FIN03	Does microfinance empower women entrepreneurship? evidence from Rathnapura district. <i>B. W. N. K. Pemasiri, R.M.N.C. Swarnapali</i>
	IRSM116FIN08	Comparative analysis of financial literacy levels: accounting students Vs. non-accounting students in Sri Lankan state universities. <i>A.Nishanthini, R. Shathurshana</i>
	IRSM268FIN19	Moderating effect of capital structure on the relationship between board characteristic and financial performance: evidence from Sri Lanka. <i>K. Tharsika</i>
	IRSM057AC06	Predicting the corporate failure of listed companies in Sri Lanka. <i>R.W.M.K.M. Randika, V.G.N Sameera, J.K. Hewage</i>
	IRSM059AC07	Impact of macro-economic variables on stock prices: A study on listed companies in Sri Lanka. <i>U.S.R Udawaththa, V.G.N.Sameera</i>

Zoom Topic: IRSM_FIN02**Zoom ID:** 926 3195 8799**Zoom Password:** *rDH7+qf"**Zoom Link:** <https://learn.zoom.us/j/92631958799?pwd=CGfkWlgBp3U1Wc1UwBDW0cvInIIJU9.1>**Join Meeting**

Finance – Panel 03 (Online)

(11:00 AM – 12:30 PM)

Panel Chair : Dr. KV Aruna Shantha
Panel Members : Ms. W.T.N.M Perera
 Mr. KJS Madushanka
Rapporteur : Ms. MDL Perera
Contact No. : +94(0)71 577 5970
E-mail : diushilakshika134@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM275FIN20	Impact of financial literacy on undergraduate's investment decisions with special reference to Faculty of Management Studies in Rajarata University of Sri Lanka. <i>J.D.S Vijerathna, C.T Gamage</i>
	IRSM001FIN01	Digital financial literacy on financial behaviour among management undergraduates of state universities in Sri Lanka. <i>E.A.T. Dewmini, J.M.N Wijekumara, D.D.K Sugathadasa</i>
	IRSM182FIN12	Impact of digital financial literacy on online buying behaviour among management undergraduates of state universities in Sri Lanka. <i>H.A.H Kavindhaya, J.M.N Wijekumara, D.D.K Sugathadasa</i>
	IRSM187FIN13	Impact of financial inclusion on digital financial literacy in small and medium-sized enterprises (SMEs): special reference to North Central Province in Sri Lanka. <i>F.B.H Hanshika, J.M.N Wijekumara</i>
	IRSM222FIN14	The impact of behavioral biases on investment decision-making with moderating role of financial literacy of local individual investors at the Colombo Stock Exchange: with special reference to North Central Province. <i>H.M.Ekanayake, J.M.N Wijekumara, A.H Kelumdeniya</i>
	IRSM303FIN26	Factors influencing the credit cards usage of North Central Province in Sri Lanka. <i>A.M Suraweera, J.S Kumari</i>

Zoom Topic: IRSM_FIN03**Zoom ID:** 910 3180 4629**Zoom Password:** WzE=v0Q9"**Zoom Link:** <https://learn.zoom.us/j/91031804629?pwd=MTXUbpHWJrP5poP1k7giTY3tEquA0V.1>**Join Meeting**

Finance – Panel 04 (Online)

(01:30 PM – 03:00 PM)

Panel Chair : Dr. SMDCW Senaratne
Panel Members : Mr. A.G.D.L.K. Gunaratna
 Ms. Suganya Dimon Ford
Rapporteur : Ms. LPS Dilhani
Contact No. : +94(0)77 452 5231
E-mail : samadhidilhani06@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM097FIN07	The effect of macroeconomic factors on stock market performance: evidence from the Colombo Stock Exchange. <i>S.D.S.L. Gunawardhana, K.V.A Shantha</i>
	IRSM117FIN09	Directors remuneration and financial distress: evidence from Materials companies listed in Colombo Stock Exchange. <i>K.Umanakenan, L. Kengatharan</i>
	IRSM148FIN10	The impact of microfinance on poverty reduction in Badulla district of Sri Lanka. <i>W.M.A.S Ranasingha, P.D.N.K Palihena</i>
	IRSM282FIN21	Determinants of financial performance of licensed commercial banks in Sri Lanka. <i>K.M.M.S.L. Jayathilaka, W.P Wijewardena, P.R Weerathunga</i>
	IRSM285FIN24	A study of tendency to investment among the university undergraduates. <i>K.B.S Lakshan, W.P Wijewardena</i>
	IRSM223FIN15	Share price movements: insights from financial firms on the Colombo Stock Exchange. <i>P.Muraleetharan</i>

Zoom Topic: IRSM_FIN04**Zoom ID:** 957 7789 9167**Zoom Password:** 3cSxq2S@"**Zoom Link:** <https://learn.zoom.us/j/95777899167?pwd=Rx4ap7Ek7cWqXxZWVpVjhue29bBaw.1>
[Join Meeting](https://learn.zoom.us/j/95777899167?pwd=Rx4ap7Ek7cWqXxZWVpVjhue29bBaw.1)

Contemporary Studies in Management – Panel 01 (Physical)

Venue: FMS 06 Hall

(11:00 am – 01:30 pm)

Panel Chair : Dr. WMRB Weerasooriya
Panel Members : Dr. CMYSS Bandara
 Mr. WMPGR Pushpakumara
Rapporteur : Mr. H.K.D.S.Ranjith
Contact No. : +94(0)74 062 4469
E-mail : danukashehanranjith@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM112CSM09	Factors Influencing Undergraduate Involvement in Career Guidance and Counseling Services at Rajarata University of Sri Lanka. <i>HMDCM Herath, YMWGPK Udurawana</i>
	IRSM123CSM11	Factors influencing student retention in Master's degree program: A case study of Rajarata university of Sri Lanka. <i>M.M.M.D.Kamalasiri, YMWGPK Udurawana</i>
	IRSM145CSM16	Challenges facing Lecturer and Student when using a learning management system in Sri Lanka (In case of using LMS in ABC Campus). <i>MD Munasinghe, RAM Madhuwanthi</i>
	IRSM300CSM29	Factors Affecting to Career Preference of Management Undergraduate in Western Province Universities of Sri Lanka. <i>GHC Prabhashini, JS Kumari</i>

Contemporary Studies in Management – Panel 02 (Online)

(11:45 am – 01.15 pm)

Panel Chair : Prof. MRKN Yatigammana
Panel Members : Dr. TK Karandakatiya
 Dr. Yasanthi Alahakoon
Rapporteur : Ms. W.M.M.S.Weerasekara
Contact No. : +94(0)75 595 6745
E-mail : sapnikaw@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM017CSM01	Exploring influential factors for student satisfaction at Rajarata University of Sri Lanka. <i>KSM Fernando, AK Anjala</i>
	IRSM028CSM02	Exploring the Relationship Between Occupational Stress Factors of Auditors and Quality of Audit Services; Does Motivation Matter? <i>S Varanitha</i>
	IRSM037CSM03	Impact of Online Disinhibition on the Success of E-Learning of Final Year Management Undergraduates in Selected Universities in Sri Lanka. <i>E.M.I.S Ekanayake, H.M.R.D. Kularathne</i>
	IRSM058CSM05	The Impact of Corporate Social Responsibility on Competitive Advantage in Insurance Sector Organizations in Sri Lanka (with Special Reference to Northwestern Province). <i>D.W.M.U.N. Kumari, W.M.R.B. Weerasooriya</i>
	IRSM088CSM06	The impact of family dynamics on academic stress among undergraduates in Sri Lanka, in special reference to Rajarata University of Sri Lanka. <i>W.A.T.D. Weththasinghe, W.G.V.R. Wathuliyadda, Y.A.N.K Kularathna</i>
	IRSM092CSM07	Factors affecting the self-efficacy of non-managerial employees in the government banking industry with special reference to kegalle district, sri lanka. <i>W.G.L.S. Kosgolla, C.M.Y.S.S Bandara, J.M.G.C Jayasundara</i>
	IRSM132CSM12	Factors Influencing Migration Intention of Management Undergraduate in Sri Lanka. <i>C.Muthukumarana, S.D Weerawardane</i>
	IRSM089TQM02	Effect of Total Productive Maintenance Practices on Manufacturing Performance: Special Reference to Apparel industry in Colombo district in Sri Lanka. <i>DMSH Maduwanthi, WMPGR Pushpakumara</i>

Zoom Topic: IRSM CSM02

Zoom ID: ?????

Zoom Password: ?????

Zoom Link: <https://learn.zoom.us/j/97371449261?pwd=kYOMJeA3pByeH5ptHDAXbSwdqtxhqe.1>

Join Meeting

Contemporary Studies in Management – Panel 03 (Online)

(11:00 am – 01:30 pm)

Panel Chair : Prof. RA Rathnasiri
Panel Members : Dr. HMTS Herath
 Mrs. Bimba Dissanayake
Rapporteur : R.M.U.P.Rathnayaka
Contact No. : +94(0)077 703 3204
E-mail : udayanganipiumika2001@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM138CSM13	Factors Influencing Attitude Towards E-Government Adoption: A Study in Southern Province, Sri Lanka. <i>BBDS Abeykoon, AB Sirisena</i>
	IRSM144CSM15	Identifying the E-Learning Challenges Faced by Students during Pandemic Situations In case of Undergraduates in Kurunegala District, Sri Lanka. <i>Jayasekara H. G. L. A. L., Madhuwanthi R. A. M</i>
	IRSM250CSM22	Key Factors Behind Knowledge Hoarding among Undergraduates in Sri Lankan Public Universities. <i>J.M.S.T. Karunarathna, AK Anjala</i>
	IRSM255CSM24	Impact of Student Role Behaviour in Value Co-creation on Undergraduate Experience in a Private University in Sri Lanka. <i>R.U.R.D.W.M.W.B.O.C. Dissanayake, D.M Endagamage</i>
	IRSM292CSM28	Exploring educators' perception of outcome-based management education; the case of state university in Sri Lanka. <i>K.G.C.C. Piyasena, Lubna Ali Mohommed, R.M. Danapala</i>
	IRSM147TQM04	Evaluating the Impact of Total Quality Management (TQM) and Achieving Academic Staff' Key Performance Indicators (KPI): Evidence from the Private Sector Education Institutes. <i>E.M.N.D.Ekanayake</i>
	IRSM221TQM05	Impact of total quality management practices on operational performance in the small and medium enterprises: (special reference to Kandy municipal council area). <i>K.G.N.S Rathnasena, W.M.P.G.R. Pushpakumar, TMOKK Bandara</i>

Zoom Topic: ????

