COMMERCE
RESEARCH SYMPOSIUM
2024

INSPIRING THE CREATIVITY AND SCHOLARLY
ACHIEVEMENTS OF COMMERCE STUDENTS

DEPARTMENT OF COMMERCE | UNIVERSITY OF SRI JAYEWARDENEPURA

**Commerce Research Symposium
2024**

**Inspiring the Creative and Scholarly Achievements of Commerce
Students**

**Department of Commerce
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura**

Commerce Research Symposium 2024 (CRS 2024)

Abstracts presented on the 18th February 2025

Department of Commerce Faculty of Management Studies and Commerce
University of Sri Jayewardenepura
Nugegoda, Sri Lanka.
Web: http://mgt.sjp.ac.lk/com/
Email: depcommerce@sjp.ac.lk

Abstracts of Commerce Research Symposium – 2024

18th February 2025

The abstracts are extracted from the undergraduates' research projects which have been completed as a partial requirement of Independent Study (COM 4643). The views expressed in this publication are of the authors and do not necessarily reflect the views of the Department of Commerce, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura.

Abstracts of Commerce Research Symposium – 2024

Panel of Reviewers:

Prof. (Ms.) K.M.V. Sachitra, Department of Commerce, FMSC, USJ

Dr. (Ms). G.A.T. Kaushalya, Department of Commerce, FMSC, USJ

Mr. K.S.L Wijayasinghe, Department of Commerce, FMSC, USJ

Mr. Ravindu Kulawardena, Department of Commerce, FMSC, USJ

Mr. Amesh Pathirana, Department of Commerce, FMSC, USJ

Mr. Hiran Abeywickrama, Department of Commerce, FMSC, USJ

Ms. Shanika Kumarasinghe, Department of Commerce, FMSC, USJ

Mr. Minusha Weerakkody, Department of Commerce, FMSC, USJ

Ms. Nisansala Kulathunga, Department of Commerce, FMSC, USJ

Message from the VC

It is with great pleasure that I extend my warmest congratulations on the 6th Commerce Research Symposium of the Department of Commerce, Faculty of Management Studies and Commerce. This remarkable event, held alongside the 21st International Conference on Business Management (ICBM) 2025, is clear evidence of the dedication of the department to building a strong research culture among its students.

The Department of Commerce has long been recognized for its academic excellence and the outstanding graduates it produces. Through initiatives such as this symposium, the department continues to support high-quality research among undergraduates, equipping them with the analytical and critical thinking skills necessary for their academic and professional growth. The inclusion of fifty student research abstracts in the symposium proceedings reflects the dedication and hard work of both our students and their mentors.

As the Vice Chancellor of the University, my vision is to see an increasing number of students actively engage in research, guided by our esteemed faculty members. Their contributions to knowledge and innovation will not only enhance their careers but also benefit the broader academic and business communities.

I extend my heartfelt congratulations to all students whose research has been recognized in this symposium. I also express my sincere gratitude to the academic and non-academic staff whose tireless commitment and efforts have made this event possible.

I wish the 6th Commerce Research Symposium great success and look forward to witnessing the Department of Commerce continue to lead similar initiatives in the future.

Senior Professor M. M. Pathmalal

Vice Chancellor
University of Sri Jayewardenepura

Message from the Dean
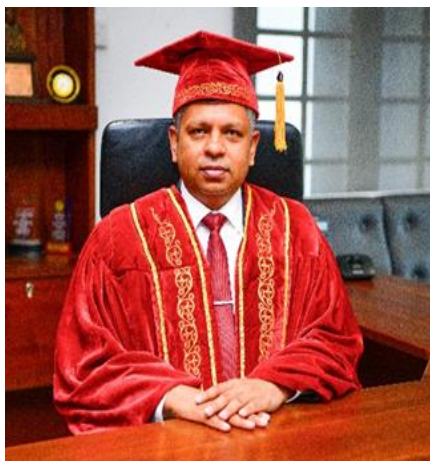
As the Dean of the Faculty, it is a privilege to write a few words for the sixth commerce research symposium, hosted by the Department of Commerce, in conjunction with the 21st International Conference on Business Management (ICBM) 2025. As we continue to navigate through global challenges and changes, the significance of research in commerce remains more pertinent than ever, not only for Sri Lanka but also for the international community. This symposium serves as a vital platform for our undergraduate researchers to demonstrate their innovative approaches and contribute to the discourse on commerce and its impact on societal development.

The research culture in our Faculty is not just about academic achievement, it is about building a community of learners and leaders who are prepared to tackle complex problems with innovative solutions. I am confident that the insights shared in this symposium will pave the way for new theories and practices that will enrich both academic and practical realms of commerce.

I extend my congratulations to the Head of the Department, the Conference Coordinator, and the entire organizing committee for their exceptional efforts in orchestrating this symposium, especially under the ongoing global recovery efforts. Your dedication ensures that our faculty remains a beacon of knowledge and innovation. To our students presenting, this symposium is a testament to your hard work and dedication to your field of study. Take pride in your contribution to the body of knowledge in commerce and may this experience inspire you to continue your pursuit of research excellence.

Thank you to everyone participating in and supporting the Sixth Commerce Research Symposium. I look forward to the wealth of knowledge that will emerge from this event and to the ongoing success of our students and faculty in the years to come.

Prof. Dushan Jayawickrama

Dean, Faculty of Management Studies and Commerce
University of Sri Jayewardenepura

Message from the Head of Department

On behalf of the Department, it is my pleasure to welcome all the undergraduate researchers, academics, business professionals, and our talented undergraduates to the 6th Annual Commerce Research Symposium.

Since 2019, this symposium has been a highlight of our academic year, showcasing the innovative research within our community. This year, we're excited to collaborate with the 21st International Conference of Business Management (ICBM) 2025 undergraduates' research day, amplifying the reach and impact of the event. The symposium's core mission is to explore contemporary issues across diverse fields of commerce.

The main aim of the Commerce Research Symposium is to share an insight into contemporary issues in diverse fields of commerce, including areas such as Management Studies, Accounting, Information Technology, Supply Chain, E-commerce, Commercial Law etc. which provides immense understanding to solve pressing business and economic challenges both locally and globally.

This event is a fantastic opportunity for our undergraduate researchers to showcase the culmination of their final-year research projects. I am proud to announce that this year's abstract book features 50 outstanding undergraduate research projects, a testament to their dedication and a step towards globalizing the impact of their work.

We eagerly anticipate a successful symposium, where our young researchers will share their exciting findings. I wish everyone a valuable and enjoyable experience.

Prof. (Ms). K.M.V. Sachithra

Head | Department of Commerce
University of Sri Jayewardenepura

List of Extended Abstracts

42	Identifying the Factors Influencing the Adoption of QR Code-Based Mobile Payment for Retail Purchases by Generation Z With Special Reference to the Western Province of Sri Lanka Sasuni Surekha, Ravindu Kulawardena	42
43	Assessing the Effectiveness of Carbon Offsetting Strategies in Achieving Carbon Neutrality Within the Apparel Sector of Sri Lanka Savishka Perera, Ravindu Kulawardena	43
44	Factors Affecting Digital Entrepreneurship Intention Among 'Generation Z' in Sri Lanka Semini Praveena, Minusha Weerakkody	44
45	Investigating the Factors Affecting the Acceptance of Crowdfunding By Startup Entrepreneurs in Sri Lanka Thanura Lasan, Vilani Sachitra	45
46	Green Banking Initiatives and Customer Satisfaction on Behavioural Intention Tharushi Gunadasa, Amesh Pathirana	46
47	Examine the Factors Influencing Green Purchasing Behavior in the Western Province of Sri Lanka Tharushi Liyanage, Amesh Pathirana	47
48	Examining the Influence of Electronic Word of Mouth on Purchase Intention of the Fashion Industry in Western Province Sri Lanka: Social Media Perspective Tharushi Lokupathirana, Minusha Weerakkody	48
49	Analysing the Factors Influencing Consumers' Behavioral Intention to Purchase Solar Panel Systems as Renewable Energy in An Emerging Economy Vidushika Sewmini, Amesh Pathirana	49
50	Factors Affecting Career Growth of Employees Working from Home: A Study with Special Reference to the IT Sector in the Western Province of Sri Lanka Vishnukaruni Balasubramaniam, Shanika Kumarasinghe	50

FACTORS AFFECTING ENTREPRENEURIAL INTENTION OF SRI LANKAN UNDERGRADUATES

A.G.S.I. Wijewardhane[1]*, Thilini Kaushalya[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
ishankawije@gmail.com [1]*, gatkaushalya@sjp.ac.lk [2]

Corresponding Author

Abstract

Purpose of the Study: This study investigates the factors influencing entrepreneurial intentions among Sri Lankan university students, focusing on attitudes, subjective norms, and perceived behavioural control. Emphasising the critical role of entrepreneurship in economic growth and addressing graduate unemployment, the research highlights the significance of fostering entrepreneurial intention in the Sri Lankan context.

Methodology: Grounded in Ajzen's Theory of Planned Behavior (TPB), the study employs a cross-sectional design with data collected through a structured survey from 420 undergraduates across various faculties of public universities in Sri Lanka. Quantitative methods, including multiple regression analysis, examined the relationships between the independent variables and entrepreneurial intentions.

Findings: The results reveal that attitudes toward entrepreneurship, subjective norms, and perceived behavioural control positively correlate with entrepreneurial intentions. Attitudes toward behaviour emerged as the strongest predictor, followed by perceived behavioural control and subjective norms, demonstrating the critical role of educational and societal influences in shaping entrepreneurial Intention.

Implications: The findings highlight the necessity of integrating entrepreneurship education into university curricula to enhance students' entrepreneurial skills and motivation. Policymakers and educators are encouraged to create supportive ecosystems that reduce barriers, such as limited access to credit and market opportunities, thereby fostering a culture of entrepreneurship. These insights are particularly relevant for addressing unemployment and promoting sustainable economic growth in Sri Lanka.

Limitations and Future Research Suggestions: The study is confined to public university students in Sri Lanka, employing a cross-sectional approach. Future research would expand to include longitudinal studies and private university contexts while exploring additional variables, such as cultural and environmental factors, that influence entrepreneurial intentions.

Keywords: Entrepreneurial intention**;** Theory of Planned Behavior; Sri Lankan university students; entrepreneurship education; economic growth.

INVESTIGATING THE INFLUENCE OF GREEN LOGISTICS PROCESSES ON THE ORGANISATIONAL PERFORMANCE OF SUPERMARKETS IN SRI LANKA

Buddima Weerathunga[1*], Vilani Sachitra[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
weerathungabuddima@gmail.com[1], vilani@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the study: This study explores the impact of green logistics on Sri Lankan supermarkets' performance. Green logistics, which involves eco-friendly planning, procurement, storage, and transportation, addresses market complexity and competitive pressure. Many Sri Lankan supermarkets still use outdated logistics, leading to high fuel consumption, poor route planning, and reliance on non-renewable resources. These inefficiencies increase costs, lower customer satisfaction, and raise carbon emissions. Implementing green logistics can improve environmental, economic, and operational outcomes.

Methodology: The study's conceptual framework was developed using the Triple Bottom Line (TBL) method, which promotes social fairness, environmental quality, and financial stability. Green Logistics Management (GLM) practices included Procedure-based, Evaluation-based, Partner-based, and General Environmental Management Practices. Data from 408 respondents supervisory employees, logistics and operational managers, and top management were collected via a structured questionnaire. Hypotheses were tested using multiple regression analysis.

Findings: Among the 408 respondents, 266 were male and 140 females. Cargills Food City (23.8%) and Keels Super (24.8%) had the highest supermarket representation, while Glomark (3.9%) and SPAR Supermarket (3.2%) had the lowest. The most familiar green logistics initiatives were eco-friendly packaging (20.1%), sustainable partnerships (16.4%), and renewable energy (16.2%). Green warehousing (9.6%) and energy-efficient transportation (9.3%) were the least used. General environmental practices had the most significant impact on environmental performance, while partner-based practices most influenced operational performance.

Implications: This study emphasises how supermarkets must adopt green logistics practices to promote sustainable development. Industry experts and policymakers can use these findings to plan initiatives which promote eco-friendly logistics practices and benefits for both the environment and the economy.

Limitations and Future Research Suggestions: Future research might examine how green logistics techniques affect organisational performance measures, including employee retention, brand reputation, and customer satisfaction.

Keywords: Green Logistics practices; Environmental performance; Operational performance; Supermarkets; Sustainability

EXPLORING THE CHALLENGES IN IMPLEMENTING BLOCKCHAIN TECHNOLOGY IN THE SRI LANKAN BANKING SECTOR

Chamath Rajapakse [1]*, Minusha Weerakkody[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
chamathrajapakse@gmail.com[1], minushaw@sjp.ac.lk[2]*

Corresponding Author

Abstract

Purpose of the Study: Blockchain technology has emerged as a transformative solution in global banking, addressing inefficiencies, enhancing security, and streamlining processes. Despite its promise, the Sri Lankan banking sector faces significant challenges in blockchain implementation. This study aims to explore the driving factors behind blockchain technology adoption and challenges in implementing blockchain technology in the banking sector of Sri Lanka. The Sri Lankan banking sector could leverage blockchain's potential to enhance efficiency, reduce costs, and improve competitiveness by addressing these challenges.

Methodology: The research adopts a qualitative study approach followed by an inductive approach. Six banking professionals who possess in-depth knowledge of the technological aspect of banking operations were carefully selected through a purposive sampling technique, followed by semi-structured interviews to collect data. A thematic analysis of the collected data was conducted to find recurring themes and codes.

Findings: The research highlights several driving factors for blockchain adoption in the banking sector, including growing competition from fintech companies, enhanced cyber security and cost reduction through disintermediation. Further, challenges such as regulatory uncertainty, compliance issues, high implementation costs, knowledge gaps, resistance to change, security concerns and interoperability have been identified.

Implications: The research iterates the need for the banks and the regulatory bodies, such as central banks, to collaborate to create a supportive regulatory environment for blockchain technology and also highlights the importance of a phased approach to implementation, training programs, hybrid blockchain solutions, investments in middleware as solutions for the identified barriers.

Limitations and Future Research Suggestions: The research is limited to the banks in Sri Lanka, and only 6 participants have been interviewed, resulting in a limited generalisation of the conclusion. Further, this research did not delve into the insights from regulatory authorities on the lack of regulations and compliance issues. This research has also overlooked environmental impacts, organisational impacts and customer perception of blockchain technology, and future research could improve in these areas.

Keywords: Banking Sector; Blockchain Technology; Fintech; Implementation Challenges.

THE INFLUENCE OF MONEY MANAGEMENT STRATEGIES ON THE DEBT LEVEL OF YOUNG PROFESSIONALS IN COLOMBO DISTRICT

Chamodya Sandeepani[1*], Shanika Kumarasinghe[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
csandeepani82@gmail.com[1] , shanikalakmali@sjp.ac.lk[2]

Corresponding Author

Abstract

Purpose of the Study: Debt levels among young professionals have become a pressing global issue, significantly impacting their financial stability, mental well-being, and long-term economic prospects. This study aims to identify and analyse the factors influencing debt levels among young professionals in the Colombo District, with a particular focus on money management strategies.

Methodology: This study adopts a quantitative approach and uses the Theory of planned behaviour as the theoretical background. The independent variables of the research are financial goal setting, savings, parental debt attitudes, and spending habits, while the debt level serves as the dependent variable. Purposive sampling was employed to select 384 participants, and online surveys were used to collect the data. SPSS was utilised to categorise and interpret the data.

Findings: The results indicate that effective money management strategies, particularly financial goal-setting and disciplined saving behaviours, are strongly associated with lower debt levels among young professionals. Additionally, parental debt attitudes and controlled spending habits were found to significantly influence financial stability. These findings underscore the importance of financial literacy and proactive money management in mitigating debt burdens.

Implications: This study offers valuable insights for young professionals, policymakers, and financial educators. For young professionals, the findings highlight the importance of adopting prudent financial practices, such as setting clear financial goals, maintaining disciplined saving habits, and managing spending effectively.

Limitations and Future Research Suggestions: The geographic scope is restricted to the Colombo District, which may affect the generalizability of the findings. Future research could employ longitudinal designs to explore causal relationships, expand the geographic scope to include other regions and incorporate qualitative methods to gain deeper insights into young professionals' financial behaviours and attitudes.

Keywords: Financial Goal-Setting; Parental Debt Attitude; Saving Behaviour; Spending Habits; Debt Management

FACTORS AFFECTING SKILLED LABOUR MIGRATION IN THE IT SECTOR OF SRI LANKA

Chathumi Widanaarachchi[1]*, Nisansala Kulathunga[2]
[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
jayodhyas@gmail.com[1]*, nisansalakulathunga@sjp.ac.lk[2]
*Corresponding Author

Abstract

Purpose of the Study: This study examines factors motivating skilled labour migration in Sri Lanka's IT industry, which has been one of the country's main factors for economic growth. Based on a dual theoretical framework, which combines Migrant Network Theory and Rational Choice Theory, the research investigates domestic (within a country) and global factors likely to affect the decision of IT professionals to seek employment abroad.

