



COMMERCE RESEARCH SYMPOSIUM

2025

INSPIRING THE CREATIVITY AND SCHOLARLY ACHIEVEMENTS
OF COMMERCE STUDENTS



**Commerce Research Symposium
2025**

**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 2025 (CRS 2025)

Abstracts presented on the 16th February 2026

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 – 2025

16th February 2026

The abstracts are extracted from the undergraduates' research projects, which have been completed as a partial requirement of the Dissertation (COM 4673). The views expressed in this publication are those 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 – 2025

Department of Commerce

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

ISSN 2714-1675

84 Pages

Copyright @ Department of Commerce

Edited by:

Ms. Nisansala Kulathunga
Department of Commerce, Faculty of Management Studies and Commerce,
University of Sri Jayewardenepura.

Mr. Ravindu Kulawardena
Department of Commerce, Faculty of Management Studies and Commerce,
University of Sri Jayewardenepura.

Published by:

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

Language Editing:

Ms. Himashi Lokuge
Department of Commerce, Faculty of Management Studies and Commerce,
University of Sri Jayewardenepura.

Abstracts of Commerce Research Symposium – 2025

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

Dr. (Ms.) B.A.S.D. Bamunusinghe, Business Communication Unit, FMSC, USJ

Ms. U.A.N.U. Ariyadasa, Business Communication Unit, FMSC, USJ

Ms. W.R.M.S. Shanika, Legal Studies Unit, FMSC, USJ

Message from the VC



It is with great pleasure that I extend my warmest greetings to all participants of the Undergraduate Research Day (URD), conducted as part of the 22nd International Conference on Business Management (ICBM) 2026, hosted by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura. The URD is a meaningful platform that celebrates undergraduate scholarship and encourages young researchers to engage in inquiry, evidence-based reasoning, and academic communication skills that are essential for the future of our nation and the global community.

Aligned with the ICBM 2026 theme, “Inclusive and Responsible Management for a Circular Economy and Digital Future,” the URD reflects the importance of building research capacity from the early stages of higher education. Undergraduate research not only strengthens critical thinking and problem-solving but also nurtures responsible citizenship by encouraging students to examine real-world issues with curiosity, integrity, and social awareness.

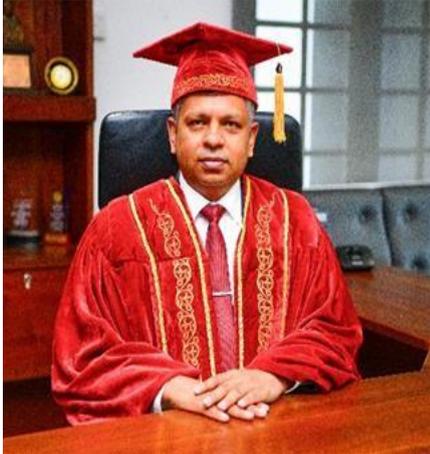
The University of Sri Jayewardenepura remains committed to supporting academic excellence and creating opportunities for students to develop as confident, ethical, and competent knowledge creators. I am pleased to note that the URD brings together diverse research topics and innovative perspectives from our undergraduates, and I trust that the experience will motivate them to pursue further research, professional growth, and meaningful contributions to society.

I convey my sincere appreciation to the organizing committee, departmental coordinators, supervisors, reviewers, and all staff members for their dedication to making the URD a success. I also congratulate all student presenters featured in this proceedings volume and wish them every success in their academic and professional journeys.

Senior Professor M. M. Pathmalal

Vice Chancellor
University of Sri Jayewardenepura

Message from the Dean



On behalf of the Faculty of Management Studies and Commerce (FMSC), University of Sri Jayewardenepura, I warmly welcome you to the Undergraduate Research Day (URD) held in conjunction with ICBM 2026. The URD is a proud academic initiative of the faculty that showcases the creativity, discipline, and commitment of our undergraduates as they present research conducted across multiple fields of business and management.

This year's overarching conference theme, "Inclusive and Responsible Management for a Circular Economy and Digital Future," provides an important context for undergraduate scholarship. Many of the challenges we face today—environmental pressures, social inequalities, governance concerns, and rapid technological change—require thoughtful analysis and evidence-based solutions. The URD encourages our students to contribute to these conversations early in their academic journeys, strengthening not only their research competence but also their sense of responsibility to society.

At FMSC, we place strong emphasis on cultivating a research culture that extends beyond postgraduate study. Through research supervision, methodological training, and academic platforms such as URD, we strive to empower students to develop analytical thinking, academic writing, and professional presentation skills that will benefit them in both academia and industry.

I extend my sincere gratitude to the URD organizing team, departmental coordinators, supervisors, and evaluators for their support in ensuring the quality and success of this event. I also congratulate all student researchers whose work is presented in this proceedings volume, and I wish you a rewarding and inspiring URD experience.

Professor Dushan Jayawickrama

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

Message from the Head of Department



On behalf of the Department, I would like to pen a few congratulatory words for the 7th Commerce Research Symposium of the Department of Commerce, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura.

The Commerce Research Symposium is organized with the intention of promoting a strong research culture among undergraduates and sharing innovative research with our scholarly community. This has been a platform to explore contemporary issues across the field of commerce and sort industry-led solutions. We are excited to collaborate with the 22nd International Conference on Business Management (ICBM) - Undergraduate

Research Day that increase our reach and make a significant impact in the commerce field.

The Commerce Research Symposium is a platform that always provide final year undergraduates present their final year dissertation work and I am proud to say this year the abstract book features 51 outstanding research work by our young scholars. This symposium acknowledges their untiring efforts and will be a stepping-stone to make greater impact globally.

I take this opportunity to extend my gratitude to the Department Research Coordinator, Mr. Ravindu Kulewardena and Assistant Coordinator, Ms. Nisansala Kulathunga for their hard work to make this event a real success. Also. I would like to appreciate all the department and external supervisors who went through a rigorous supervising process to ensure the quality expected by the department.

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

Mr. K.S.L. Wijayasinghe

Head | Department of Commerce
University of Sri Jayewardenepura

List of Extended Abstracts

No.	Extended Abstract	Page.
1	The Influence of Individual Entrepreneurial Factors on Entrepreneurial Attitude Leading to Entrepreneurial Intention among Female Graduates in Sri Lanka Achini Imalsha Sewwandi, WRM Shehani Shanika	1
2	Exploring the Stakeholder Pressure and Organizational Responses to IFRS S1/S2 Adoption Aminda Imal Dissanayake, Ravindu Kulawardana	2
3	Identify the Challenges and Opportunities of Implementing Circular Economy Practices in the Apparel Manufacturing Sector in Sri Lanka Anju Parami Jayavilal, Vilani Sachitra	3
4	Investigating the Efficacy of Internal Audit in Preventing Fraud: Perceptions of Accounting and Finance Staff in the Banking Sector of Sri Lanka Binuri Waduge, Nisansala Kulathunga	4
5	Factors Influencing Consumers' Purchase Intention Towards Electric Vehicles in Sri Lanka: Insights from Non-Users Bishan Sanjana, Thilini Kaushalya	5
6	An Examination of Push and Pull Factors Influencing Career Motivation of Gig Workers in the Colombo District, Sri Lanka Budvin Dewmika, WRM Shehani Shanika	6
7	Factors Influencing the Purchase Intention of Green FMCG Among Gen Z: With Special Reference to the Western Province of Sri Lanka Changa Malawige, Amesh Pathirana	7
8	Examine the Possibilities of Improving the Efficiency of Public Transportation Service in Sri Lanka Charuka Perera, Vilani Sachitra	8
9	The Impact of Digital Service Quality Dimensions on Customer Loyalty of Gen Z Digital Banking Consumers in Sri Lanka Chathumi Perera, H.N. Abeywickrama	9
10	Analyzing How User Generated Content (UGC) Drives Gen Z Purchase Intention Within the Sri Lankan Fast Fashion Industry: Evidence From U&G Theory Devanga Mahakumarage, Minusha Weerakkody	10
11	Impact of Motivational Factors on Employee Performance in Tea Industry: With Special Reference to Balangoda District, Sri Lanka Dhanuka Gunarathne, H.N. Abeywickrama	11
12	Investigating Key Factors Influencing Purchase Intention of Electric Two-Wheelers in Sri Lanka Didula Nimsara, Minusha Weerakkody	12
13	Exploring the Impact of Grassroots Ecopreneurs on Rural Livelihoods: Evidence from Sri Lanka Dilakshi Sithara, Shanika Kumarasinghe	13
14	Investigating the Impact of Work Values on the Intention to Stay Among the Young Employees in the Business Process Outsourcing Sector in Sri Lanka Fathima Ihsaniya Rilwan, Nisansala Kulathunga	14

15	Factors Influencing Purchase Intention towards Eco-Friendly Packaged Fast-Moving Consumer Goods, with Special Reference to the Western Province of Sri Lanka Francesco Fernando, Ravindu Kulawardana	15
16	Exploring How Smart Technologies Enhance Guest Experiences in the Sri Lankan Hospitality Industry Hawwa Ahamed, Minusha Weerakkody	16
17	Drivers Of Organic Purchase Behavior in Colombo District of Sri Lanka Hettikankanamge Nisali Kaushalya, Thilini Kaushalya	17
18	Exploring the Barriers to Green Bond Issuance Among Corporate Bond Issuers in Sri Lanka Hiranya Neththasinghe, Minusha Weerakkody	18
19	Examine The Factors Influencing Impulsive Buying Behavior in Social Commerce Platform: Reference to Apparel Product Indunith Wijesooriya, Vilani Sachitra	19
20	Analysing the Influence of Green Marketing Communication on Consumers' Green Purchase Behaviour: A Study in the Western Province of Sri Lanka Ishini Wickramarathna, Shanika Kumarasinghe	20
21	Evaluating The Effect of Restaurant Attributes on Customer Satisfaction: A Study on Sri Lankan Customers Isuri Kariyakarawana, Amesh Pathirana	21
22	Exploring the Traveller Motivations, Experiences, and Market Potential of Wellness Tourism Sector in Sri Lanka Isuru Marasinghe, Ravindu Kulawardana	22
23	Investigating the Factors Influencing to the Overconsumption Behavior in Buy Now, Pay Later (BNPL) Services Among Generation Z in Sri Lanka Kavinga Ranthilake, Nisansala Kulathunga	23
24	The Influence of Digital Innovation Readiness on Intellectual Capital Efficiency and Financial Performance in Listed Licensed Finance Companies in Sri Lanka Lakeesha Dias, Thilini Kaushalya	24
25	Investigating The Determinants of Gen Z's Premium Purchase Intentions for Green Products in Sri Lanka Malshi Ishara, H.N. Abeywickrama	25
26	Moving Towards an Inclusive Work Environment: A Qualitative Study of Employee Perception and Organizational Success Through DEI Melissa Nugara, Sachin Wijayasinghe	26
27	Factors Influencing the Adoption of Buy Now Pay Later Service on E Commerce Platforms among Generation Z in Western Province Sri Lanka Milan Perera, Sachin Wijayasinghe	27
28	Exploring the Influence of Undergraduate Internships on Career Field Change: A Case Study of a Selected University Nikini Fernando, Nisansala Kulathunga	28
29	Examine the Effect of Logistic Service Quality in E- Commerce on Customers' Repurchase Intention Parami Anuththara, Sachin Wijayasinghe	29
30	Factors Influencing the Online Shopping Cart Abandonment in E-commerce Platforms Among the Young Adults in Sri Lanka Pasandi Pathmaperuma, Sachin Wijayasinghe	30

31	Factors Affecting Customer Satisfaction on Online Cosmetic Purchases in Sri Lanka Pasindu Perera, H.N. Abeywickrama	31
32	Examine the Influence of Financial Knowledge, Financial Attitudes, Locus of Control & Financial Socialization on Financial Management Behavior among the Millennial Generation (Generation-Y) of Sri Lanka Pavithra Wijesundara, Thilini Kaushalya	32
33	Individual Factors Influencing the Glass Ceiling on Women's Career Advancement in Sri Lanka's Hospitality Sector: A Study on Classified Hotels in Colombo District Pawani Himasha Rathnayaka, WRM Shehani Shanika	33
34	Factors Affecting Circular Economy Adoption in the Sri Lankan Apparel Industry Prarthana Ranaweera, Thilini Kaushalya	34
35	Investigating The Factors Affecting the Intention to Use QR-Based Payment Applications in Sri Lanka Prasad Bandara, Nisansala Kulathunga	35
36	Exploring the Adoption of Green Finance Among Licensed Commercial Banks of Sri Lanka: A Multiple Case Study Analysis Randev N.A Athukorala, Amesh Pathirana	36
37	The Impact of Social Media Marketing on Customer Engagement: With Special Reference to the Sri Lankan Apparel Sector Ransi Tharika, H.N. Abeywickrama	37
38	The Impact of Psychological Factors on Stock Market Participation Among Colombo District Young Investors in Sri Lanka Rashmi Sathsarani, Ravindu Kulawardana	38
39	The Factors Influencing Generation Z's Purchase Intention for Sustainable Clothing Products in Sri Lanka Sachini Wanigarathne , Nadeeka Ariyadasa	39
40	An Examination of the Factors Influencing Purchase Intentions Toward Sustainable Packaging Products: A Special Reference to FMCG Consumers in Western Province in Sri Lanka Sajani Dasanayaka, Shanika Kumarasinghe	40
41	The Factors Affecting Purchase Intention in the Online Shopping: With Special Reference to the Sri Lankan Apparel Sector Sajini Gunawardhana, H.N. Abeywickrama	41
42	Analyzing the Factors Influencing Consumers' Behavioral Intention to Purchase Solar Panel Systems as a Renewable Energy Source in the Sri Lankan Residential Sector Sandali Illukkumbura, Ravindu Kulawardana	42
43	Understanding Generational Moderation in Employee Retention: A Study of the Sri Lankan Hospitality Workforce Shivanthie Fernando, Sachin Wijayasinghe	43
44	Service Quality Dimensions and Their Impact on Users' Intention to Use Food Delivery Services in Sri Lanka Sithumi Samarasekara, Shanika Kumarasinghe	44
45	Factors Influencing the Youths' Interest in Engaging in Agricultural Entrepreneurship in Sri Lanka Sithumini Kavisha Basnayaka, Vilani Sachitra	45

46	Exploring The Drivers of Organic Food Purchase Intentions Among Young Adults with Special Reference to Sri Lankan Western Province Sudeepa Sujayee, Shanika Kumarasinghe	46
47	Leveraging Digital Marketing Tools for Strengthening Customer Relationships In Sri Lankan Micro Enterprises Sulochana Edirisinghe, Vilani Sachitra	47
48	Factors Affecting the Tourists' Engagement in Ecological Protection Behavior Within Sri Lanka's Intangible Cultural Heritage Environment Tanuja De Silva, Minusha Weerakkody	48
49	Citizen-Centric Sustainable Urban Mobility in Sri Lanka: Enhancing Technology Acceptance and Local Adaptation for Smart Transport Solutions Thisara Gamage, Amesh Pathirana	49
50	Identifying The Factors Impacting Electric Vehicle Adoption in Sri Lankan Ride-Hailing: A Drivers' Perspective Umesha Gamalath, Amesh Pathirana	50
51	The Influence of Socio-Psychological and Objective Stimuli on Generation Z Female Fashion Consumers' Perceived Quality Leading to Online Buying Decisions on Social Commerce Platforms in Sri Lanka Yasintha Erandi, WRM Shehani Shanika	51

THE INFLUENCE OF INDIVIDUAL ENTREPRENEURIAL FACTORS ON ENTREPRENEURIAL ATTITUDE LEADING TO ENTREPRENEURIAL INTENTION AMONG FEMALE GRADUATES IN SRI LANKA

Achini Imalsha Sewwandi^{1*}, WRM Shehani Shanika²

¹Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

²Legal Studies Unit, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

achimalsha202@gamil.com^{1*}, shehaniwije@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study aims to examine the individual factors affecting entrepreneurial intention among female graduates in Sri Lanka. Such findings help to attract, retain, and sustain more women towards entrepreneurial ventures. The Theory of Planned Behavior (TPB) was used as the theoretical approach in this study. The conceptual framework incorporated three variables: entrepreneurial learning, entrepreneurial self-efficacy, and entrepreneurial fear as predictors that influence entrepreneurial attitude, leading to entrepreneurial intention.

Methodology: A quantitative survey was conducted to gather empirical data for the study following a deductive approach. A structured questionnaire was administered to 300 female graduates selected through convenience sampling. Multiple regression analysis was performed using SPSS to test the hypotheses.

Findings: A significant majority of the respondents preferred entrepreneurship as a feasible career option for female graduates. Accordingly, entrepreneurial learning had the strongest influence, showing female graduates believe entrepreneurship education and learning strongly shape their interest in starting their own business. Additionally, the analysis showed that entrepreneurial intention is significantly influenced by entrepreneurial self-efficacy, entrepreneurial anxiety, and entrepreneurial attitude.

Implications: Enhancing entrepreneurial learning, eliminating entrepreneurial fear, improving entrepreneurial self-efficacy, and building entrepreneurial attitude can develop entrepreneurial intention among female graduates in Sri Lanka. The study indicates that policymakers, educators, universities, and career development programs should emphasize entrepreneurial education and skill-building for female graduates. Enhancing entrepreneurial self-efficacy, fostering positive attitudes, and addressing entrepreneurial fears can strengthen women's intention to pursue entrepreneurship, promoting gender-inclusive business development and supporting sustainable career pathways.