Zoom ID: ????

Zoom Password: ????

Zoom Link: <https://learn.zoom.us/j/93396111918?pwd=5JZ9l3PxMmC80WsYssMWyZALMRov9x.1>

Join Meeting

Economics and Entrepreneurship - Panel 01 (Physical)

Venue – FMS 07

(11:00 am – 01:30 pm)

Panel Chair : Prof. RPIR Prasanna
Panel : Dr. JK Mallika
Members : Mr. HGKN Bandara
Rapporteur : Mr. K.K.D.K. Dissanayake
Contact No. : +94(0)71 277 5437
E-mail : deshandissa@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM007EE01	Factors affecting the Success of Women Entrepreneurs in Sri Lanka (With Special Reference to the Central Province). <i>F. Shifna</i>
	IRSM136EE05	A study of how economic disparity has affected the school system in Sri Lanka. <i>Ven.Polonnaruwe Kashyapa, A.K.M.Shivangi</i>
	IRSM150EE06	eCOOProcessing: An Integrated Social Ecosystem Approach for Solid Waste Management. <i>S.R. Abeyratna</i>
	IRSM164EE07	An investigation of Sri Lankan Buddhist education from an economic perspective as a means of investment. <i>Ven.Polonnaruwe Kashyapa, A.K.M.Shivangi</i>
	IRSM118EE10	Entrepreneurial Intension among Management Undergraduates of Sri Lankan State Universities: Moderating Role of University Support. <i>R. A. Hameed, P.M.B. Jayathilaka</i>

Economics and Entrepreneurship - Panel 02 (Online)

(11:00 am – 01:30 pm)

Panel Chair : Dr. Ajantha Kalyanarathna
Panel : Dr. AMP Adikari
Members : Dr. MG Menaka Dilrukshi
Rapporteur : Mr. D.T.B. Ranasinghe
Contact No. : +94(0)77 979 5264
E-mail : transinghe100@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM048EE02	Determinants of Entrepreneurial Intention Among Vocational Training Students: Study from Eastern Province of Sri Lanka. <i>B.A.G.P. Nisansala, S.M.B.L. Suraweera</i>
	IRSM087EE03	Relationship and Impact Between Organizational Practices for Innovation Management Success. <i>A.R.M.P. Hemasiri, H.I.S. De Zoysa</i>
	IRSM129EE04	Factors Influencing Behavioural Intention toward Gig Economy Employment among Women in Sri Lanka. <i>P.S.M.V. Tharuka, H.K.G.M.N. Karunaratane</i>
	IRSM185EE09	Police Management and Community Policing: A Case Study from Scotland. <i>J. Moir</i>
	IRSM246EE11	Intention to become an Entrepreneur of A/L students studying commerce stream in Puttalam District, Sri Lanka. <i>A.M.S. Heshani</i>
	IRSM316EE18	Impact of Social Norms on Tax Compliance Intention: Evidence from Sri Lanka. <i>N. Dissanayake, B. W. R. Damayanthi</i>

Zoom Topic: ??????

Zoom ID: ??????

Zoom Password: ???????

Zoom Link: <https://learn.zoom.us/j/97345644287?pwd=9EvbE3a0lD8CzX5ws1di374Z7nAO59.1>

Join Meeting

Economics and Entrepreneurship - Panel 03 (Online)

(11:00 AM – 01.30 PM)

Panel Chair : Prof. BWR Damayanthi
Panel : Dr. SAU Neranjala
Members : Mrs. TL Navarathne
Rapporteur : Ms. I.S.Kodithuwakku
Contact No. : +94(0)76 037 3783
E-mail :



Time	Paper ID	Topic and the Author/s Name
	IRSM310EE13	Impact of the Economic Crisis on the Performance of Microenterprises in Sri Lanka. (With Special Reference to Puttalam District) <i>P.F.S.M. Fernando, Dr. J.K. Mallika</i>
	IRSM311EE14	An investigation of obstacles to the intention of youth entrepreneurship in Sri Lanka (Special reference to the Colombo district). <i>GH Madhuranga, Dr.J.K. Mallika</i>
	IRSM312EE15	Obstacles to SME performance in the tourism industry (Special reference to Anuradhapura). <i>TACC Gunarathna, Dr.J.K. Mallika</i>
	IRSM315EE17	An inquiry into the nexus among CSR, Tax and Firm Performance. <i>A.T.N Arampaththa</i>
	IRSM289EE12	Comparative Analysis of Entrepreneurial Intentions Among Government and Private University Undergraduates in Sri Lanka. <i>Wijesinghe, A.G.P.U, Wijewardena, W.P., Weerathunga, P.R</i>

Zoom topic:

Zoom ID:

Zoom Password:

Zoom Link: <https://learn.zoom.us/j/95177634721?pwd=yMjQU0CTeMbrfDMcAbyY4aL2cV7aVs.1>

Join Meeting

Human Resource Management – Panel 01 (Physical)

Venue – FMS 03 Hall

(11.00 AM - 1.30 PM)

Panel Chair : Prof. T. Mangaleswaran
Panel : Prof. J. Robinson
Members : Mr. TD Weerasinghe

Rapporteur : Ms. Aruni Gamage
Contact No. : +94(0)71 871 2535
E-mail : arunigamage1007@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM103HRM19	Organizational Politics and Employee Commitment: The Moderating Role of Mindfulness among Public Sector Employees in Sri Lanka. <i>Mayuran.L, Thasika.T, Manjula.S</i>
	IRSM120HRM025	Non-financial Rewards and Job Satisfaction among Permanent Non-Academic Staff of State Universities in Sri Lanka: a descriptive cross-sectional study. <i>L.A.D.H.R. Wijayathunga, W.B. Dissanayake</i>
	IRSM105HRM21	Examining the moderating influence of injury-initiated attributions on the relationship between abusive supervision and Organizational Citizenship Behaviour in Sri Lanka's apparel industry. <i>Thasika.T</i>
	IRSM106HRM22	The Moderating Role of Psychological Capital in the Relationship between Perceived Organizational Politics and Employee Commitment: A Study of Sri Lankan Public Sector Employees. <i>Manjula.S, Thasika.T, Mayuran.L</i>
	IRSM104HRM20	Moderating role of Power Distance Orientation on the relationship between Abusive Supervision and Organizational Citizenship Behaviour in Sri Lanka's Apparel Organizations. <i>Thasika.T, Mayuran.L</i>

Human Resource Management – Panel 02 (Online)

(11.00 AM - 1.30 PM)

Panel Chair : Prof. Richard Wickramaratne
Panel : Dr.Athula Hewapathirana
Members : Ms. Vimansha Ranasinghe
Rapporteur : Ms. YWHM Premathilake
Contact No. : 0781954289
E-mail : hashinimadhu101@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM005HRM01	Impact of Work Alienation on Quiet Quitting of Front-Line Workers in Textile Industry in Northwestern Province, Sri Lanka. <i>H.P.D.I. Senarathna, H.M.R.D. Kularathne</i>
	IRSM006HRM02	Nexus between Social Media Usage and Psychological Wellbeing of Undergraduates at Rajarata University of Sri Lanka: The Mediating Role of Smartphone Addiction. <i>W.M.A.G.N.K. Wasala, K.A.K.S. Rathnakara</i>
	IRSM012HRM04	Impact of Workplace Incivility on Turnover Intention of Frontline Workers in Large-scale Supermarkets with Special Reference to Kurunegala District, Sri Lanka. <i>N.A.S. Madhumekala, K.A.K.S. Rathnakara</i>
	IRSM014HRM05	Impact of Employee Happiness on Innovative Work Behaviour of SME Employees in Sri Lanka, with special reference to Rathnapura district, Sri Lanka. <i>J.P. S Kumaradasa, S.M.D.N. Jayawardane</i>
	IRSM062HRM15	The Impact of Individual and Household Factors on Three-Wheel Drivers' Job Satisfaction in Yatinuwara Divisional Secretariat, Kandy. <i>H.M.L.H.K. Herath, W. W. A. N. Sujeewa</i>
	IRSM107HRM23	The Moderating Role of Performance Improvement Orientation in the Relationship Between Abusive Supervision and Organizational Citizenship Behavior: Evidence from Sri Lanka's Apparel Organizations. <i>Mayuran. L</i>
	IRSM309HRM55	Analyzing the Effectiveness of Performance Evaluation Process for Employee Satisfaction: Mediation Effect on Employee Retention in ABC Bank PLC. <i>Jayasinghe S.L, Maduwanthi R.A.M</i>

Zoom topic: IRSM 2024 | Technical Sessions_HRM02

Zoom ID: 941 4720 4477

Zoom Password: QLv5dx0?