Methodology: The approach used in this study is inductive, using qualitative data collection techniques. The sample for the questionnaire was selected using a purposive sampling method, following a few semi-structured interviews conducted with ten industry professionals in Sri Lanka's IT sector who have migrated, are in mid-migration, or plan to relocate, were used to collect data. Key trends and patterns were identified by thematic coding of data analysis.

Findings: Results indicate that higher salaries, better career prospects, and developed social networks in the destination countries are the primary motives for migration. The study also stresses the role of information flows through migrant networks in enabling decision-making processes. Domestic factors like economic instability and limited career growth opportunities in Sri Lanka further augment talent migration.

Implications: The findings of this research have important implications for policymakers and industry leaders in Sri Lanka. It underscores the importance of targeted retention strategies, including competitive salary and compensation packages, increased career development opportunities, and strengthening the local IT ecosystem while adopting the global IT industry standards. Furthermore, the findings highlight the role of resource mobilisation through diaspora networks in further knowledge transfer, enabling industry experts' potential return of migration.

Limitations and Future Research Suggestions: Further research may include the long-term economic effects of skilled IT labour migration in Sri Lanka on developing strategies to retain talent in emerging economies and how to make the most of the migration networks to support local industries.

Keywords: Skilled labour migration, IT sector, Migrant Network Theory, Rational Choice Theory

ENGAGING GENERATION Z IN SRI LANKA: EFFECTIVE DIGITAL MARKETING CHANNELS FOR FINANCIAL SERVICES IN THE GIG ECONOMY

Dahami Fernando[1]*, Thilini Kaushalya[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
98572@mgt.sjp.ac.lk [1]*, gatkaushalya@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: This research aims to identify effective digital marketing channels for financial services targeting Generation Z within the gig economy in Sri Lanka. The purpose of this research lies in bridging the gap in the existing literature guiding financial institutions in creating impactful marketing strategies by understanding the preferences and behaviours of this demographic.

Methodology: This research utilises a quantitative approach involving structured online surveys among Gen Z gig workers in Sri Lanka. Financial Literacy Theory and the Technology Acceptance Model are the theories employed in this research, providing necessary guidance to analyse the relationship between marketing channels and consumer engagement.

Findings: The study discloses that social media platforms such as Instagram and TikTok are the most effective channels due to their interactive and visually engaging nature. Mobile app marketing further enhances engagement by incorporating gamification and personalised notifications, while email and website marketing remain relevant yet less effective.

Research Implications: The findings stress the importance of trust, authenticity, and user-centric designs in digital marketing strategies. Practical implications include tailoring financial services to address the income instability of gig workers, promoting financial literacy, and leveraging interactive platforms to engage Gen Z. The study further presents a broader understanding of digital marketing in emerging markets.

Limitations and Future Research Suggestions: This study is limited to the single demography of Sri Lanka, focusing on self-reported data. Future research could explore cross-cultural comparisons, additional marketing channels, and longitudinal studies to examine evolving preferences.

Keywords: Digital marketing; Gen Z; Financial services; Gig economy; Sri Lanka.

IMPACT OF GREEN MARKETING STRATEGIES ON PURCHASE INTENTIONS IN SRI LANKA

Dananja Pramudu Rashmika[1]*, Thilini Kaushalya[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, pramudu1005@gmail.com [1]* , gatkaushalya@sjp.ac.lk [2]*

*Corresponding Author

Abstract

Purpose of the Study: This research examines how green advertising, eco-labelling, and eco-branding influence consumer purchasing behaviour for green products in Sri Lanka. It focuses on the role of green marketing strategies in encouraging sustainable consumption to address global issues like climate change and resource depletion. The study aims to promote environmentally conscious decisions through effective marketing instruments.

Methodology: This research is quantitative, and the study is descriptive and focuses on hypothesis testing using a structured questionnaire. The conceptual framework incorporated three independent variables: environmental advertisement, perception of eco-labels, and perception of eco-brands. A structured questionnaire was used to collect data from 456 consumers. The data was analysed using ANOVA, panel analysis test, correlation, regression, and descriptive methods.

Findings: The study sample included 288 female and 168 male respondents, with a significant portion (23.7%, n=108) aged between 30 and 41 years and most participants residing in Colombo (61.8%, n=282). Findings indicate that environmental advertising, eco-labels, and eco-brands strongly influence eco-friendly product purchase behaviour in Sri Lanka. These factors together explain 52.2% of the variance in purchase intention, with significant coefficients for environmental advertising (0.214), eco-labels (0.222), and eco-brands (0.258), highlighting their critical role in promoting eco-friendly products. The findings emphasise the importance of these factors in shaping consumer buying decisions.

Implications: This study emphasises the importance of green marketing in developing countries, urging marketers to ensure their efforts align with genuine environmental protection to reduce consumer scepticism. Environmental advertising influences buying behaviour, while eco-labels should be clear and visually appealing. Effective eco-branding and authentic efforts to create environmentally friendly products can build trust and significantly enhance purchase intentions, both now and in the future.

Limitations and Future Research Suggestions: This study's limitations include reliance on questionnaires, a small sample size, and only three factors influencing green purchase intentions. Future research should use diverse methods, larger samples, and additional factors for greater accuracy. Incorporating qualitative approaches can offer deeper insights into variables and antecedents, enhancing the understanding of consumer behaviour.

Keywords: Eco-Brand, Eco-Label, Environmental-Advertisement, Green Marketing Tools, Purchase Intentions.

EXAMINING THE FACTORS AFFECTING PURCHASING INTENTION OF ORGANIC RICE IN SRI LANKA CONCERNING POST-PANDEMIC EFFECT OF COVID-19

Dilith Kumarasinghe[1*], Hiran Abeywickrama[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
dilithsulakshana1999@gmail.com[1], hiranabeywickrama@sjp.ac.lk[2]*

*****Corresponding Author**

Abstract

Purpose of the Study: The changing demand for organic food for health and economic reasons after the COVID-19 pandemic highlights the need to understand consumer behaviour in the context of organic rice consumption. Based on the Theory of Planned Behavior (TPB), this study investigates the key factors influencing consumers' purchase intention for organic rice**,** focusing on consumer attitudes, subjective norms, perceived behavioural control (PBC) and awareness of organic rice.

Methodology: Primary data collection was done through a quantitative research approach using a structured questionnaire and random sampling of 403 individuals. Data were analysed using SPSS software to evaluate relationships between variables and validate the proposed research framework.

Findings: Based on the TPB and theoretical extension on awareness, the study's results show that perceived behavioural control, subjective norms and awareness significantly affect purchase intention, while attitudes do not have a significant effect. Consumers' perceptions of affordability and ease of purchase (PBC) were the strongest predictors indicating the importance of structural factors in shaping behaviour. Social influences such as recommendations from close family members and friends (subjective norms) also played a crucial role, reflecting the collective cultural context of Sri Lanka. The price of organic rice and practical barriers to purchase moderate the effect of attitudes. Awareness of organic rice's health and environmental and ethical benefits enhanced consumer intention, acting as a direct determinant and mediator.

Implications: This study highlights the importance of studying the barriers to access and affordability of organic rice. It also raises awareness about the personal and societal benefits of promoting organic rice. The findings provide actionable insights for policymakers, marketers, and producers who want to expand the organic rice market in Sri Lanka.

Limitations and Future Research Suggestions: Although this study provides valuable insights, future research should explore additional demographic and psychological factors to identify differences in consumer behaviour. Longitudinal studies can assess how purchase intentions evolve, particularly in response to policy changes or marketing campaigns. Expanding the scope to other organic products and examining the impact of digital marketing and e-commerce platforms will further enrich the understanding of organic food use.

Keywords: Organic Rice; Purchase Intention; Awareness; Perceived Behavioral Control; Theory of Planned Behavior

FACTORS INFLUENCE PURCHASING INTENTION ON LOCAL, GREEN COSMETICS IN COLOMBO DISTRICT-SRI LANKA

Dilsha Ranasinghe[1*], Hiran Abeywickrama[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
dilshakavindirm@gmail.com[1], hiranabeywickrama@sjp.ac.lk[2]*

Corresponding Author

Abstract

Purpose of the Study: The study aims to identify the impact of Customer Attitudes (CA), Subjective Norms (SN), Perceived Behavioral Control (PBC), and Past Experience (PE) on the purchase intention (PI) of local green cosmetics. The primary research objective is **to identify** the relationship between factors of consumers' attitudes, subjective norms, experience, and perceived behavioural control to the purchase intention that influences local green cosmetics.

Methodology: The theory of Planned Behavior (TPB) is used as the theoretical approach. The conceptual framework incorporated four independent variables: consumer attitudes, subjective norms, perceived behavioural control, and experience. This study is quantitative, and to deal with different research questions, the survey method was used to collect primary data from a large number of entities (388 respondents) with structured questionnaires based on a deductive reasoning approach. Data has been collected from consumers in the 20-39 age range in the Colombo district.

Findings: The sample included 206 males and 182 females. The outcomes illustrated a significant correlation between the purchase intention for organic cosmetic items and all variables in the theory of planned behaviour predictions other than experience. Further, the best indicator of intention to purchase local green cosmetics was Consumer Attitudes; second was Subjective Norms. Purchase intention is less affected by Perceived Behavioral Control, and the least reliable indicator is past experiences. These results can **benefit** industry practitioners and businesses **when** creating successful marketing campaigns.

Implications: Based on previous literature, past experiences have been considered a theoretical extension to planned behaviour. As managerial implications, the study provides helpful information for retailers and producers of organic cosmetic products. From the side of marketers can healthily encourage their marketing campaigns and co-marketing practices.

Limitations and Future Research Suggestions: Future research can be developed using perceived behavioural control and health value as a mediator between attitude and intention to purchase organic cosmetics. There is room for comparison research among customers who use domestic and foreign organic cosmetic brands. Future research can be done using a broader range of the population and various sampling techniques rather than convenient sampling.

Keywords: Theory of Planned Behavior; Attitudes; Subjective Norms; Perceived Behavioral Control; Past Experiences.

INVESTIGATING THE IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT ON EMPLOYEE GREEN BEHAVIOR: THE MEDIATING ROLE OF GREEN COMMITMENT IN SME APPAREL FIRMS IN SRI LANKA'S WESTERN PROVINCE

Dinushi Tharanga[1]*, Shanika Kumarasinghe[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
Dinushitharanga11@gmail.com[1]*, shanikalakmali@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose: Green and sustainable practices have become a critical priority for organisations worldwide in the context of growing environmental concerns. Within the Human Resource Management (HRM) domain, Green Human Resource Management (GHRM) has gained prominence as a strategic approach to fostering ecological sustainability. The study investigates the impact of GHRM on Employee Green Behaviour (EGB) within Small and Medium Enterprise (SME) apparel firms in Sri Lanka's Western Province with a specific focus on the mediating role of Green Commitment (GC).

Methodology: Grounded in the Ability-Motivation-Opportunity theory, this study utilises a quantitative research design to investigate the relationship among 390 SME apparel employees in the Western Province through a structured questionnaire. Multiple regression analysis was used to test the hypotheses, ensuring a robust examination for Green Commitment using the Sobel Test.

Findings: The results reveal that all four GHRM practices—recruitment and Selection, Green Training and Development, Green Performance Management, and Green Health and Safety—positively influence employee green behaviour. Furthermore, Green Commitment significantly mediates the relationship between GHRM practices and Employee Green Behaviour.

Implications: This study offers SME apparel firms and organisations that align their HRM strategies with sustainability goals. The findings provide a roadmap for developing effective GHRM by emphasising the role of green commitment.

Research Limitations/ Further Research Suggestions: While this study focuses on SME apparel firms in Sri Lanka's Western Province, it restricts and limits the generalizability of the findings. Future research could expand the geographic scope to include other provinces or countries and explore additional sectors to validate the findings.

Key Words: Green Human Resource Management Practices, Green Commitment, Employee Green Behaviour

DETERMINANTS OF ADOPTING E-TICKETING SYSTEM IN SRI LANKA'S PUBLIC TRANSPORTATION

Dulaj Sankalpa Dissanayake[1]* and Vilani Sachitra[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
dsankalpa912@gmail.com[1]*, vilani@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: To improve public transportation, the fourth industrial revolution brings new technologies such as operations management systems, traveller information systems, e-fare collecting systems, intelligent vehicle systems, and e-security systems. Smart ticketing can transform the transportation industry. E-tickets, digital payment options, and smart cards are examples of innovative ticketing systems that expedite the buying and payment of tickets, cut down on wait times, and provide real-time route updates. This study aims to investigate the factors that influence the adoption of the E-ticketing system in public transportation in Sri Lanka.

Methodology: The Technology Acceptance Model (TAM) is the theoretical approach. The conceptual framework incorporated four independent variables: perceived usefulness, perceived ease of use, security concerns and subjective norms. A structured questionnaire was used to collect data from 384 public transport users. Buses were overwhelmingly the most common mode of public transport among the participants (83.1%, n=319), followed by trains (15.9%, n=61). Multiple regression analyses were used to test the hypotheses.

Findings: The sample included 240 male and 144 were female. Most participants (62%, n=238) reported using public transport daily, indicating a high reliance on these services. Most participants (70.1%, n=269) reported spending Rs. 10,000-20,000 per month on transportation, indicating the potential economic impact of e-ticketing adoption on users. Adoption of E-ticking Systems (AES) had the highest mean score of 3.71 (SD = 0.82), meaning there was a general positive tendency to adopt such systems. Regression results indicated that perceived usefulness, subjective norms, perceived ease of use, and security concerns are the most potent predictors of e-ticketing adoption intentions. These results emphasise the need to improve the security of existing systems and illustrate the practical benefits of e-ticketing systems to potential users.

Implications: Addressing user concerns and utilising social influences can improve the implementation and acceptance of e-ticketing systems in Sri Lanka, which could help improve the efficiency and user experience of public transport in Sri Lanka. The study provides important insights to the transport authorities and policymakers of Sri Lanka to help them develop meaningful strategies to encourage the adoption of e-ticketing.

Limitations and Future Research Suggestions: Further research might examine other factors influencing e-ticketing adoption, such as trust in technology providers or previous experience with such systems. In addition, longitudinal studies may help understand how attitudes and adoption behaviours will change over time when these systems become more widespread.

Keywords: E-ticketing; Public transport; Technology adoption; User acceptance.

EXPLORING THE BALANCE BETWEEN PERSONALIZATION AND PRIVACY IN DIGITAL ADVERTISING WITHIN THE FITNESS AND WELLNESS INDUSTRY IN SRI LANKA

Dunuja Wijerathne[1]*, Nisansala Kulathunga[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, Dunuja2000@gmail.com[1] , nisansalakulathunga@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose -The emergence of mobile advertising has led to the prevalence of personalised and data-driven approaches, significantly transforming advertising practices. However, it has been identified that privacy concerns play a critical role in determining how well-customized marketing campaigns perform. Therefore, this study investigates the balance between personalisation and privacy in digital advertising within Sri Lanka's fitness and wellness industry.

Design - A pragmatic approach combining qualitative and quantitative methods was used. Semi-structured interviews with 11 fitness and wellness enthusiasts in Sri Lanka provided insights into consumer attitudes toward personalised ads.

Findings - The study found that while consumers value personalised ads for their relevance and effectiveness, concerns about intrusive data collection and misuse undermine trust. Participants noted that transparency, user control over data, and privacy measures significantly influence their acceptance of personalised advertising. On the other hand, excessive tracking, irrelevant ads, and unclear data usage policies negatively impacted engagement and brand trust.

Research Implications - The findings underscore the need for a balanced approach that integrates privacy-by-design frameworks and user-centric data control mechanisms. Companies in the fitness and wellness sector should enhance transparency, provide clear opt-in choices, and avoid intrusive advertising to build consumer trust. Ethical advertising practices and adherence to privacy regulations, such as GDPR, are essential for sustainable digital marketing strategies.

Research Limitations - The study's limited sample size (11 participants) and cross-sectional design restrict the generalizability of the findings. The cultural and industry-specific focus may limit applicability to other contexts. Future research should expand on these limitations by exploring broader demographics, longitudinal changes, and advancements in privacy-preserving technologies.

Keywords: Privacy, Personalization, Fitness & Wellness Industry, Consumer Trust, Digital Advertising

ASSESSING THE FEASIBILITY OF ADOPTING SMART TECHNOLOGIES TO SRI LANKAN RETAIL SECTOR WAREHOUSES

Eshadi Ashmika Mihirangi[1*], Vilani Sachitra[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
eshadiashmika9@gmail.com[1], vilani@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the study: Due to its strategic location, warehousing is vital for Sri Lanka's manufacturing, textile, and garment sectors. Efficient systems improve delivery, reduce stockouts, and enhance communication, boosting sales and customer satisfaction. Labor-intensive operations face challenges during shortages, while digitisation increases productivity by reducing human intervention. Smart warehouses using Industry 4.0 technologies (AI, RFID, WMS, Augmented Reality, M2M) optimise supply chains. This study evaluates the feasibility of adopting these technologies in Colombo's retail warehouses, a sector contributing 23% to Sri Lanka's GDP.