Limitations and Future Research Suggestions: The scope of the study is confined to the relationship between entrepreneurial attitude and entrepreneurial intention; however, the mediating role of entrepreneurial attitude warrants further examination. Future research could extend the model by examining the influence of perceived behavioral control and subjective norms on entrepreneurial intention, in addition to the proposed antecedents.

Keywords: Entrepreneurial attitude; Entrepreneurial fear; Entrepreneurial learning; Entrepreneurial self-efficacy; Entrepreneurial intention; Female graduates

EXPLORING THE STAKEHOLDER PRESSURE AND ORGANIZATIONAL RESPONSES TO IFRS S1/S2 ADOPTION

Aminda Imal Dissanayake^{1*}, Ravindu Kulawardena²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
aminda29imal@gmail.com^{1*}, ravindudeshan@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The purpose of this study is to explore how Sri Lankan apparel companies are responding and adjusting to the recently introduced mandatory sustainability reporting requirements as per the IFRS S1 and IFRS S2. The study aims to understand the impact of external forces and internal organizational capacities on the adoption of sustainable reporting practices. This study aims to understand the most significant responses, adaptation methods, and obstacles to the process of adhering to these disclosure practices.

Methodology: The study employs a qualitative research design and collects data through semi-structured interviews with sustainability and compliance managers from medium-to-large apparel firms in Sri Lanka. The study is guided by Stakeholder theory and the resource-based view, and patterns of readiness to adapt and comply were identified through thematic analysis.

Findings: The evidence demonstrates that the introduction of IFRS S1 and S2 has significantly influenced the governance and operations of Sri Lankan apparel companies. Large export-oriented firms have established reporting units, appointed sustainability officers, and adopted data-driven systems, while smaller firms remain constrained by limited resources. External pressures from global buyers and regulators, coupled with internal leadership and management, drive adaptation; however, challenges such as inconsistent data, high compliance costs, and limited technical competence continue to persist.

Implications: The research indicates a need to establish a countrywide coordinated framework and institutional base in the implementation of IFRS S1 and S2. Policymakers can provide technical advice, offer capacity-building courses, and give financial rewards. These measures aim to support the implementation of sustainable practices in the apparel industry. Apparel companies can treat sustainability reporting as a strategic tool. It helps increase transparency, build investor trust, and enhance competitiveness. Reporting consistency can also be enhanced by coordination between industry bodies and officials.

Limitations and Future Research Suggestions: Future research could investigate the correlations between sustainability reporting and performance, or compare longitudinal studies across industries and countries with a larger sample size.

Keywords: Apparel industry; IFRS S1/S2; Organizational adaptation; Stakeholder pressure; Sustainability reporting

IDENTIFY THE CHALLENGES AND OPPORTUNITIES OF IMPLEMENTING CIRCULAR ECONOMY PRACTICES IN THE APPAREL MANUFACTURING SECTOR IN SRI LANKA

Anju Parami Jayavilal^{1*}, Vilani Sachitra²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
paramijayavilal@gmail.com^{1*}, vilani@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The circular economy encourages environmental protection and social prosperity while giving the green light to economic growth with sustainable development in a country. The apparel industry, both globally and in Sri Lanka, faces considerable environmental challenges, and it is recognized as a major consumer of water. This study seeks to identify the challenges and opportunities of adopting circular economy practices to enhance resource efficiency in the apparel manufacturing industry of Sri Lanka, from social, environmental, and economic perspectives.

Methodology: Within the apparel industry, circular design, product life extension, textile recycling, and resource efficiency were identified as key circular economy practices. A qualitative research approach was adopted to identify the social, environmental, and economic aspects of circular economy adoption. The target population consisted of key stakeholders in Sri Lanka's apparel manufacturing sector, including lean managers, sustainability officers, supply chain professionals, and employees involved in circular economy-related practices. Given the qualitative nature of this study, a purposive sampling strategy was adopted to select 4 respondents. A structured interview was used as the primary method of data collection and content analysis to identify key factors through participants' responses.

Findings: The results revealed that the circular economy is broadly understood among Sri Lankan apparel manufacturers as a strategic shift from the linear "take-make-dispose" model to a closed-loop system that keeps materials in use for as long as possible. Despite facing notable challenges such as high initial costs, limited infrastructure, and low awareness, companies are making steady progress through innovation, collaboration, and commitment to sustainability goals. The social findings revealed the need for awareness and training to drive behavioral change, while environmental results confirmed significant achievements in waste reduction, water reuse, and carbon footprint minimization. Economically, although initial investments are high, long-term cost savings, market differentiation, and stronger buyer relationships make circular adoption a viable and strategic direction for the industry.

Implications: Apparel manufacturers in Sri Lanka need to implement circular economy principles as part of their core business strategy rather than as isolated sustainability projects. Capacity building in employees and suppliers through continuous awareness and training programs; collaborating across the supply chain actors, leveraging circularity for brand differentiation; developing supportive policy frameworks; expanding recycling and waste management infrastructure, and establishing a regulatory and certification system would encourage them to take part in circular transformation.

Limitations and Future Research Suggestions: This study focused on the manufacturing perspective; future research could explore consumer behavior, buyer expectations, and government policy roles in enabling circular transformation.

Keywords: Apparel sector; Circular economy; Economic; Environmental; Social

INVESTIGATING THE EFFICACY OF INTERNAL AUDIT IN PREVENTING FRAUD: PERCEPTIONS OF ACCOUNTING AND FINANCE STAFF IN THE BANKING SECTOR OF SRI LANKA

Binuri Waduge^{1*}, Nisansala Kulathunga²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
wadugebinuri12@gmail.com^{1*}, nisansalakulathunga@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Fraud has become a growing concern in the global landscape. Accordingly, many organizations at present try to enhance their internal control mechanisms in order to prevent the occurrence of fraud within their organizations. One of such initiatives is establishment of internal audit units within the company. In line with this, the purpose of this study is to assess the perceived efficacy of internal audit in preventing fraud within licensed commercial banks in Sri Lanka, focusing specifically on the perceptions of accounting and finance staff.

Methodology: The study employed a quantitative, explanatory research design grounded in Attribution Theory. Data were collected from 210 accounting and finance employees representing both state-owned and private commercial banks using a structured questionnaire. Descriptive statistics were analyzed using SPSS, while measurement and structural model assessments were conducted using SmartPLS to test reliability, validity, and hypothesized relationships.

Findings: The results show that Internal Audit Activities and Performance is the strongest and most significant predictor of perceived fraud-prevention efficacy. Internal Audit Independence and Objectivity also demonstrated a significant positive effect. In contrast, Internal Audit Competence showed a positive but statistically insignificant relationship. The model explained 58.5% of the variance in perceived internal audit efficacy.

Implications: The findings highlight the importance of enhancing audit performance, strengthening independence, and ensuring unbiased reporting to improve fraud-prevention mechanisms in banks. Regulators and bank management may use these insights to refine governance structures, improve audit committee oversight, enhance audit follow-ups, and promote transparency. The study also contributes to the limited literature in the Sri Lankan context by offering empirical evidence from operational-level employees during a period of regulatory reform.

Limitations and Future Research Suggestions: The study focuses only on accounting and finance staff in licensed commercial banks, excluding perspectives of internal auditors, senior management, and regulators. The use of self-reported data may introduce response bias. Future studies could incorporate qualitative approaches, cross-sector comparisons, or mediation/moderation analyses to deepen understanding of audit dynamics.

Keywords: Audit activities and performance; Banking sector; Audit competence; Audit independence and objectivity; ; Fraud prevention; Internal audit

FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION TOWARDS ELECTRIC VEHICLES IN SRI LANKA: INSIGHTS FROM NON-USERS

Bishan Sanjana^{1*}, Thilini Kaushalya²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
bishansanjana577@gmail.com^{1*}, gatkaushalya@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The number of electric vehicles in Sri Lanka is alarmingly low, less than 10% of the newly registered vehicles in a given year. Transportation alone constitutes 46% of the national carbon emissions. This has dire economic and ecological implications. This study aimed to analyze the purchase intentions of non-electric vehicle users and how factors such as attitude, subjective norm, perceived behavioral control, concern for the environment and green trust, both individually and jointly, foster non-users' intentions to adopt electric vehicles.

Methodology: This cross-sectional survey study used a questionnaire which was administered to 400 randomly selected participants across nine provinces in Sri Lanka. The research is deductive in nature, with a quantitative focus guided by the extended theory of planned behavior framework, adding environmental concern and green trust as extended constructs. The research utilized factor analysis, reliability analysis, and multiple regression analysis, which were performed using SPSS to evaluate the results.

Findings: The regression model data explained 78.6 percent of the variance in purchase intention. The most robust predictor of green trust ($\beta = 0.502$, $p < 0.001$) demonstrates that consumer environmental claim disposition is the most critical factor. The second most robust predictor, attitude ($\beta = 0.324$, $p < 0.001$), and perceived behavioral control had some significance ($\beta = 0.080$, $p = 0.025$), albeit low. Interestingly, subjective norms and environmental concerns had no statistically significant direct effects. These data suggest that relevant trust and personal psychological factors acting alone override the influence of purchase intention, that social and ecological concerns alone can provide.

Implications: Manufacturers should focus on building trust through clear public statements and genuine actions regarding the environment. Government agencies should develop educational campaigns to change attitudes. Policymakers should enhance the perception of behavioral control over charging stations by providing robust financial support and investing in infrastructure.

Limitations and Future Research Suggestions: The cross-sectional design captures intentions at a single point in time, limiting the examination of temporal dynamics. The geographic concentration in urban areas and sample homogeneity may limit generalizability. Future research should employ longitudinal designs, investigate demographic segments and examine the intention-behavior gap through follow-up studies.

Keywords: Attitude; Consumer behavior; Electric vehicles; Green trust; Purchase intention

AN EXAMINATION OF PUSH AND PULL FACTORS INFLUENCING CAREER MOTIVATION OF GIG WORKERS IN THE COLOMBO DISTRICT, SRI LANKA

Budvin Dewmika^{1*}, WRM Shehani Shanika²

¹Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

²Legal Studies Unit, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

dewmikabudwin1216@gmail.com^{1*}, shehaniwije@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: In Sri Lanka, the gig economy has expanded rapidly as a response to economic uncertainty, unemployment, and the growing demand for flexible income opportunities through digital platforms such as Uber, PickMe, Fiverr, and Upwork. The primary purpose of this study is to identify and examine both the push factors and pull factors that influence the career motivation of gig workers in Sri Lanka. Therefore, this study integrates insights from the Push and Pull Theory and the Self-Determination Theory. Accordingly, push factors are shaped by negative factors pushing people out of traditional jobs, and positive factors are pulling them towards gig work.

Methodology: Following a deductive approach, this study employed an explanatory research design to test the hypotheses, examining the causal relationships among the variables. Data were collected from a sample of 300 gig workers and analyzed to generate the findings. A convenience sampling method was utilized for respondent selection.

Findings: This study shows that Sri Lankan gig workers are initially motivated towards the gig work mainly because of strong push forces like unemployment, low wages, job insecurity and COVID 19 pandemic, which make gig work one of the survival strategies. After engaging many workers retained in the gig economy because of strong pull motivations like high earning income, flexibility and autonomy, which develops their motivation from extrinsic (survival) to intrinsic (Self-development & Empowerment).

Implications: This study shows that gig work emerges as both a survival response to various factors and as an attractive pathway for autonomy and new opportunities, extending traditional motivational theories into the digital labor context. Therefore, the study suggests that policymakers and platform managers in Sri Lanka should recognize gig work not only as a survival strategy but also as a pathway for self-development and empowerment. Enhancing flexibility, fair income, and autonomy can sustain intrinsic motivation, improve worker retention, and support long-term workforce engagement in the gig economy.

Limitations and Future Research Suggestions: This study suggests that future research should explore how gig workers' push and pull motivations evolve and expand the focus beyond the Colombo District and Sri Lanka, use more qualitative and mixed methods to get a deeper understanding of the issue and examine gender differences to gain a deeper understanding of motivational dynamics in the gig economy.

Keywords: Career motivation; Gig economy; Gig workers; Pull factors; Push factors

FACTORS INFLUENCING THE PURCHASE INTENTION OF GREEN FMCG AMONG GEN Z: WITH SPECIAL REFERENCE TO THE WESTERN PROVINCE OF SRI LANKA

Changa Malawige^{1*}, Amesh Pathirana²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, changamallavige@gmail.com^{1*}, amesh@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Growing environmental degradation in Sri Lanka's Western Province, together with the persistent intention-behavior gap observed among younger consumers, underscores the importance of examining green consumption patterns. Accordingly, the present study seeks to investigate the determinants influencing the purchase intention of Generation Z (Gen Z) consumers toward green Fast-Moving Consumer Goods (FMCG) in the Western Province of Sri Lanka, to identify and analyze the impact of psychological, social, environmental, and economic factors on their purchase intention.

Methodology: Theory of Planned behavior (TPB) was adopted as the theoretical framework, incorporating two other exogenous variables in the conceptual model: Environmental Concern and Willingness to Pay a Premium. The sample consisted of 384 Gen Z Western Province residents. Descriptive statistics were analyzed using SPSS, while partial least squares structural equation modelling (PLS-SEM) was conducted using SmartPLS to assess the measurement and structural models.

Findings: The descriptive analysis indicated a positive inclination toward purchasing green FMCG products, with the mean value for purchase intention recorded at 4.1526 (SD = 0.71955). The structural model explained 64.0% of the variance in purchase intention ($R^2 = 0.640$). Environmental Concern was identified as the most influential predictor of purchase intention ($\beta = 0.400$; $f^2 = 0.230$). In contrast, Perceived Behavioral Control did not demonstrate a significant influence on purchase intention.

Implications: The findings contribute to the literature on green consumer behavior by underscoring the central role of environmental concern and value-based considerations in shaping green purchase intention among Generation Z consumers in a developing-country context. From a managerial perspective, FMCG marketers should prioritize credible environmental claims, social influence strategies, and pricing considerations. Policymakers may draw on these insights to encourage wider adoption of green FMCG through targeted regulatory and awareness initiatives.

Limitations and Future Research Suggestions: Further research into this area may broaden its scope to other geographic regions as well as other generational cohorts. In addition, researchers may narrow down their focus to a particular FMCG category. Moreover, longitudinal studies may provide a glimpse of how determinants of purchase intention towards Green FMCG change over time.

Keywords: Environmental concern; Generation Z; Green FMCG; Purchase intention; TPB

EXAMINE THE POSSIBILITIES OF IMPROVING THE EFFICIENCY OF PUBLIC TRANSPORTATION SERVICE IN SRI LANKA

Charuka Perera^{1*}, Vilani Sachitra²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, dsankalpa912@gmail.com^{1*}, vilani@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Transportation is vital to a country's economy, driving prosperity through efficient services. An efficient public transport system offers travelers short waiting times between departures, quick travel times, punctuality, and clear information. However, Sri Lanka's public transport is outdated, unsafe, and inconvenient, pushing those who can afford it toward private vehicles. This study aims to identify the possibilities of improving public transport efficiency, focusing on the rail and bus services in Sri Lanka, in the form of infrastructure improvements, policy changes, and the introduction of new technology or management strategies.

Methodology: The Three-Factor Theory was used as the theoretical approach. The theory identifies service quality dimensions into three types: basic, performance, and excitement, based on their asymmetric impacts on user satisfaction. The study considered the basic factors such as safety, cleanliness, and punctuality, performance factors such as travel time, frequency of service, vehicle availability, and comfort and excitement factors, including smart card use, Wi-Fi, and real-time monitoring. The study used an explanatory research approach within quantitative research. A self-administered structured questionnaire was used to collect data from 384 daily frequent commuters who travel in public trains or buses in Western Province, covering the districts of Colombo, Gampaha, and Kalutara. Multiple regression analysis was used to test the hypotheses.

Findings: A significant majority of the participants (62%) reported using public transport daily, indicating a high reliance on these services. Most participants (70.1%) 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 (3.71), indicating 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 strongest predictors of e-ticketing adoption intentions. These results emphasize 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 utilizing 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 into this area 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 behaviors will change over time when these systems become more widespread.

Keywords: Public transport; Transport efficiency; Three-factor theory

THE IMPACT OF DIGITAL SERVICE QUALITY DIMENSIONS ON CUSTOMER LOYALTY OF GEN Z DIGITAL BANKING CONSUMERS IN SRI LANKA

Chathumi Perera^{1*}, H.N. Abeywickrama²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
chathuperera@gmail.com^{1*}, hiranabeywickrama@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study examines how digital service quality influences customer loyalty among Generation Z users of digital banking services in Sri Lanka. By identifying the most critical drivers of loyalty, the study aims to provide insights that help banks enhance their digital service strategies and retain this highly dynamic customer segment.

Methodology: The study adopted quantitative methodology, and this is based on the E-S-QUAL framework. This includes four independent variables, such as efficiency, system availability, fulfilment, and privacy. A structured questionnaire was used to collect data from 384 Gen Z digital banking users. The responses were analyzed using SPSS software. Multiple regression analysis was used to test the hypotheses.