Zoom Link: <https://learn.zoom.us/j/94147204477?pwd=i63AaoDULfrk19u7XKkVeqiGnZVeaK.1>

Join Meeting

Human Resource Management – Panel 03 (Online)

(10.00 AM - 12.30 PM)

Panel Chair : Prof. (Mrs.) Dinoka Perera
Panel : Ms. MDR Harshani
Members : Mr. Rusiru Kulathunga
Rapporteur : Ms. TS Kumanayake
Contact No. : +94(0)77 029 4556
E-mail : tskumanayake@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM010HRM03	The Moderating Effect of Abusive Supervision on the Impact of Workplace Bullying on Turnover Intension: An Empirical Study of Non-Managerial Employees in Selected Insurance Companies in Badulla District, Sri Lanka. <i>W.P.S Dilshani, K.A.K.S Rathnakara</i>
	IRSM018HRM06	Impact of Authentic Leadership Style on Employee Engagement: With Special Reference to Public Banking Sector in Badulla District, Sri Lanka. <i>A.M.J.N.Aththanayake, K.A.K.S Rathnakara</i>
	IRSM039HRM09	Does Organizational Cynicism Influence Job Performance? Evidence from Rubber Manufacturing Industry in Sri Lanka. <i>I.A.D.Kavindi, H.M.R.D. Kularathne</i>
	IRSM044HRM11	Impact of Procrastination on Time Management of Undergraduates: Stress as the Mediator. <i>K.B.R. Imalsha, H.M.R.D. Kularathne</i>
	IRSM054HRM13	The Relationship Between Emotional Intelligence and Job Stress of Police Constables in the Police Department in Anuradhapura Division, Sri Lanka. <i>P. G. P. U. Gunathilake, W. W. A. N. Sujeewa</i>
	IRSM060HRM14	The Impact of Intrinsic and Extrinsic Motivation Factors on IT Employee Performance. <i>MSM Abeysekara, DHDS Wickramasiri, TUS Senarath</i>
	IRSM210HRM37	The Impact of Employee Psychological Well-Being on Performance Quality In Sri Lanka's Apparel Industry: A Case Study of Seethawaka Export Processing Zone. <i>J.A.G.K. JAYATHUNGA, CMYSS Bandara, JMGC Jayasundara</i>

Zoom topic: IRSM 2024_HRM03

Zoom ID: 913 9686 6876

Zoom Password: iTD7jTM?

Zoom Link: <https://learn.zoom.us/j/91396866876?pwd=EAKftdv8rQLC7jFPx2n6xre0AUIUTm.1>

Join Meeting

Human Resource Management – Panel 04 (Online)

(11:00 AM - 1:30 PM)

Panel Chair : Dr. N. Agilan
Panel : Dr. Susil Kumara
Members : Ms. DK Sewwandi
Rapporteur : Ms. JGDS Antoniete
Contact No. : +94(0)74 293 5202
E-mail : jayawardanesamadhi2002@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM078HRM16	The Role of Welfare Facilities in Boosting Job Performance Among Operational Level Employees in Apparel Industry Sri Lanka's Apparel Firms. <i>Ms. K.P.T Sajeewani, Ms. K.H.A.A.P. Premachandra</i>
	IRSM110HRM024	Impact of Workplace Surveillance on Mental Health of IT professionals with special reference to Information and Communication technology sector in Sri Lanka. <i>P. Thiviyabarathy, S. D Weerawardane</i>
	IRSM291HRM52	Impact of Digital Leadership on Employee Creativity Through the Moderating Role of Job Embeddedness: A Study On Apparel Sector Employees in Sri Lanka. <i>Jasinth. N</i>
	IRSM124HRM27	Impact of HR Practices on Quality Management Systems (With Special Reference to Kandy District Apparel Sector in Sri Lanka.) <i>B.W.L.C. Dhanapala, S.M.D.N. Jayawardane</i>
	IRSM125HRM28	The Impact of Perceived Organizational Support on Volunteer Commitment of Non-Managerial Employees in the Apparel Sector. <i>U.L. Jeewantha, D.M.A. Pavithra</i>
	IRSM126HRM29	Employee Retention Strategies in Tea Smallholdings: A Study in the Ratnapura District, Sri Lanka. <i>WMNS Weerasekera</i>
	IRSM290HRM51	Impact of Ethical Leadership on Turnover Intention Through the Mediating Effect of Organizational Politics: Evidence from Bankers in Sri Lanka. <i>Jasinth. N</i>

Zoom Topic: IRSM 2024-Panel 04

Zoom ID: 963 9488 8658

Zoom Password: 41\$hb?bR

Zoom Link: <https://learn.zoom.us/j/96394888658?pwd=7p2UgmHf9dkoaA5fsj9jh2del8iQ5z.1>

Join Meeting

Human Resource Management – Panel 05 (Physical)

Venue: FMS 04 Hall

(01:30 PM – 02.30 PM)

Panel Chair : Mr. WWAN Sujeewa
Panel : Mr. TD Weerasinghe
Members : Ms. Thashika Thanushan
Rapporteur : Ms. Aruni Gamage
Contact No. : +94(0)71 871 2535
E-mail : arunigamage1007@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM052HRM12	Harassment and its Impact on Employee Turnover Intention: Insights from the Apparel Sector in Sri Lanka. <i>KGK Dulmini, AK Anjala</i>
	IRSM098HRM18	Workplace Bullying and its Hidden Impact on Turnover Intention among Apparel Employees in Sri Lanka. <i>AGSR Samarathunga, AK Anjala</i>
	IRSM228HRM44	A Study on the Influence of the Graduates' Job Fit on Organizational Commitment. <i>A.R.Ramesh</i>
	IRSM231HRM47	Mediating Role of Happiness on the Relationship Between Neuroleadership and Human Capital Development of Cosmetic Sector Casual Employees: With Special Reference to Anuradhapura District, Sri Lanka. <i>A.D.S. Kumarasiri, H.M.R.D. Kularathne</i>
	IRSM293HRM53	Impact of Job Automating Technology Usage on Perceived Job Insecurity: With Special Reference to Non-Managerial Employees in Private Banks in Monaragala District, Sri Lanka. <i>H.G.I.S Hewagallage, Y.W.H.M. Premathilaka</i>

Human Resource Management – Panel 06 (Online)

(01.00 PM – 02.30 PM)

Panel Chair : Dr Afsheen Fathima
Panel : Mr. Chanaka Piyasena
Members : Ms. P.N.Gamaethige
Rapporteur : Ms. T. Jennifer
Contact No. : +94(0)72 399 3249
E-mail : hr2021155@mgt.rjt.ac.lk



Time	Paper ID	Topic and the Author/s Name
	IRSM177HRM30	Does Role Conflict and Role Ambiguity Upsurge Employee Creativity? Stress as the Moderator. <i>N.N. Nimaja, H.M.R.D. Kularathne</i>
	IRSM184HRM31	Impact of Bullying Victimization on Special Educational School Children's Depressive Symptoms in North Central Province In Sri Lanka. <i>P.H.S. Arshiya, H.M.R.D. Kularathne</i>
	IRSM189HRM32	The Impact of Organizational Justice on Police Officers' Trust in the Public: Moderating Role of Work Engagement: With Special Reference to Western Province, Sri Lanka. <i>M.P. Galagedara, W. W. A. N. Sujeewa</i>
	IRSM199HRM33	The Factors Affecting the Retention of Banking Employees: Special Reference to Licensed Commercial Banks Operated in Puttalam District, Sri Lanka. <i>M.A.K. Divanjana, M.A.I.T. Marasinghe</i>
	IRSM202HRM34	The impact of Gratitude on Psychological Well-being of School Teachers in the Rathnapura District, Sri Lanka. <i>L.P.D. Udeshika, U.W.M.R.S.Kappagoda</i>
	IRSM203HRM35	Study of Job-Related Factors Affecting the Occupational Stress of Microfinance Cash Collectors: Special Reference to Anuradhapura District, Sri Lanka. <i>I.M.C.D. Wijesena, M.A.I.T. Marasinghe</i>
	IRSM206HRM36	The Impact of Cyberbullying on Teacher Burnout: A Study of International Schools in the Puttalam District, Sri Lanka. <i>W.R.N.S. Fernando, W. W. A. N. Sujeewa</i>

Zoom Topic: IRSM 2024_HRM 06

Zoom ID: 973 1208 2314

Zoom Password: Lm1Q=uNj

Zoom Link: <https://learn.zoom.us/j/97312082314?pwd=Xgy1KT6uhkWztGGPeScRVZAxbZ0Waf.1>

Join Meeting

Human Resource Management – Panel 07 (Online)

(01:00 PM – 02:30 PM)

Panel Chair : Dr. Sulakshana De Alwis
Panel : Ms. Jasintha Nirojan
Members : Mr. AVM Manoj Keppetipola
Rapporteur : Ms. JGDU Samaraweera
Contact No. : +94(0)70 197 2202
E-mail : dulanjaleeuthpala232@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM211HRM38	Moderating role of social isolation on the relationship between Occupational Stress and Mental Wellbeing among Fishermen in Wennappuwa, Sri Lanka. <i>W.A.P.R. Wijesinghe, W. W. A. N. Sujeewa</i>
	IRSM212HRM39	The Impact of Workplace Spirituality on Job Engagement of Non-Managerial Employees of the Private Hospitals in Anuradhapura District, Sri Lanka. <i>D.L. Karunathilaka, KAKS Rathnakara, TMOKK Bandara</i>
	IRSM213HRM40	Gender Discrimination Among Female Managers in the Sri Lankan Apparel Industry. <i>PMIVK Wickramathilaka</i>
	IRSM225HRM41	Impact of Employer Branding on Job Application Intention of Final Year Management Undergraduates Undergoing Industrial Training: With Special Reference to State Universities in Western Province, Sri Lanka. <i>R.D.S Kanishka, K.A.K.S Rathnakara, HMRD Kularathne</i>
	IRSM229HRM45	Impact Of Resilience on Psychological Well-Being Among Management Management Undergraduates in State Universities, Western Province, Sri Lanka. <i>D.T. Sewmini, U.W.M.R.S. Kappagoda</i>
	IRSM230HRM46	Impact of Individual Temperament on Work-related Stress among Tea Estate Supervisors in the Nuwara-Eliya District, Sri Lanka. <i>M.G.A.K.Gunapala, U.W.M.R.S..Kappagoda</i>
	IRSM121HRM26	The Need of Human Resource Development for Improving Labor Productivity: An Analysis of Manufacturing Small Businesses in Badulla District. <i>A.R.M.P Hemasiri, H.I S De Zoysa</i>

Zoom Topic: IRSM 2024 | Technical Sessions_HRM 07

Zoom ID: 986 7453 9549

Zoom Password: Vr^DRkj0"