Methodology: The study applies the Technology-Organization-Environment (TOE) framework, covering Technological, Organizational, and Environmental contexts. The sample included 200 retail stores with warehouses registered under the Sri Lankan Retailers Association. Data were collected from warehouse managers and supervisors via a structured questionnaire, and hypotheses were tested using multiple regression analysis.

Findings: There were 07 types of retail companies included in the survey: Grocery, Supermarket, Electronics, Clothing, Fashion and Jewellery, Footwear and Accessories, Department stores, and others. Barcode scanners, RFID, ERP systems, WMS, Internet of Things (IoT), and Cloud computing are currently used warehousing technologies. Technological context and Environmental contexts significantly impact the adoption of warehousing technologies.

Implications: Findings highlight the advantages of adopting innovative technologies, including increased IT expertise, improved infrastructure, and employee education. Environmental factors, government policies, and partnerships with local and international organisations can encourage adoption, benefiting technology providers and expanding their businesses.

Limitations and Future Research Suggestions: The study offers insights into adopting innovative technologies in Sri Lanka's retail sector but recommends further research across industries and regions, especially export-oriented firms. A qualitative study is needed to assess impacts on employees, readiness, skills, and job displacement. The TOE framework has limitations, suggesting further analysis to refine or combine frameworks.

Keywords: Logistics 4.0; Retail Sector; Smart Warehousing Technologies; Technology Adoption; TOE Framework

IMPACT OF MOTIVATIONAL FACTORS AND GREEN BEHAVIORS ON EMPLOYEE ENVIRONMENT PERFORMANCE IN THE BANKING SECTOR IN SRI LANKA

Gangani Fernando[1]*, Thilini Kaushalya[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
ganganikanish@gmail.com [1]*, gatkaushalya@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: This research advances our understanding of how financial and non-financial factors, along with green behaviours, influence the environmental performance of employees in the banking sector. Building on established concepts such as rewards and green behaviours, this study provides a new perspective on their impact.

Methodology: Quantitative research methods and cross-sectional surveys are used to gather data from 410 respondents via Google form; this study explores how these factors contribute to organisational sustainability. The research results indicate that extrinsic and intrinsic motivations positively affect employees' environmental performance. The research has also established task-related green behaviours to mediate the relationship between motivation and performance.

Findings: These findings provide valuable lessons for policymakers and organisations within the banking industry. Understanding what motivates employees' environmental behaviour helps policymakers create effective strategies that enhance sustainability. For example, rewarding systems that value task-related and voluntary green behaviours can greatly improve employee engagement in environmental performance. Moreover, the study, in this regard, identifies the importance of a favourable work environment for building intrinsic motivation. Empowerment, professional growth opportunities, and organisational culture will help motivate employees toward environmental protection initiatives by banks.

Implications: While traditional rewards can motivate task-related behaviours, recognising and rewarding voluntary green actions is critical to fostering a culture of environmental responsibility. This research highlights the importance of creating a work environment that encourages banking employees to take the initiative and adopt green behaviours beyond their duties.

Limitations and Future Research Suggestions: This data was collected only from two banks in a single-time survey. Considering banks such as the Bank of Ceylon and the Commercial Bank of Ceylon, two banks actively participate in green banking concepts, and they are from both the public and private sectors.

Keywords: Task-Related Green Behavior; Voluntary Green Behavior; Employee Environment Performance; Intrinsic Motivation; Extrinsic Motivation.

EXPLORING THE IMPACT OF INDUSTRY 4.0 TECHNOLOGIES' ENABLERS ON RESOURCE EFFICIENCY OF PRODUCTION IN SELECTED APPAREL FIRMS IN SRI LANKA

H.P.A.S Ariyarathna[1]*, Nisansala Kulathunga[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, shashikalaariyarathna2000@gmail.com[1]*, nisansalakulathunga@sjp.ac.lk[2]*

*Corresponding Author

Abstract

Purpose: The purpose is to explore the impact of Industry 4.0 technologies' enablers on resource efficiency in production within selected apparel firms in Sri Lanka. Industry 4.0 promises to revolutionise production by integrating cyber-physical systems, the Internet of Things, Artificial intelligence, big data, and Automation. This research investigates how these advanced technologies can enhance resource efficiency in the apparel industry, one of the significant sectors of Sri Lanka's economy.

Methodology: For this study, a qualitative research approach was chosen to obtain a deeper understanding of the opinions and understanding of professionals in this sector. Semi-structured interviews were conducted with the support of managerial-level positions in selected firms to gather data. To ensure a thorough grasp of the effects of Industry 4.0 enablers, the selected firms reflect a range of sizes and technological adoption levels.

Findings: The findings reveal that Industry 4.0 technologies significantly increase resource efficiency in clothing manufacturing. Automation, the Internet of Things and data analytics are essential enablers that help save waste, optimise energy use and enhance production scheduling. It was discovered that the degree of these effects varies according to organisational preparedness and the extent of technological adoption.

Research Implications: This study advances how Industry 4.0 technologies might improve resource efficiency in the apparel industry, especially in developing nations like Sri Lanka. According to the investigation, using these technologies can result in considerable financial and environmental advantages, both of which are critical in a sector under growing pressure to address sustainable issues like maximising resource utilisation and boosting competitiveness; the research offers insightful information.

Limitations and Future Research Suggestions: To evaluate the broader effects of Industry 4.0 technologies on resource efficiency, future studies could broaden their focus to encompass a bigger sample size and apply quantitative techniques. Future research could investigate the adoption of Industry 4.0 technologies across a broader range of industries in Sri Lanka to compare their impact on resource efficiency. Studies could also focus on the interplay between technological advancements and workforce adaptability, highlighting the skills and training required for effective implementation.

Keywords: Selected apparel firms; Industry 4.0 technologies' enablers; Resource efficiency of production; Robust best worst method

FACTORS INFLUENCING CONSUMERS' BUYING BEHAVIOUR OF TRADITIONAL HANDICRAFTS IN SRI LANKA: SPECIAL REFERENCE TO COLOMBO DISTRICT

Hasini Jayaweera[1*], Minusha Weerakkody[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, jayaweerahasini198@gmail.com[1*], minushaw@sjp.ac.lk[2]*

*Corresponding Author

Abstract

Purpose of the Study: Handicraft is one of the oldest industries in Sri Lanka. Handicrafts are highly popular in tourism, and innovations are being introduced. Not only that, but Sri Lankan handicrafts have also expanded into the international market. However, handicraft expenses have been high in past years, and the income has decreased. This can lead to the conclusion that people do not behave so much when buying handicrafts. The primary objective of this study is to examine the factors influencing consumers' buying behaviour of Traditional Handicrafts in Colombo District, Sri Lanka.

Methodology: This study adopted a quantitative research approach, and thus, a self-administered online survey questionnaire was distributed to a sample of 400 people living in the Colombo District. However, the researcher collected only 384 responses for the study. The sample was selected using a convenient sampling technique. The theory framework of the study was based on the Theory of Planned Behaviour. Multiple regression analysis was performed using SPSS software to test the hypothesis's relationships between the constructs.

Findings: Regression results indicated that independent variables, Perceived Behavioral Control, and Personal attitude positively impact Consumer Buying Behaviour of Traditional Handicrafts. Subjective norms have a negative relationship with the consumer buying behaviour of traditional handicrafts, showing that consumers are not concerned with subjective norms regarding the buying behaviour of traditional handicrafts.

Implications: The study can play a key role in preserving cultural heritage and supporting local artisans, fostering the sustainability of traditional crafts. The commercial and economic significance lies in improving market strategies, boosting the handicraft sector, and increasing consumer demand. Policy recommendations include promoting local craftmanship, safeguarding intellectual property, and encouraging sustainable practices within the industry.

Limitations and Future Research Suggestions: The study primarily focuses on the consumer perspective, but future research could explore both consumer and craftsman perspectives. Additionally, as this research is limited to consumer buying behaviour in Sri Lanka, it may not apply globally. Further analysis is advised to use this area in a global context.

Keywords: Perceived behavioural control; Personal attitude; Subjective norms; Theory of Planned Behaviour; Consumer behaviour.

FACTORS INFLUENCING YOUNG CONSUMERS' INTENTION TO PURCHASE ECO-FRIENDLY PACKAGED FOOD PRODUCTS: A STUDY ON SUSTAINABLE CONSUMPTION PATTERNS IN SRI LANKA

Hasini Thuduhena[1]*, Amesh Pathirana[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
hasinipushpika1@gmail.com[1]*, amesh@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the study: This study investigates the factors influencing young consumers' intentions to purchase eco-friendly packaged food products, using the Theory of Planned Behaviour (TPB) framework. It examines the role of attitudes, subjective norms, and perceived behavioural control in shaping purchase intentions aiming to propose solutions for addressing environmental challenges through sustainable consumption and eco-friendly food packaging.

Methodology: A quantitative research design was adopted, collecting data from 410 young consumers in the Colombo district through a structured online questionnaire. Reliability and validity analyses were conducted using SPSS, while structural equation modelling (SEM) with Smart PLS was employed to test hypotheses and examine relationships among variables.

Findings: The sample comprised 244 females and 166 males. The results demonstrate that attitudes, subjective norms, and perceived behavioural control significantly and positively influence young consumers' purchase intentions. Among these, attitudes had the most substantial and favourable impact, followed by subjective norms and perceived behavioural control.

Research Implications: The study offers both practical and theoretical implications. Organisations and policymakers can use the findings to develop effective communication strategies, green marketing tools, policies, and interventions to enhance the affordability and accessibility of eco-friendly packaged food products. This research contributes to the literature on sustainable consumption by applying the TPB model in the Sri Lankan context from a theoretical perspective.

Limitation and Future Research Suggestions: The study is limited to young consumers in a specific geographic region. Future research could explore cross-cultural comparisons, employ qualitative methods for deeper insights, and investigate additional factors such as government incentives and technological innovations in promoting sustainable consumption.

Keywords: Sustainable Consumption; Eco-friendly packaging; Eco-friendly Packaged food products: Theory of planned behaviour; Young consumer.

EXAMINING THE FACTORS THAT INFLUENCE JOB STRESS OF ONLINE FAST-FOOD DELIVERY RIDERS

Hiruni Wickramaarachchi[1]*, Amesh Pathirana[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
hiruuu9@gmail.com1[1]*, amesh@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This study evaluates the sources of job stress among online fast-food delivery riders through the lens of the Job Demands-Resources (JD-R) model. Specifically, it investigates the relationship between job demands, such as time pressure and work overload, and job resources, including self-efficacy, to understand their impact on job stress.

Methodology: A survey-based research design was employed, using structured questionnaires administered to 384 delivery riders. The analysis centred on the roles of job demands (time pressure and work overload) and job resources (self-efficacy) in influencing job stress, guided by the JD-R model.

Findings: The results reveal that work overload and time pressure are significant predictors of job stress, with work overload exerting a stronger influence. Self-efficacy demonstrated a weak negative correlation with job stress, indicating that higher levels of self-efficacy may slightly mitigate stress. The findings highlight workload, including time constraints and work pressure, as a critical factor contributing to stress among delivery riders.

Implications: The study offers practical implications for delivery firms, advocating strategies such as workload reduction, job rotation, flexible working hours, and targeted skill training for riders. It calls for collaboration among delivery firms, policymakers, and stakeholders to enhance working conditions and alleviate job demands. Furthermore, it suggests improving public perception, strengthening corporate social responsibility initiatives, and enhancing the overall quality of life for delivery riders.

Limitations and Future Research Suggestions: The study's scope was limited to delivery riders and a narrow set of factors. Future research could examine additional job demands and resources, as well as regional variations in stress factors. Expanding the scope and incorporating more variables would provide deeper insight into occupational stress among delivery riders.

Keywords: Job Stress; Online Fast-food Delivery Riders; Time Pressure; Work Overload; Self-Efficacy.

IMPACT OF PULL, PUSH AND PERSONAL FACTORS ON JOB HOPPING OF MILLENNIAL EMPLOYEES: A STUDY OF APPAREL AND TEXTILE INDUSTRY IN KANDY DISTRICT, SRI LANKA

Imesha Samarasekara[1*], Hiran Abeywickrama[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, sachiniimesha327@gmail.com[1], hiranabeywickrama@sjp.ac.lk[2]*

***Corresponding Author**

Abstract

Purpose: This research aims to investigate the impact of pull, push, and individual factors on job change intentions of the millennial workforce in the apparel and textile industry based in the Kandy District of Sri Lanka. By identifying these factors, this study tries to enhance the general understanding of the underlying motivations and reasons behind the job-hopping decisions made by millennial employees within this specific industry and regional context.

Design: The current study used a quantitative approach to examine the impact of pull, push, and individual determinants on the job-hopping phenomenon among millennials in Kandy's apparel and textile industry. Data were collected using a self-administered survey and analysed using descriptive statistics, correlation analysis, and regression analysis.

Findings: The findings of the study show that salary and benefits, prospects of career development, interpersonal relations, working environment and personal factors very significantly influence the job-switching intentions of the millennials in the apparel and textile industry of the Kandy District.

Implications: Understanding determinants influencing millennial workers' job-hopping intentions will enable managers to devise strategies that can reinforce employee retention and satisfaction levels. The knowledge gained here will be helpful in fine-tuning human resource practices to improve the organisational culture. Furthermore, academic scholars may use these findings to explore the dynamics of job mobility and develop theoretical frameworks that explain this phenomenon.

Research Limitations/ Future Research Suggestions: Its cross-sectional design and self-reported data limit this study. Future research should use longitudinal designs and multiple data sources and examine the influence of emerging technologies and industry-specific challenges on job-hopping intentions.

Keywords: Job-Hopping, Millennial Employees, Pull Factors, Push Factors, Personal factors

EFFECT OF SUSTAINABLE PRODUCTION INFORMATION ON SOCIAL MEDIA ON CONSUMER BEHAVIOR: WITH SPECIAL REFERENCE TO THE FMCG SECTOR IN SRI LANKA

Imesha Sandamali[1]*, Minusha Weerakkody[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, Imeshakariyawasam123@gmail.com[1], minushaw@sjp.ac.lk[2]*

***Corresponding Author**

Abstract

Purpose of the Study: The global shift towards sustainability has highlighted the importance of consumer behaviour in driving eco-friendly practices, particularly in the Fast-Moving Consumer Goods (FMCG) sector. However, in Sri Lanka, adopting sustainability practices within the FMCG sector remains slow despite rising global and local consumer interest in sustainable products. This lag presents a critical gap in understanding how influential factors like social media can shape consumer behaviour toward sustainable consumption. The primary purpose of this study is to investigate the extent to which dependency on social media mediates the relationship between consumer attitudes toward sustainable FMCG products, their knowledge of social media, and their subsequent purchasing behaviour.

Methodology: Media System Dependency (MSD) is the theoretical approach. The conceptual framework incorporated two independent variables: consumer attitudes toward sustainable products and knowledge of social media, and the mediate variable, dependency on social media for information about sustainability. A quantitative approach was adopted, using a structured questionnaire distributed to 426 respondents in Sri Lanka. Data were collected from Z-generation customers by using a questionnaire. Multiple regression analysis was used to test the hypotheses.

Findings: The results reveal that dependency on social media is critical as both a direct influencer and mediator. Positive consumer attitudes and advanced social media knowledge significantly correlate with higher dependency on social media, which drives sustainable purchasing behaviour. Among these, dependency on social media demonstrated the most decisive influence, highlighting the platform's role as a catalyst for sustainability-focused decision-making.

Implications: This research provides practical insights for FMCG businesses, policymakers, and educators. Policymakers should consider incorporating sustainability messaging into digital platforms to improve consumer engagement with sustainability-related content. At the same time, companies can utilise targeted social media campaigns to raise awareness and influence purchasing decisions.

Limitations and Future Research Suggestions: While this study identifies key drivers of consumer behaviour, future research should explore additional variables such as cultural factors, generational differences, and sector-specific impacts. Longitudinal studies could further clarify evolving trends in sustainable consumer behaviour.

Keywords: Consumer purchase **behaviour**; FMCG; Social media; Sri Lanka, Sustainable product development.

THE IMPACT OF MICROFINANCE ON EMPOWERMENT OF WOMEN IN SRI LANKA; SPECIAL REFERENCE TO GALLE DISTRICT

Ishadi Navoda[1]* and Ravindu Kulawardena[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
ishu.navoda@gmail.com [1*], ravindudeshan@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: Microfinance is considered a valuable tool for poverty reduction, socio economic development, and financial inclusion for marginalised people who are not eligible to use the formal banking system. Women are the primary driver of the economy in many developing countries and the primary target audience of microfinance institutions. Empowering women is crucial to realise their full potential. This study focuses on measuring the impact of microfinance services, namely access to credit, savings practices, and training facilities, on women's empowerment, with special reference to the Galle district of Sri Lanka.

Methodology: The research employed a deductive approach and explanatory research design followed by three hypotheses. Data was collected from 388 female microfinance clients in Galle district, Sri Lanka, using five-point Likert scale questionnaires using snowball sampling. A total of 21 measurement items were performed to analyse the data on the four study variables. Data was analysed using the Statistical Package for Social Sciences (SPSS) program to draw a quantitative conclusion on the research questions.