Findings: The study shows that digital service quality strongly influences Gen Z customer loyalty in Sri Lanka, with efficiency, system availability, and privacy emerging as the key drivers. These results highlight the importance of fast, reliable, and secure digital banking services for retaining young users. In contrast, fulfilment has no significant impact on our selected sample, suggesting that accurate service delivery is viewed simply as a basic expectation rather than a factor that enhances loyalty.

Implications: The study confirms that efficiency, privacy, and system availability are the main drivers of Gen Z loyalty in digital banking, suggesting that banks should focus on faster services, secure systems, and reliable platform performance. These insights support the enhancement of digital strategies and the strengthening of standards for secure digital finance. The findings also validate the E-S-QUAL model in Sri Lanka and show that fulfilment operates more as a basic expectation than a loyalty-enhancing factor.

Limitations and Future Research Suggestions: The study is limited to examining direct relationships, indicating a need for future research to assess indirect effects through mediators or moderators. As the sample includes only Gen Z users, the findings cannot be generalized to other age groups. Furthermore, the study focuses on digital banking alone, and future research could extend the model to other technology-driven service sectors.

Keywords: Customer loyalty; Digital banking sector; Digital service quality dimensions; E-S-QUAL model; Gen Z

ANALYZING HOW USER-GENERATED CONTENT (UGC) DRIVES GEN Z PURCHASE INTENTION WITHIN SRI LANKAN FAST FASHION INDUSTRY: EVIDENCE FROM U&G THEORY

Devanga Mahakumarage^{1*}, Minusha Weerakkody²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, devangamahakumarage@gmail.com^{1*}, minushaw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: It has become important to understand how social media content is shaping the consumer behavior of Generation Z in the fast-fashion sector. The proposed research seeks to investigate the role of user-generated content (UGC) gratifications in affecting the purchase intention of Gen Z consumers in Sri Lanka using the Uses and Gratifications Theory (U&G theory), in terms of content, social relations, and self-presentation gratifications.

Methodology: A monomethod quantitative approach was utilized through an online survey from 384 Gen Z consumers in Sri Lanka. The research was deductive in nature, and the hypotheses were tested by using SPSS and Smart PLS-SEM, which provided a statistical test of the effect of the UGC gratifications on the consumer purchase intention.

Findings: This study's findings demonstrated that relationships of all UGC gratifications; content gratification, social relation gratification and self-presentation gratification towards consumer purchasing intention were statistically significant, which means all three gratifications has positive relationship with Gen Z consumers' intention to purchase fast fashion products.

Implications: These results can be practical to online advertisers and speedy style organizations in Sri Lanka. Using peer-created content that satisfies Gen Z's gratification needs can generate greater interest and increase purchase intent. The study also contributes to theory by applying U&G theory in a localized context of consumer behavior rather than in its broader, general context.

Limitations and Future Research Suggestions: The research is limited to Generation Z consumers in the Sri Lankan fast fashion sector. It is also based on a purely quantitative approach, which restricts the investigation of a more in-depth emotional and identity-based nature of UGC. The findings from this study offer insights for future research, suggesting the use of a mixed-methods approach that incorporates qualitative techniques to uncover deeper and richer narratives behind these gratifications.

Keywords: Consumer purchasing intention; Generation Z (Gen Z); U&G theory; UGC gratifications; User Generated Content (UGC)

IMPACT OF MOTIVATIONAL FACTORS ON EMPLOYEE PERFORMANCE IN TEA INDUSTRY: WITH SPECIAL REFERENCE TO BALANGODA DISTRICT, SRI LANKA

Dhanuka Gunarathne^{1*}, H.N. Abeywickrama²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
lakshithadhanukacampus@gmail.com^{1*}, hiranabeywickrama@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The study examines the impact of motivational factors on employee performance in the tea industry in Sri Lanka, with special reference to tea factories located in the Balangoda area. The study specifically investigates the influence of four key motivational factors: Training and Development, Rewards and Recognition, Delegation of Authority, and Employee Benefits on employee performance.

Methodology: The research adopted a quantitative methodology. A structured questionnaire using a five-point Likert scale was administered to a sample of 262 employees representing both managerial and operational levels in tea factories. Data were analyzed using SPSS software through descriptive statistics, correlation, and multiple regression analyses to test hypotheses developed from prior literature and the conceptual framework.

Findings: Results indicate that all four motivational factors have a significant positive impact on employee performance. Employee Benefits recorded the highest impact, followed by Training and Development, Delegation of Authority, and Rewards and Recognition. These findings confirm that both intrinsic and extrinsic motivators contribute meaningfully to employee productivity and job satisfaction in the tea industry.

Implications: The study highlights the importance of well-designed motivational strategies for improving workforce efficiency and retention in labor-intensive industries. The findings offer practical implications for managers and policymakers to strengthen training programs, equitable reward systems, and participatory management practices in the Sri Lankan tea sector.

Limitations and Future Research Suggestions: The study was limited to the Balangoda area and employed a quantitative approach. Future research could include qualitative methods and comparative studies across regions to capture broader motivational dynamics.

Keywords: Employee motivation; Employee performance; Productivity; Tea industry

INVESTIGATING KEY FACTORS INFLUENCING PURCHASE INTENTION OF ELECTRIC TWO-WHEELERS IN SRI LANKA

Didula Nimsara^{1*}, Minusha Weerakkody²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, didula.nimsara05@gmail.com^{1*}, minushaw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The objective of this research is to identify the key factors influencing consumers' purchase intentions toward electric two-wheelers in Sri Lanka. The study uses the Theory of Planned Behavior (TPB) to examine consumer decision-making. It focuses on four key determinants of environmental concern: perceived economic benefits, social influence, and charging infrastructure, and investigates how these factors influence consumers' choices.

Methodology: This study employed a quantitative research design. Primary data were collected using an online structured questionnaire distributed to potential consumers of electric two-wheelers in the Western Province of Sri Lanka. The obtained responses were 387, which were valid. Validity and reliability tests were conducted, and the data were analyzed using multiple regression to determine the magnitude of the effect of the independent variables on purchase intention.

Findings: The findings indicate all four independent variables have a statistically significant positive effect on purchase intention. Perceived economic benefits emerged as the strongest predictor, followed by charging infrastructure. Environmental concern also had a significant impact, while social influence, although significant, had the smallest effect. The model explained a moderate portion of the variance in purchase intention, supporting the applicability of the TPB in this context.

Implications: The results indicate that monetary incentives, improved charging infrastructure, and awareness campaigns are necessary to promote electric two-wheelers in Sri Lanka. The study provides policymakers, producers, and marketers with guidance on developing targeted strategies to facilitate the transition to green transportation, reduce fuel dependence, improve public health, and support national environmental goals.

Limitations and Future Research Suggestions: This research is restricted to the Western Province, and only purchase intention is studied, and not actual buying behavior. Other behavioral factors and mediators, such as attitude, using long-term studies, should be taken into consideration in future research to realize the intention-real purchasing gap.

Keywords: Electric two-wheelers; Purchase intention; Sustainability; Theory of Planned behavior

EXPLORING THE IMPACT OF GRASSROOTS ECOPRENEURS ON RURAL LIVELIHOODS: EVIDENCE FROM SRI LANKA

Dilakshi Sithara^{1*}, Shanika Kumarasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
dilakshis2001@gmail.com^{1*}, shanikalakmali@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study aims to critically examine the impact of grassroots ecopreneurs, defined as entrepreneurial ventures that simultaneously pursue ecological sustainability and economic value, on rural livelihoods in Sri Lanka. Specifically, this study aims to examine how grassroots ecopreneurial activities enhance living standards in rural communities while simultaneously identifying the key challenges ecopreneurs face in scaling and sustaining their initiatives.

Methodology: This paper employs a qualitative research design that captures the lived experiences and perspectives of ecopreneurs operating within their communities. Primary data were gathered through eight in-depth interviews with grassroots ecopreneurs from different districts across the country. Thematic analysis was employed to analyze the interview transcripts.

Findings: This study explores the impact of grassroots ecopreneurs on rural livelihood and derives the themes of income enhancement, environmental stewardship, enhancement of living standards, and job creation. This explores the challenges they face, such as financial problems, raw material scarcity, and lack of infrastructure. The relevance of responses from responsible parties, such as the government, and the support given to the grassroots ecopreneurs is discussed here.

Implications: Practically, this highlights the contribution of grassroots ecopreneurs as a driving factor for inclusive and environmentally sustainable rural development. The way of locally rooted green ecopreneurs can diversify income sources, empower marginalized groups, and promote environmental stewardship. This research emphasizes the necessity for policymakers to create support mechanisms to overcome structural impediments, such as green finance, capacity-building initiatives, and streamlined regulatory frameworks. This research explores how behavioral changes happened within the community and further explores the urgent need to strengthen linkages between local ecopreneurs, cooperatives, and value chains to market access and enhancement.

Limitations and Future Research Suggestions: The study's exclusive reliance on qualitative methods precludes quantitative assessment of socioeconomic and ecological impacts such as income changes, employment generation, or waste reduction, thereby limiting statistical generalizability and causal inference. Empirical investigation is warranted into context-appropriate digital innovations, including blockchain-enabled eco-certification, mobile microfinance, and localized e-commerce platforms, to assess their efficacy in overcoming market access and financing barriers while preserving the community-centered, bricolage-driven character of grassroots ecopreneurship. Comparative analyses across diverse regional contexts would further elucidate scalable implementation pathways.

Keywords: Environmental stewardship; Grassroots ecopreneurship; Innovation; Rural development; Rural livelihood

INVESTIGATING THE IMPACT OF WORK VALUES ON THE INTENTION TO STAY AMONG THE YOUNG EMPLOYEES IN THE BUSINESS PROCESS OUTSOURCING SECTOR IN SRI LANKA

Fathima Ihsaniya Rilwan^{1*}, Nisansala Kulathunga²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
ihsaniyarilwan@gmail.com^{1*}, nisansalakulathunga@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: In Sri Lanka, the Business Process Outsourcing (BPO) sector employs a lot of young employees, but retaining them on board has proven to be quite challenging. Therefore, understanding the factors that influence their intention to stay is essential for enhancing workforce stability. This study investigates the impact of extrinsic, intrinsic, and leisure work values on the intention of young employees (aged 18–29) to stay in the Sri Lankan BPO sector.

Methodology: A structured questionnaire was given to 280 young employees working in the BPO sector in Sri Lanka as a part of the quantitative research methodology. This is to determine the impact of work values on extrinsic, intrinsic, and leisure work values towards the intention to stay. The study used descriptive, correlation, and multiple regression analysis to analyze the data.

Findings: The intention to stay is positively impacted by the three types of work values examined in this study. Leisure work values had the greatest impact, followed by intrinsic and extrinsic work values. This means that young employees will be willing to remain with their organization if they have a balance between work and life, with individual growth and competitive remuneration.

Implications: The findings provide policymakers and HR managers in Sri Lanka's BPO industry with practical guidance on retaining young employees. Organizations should encourage leisure and intrinsic work values while offering competitive pay. By implementing flexible work schedules, career development plans, and well-being programs, the organization can be able to improve the engagement of the employees while decreasing the turnover and improving the organizational performance.

Limitations and Future Research Suggestions: This research is focused on three aspects of work values and was exclusive to Sri Lanka's BPO industry. Further research can be performed by comparing with other industries or generations and seeking moderating factors like organizational commitment, job contentment, and employee engagement.

Keywords: Business process outsourcing; Extrinsic work values; Intention to stay; Intrinsic work values; Leisure work values

FACTORS INFLUENCING PURCHASE INTENTION TOWARDS ECO-FRIENDLY PACKAGED FAST-MOVING CONSUMER GOODS, WITH SPECIAL REFERENCE TO THE WESTERN PROVINCE OF SRI LANKA

Francesco Fernando^{1*}, Ravindu Kulawardena²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
francescomahamalage2018@gmail.com^{1*}, ravindudeshan@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The objective of this study is to identify the variables influencing consumers' intentions to buy environmentally friendly packaged FMCGs in Sri Lanka's Western Province. The research problem focuses on understanding why consumers do not purchase eco-friendly packaged FMCG despite increasing environmental awareness. The study addresses this gap by empirically examining the influence of attitude (AT), Subjective Norms (SN), Perceived Behavioral Control (PBC), Health Consciousness (HC), and Environmental Concern (EC) on purchase intentions.

Methodology: A questionnaire was used to collect data from 393 respondents through an online survey. The study uses a quantitative method. The data were analyzed using SMART PLS version 4.

Findings: This study examined five factors: consumer attitudes, perceived behavioral control, social norms, health consciousness, and environmental concern. The findings demonstrate that attitude, ecological concern, and perceived behavioral control have statistically significant positive relationships with purchase intention. In contrast, subjective norms and health consciousness show statistically non-significant relationships with purchase intention.

Implications: The findings are useful for developing countries, as eco-friendly packaging is a key topic that supports the Sustainable Development Goals. Because eco-friendly packaging is important for sustainability, the Sri Lankan government may create policies and incentives to encourage both producers and consumers to adopt it. This idea holds significance not only for Sri Lanka but also for the global community.

Limitations and Future Research Suggestions: This study provides a foundation for future research to include more mediating and moderating variables. Also, the sample was limited to the Western Province of Sri Lanka. In future research, a qualitative research approach can also be used.

Keywords: Eco-friendly packaged FMCG; Environmental concern; Health consciousness; Purchase intention; Theory of Planned Behavior (TPB)

EXPLORING HOW SMART TECHNOLOGIES ENHANCE GUEST EXPERIENCES IN THE SRI LANKAN HOSPITALITY INDUSTRY

Hawwa Ahamed^{1*}, Minusha Weerakkody²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
fhawwaahmed14@gmail.com^{1*}, minushaw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study explores how smart technologies enhance guest experiences in the Sri Lankan hospitality industry. It focuses on understanding guest awareness, perceptions and their impact on satisfaction and loyalty to address the current technology gap in Sri Lankan hotels, compared to global advancements.

Methodology: The study interviewed fifteen hotel guests who had experienced smart hotel technologies, employing semi-structured interviews as a part of an exploratory qualitative research design. The thematic analysis, framed within the Technology Acceptance Model (TAM), was guided by an interpretivist philosophy and an inductive approach to identify important themes from guest narratives.

Findings: The findings indicate that guests consider technology's ease of use and usefulness essential for enhancing service quality, fostering a positive attitude toward technology adoption, while emphasizing the importance of balancing technological solutions with authentic human interaction. Guests also expressed positive opinions on how technology can improve operational efficiency, enable personalized experiences, and enhance overall guest satisfaction.

Implications: The study emphasizes how crucial it is for Sri Lankan hotels to invest in digital infrastructure, staff training, and communication strategies to promote the benefits of technology and handle privacy concerns, and for the government to enforce strict regulations to protect data security, improve infrastructure, and bridge the digital divide. Integrating smart technology can enhance competitiveness and attract high-end tourists by improving service quality and customer satisfaction.

Limitations and Future Research Suggestions: Findings are context-specific and subject to translation bias, as some of the interviews were conducted in Sinhala and later translated into English. Future research could expand to other types of accommodations, examine experts' and staff views, investigate sustainability impacts, or cross-country comparisons to enhance generalizability and operational insights, reducing potential recall bias.

Keywords: Artificial Intelligence (AI); Internet of Things (IoT); Service personalization; Smart hospitality; TAM

DRIVERS OF ORGANIC PURCHASE BEHAVIOR IN COLOMBO DISTRICT OF SRI LANKA

Hettikankanamge Nisali Kaushalya^{1*}, Thilini Kaushalya²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
nisali6kaushalya@gmail.com^{1*}, gatkaushalya@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The purpose of this study was to gain a deeper understanding of the drivers for organic purchasing behavior of the consumers in the Colombo district, Sri Lanka. This study shows that biospheric values, altruistic values, health motivation, quality consciousness, egoistic values, price consciousness, and brand presence influence consumer organic purchasing behavior in Colombo, Sri Lanka.

Methodology: A quantitative approach was used to collect data for the study. Primary data will be collected through a structured questionnaire. The study framework is based on the existing research by Van Doorn et al. (2015), which has examined organic purchasing behavior in the European market. It relied on data collected from supermarkets' purchase data. But this research focuses on consumer attitudes and behavioral motives. The extracted data is analyzed using statistical procedures, thus explaining the correlation between the independent and dependent variables.

Findings: According to the research findings, the egoistic values in the Colombo district have the most positive influence on consumer organic buying behavior. The second-most important variable is quality consciousness, and the third-highest is brand presence. Price consciousness is a barrier to consumer organic purchasing behavior. Other health motivations, generosity and biospheric values also have a positive relationship with organic purchasing behavior in Colombo, Sri Lanka.

Implications: The research has a strong practical and social relevance. Policymakers can use this research to build strategies to support organic consumption in the Colombo district. The findings will help to align production and marketing efforts with consumer expectations.

Limitations and Future Research Suggestions: This research focuses solely on the Colombo district; therefore, it is geographically limited. Future researchers may expand the geographical scope of data collection and examine additional factors influencing organic purchasing behavior, such as Sri Lankan cultural aspects and e-commerce. Furthermore, future studies may employ qualitative research methods to gain deeper insights.