Zoom Link: <https://learn.zoom.us/j/98674539549?pwd=Hi7305SokHGuUr8oPjGN7pE7MJBrIr.1>

Join Meeting

Information Systems – Panel 01 (Physical)

Venue – IT Lab

(11.00 AM to 01.30 PM)

Panel Chair : Mr. P.G. Munasinghe
Panel : Mr. V.K.N. Gamini
Members : Mr. K.M.P.G.A.J. Bandara
Rapporteur : P.K.S. Prasadhi
Contact No : +94(0)71 952 8636
E-mail : prasadhipanduawala@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM015IS04	Factor Influencing on Consumer Behaviour Towards E-Banking Service in Government Banking Sector in Sri Lanka. (Special Reference to Ampara District.) <i>N.T.N. Nimalsiri, S.M.D.N. Jayawardane</i>
	IRSM023IS09	The Impact of the Adaptation of Human Computer Interaction Principles on the Usage of Learning Management System by the Undergraduates in Rajarata University of Sri Lanka. <i>W.T.M. Silva, T.U.S. Senarath</i>
	IRSM099IS24	The Impact of Smart Information and Communication Technology Adoption (SICTA) on Islamic Cultural Convergence in Sri Lankan Society. <i>M.H.P. Hasliya, H.K.G.M.N. Karunarathne</i>
	IRSM134IS30	The Ethical Implications of Adopting Artificial Intelligence in Business: A Systematic Literature Review. <i>I.K. Dissanayake,</i>

Information Systems – Panel 02 (Physical)

Venue – FMS 05 Hall

(11.00 AM to 1.30 PM)

Panel Chair : Dr. H.M.B.P. Ranaweera
Panel : Mr. H.K.G.M.N. Karunarathne
Members : Mr. Wiraj Wickramaarachchi
Rapporteur : Miss. CS Ranasinghe
Contact No. : +94(0)76 825 1181
E-mail : csranasinghe456@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM068IS19	The impact of Perceived Value of Mobile Apps on Brand Loyalty with the mediation role of Customer Satisfaction: special reference to telecommunication industry in Sabaragamuwa province of Sri Lanka. <i>K.N.N.Himayangani, H.M.U.S.Hendeniya</i>
	IRSM091IS21	The Factors Influencing the Use of Digital Piracy Products Among State University Students (With Special Reference to Rajarata University Students). <i>KKGUD Senadheera, SAHS Sudasinghe</i>
	IRSM111IS40	Obstacles Facing SMEs in the Adoption of E-Commerce: Special Reference to SMEs in Anuradhapura District. <i>R.M.M.U.Rajapaksha, YMWGPK Udurawana</i>
	ISRM220IS38	Factors Influencing Cloud Computing Adaption in Higher Education Private Institutions in Sri Lanka. <i>V Vinietha, GSR Gunathunga</i>

Information Systems – Panel 03 (Physical)

Venue – FMS 06 Hall

(02.00 pm – 03:30 pm)

Panel Chair : Dr. K.A.S.H. Kulathilake
Panel : Mr. P.S. Palliyaguruge
Members : Mr. T.U.S. Senarath
Rapporteur : Miss. W.G.T.P. Wasalthilake
Contact No. : +94(0)75 792 2250
E-mail : is2021389@mgt.rjt.ac.lk

Time	Paper ID	Topic and the Author/s Name
	IRSM027IS11	Factors Affecting Attitude towards Online Shopping among Undergraduates in Rajarata University of Sri Lanka. <i>S.S.N. Lakshan, P.G. Munasinghe</i>
	IRSM036IS13	Artificial Intelligence Adaptation & Its Impact on The Cognitive Psychology of State University Undergraduates in Sri Lanka. <i>L.P.T.S. Wickramanayaka, V.K.N. Gamini</i>
	IRSM061IS16	Factors associated with the adaptation of AI-generated content in digital marketing. <i>R.D.V. Lahiru, K.M.P.G.A.J. Bandara</i>
	IRSM130IS28	Factors Affecting the Usage of Cloud Computing Services among Undergraduates in Sri Lankan State Universities. <i>R.M.C.D. Rathnayaka, P.G. Munasinghe</i>
	IRSM131IS29	Doctors' attitudes towards the use of IoT medical devices in Sri Lanka with special reference to Anuradhapura District. <i>W.A.S. Navodya, P.G. Munasinghe</i>

Information Systems – Panel 04 (Online)

(11.00 AM - 01.30 PM)

Panel Chair : Prof.(Mrs.) Thanuja Sandanayake
Panel : Mr. Shantha Puhulwella
Members : Miss AMCM Aruppola
Rapporteur : Miss. W.M. Tharika
Contact No. : +94(0)76 556 2038
E-mail : hansiwijerathna7@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM002IS01	Perceptions Towards the Adoption of QR Code Menus in the Restaurant Industry in Kandy District, Sri Lanka. <i>J.M.I.K. Jayasinghe, Mihiri Wickramasinghe</i>
	IRSM004IS03	The Influence of Social Media Usage on the Moral Development of Adolescents: Parents' Perception. <i>R.M.C.C.K. Rathnayaka, Mihiri Wickramasinghe</i>
	IRSM049IS14	Factors associated with the usage of AI-based educational tools among undergraduates of Rajarata University in Sri Lanka. <i>B.M. Shalitha Sandaruwan, K.M.P.G.A.J. Bandara</i>
	IRSM053IS15	The Impact of Digitalization on Customer Loyalty in Government Commercial Banks in Colombo District, Sri Lanka. <i>D.W.D. Abewickrama, W.M.R.B. Weerasooriya</i>
	IRSM094IS22	Impact of the Adaptation of Chat-GPT on Creativity of University Undergraduates in Sri Lanka (Reference to Five Universities). <i>A.M.M.M. Abesingha, H.M.B.P. Ranaweera</i>
	IRSM096IS23	Factors Affecting for Mobile Banking Adoption among Educated Youth in Sri Lanka. <i>P.G.N.D. Jayalath, V.K.N. Gamini</i>
	IRSM218IS39	Factors influencing the adoption of IOT for E-learning among undergraduates in state universities in Sri Lanka. <i>N. Maheshika, G.S.R. Gunathunga</i>
	IRSM174IS32	Forecasting Stock Prices on the Colombo Stock Exchange with Machine Learning. <i>A.M.K.B. Abeysingha, H.M.B.P. Ranaweera</i>

Zoom topic: IRSM 2024 | Information Systems Track | Virtual Panel 04

Zoom ID: 919 6050 7307

Zoom Password: *N4%eTB1

Zoom Link: <https://learn.zoom.us/j/91960507307?pwd=gbgDMac5ut1qcjWEjsKvk7br06l8Ma.1>

Join Meeting

Information Systems – Panel 05 (Online)

(10.00 AM - 12.30 PM)

Panel Chair : Prof. K.S.L. Gunawardana
Panel : Ms. D.M.J. Wickramasinghe
Members : Mr. Nelum Chathuranga
Rapporteur : Miss. R.R.L. Ranasinghe
Contact No. : +94(0)71 596 3424
E-mail : rashmilayanvi@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM020IS06	Factors Associated with the Adaptation of Freelancing by State University Students in Sri Lanka. <i>D.G.M.C. Dunumadalawa, T.U.S. Senarath</i>
	IRSM021IS07	Impact of HRIS Adaptation on Employee Satisfaction in the Apparel Industry: A Case Study of Managerial Level Employees in Garment Factories in Rathnapura District. <i>W.H.S.A. Fernando, T.U.S. Senarath</i>
	IRSM022IS08	Factors Affecting Online Customer Satisfaction in Online Shopping; with Special Reference to the Online Customers in Western Province. <i>R.M.B.I. Rathnayake, T.U.S. Senarath</i>
	IRSM024IS10	AI-Powered Learning Analytics: Impact on Student Engagement and Academic Performance. <i>P.M.M.D. Pathiraja</i>
	IRSM033IS12	The Impact of Playing Violent Video Games on Physiological Desensitization to Real-Life Violence by Young Violent Video Game Players in Colombo District. <i>W.M.C.P. Wijekoon, T.U.S. Senarath</i>
	IRSM205IS36	Impact of Robotic Process Automation (RPA) on Operations in Commercial Banks in Urban Council Area, Anuradhapura. <i>R.D. Mekala, H.M.B.P. Ranaweera</i>
	IRSM257IS41	Factors Influencing the Intention of Digital Payment Adoption Among Generation Z: Special Reference to Kurunegala District, Sri Lanka. <i>D.M.S.P. Dissanayaka, M.A.I.T. Marasinghe</i>

Zoom topic: IRSM 2024 | Information Systems Track | Virtual Panel 05

Zoom ID: 997 9869 5727

Zoom Password: 1uJ*Vgm4

Zoom Link: <https://learn.zoom.us/j/99798695727?pwd=nTPAxcM0o1udYUOqeQ0HdVaKQb4Za.1>

Join Meeting

Information Systems – Panel 06 (Online)

(11.00 AM - 01.30 PM)