Findings: All three hypotheses were accepted. Correlation analysis showed significant positive relationships between independent and dependent variables. The reliability test revealed high internal consistency across all constructs, and AVE values confirmed the convergent validity. The Durbin-Watson and VIF values verified no multicollinearity or serial correlation issues. Regression analyses showed that savings practices have the most substantial impact on women's empowerment, followed by training facilities and access to credit.

Implications: The study revealed that access to credit, savings practices, and training facilities provided through microfinance institutions significantly improve women's ability to achieve economic and social empowerment in Sri Lanka. These findings are helpful for policymakers, financial institutions, and development agencies to address challenges such as financial literacy, poverty, and gender equality and focus on practical skills for women's entrepreneurship and economic independence.

Limitations and Future Research Suggestions: The focus on the Galle district and the snowball sampling method may not reflect the diversity and representativeness of the broader population of microfinance beneficiaries in Sri Lanka. Future research could explore more microfinance services with different sampling techniques, examining rural, urban, and province-specific areas.

Keywords: Access to credit; Savings practices; Training facilities; Women empowerment

FACTORS AFFECTING THE CONSUMER TENDENCY TOWARDS ONLINE SHOPPING FOR FAST-MOVING CONSUMER GOODS IN THE COLOMBO DISTRICT

Jananjaya Dulgolla[1*], Minusha Weerakkody[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
jananjayabandara12@gmail.com[1], minushaw@sjp.ac.lk[2]*

Corresponding Author

Abstract

Purpose of the Study: The Fast-Moving Consumer Goods (FMCG) business in Sri Lanka has adopted many marketing management strategies in response to the highly competitive nature of the industry sector. The Colombo District has high computer literacy, widespread internet access, and affluent consumers. However, there still appears to be a lack of online shopping for fast-moving consumer goods. This opposition is due to the perception that barriers to online shopping for FMCG outweigh the benefits. This study aims to find the elements influencing customer inclination towards online buying fast-moving consumer products in the Colombo District of Sri Lanka.

Methodology: This study has applied quantitative and survey research methodology. The sample size comprises 385 Colombo District, Sri Lanka's rapidly moving consumer goods buyers. The study's primary data came from self-administered questionnaires examined using the SPSS program.

Findings: Correlation analysis has stated that there is a moderate positive relationship between trust, convenience, online reviews, and consumer tendency towards online shopping for fast-moving consumer goods in Colombo District in Sri Lanka. However, results showed a moderate negative relationship between perceived online risk and consumer tendency towards online shopping for fast-moving consumer goods in Colombo District in Sri Lanka.

Implications: The study has crucial managerial implications; it provides businesses with higher sales and revenue, so it is essential to understand the factors impacting consumers' inclination to make online purchases for fast-moving consumer goods. The research seeks to uncover the reasons behind this gap and facilitate a better alignment between consumer needs and digital platform offerings.

Limitations and Future Research Suggestions: Future researchers can conduct this study on another sector by using a variety of factors that impact consumer purchasing intention factors rather than limiting these four factors.

Keywords: Consumer tendency, Convenience, Online reviews, Online shopping, Perceived risk

EXAMINE THE FACTORS INFLUENCING THE INTENTION TO ENGAGE IN GREEN HUMAN RESOURCE MANAGEMENT (GHRM) PRACTICES OF THE SELECTED STATE UNIVERSITY STUDENTS IN SRI LANKA

Kavindi Mayumali[1*], Vilani Sachitra[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, Lanka, s.mayumali99@gmail.com[1], vilani@sjp.ac.lk[2]*

*Corresponding Author

Abstract

Purpose of the Study: Green Human Resource Management (GHRM) is vital for promoting organisational environmental sustainability. This study examines factors influencing undergraduates' intentions to adopt GHRM practices, focusing on their perspectives as future employees in eco-conscious companies. Assessing Sri Lankan students' awareness and attitudes provides insights into their likelihood of embracing GHRM in their careers.

Methodology: Based on the Ability-Motivation-Opportunity (AMO) theory, this quantitative study examined factors influencing university students' perception of GHRM practices. Key variables included environmental knowledge, personal values and beliefs, organisational culture, and perceived organisational support. The study surveyed 370 undergraduates from three state universities in Sri Lanka's Western Province. Multiple regression analysis tested the hypotheses.

Findings: The sample included 48.7% male and 51.3% female undergraduates. Of these, 78.5% were familiar with GHRM practices, while 53.8% had prior experience. A majority (96.4%) intended to adopt GHRM practices in their careers. Regression analysis showed environmental knowledge ($\beta = 0.184$) and perceived organisational support ($\beta = 0.181$) had the most decisive influence, while personal values and beliefs ($\beta = 0.180$) had a lesser impact. Organisational culture ($\beta = 0.081$) was not significant.

Implications: These findings inform educational institutions, organisations, and policymakers on promoting sustainable HR practices. Integrating sustainability-focused courses, workshops, and case studies into curricula can enhance students' understanding of GHRM's role in environmental sustainability.

Limitations and Future Research: Further research should explore barriers undergraduates may face in implementing GHRM in the workforce. Additionally, studies could examine organisational challenges, such as resource constraints, resistance to change, or lack of knowledge.

Keywords: Green Human Resource Management; Environmental Knowledge; Organizational Culture; Personal Values and Beliefs; Perceived Organizational Support.

EXAMINING THE FACTORS INFLUENCING CAREER DECIDEDNESS IN UNIVERSITY SYSTEMS: A STUDY OF SRI LANKA

Kavindi Perera[1]*, Hiran Abeywickrama [2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
kavindiperera966@gmail.com[1*], hiranabeywickrama@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This study explores the factors that impact the decision-making process regarding career choices among university undergraduates in the State University system of Sri Lanka. Having a clear idea about an undergraduate's career path is essential in guiding undergraduates toward careers that align with the labour market requirements in Sri Lanka. This study delves into the Social Cognitive Career Theory Factors and Social Perspective Factors influencing undergraduate career choices in the Sri Lankan University System. It offers valuable insights into how state universities can enhance their support for undergraduates' career development and decision-making process.

Methodology: The study utilises a quantitative approach. The study will be conducted on undergraduates from state universities in the university system of Sri Lanka, a developing country, to identify factors that influence their career choices, including the availability of career guidance and also how Social Cognitive Career theory factors, family influence, gender influence, and peer influence effect undergraduate's career choices.

Findings: Initial results indicate that self-efficacy, outcome expectations, goals and interests, family influence, financial limitations, and the effectiveness of career guidance services significantly impact career decisions. Support systems provided by institutions, such as internships and mentoring programs, are essential in helping students gain a greater understanding of their career paths. Nevertheless, obstacles such as limited resources at state universities in developing countries impede the delivery of practical career guidance. Also, Gender influence and Peer influence least influence the Career decisions of university Undergraduates.

Implications: The conclusions offer practical advice for policymakers and state university leaders to develop specific strategies, like enhancing career support for undergraduates, expanding internship opportunities, and fostering collaborations with businesses. This research also has a theoretical extension so students can feel empowered to make well-informed career choices, ultimately enhancing workforce preparedness.

Limitations and Future Research Suggestions: The study focused only on the state university undergraduates in the state university system in Sri Lana; therefore, the generalizability of the sample findings is limited to the undergraduates in the university system. Future studies can focus on private and foreign universities using additional variables and demographic factors.

Keywords: Career Decidedness; Social Cognitive Career Theory (SCCT); Social Perspective Factors; University Undergraduates; Sri Lanka University System.

EXPLORING THE FACTORS INFLUENCING FAMILY BUSINESS SUSTAINABILITY IN SRI LANKA

Keethana Thayanithi[1*], Ravindu Kulawardena[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
ttkeethana@gmail.com [1], ravindudeshan@sjp.ac.lk [2]*

Corresponding Author

Abstract

Purpose of the Study: Family businesses play a vital role in Sri Lanka's economy, reflecting the country's unique cultural dynamics. However, they face sustainability challenges that hinder long-term viability. Although sustainability in family business is an emerging research area, its understanding in the Sri Lankan context remains limited. This study explores the factors influencing family business sustainability, focusing on internal and external factors. Exploring the key factors highlights how internal and external factors contribute to the family business's sustainability.

Methodology: The study employed a qualitative method to explore the factors influencing family business sustainability in Sri Lanka. Data were collected through semi-structured interviews with 12 family business owners in the Western province across eight industries: printing, paper trading, jewellery, steel, corrugation, coconut plantation, and distribution agency. NVivo 10 QSR software was used to perform the data analysis, facilitating thematic analysis and key pattern identification.

Findings: The study findings revealed key internal factors such as succession planning, leadership transition, innovation, and competitive advantage, and key external factors include social networks and technology integration. Moreover, economic crises, labour migration, and industrial challenges are identified in Sri Lankan family businesses.

Implications: The findings provide valuable insights to Sri Lankan family business owners. Emphasising the importance of integrating tacit knowledge, mentorship, innovation, competitive advantage, and technology adoption to ensure the sustainability and continuity of family businesses. Proactive succession planning and strong social networks are crucial for navigating challenges and enhancing long-term success.

Limitations and Future Research Suggestions: Future scholars can incorporate a quantitative approach to identify the relationship between internal and external factors and business sustainability. Further, they could consider financial indicators to measure how financial performance influences family business sustainability.

Keywords: Internal factors; external factors; Family Business Sustainability; Sri Lankan context.

IMPLEMENTING RESTAURANT FOOD WASTE MANAGEMENT STRATEGIES: AN EXPLORATORY CASE STUDY OF A FIVE-STAR HOTEL IN SRI LANKA

Keshani Thilakarathna[1]*, Thilini Kaushalya[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
keshanithilakarathna@gmail.com [1]*, gatkaushalya@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: Food waste is a rising global issue contributing to significant environmental and social issues. The United Nations Food and Agriculture Organization (FAQ) estimates that one-third of the entire food produced for human consumption annually is wasted every day worldwide. The hospitality industry, particularly restaurants, generates a significant portion of the global food waste. Annually, Sri Lanka generates considerable food waste, with a substantial portion coming from restaurants and other food outlets. This study explores food waste management strategies in the Blue Star Hotel restaurants, a prominent five-star hotel in Colombo, Sri Lanka.

Methodology: This study used a qualitative approach. Semi-structured, in-depth interviews with 06 managerial-level employees of the Blue Star Hotel restaurants were conducted as the primary data collection method. The food waste management hierarchy was utilised as a framework to categorise the identified strategies to gain a better understanding.

Findings: Identified food waste management strategies categorised according to the stages of the food waste hierarchy: prevention, reuse, recycling, recovery, and disposal. Under the prevention, purchasing appropriate ingredients, collaborating with suppliers, better storage techniques, portion sizing, menu planning and menu updating, demand forecasting, maintaining quantity levels, engaging with customers, training employees, and reconfirming reservations are identified. The use of surplus foods for meals for the employees and to make other items, allowing for takeaway, and providing leftovers to feed animals are the identified reuse strategies. Under the recycling stage, the hotel does not pay much attention to composting or other recycling strategies. Sensory testing and refreshing vegetables are recognised as recovery strategies, and disposal is used as the final option.

Research Implications: The study's findings have significant implications for both the restaurants of Blue Star Hotel and the wider hospitality industry. This study guides achieving operational efficiency and reducing food waste using the understanding of food waste management strategies. The study's findings also guide policymakers in implementing better food waste management standards.

Limitations and Future Research Suggestions: Future research can analyse comparative studies to explore food waste management strategies in various hotel chains and geographical areas to identify best practices. Studies can also be conducted using the mixed method to gain more reliable and comprehensive results.

Keywords: Food waste; restaurants; surplus food; food waste management strategies**;** food waste hierarchy

FACTORS INFLUENCING CONSUMER TRUST IN E-COMMERCE IN THE WESTERN PROVINCE OF SRI LANKA

Lakshan Gunaratne[1]*, Thilini Kaushalya[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
lakshangunaratne@gmail.com [1]*, gatkaushalya@sjp.ac.lk [2]

Corresponding Author

Abstract

Purpose of the Study: The e-trust plays a vital role in modern e-commerce. The trust is a matter of building confidence regarding various e-commerce applications. The study aims to identify the factors affecting the e-trust of Sri Lankan online consumers living in the Western province.

Methodology: This quantitative study is based on a conceptual framework developed in the previous survey. Five hypotheses were developed based on the conceptual framework, including five independent variables to evaluate their relationship to the e-trust, which is the dependent variable. A structured questionnaire was used to collect data from 386 respondents from the Western province of Sri Lanka, utilising an online survey.

Findings: The study evaluated five factors: information quality, user interface quality, perceived security, privacy, and e-commerce awareness. Based on the analyses conducted using 386 responses, all the factors positively correlate with customer e-trust at different levels. Therefore, all the hypotheses developed are supported by the study.

Implications: The outcomes of this study are relevant for e-commerce service providers because trust is considered a key aspect of the growth of e-commerce and crucial to survive in the competitive market structure. Therefore, the outcomes might be helpful for different e-commerce service providers to develop new strategies to gain consumers' e trust and refine existing strategies by considering the factors influencing consumers' trust in e-commerce. Apart from e-commerce service providers, online consumers might also gain valuable insights from this study as the outcomes describe the most important factors that need to be considered while using e-commerce platforms.

Limitations and Future Research Suggestions: This study was conducted entirely based on data collected from a selected sample of respondents in the Western province of Sri Lanka. Therefore, the study's outcomes might change depending on the geographical location in which the study took place. Also, considering the mediating effects of the demographic characteristics might provide more valuable insights for future studies.

Keywords: E-Commerce trust; Consumer trust; Trust building strategies; Trust drivers in E-Commerce.

INVESTIGATING THE IMPACT OF SOCIAL MEDIA MARKETING ON THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN SRI LANKA

Malitha Sachinthana[1]*, Nisansala Kulathunga [2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
malithasachinthana555@gmail.com [1]*, nisansalakulathunga@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: This research aims to investigate the effects of social media marketing on the performance of small and medium-sized firms (SMEs) in Sri Lanka's western province. The success of SMEs has made a massive contribution to the economy of Sri Lanka due to their essential role through several viewpoints.

Methodology: This study employed a quantitative method to achieve the research purposes. Questionnaires were utilised to collect data from 391 small and medium-scale enterprises in Sri Lanka's Western Province. The data was examined via SPSS, and multiple regression analysis was used to test the hypotheses.

Findings: The study found that social media considerably and favourably impacts SMEs' performance. This study examines the components of facilitating conditions, compatibility, usefulness, cost, and ease of use from the TAM and UTAUT2.

Implications: This study provides valuable information for the research community regarding how social media marketing improves the performance of SMEs. To maximise their SMM efforts, SMEs should prioritise genuine campaigns, integrate them with company goals, and emphasise the practical benefits of social media.

Limitations and Future Research Suggestions: This study provides valuable insight into only small and medium-scale enterprises in the Western Province of Sri Lanka. Future research can investigate the influence of SMM on specific industries, like manufacturing, service providers, and the retail sector, to find industry-specific differences. Furthermore, examining the function of social media influencers in promoting SME products and services could provide significant knowledge **of** efficient marketing techniques.

Keywords: Sri Lanka; SMEs performance; Social Media Marketing; TAM; UTAUT2

THE INFLUENCE OF THE UNIVERSITY ENVIRONMENT ON ENTREPRENEURIAL INTENTION IN THE STATE SECTOR UNIVERSITIES: A STUDY OF SRI LANKA

Malshi Pathmasiri[1]*, Hiran Abeywickrama[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
malshithnushika@gmail.com[1]*, hiranabeywickrama@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This research examines the impact of the university environment on entrepreneurial intentions among undergraduates in state-sector universities in developing nations, focusing on Sri Lanka. It investigates the effect of perceived educational support (PES), concept development support (PCDS), business development support (PBDS), and entrepreneurial characteristics development support (PECDS) on fostering entrepreneurial aspirations.

Methodology: This study was conducted following a quantitative approach. A sample of 500 undergraduates from 16 universities covering the entire public university system in Sri Lanka was selected, and data were collected from them through a structured questionnaire. The questionnaire, which included 19 questions, was developed and measured using a five-point Likert scale. Statistical analysis, including reliability and validity testing, was conducted using SPSS software to ensure robust results.

Findings: The analysis revealed a significant positive relationship between the four dimensions of university support and entrepreneurial intention. Perceived educational support emerged as a critical factor, highlighting the importance of entrepreneurship-focused curricula, workshops, etc. Perceived concept development support demonstrated its role in nurturing students' business ideas and providing them with essential entrepreneurial knowledge. Also, perceived business development support and perceived entrepreneurial characteristics development support significantly enhanced students' entrepreneurial confidence and skills.

Implications: The study highlights the importance of creating a supportive university environment for entrepreneurship. For policymakers and university administrators, the findings highlight the value of enhancing entrepreneurship education, providing mentorship, and ensuring access to resources. These interventions are essential to fostering entrepreneurial intentions among students and addressing broader socioeconomic issues such as youth unemployment and economic stagnation in developing countries.

Limitations and Future Research Suggestions: This study focuses on public universities, excluding private institutions and other external factors influencing entrepreneurial intention. Future research could broaden the scope by including other university types and investigating other determinants.