Keywords: Colombo district; Consumer values; Health motivation; Organic purchasing behavior; Price consciousness

EXPLORING THE BARRIERS TO GREEN BOND ISSUANCE AMONG CORPORATE BOND ISSUERS IN SRI LANKA

Hiranya Neththasinghe^{1*}, Minusha Weerakkody²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
hiranyaugcwork@gmail.com^{1*}, minushaw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The growing global concern about environmental responsibility and sustainability has affected the financial sector, with green bonds developing as a pivotal mechanism for funding environmentally friendly projects. This study aims to critically examine the barriers to green bond issuance among corporate bond issuers in Sri Lanka, with a particular focus on ventures based in the Western Province.

Methodology: This study adopts a qualitative, interpretivist research design to explore the barriers to green bond issuance among corporate bond issuers in Sri Lanka. Using an inductive approach and a multiple case study strategy, data were collected through semi-structured interviews with seven purposively selected issuers. Thematic analysis was employed to identify key patterns and insights, enabling an in-depth understanding of issuer perspectives within the emerging green bond market.

Findings: Major barriers identified to green bond adoption include the high cost of compliance, lack of financial incentives, limited awareness, and limited investor demand. Although the regulatory authorities, including CBSL, provide adequate support, gaps in communication, attitudes towards the green concept, and institutional readiness hinder the market growth. Moreover, investor skepticism and lack of trust embedded by the concerns such as “greenwashing” continue to barrier to the adoption of green bonds. Even with these constraints, the research found strong recognition of the environmental and reputational benefits of green bond adoption, as well as growing optimism for the future if adequate awareness programs and financial incentives are introduced.

Implications: The study concludes that the developing green bond market of Sri Lanka requires a multi-pronged strategy that combines investor education, regulatory support, institutional capacity building, and financial incentives. Developing these areas could position Sri Lanka to leverage green bonds as a powerful tool for sustainable finance development and achieve the long-term climate goals.

Limitations and Future Research Suggestions: This research is limited to Western Province, and only the issuer perspectives have been investigated. Future research could include investors’ perspectives, other regions, and also quantitative approaches for broader generalization.

Keywords: Barriers to green bonds issuance; Corporate bond issuers; Issuer awareness; Issuer challenges; Sustainable finance

EXAMINE THE FACTORS INFLUENCING IMPULSIVE BUYING BEHAVIOR IN SOCIAL COMMERCE PLATFORM: REFERENCE TO APPAREL PRODUCT

Indunith Wijesooriya^{1*}, Vilani Sachitra²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, upamalindunith@gmail.com^{1*}, vilani@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Social media platforms have progressively integrated e-commerce functionalities to create dynamic environments that support product discovery, streamlined purchasing, and enhanced customer engagement. Globally and notably in regions like Sri Lanka, social commerce is gradually replacing traditional e-commerce, creating significant new opportunities in the marketplace. Sri Lanka's burgeoning social commerce landscape, with 34.2% social media penetration, offers a unique context to study impulsive buying. This study aims to investigate the factors influencing the impulsive buying of apparel products on social commerce among Sri Lankan consumers.

Methodology: Uses and Gratification theory (UGT) provides a useful lens to explore how social and psychological gratifications drive users to engage in online purchasing behavior. The study used five core motivations rooted in the UGT, namely purposive value, self-discovery, entertainment value, social enhancement, and interpersonal connectivity, that contribute to impulsive buying within social commerce environments. The target population for this study comprised Sri Lankan consumers aged 18–45 who actively engage with fashion-related content on social commerce platforms. The purposive sampling technique was used to select 385 respondents. Data were collected using a self-administered online questionnaire distributed via popular social media platforms in Sri Lanka, including Facebook, Instagram, and WhatsApp. Correlation and multiple regression analysis were used to test the study's hypotheses.

Findings: Out of 385 questionnaires distributed, 303 responses were received. 95% of respondents indicated using social media on a daily basis, with Instagram (42.9%) and Facebook (39.6%) identified as the most popular platforms for apparel-related browsing and purchasing. Mean value for Impulsive Buying Behavior was 3.44, indicating a moderate level of impulsive buying tendency among Sri Lankan social commerce users.

Implications: Findings suggest that individuals are more likely to engage in impulsive purchases when they find social commerce interactions entertaining and when they receive social recognition or approval from peers. Brands should create interactive, visually engaging, and emotionally appealing content. Short-form videos (e.g., Instagram Reels, TikTok), live-stream shopping events, and gamified promotions can heighten entertainment value and stimulate impulsive purchases. Encouraging user-generated content, influencer collaborations, and shareable “customer stories” can enhance consumers' sense of status and belonging.

Limitations and Future Research Suggestions: Future research could compare multiple product categories to identify category-specific motivational differences. Incorporating moderators such as individual impulsivity traits, time spent on social media, and specific platform features in future research could provide a deeper understanding of when and how UGT motivations most strongly influence impulsive buying.

Keywords: Impulsive buying; Social commerce; Uses and Gratification theory

ANALYZING THE INFLUENCE OF GREEN MARKETING COMMUNICATION ON CONSUMERS' GREEN PURCHASE BEHAVIOR: A STUDY IN THE WESTERN PROVINCE OF SRI LANKA

Ishini Wickramarathna^{1*}, Shanika Kumarasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
ishinidhanasha@gmail.com^{1*}, shanikalakmali@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study aims to explore whether consumers' attention to companies' green marketing communication influences their green purchase behavior. It also analyses the importance of consumers' characteristics, including gender, education, and green attitudes, in their attention to companies' green marketing communication.

Methodology: An online Google form survey was carried out on the population residing in the Western Province as a self-administered questionnaire. This method was used to gather data from 391 respondents. This study adopts quantitative analyses of factors that can influence green purchasing behavior. Data analysis techniques, including factor, descriptive, reliability, mean value, and correlation analysis, were used.

Findings: A strong correlation between consumers' attention to companies' green marketing communication and green purchasing behavior was identified. The results also confirm that individuals with higher education levels and green attitudes, and females, are the most attentive to companies' green purchasing behavior.

Implications: The achieved results allow us to conclude that consumers are attentive to companies' green marketing communication and more practical and relevant for developing countries. The findings highlight the critical role of transparent communication in green marketing, essential for fostering consumer trust through credible environmental messaging. Psychological factors, particularly green attitudes, outweigh demographic influences, suggesting a shift towards value-based targeting. The study advises FMCG companies to invest in eco-friendly labelling, sustainability reporting, and digital green content to promote eco-friendly purchases. Overall, it emphasizes the importance of strategic communication in promoting responsible consumer behavior in emerging economies.

Limitations and Future Research Suggestions: Findings from this study provided insights into future research to use more variables, such as moderating variables, including perceptions, motivation, ethnic diversity, and government financial institutions. Moreover, the study would benefit from adopting a qualitative approach.

Keywords: Green marketing communication; Green products; Green purchase behavior

EVALUATING THE EFFECT OF RESTAURANT ATTRIBUTES ON CUSTOMER SATISFACTION: A STUDY ON SRI LANKAN CUSTOMERS

Isuri Kariyakarawana^{1*}, Amesh Pathirana²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, isurikariyakarawana01@gmail.com^{1*}, amesh@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: To investigate how restaurant attributes (service quality, food quality, and atmosphere) affect customer satisfaction within the Sri Lankan restaurant industry. The research utilized the DINESERV model (an extension of the SERVQUAL model) to determine which attribute(s) has/have the greatest impact on consumer satisfaction in a culturally distinct market.

Methodology: Utilized a quantitative, positivist methodological approach. Data was collected from 391 restaurant customers located in Colombo, Kandy, and Galle using a standardized survey instrument. The data was analyzed by utilizing SmartPLS-SEM to analyze relationships between variables and measure the reliability and validity of the model. Data analysis was performed using SmartPLS-SEM to examine data to establish relationships amongst variables and the degree of reliability and validity of the model

Findings: Each attribute positively impacted customer satisfaction. Of the three attributes, both atmosphere ($\beta = .397$) and service quality ($\beta = .374$) had the strongest positive relationship with customer satisfaction. However, while food quality ($\beta = .113$) also had a positive relationship with customer satisfaction, it was much weaker than the other two attributes. The model accounted for approximately 55.3% of the variance in customer satisfaction, indicating moderate predictive power.

Implications: The results of this research indicate that consumers in Sri Lanka place greater importance on ambience and the experience they have when consuming at restaurants as compared to cost, and highlight the cultural importance of hospitality and sensory experiences. This information can be used by restaurant owners to improve customer satisfaction through better design of their services and environments.

Limitations and Future Research Suggestions: Due to its geographic limitations, this study only examined three of Sri Lanka's largest cities. As such, future studies should consider expanding the scope of their research to include all areas in Sri Lanka. Additionally, a longitudinal or qualitative study could assist researchers in identifying trends in consumer preferences over time.

Keywords: Atmosphere; Customer satisfaction; DINESERV; Food quality; Service quality

EXPLORING THE TRAVELLER MOTIVATIONS, EXPERIENCES, AND MARKET POTENTIAL OF WELLNESS TOURISM SECTOR IN SRI LANKA

Isuru Marasinghe^{1*}, Ravindu Kulawardena²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
isurupraveen17@gmail.com^{1*}, ravindudeshan@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The study aimed to examine the motivations, experiences, expectations, and challenges of international wellness travellers in Sri Lanka, to enhance the country's competitiveness as a wellness tourism destination, using Push-Pull Motivation Theory and the Memorable Tourism Experience (MTE) framework to analyze traveller decision-making.

Methodology: The study adopted a qualitative design, using purposive sampling of sixteen international wellness travellers, with data collected through semi-structured interviews conducted in Sri Lanka and analyzed thematically in line with the research objectives and theoretical framework.

Findings: The study shows that wellness travellers to Sri Lanka seek stress relief, recovery, and personal growth, and are drawn by Ayurveda, mindfulness practices, and natural environments. While their holistic and personalized experiences are a major strength, poor visibility, governance, certification, and infrastructure undermine competitiveness, making Sri Lanka's authenticity both an asset and a source of global invisibility.

Implications: The study confirms the relevance of Push-Pull Motivation Theory and extends the MTE framework by highlighting the role of authenticity in creating transformative wellness experiences, while offering practical and policy insights and emphasizing wellness tourism's contribution to community empowerment, cultural preservation, sustainability, and global wellbeing.

Limitations and Future Research Suggestions: The research sample was purposive, comprising sixteen international wellness travellers, which limits generalization. Also, there could be a potential for recall and desirability bias introduced by the self-reported experiences. Future research could include comparative studies with leading wellness destinations, longitudinal analyses of long-term impacts, examination of local wellness markets, and further investigation into digital branding, marketing, and certification systems.

Keywords: Authenticity; Ayurveda; Memorable Tourism Experiences (MTE); Policy implications; Push-pull motivation theory; Sri Lanka; Traveller motivations: Wellness tourism

INVESTIGATING THE FACTORS INFLUENCING TO THE OVERCONSUMPTION BEHAVIOR IN BUY NOW, PAY LATER (BNPL) SERVICES AMONG GENERATION Z IN SRI LANKA

Kavinga Ranthilake^{1*}, Nisansala Kulathunga²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, ranthilakakavinga@gmail.com^{1*}, nisansalakulathunga@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Financial technology innovations like Buy Now, Pay Later (BNPL) services have revolutionized credit and payment systems globally, with Generation Z demonstrating the highest adoption rate at 26.4% compared to other demographics. However, this widespread adoption has created significant concerns regarding overconsumption behavior, particularly among Gen Z consumers in Sri Lanka. Therefore, the objective of this study is to analyze the psychological and social factors that influence overconsumption behavior among Generation Z consumers using BNPL services in Sri Lanka.

Methodology: A quantitative research approach with an explanatory research design was adopted, based on the “Uses and Gratifications Theory”. A structured survey was conducted using an online questionnaire distributed to 384 Generation Z BNPL users. Data was collected using a five-point Likert scale measuring three independent variables: materialism, social media influence, and instant gratification seeking. The study employed SmartPLS 4.0 (PLS-SEM) software and SPSS for data analysis, hypothesis testing, and measurement model validation.

Findings: The study examined three key factors influencing BNPL overconsumption among Generation Z consumers in Sri Lanka. Materialism emerged as the strongest predictor, followed by social media influence and instant gratification seeking. All three independent variables demonstrated statistically significant positive relationships with overconsumption behavior.

Implications: The results of this study have significant practical implications for BNPL service providers, policymakers, financial institutions, and consumer protection agencies in Sri Lanka and similar emerging markets. BNPL companies can leverage these findings to design more transparent and responsible service features that discourage overconsumption while maintaining accessibility. Policymakers can utilize these insights to develop targeted financial literacy programs for Gen Z consumers, addressing materialism and instant gratification tendencies. Financial regulators can implement stronger consumer protection measures, such as mandatory affordability assessments and comprehensive cost disclosures, to mitigate the perceived affordability illusion caused by delayed payment structures.

Limitations and Future Research Suggestions: This study is limited to Generation Z consumers (18-28 years) in Sri Lanka who actively use BNPL services, potentially limiting generalizability to other age groups and geographic regions. The research focused on three specific psychological and social factors while acknowledging that other variables, such as economic conditions and family financial socialization, were not included. Future research should employ longitudinal designs to track consumption patterns over time, incorporate qualitative methods to explore deeper mechanisms of overconsumption behavior, and conduct comparative studies across different countries and BNPL platforms.

Keywords: Buy Now Pay Later (BNPL); Generation Z; Instant gratification; Materialism; Overconsumption behavior; Social media influence

THE INFLUENCE OF DIGITAL INNOVATION READINESS ON INTELLECTUAL CAPITAL EFFICIENCY AND FINANCIAL PERFORMANCE IN LISTED LICENSED FINANCE COMPANIES IN SRI LANKA

Lakeesha Dias^{1*}, Thilini Kaushalya²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, samadhi.lakeesha2001@gmail.com^{1*}, gatkaushalya@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study examines the moderating effect of Digital Innovation Readiness (DIR) and investigates the relationship between the financial performance (ROA and ROE) of Sri Lankan licensed finance companies and the components of intellectual capital (HCE, SCE, RCE, and CEE).

Methodology: This quantitative study uses panel data from 28 finance companies (2020–2024) and the MVAIC model. Regression analysis, acid tests, etc., were applied, and survey data on DIR were included to test moderation.

Findings: SCE and CEE significantly and positively affect ROA and ROE, while RCE has a significant negative effect. HCE was positive but not significant. The board's direction moderates the association between financial performance and intellectual capital.

Implications: The results demonstrate the importance of structural and capital efficiency, as well as governance structures, in improving financial performance. Firms should strategically manage their relational capital and strengthen their board practices to maximise the benefits of intellectual capital. Firms should invest in DIR to increase their intellectual capital and improve their financial performance.

Limitations and Future Research Suggestions: The findings of this study provide insights for future research, can extend this model with the variables such as AI usage as moderators, and to investigate the sectors other than finance sector.

Keywords: Capital employed efficiency; Digital innovation readiness; Human capital efficiency; Relational capital efficiency; Return on Assets (ROA); Return on Equity (ROE); Structural capital efficiency;

INVESTIGATING THE DETERMINANTS OF GEN Z'S PREMIUM PURCHASE INTENTIONS FOR GREEN PRODUCTS IN SRI LANKA

Malshi Ishara^{1*}, H.N. Abeywickrama²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
isharawijerathna2002@gmail.com^{1*}, hiranabeywickrama@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study aims to investigate the factors that encourage Generation Z consumers to be willing to pay premium prices for sustainable products in Sri Lanka. Gen Z, although generally considered an environmentally conscious generation, does not always support their sustainable beliefs with their purchasing behavior. This research assesses the extent to which attitude, subjective norms, and perceived behavioral control influence their premium purchase intention based on the Theory of Planned Behavior.

Methodology: The structured online questionnaire was carried out on a quantitative research design based on a questionnaire that was distributed to Gen Z respondents in Sri Lanka. Likert-scale validated items were used to measure each construct. The data was then analyzed by means of reliability testing, factor analysis, correlation analysis, and multiple regression as to whether the factors influence the premium purchase intention.

Findings: The variables were significant in the high-end purchase intention of the Gen Z. Attitude was the strongest one, indicating that positive attitudes to green products motivate the premium purchase intention. The influence of subjective norms also played a major role because they manifested the social expectations. Affordability and accessibility, which constituted perceived behavioral control, also contributed to the purchase intention.

Implications: The results indicate the usefulness of plausible sustainability reporting, understandable eco-labels, convenient availability of sustainable products, and social impact as a result of peer pressure. The insights can inform marketers, policymakers, and sustainability stakeholders to establish measures to build on the confidence, social motivation, and willingness to buy quality green products by Gen Z, which will drive the entire environmental and economic performance.

Limitations and Future Research Suggestions: This research focuses exclusively on Generation Z in Sri Lanka, and the use of cross-sectional, self-reported data may limit the generalizability of the findings and introduce response bias. Future research may benefit from adopting mixed-method approaches, incorporating additional constructs such as green trust and consumer effectiveness, and comparing results across generations or products.