Panel Chair : Dr. A. Ilmudeen
Panel : Mrs. L.N.A.B.M. Nissanka
Members : Mr. R.M.G.H.N. Rathnayake
Rapporteur : W.V. Vinith
Contact No. : +94(0)76 623 5859
E-mail : tlcvinith@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM003IS02	The impact of Social Media Usage on Psychological Well-being among Undergraduates of Rajarata University of Sri Lanka. <i>MSN Lakmali, Mihiri Wickramasinghe</i>
	IRSM100IS25	Exploring the Factors Affecting the Employability of Information Technology Graduates: A Study at Rajarata University of Sri Lanka. <i>GHI Madushani, DHDS Wickramasiri</i>
	IRSM108IS26	Effect of the Technostress on the Academic Performance of State University Students (A Case Study of Rajarata University of Sri Lanka). <i>RMNGH Rathnayaka, HMBP Ranaweera</i>
	IRSM175IS33	The Role of Information Systems in Enhancing Green Accounting Practices: A Study on Corporate Environmental and Financial Performance. <i>S.L.K Adhikari, K.M.M H. B Senevirathna</i>
	IRSM201IS34	Remote Working Performance Among IT Professionals in Sri Lanka. <i>R.A.I.M. Rathnayaka, GSR Gunathunga</i>
	IRSM204IS35	Impact of Digital Banking Adoption on Customer Satisfaction Special Reference to Listed Commercial Banks in Nuwara – Eliya District Sri Lanka. <i>T.I.N. Shakeera, M.A.I.T. Marasinghe</i>
	IRSM219IS37	Investigating the most effective data augmentation techniques for enhancing image classification performance in CNN models. <i>PHHC Jayasooriya, HMBP Ranaweera</i>
	IRSM066IS17	Adoption to Real-Time Online Learning among Undergraduates of Sri Lankan National Universities: Extending decomposed Theory of Planned Behaviour with IS Success Model. <i>R. Arthika, KMPGAJ Bandara</i>

Zoom topic: IRSM 2024 | Information Systems Track | Virtual Panel 06

Zoom ID: 938 4158 3932

Zoom Password: wMY%cNZ3

Zoom Link: <https://learn.zoom.us/j/93841583932?pwd=k1JdHvRkfalyPmfvYHHbGc3P3cnVgP.1>

Join Meeting

Marketing & Supply Chain Management – Panel 01 (Physical)

Venue: MKT Resource Lab

(11:00 am – 12:30 pm)

Panel Chair : Prof. Ravi Dissanayake
Panel : Mrs. NHK Cooray
Members : Ms. Shanika Wijenayake
Rapporteur : Mr. M.W.U.K. Iroshana
Contact No. : +94(0)70 229 4506
E-mail : uiroshana727@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM008MSCM01	Impact of Green Supply Chain Management Practices on Economic Sustainability in Apparel industry. (Special reference to Katunayake Export Processing Zone, Sri Lanka.) <i>P.N Dharmawansha, S.M.D.N. Jayawardane</i>
	IRSM016MSCM02	Impact of Instagram Advertisements on Online Purchasing Intention of Generation Z in Sri Lanka. <i>IM Rajapaksha, S.M.D.N. Jayawardane</i>
	IRSM025MSCM03	Impact of Code-Mixed Television Advertisements on Persuasion of Customers in Colombo District. <i>LI Manorathne</i>
	IRSM043MSCM09	Role of Brand Love in Developing Customer Engagement examining the mediation of Brand Jealousy among Generation Y with Special Reference to Liquor Industry in North Central Province of Sri Lanka. <i>A.M.S.I. Adhikari, H.M.U.S. Hendeniya</i>
	IRSM070MSCM10	The impact of Brand Authenticity on Brand Preference with the mediation of Brand Image: Special reference to Textile Market in Western Province Sri Lanka. <i>M.A.D.T. Manorathna, H.M.U.S. Hendeniya</i>
	IRSM080MSCM18	Factors Influencing Customer Satisfaction in the Fast-Food Industry: A study from Western Province, Sri Lanka. <i>S Rathnayake, S M B L Suraweera</i>
	IRSM101MSCM20	The impact of Perceived Credibility of Instagram user-generated contents towards Purchase Intention with the mediating role of Customer Attitude: Special reference to Cosmetic Industry in Western province of Sri Lanka. <i>W.D.H.N. Jayasinghe, H.M.U.S. Hendeniya</i>
	IRSM034MSCM06	Exploring the Challenges of Augmented Reality (AR) Applications (Apps) in Sustainable Digital Marketing: A Case Study of Arts and Crafts MSMEs in Sri Lanka. <i>Dilogini S, Shivany S</i>

Marketing & Supply Chain Management – Panel 02 (Physical)

Venue: FMS 12 Hall

(11:00 am – 12:30 pm)

Panel Chair : Prof. Sudath Weerasiri
Panel : Mr. Thilina D Karunanayake
Members : Dr. JDT Madhusanka
Rapporteur : H.K.M.P Ranjith
Contact No. : +94(0)71 915 3161
E-mail : maduwanthapasidu01@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM102MSCM21	The impact of Unethical Advertising on Customer Loyalty with the mediating effect of Consumer Trust: with special reference to Skin Care Industry in Central Province, Sri Lanka. <i>D.M.T.S.B. Dissanayaka, H.M.U.S. Hendeniya</i>
	IRSM122MSCM22	Building Brand Trust and Sustainability of MSMEs Through Storytelling: Strategies for Marketing Eco-Friendly Products. <i>K. Jegashini, S. Shivany</i>
	IRSM142MSCM28	Supermarket Service Quality and Its Impact on Customer Loyalty: A Study in the Badulla District. <i>SSNA Subasingha, WMPGR Pushpakumara</i>
	IRSM152MSCM31	Impact of Warning Labels in Tobacco Industry On Consumers' Purchase Intention(With Special Reference to Gampaha District of Sri Lanka) <i>P. G. D. S. Premalal, D.M.D. Chathurika</i>
	IRSM153MSCM32	The Effect of Nutritional Knowledge on Consumer Eating Motivation and the Mediating Effect of Intention to Discard Fast Foods: With Special Reference to Fast Food Consumers in Colombo District in Sri Lanka. <i>W.P.S. Kaluwila, H.M.U.S. Hendeniya</i>
	IRSM178MSCM42	Effect of Emotional Storytelling in Advertising on Brand Loyalty with the mediation of Brand Love: Special reference to the Carbonated Soft Drink Market in the Western province of Sri Lanka. <i>H.G.S. Deshanjana, H.M.U.S. Hendeniya</i>
	IRSM267MSCM62	Exploring the Influence of Perceived Value on Premium Educational AI Tool Adoption: The Mediating Role of Consumer Attitudes among University Students in Sri Lanka. <i>M.H.S Silva, H.M.U.S. Hendeniya</i>
	IRSM306MSCM64	The Impact of Visual Merchandising on Consumer Purchase Intention: With Special Reference to Medium Scale Fashion Stores in Kurunegala District. <i>S.M.U. Dewmini, T.M.E.G.D Bandara</i>

Marketing & Supply Chain Management – Panel 03 (Online)

(11:00 AM – 01:30 PM)

Panel Chair : Prof. MIM. Hilal
Panel : Mrs. S. Somasiri
Members : Ms. R.M.U.R.K.Rathnayaka
Rapporteur : S.D. Rohanadeera
Contact No. : +94(0)74 349 9911
E-mail : suleesharohanadeera02@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM030MSCM04	The effect of Electronic Banking Service Quality on E-customer Satisfaction and Loyalty (With Special Reference to Anuradhapura District in Sri Lanka) <i>B.B.A. Dilhani, W.P. Wijewardena, C.T. Gamage</i>
	IRSM031MSCM05	The Impact of Digital Supply Chain on Lean Methods Used in Apparel Industry in Sri Lanka (Special Reference to Western Province) <i>R.M.C.M. Rathnayake, S.M.D.N. Jayawardane</i>
	IRSM038MSCM07	Lean Supply Chain Management and Sustainability: Future Implications. <i>Ekanayake,S., Rajapaksha,S.</i>
	IRSM042MSCM08	Consumer Perception Towards The Plastic Packaging in Fast Moving Consumer Goods Market in Kurunegala Municipal Council Area. <i>WMSA Jayawardhana, WMPGR Pushpakumara</i>
	IRSM077MSCM17	The impact of Omnichannel Retailing on Consumer Dwell Time with special reference to the Fashion Industry in Western Province, Sri Lanka. <i>B.W.S. Madhushani, D.M.D. Chathurika</i>
	IRSM127MSCM23	Impact of Stealth Marketing on Customer Engagement; the mediating role of Word of Mouth; with special reference to the Food and Beverages Industry in Western Province in Sri Lanka. <i>M.D.R. Thushan, J.D.T.Madhusanka</i>
	IRSM128MSCM24	Impact of Agile Marketing on Brand Attachment with the Mediating Role of Brand Trust with Special Reference to the Cosmetic Industry in the Western Province of Sri Lanka. <i>K.M.L.Kalani Wasana, J.D.T.Madhusanka</i>
	IRSM135MSCM25	Impact of Social Media Brand Engagement on Destination Brand Value Co-creation with mediating Destination Brand Patriotism with special reference to local residents in the tourism industry who visit Southern Province Sri Lanka. <i>W.M.A.M.Jayaweera, J.D.T.Madhusanka</i>

Zoom Topic: IRSM_MSCM03

Zoom ID: 954 4620 8491

Zoom Password: Irsm2024#"

Zoom Link: <https://learn.zoom.us/j/95446208491?pwd=Nwrq1eh8scCOv8fZ1uRlkI3XQvtdsG.1>

Join Meeting

Marketing & Supply Chain Management – Panel 04 (Online)

(11:00 AM – 01:30 PM)