Keywords: Entrepreneurial Intention, Perceived Educational Support, Perceived Concept Development Support, Perceived Business Development Support, Perceived Entrepreneurial Characteristics Development Support

INVESTIGATING THE INFLUENCE OF SOCIAL PRESENCE ON IMPULSE BUYING BEHAVIOR OF CONSUMERS IN WESTERN PROVINCE IN THE CONTEXT OF LIVE STREAMING COMMERCE PLATFORM

Manudi Geevinya[1]* and Ravindu Kulawardena [2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
manudigeevinya@yahoo,com [1]*, ravindudeshan@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: The rapid growth of live streaming supports the emergence of an innovative business model called live streaming commerce. The high interactivity and sensory stimuli in online environments suggest that impulse buying is increasingly becoming a notable trend. However, knowledge regarding impulse purchasing in live streaming remains significantly limited. Although live commerce has gained popularity worldwide, it remains in the early stages of development in Sri Lanka, where adoption rates remain far behind those of neighbouring countries. Hence, the study aims to investigate the influence of social presence on the impulse buying behaviour of consumers in the Sri Lankan context.

Methodology: This study utilises the SOR theory, which illustrates the function of stimulus, organism, and response in shaping impulse buying behaviour. This study has five variables: the social presence of the streamers, the social presence of viewers, the social presence of the live streaming platforms, consumer trust, and impulse buying behaviour. This research was conducted using a quantitative approach and a quota sampling technique. Data was collected from 384 live commerce users in the Western province using a structured questionnaire. Hypotheses are tested using multiple regression analysis.

Findings: This study's main findings indicate that the social presence of streamers, the social presence of viewers and the social presence of live-streaming platforms have a positive and significant effect on consumer trust. Furthermore, consumer trust has a positive and significant impact on impulse buying. Overall, the results emphasise that social presence significantly influences consumers' impulse buying in Western Province.

Implications: Addressing how social presence influences impulse buying of live commerce users can help the development of live commerce adoption in Sri Lanka. The study's results help streamers and live-streaming platforms in Sri Lanka improve communication and develop user-friendly and engaging interfaces, which can help enhance the feeling of being socially present and encourage more impulse purchases by consumers.

Limitations and Future Research Suggestions: Further research can examine factors other than social presence, such as price discount, interactivity and visual appeal. Additionally, further studies can expand the scope by considering other provinces across Sri Lanka.

Keywords: Social presence; Live commerce; SOR model, Consumer trust, Impulse buying

THE ROLE OF DIGITAL FINANCIAL SERVICES TO STRENGTHEN FINANCIAL INCLUSION AMONG SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN COLOMBO DISTRICT

Nipuni Kaushalya[1*], Shanika Kumarasinghe[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, kaushalyanipuni012@gmail.com[1,] shanikalakmali@sjp.ac.lk[2]*

*Corresponding Author

Abstract

Purpose of the Study: In an era of rapid technological transformation, the financial services sector is experiencing groundbreaking innovations that reshape the landscape. These advancements are particularly impactful for small and medium-sized enterprises (SMEs), which serve as the backbone of the economy. This study delves into the transformative power of digital financial services, investigating their potential to drive financial inclusion and fuel the growth of SMEs in the Colombo district.

Methodology: The study utilised the Technology Acceptance Model (TAM) and Resource-based View (RBV) approach to investigate the role of digital financial services in enhancing financial inclusion and boosting the growth of small and medium-sized enterprises in the Colombo district. The study explored four independent variables: Digital Payments, Digital Investment, Digital Insurance, and Digital Financial Advice, while financial inclusion is the dependent variable. Data were collected from 402 SMEs using a structured questionnaire and analysed using SPSS to assess the relationship between the variables.

Findings: The regression analysis revealed that every measure tied to digital payments, digital investments, digital insurance, and broader digital advice demonstrated a strong and significant link to the financial inclusion of SMEs in the Colombo district.

Implications: The study advocates for enhanced collaboration among banks, microfinance institutions, and fintech companies to develop customised consulting programs designed to meet the unique needs of SMEs. Such initiatives are essential for fostering a more inclusive financial ecosystem and supporting the sustainable growth of SMEs.

Limitations and Future Research Suggestions: This study provides insight into digital financial inclusion, but future research should use a longitudinal approach to analyse long-term effects on SMEs' expansion and sustainability and assess the effectiveness of financial inclusion initiatives.

Keywords: Small and Medium-Sized Enterprises, Financial Inclusion, Digital Financial Services, Technology Acceptance Model (TAM), Resource-based view (RBV) approach

INVESTIGATING THE KEY INFLUENCES ON THE DEVELOPMENT OF SUSTAINABLE DOMESTIC TOURISM IN RATHNAPURA DISTRICT

Nipuni Rangika[1]*, Shanika Kumarasinghe[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, nipunirangika777@gmail.com[1]*, shanikalakmali@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This study investigates the factors influencing the sustainability of domestic tourism in the Rathnapura District. The research aims to identify the key elements that contribute to long-term growth**.** Specifically, the study examines three critical dimensions: (1) amenities, including accommodation and luxury services; (2) accessibility, encompassing infrastructure and transportation; and (3) destination attractions, such as natural resources and cultural heritage. The study aims to offer actionable insights for promoting sustainable domestic tourism in Rathnapura by investigating these factors.

Methodology: This research applies the "Destination Attributes Theory" using a quantitative method. The independent variables include amenities, accessibility, and destination attraction, with tourism destination selection as the mediating variable and sustainable domestic tourism as the dependent variable. A structured questionnaire was used for data collection, targeting 384 domestic tourists who visited Rathnapura. The collected data were analysed using SPSS software, with multiple regression and correlation analyses conducted to identify relationships between variables. Meanwhile, the mediating effect was analysed using the Sobel test analysis.

Findings: According to SPSS analysis, amenities, destination attraction, and accessibility are directly connected with the perceived domestic tourist's destination selection. Domestic tourists' destination selection levels are positively correlated with a destination's perceived sustainable domestic tourism practices. Tourist destination selection mediates the relationship between amenities, accessibility, destination attraction and sustainable domestic tourism practices.

Implications: This study's results offer practical implications for tourism industry stakeholders, government policymakers, and local authorities in Rathnapura. By prioritising investments in amenities, improving accessibility, and promoting destination attractions, the district can enhance its appeal as a sustainable tourism destination. Furthermore, the study highlights the role of domestic tourism in driving economic growth. It suggests that adequate policies and strategic actions can position Rathnapura as a leading domestic tourism hub in Sri Lanka.

Limitations and Future Research Suggestions: While this study provides valuable insights, its focus on domestic tourists in Rathnapura limits the generalizability of the findings. Future research could expand the sample size, include international tourists, and explore additional variables such as environmental sustainability practices, community involvement, and the impact of digital marketing on tourism.

Keywords: Amenities; Accessibility; Destination attractions; Tourist's destination selection; Sustainable Tourism

FACTORS AFFECTING INTENTION TO ADOPT E-COMMERCE IN THE HANDICRAFT INDUSTRY IN SRI LANKA

Nisansala Wijesinghe[1]*, Ravindu Kulawardane[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
nisansalawijesinghe0421@gmail.com [1]*, ravindudeshan@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: The handicraft industry in Sri Lanka, rich in cultural heritage and economic value, has yet to fully capitalise on the opportunities offered by e-commerce platforms. Despite the growing potential for online markets to expand reach and increase sales, many artisans remain hesitant to adopt digital technologies. This study explores the key factors influencing Sri Lankan artisans' intention to adopt e-commerce platforms. By examining perceived cost, relative advantage, organisational readiness, government support, and perceived ease of use, this research seeks to identify the barriers and enablers that shape e-commerce adoption in the handicraft sector.

Methodology: The study used the Technology Acceptance Model (TAM) and the Technology-Organization-Environment (TOE) framework to examine e-commerce adoption factors. It investigated five key variables: perceived cost, relative advantage, organisational readiness, government support, and perceived ease of use. Data were collected from 385 artisans across Sri Lanka's Western, Central, and Southern provinces through a structured questionnaire. Factor and regression analyses were conducted using SPSS to assess the relationships between these variables and artisans' adoption intentions.

Findings: The findings highlight that relative advantage, perceived cost, and ease of use influence artisans' intention to adopt e-commerce. Artisans are likelier to adopt e-commerce if they perceive clear benefits, such as expanded market reach and increased sales. Perceived affordability is crucial, as high setup and maintenance costs can deter adoption, especially for small-scale artisans. User-friendly platforms that require minimal technical skills are also vital to adoption. While organisational readiness, including digital skills, plays a role, government support was found to have the least impact.

Implications: The study highlights the need to emphasise benefits like market expansion and sales growth to encourage e-commerce adoption among Sri Lankan artisans. Reducing adoption costs, offering user-friendly platforms, and providing digital skills training are essential, while government support should be more targeted to the specific needs of the handicraft sector.

Limitations and Future Research Suggestions: Future research should examine the long-term effects of e-commerce adoption on artisans' growth, sales, and global competitiveness. It should also explore the role of digital infrastructure and mobile commerce in reaching rural artisans. It should also assess the impact of different e-commerce platforms, such as marketplaces versus individual websites, to refine strategies for overcoming adoption barriers in the handicraft sector.

Keywords: E-Commerce Adoption, Sri Lankan Handicraft, Technology Acceptance Model (TAM), Technology-Organization-Environment (TOE) Framework, Artisan Digital Transformation

CHOICE OF LONG-TERM STRATEGIES FOR SURVIVAL BY SRI LANKAN SMES DURING THE ECONOMIC CRISIS WITH SPECIAL REFERENCE TO THE APPAREL INDUSTRY IN COLOMBO DISTRICT

Pasindu Hasintha[1*], Shanika Kumarasinghe[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
pasinduhasintha334@gmail.com[1]*, shanikalakmali@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This study examines the long-term crisis management strategies adopted by Small and Medium Enterprises (SMEs) in Sri Lanka's apparel industry, emphasising the Colombo District. SMEs play a pivotal role in the Sri Lankan economy, particularly in the apparel sector, which serves as a major contributor to employment, export revenue, and economic growth. However, during financial crises, these enterprises face significant challenges. Despite its importance, there is limited empirical research on how SMEs in developing economies, particularly in the context of overlapping crises, build and sustain resilience over the long term. The study seeks to fill this gap by identifying the strategies that help SMEs effectively overcome economic challenges.

Methodology: A quantitative research design was adopted, utilising a survey approach. Institutional Theory and Contingency Theory were used as the theoretical approaches. Three independent variables, namely, infrastructure development, digitalisation and export of unique products, have been incorporated into the conceptual framework, while SME survival was used as the dependent variable. Data were collected from 132 SMEs using the convenience sampling method, and the responses were gathered using a structured questionnaire. The data were analysed using SPSS software for descriptive statistics, correlational analysis and multiple regression analysis to assess the relationships between the variables.

Findings: The advancement of infrastructure, digitalisation, and the export of unique products significantly improve SMEs' capacity to handle economic difficulties. Digitalisation is the most critical factor in enhancing SME resilience. By strategically adopting digital tools and technologies, SMEs can sustain growth even during financial instability.

Implications: The findings underscore the significance of strategic investments in digital technologies, infrastructure, and product differentiation for enhancing SME resilience. This study provides valuable insights for policymakers and SME owners, emphasising the need for long-term measures that integrate technological adoption, infrastructure improvements and market diversification.

Limitations and Future Research Suggestions: While this study offers important insights, further research is recommended to explore the sustained effects of these strategies on SME growth, the influence of cultural factors on strategic decision-making during crises, and the interplay between government policies and SME resilience.

Keywords: SMEs; Economic crisis; Digitalization; Infrastructure development; Export strategies

ENHANCING CONSUMER AWARENESS THROUGH ACCESSING THE IMPACT OF NEUROMARKETING TECHNIQUES ON CONSUMER PURCHASING DECISIONS IN THE FMSC INDUSTRY

Praveesha Fernando[1]*, Sachin Wijayasinghe[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
praveefe@gmail.com [1*], sachinlw@mgt.sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: The study investigates how neuromarketing strategies influence consumers' purchase of fast-moving consumer goods (FMCG) in Sri Lanka. It specifically looks at how biometric measures, eye tracking, and face coding affect customer behaviour, particularly in promoting unnecessary purchases that do not align with genuine needs and desires. By utilising ethical marketing techniques, this study aims to raise customer awareness and ensure that they make well-informed purchasing decisions, reassuring them about marketing strategies' moral implications.

Methodology: Utilizing primary data collection methods such as questionnaires, a quantitative research approach was used. The study rigorously employed statistical methods to investigate consumer responses to neuromarketing stimuli to evaluate the relationship between neuromarketing interventions and their impact on consumer purchasing behaviour. The theoretical framework offers a thorough scope to fulfil the study objectives by integrating consumer psychology and neuromarketing ethics concepts.

Findings: The results show that while facial coding interprets emotional reactions to market stimuli, the impact of eye tracking on visual attention and brand recall is awe-inspiring. The physiological consequences of advertising are further illustrated by biometric tests such as skin conductance and heart rate. Combined, these strategies have been shown to sway customer preferences, frequently resulting in impulsive purchases.

Implications: The study underscores the pivotal role of ethical neuromarketing in fostering customer trust and promoting socially responsible advertising. Policymakers, armed with these findings, can regulate neuromarketing methods. On the other hand, marketers are encouraged to make transparency and informed consent integral to their strategies, thereby contributing to enhancing customer welfare. These insights bolster social trust in marketing tactics and deepen our understanding of unconscious buying impulses.

Limitations and Future Research Suggestions: The study's limitations, such as its reliance on a geographically limited sample and its focus on the FMCG industry, may hinder its generalizability. However, these limitations also present an exciting opportunity for future research. For instance, future studies could explore how neuromarketing influences brand loyalty over extended periods and in diverse sectors and cultural contexts, thereby expanding our knowledge of consumer behaviour.

Keywords: Neuromarketing; Eye Tracking; Facial Coding; Biometric Analysis; Consumer Behavior

FACTORS INFLUENCING BIG DATA ADOPTION IN FORECASTING IN THE APPAREL MANUFACTURING SECTOR IN SRI LANKA

Randinee Rajasuriya[1]*, Ravindu Kulawardena[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
himara.rajasuriya13@gmail.com [1]*, ravindudeshan@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: The research investigates adoption factors comprehensively and their impact on forecasting in Sri Lanka's apparel manufacturing sector. While significant data adoption has been studied in developed economies, insufficient research explicitly examines the apparel manufacturing sector in developing countries like Sri Lanka. The unique characteristics and challenges of this context remain unexplored. While the Technology-Organization-Environment framework has been widely used for technology adoption studies, its application to big data analytics in Sri Lanka's apparel sector remains limited.

Methodology: The study pursues a quantitative adoption using the Technology-Organization-Environment (TOE) framework to examine the factors affecting significant data adoption in forecasting. This research adopts a quantitative method. Data was collected by surveying 322 managerial-level employees from apparel manufacturing firms in Sri Lanka. Quota sampling method was used to gather data. The data was analysed using the SPSS software package.

Findings: This study identifies the factors affecting the adoption of big data in forecasting in the apparel manufacturing sector in Sri Lanka. Specifically, the findings find that technological factors largely determine the significance of significant data adoption in forecasting, particularly relative advantage and compatibility. Organisational factors (such as top management support and readiness) are also vital. Environmental factors such as competitive pressure and government regulations also moderately affect adoption decisions. A significant relationship was found between TOE factors and big data adoption in forecasting in the apparel manufacturing sector. Firms employing big data analytics in predicting indicated improved accuracy and reduced inventory levels based on employees' viewpoints.

Implications: This research offers an opportunity to add to the technology adoption literature in developing countries and brings engaging lessons for apparel manufacturers in Sri Lanka. The results inform decision-makers on overcoming adoption barriers and how big data analytics can be exploited to improve forecasting accuracy.

Limitations and Future Research Suggestions: The study recommends policymakers support digital transformation in the apparel industry. Future research could explore the longitudinal effects of significant data adoption on forecasting and extend its geographical scope to other regions in Sri Lanka. The study only focuses on the TOE framework, which has limitations, and further analysis is advised to identify suitable frameworks or combine them.

Keywords: Big data; Forecasting; Apparel Manufacturing; Technology-Organization-Environment Framework

EXAMINE THE CUSTOMER INTENTION TO ADOPT AI-INTEGRATED TECHNOLOGIES IN THE BANKING SECTOR IN SRI LANKA; A CASE STUDY OF SAMPATH BANK PLC

Rashmi Kavishka[1*], Vilani Sachitra[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, rashmikavi20@gmail.com[1], vilani@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: Customers drive the banking industry's growth and help banks compete in the financial sector. Banks implement various strategies to acquire and retain customers and invest heavily in AI technologies, recognising their benefits. This research aims to identify the factors influencing customer intention to adopt AI-integrated services at Sampath Bank PLC.

Methodology: The research adopted a positivist philosophy, deductive approach, and quantitative method, using a survey to collect data from 384 Sampath Bank customers at selected branches. Based on the Technology Acceptance and SERVQUAL models, the conceptual framework guided hypothesis development and research instrument design. The framework included customer intention, service quality, perceived usefulness, and perceived ease of adopting AI-integrated services. Multiple regression analysis was used to test the hypotheses.