Keywords: Generation Z; Green products; Premium purchase intention; Sustainability; Theory of Planned Behavior (TPB)

MOVING TOWARDS AN INCLUSIVE WORK ENVIRONMENT: A QUALITATIVE STUDY OF EMPLOYEE PERCEPTION AND ORGANIZATIONAL SUCCESS THROUGH DEI

Melissa Nugara^{1*}, Sachin Wijayasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, nethmininugara@gmail.com^{1*}, sachinlw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study investigates the implementation of Diversity, Equity, and Inclusion in the IT industry in Sri Lanka, focusing on discrepancies between policy goals and employees' real-world experiences. Even though globalization and local legislative changes, such as amendments to the Shops and Offices Act, have noticeably prompted organizations to implement DEI practices, a significant knowledge gap remains regarding their veracity and the impact on employees' motivation and organizational success.

Methodology: The study addresses this gap by conducting qualitative and semi-structured interviews with employees at different levels across major IT companies in Sri Lanka. Through frameworks and concepts such as Social Identity Theory, Inclusion Framework, and Maslow's Hierarchy of Needs, the research aims to express honest opinions of employees and challenges in implementing such concepts to identify tangible factors that drive employees towards an inclusive work environment

Findings: The findings reveal that even though these DEI concepts are being backed by the local and global standards, there's a noticeable knowledge gap regarding their veracity and the actual impact on employees' motivation and organizational success through employees' perception. The findings suggest that DEI practices strengthened employees' sense of belonging, respect, and understanding, empowering them to bring their whole selves and full potential to the organization.

Implications: The results will provide the organization's top authorities with useful and actionable information on how to modify their current HR or DEI policies. Additionally, the survey gave employees a chance to learn more about and investigate DEI practices in their companies, as well as to gain insight into areas that require further attention to foster a greater sense of belonging in their workplaces.

Limitations and Future Research Suggestions: The qualitative scope of the study limits the statistical generalization, primarily focusing on employee perspectives. Future research should focus on structural consistency and accountability, specifically focusing on genuine equity metrics and long-term employee retention to measure the effectiveness of the higher authorities' commitment towards DEI.

Keywords: Diversity; Equity & inclusion; Lived experiences; Organizational culture; Sense of belongingness; Sri Lankan IT industry

FACTORS INFLUENCING THE ADOPTION OF BUY NOW PAY LATER SERVICE ON E COMMERCE PLATFORMS AMONG GENERATION Z IN WESTERN PROVINCE SRI LANKA

Milan Perera^{1*}, Sachin Wijayasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
milankavindaperera@gmail.com^{1*}, sachinlw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study aims to determine the factors that influence the adoption of Buy Now Pay Later (BNPL) services on e-commerce among Generation Z in the Western Province of Sri Lanka. Adoption of BNPL is fairly compared to the high digital literacy and e-commerce penetration reported in the context.

Methodology: The research study used a quantitative research design to examine factors influencing the adoption of Buy Now Pay Later (BNPL) services on e-commerce, grounded in the Technology Acceptance Model (TAM). An online questionnaire was administered, and 395 data collected using a simple random sampling technique. Perceived usefulness, perceived ease of use, value of status quo and Attitude considered key factors to adopt Buy Now Pay Later (BNPL) Services on e-commerce in the Sri Lankan context.

Findings: Based on responses of 395 Generation Z in Western Province of Sri Lanka in this study, Perceived Usefulness, Perceived Ease of Use, and Value of status quo have influenced Generation Z's Adoption of Buy Now Pay Later Services. PEOU and PU emerged as significant variables, while VSQ showed a weaker but significant effect.

Implications: The results of this study are highly practical and relevant for developing countries such as Sri Lanka, as the adoption of Buy Now Pay Later (BNPL) services among Generation Z can significantly drive the growth of digital commerce. To boost BNPL adoption among Generation Z in Western Province of Sri Lanka, e-commerce platforms should enhance ease of use by offering intuitive interfaces, simple navigation, and seamless e-commerce integration improve usefulness, providers should highlight financial benefits such as zero interest and flexible payments while offering budgeting tools. Addressing the value of the status quo requires building trust through security and transparency.

Limitations and Future Research Suggestions: Findings from this study provide insights into future research to use more variables, such as perceived trust, financial literacy, and regulatory influences, and future research should expand to different demographics, such as millennials and Generation Alpha.

Keywords: Buy Now Pay Later (BNPL); Financial technology (Fintech); Generation Z; Payment innovations; Technology Acceptance Model (TAM)

EXPLORING THE INFLUENCE OF UNDERGRADUATE INTERNSHIPS ON CAREER FIELD CHANGE: A CASE STUDY OF A SELECTED UNIVERSITY

Nikini Fernando^{1*}, Nisansala Kulathunga²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
nikinipiumika20@gmail.com^{1*}, nisansalakulathunga@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The primary objective of this study is to examine factors influencing business graduates' decisions to change careers after completing their undergraduate internships. The research study investigates why some graduates stay in their selected career pathways while others move from fields related to their academic specialty or internship selection.

Methodology: The analysis revealed that internships serve as both a career filter and a career confirmer. Graduates' confidence, self-efficacy, and interest in specific fields were strongly influenced by real-world exposure, workplace culture, task relevance, supervision quality, and learning opportunities. Several participants stated that internships helped them identify their abilities, preferences, and expectations, enabling them to determine whether to remain in a similar field long term or seek a better fit. These decisions were often influenced when graduates' expectations did not match their actual internship experiences.

Findings: The analysis revealed that internships serve as both a career filter and a career confirmer. Graduates' confidence, self-efficacy, and interest in particular fields were crucially influenced by real-world exposure, workplace culture, task relevancy, supervision quality, and learning opportunities. Several participants stated that internships helped them identify their abilities, preferences, and expectations, enabling them to determine whether to remain in a similar field long term or seek a better fit. These decisions were often influenced by imbalances between their expectations and the realities of the internship.

Implications: This research highlights the importance of structured internship programmes in enhancing employability, career readiness, and informed decision-making. The findings indicate that universities should better align curricula and career guidance with industry needs, while employers can design internships that support skill development and clearer career pathways. The study also shows how experiential learning influences career choice through self-efficacy, interest, and outcome expectations.

Limitations and Future Research Suggestions: This study focuses on graduates from a single university, which limits its generalizability. Future research may include multiple universities, adopt longitudinal designs, or use mixed-methods approaches to gain deeper insights into long-term career outcomes.

Keywords: Career choice; Employability; Experiential learning; Graduates; Internships

EXAMINE THE EFFECT OF LOGISTIC SERVICE QUALITY IN E-COMMERCE ON CUSTOMERS' REPURCHASE INTENTION

Parami Anuththara^{1*}, Sachin Wijayasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, paraanu410@gmail.com^{1*}, sachinlw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: In Sri Lanka, the rapid growth of the e-commerce platform, especially in the fashion sector, which is the largest e-commerce category in Western Province, has raised the customers' expectations in terms of delivery speed, order accuracy, product condition, and return handling. Therefore, the objective of this research was to analyse the impact of Logistic Service Quality (LSQ) on customer satisfaction and how customer satisfaction affects customers' repurchase intention in the online fashion category.

Methodology: The researchers used the LSQ model and a quantitative study design. Customer satisfaction served as the mediating variable, and repurchase intention as the dependent variable. The four LSQ dimensions, delivery timeliness, order condition, order accuracy, and reverse logistics, were identified as independent factors. A structured online questionnaire was administered to gather data from 348 e-commerce fashion customers in the Western Province. Reliability, correlation, and multiple regression analyses were performed using SPSS.

Findings: The four LSQ dimensions had significant and positive effects on customer satisfaction factors. This then led to customer satisfaction being perceived as a powerful promoter of repurchase intention, thus proving its mediating role. Among the LSQ dimensions, order accuracy and order condition had the largest impacts, thereby emphasizing that getting the right product in perfect condition is particularly important for the customer to make a second purchase.

Implications: E-commerce companies and logistics service providers must prioritize precise order processing, secure packaging, assured delivery, and simple return procedures to increase consumer happiness and loyalty. At the same time, they may lobby for the development of infrastructure and digital logistics improvement as one of the ways to establish a more reliable e-commerce environment.

Limitations and Future Research Suggestions: The results of the current study may not be as broadly applicable as they could be because it was limited to Western Province consumers in the fashion category, and only used quantitative survey data. In the future, researchers will be able to include different areas, product categories, and qualitative methods for a thorough understanding.

Keywords: Customer satisfaction; E-commerce; Fashion sector; Logistic Service Quality (LSQ); Order accuracy; Order condition; Repurchasing intention; Reverse logistic; Timeliness

FACTORS INFLUENCING THE ONLINE SHOPPING CART ABANDONMENT IN E-COMMERCE PLATFORMS AMONG THE YOUNG ADULTS IN SRI LANKA

Pasandi Pathmaperuma^{1*}, Sachin Wijayasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, pasandipathmaperuma2020@gmail.com^{1*}, sachinlw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study investigates the determinants of Online Shopping Cart Abandonment (OSCA) among young adults in Sri Lanka's fashion E-Commerce sector. It aims to identify key behavioral and platform-related factors influencing abandonment decisions and provide insights to improve digital conversion in a rapidly growing market.

Methodology: A structured online survey was conducted among 384 young adults aged 15–29 who had abandoned an online shopping cart at least once. Data were analysed using descriptive statistics, exploratory factor analysis, bivariate correlations, and multiple regression to examine relationships between OSCA and four potential determinants: perceived cost, transactional inconvenience, perceived trust, and website usability. Reliability and validity of constructs were confirmed through Cronbach's alpha, AVE, and KMO-Barlett tests.

Findings: The study found that perceived cost, perceived trust, and website usability are the principal drivers of OSCA, whereas transactional inconvenience is not significant in the presence of these factors. Perceived cost emerged as the strongest predictor, highlighting the importance of transparent pricing, credible promotions, and shipping economics. Perceived trust also significantly influences abandonment, with young adults relying on secure payment systems, data protection, vendor credibility, and reliable reviews. Website usability impacts OSCA by shaping the experiential evaluation of cost and trust.

Implications: These findings provide actionable insights for E-Commerce managers to enhance conversion through cost transparency, trust-building mechanisms, and superior website usability. Policymakers may also consider strengthening consumer protection, payment security, and logistics infrastructure to support reliable digital commerce.

Limitations and Future Research Suggestions: The cross-sectional design limits causal inference, suggesting future longitudinal or experimental studies to confirm causality. Future research could examine mediators such as impulse buying, scarcity perception, or payment preferences, and extend to other industries or comparative international contexts. Mixed-methods approaches, multilevel modelling, and seller-level heterogeneity studies are recommended for deeper insights.

Keywords: E-Commerce; Online shopping cart abandonment; Perceived cost; Perceived trust; Transactional inconvenience; Website usability

FACTORS AFFECTING CUSTOMER SATISFACTION ON ONLINE COSMETIC PURCHASES IN SRI LANKA

Pasindu Perera^{1*}, H.N. Abeywickrama²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
pererap700@gmail.com^{1*}, hiranabeywickrama@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study examines the main factors affecting customer satisfaction with online cosmetic purchases in Sri Lanka. The study focuses on product quality, product price, payment methods, and convenience. E-commerce growth has changed how university students buy cosmetics online, yet little research exists on what drives their satisfaction in Sri Lanka.

Methodology: A structured questionnaire was distributed online using a convenience sampling technique, yielding 392 valid responses. The study employed a quantitative approach and analysed data using descriptive statistics, correlation analysis, and multiple regression. The conceptual framework was built on the Expectation-Confirmation Theory (ECT), and the reliability and validity of measurement scales were confirmed through Cronbach's Alpha and factor analysis. The impact of product quality, product price, payment methods, and convenience on customer satisfaction was tested through multiple regression analysis.

Findings: The study found that product quality, product price, payment methods, and convenience all significantly influence customer satisfaction in online cosmetic shopping. Product quality had the strongest impact, followed by convenience, product price, and payment methods. Overall, the model accounted for 62.4% of the variation in customer satisfaction, showing that both product features and service-related aspects play major roles in shaping students' satisfaction in online shopping.

Implications: The study offers useful guidance for online cosmetic retailers and marketers in Sri Lanka, showing that improving product quality, pricing, payment security, and convenience can boost customer satisfaction. It also extends the Expectation-Confirmation Theory (ECT) to the Sri Lankan online cosmetics market. These insights can help policymakers and businesses build stronger customer trust, retention, and loyalty.

Limitations and Future Research Suggestions: The study's findings may not be widely generalizable, as the data were obtained from a single university. Future research should include more universities, additional variables such as trust or website design, and moderating factors such as gender or income. It is also advised to do long-term research to have a deeper understanding of how online cosmetics buying habits evolve.

Keywords: Convenience; Customer satisfaction; Expectation-Confirmation Theory (ECT); Online cosmetic purchases; Payment methods; Product price; Product quality

EXAMINE THE INFLUENCE OF FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDES, LOCUS OF CONTROL & FINANCIAL SOCIALIZATION ON FINANCIAL MANAGEMENT BEHAVIOR AMONG THE MILLENNIAL GENERATION (GENERATION-Y) OF SRI LANKA

Pavithra Wijesundara^{1*}, Thilini Kaushalya²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, pavithravijesundara23@gmail.com^{1*}, gatkaushalya@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study investigates the influence of financial knowledge, financial attitudes, locus of control, and financial socialization on financial management behavior among the Millennial Generation (Generation Y) in Sri Lanka. Grounded in the Theory of Planned Behavior and financial socialization theory, the research aims to understand how cognitive, attitudinal, and psychological factors collectively shape individuals' financial decision-making.

Methodology: A quantitative research design was employed, and primary data were collected through an online survey from 410 millennial respondents across Sri Lanka. Statistical analyses, including reliability and validity tests, were performed using SPSS & SmartPLS.

Findings: Financial knowledge, attitudes, locus of control & financial socialization significantly and positively influence financial management behavior among the millennial generation in Sri Lanka. The results highlight the need for targeted financial education programs and policy interventions to enhance financial socialization and behavioral outcomes among Sri Lankan millennials. Overall, the study contributes to the growing body of literature on financial socialization by integrating social and psychological dimensions to gain a clear understanding and improve financial management behavior in developing economies. The results highlight the need for targeted financial education programs and policy interventions to enhance financial literacy and behavioral outcomes among Sri Lankan millennials.

Implications: Stakeholders can develop comprehensive financial education initiatives that go beyond knowledge to include attitudinal and behavioral training by knowing the determinants of financial behavior. Financial institutions can use the findings to design customized financial advisory services and digital literacy campaigns that target millennials. Moreover, the results encourage policymakers to introduce financial literacy into the national curriculum.

Limitations and Future Research Suggestions: The study is limited to the millennial generation in SL. Its cross-sectional design restricts the ability to infer long-term causal relationships between variables. Future research can adopt a longitudinal approach to explore behavioral changes over time and include additional factors such as financial self-efficacy, digital financial literacy, or socioeconomic influences.

Keywords: Financial attitudes; Financial behavior; Financial knowledge; Financial socialization; Locus of control

INDIVIDUAL FACTORS INFLUENCING THE GLASS CEILING ON WOMEN'S CAREER ADVANCEMENT IN SRI LANKA'S HOSPITALITY SECTOR: A STUDY ON CLASSIFIED HOTELS IN COLOMBO DISTRICT

Pawani Himasha Rathnayaka^{1*}, WRM Shehani Shanika²

¹Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

²Legal Studies Unit, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

pawanirathnayaka6@gmail.com^{1}, shehaniwije@sjp.ac.lk²*

**Corresponding Author*

Abstract

Purpose of the Study: Despite women constituting a significant proportion of the workforce in Sri Lanka's hospitality sector, their representation in senior managerial positions remains limited. This study aims to examine individual factors that influence the glass ceiling on women's career advancement in classified hotels within the Colombo District. Specifically, the study focuses on self-efficacy, career expectation, work-family balance, and organizational commitment as key individual factors shaping women's career advancement in the hospitality sector.

Methodology: The study adopted a deductive and quantitative research approach, guided by Social Cognitive Career Theory. An experimental research design was employed, and data were collected through a structured questionnaire administered to female employees working in 1-Star to 5-Star classified hotels in the Colombo District. A total of 150 valid responses were obtained through convenience sampling.

Findings: The results demonstrate that the most important positive predictor of women's career advancement is self-efficacy, underscoring the significance of perceived competence and self-confidence in overcoming obstacles in the workplace. Organizational commitment also demonstrated a strong positive influence on career advancement. Career expectations exhibited a significant negative effect when expectations were unmet, suggesting dissatisfaction may hinder progression. Career advancement and work-family balance were positively correlated, but the effect was not statistically significant.

Implications: The study offers important implications for hotel management, policymakers, and tourism-related authorities, particularly the Sri Lanka Tourism Development Authority, which should prioritize programs that enhance women's self-efficacy through training, mentoring, and leadership development. Strengthening organizational commitment via supportive policies is essential. Policymakers should also manage career expectations through clear progression pathways and improve work-family balance initiatives to create an enabling and flexible environment for women's career advancement in the hospitality sector.

Limitations and Future Research Suggestions: The study is limited to classified hotels in the Colombo District and relies on a convenience sample, which may limit generalizability. Future research is recommended to include other regions and hospitality sub-sectors, employ larger samples, and adopt qualitative or mixed-method approaches to explore work-family balance dynamics and potential mediation effects.