Panel Chair : Dr. GPK Nishadi
Panel : Mrs. Thejani Madhuhansi
Members : Mr. V. Kumaradeepan
Rapporteur : M.A.H Madhuwanthi
Contact No. : +94(0)76 544 3715
E-mail : madhumunasingha0@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM139MSCM26	Determinants of Instagram Influencers' Impact on Youth's Brand Engagement : Special Reference to Clothing Brands in Western Province. <i>WMR Thathsarani, YMWGPK Udurawana</i>
	IRSM141MSCM27	The impact of Spokesman Credibility on Purchase Intention: the mediating role of Herd Behaviour in the Beauty Care Industry of Western Province, Sri Lanka. <i>SP Wilwaraarachchi, J.D.T.Madhusanka</i>
	IRSM149MSCM29	The Impact of Customer Perception of Sponsorship on Sponsorship Response with the mediation role of Brand Attitude:Special reference to Sri Lankan Telecommunication industry for Sport Sponsorship. <i>W.P.K. Thaksala, H.M.U.S. Hendeniya</i>
	IRSM151MSCM30	The Influence of B2C E-Commerce website quality on customer satisfaction with mediating effect on Perceived Playfulness Special reference to the Millennials Generation in Colombo District, Sri Lanka. <i>G.G.S.S.Lakmali, Y.A.N.K.Kularathne</i>
	IRSM157MSCM35	The Impact of Supplier Relationship Management Practices on Supply Chain Performance in Apparel Sector in Sri Lanka (With Special Reference to Western Province). <i>W. A. A. Welagedara, S.M.D.N. Jayawardane</i>
	IRSM158MSCM36	Factor influencing on Supply Chain Responsiveness in Classified Tourist Hotels in Sri Lanka. (With Special Reference to Central Province.) <i>W. M. P. D. Weerasinghe, S.M.D.N. Jayawardane</i>
	IRSM163MSCM39	Drivers of Reverse Logistics and Capabilities on Operational Performance: with special reference to Pharmaceutical Industry. <i>P.A.S.P. Pananwala, Nilakshi W Galahitiyaw</i>
	IRSM167MSCM40	Impact of E-Commerce Quality on Customer Satisfaction towards Fashion Brands; Generation Y Perspective (Reference to Western Province, Sri Lanka) <i>D.A.A.T. Somasiri, S.M.B.L. Suraweera</i>

Zoom Topic: IRSM_MSCM04

Zoom ID: 960 2619 0625

Zoom Password: Irsm2024#"

Zoom Link: <https://learn.zoom.us/j/96026190625?pwd=pfGegfx5GPH7hlgiPFMeGQAD3XA7PJ.1>

Join Meeting

Marketing & Supply Chain Management – Panel 05 (Physical)

Venue: FMS 12 Hall

(01:30 pm to 3:30 pm)

Panel Chair : Prof. Shivany Shanmugathas
Panel : Mr. Jude Leon
Members : Mrs. V. Kajanthy
Rapporteur : Ms. DCH Wijesuriya
Contact No. : +94(0)76 307 4648
E-mail : hansiwije2002@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM071MSCM11	From Traditional to Digital: Empowering Sun Mixture through University-Community Development Participatory Action Research. <i>Lambert. A. D. A, Uthayakumar. A. D. A</i>
	IRSM072MSCM12	Digital Transformation of Traditional Restaurant MSME in Sri Lanka: University-Community Development Participatory Action Research. <i>Liyanage. H. L. M. K, Kanchana. H. P. G</i>
	IRSM073MSCM13	University-Community Development Participatory Action Research on Digital Marketing Adoption by Royal Animal Hospital. <i>Danuya. M, Ramyah. M</i>
	IRSM074MSCM14	A Roadmap in Enhancing Digital Marketing Capabilities at Saidiha Multi Products: University-Community Development Participatory Action Research. <i>Rosangeline. S, Vithursiya. S</i>
	IRSM075MSCM15	Exploring the Path to Digital Marketing in MSME: University-Community Development Participatory Action Research. <i>Erandathi. W. M. S, Wijerathna. W. M. I. W</i>
	IRSM076MSCM16	Practical Execution of Digital Marketing for Natural Beauty: University-Community Development Participatory Action Research. <i>Sriragabairavi T., Karunarathne. U. G. D. G</i>
	IRSM234MSCM55	Factors Influencing Customer Perception of Digital Banking Services: A Study of Banking Customers in the Anuradhapura District, Sri Lanka. <i>A.M.A. Diwyanjalee, M.A.I.T. Marasinghe</i>

Marketing & Supply Chain Management – Panel 06 (Online)

(01:00 pm – 03:30 pm)

Panel Chair : Dr. M. Karunanithy
Panel : Dr. S. Rajumesh
Members : Mr. U. J. Mirando
Rapporteur : K.M.D.M Wijerathna
Contact No. : +94(0)75 284 2082
E-mail : dilkimalshani101@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM176MSCM41	The Impact of Guerrilla Marketing on Purchase Intention: The Moderating Effect of Brand Image with Special Reference to Fast-Food Industry in the Western Province Sri Lanka. <i>SAS Lakshan, J.D.T.Madhusanka</i>
	IRSM179MSCM43	The impact of the YouTube beauty vloggers on consumer purchase intention, With special reference to the Cosmetic Product Industry in Western Province, Sri Lanka. <i>L.G.S.I.Weerasinghe, Y.A.N.K. Kularathna</i>
	IRSM180MSCM44	Impact of a Supermarket Website's Quality on Customer Satisfaction; with Special Reference to Undergraduates at the Rajarata University of Sri Lanka. <i>T.G.M Chandrasiri, Y.A.N.K. Kularathna</i>
	IRSM193MSCM49	The Impact of TikTok Influencers' Attributes on Consumer Purchase Intention; With Special Reference to Cosmetic Products in Sri Lanka. <i>A.M.G.I.A. Pooliyadda, T.M.O.K.K. Bandara</i>
	IRSM207MSCM51	Youth Buying Behavior in Online Shopping: with special reference to Clothing Industry in Sri Lanka. <i>D.L.A. Wickramaarachchi, G.S.R. Gunathunga</i>
	IRSM208MSCM52	Analyzing the impact of social media platforms on customer engagement: With special reference to the retail customers in Colombo district, Sri Lanka. <i>R.G.D. Shashikala, M.A.I.T. Marasinghe</i>
	IRSM209MSCM53	Analysing Factors Affecting on Online Purchasing Intention of Millennials with Special Reference to Executive Level Employees in Anuradgapura District. <i>M.S.N. Wimaladasa, M.A.I.T. Marasinghe</i>

Zoom Topic: IRSM_MSCM06

Zoom ID: 940 9802 4458

Zoom Password: Irsm2024#"

Zoom Link: <https://learn.zoom.us/j/94098024458?pwd=jxrNaalT5IRf8ai1VCyiljhb4CnLF7.1>

Join Meeting

Marketing & Supply Chain Management – Panel 07 (Online)

(02:00 pm – 03:30 pm)

Panel Chair : Prof. Bandara Wanninayake
Panel : Dr. Ruwangi Chandrasekara
Members : Ms. K.D.M.K. Weeratunge
Rapporteur : K.G.H. Dilakshika
Contact No. : +94(0)76 657 9024
E-mail : heshanjalid1@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM235MSCM56	Evaluate the Impact of Supermarket Service Quality on Customer Loyalty: Special Reference to North Western Province, Sri Lanka. <i>T.A.T. Deshanjalee, M.A.I.T. Marasinghe</i>
	IRSM236MSCM57	Factors Affecting on Adoption of Digital Banking Services: with special reference to Youth consumers in Western Province, Sri Lanka. <i>K.H.S.P. Dharmarathna, M.A.I.T. Marasinghe</i>
	IRSM238MSCM59	Evaluating the Factors Affecting Young Consumers' Purchase Intention of Green Products: Special Reference to Central Province, Sri Lanka. <i>B.G.I.C.D. Senevirathna, M.A.I.T. Marasinghe</i>
	IRSM237MSCM58	The Impact of Green Supply Chain Management practices on the Performance of Food Manufacturing Companies in Western Province, Sri Lanka. <i>K.D.P.Perera, U.W.M.R.S..Kappagoda</i>
	IRSM239MSCM60	Factors Influencing the Adoption of Internet Banking by Women: Special Reference to the Western Province, Sri Lanka. <i>W.D.G.K.D. Karunarathna, M.A.I.T. Marasinghe</i>
	IRSM240MSCM61	The Effects of Perceived Luxury Value on Purchase Intention the Mediating Role of Customer Engagement with Special Reference to Online Fashion Retailing Industry in Western Province in Sri Lanka. <i>N. Sachintha Sanjeewa, J.D.T.Madhusanka</i>
	IRSM269MSCM63	Revitalizing Traditional Theatres in Sri Lanka: The Role of Marketing Mix Elements and Competitive Pressures. <i>A.H.M. De Alwis</i>

Zoom Topic: IRSM_MSCM07

Zoom ID: 917 6092 6971

Zoom Password: Irsm2024#"

Zoom Link: <https://learn.zoom.us/j/91760926971?pwd=yFiggRP7lSNVCrlfd2EBipzY8ix2Il.1>

Join Meeting

Tourism, Event & Hospitality Management – Panel 01 (Physical)

Venue – Old Faculty Auditorium

(11.00 AM to 1.30 PM)

Panel Chair : Snr. Prof. Ranjith Wijayawardena
Panel : Dr. DMC Dassanayake
Members : Mrs. KTNP Abeywickrama
Rapporteur : Mr. WDT Leelachandra
Contact No. : +94(0)77 1828112
E-mail : dushantharusha19971110@gmail.com

Time	Paper ID	Topic and the Author/s Name
	IRSM063THM03	Role of Legal Frameworks in the Adoption of Sustainable Practices in the Event Industry: The Case of Sri Lanka. <i>D.B.S.M. Senanayake, P.K.U. Perera</i>
	IRSM065THM04	Preferences and Practices of Eco-Friendly Leisure Travelers. <i>K.A.J.S Jayasuriya,</i>
	IRSM114THM08	Identifying the Potentials and Challenges of Promoting Atanwala Village in Matale District as a Rural Tourism Destination. <i>H.M.L.K.K. Jayasekara, J.A.P.M. Jayasinghe</i>
	IRSM251THM28	Exploring the Potentials and Challenges of Developing Alco-Tourism in Sri Lanka: Insights from the Southern Coastal Belt. <i>B. D. S. H. Dharmasena, P. K. U. Perera</i>
	IRSM241THM23	Factors Influencing Foreign Tourists' Satisfaction: A Special Reference to The Central Province in Sri Lanka. <i>H.M.R.W.K. Wijekoon, T.M.O.K.K. Bandara</i>
	IRSM252THM29	Challenges and Benefits of Adopting Artificial Intelligence in Sri Lanka's Food and Beverage Industry: Insights from Industry Professionals. <i>R.A.U. Piumanthi, P. K. U. Perera</i>

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

(02.00 PM - 03.30 PM)