Findings: Of the 384 respondents, 173 were male and 211 females; 67.4% were employed, 10.2% were self-employed, and 10.9% were retired. Regarding AI awareness, 75.3% had a general understanding, and 11.5% had a solid experience. Multiple regression analysis revealed that the driving component in the model significantly influenced customer intention to use AI-integrated services. Among the factors, perceived ease of use had the highest beta score ($\beta = 0.271$), followed by service quality ($\beta = 0.229$), with perceived usefulness having the lowest impact ($\beta = 0.219$).

Implication: The importance of perceived ease of use in customers' intention to adopt AI-integrated services highlights the need for a user-friendly and understandable design in AI banking services. Strengthening the impact of service quality on adoption intentions emphasises the need for reliability, responsiveness, and personalisation in AI-powered banking services.

Limitations and Future Research Suggestions: Studies on AI adoption intentions can be further carried out among different provinces of Sri Lanka or conducted in an inter-country comparative analysis to identify the cultural and contextual implications of the adoption. Long-term studies could reveal how customer intentions and usage of AI-powered banking services change. Future research could analyse specific AI applications in banking, robot advisors, fraud detection systems, or AI-based loan approval processes.

Keywords: AI technology, Customer intention; Perceived usefulness, Perceived ease of use, Service quality

INVESTIGATING THE IMPACT OF GREEN PACKAGED PRODUCTS ON GENERATION Z'S PURCHASE INTENTION IN SRI LANKA: WITH SPECIAL REFERENCE TO UNDERGRADUATES OF A SELECTED UNIVERSITY IN SRI LANKA

Sadunika Samarakoon[1]*, Nisansala Kulathunga [2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
samarakoonsadunika@gmail.com[1]*, nisansalakulathunga@sjp.ac.lk [2]

**Corresponding Author*

Abstract

Purpose of the Study: This study aims to investigate the key factors that shape Generation Z's intention to buy green packaged products in Sri Lanka, following a causal research framework. It delves into how four main factors (attitude, subjective norms, perceived behavioural control, and environmental concern) interact to influence their decision to adopt eco-friendly packaging.

Methodology: 415 questionnaires were distributed via Google Forms to university students at the University of Sri Jayewardenepura. The collected data were analysed using IBM SPSS software, applying descriptive analysis, reliability testing, correlation coefficient analysis, and multiple linear regression.

Findings: The findings show that attitude, perceived behavioural control, and environmental concern significantly influence green packaged product purchase intention, while subjective norm does not have a noticeable impact. This study extends the Theory of Planned Behavior by incorporating environmental concern as an added variable. These findings are particularly valuable for Sri Lanka, where limited research exists on Generation Z's perception of environmentally friendly packaging, and they offer insights that can be applied to other developing nations as well.

Implications: The research implications emphasise fostering environmental concern among consumers. The study suggests that government and private sectors should collaborate to promote environmentally conscious consumer behaviour, including educational workshops and campaigns on the importance of green packaging. Additionally, the study underscores the importance of attitude as a significant contributing factor to purchase intention, highlighting the necessity for businesses to focus on shaping positive consumer attitudes toward sustainable products.

Limitations and Future Research Suggestions: Future research should explore potential mediating or interaction effects between the factors studied and conduct reasonable studies across diverse demographics and ethnic groups in Sri Lanka to provide a more comprehensive understanding of the drivers of environmentally friendly behaviour.

Keywords: Green packaging; Generation Z; Purchase intention; Environmental concern; Theory of Planned Behavior

THE IMPACT OF E-BANKING SERVICE QUALITY ON CUSTOMER SATISFACTION: SPECIAL REFERENCE TO PRIVATE COMMERCIAL BANKS IN SRI LANKA

Sandunika Nethmini[1]*, Nisansala Kulathunga[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
sandunikanethmini0027@gmail.com*, nisansalakulathunga@sjp.ac.lk

*Corresponding Author

Abstract

Purpose of the study: This study examines the connection between customer satisfaction and the quality of e-banking services offered by Sri Lanka's private commercial banks. To investigate how customer satisfaction with e-banking services is affected by essential aspects of service quality, such as security and privacy, responsiveness, reliability and ease of use. To improve customer satisfaction and cultivate enduring relationships with customers, the study also seeks to pinpoint areas where e-banking service delivery needs to be improved. This research will help better understand customer expectations and preferences regarding e-banking services, ultimately allowing banks to optimise their offerings to enhance the overall customer experience.

Methodology: An exploratory survey using a Likert-based questionnaire was carried out to determine how customer satisfaction in Sri Lanka is affected by the quality of E-banking services. Various Sri Lankan e-banking users were contacted using convenience and judgmental sampling. Data was gathered from 382 e-banking users, and a questionnaire was administered to 400 e-bank service users.
Findings: The findings suggested that ease of use, responsiveness, security and privacy, and reliability on service quality significantly influence customer satisfaction among e-banking users. All aspects significantly positively impacted the customer satisfaction of e-banking users.

Implications: The study will assist bank managers and policymakers in concentrating on these elements that often significantly influence customer satisfaction. This will improve the quality of e-banking services that the banks offer, which will help them attract new customers and keep their current clientele.

Limitations and Future Research Suggestions: The study has advanced knowledge of the significance of the aspects that make up the quality of e-banking services and how they affect customer satisfaction. Given Sri Lanka's current economic situation, the report establishes a framework for future research that should not be restricted to a particular area of Sri Lanka but examine other areas where e-banking is extensively used.

Keywords: E-banking; Customer Satisfaction; Security and Privacy; Reliability; Responsiveness.

FACTORS INFLUENCING ENTREPRENEURIAL INTENTION AMONG THE EDUCATED YOUNGER GENERATION IN SRI LANKA

Santhiya Singarasa [1]*, Hiran Abeywickrama [2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
santhiyasingarasa@gmail.com[1]*, hiranabeywickrama@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This study aims to fill a gap in the literature on entrepreneurial intentions by identifying the factors that influence entrepreneurial intention among educated youths in Sri Lanka. This is **to** promote and improve entrepreneurship-oriented activities for this educated youth group.

Methodology: The research was performed via a structured survey questionnaire among 340 students from the University of Sri Jayewardenepura formulated based on previous studies. A random sampling method was used, and an analysis was performed using SPSS software.

Findings: As many of the hypotheses proposed have been confirmed, the present study, therefore, supports the theorisation within the model integration. The survey also showed that attitudes towards behaviour, perceived behavioural control, and entrepreneurial education are significantly related to entrepreneurial intention. Subjective norms, however, did not disclose any significant links with entrepreneurial intention.

Implications: The present study intends to add insights to key literature by incorporating the theory of planned behaviour (TPB) and entrepreneurial education based on the support of the literature. This study can add value to policymakers and university administrators in Sri Lankan universities by allowing them to allocate resources and develop strategies to improve entrepreneurial intention among the educated younger generation. Identifying the factors that influence entrepreneurial intention among students will further enhance the field of entrepreneurship among young Sri Lankans and economic growth in general.

Limitations and Future Research Suggestions: The research resulted from examining and studying one state university in Sri Lanka. It would be best to conduct those types of studies in other state and private Sri Lankan universities to generalise the study's findings.

Keywords: Attitudes Towards Behavior; Subjective Norms; Perceived Behavioral Control; Entrepreneurial Education; Entrepreneurial Intention

ASSESSING THE IMPACT OF SOCIAL COMMERCE ON PURCHASE INTENTIONS OF KNOWLEDGE-SEEKERS IN GENERATION Z

Sarani Brahaspathi[1*], Hiran Abeywickrama[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
saraninavodya2000@gmail.com[1], hiranabeywickrama@sjp.ac.lk[2]*

Corresponding Author

Abstract

Purpose of the Study: With the emergence of Web 2.0 tools, integrating social media with e-commerce has resulted in a new business model called social commerce. It has been an emerging interest frontier for businesses and academics, and it offers a new approach to selling products and services directly via social commerce. The primary purpose of this study is to identify the impact of social commerce on purchase intention in knowledge-seekers in Generation Z.

Methodology: The Social Commerce Acceptance Model (SCAM) was used as the study's theoretical framework. Four hundred respondents were gathered through an online survey using a self-administered questionnaire. This study develops a quantitative analysis of determinants impacting online purchase intention, such as trust, shopping enjoyment, perceived value, and perceived usefulness. The multiple regression analysis was used to evaluate the impact of social commerce on purchase intention in knowledge-seekers in Generation Z.

Findings: The study investigated the social commerce factors, namely, trust, shopping enjoyment, perceived value, and perceived usefulness. Considering the responses of 400 undergraduates at the University of Sri Jayewardenepura highlighted in this study, trust, shopping enjoyment, perceived value, and perceived usefulness had a significant relationship with online purchase intention, and all hypotheses have been supported.

Implications: The study's findings provided new insights into assessing the role of social commerce in the purchase intentions of knowledge-seekers in Generation Z that will assist marketers and policymakers in making policies and programs more effective and efficient. Therefore, social commerce platforms are becoming increasingly important to Sri Lankan businesses and most of the population.

Limitations and Future Research Suggestions: Future research studies can identify more independent variables such as perceived risk, familiarity, intimacy, and social support. Future studies can also explore the impact of social commerce on the purchase intention of generations that have not been used before or study all customers without limiting to one generation.

Keywords: Social commerce, Trust, Shopping enjoyment, Perceived value, Perceived usefulness

IDENTIFYING THE FACTORS INFLUENCING THE ADOPTION OF QR CODE-BASED MOBILE PAYMENT FOR RETAIL PURCHASES BY GENERATION Z WITH SPECIAL REFERENCE TO THE WESTERN PROVINCE OF SRI LANKA

Sasuni Surekha[1]*, Ravindu Kulawardena[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, sasu11717@gmail.com [1]*, ravindudeshan@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: This study intends to identify the factors influencing Generation Z's intention to use QR payments for retail purchases in the Western Province of Sri Lanka. Accordingly, the research will focus on mobile usefulness (MU), mobile ease of use (MEOU), and perceived security (PS) as factors influencing the intention to make QR payments. The study aims to provide practical recommendations for financial institutions, fintech service providers, and policymakers to improve acceptance of QR code-based payment systems. It also bridges the empirical gap in understanding the adoption of the QR payment system in Sri Lanka.

Methodology: The Mobile Technology Acceptance Model (MTAM) is the basic theoretical framework of this study. The conceptual framework incorporated three study variables: mobile usefulness, ease of use, and perceived security. The study follows a quantitative methodology using data collected via online surveys shared via social media platforms. The sample comprises 384 participants representing Generation Z in the Western province of Sri Lanka. Quota sampling was the sampling technique used in this study. The hypotheses were tested via multiple regression analysis.

Findings: The sample included 184 males and 200 females. The intention to use QR payments indicated a mean score of 4.06, which means there was a positive intention towards using the payment system. Regression analysis results show that all the study contrasts, mobile usefulness, mobile ease of use, and perceived security significantly and positively influence the intention to use QR payments. Thus, the hypotheses were supported.

Implications: The study contributes to the literature by confirming the robustness of the MTAM model and identifying the drivers of Gen Z's QR payment intention. It further emphasises the importance of considering the impact of influential factors to leverage Gen Z's QR payment intention in retail purchases, providing important insights for the other participants in the QR payment ecosystem, especially for financial institutions.

Limitations Future Research Suggestions: The study has limitations, such as a small sample size and limited generalizability of the findings due to implementing a non-probability sampling technique for the data collection. Future research is encouraged to focus on expanding the scope of the population and sample size and to incorporate new factors into the proposed conceptual framework to generate valuable insights. They can also study other emerging payment technologies, such as NFC-enabled payments.

Keywords: MTAM, QR Payment, Retail Sector, Generation Z, Sri Lanka

ASSESSING THE EFFECTIVENESS OF CARBON OFFSETTING STRATEGIES IN ACHIEVING CARBON NEUTRALITY WITHIN THE APPAREL SECTOR OF SRI LANKA

Savishka Perera [1*] and Ravindu Kulawardena [2]

*[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
saviperera22@gmail.com [1*], ravindudeshan@sjp.ac.lk [2]*

**Corresponding Author*

Abstract

Purpose of the Study: This study assesses the effectiveness of carbon offsetting strategies in achieving carbon neutrality in Sri Lanka's apparel sector, which is a significant contributor to the national economy and a major emitter of greenhouse gases. It evaluates existing strategies, identifies barriers and driving forces in the industry, and opportunities for enhancing effectiveness.

Methodology: The research adopts a mixed-method approach. Quantitative data were analysed using Multi-Criteria Decision-Making (MCDM) techniques to rank the effectiveness of strategies. Qualitative data from stakeholder interviews, with three interviews conducted for each of the six apparel companies in Sri Lanka, were thematically analysed using NVivo software to identify barriers, driving forces, and opportunities for improving carbon offsetting practices.

Findings: The study evaluated carbon offset strategies using mixed-method analyses, incorporating stakeholder interviews and decision-making models. Quantitative analysis identified solar energy as the most effective strategy due to its scalability and immediate impact. At the same time, biomass and reforestation projects demonstrated long-term potential despite operational and implementation challenges. Qualitative insights highlighted barriers like resource constraints, awareness and skill gaps, financial and regulatory gaps, and fragmented supply chains, alongside driving forces like policy incentives, emerging carbon markets, strategic collaborations, partnerships, resource utilisation efficiency, and advancements in renewable energy technologies. Opportunities in the industry include capacity building, enhanced planning and flexibility, stakeholder collaboration, improved funding access, circular and regenerative practices, operational optimisation, and the adoption of advanced technologies such as blockchain and AI.

Implications: The study provides practical insights for policymakers and apparel industry stakeholders to optimize carbon offsetting strategies, aligning with global sustainability standards. The findings offer a pathway for Sri Lanka's apparel sector to achieve carbon neutrality and improve competitiveness in international markets.

Research Limitations/Future Research: The study is limited by its focus on a single industry within Sri Lanka and its reliance on internal corporate data, which may constrain the broader applicability of its findings. Future research should expand to other sectors and regions, explore long-term impacts, and use more comprehensive datasets. Such research would provide a broader understanding of effective carbon offsetting strategies supporting global efforts toward sustainable development and carbon neutrality.

Keywords: Carbon offsetting; Apparel industry; Carbon neutrality; Sustainability; Sri Lanka; MCDM

FACTORS AFFECTING DIGITAL ENTREPRENEURSHIP INTENTION AMONG 'GENERATION Z' IN SRI LANKA

Semini Praveena[1*], Minusha Weerakkody[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
praveenasemini@gmail.com[1]*, minushaw@sjp.ac.lk [2]

***Corresponding Author*

Abstract

Purpose of the Study: Entrepreneurship drives economic growth by creating jobs and fostering innovation. With the rise of digital technologies, digital entrepreneurship has emerged as a transformative force in global economies. This study examines the digital entrepreneurial intentions of Generation Z in Sri Lanka, focusing on the influence of the Technology Acceptance Model (TAM), which includes perceived usefulness, ease of use of technology, and digital literacy. The research aims to identify the factors influencing the entrepreneurial aspirations of Generation Z in Sri Lanka, who emerged in a digitally advanced era and explore their potential to contribute to the nation's economic growth.

Methodology: This study employs a quantitative approach, using the technology acceptance model as the theoretical framework. Data was collected through a structured questionnaire distributed among Generation Z individuals in Sri Lanka. A purposive sampling technique was employed in research involving 388 Generation Z respondents from the Western province of Sri Lanka. The relationships between perceived usefulness, perceived ease of use, digital literacy, and digital entrepreneurship intentions were examined using statistical methods, including multiple regression analysis.

Findings: The study reveals that perceived usefulness, ease of use, and digital literacy significantly influence digital entrepreneurship intentions among Generation Z in Sri Lanka. Perceived usefulness is crucial as technological advancements reduce operational barriers and increase entrepreneurial confidence. Ease of use simplifies adoption and lowers entry barriers. Digital literacy is the most critical factor in enabling Generation Z to navigate digital opportunities. The findings suggest the need for targeted initiatives to improve technological accessibility and promote entrepreneurship.

Implications: This study explores factors influencing digital entrepreneurship intentions among Generation Z in Sri Lanka's developing economy. It highlights the need for digital literacy, technological infrastructure enhancement, and youth empowerment programs. Digital entrepreneurship can generate foreign income, create jobs, reduce unemployment, boost exports, and promote tourism, contributing to a resilient and globally competitive economy.

Limitations and Future Research Suggestions: The study's main weaknesses are the small sample size and small geographic area of its coverage, requiring further studies on more prominent and representative samples, more time-focused designs, and consideration of sociocultural and economic aspects.

Keywords: Digital entrepreneurship intention; Digital literacy; Entrepreneurship; Generation Z; Technology Acceptance Model

INVESTIGATING THE FACTORS AFFECTING THE ACCEPTANCE OF CROWDFUNDING BY STARTUP ENTREPRENEURS IN SRI LANKA

Thanura Lasan[1*], Vilani Sachitra[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
thanuralasan2000@gmail.com[1], vilani@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: Crowdfunding is a modern financing method that allows startups to raise capital from many individuals, often online. It democratizes access to funding, enabling entrepreneurs in developing nations to bypass traditional gatekeepers and connect directly with investors. For startups in Sri Lanka, crowdfunding offers a promising alternative, but its adoption and effectiveness remain unclear. This research aims to identify the key factors influencing crowdfunding adoption among Sri Lankan startup entrepreneurs.