Keywords: Career expectation; Glass ceiling; Hospitality sector; Organizational commitment; Self-efficacy; Women's career advancement; Work family balance

FACTORS AFFECTING CIRCULAR ECONOMY ADOPTION IN THE SRI LANKAN APPAREL INDUSTRY

Prarthana Ranaweera^{1*}, Thilini Kaushalya²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
sewmiprarthana95@gmail.com^{1*}, gatkaushalya@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The Sri Lankan apparel industry plays an important role in the country's economy, but it also faces growing environmental problems due to the continued use of traditional linear production methods that generate high levels of waste and resource inefficiency. Although circular economy practices offer a sustainable solution, their adoption in the Sri Lankan apparel sector remains limited. Therefore, this study aims to examine the factors that impact the adoption of the circular economy in the Sri Lankan apparel industry, and the hypotheses are developed based on previous research.

Methodology: This study used a quantitative research design and collected primary data through a structured questionnaire distributed among employees in the Sri Lankan apparel industry, including operational-level, supervisory-level, and management-level staff. Using a convenience sampling method, a total of 386 responses were obtained from four major apparel manufacturing firms in Sri Lanka. Data collection was primarily conducted through online surveys and on-site visits. SPSS was used for data analysis.

Findings: The study examined three key factors, including economic benefits, resource scarcity, and environmental impact. Based on 386 respondents, environmental impact was found to have a strong and positive influence on circular economy adoption, and resource scarcity and economic benefits also showed positive influences on the adoption of circular economy practices in the Sri Lankan apparel industry.

Implications: The results of this study are significantly applicable to developing countries. Adopting circular economy practices can drive sustainable growth in the apparel industry. The findings may benefit apparel firms, policymakers, and industry associations. To implement these practices, firms can adopt recycling, reuse, and eco-friendly production methods, while the government can support them through incentives, training programs, and technological assistance. These initiatives enhance firm competitiveness, reduce environmental impact, and promote sustainable industrial development.

Limitations and Future Research Suggestions: This study is limited to apparel manufacturing firms in selected districts of Sri Lanka. It specifically examines the influence of economic benefits, resource scarcity, and environmental impacts on the adoption of a circular economy. Future research could expand to include additional factors such as regulatory policies, implementation strategies, and relationships, while also exploring other sectors, regions, or cross-country comparisons to gain a broader understanding of circular economy adoption in different contexts.

Keywords: Circular economy adoption; Economic benefits; Environmental impact; Resource scarcity; Theory of Triple Bottom Line

INVESTIGATING THE FACTORS AFFECTING THE INTENTION TO USE QR-BASED PAYMENT APPLICATIONS IN SRI LANKA

Prasad Bandara^{1*}, Nisansala Kulathunga²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, prasadbbandarauniversity218@gmail.com^{1*}, nisansalakulathunga@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Despite national initiatives to facilitate the growth of a digital economy, consumers' adoption of QR-based payment systems in Sri Lanka remains low. This research is conducted to find the most critical factor that affects consumers' behavioral intention to use QR-based payment applications. Therefore, the present study aims to examine the factors that affect the intention to use QR-based payment Applications in Sri Lanka.

Methodology: The study focuses on the influence of three crucial variables, namely, perceived usefulness, system convenience, and perceived risk. The research followed a quantitative, deductive approach, and a cross-sectional survey was applied to gather the primary data based on a convenience sampling from 384 smartphone users in Sri Lanka. The collected data were tested using statistical software (SPSS) and multiple regression analysis to test the hypothesis of the study.

Findings: The analysis revealed that the three selected factors explained 82.9% of the intention to use QR payments. All three hypotheses were supported, with System Convenience identified as the strongest predictor of user intention regarding Perceived Usefulness and Perceived Risk. The findings indicate that while users are attracted by the convenience and comfort of QR payments, security remains a critical factor in their purchasing decisions.

Implications: The results provide valuable insights for stakeholders. To enhance accessibility and convenience, financial institutions and app developers should focus on creating an intuitive and user-friendly interface (UI/UX). Policymakers and service providers should prioritize consumer trust by implementing public education campaigns on security features and establishing transparent, accessible systems for handling transaction disputes to reduce perceived risks.

Limitations and Future Research Suggestions: The generalizability of the study is limited since it is focused only on young and educated individuals. Future studies should use qualitative research to investigate consumer security fears and use more diverse samples, such as rural and older people, to get a more comprehensive national picture.

Keywords: Behavioral intention; Perceived risk; QR code payments; Sri Lanka; Technology Acceptance Model (TAM)

EXPLORING THE ADOPTION OF GREEN FINANCE AMONG LICENSED COMMERCIAL BANKS OF SRI LANKA: A MULTIPLE CASE STUDY ANALYSIS

Randev N.A Athukorala^{1*}, Amesh Pathirana²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
randevathukorala01@gmail.com^{1*}, amesh@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: To gain an in-depth understanding of the barriers and enablers that influence the adoption of Green Finance (GF) among Licensed Commercial Banks (LCB) in Sri Lanka (SL). The study seeks to identify and explain how these barriers hinder the adoption of GF, and to understand the enabling conditions needed to strengthen the adoption process.

Methodology: The study carries out a mono-method qualitative design, assisted by an interpretivist philosophy and an inductive approach. A multiple case study analysis was utilized using semi-structured interviews with 12 senior professionals across four LCBs. The Resource – Based View (RBV) and Stakeholder Theory (ST) form the theoretical lenses of the research. Data were analyzed using thematic analysis in NVivo to identify patterns and derive multivocal interpretations.

Findings: The findings reveal that knowledge gaps, limited internal expertise, lack of regulatory clarity and expected lower market demand collectively hinder GF adoption. These barriers are to be more interconnected and vary according to each bank's level of adoption, with early adopters facing scaling complexity and late adopters struggling with foundational readiness. The identified key enablers are capacity development sessions, strengthened regulatory frameworks, industry collaboration and regulatory incentives such as tax incentives. The study demonstrates that strong internal readiness, along with institutional support, plays an important role in GF adoption.

Implications: The study highlights what is needed to accelerate GF adoption in SL, which would serve policymakers, banking leaders and development agencies seeking to build a sustainability-driven financial ecosystem within frontier markets.

Limitations and Future Research Suggestions: The qualitative design, small sample size and evolving economic contexts limit generalizability. Future research can employ quantitative or mixed method designs to widen the scope to the overall banking industry.

Keywords: Green bonds; Green finance; Licensed commercial banks; Resource-based view; Stakeholder Theory (ST)

THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT: WITH SPECIAL REFERENCE TO THE SRI LANKAN APPAREL SECTOR

Ransi Tharika^{1*}, H.N. Abeywickrama²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
ransitharika530@gmail.com^{1*}, hiranabeywickrama@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study aims to explore the relationship between social media marketing and consumer engagement in Sri Lanka's clothing industry. To ascertain how these elements affect customer involvement, the study focuses on four aspects of social media marketing: Electronic word of mouth, social media trends, Virtual customer relationships, and social media advertisements.

Methodology: For this study, a quantitative research methodology was used. A structured online survey was used to gather information from Sri Lankan social media users who follow and engage with apparel brands. Convenience sampling was used to choose the responders. To assess the associations between the variables, the data were examined using multiple regression analysis, correlation analysis, reliability and validity testing, and descriptive statistics.

Findings: The results show that electronic word of mouth is the strongest factor influencing customer engagement. Social media trends also play a major role, emphasizing the impact of trend-driven and influencer content. Through promoting active brand-customer communication, virtual customer relationships further improve engagement. However, social media advertisements showed only a weak positive influence, indicating that promotional content alone is not enough to foster deep customer engagement.

Implications: The importance of clothing companies prioritizing community-based and engaging social media strategies is emphasized. Customer engagement can be improved by supporting trend-focused marketing, encouraging user-generated content, and keeping brand communication relevant. Marketers should concentrate more on creating digital experiences that are socially connected and based on trust rather than on traditional promotional advertising.

Limitations and Future Research Suggestions: The study was based on responses of 252 persons, and these responses may not be representative of the whole apparel industry in Sri Lanka. Future studies might increase the sample size or look into other elements, including emotional attachment, influencer credibility, and brand trust. Deeper insights into customer interaction behaviors may also be obtained through the use of qualitative methods or comparative studies across other industries.

Keywords: Apparel sector; Customer engagement; Electronic word of mouth; Social media marketing; Sri Lanka

THE IMPACT OF PSYCHOLOGICAL FACTORS ON STOCK MARKET PARTICIPATION AMONG COLOMBO DISTRICT YOUNG INVESTORS IN SRI LANKA

Rashmi Sathsarani^{1*}, Ravindu Kulawardena²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
rashmisathsarani825@gmail.com^{1*}, ravindudeshan@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study examines the impact of psychological factors on stock market participation among young investors in the Colombo District, Sri Lanka. Considering risk attitude as a mediating variable, it analyses how financial knowledge and attitudes towards money influence participation behavior. The study is grounded in behavioral finance theory and the Theory of Planned Behavior (TPB).

Methodology: The study adopted a quantitative research design using primary data collected through a structured online questionnaire. A non-probability convenience sampling technique was employed to select respondents, targeting young individuals aged between 18 and 29 years residing in the Colombo District. The final sample consisted of 384 valid responses. Data analysis was conducted using Structural Equation Modelling (SEM), which enabled the examination of both direct and indirect relationships among the variables while ensuring the reliability and validity of the measurement model.

Findings: A structured online questionnaire was utilised to collect primary data for the study, which employed a quantitative research methodology. A non-probability convenience sampling technique was used to select respondents, targeting young people in the Colombo District between the ages of 18 and 29. The final sample comprised 384 valid responses. Structural Equation Modelling (SEM) was used for data analysis, allowing for the measurement model's validity and reliability.

Implications: The results indicate that positive views of money as a tool for long-term security, growth, and independence influence young people's involvement in the stock market. These insights can be used by financial institutions, legislators, and the Colombo Stock Exchange (CSE) to create targeted financial literacy initiatives, workshops, and awareness campaigns that promote long-term investment practices rather than short-term speculative gains.

Limitations and Future Research Suggestions: The use of a non-probability sampling technique and the study's focus on young investors in a single district may limit how broadly the results can be applied. To further enhance the suggested conceptual framework, future research is encouraged to use probability sampling techniques, broaden the sample across several geographical areas and age groups, and include more psychological or socioeconomic variables.

Keywords: CSE, SEM, Theory of Planned Behavior (TPB)

THE FACTORS INFLUENCING GENERATION Z'S PURCHASE INTENTION FOR SUSTAINABLE CLOTHING PRODUCTS IN SRI LANKA

Sachini Wanigarathne^{1*}, Nadeeka Ariyadasa²

¹Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

²Business Communication Unit, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

sachiniwanigarathne193@gmail.com^{1*}, nadeeka@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Global consumer behavior has been substantially impacted by the growing awareness of sustainability and growing environmental concerns. However, among Sri Lankan Generation Z consumers, the idea of sustainable apparel consumption is still evolving. This study aims to determine the primary determinants of Generation Z's propensity to purchase sustainable clothing in Sri Lanka.

Methodology: Using a quantitative research methodology, 384 Generation Z respondents in Sri Lanka were surveyed online using a structured, self-administered questionnaire. The study is founded on the Theory of Planned Behavior (TPB), which incorporates four independent variables: sustainable clothing knowledge, subjective norms, perceived behavioral control, and attitudes toward behavior. To examine the relationship between the identified factors and purchase intention for sustainable clothing products, the data were subjected to multiple regression analysis.

Findings: The results revealed that attitudes towards behavior, subjective norms, and perceived behavioral control significantly influence Generation Z's purchase intention for sustainable clothing products. Furthermore, purchase intention was positively impacted by knowledge of sustainable apparel, suggesting that young customers' pro-environmental purchasing behavior is strengthened by greater understanding.

Implications: The findings of this study hold significant implications for marketers, policymakers, and sustainable fashion brands. By understanding the factors driving Generation Z's sustainable purchasing intentions, organizations can design effective marketing strategies, educational campaigns, and policy initiatives that promote eco-friendly clothing consumption. Furthermore, by supporting sustainable fashion trends that will raise people's standard of living and benefit society as a whole, the studies help to advance environmental management and social responsibility.

Limitations and Future Research Suggestions: This study was limited to Generation Z consumers in Sri Lanka, which may restrict the generalizability of the findings. Future research could expand to include other demographic groups or regions and consider additional variables such as environmental concern, price perception, and brand image across South Asia and globally.

Keywords: Environmental awareness; Generation Z; Purchase intention; Sustainable clothing; Theory of Planned Behavior (TPB)

AN EXAMINATION OF THE FACTORS INFLUENCING PURCHASE INTENTIONS TOWARD SUSTAINABLE PACKAGING PRODUCTS: A SPECIAL REFERENCE TO FMCG CONSUMERS IN WESTERN PROVINCE IN SRI LANKA

Sajani Dasanayaka^{1*}, Shanika Kumarasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, sajanidasanayaka2@gmail.com^{1*}, shanikalakmali@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study examines the key factors influencing sustainable packaged products among FMCG consumers, with special reference to Western Province. The research employs the extended Theory of Planned Behavior (TPB) framework to examine factors. It includes attitudes, subjective norms, perceived behavioral control, environmental concern, environmental knowledge, and willingness to pay to explain purchase intentions towards sustainable packaging.

Methodology: A quantitative research design is used, and data is collected from 384 FMCG consumers through a structured online questionnaire in Western Province. A Convenience Sampling method is used to choose the sample size. Reliability and validity analyses were conducted using Smart PLS 4 software.

Findings: Empirical evidence that has been established shows that attitude, subjective norms, perceived behavioral control, environmental concern and willingness to pay affect the purchase intentions of consumers positively to sustainable packaging. Conversely, environmental knowledge was statistically insignificant in the current study. These results highlight that while awareness exists, purchase intention is primarily driven by confidence, affordability, and social influence rather than knowledge alone.

Implications: In this study, the theoretical and practical implications are discussed. It provides some policies and guidance for FMCG companies to come up with efficient communication strategies, green marketing tools, policies, and interventions aimed at improving the affordability and access of sustainable packaged products. This research contributes to the literature on sustainable consumption by applying the TPB model in the Sri Lankan context from a theoretical perspective.

Limitations and Future Research Suggestions: Future research could incorporate additional variables, such as perceived trust or government incentives, and apply comparative analyses across regions or product categories.

Keywords: Environmental concern; Environmental knowledge; Purchase intention; Sustainable packaging; Theory of Planned Behavior (TPB)

THE FACTORS AFFECTING PURCHASE INTENTION IN ONLINE SHOPPING: WITH SPECIAL REFERENCE TO THE SRI LANKAN APPAREL SECTOR

Sajini Gunawardhana^{1*}, H.N. Abeywickrama²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
sajinigunawardhana2000@gmail.com^{1*}, hiranabeywickrama@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This research investigates the determinants of online purchase intention in the apparel industry of Sri Lanka, a fast-growing economy in the South Asian region. The determination of customer intention in relation to online shopping is a critical issue in current global consumer behavior, with online retailing changes as the customer behavioral shifts.

Methodology: A structured questionnaire was distributed to 384 online cloth shoppers in Colombo, Sri Lanka, using a quantitative research approach. To find how these factors work together to influence consumers' willingness to purchase clothing online, the collected data was compared. The study is based on the Theory of Planned Behavior (TPB) that interprets the behavioral intention based on three primary elements: attitude toward behavior, subjective norms, and perceived behavioral control. Besides these, the research incorporates two longer variables, perceived risk and electronic word of mouth (E-WOM), as a way of offering a better insight into the contemporary online purchasing behavior.

Findings: The results presented in the study indicated that attitude towards behavior, subjective norms, perceived behavioral control, and E-WOM positively influence online purchase intention.

Implications: It suggests that customers are willing to buy clothes online if they have a favorable opinion of online shopping, if their friends and family support them in doing so, and if they believe they have the necessary amount of self-assurance and ability to make purchases online. Moreover, favorable online feedback, recommendations, and social media interactions are very important in creating trust and encouraging people to buy.

Limitations and Future Research Suggestions: As the study focused primarily on Colombo, Sri Lankan internet shoppers, the scope for generalizing is limited. To better understand how online purchase intentions develop across different contexts, future research can analyze different regions, product categories, or include longitudinal data.

Keywords: Attitude toward behavior; Electronic word of mouth (E-WOM); Online apparel shopping, Perceived behavioral control; Perceived risk; Subjective norms

ANALYZING THE FACTORS INFLUENCING CONSUMERS' BEHAVIORAL INTENTION TO PURCHASE SOLAR PANEL SYSTEMS AS A RENEWABLE ENERGY SOURCE IN THE SRI LANKAN RESIDENTIAL SECTOR

Sandali Illukkumbura^{1*}, Ravindu Kulawardena²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
sandaliillukkumbura71@gmail.com^{1*}, ravindudeshan@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Despite favorable solar conditions and policy support in Sri Lanka, low household adoption of rooftop solar systems indicates an insufficient understanding of the behavioral factors shaping residential solar adoption decisions. This study aims to analyze the factors influencing consumers' behavioral intention to purchase solar panel systems as a renewable energy source in the Sri Lankan residential sector.