Panel Chair : Olivier Naria
Panel : Mr. CNR Wijesundara
Members : Dr. (Mrs.) A.C.I.D. Karunaratne
Rapporteur : Ms. Nipuni Madhumekala
Contact No. : +94(0)77 803 9572
E-mail : nipunitmadhumekala@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM013THM02	YouTube Travel Vlogs as a Tourism Marketing Instrument: A Focused Analysis on Homestays in Sri Lanka. <i>L.V.M.G.Vithana</i>
	IRSM113THM07	Exploring the Impact of the Theory of Planned Behaviour on Consumer Buying Behavior for Vegetarian Menu Options in High-end Hotels in Sri Lanka. <i>P.W.B.N. Umayya, DDP Sanjeewa</i>
	IRSM119THM09	Unravelling the contribution of wildlife photography in elephant conservation initiatives in Sri Lanka. <i>R.K.K. Shanika, J.A.P.M. Jayasinghe, D.M.C. Dassanayake, W.H.M.S. Samarathunga</i>
	IRSM133THM10	Adaptation Strategies, Tourists Revisit Intention and Customer Attractiveness of Hotel Sector in Sri Lanka. <i>M.T.U. Chandrasiri, J.P.R.C. Ranasinghe, M.M.P.K. Munasinghe</i>
	IRSM137THM11	Street Food Vendors' Experiences, Challenges, and Opportunities in Colombo, Sri Lanka: A Study of Tourist Engagement. <i>H.A.I.S Perera, KTNP Abeywickrama</i>
	IRSM168THM13	Empowering Marginalized Communities Through Tourism: The Case of Polonnaruwa UNESCO World Heritage City. <i>M.U.M.T. Sewwandi, JAPM Jayasinghe</i>

Zoom Topic: IRSM_THM02

Zoom ID: 953 7736 0181

Zoom Password: diYpj7j#

Zoom Link: <https://learn.zoom.us/j/95377360181?pwd=atO7g8DT48790c0aFWC3vMEHEnrGnb.1>

Join Meeting

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

(10.00 AM - 01.00 PM)

Panel Chair : Prof. RSSW Arachchi
Panel : Mr. A.M.D.B. Nawarathna
Members : Mrs. J.A.R.C. Sandaruwani
Rapporteur : Ms. Parindya Jayalath
Contact No. : +94(0)76 0766398
E-mail : parindyahansani@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM169THM14	Use of Artificial Intelligent for Tourism Development in the Sri Lanka (Special reference to Colombo District). <i>I.M.G.M. Samarasinghe, WHMS Samarathunga</i>
	IRSM170THM15	Assessing the impact of Airport Service Quality on Passenger Satisfaction and Loyalty: A Case Study of Jaffna International Airport. <i>N.Mayunesan, WHMS Samarathunga, DMC Dassanayake</i>
	IRSM171THM16	Mapping tourist visitor experience using trip advisor reviews: The case of Hurulu Eco Park. <i>M.S. Dhananjaya, WHMS Samarathunga</i>
	IRSM172THM17	Stagnation and Revival of Spice Tourism: The Case of Matale, Sri Lanka. <i>K.C. Dharmarathne, WHMS Samarathunga</i>
	IRSM186THM19	Demographic and Socio-economic Determinants of Alcohol Consumption in Sri Lanka: A Case Study of the Anuradhapura District. <i>A.G.A. Bandula, YM Wickramasinghe, SAU Niranjala</i>
	IRSM197THM20	The impact of Social Media Influencers on Destination Choice: A Study Based on Sigiriya, Sri Lanka. <i>R.M.H.E. Rathnayaka, J.A.P.M. Jayasinghe</i>
	IRSM200THM22	Tourism Netnography: Impact of User Engagement on YouTube Vlogs on Destination Image and Intention to Visit Sigiriya, Sri Lanka. <i>D.A.A. Samindini, J.A.P.M. Jayasinghe</i>

Zoom Topic: IRSM_THM03

Zoom ID: 949 6650 7284

Zoom Password: g0.6?aVW

Zoom Link: <https://learn.zoom.us/j/94966507284?pwd=ZlScQekaSzxAlnbh9vi2CM6bSFrPvo.1>

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Tourism, Event & Hospitality Management – Panel 04 (Online)

(01.00 PM - 02.30 PM)

Panel Chair : Prof. MSMASLAM Aslam
Panel : Mrs. SNS Dahanayake
Members : Mrs. EW Biyiri
Rapporteur : Ms. Deshani Pathumika
Contact No. : +94(0)75 399 0345
E-mail : deshanipathumika@gmail.com



Time	Paper ID	Topic and the Author/s Name
	IRSM243THM25	Challenges confront by Tourism and Hospitality Undergraduates during Industrial Training Programs: a study on Career Aspirations and Intentions. <i>M.G.V. Sewwandi, DDP Sanjeewa</i>
	IRSM247THM26	The Impact of Eco-certification on International Tourists' Hotel Choices in Sri Lanka. <i>Minusha Weerakkody, Kusal Nissanka</i>
	IRSM173THM18	Prospects and Challenges of Community-based Eco-Tourism Development in Post-war Areas: Case of Chundikulam Bird Sanctuary. <i>M.Thamilvany, WHMS Samarathunga</i>
	IRSM253THM30	Exploring the Community Perceptions towards the Impact of Tourism in Hiriwadunna Rural Village. <i>K.I. Udayangani, DDP Sanjeewa</i>
	IRSM266THM32	Identifying Tourism as a Strategy to Minimize Human-Elephant Conflicts: A Case Study of Udawalawe National Park and its Adjacent Areas. <i>W.A.D.S. S. Sanjana, K.T.L.U.S. Dayangana, S.A.I. Somarathna</i>
	IRSM307THM33	Social Media Influence on Destination Choice of the Younger Generation in Sri Lanka. <i>T.A.M. Ranasinghe, KTNP Abeywickrama</i>

Zoom topic: IRSM_THM04

Zoom ID: 949 1321 9617

Zoom Password: jyH#C3Gy

Zoom Link: <https://learn.zoom.us/j/94913219617?pwd=N9EaltShPlpo8bR8Vs9ce3AagSrGj2.1>

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*Department of Tourism and Hospitality Management, Faculty of Management Studies,
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Past Symposiums

The **International Research Symposium on Management (IRSM)** at Rajarata University of Sri Lanka has served as a significant platform for academics, researchers, and practitioners to share insights, innovations, and best practices in management. The symposium evolved from national to international stature, gradually incorporating diverse themes reflecting current challenges, emerging trends, and future directions in the field.

1st National Symposium on Management (2017)

Held on June 2, 2017, this inaugural symposium, themed "**Exploring Business Insights**," marked the beginning of an enriching journey in management research. Spearheaded by Symposium Chair Prof. K.G.A. Udayakumara and featuring keynote speaker Prof. Ananda J. Patabendige, the event showcased 30 abstracts that delved into various business insights. This symposium laid the groundwork for academic exchanges and set a precedent for future symposia, establishing a collaborative space for budding scholars in management.

2nd National Symposium on Management (2018)

The second symposium, conducted on September 7, 2018, under the theme "**Inspiring Research for Knowledge Creation in Management**," expanded its focus, encouraging researchers to contribute new knowledge to the field. Keynote speaker Prof. (Mrs) R. Lalitha S. Fernando inspired attendees to embark on meaningful research journeys, and the event attracted 68 abstracts. The collaborative environment fostered vibrant discussions, idea exchanges, and networking among participants, further strengthening the symposium's reputation as a hub for academic growth.

3rd National Symposium on Management (2020)

Centered on the theme "**Wisdom for Sustainability: Youth Engagement through Research and Innovation**," the 3rd National Symposium on August 20, 2020, highlighted the essential role of youth in driving sustainable practices through research. Keynote speaker Prof. Arosha S. Adikaram emphasized youth's potential in contributing to sustainability. With a record 127 abstracts presented, this event provided a crucial platform for young researchers to share ideas and connect with experienced professionals, promoting a culture of innovation and sustainable development.

4th National Symposium on Management (2021)

As the world adapted to the "new normal," the 4th National Symposium, held on June 10, 2021, tackled the theme "**The New Normal: Building Resilience to Keep Businesses Moving**." Distinguished speakers, including Prof. Bandara Wanninayake and Dr. Jenny Cave, addressed the challenges of sustaining businesses amid uncertainties. With 155 abstracts presented, the symposium underscored resilience as a vital strategy in the face

of disruption. Discussions focused on adaptability and strategic thinking, fostering resilience in business and academia alike.

International Research Symposium on Management 2022

Marking a milestone in its evolution, the first International Research Symposium on Management (IRSM) took place on October 6, 2022, with the theme **"The BANI World: Co-creating Business Resilience towards the New Normal and Beyond."** Conducted as a hybrid event during the pandemic, IRSM 2022 broadened the symposium's scope to include international participants, aiming to bridge industry and academia. The event welcomed extended abstracts from diverse management disciplines and encouraged global collaboration, highlighting the potential of young researchers in navigating complex global challenges.

International Research Symposium on Management 2023

The second IRSM in 2023, themed **"From Resilience to Resistance: The Role of Digital Transformation in Business Sustainability,"** recognized the increasing significance of digital transformation in enhancing business resilience and sustainability. Keynote speakers from esteemed international institutions, including Prof. Dr. Christian M. Ringle, Prof. Mohammad Nurunnabi, and Dr. A.D. Nuwan Gunarathne, shared their insights on leveraging digital strategies for sustainable growth. This symposium reinforced the importance of technology in achieving business continuity and underscored the role of academia in supporting digital resilience.

Over the years, the IRSM has evolved from a national platform to an international gathering, continually adapting its themes to reflect the changing dynamics of the business world. By addressing critical topics such as sustainability, resilience, and digital transformation, the symposium has consistently promoted innovation, collaboration, and excellence in management research. It stands as a testament to the Faculty of Management Studies' commitment to advancing knowledge and fostering academic engagement in an ever-evolving field.