Methodology: Unified Theory of Acceptance and Use of Technology (UTAUT) model used to develop conceptual framework of the study. Performance expectancy, effort expectancy, social influence, facilitating conditions and perceived risk included as the variables. The target population of this study was the individual startup entrepreneurs in Sri Lanka. 384 startup entrepreneurs were selected based on the industry they belong; including technology, agriculture, manufacturing and services. Multiple regression analysis used to test the hypotheses.

Findings: Out of 384 startup entrepreneurs, 93% (n=357) were male, and 7% (n=27) were female. The largest segment (41.1%, n=158) was in the early stage, focusing on product development or market validation, followed by 32% (n=123) in the idea stage, 20.1% (n=77) in growth, and 6.8% (n=26) in scaling. E-commerce dominated, representing 51.8% (n=199) of startups. While 53.1% (n=204) considered but did not use crowdfunding, 33.6% (n=129) did. Effort expectancy was the strongest predictor ($\beta=0.301$, $t=6.638$, $p<0.001$), followed by facilitating conditions ($\beta=0.285$, $t=7.295$, $p<0.001$), performance expectancy ($\beta=0.261$, $t=6.383$, $p<0.001$), and social influence ($\beta=0.151$, $t=3.536$, $p<0.001$).

Implication: Given the strong influence of effort expectancy, platform developers should prioritise user-friendly interfaces and simplified processes. Policymakers can use these insights to develop supportive regulatory frameworks that enhance the facilitating conditions for crowdfunding adoption.

Limitation and Future Research Suggestions: The findings may be urban-biased and not fully generalizable to Sri Lanka's entrepreneurial ecosystem. Qualitative research on entrepreneurs' decision-making could provide deeper insights, while cross-cultural studies could enhance understanding of cultural influences on crowdfunding adoption in developing economies.

Key words: Crowdfunding; Financial technology; Startup entrepreneurs; UTAUT model

GREEN BANKING INITIATIVES AND CUSTOMER SATISFACTION ON BEHAVIOURAL INTENTION

Tharushi Gunadasa[1]*, Amesh Pathirana[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
gunadasatharushi@mail.com[1]*, amesh@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: The research examines the effect of green banking practices on consumer satisfaction and Behavioural intention in Sri Lanka. In particular, it explores the impact of performance expectancy, effort expectancy, and social influence on customer satisfaction, which impacts the behavioural intention to adopt green banking services.

Methodology: Data were collected from undergraduate students at Sri Lankan state universities who interacted with commercial banks. The analysis employed descriptive statistics and multiple regression techniques to test the relationships among variables. Customer satisfaction was also evaluated as a mediating factor in the relationship between influencing variables and behavioural intention.

Findings: The study identifies performance expectancy as the most influential factor affecting customer satisfaction, followed by effort expectancy. Additionally, environmental and social concerns, as well as value creation, significantly contribute to satisfaction. Social influence emerges as a key outcome, mediating the relationship between customer satisfaction and behavioural intention. However, none of the green banking initiatives fully met customer expectations, highlighting areas for improvement.

Implications: The findings emphasise the importance of tailoring green banking initiatives to meet the diverse needs of customer segments, particularly considering technological literacy and user expectations. The study offers practical insights for banks to develop customer-centric strategies that foster greater adoption of sustainable banking practices. Policymakers and financial institutions can leverage these insights to improve public perceptions of green banking, enhance corporate social responsibility, and promote environmental sustainability.

Limitations and Future Research Suggestions: The study's focus on undergraduate students and commercial banks limits the generalisability of the findings. Future research should consider broader demographics and private sector banks to provide a more comprehensive understanding of green banking adoption. Longitudinal studies could further explore the evolving impact of green banking features over time.

Keywords: Green Banking, customer satisfaction, Behavioural Intention, Performance Expectancy, Effort Expectancy

EXAMINE THE FACTORS INFLUENCING GREEN PURCHASING BEHAVIOR IN THE WESTERN PROVINCE OF SRI LANKA

Tharushi Liyanage[1]*, Amesh Pathirana[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, ltmanodya@gmail.com[1]*, amesh@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This study examines the factors influencing green purchasing behaviour in Sri Lanka's Western Province, focusing on consumer attitudes, subjective norms, and perceived behavioural control as outlined by the Theory of Planned Behaviour (TPB). It aims to clarify the dynamics of eco-friendly purchasing decisions and address the growing significance of sustainable consumerism.

Methodology: Data were collected from 392 respondents in the Western Province using a standardised questionnaire to evaluate attitudes, subjective norms, perceived behavioural control, and intentions to make green purchases. A quantitative approach with a positivistic research strategy was adopted, employing statistical techniques such as factor analysis and regression analysis to assess the significance and strength of relationships among the variables.

Findings: The findings revealed that attitudes, subjective norms, and perceived behavioural control impact eco-friendly purchasing intentions. Businesses are encouraged to collaborate in promoting eco-friendly products, while marketers should focus on shaping consumer attitudes by highlighting the long-term benefits of sustainable consumption.

Implications: The study provides actionable insights for businesses and policymakers to foster sustainable consumption. It emphasises the role of data-driven awareness campaigns, strategic collaborations, and marketing efforts that appeal to consumer attitudes and emphasise the benefits of eco-friendly choices. These findings are pivotal in advancing sustainable practices and promoting environmental responsibility.

Limitations and Future Research Suggestions: The study is based on self-reported data from respondents in the Western Province, which may introduce bias. Future research should adopt longitudinal designs and expand to other regions in Sri Lanka for greater generalisability. Additionally, examining factors such as environmental knowledge and cultural values could provide a more comprehensive understanding of green purchasing practices.

Keywords: Green purchasing behaviour, Theory of Planned Behaviour, sustainability, consumer behaviour, Sri Lanka, environmental awareness.

EXAMINING THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF THE FASHION INDUSTRY IN WESTERN PROVINCE SRI LANKA: SOCIAL MEDIA PERSPECTIVE

Tharushi Lokupathirana[1]*, Minusha Weerakkody[2]

[1,2] *Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,*
tharu99pathirana@gmail.com [1]*, minushaw@sjp.ac.lk [2]

*Corresponding Author

Abstract

Purpose of the Study: The increasing use of social media and the growing impact of electronic word-of-mouth (eWOM) has profoundly influenced consumer behaviour in Sri Lanka, especially within the fashion industry, which has been heavily affected by the COVID-19 pandemic and ongoing economic challenges. However, many local fashion businesses in Sri Lanka struggle to leverage these digital platforms effectively. The primary purpose of this study is to investigate how eWOM affects consumers' intentions to buy in the Western Province of Sri Lanka's fashion industry. The study focuses on how the quality, credibility, and adoption of information influence customers' decisions to buy.

Methodology: The information adoption model serves as the theoretical foundation for this study. Social media users in Sri Lanka's Western Province were given a structured survey to gather primary data. The correlations between essential characteristics, such as information quality, credibility, adoption, and purchase intention, were examined using statistical techniques.

Findings: The results show that information adoption is strongly influenced by information quality and credibility, which favours purchase intention. The findings demonstrate how vital eWOM influences consumer choices in the fashion sector.

Implications: This study offers valuable advice for Sri Lankan fashion marketers and companies looking to create successful eWOM campaigns. Businesses may influence customer behaviour and foster trust by enhancing the calibre and reliability of the supplied information. While the commercial consequences include better marketing efficacy and more sales prospects for fashion brands, the social implications include improved consumer decision-making.

Limitations and Future Research Suggestions: The study focuses on the fashion sector and is restricted to Sri Lanka's Western Province, limiting its generalizability to other industries or regions. To give a more thorough picture of eWOM's influence, future studies could look at different sectors, geographical areas or extra variables like brand loyalty and cultural aspects.

Keywords: eWOM; Fashion industry.; Information credibility; Information quality; Purchase intention

ANALYSING THE FACTORS INFLUENCING CONSUMERS' BEHAVIORAL INTENTION TO PURCHASE SOLAR PANEL SYSTEMS AS RENEWABLE ENERGY IN AN EMERGING ECONOMY

Vidushika Sewmini[1]*, Amesh Pathirana[2]

[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
vidushikasewmini123@gmail.com[1]*, amesh@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: This study analyses the factors influencing customers' behavioural intention to purchase solar panel systems as a renewable energy solution in Sri Lanka. It also addresses gaps in the literature by exploring how attitudes, subjective norms, and perceived behavioural control shape the adoption of solar energy in an emerging economy.

Methodology: A quantitative research approach was employed, collecting data through an online survey of 384 households from the Colombo, Kalutara, and Gampaha districts. A structured questionnaire was used to gather demographic information and measure attitudes, subjective norms, perceived behavioural control, and behavioural intentions.

Findings: The findings indicate that attitudes, subjective norms, and perceived behavioural control significantly influence Sri Lankan households' intentions to purchase solar panels. Key factors driving these intentions include environmental concerns, financial savings, and social influences, such as recommendations from community members.

Implications: The study offers actionable insights for promoting the adoption of solar panels in emerging economies. Providers should emphasise the long-term financial savings, environmental benefits, and energy independence associated with solar panels. Social influences, such as community involvement and open house initiatives, can play a critical role in consumer decisions. Additionally, government assistance, financial incentives, and global trade agreements can help reduce costs and foster widespread solar adoption.

Limitations and Future Research Suggestions: This study is among the first in Sri Lanka's energy sector to develop and test a model of behavioural factors influencing solar panel adoption. While the focus was on potential customers, future research could explore broader demographic groups, regional variations, and additional factors, such as policy frameworks and technological innovations. These insights would further enhance our understanding of consumer behaviour in renewable energy adoption.

Keywords: Solar panels; renewable energy; consumer behaviour; Theory of Planned Behaviour, Sri Lanka

FACTORS AFFECTING CAREER GROWTH OF EMPLOYEES WORKING FROM HOME: A STUDY WITH SPECIAL REFERENCE TO THE IT SECTOR IN THE WESTERN PROVINCE OF SRI LANKA

Vishnukaruni Balasubramaniam[1]*, Shanika Kumarasinghe[2]
[1,2] Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, karuni0205@gmail.com[1]*, shanikalakmali@sjp.ac.lk[2]

*Corresponding Author

Abstract

Purpose of the Study: The transition to remote work has had a substantial influence on employment options, particularly in Sri Lanka's IT sector. The shift to remote work, accelerated by the COVID-19 pandemic, has transformed traditional career growth pathways, particularly in the IT sector, where employees face unique challenges and opportunities while working from home. This study aims to examine the factors that influence career growth for remote employees, focusing on the unique difficulties and opportunities that come with this changing work environment.

Methodology: This study uses a quantitative research approach with Social Presence Theory as its theoretical framework. Data were collected using Google Forms using a structured questionnaire to 250 IT employees in Sri Lanka's Western Province. The study's dependent variable is Career Growth, while the independent variables are Work-Life Balance, Communication Tools, Technology Access, Training and Development, and Performance Evaluation. The data obtained were analysed using SPSS software to identify significant correlations between these variables and career advancement in a remote work environment.

Findings: The findings revealed that training and development, technology access, and good performance evaluation are the key factors for improving career growth opportunities among remote workers. On the other hand, social isolation and reduced access to communication tools still hinder career growth. The study highlights the importance of remote work policies that effectively address ongoing skill development, technological reliability, and regular performance evaluation to support the career growth of employees working from home.

Implications: The findings provide practical implications for organisations and policymakers in Sri Lanka regarding how remote work frameworks can enable employee engagement and career development. Approaches that consider the needs of remote employees would result in job satisfaction, leading to productivity for economic growth.

Limitations and Future Research Suggestions: This study only covers the Western Province IT sector; hence, generalising this result to other industries and geographic regions cannot be warranted. Future research should investigate additional factors, such as organisational culture and employee motivation, and consider longitudinal studies to evaluate the long-term effects of remote work on career development.

Keywords: Remote work; Career development; Training and Development; Technology Access; Performance Evaluation

Our Memory ….

5th Commerce Research Symposium - Extended Abstract 2023

13	The Role of Microfinance Institutions for Enhancing Women Self-employment in Kurunagala District Lahiru Edirisinghe,Ayoma Sumanasiri	13
14	Investigating the influence of green banking on the financial performance of licensed commercial banks in Sri Lanka during the economic crisis Madhuka Nilanthi,Amesh Pathirana	14
15	Identification of the Impact of Emotional Intelligence (EI) of Employees on Customer Satisfaction in the Banking Sector in Colombo District Sri Lanka Mathusha Satheeskumar,Sachin Wijayasinghe	15
16	Brand Personality and Customer Emotional Branding in the Mobile Phone Market in Sri Lanka Nadeesha Liyanage,G.A.T. Kaushalya	16
17	Examine the Factors affecting Unemployed Middle-aged, Differently Abled Women through the Online Platform in Sri Lanka Nawodana Nethsarani,Ayoma Sumanasiri	17
18	Sustainable Resilience – Exploring Survival Strategies and Sustainability Initiatives of Tea Factories During Fuel Crisis in Ratnapura District, Sri Lanka Niwanthika Wicramasinghe,Ravindu Kulawardena	18
19	Investigating the factors influencing employment intention in the agricultural sector; Study on educated youth in Sri Lanka*** Prabodha Sandeepani,Amesh Pathirana	19
20	Investigating Determinants of Women Behavioral Intention to Adopt Mobile Banking Services in Sri Lanka Rumesa Dilhari Handuwala,Vilani Sachitra	20
21	Investigating Determinants of Elder's Behavioral Intention to Adopt E-Commerce in Sri Lanka Sachini Bandara,Ravindu Kulawardena	21
22	Investigating the Factors Affecting the Sri Lankan Farmers' Readiness for Retirement Planning with Special Reference to Kurunegala District Sachini Umayangana,G.A.T. Kaushalya	22
23	An Investigation of the Impact of Using Greenwashing as a Marketing Strategy on the Consumer Buying Decision of Green Products in Sri Lanka Sakuni Ayanthika,G.A.T. Kaushalya	23
24	Identify the Factors Motivating Use Green Banking Products of Selected Bank Customers in Sri Lanka Shashitha Sandeepa,Vilani Sachitra	24
25	The Impact of Personality Traits on Job Satisfaction of Operational Level Employees in the Banking Sector, with Special Reference to Sri Lanka Shehani Jayakody,Ayoma Sumanasiri	25
26	Investigating environmental corporate social responsibilities on consumers green purchase intention in Sri Lankan supermarket sector T.M.K.G.C.B Thennakoon,Sachin Wijayasinghe	26

27	Examine the influence of industry 5.0 marketing strategies in the banking sector on customer perception in Sri Lanka Udara Shavindi,Amesh Pathirana	27
28	Factors Affecting Work-Life Balance Among Internship Students in Sri Lankan State University Upeksha Madhuwanthi,Ravindu Kulawardena	28
29	Investigate the influence of financial literacy on performance of SMEs' in Kalutara district Warsha Thilakarathne,Amesh Pathirana	29
30	Investigation of Factors Influencing Intention to Use Omni Channel Retailing: Refer to Younger Generation in Sri Lanka Wishadi Wimukthika Wijemanna,Vilani Sachitra	30

4ᵗʰ Commerce Research Symposium - Extended Abstract 2022

14	Identifying the Relationship between the Mechanisms of Corporate Governance and the Firm Performance of Banking Sector in Sri Lanka Kaveesha Malshini and Kusal Nissanka	14
15	Green Human Resource Management Practices on Environmental Performance of Sri Lankan Manufacturing Firms Kavindi Witharana and Ayoma Sumanasiri	15
16	Exploring Challenges Faced by Cinnamon Exporters: Special Reference to Galle District Koshila Wickramasinghe and Nadeeka Ariyadasa	16
17	Determinants of Non-Adhering Occupational Health and Safety Rules by Factory Workers in Tire Manufacturing Industry in Sri Lanka Lakmali Gunasekara and Vilani Sachitra	17
18	Investigate the Influence of Corporate Social Responsibility (CSR) on Organizational Sustainability Performance with a Special Reference to the Textiles and Apparel Industry in Sri Lanka Maheshi Perera and Dasuni Pandithasekara	18
19	Factors Affecting Green Purchase Behavior of Young Educated Consumers in Sri Lanka Nileesha Reshani and Ayoma Sumanasiri	19
20	The Impact of Ethical Leadership on Employee Job Performance at Apparel Factories in North Province of Sri Lanka Ninthusha Puwaneswaran and Ayoma Sumanasiri	20
21	Investigate the Factors Affecting Customer Loyalty; with Special Reference to E-Consumers of Fashion Industry Nipuni Hansamali and Tharini Weerasekara	21
22	Impact of Leadership Styles on Family Firms' Performance; Family Firms in Sri Lanka Pitiyage Devika Sandamali and Dasuni Pandithasekara	22
23	Examining the Effect of Green Branding on Consumers' Green Purchase Intention Evidence from Sri Lankan Cosmetic Market Poornima Amarathunga and Ayoma Sumanasiri	23
24	Factors Influence on Customer Repurchase Intention in Online Marketplaces: Sri Lankan Experience Pramodya Kavindi and Shehani Shanika	24
25	Investigating Factors Affecting Consumer Intention to Use Online Food Delivery Services in the Western Province of Sri Lanka Pushpika Madhuwanthi and Lishanthi Wijewardene	25
26	Impact of Social Media Marketing Activities on Consumer Attitude towards Green Products: Generation Z in Sri Lanka Sandamini Kumudapperuma and Dasuni Pandithasekara	26
27	Investigating the Liquidity and Profitability Relationship of Listed Capital Goods Companies in Colombo Stock Exchange Sanjula Amarasinghe and Kusal Nissanka	27