Methodology: The Theory of Planned Behavior was used as the theoretical approach. The conceptual framework incorporated four independent variables: attitudes, subjective norms, perceived behavioral control and willingness to pay. This research was carried out to make use of data from an online survey of 384 households in Sri Lanka, including solar panel users and non-users. SmartPLS 4 was used for data analysis.

Findings: The findings of the study show that attitudes, subjective norms, perceived behavioral control, and willingness to pay positively influence the behavioral purchase intention of the Sri Lankan residential sector to purchase a solar panel as a renewable energy source.

Implications: This study suggests promoting consumer adoption of solar panels in the residential sector by addressing key determinants. Attitudes, subjective norms and willingness to pay are key factors. Solar panel system providers should focus on long-term financial savings, environmental benefits, and energy independence. Social influences, such as community involvement and peer groups, can also influence consumer decisions. Global trade agreements, financial aid, and government incentives can all help to reduce costs and boost the use of solar panels.

Limitations and Future Research Suggestions: An online survey was used to collect data for this study, which introduces response bias. When collecting data, some provinces may have been under-represented due to limited accessibility. Future research directions suggest using other variables which have an indirect influence. By analyzing other renewable energy sources, such as wind, hydro, and biomass, across different population categories, we can gain a better understanding of the renewable energy industry.

Keywords: Behavior intention; Renewable energy; Solar panel; Theory of Planned Behavior (TPB)

UNDERSTANDING GENERATIONAL MODERATION IN EMPLOYEE RETENTION: A STUDY OF THE SRI LANKAN HOSPITALITY WORKFORCE

Shivanthie Fernando^{1*}, Sachin Wijayasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
shivanthiefernando@gmail.com^{1*}, sachinlw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: High employee turnover and the tough nature of hospitality work have made employee retention a major problem in the hotel and restaurant industry of Sri Lanka. This study examines how salary, leadership and working culture, and tests generational moderation (Gen Z and Gen X). The research is based on Herzberg's Two-Factor Theory and is aimed at filling the empirical gap regarding the retention behavior of multigenerational workers in the Sri Lankan hospitality industry.

Methodology: The positivist paradigm and deductive approach were used in a quantitative, single-method study design. A structured, closed-ended questionnaire was used to gather primary data from 384 employees of Western Province hotels and restaurants. Proportionate stratified sampling ensured generational representation. SPSS was used to analyse the data, including factor analysis, multiple regression, reliability and validity tests, and categorical moderation analysis to compare generational differences.

Findings: The study discovered that salary has a much weaker but significant impact, working culture was the most significant for employee retention, followed by leadership. The findings show that psychological, relational, and environmental factors are more important to Gen Z and Gen X than financial incentives. Categorical moderation revealed no discernible differences in the effects of leadership, compensation, and workplace culture on retention across generations. This demonstrates how supportive leadership, respect, communication, and a positive workplace culture are valued by both generations despite having different expectations.

Implications: The findings offer industry practitioners practical recommendations for lowering employee turnover, bolstering workforce stability, and improving service quality. Additionally, the study expands on Herzberg's Theory by showing how, in a multigenerational hospitality setting, motivator factors like culture and leadership dominate over hygiene factors like salary.

Limitations and Future Research Suggestions: To obtain deeper behavioral insights, future research should use mixed-method approaches, more balanced samples, and more precise measurement items. Generalizability would be improved by conducting longitudinal research and extending the study to other provinces.

Keywords: Employee retention; Generational differences (Gen X and Gen Z); Herzberg Two Factor theory; Hospitality industry; Leadership; Salary; Working culture

SERVICE QUALITY DIMENSIONS AND THEIR IMPACT ON USERS' INTENTION TO USE FOOD DELIVERY SERVICES IN SRI LANKA

Sithumi Samarasekara^{1*}, Shanika Kumarasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, sankalpanasamarasekara@gmail.com^{1*}, shanikalakmali@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Given the rapid expansion of digital platforms, it is imperative to understand the impact of service quality on users' intention to use food delivery services. The purpose of this study is to evaluate the four E-S-QUAL dimensions, which are Efficiency, Fulfilment, Privacy, and System Availability, to measure the service quality.

Methodology: The study followed a quantitative research approach, and primary data were collected through a structured online questionnaire from 384 respondents, who were selected based on Morgan's table. The study used SPSS and Smart PLS to measure the measurement and structural models. Before testing hypothesized paths between the E-S-QUAL dimensions of Efficiency, Fulfilment, Privacy, and System Availability and intention to use, Reliability, validity, and model-fit indices were evaluated.

Findings: Efficiency ($p = 0.018$) had a significant positive effect on Intention to Use, meaning that users are more likely to adopt a digital service and platform if it is fast and easy to use. Privacy ($p = 0.000$) was the strongest predictor, indicating that users strongly prefer data security and confidentiality when deciding whether to engage with an online service. Fulfilment ($p = 0.453$) did not have a strong predictive relationship, indicating that timely and accurate completion of the service does not significantly influence users' intention in this study. System Availability ($p = 0.055$) appeared to have a weak, nonsignificant connection quality. Overall, it indicates that Privacy and Efficiency are the strongest drivers of user intention.

Implications: This study offers significant findings from a practical service provider, policy maker, or system developer's perspective. Enhancing security features around data confidentiality and improving service efficiency can increase user intention to use and digital engagement with service providers. This shows that how organizations view and support users accordingly, devoting time and emphasis toward earning user trust and providing a seamless and frictionless experience, must be a priority if digital transformation is to be fully supported in Sri Lanka. The benefits of improved digital service quality also have implications for customer experience, organizational competitiveness, and society's capacity to be included in and support a growing digital trend.

Limitations and Future Research Suggestions: The present study has focused on a limited number of dimensions of E-S-QUAL (Service quality). Future studies may consider adding moderating variables, such as user trust, perceived risk, digital literacy, or demographics, as these may be interesting factors to consider in research. Comparative research across industries, or longitudinal research, may likewise be useful in gaining more insight into user behavior.

Keywords: E-S-QUAL; Efficiency; Intention to use; Privacy; Service quality

FACTORS INFLUENCING THE YOUTHS' INTEREST IN ENGAGING IN AGRICULTURAL ENTREPRENEURSHIP IN SRI LANKA

Sithumini Kavisha Basnayaka^{1*}, Vilani Sachitra²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
sithuminikaweeshabasnayaka@gmail.com^{1*}, vilani@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Agriculture has been the backbone of the civilization of humankind for decades, as it ensures food security, livelihood, and economic stabilization. Agricultural entrepreneurship in Sri Lanka has been recognized as a promising sector with the potential to deliver significant economic and societal benefits. There is a growing need to change the perception of youth, encouraging them to view agriculture as a viable path for self-employment. Although the creative youth is a fundamental necessity in building the agricultural sector through entrepreneurial participation, there is a dearth of such involvement. This study aims to examine the factors that influence the entrepreneurial intentions of students pursuing agricultural education in Sri Lanka.

Methodology: The Theory of Planned Behavior was used as the theoretical approach. The conceptual framework incorporated four independent variables: Personal attributes, social influences, Institutional support, and Economic environment. A structured questionnaire was used to collect data from 300 respondents, selected using a combination of purposive and random sampling methods. Multiple regression analysis was used to test the hypotheses.

Findings: The sample comprised 110 male respondents (55.0%) and 90 female respondents (45.0%), showing a slightly higher participation of males. In terms of current involvement in agriculture, 80 respondents (40.0%) reported active engagement in agricultural activities, while 120 respondents (60.0%) were not currently involved. 130 respondents (65.0%) indicated that they had family members engaged in agriculture, whereas 70 respondents (35.0%) did not. Attitudinal factors exhibited the strongest correlation with Youth Interest, highlighting the crucial role of positive attitudes in shaping entrepreneurial aspirations.

Implications: Attitudinal factors emerged as the most influential determinant, indicating that fostering positive mindsets and entrepreneurial motivation among youth is essential. Educational institutions can play a critical role by integrating agricultural entrepreneurship modules into curricula, offering hands-on training, and providing exposure to innovative farming techniques. Coordination between universities, government agencies, NGOs, and private sector actors is essential to create a comprehensive support system that empowers youth to translate their intentions into successful ventures.

Limitations and Future Research Suggestions: Cultural perceptions of agriculture, attitudes toward technology adoption, rural-urban migration patterns, and the influence of social media and digital platforms on entrepreneurial behavior warrant further investigation. Comparative research across geographic regions or demographic groups could highlight context-specific variations in youth engagement.

Keywords: Agriculture; Entrepreneurship; Theory of Planned Behavior (TPB); Youth

EXPLORING THE DRIVERS OF ORGANIC FOOD PURCHASE INTENTIONS AMONG YOUNG ADULTS WITH SPECIAL REFERENCE TO SRI LANKAN WESTERN PROVINCE

Sudeepa Sujayee^{1*}, Shanika Kumarasinghe²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka, sudeepasujayeework@gmail.com^{1*}, shanikalakmali@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The use of organic food has become a trend with growing concerns about health risks, environmental degradation and food safety, which is brought by traditional agricultural practices. The objective of this research is to explore the roles of personal, behavioral and environmental factors in influencing purchase intentions of young adults in Sri Lanka's Western province and how these purchase intentions impact their lifestyles.

Methodology: This research employs a qualitative research approach, adopting Social Cognitive Theory (SCT) to describe the lived experiences that influence purchasing decisions. Semi-structured in-depth interviews with young adults aged 18-35 years were conducted as the primary data collection method to gather 12 semi-structured interviews with respondents who are conscious of and have purchased or desire to purchase organic food products. The thematic analysis was adopted to analyze the data and identify the central patterns of personal beliefs, social factors, self-efficacy, outcome expectations, and environmental reinforcement.

Findings: The results showed that the purchase intention of young adults on organic food is conditional, based on factors such as health consciousness, environmental awareness, labelling trust, peer influence, and availability. Self-efficacy, self-control and reinforcement are some of the behavioral mechanisms that greatly affect the translation of intention into actual purchasing behavior. Other obstacles identified by the participants were higher prices, short supply, and trust. Moreover, it was realized that purchase intentions influenced broader lifestyle changes such as better eating, more attention to budgeting and more sustainable consumption. Moreover, purchase intentions were found to affect broader lifestyle changes, such as healthier eating habits, greater focus on budgeting, and behaviors that went beyond sustainable consumption.

Implications: The study provides actionable guidance for policymakers, marketers, and sustainability advocates. Policymakers can leverage the findings to strengthen consumer education, ensure transparency of certification, and increase access to affordable organic products. Promotional strategies designed by marketers to suit the values and psychological motivations of young consumers can be developed.

Limitations and Future Research Suggestions: Further research may elaborate on these results by conducting comparative studies across provinces or using mixed methods to confirm the emergent behavioral mechanisms, given the study's geographically limited sample, or by examining how long-term lifestyle changes evolve with the maturation of organic food markets.

Keywords: Consumer behavior; Lifestyle; Organic food; Purchase intention; Social Cognitive Theory (SCT); Sri Lanka; Sustainability

LEVERAGING DIGITAL MARKETING TOOLS FOR STRENGTHENING CUSTOMER RELATIONSHIPS IN SRI LANKAN MICRO ENTERPRISES

Sulochana Edirisinghe^{1*}, Vilani Sachitra²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
sulochanamadumali93@gmail.com^{1*}, vilani@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: Attracting customers, engaging customers' interest and participation, retaining customers, learning customers' preferences and relating to customers are key strategies in building strong customer relationships. The current level of adoption and implementation of digital marketing in Micro and Small Enterprises in Sri Lanka is steadily increasing, driven by the rapid development of digital technologies and the benefits they offer, such as increased market reach and customer engagement. Despite this growing adoption, MSEs still encounter several challenges in effectively implementing digital marketing strategies. This study aims to identify the impact of digital marketing tools on customer engagement, retention, and overall business growth in Sri Lankan micro-enterprises.

Methodology: Digital marketing tools categorized into several core platforms used by micro-enterprises: social media platforms, search engine optimization (SEO), websites/blogs, and display advertising. The Technology-Organization-Environment (TOE) framework is used as a theoretical framework of the study. Micro-enterprises operating in Sri Lanka, specifically those engaged in product or service-based operations, were the target population of the study. The sample size was 400 microenterprises, which were randomly selected. An online survey method was employed to get data from owners of the selected microenterprises, and a structured questionnaire approach was used. Multiple regression analysis was used to test the study's hypotheses.

Findings: Of the 400 micro enterprises, 232 responded; they consisted of 65.5% male and 34.5% female. Based on the sector of micro enterprises, 37.5% have the trade and retail sector, 31% have the service sector, 12.9% have the construction sector, and 18.5% have the manufacturing sector. The regression analysis result implies that 67% of the variation in customer relationship development can be explained by social media, websites/blogs, display advertising, and search engine optimization. Social media recorded the highest influence factor.

Implications: The study confirmed that the use of social media platforms has a strong and positive impact on the development of customers. Therefore, it is recommended that micro-enterprise owners increase their presence and activity on popular social media platforms such as Facebook, Instagram, Tok-tok and LinkedIn to fully exploit their marketing potential. The results suggest that well-implemented SEO strategies can help businesses access new markets, improve brand recognition, and increase market share while minimizing marketing costs. Micro-enterprises are encouraged to create user-friendly, visually appealing, and regularly updated websites that effectively showcase their offerings.

Limitations and Future Research Suggestions: This study focuses on four digital marketing tools: social media platforms, search engine optimization (SEO), websites/blogs, and display advertising. In addition to those determinants, there may be additional digital marketing tools. The study was quantitative in nature, and therefore, other researchers can undertake a similar study using qualitative analysis methods. This study did not explore the opinions, experiences, and motivations behind the behaviors of owners or managers of microenterprises.

Keywords: Customer relationships; Digital marketing; Micro-enterprises; TOE framework

FACTORS AFFECTING THE TOURISTS' ENGAGEMENT IN ECOLOGICAL PROTECTION BEHAVIOR WITHIN SRI LANKA'S INTANGIBLE CULTURAL HERITAGE ENVIRONMENT

Tanuja De Silva^{1*}, Minusha Weerakkody²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
ishanitanuja@gmail.com^{1*}, minushaw@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The present study aims to investigate the role of psychological factors on ecological protection behavioral engagement of tourists visiting Intangible Cultural Heritage (ICH) sites of Sri Lanka, aligning with the Theory of Planned Behavior (TPB). This study contributes to existing research by examining tourists' perceptions of ICH sites and their role in shaping policies that integrate economic development with cultural preservation. It also investigates how attitudes, perceived behavioral control, and personal and subjective norms influence tourists' intentions to behave pro-environmentally.

Methodology: Quantitative and positivist research methods were used to obtain the study's quantitative outcomes. Data were gathered from 384 local and international tourists who had visited major ICH sites in Sri Lanka's Central Province using a structured questionnaire through a convenience sampling method. The collected data were analyzed using the SPSS statistical package. The study has conducted descriptive statistics, correlation analyses, and multiple regression analyses to address the research questions and test the hypotheses.

Findings: The four independent variables, including attitude, subjective norm, perceived behavioral control, and personal norm, have a significant impact on behavioral intention. Perceived behavioral control was the most powerful predictor ($\beta = 0.321$). The significant influence of attitude ($\beta = .286$), personal norm ($\beta = .274$), and subjective norm ($\beta = .155$) on behavioral intention was also found. These results confirmed the TPB. Sri Lankan tourists had higher pro-environmental intentions than international tourists, based on a mean comparison test.

Implications: The research will extend the TBP by adding personal norms. Tourism authorities must improve environmental attitudes through education, communities, and guides using social influence. Eco-infrastructure should be adopted to give the policymaker a sense of control. The sustainable management of the ICH requires cooperation among the SLTDA, UNESCO, and heritage stakeholders to ensure effective practical implementation.

Limitations and Future Research Suggestions: The study's cross-sectional design and focus on Sri Lanka constrain its scope. Future research techniques that should add depth to ecological behavior theory and practice in cultural tourism include longitudinal and qualitative designs by investigating cultural attachment mediators and cross-country comparisons.

Keywords: Ecological protection behavior; Intangible cultural heritage; Sri Lanka; Sustainable tourism; Theory of Planned Behavior (TPB)

CITIZEN-CENTRIC SUSTAINABLE URBAN MOBILITY IN SRI LANKA: ENHANCING TECHNOLOGY ACCEPTANCE AND LOCAL ADAPTATION FOR SMART TRANSPORT SOLUTIONS

Thisara Gamage^{1*}, Amesh Pathirana²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
thisarat.gamage@gmail.com^{1*}, amesh@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The research aims to determine the critical determinants that affect citizen-based sustainable urban mobility in Sri Lanka, with emphasis on increasing the use of technology acceptance and local adaptation of the smart transport solution in Colombo. The research examines the role of self-efficacy, operation, work facilitation, relative advantage, compatibility and intention in technology adoption in urban mobility.

Methodology: As a way of realizing these goals, the Urban Services Technology Acceptance Model (USTAM) was applied as the theoretical model. The data were gathered using a structured questionnaire that was administered to the Colombo District residents in a randomized way, with the help of convenience sampling, both online and in person. SPSS and SmartPLS were used as the quantitative analysis tools, which made it possible to perform a significant measurement validation and structural modelling to validate the relations between the constructs.