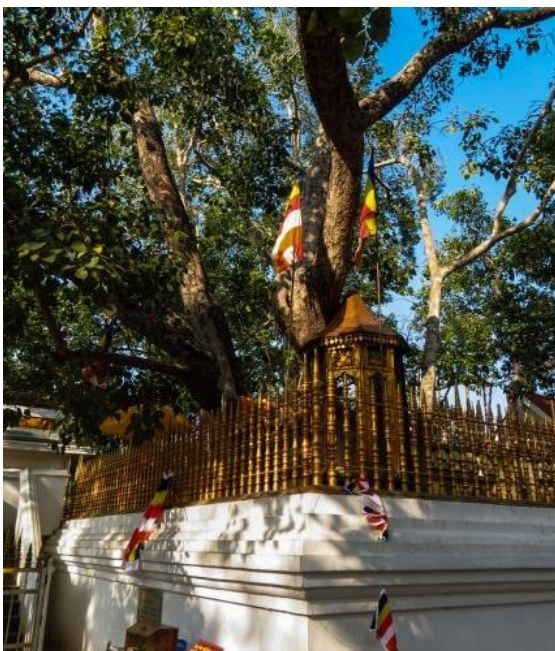
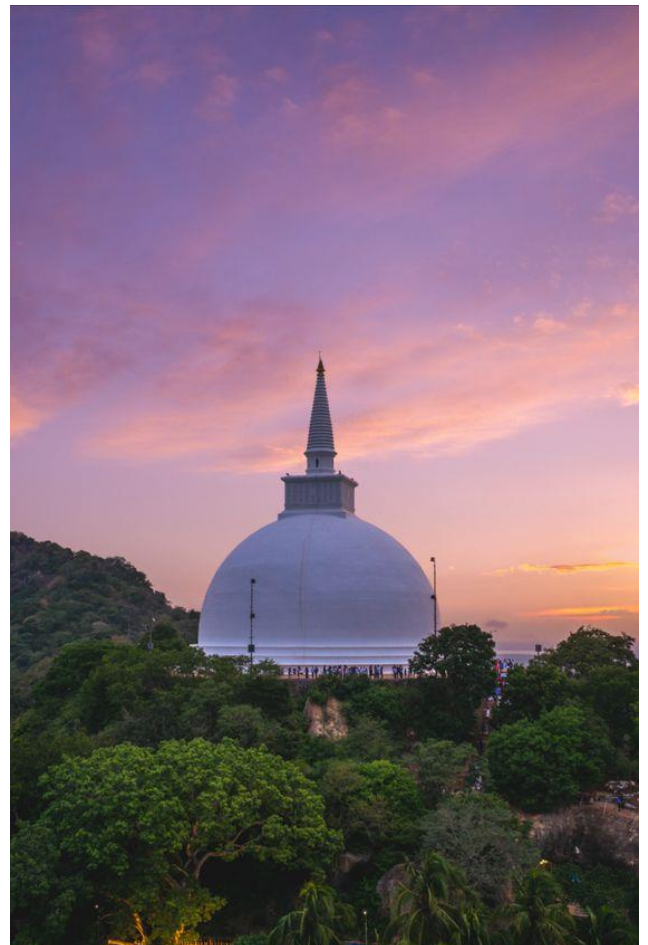
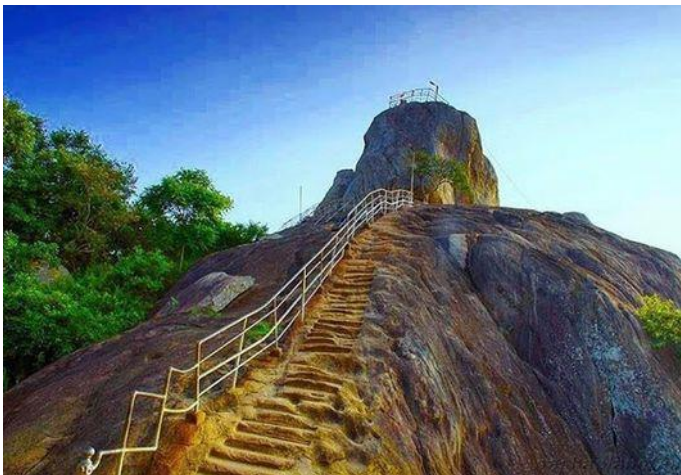
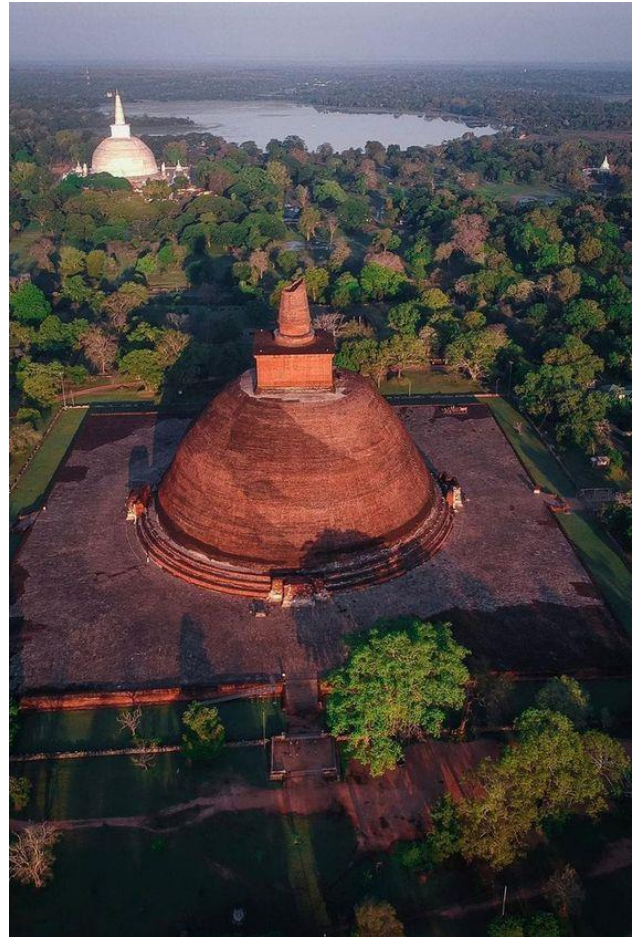
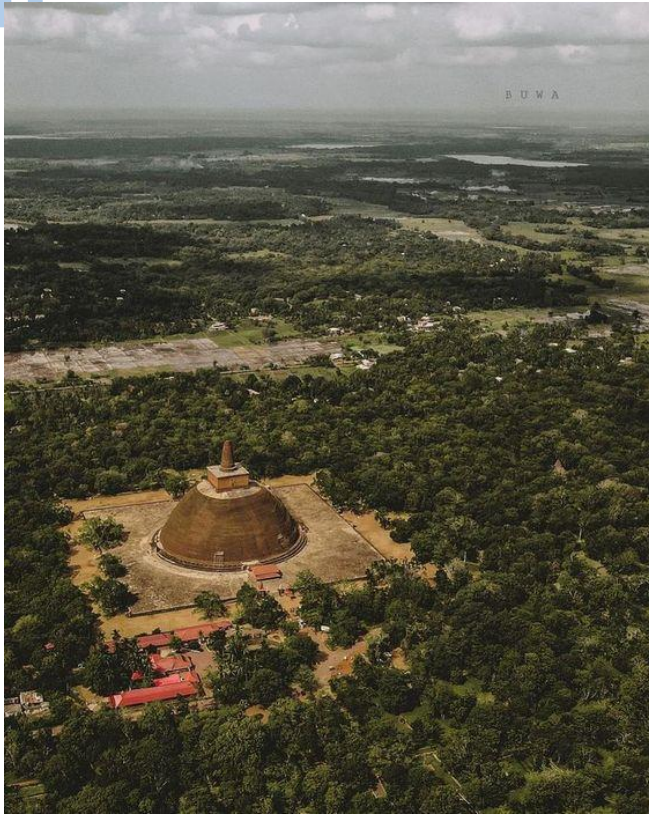


The historic cities of Anuradhapura and Mihintale

Anuradhapura is one of Sri Lanka's most treasured historical sites, once the bustling heart of the ancient Sinhala civilization and now a UNESCO World Heritage Site. For centuries, it was a vital center for Theravada Buddhism, and its well-preserved ruins still draw visitors eager to connect with that history. Among the remarkable landmarks are the Sri Maha Bodhiya, the world's oldest recorded tree; Ruwanweliseya, a revered ancient stupa; and Thuparamaya, Sri Lanka's first pagoda. Other notable sites include the Lovamahapaya, or Brazen Palace, along with Jethawanaramaya and Abayagiriya, which, incredibly, are the tallest ancient structures in the world after Egypt's pyramids. Anuradhapura's ancient irrigation reservoirs Tissawewa, Nuwarawewa, and Basawakulama, were engineering marvels that supported agriculture for nearly 2,000 years.

Today, Anuradhapura is Sri Lanka's largest district, covering a vast 7,179 km² in the North Central Province, with a population of around 860,575. The district's demographic makeup is predominantly Sinhalese (92%) and Buddhist (90%), which reflects the continued dedication to the city's Buddhist heritage. While agriculture was once the primary livelihood, the economy has shifted, with the service sector now accounting for a substantial 5.6% of the national GDP. Tourism, particularly from international visitors, is a major contributor, and the city's road and rail connections—linking it to Colombo, Kandy, Jaffna, and other key cities make it an accessible destination. Anuradhapura is also home to numerous educational institutions, including the Bhikshu University and the Open University.

Just 14 kilometers to the east lies Mihintale, a revered site considered the birthplace of Sinhalese Buddhist civilization. This is where Arhat Maha Mahinda Thero first introduced Buddhism to King Devanampiyatissa over 2,350 years ago, a moment commemorated every year on the Poson full moon poya day. Mihintale is known for its historic ruins, caves, and sites like the Lion Pond, Ambasthala Chetiya, and Aradhana Gala, drawing both pilgrims and tourists. Today, it's also home to Rajarata University, adding an academic spirit to the area's rich cultural legacy.





Faculty of Management Studies
Rajarata University of Sri Lanka