28	The Effects of Social Media Advertising on Consumers' Brand Loyalty: Special Reference to the Apparel Retailers Sashini Ranaweera and Ravindu Kulawardena	28
29	Role of Visual Merchandising on Consumers' Impulsive Buying Behaviour: Reference to Apparel Retail Stores in Sri Lanka Sewwandi Konara and Vilani Sachitra	29
30	Investigating the Influence of Consumer Personality and User Generated Content on Consumer Behaviour of Sri Lankan University Students Shanith Heshantha Silva and Sachin Wijayasinghe	30
31	Determinants of Impulsive Buying Behaviour of Suboptimal Foods in Sri Lankan Supermarket Customers Shenuka Dilshara and Tharini Weerasekara	31
32	Investigating the Determinants of Entrepreneurial Intention among Management Undergraduates in Sri Lanka Shivanka Kularatne and Sachin Wijayasinghe	32
33	Factors Influencing Consumers' Purchase Intention of Green Cosmetic Products in Sri Lanka Sithari Kodagoda and Shehani Shanika	33
34	Examine the Impact of Organizational Changes on the Employee Performance of Selected Commercial Banks in Sri Lanka Tharushi Imasha and Thusitha Abeysekara	34
35	Impact of E-Marketplace Innovations to the Performance of Sole Proprietorship Businesses in Sri Lanka Wiilorage Chamodhi and Sachin Wijayasinghe	35

3rd Commerce Research Symposium - Extended Abstract 2021

15	Deriving Solutions to Contemporary Issues in Entrepreneurship: Amalgamating Technology with Entrepreneurship in Sri Lankan Education System Dilsha Chinthaka and Vilani Sachitra	15
16	Impact of Online Relationship Marketing Strategies on Customer Loyalty within Banking Industry of Sri Lanka. Dinithi Sihara and Sachinthanee Dissanayake	16
17	An Investigation of Factors Influencing the Use of Computer Assisted Audit Techniques (CAATs) in Audit firms in Sri Lanka. Hashan Madushanka and Dasuni Pandithasekara	17
18	Effect Of Artificial Intelligence Technology on Customer Satisfaction: Multinational Fast-Food Outlets in Western Province of Sri Lanka. Hashani Ranaweera and Ayoma Sumanasiri	18
19	The Impact of the Big Five Personality Traits on Academic Motivation of Part-Time Employed Undergraduates. Hiran Abeywickrama and Sachinthanee Dissanayake	19
20	Investigate Survival Strategies of SMEs in Sri Lanka during COVID -19 Pandemic. Hiruni Hewage and Dasuni Pandithasekara	20
21	The Impact of Board Effectiveness and Internal Control on Financial Performance of Listed Food, beverage and Tobacco Sector Companies in Sri Lanka. Jeewanthi Kumari and Kusal Nissanka	21
22	Forensic Accounting Service, Education and Fraud Detection in the Perception of Professional Accountants in Sri Lanka. Jineth Maheepala and Kusal Nissanka	22
23	Study on the Impact of Information Technology on the Competitive Advantage of Logistics Firms in Sri Lanka. Kasun Fernando and Thusitha Abeysekara	23
24	YouTube Advertising and Purchase Intention of Undergraduates. Kasuni Chamathka and Ayoma Sumanasiri	24
25	The impact of Digital Marketing Strategies to the Performance of Small and Medium Enterprises. Lakshan Madusanka, E. Dayarathne and Sachin Wijayasinghe	25
26	Factors contributing to the adoption of Mobile Banking in Sri Lanka Madusanka Soysa and Ruwan Samarakkody	26
27	Factors Affecting the E-entrepreneurial intention among Generation Z of Sri Lanka. Marian Felix and Dasuni Pandithasekara	27
28	The Revival Revolution of The Hospitality Industry in Sri Lanka: Crippled by The Covid-19 Pandemic. Nadeesha Sewwandi and Vilani Sachitra	28
29	Factors Determining the Use Of E-Wallet Products as A Payment Method Among University Students in Sri Lanka. Nisal Jayathilaka and Vilani Sachitra	29

30	Impact of Sustainable Resource Optimization towards sustainable growth of Non-Banking Finance Institutions. Nisheli Tennakoon, E. Dayarathne and Sachin Wijayasinghe	30
31	The Impacts of Social Media Marketing on Brand Equity in the Apparel Industry in Sri Lanka. Oshara Kariyakarawana and Ayoma Sumanasiri	31
32	Factors Affecting Marketing Channel Choice of Vegetable Producers in Central Province, Sri Lanka. Piumi Wanasinghe and Vilani Sachitra	32
33	Identifying the Factors Influencing Audit Materiality Level Consideration Punsara Wijayathilaka and Sachinthanee Dissanayake	33
34	Investigate Influence of Marketing Promotions on the Efficiency of Banks in Sri Lanka. Rashmi Rupasinghe and Sachinthanee Dissanayake	34
35	The Effect of Organizational Culture on Strategy Implementation: With Reference to Sri Lankan Airlines. Ruchinika Ubeywarna and Ayoma Sumanasiri	35
36	The Impact of Macroeconomic Factors on Non-Preforming loans in Commercial Banks: Evidence from Sri Lanka. Ruwangi Peiris, E. Dayarathne and Sachin Wijayasinghe	36
37	An Empirical Investigation of Skilled Shortage Challenge in Furniture Manufacturing Industry in Sri Lanka. Sachini Mendis and Vilani Sachitra	37
38	Relationship between board structure and performance: with special reference to the banks listed in Colombo Stock Exchange. Sandumini Senarathne and Kusal Nissanka	38
39	Acceptance Level of Insurance Policies by Small and Medium Enterprises in Sri Lanka. Savidya Thathsarani, E. Dayarathne and Sachin Wijayasinghe	39
40	Fear of Online Identity Theft on Online Purchase Intention in a Sri Lankan context: Mediating role of Trust in E-payment Systems. Shamindi Madawala and Shehani Shanika	40
41	Influence of Green Marketing Strategies on Consumer Buying Behavior of Fast-Moving Consumer Goods. Supun Chamara, E. Dayarathne and Sachin Wijayasinghe	41
42	Corporate Sustainability of Jetwing Group of Hotels during the COVID-19 Pandemic. Tharaka Maduwanthi and Ayoma Sumanasiri	42
43	Factors influencing Work Life Balance of employees Working from Home in the IT Industry in Sri Lanka. Tharini Weerasekara and Ayoma Sumanasiri	43
44	Innovative Strategies of XYZ Bank to Improve Customer Satisfaction During COVID-19 Outbreak. Tharuki Subasinghe and Ayoma Sumanasiri	44

45	Factors Influencing the Implementation of Green Practices: Hotel Industry in Sri Lanka. Tharushi Attygalle and Viswara Perera	45
46	An Empirical Study on Intention to Store Food during the COVID-19 Pandemic in Sri Lanka. Tharushi Elamalage and Sachinthanee Dissanayake	46
47	Investigating the impact of internal environmental factors on the adoption of human resource information system of manufacturing companies in Sri Lanka. Thashmila Vithanage and Sachinthanee Dissanayake	47
48	Impact of Liquidity Ratios on Profitability: With Special Reference to Listed Companies: Listed Under Material Sector on Colombo Stock Exchange in Sri Lanka. Thilini Eheliyagoda and Kusal Nissanka	48
49	Relationship between Corporate Governance and Quality of Financial Statement; Listed Financial Companies Perspective in Sri Lanka. Thishini Welikala and Kusal Nissanka	49
50	Student Satisfaction on Online Learning Environment: A Study of Western Province Universities in Sri Lanka Yomali Poornima and Shehani Shanika	50

2nd Commerce Research Symposium - Extended Abstract 2020

No.	Extended Abstract	Page.
1	Factors Influencing Consumer Online Shopping Intention in Sri Lanka *Sanidu Priyadarshana and Sachinthanee Dissanayake*	1
2	Entrepreneur Skills Development in SMEs: Bridging Technological Improvement *Imasha Maduwanthi and Vilani Sachitra*	2
3	E-Marketplace in the Agricultural Sector in Sri Lanka: Challenges in Adoption *Nidheesha Ellawala and Vilani Sachitra*	3
4	Impact of Celebrity Endorsement toward Brand Loyalty; Special Reference to Sports Apparel Industry in Sri Lanka *Sayani Mallahavidana and Sachinthanee Dissanayake*	4
5	Factors Influencing Bridge Employment Engagement: With Reference on Health Sector in Sri Lanka *Pabasara Senasinghe and Vilani Sachitra*	5
6	Influence of Informativeness and Entertainment on the Attitude for Social Media Advertising Among Young Social Media Users *Himali Weerasinghe and Sachinthanee Dissanayake*	6
7	Impact of Assets and Liability Management on Financial Performance of Domestic Commercial Banks in Sri Lanka *Sumudu Tharaka and Vilani Sachitra*	7
8	Mobile Marketing Initiatives on Consumer Attitudes and Buying Behaviour of Young Consumers in Sri-Lanka *Fathima Shahina and Vilani Sachitra*	8
9	Effects of Sustainability Reporting Practices on Firm's Financial Performance in the public listed manufacturing companies in Sri Lanka **Irushi Madurangi and Ayoma Sumanasiri**	9
10	Examine the Drivers of Engage in Hybrid Entrepreneurship in Sri Lanka **Gihan Jayathilaka and Vilani Sachitra**	10
11	Factors Affecting Online Purchasing Behavior of Undergraduates of University of Sri Jayewardenepura: An Empirical Investigation *Deshani Jayasingha and Ayoma Sumanasiri*	11
12	Impact of Dividend Policy on Share Price Volatility: Evidence from Sri Lankan Insurance Companies *Kanishki Mohottala and Dasuni Pandithasekara*	12
13	Impact of Leadership Styles on Employee Performance in Service Industry of Private Sector in Sabaragamuwa Province *Sajani De Silva and Dasuni Pandithasekara*	13
14	Analyzing Intention to Implement Blockchain Technology for Businesses in Sri Lanka *Indika Priyadarshane and Vilani Sachitra*	14

15	Factors Affecting Student Satisfaction in Higher Education; A Comparison between State and Non-state Universities in Sri Lanka Sonnadara, M.P and Shanika, W.R.M.S	15
16	Factors Influencing Export Engagement of Small and Medium-Sized Enterprises in Sri Lanka Hashen Madushanka and Vilani Sachitra	16
17	Factors affecting use of Learning Management Systems (LMS) by Undergraduates in Higher Education; A Study on Management Undergraduates of University of Sri Jayewardenepura (USJP) **Dilthusha Amandi and Shanika, W.R. M. S**	17
18	Effects of Consumer Satisfaction and Loyalty on Online Repurchase Behavior Subhashi Gangani and Ayoma Sumanasiri	18
19	Influence of Green Marketing Function on Corporate Image: Validation Testing Between Demographic Variables Sathya Nilaweera and Ayoma Sumanasiri	19
20	A Study on Factors Affecting Individual Investment Preference **Dasuni Fernando and Kusal Nissanka**	20
21	Micro-Finance as a Triggering Mechanism for Excelling Women Entrepreneurship in Sri Lanka Prabhavi Chandrarathna and Ayoma Sumanasiri	21
22	Influence of Information Technology Infrastructure and Information Systems on the development of E-tourism in Sri Lanka Sameera Amarasiri and Ayoma Sumanasiri	22
23	Creating Competitive Advantage through Green Supply Chain Management in Manufacturing Industry Piumali Sanduni and Vilani Sachitra	23
24	Knowledge Management Practices towards Competitive Advantage: Study on SMEs in Sri Lanka Himasha Erandi and Vilani Sachitra	24
25	Key Necessaries to Promote Value-added Products in Cinnamon Industry in Sri Lanka Supun Nirmal and Vilani Sachitra	25
26	Analyzing Individual Traits of Gen Y and Gen Z: Recommendations to Marketing Managers in Sri Lanka **Aransana Mahendran and Sachin Wijayasinghe**	26
27	Implication on Sustainability Through Execution of Entrepreneurship Oshan Bulugahapitiya and Ayoma Sumanasiri	27
28	Influence of Employee Engagement in Improving the Corporate Social Responsibility of Garment Sector of Sri Lanka Omali Ananda and Ayoma Sumanasiri	28
29	Impact of Health and Safety Level of Employees on Improving Firm's Productivity Nikeshala Malshani and Ayoma Sumanasiri	29

30	The Effect of Transformational Leadership and Job Satisfaction on Employee Performance in Sri Lanka Garment Industry Saumya Sandaruwani and Ayoma Sumanasiri	30
31	Does Gender Representation at Decision Making Level Matter for a Better Financial Performance in Local Licensed Commercial Banks in Sri Lanka? Tiffany Sandanayaka and Ayoma Sumanasiri	31
32	Determinants of Entrepreneurial Intention: An Empirical Investigation based on Theory of Planned Behaviour Shohan Royston Faber and Vilani Sachitra	32
33	Prediction of Financial Distress in Micro Finance Institutions in Sri Lanka Ravindu Kulawardena and Kusal Nissanka	33
34	Factors Influencing Entrepreneurial Orientation of Women in Sri Lanka Kulinie Perera and Sachinthanee Dissanayake	34
35	Impact of Service Quality and Switching Cost on Customer Satisfaction: A Study on Technological Change (DSLR to Mirrorless) in Digital Photography Products in Sri Lanka Gayan Lalinda Perera and Sachinthanee Dissanayake	35
36	Behaviour of Consumers towards Green Marketing Strategies in Sri Lanka Nimshi Ranawana and Sachinthanee Dissanayake	36
37	The Impact of Providing Non-Audit Services on Auditors' Independence and Audit Quality in Sri Lanka: An Empirical Investigation M. N. Nabeel Ahamed and Dasuni Pandithasekara	37
38	A Study on Factors Affecting on Long-Term Employment of Generation Y (Millennials): Management Employees at FMCG Sector in Sri Lanka Waluka Suneth and E. Dayarathne	38
39	Importance of Nation Branding to the Attractiveness of Tourism Industry in Sri Lanka Shakila Chathurangi Fernando and E. Dayarathne	39
40	Employee Outcomes with regard to Intimacy, Trust and Attitudes Chathura Madhuranga and Ayoma Sumanasiri	40

1st Commerce Research Symposium - Extended Abstract 2019

Research Session – 2018 Department of Commerce

Title	Page.
An Empirical Study on the Impact of Political Shocks and Other Macroeconomic Variables on Gross Domestic Product of Sri Lanka. Amaratunge, V. I., Dayarathne, E.	4
Factors Influencing on Microfinance Loan Defaults in Sri Lanka: An Empirical Investigation in Mathugama Divisional Secretariat. Priyankara, D. T, Sumanasiri, E. A. G.	5
Role of Occupational Stress and Organizational Stress towards Job Satisfaction: A study based on Banking Employees in Sri Lanka. Nadeeshani, S. D. P., Sachitra, K. M. V.	7
An Investigation on the Barriers Faced by Online Outsourcing Workers in Sri Lanka. Harshani, V. M. D., Wijeyarathna, J. M. D. S.	9

Research Session – 2017 Department of Commerce

Title	Page.
Information Seeking Behaviour of Undergraduates: A Social Network Analysis Group 1	3
Relationship between Religious beliefs and Academic Satisfaction: An empirical analysis Group 2	4
Factors determining the selection of career path of undergraduates: Evidence from management undergraduates in Sri Lanka Group 3	5
Impact of Social Self-efficacy on Academic Performance of undergraduates: An empirical Analysis Group 4	6
Knowledge Sharing Levels of Undergraduates in Sri Lanka Group 5	7
An Analysis based on the level of environmental literacy of the undergraduate of University of Sri Jayewardenepura Group 6	8

Research Session – 2016 Department of Commerce

Title	Page.
Peer Influence, Motivation and Academic Performance of the Undergraduates Group 1	4
Relationship Among Smartphone Addiction, Stress Level and Academic Performance Group 2	6
Impact of Team Based Learning on Academic Performance Group 3	7
The Effect of Facebook Usage on Academic Performance of Undergraduates Group 4	9
Technology Usage, Self-Direct Learning and Academic Performance Group 5	11
The Relation Among Self-Efficacy, Learning Approaches and Academic Performance Group 6	13

Department of Commerce

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

Tel - +94 11 2 802 513
Email - depcommerce@sjp.ac.lk
web - www.sjp.ac.lk/fmsc/com