Findings: The findings indicate that self-efficacy, relative advantage, compatibility, and work facilitation have a significant positive impact on intention to adopt smart mobility solutions, with 302 responses, whereas operational factors have a minor impact. The study notes that the attitude towards technology is greatest when solutions have been customized to local socio-cultural and infrastructural conditions.

Implications: The results also highlight the importance of context-dependent, citizen-centered approaches to the design and implementation of smart transport systems, which have practical and societal implications. Policymakers, city academics, and other industry stakeholders may find the study quite interesting as it aims to increase service accessibility, encourage sustainable mobility, and raise urban quality of life. By improving the effective integration of technology and the creation of future smart mobility policy guidelines, the outcomes offer economic and commercial benefits.

Limitations and Future Research Suggestions: The study has limiting factors like geographical scope (Colombo, only) and a cross-sectional quantitative research design. The recommendations on future studies include the use of mixed methods or longitudinal study design, the expansion of the study to other urban and rural locations and technology adoption and behavior factors that support the impact of culture.

Keywords: Local adoption; Smart transport; Sustainable urban mobility; Technology acceptance

IDENTIFYING THE FACTORS IMPACTING ELECTRIC VEHICLE ADOPTION IN SRI LANKAN RIDE-HAILING: A DRIVERS' PERSPECTIVE

Umesha Gamalath^{1*}, Amesh Pathirana²

^{1,2} Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,
umeshagamalath@gmail.com^{1*}, amesh@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: This study is to examine the factors influencing the adoption of electric vehicles (EVs) in Sri Lanka's ride-hailing industry from the perspective of drivers. Despite global growth in EV usage, Sri Lanka's adoption remains slow due to financial, infrastructural, and policy-related challenges. This study aims to investigate the determinants that shape drivers' intention to adopt EVs, drawing from both the Unified Theory of Acceptance and Use of Technology (UTAUT) and Behavioral Reasoning Theory (BRT).

Methodology: A quantitative research design was employed, following Saunders' Research Onion framework. A deductive approach was used to test hypotheses derived from UTAUT constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. Primary data were collected through a structured questionnaire distributed to 350 potential and active ride-hailing drivers, resulting in 285 valid responses. The data were analyzed using reliability tests, validity assessments, and Structural Equation Modelling (SEM) to evaluate the relationships between constructions.

Findings: The findings reveal that performance expectancy, effort expectancy, and social influence have significant positive impacts on drivers' intention to adopt EVs. Facilitating conditions also make a positive contribution, although influenced by limitations in charging infrastructure and financial accessibility. The study demonstrates that drivers are more likely to adopt EVs when they perceive operational benefits, ease of use, and support from their social and professional networks.

Implications: The research offers important implications for policymakers, ride-hailing platforms, and EV manufacturers. Strengthening charging infrastructure, providing financial incentives, and raising awareness through strategic communication can significantly accelerate EV adoption. Enhancing infrastructure and policy support would contribute to national sustainability goals, reduce environmental pollution, and improve ride-hailing service efficiency.

Limitations and Future Research Suggestions: This study is limited by its cross-sectional design and focus on the Colombo district. Future research could incorporate longitudinal approaches, qualitative insights, or comparative regional studies to deepen understanding of EV adoption drivers.

Keywords: Adoption intention; Electric vehicles; Ride-hailing; Sri Lanka; UTAUT

THE INFLUENCE OF SOCIO-PSYCHOLOGICAL AND OBJECTIVE STIMULI ON GENERATION Z FEMALE FASHION CONSUMERS' PERCEIVED QUALITY LEADING TO ONLINE BUYING DECISIONS ON SOCIAL COMMERCE PLATFORMS IN SRI LANKA

Yasintha Erandi^{1*}, WRM Shehani Shanika²

¹Department of Commerce, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

²Legal Studies Unit, University of Sri Jayewardenepura, Gangodawila, Sri Lanka,

yasinthaerandi229@gmail.com^{1*}, shehaniwije@sjp.ac.lk²

*Corresponding Author

Abstract

Purpose of the Study: The primary objective is to examine the influence of socio-psychological and objective stimuli on Generation Z female fashion consumers' perceived quality, leading to their online buying decisions on social commerce platforms. The Stimulus-Organism-Response (S-O-R) Model was used as the theoretical lens for this study.

Methodology: The study followed a quantitative research design. A structured questionnaire is used to collect data from 384 Gen Z female fashion consumers. The convenience sampling method is adopted, and Multiple Regression Analysis is conducted using SPSS to test the hypotheses.

Findings: Results from the Sri Lankan context revealed that product variety and influencer marketing emerged as the most influential objective stimuli, strongly shaping Gen Z female fashion consumers' perceived quality. Fashion involvement and opinion-seeking also showed significant positive effects on perceived quality, confirming their roles as socio-psychological stimuli. Within the adopted S-O-R framework, perceived quality functions as the core element exerting a strong and significant influence on online buying decisions.

Implications: Social commerce platforms targeting Gen Z female fashion consumers in Sri Lanka can place strategic emphasis on enhancing product variety and effectively utilising influencer marketing, as these factors significantly shape their perceived quality and online purchasing decisions. Collaborations with credible and relatable influencers can strengthen consumer trust and improve product evaluation. Furthermore, these platforms can stimulate fashion involvement by providing trend-oriented content and interactive platform features, while facilitating opinion-seeking behaviours through customer reviews, ratings, and peer interactions. Given that perceived quality is a central determinant of online buying decisions, providing comprehensive product information, high-quality visual presentations, and consistent service performance is essential.

Limitations and Future Research Suggestions: This study is limited to Gen Z female fashion consumers in Sri Lanka. Additionally, although perceived quality was posited as a mediating variable, the study did not statistically test mediation within the S-O-R framework. Future research could examine the above mediation and possible moderators more rigorously while incorporating broader samples. Further, a qualitative method, such as in-depth interviews, will provide deeper insights into the online buying decisions of Gen Z female fashion consumers.

Keywords: Fashion involvement; Influencer marketing; Online buying decisions; Opinion seeking; Perceived quality; Product variety; S-O-R Model

Our Memory**6th Commerce Research Symposium - Extended Abstract 2024**

No.	Extended Abstract	Page.
1	Factors Affecting Entrepreneurial Intention of Sri Lankan Undergraduates A.G.S.I. Wijewardhane, Thilini Kaushalya	1
2	Investigating the Influence of Green Logistics Processes on the Organizational Performance of Supermarkets In Sri Lanka Buddima Weerathunga, Vilani Sachitra	2
3	Exploring the Challenges in Implementing Blockchain Technology in the Sri Lankan Banking Sector Chamath Rajapakse, Minusha Weerakkody	3
4	The Influence of Money Management Strategies on the Debt Level of Young Professionals in Colombo District Chamodya Sandeepani, Shanika Kumarasinghe	4
5	Factors Affecting Skilled Labour Migration in the IT Sector of Sri Lanka Chathumi Widanaarachchi, Nisansala Kulathunga	5
6	Engaging Generation Z in Sri Lanka: Effective Digital Marketing Channels for Financial Services in the Gig Economy Dahami Fernando, Thilini Kaushalya	6
7	Impact of Green Marketing Strategies on Purchase Intentions in Sri Lanka Dananja Pramudu Rashmika, Thilini Kaushalya	7
8	Examining the Factors Affecting Purchasing Intention of Organic Rice in Sri Lanka Concerning Post-Pandemic Effect of Covid-19 Dilith Kumarasinghe, Hiran Abeywickrama	8
9	Factors Influence Purchasing Intention on Local, Green Cosmetics in Colombo District-Sri Lanka Dilsha Ranasinghe, Hiran Abeywickrama	9
10	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, Shanika Kumarasinghe	10
11	Determinants Of Adopting E-Ticketing System in Sri Lanka's Public Transportation Dulaj Sankalpa Dissanayake, Vilani Sachitra	11
12	Exploring the Balance Between Personalization and Privacy in Digital Advertising Within the Fitness and Wellness Industry in Sri Lanka Dunuja Wijerathne, Nisansala Kulathunga	12
13	Assessing the Feasibility of Adopting Smart Technologies To Sri Lankan Retail Sector Warehouses Eshadi Ashmika Mihirangi, Vilani Sachitra	13
14	Impact of Motivational Factors and Green Behaviors on Employee Environment Performance in the Banking Sector in Sri Lanka Gangani Fernando, Thilini Kaushalya	14

15	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 Ariyaratna, Nisansala Kulathunga	15
16	Factors Influencing Consumers' Buying Behaviour of Traditional Handicrafts in Sri Lanka: Special Reference to Colombo District Hasini Jayaweera, Minusha Weerakkody	16
17	Factors Influencing Young Consumers' Intention To Purchase Eco-Friendly Packaged Food Products: A Study on Sustainable Consumption Patterns in Sri Lanka Hasini Thuduhen, Amesh Pathirana	17
18	Examining The Factors that Influence Job Stress of Online Fast-Food Delivery Riders Hiruni Wickramaarachchi, Amesh Pathirana	18
19	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, Hiran Abeywickrama	19
20	Effect of Sustainable Production Information on Social Media on Consumer Behavior: With Special Reference to the FMCG Sector in Sri Lanka Imesha Sandamali, Minusha Weerakkody	20
21	The Impact of Microfinance on Empowerment of Women in Sri Lanka; Special Reference to Galle District Ishadi Navoda, Ravindu Kulawardena	21
22	Factors Affecting the Consumer Tendency Towards Online Shopping for Fast-Moving Consumer Goods in the Colombo District Jananjaya Dulgolla, Minusha Weerakkody	22
23	Examine the Factors Influencing Intention to Engage in Green Human Resource Management (GHRM) Practices of the Selected State University Students in Sri Lanka Kavindi Mayumali, Vilani Sachitra	23
24	Examining the Factors Influencing Career Decidedness in University Systems: A Study of Sri Lanka Kavindi Perera, Hiran Abeywickrama	24
25	Exploring the Factors Influencing Family Business Sustainability in Sri Lanka Keethana Thayanithi, Ravindu Kulawardena	25
26	Implementing Restaurant Food Waste Management Strategies: An Exploratory Case Study of a Five-Star Hotel in Sri Lanka Keshani Thilakarathna, Thilini Kaushalya	26
27	Factors Influencing Consumer Trust in E-Commerce in the Western Province of Sri Lanka Lakshan Gunaratne, Thilini Kaushalya	27
28	Investigating the Impact of Social Media Marketing on the Performance of Small and Medium Enterprises in Sri Lanka Malitha Sachinthana, Nisansala Kulathunga	28

29	The Influence of the University Environment on Entrepreneurial Intention in the State Sector Universities: A Study of Sri Lanka Malshi Pathmasiri, Hiran Abeywickrama	29
30	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, Ravindu Kulawardena	30
31	The Role of Digital Financial Services to Strengthen Financial Inclusion Among Small and Medium-Sized Enterprises (SMEs) in Colombo District Nipuni kaushalya, Shanika Kumarasinghe	31
32	Investigating the Key Influences on the Development of Sustainable Domestic Tourism in Rathnapura District Nipuni Rangika, Shanika Kumarasinghe	32
33	Factors Affecting Intention to Adopt E-Commerce in the Handicraft Industry in Sri Lanka Nisansala Wijesinghe, Ravindu Kulawardane	33
34	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, Shanika Kumarasinghe	34
35	Enhancing Consumer Awareness Through Accessing the Impact Of Neuromarketing Techniques on Consumer Purchasing Decisions in The FMSC Industry Praveesha Fernando, Sachin Wijayasinghe	35
36	Factors Influencing Big Data Adoption in Forecasting in the Apparel Manufacturing Sector in Sri Lanka Randinee Rajasuriya, Ravindu Kulawardena	36
37	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, Vilani Sachitra	37
38	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, Nisansala Kulathunga	38
39	The Impact Of E-Banking Service Quality On Customer Satisfaction: Special Reference to Private Commercial Banks in Sri Lanka Sandunika Nethmini, Nisansala Kulathunga	39
40	Factors Influencing Entrepreneurial Intention Among the Educated Younger Generation in Sri Lanka Santhiya Singarasa, Hiran Abeywickrama	40
41	Assessing the Impact of Social Commerce on Purchase Intentions of Knowledge-Seekers in Generation Z Sarani Brahaspathi, Hiran Abeywickrama	41

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

5th Commerce Research Symposium - Extended Abstract 2023

No.	Extended Abstract	Page.
1	Assessing the Factors Affecting to the Adaptability of Virtual Banking, in Relation to Western Province Sri Lanka; After the Covid-19 Pandemic Achila Wijesuriya, Ayoma Sumanasiri	1
2	Investigate the Influence of Viewer's Perception of Television Networks' Corporate Social Responsibility on Corporate Brand Image of TV Channels in Sri Lanka Bhagya Kularathne, Vilani Sachitra	2
3	Examine the Factors Affecting Customer Satisfaction of Plus-Size Women's Clothing: Referring to Generation Y and Z in Sri Lanka Chamali S. Hapugahapitiya, Vilani Sachitra	3
4	The Impact of Influencing Factors on Entrepreneurial Growth: Special Reference to Food and Beverages SMEs in Sri Lanka Chathura Adhikarinayke, Ravindu Kulawardena	4
5	The Influence of Mindfulness on Academic Performance of Undergraduates with Special Reference to the University of Sri Jayewardenepura D.N.I.K. Wijesinghe, G.A.T. Kaushalya	5
6	Examining the influence of customers' ethical beliefs on marketing manipulation adapted within fast food industry of Sri Lanka Dharaniya Sivakumar, Sachin Wijayasinghe	6
7	Identify the Determinants of Entrepreneurial Intention of School Leavers in Sri Lanka Dinuli Odara Suhadini, Vilani Sachitra	7
8	An Examination of the Impact of Waste Management Practices on the Financial Performance of Small and Medium Tea Exporting Enterprises in Colombo District Geema Jeewandara, Ayoma Sumanasiri	8
9	An Examination of Digital Marketing as a Tool to Enhance Customer Engagement in the Hotel Industry with Special Reference to the Western Province of Sri Lanka Imanka Mudalige, Ayoma Sumanasiri	9
10	Investigating the Factors Influencing the Use of E-Wallets Among Young Adults in Sri Lanka (18 Years – 35 Years) Inesha Dilshani, Ravindu Kulawardena	10
11	Examine the factors that influence the adoption of Eco-friendly practices in paddy cultivation in Sri Lanka K.R.K. Perera, Amesh Pathirana	11
12	Examine the Impact of Cost Control Techniques on Profitability; Special Reference to the Listed Material Companies in Sri Lanka Kaushalya Sewwandi, G.A.T. Kaushalya	12

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

No.	Extended Abstract	Page.
1	The Effect of E-Marketing Strategies on Performance of Manufacturing Firms: During Pandemic Period A.G.S.T.Menike and Indumini Kaviratne	1
2	Impacts of Adopting Information and Communication Technology on the Performance of Small and Medium Enterprises in Sri Lanka Asitha Herath and Ravindu Kulawardena	2
3	Impact of Promotion Strategies on Consumer Awareness of Organic Vegetable Purchase Bhagya Senarathna and Mufeeda Irshad	3
4	Attainment of Job Satisfaction through the Transition from Wage Employment to Self-Employment Devni Silva and Vilani Sachitra	4
5	The Challenges for Women Entrepreneurs in Micro Small and Medium Enterprises in Colombo District, Sri Lanka Disna Devindi and Vishwara Perera	5
6	Investigating Determinants of Employee Attractiveness in Information Communication Technology Sector: Prevailing Economic Crisis in Sri Lanka Dulmi Shasikala and Ravindu Kulawardena	6
7	Examine the Feasibility of Implementing Block Chain Technology in the Sri Lanka Banking Sector Dumidu Dayaratna and Vilani Sachitra	7
8	Hybrid Entrepreneurship in the Post-Pandemic Period: Understanding the New Normal Factors in Developing Context Fathima Sajda Jaward and Vilani Sachitra	8
9	Impact of Credit Risk Management on Financial Performance of the Commercial Banks in Sri Lanka Gimhani Fernando and Kusal Nissanka	9
10	Examine the Impact of Working Capital Management on Profitability and Sustainable Growth of Listed Plantation Companies in Sri Lanka Hashini Silva and Tharini Weerasekara	10
11	Evaluating the Quality of Work of Online Workers in Sri Lankan Manufacturing Sector Hasini Hirushima and Dasuni Pandithasekara	11
12	A Study on Factors Influencing Consumer Brand Loyalty; Evidence from Sri Lankan Telecommunication Industry Jithmi Kavindi and Dasuni Pandithasekara	12
13	The Influence of Green Marketing Mix on Consumer Buying Behavior of FMCG Products Kaushalya Wickrama Surendra and Ayoma Sumanasiri	13

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

No.	Extended Abstract	Page.
1	Factors Affecting the Use of E-Wallet among Undergraduates at University of Jayewardenepura. Akalanika Peris and Thusitha Abeysekara	1
2	Factors affecting tax compliance cost of small and medium enterprises in Sri Lanka. Amal Karunarathna and Dasuni Pandithasekara	2
3	Evaluating Service Quality in Higher Education Institutions: A Student Perspective. Amila De Silva and Shehani Shanika	3
4	Factor Affecting the Behaviour Intention to use Mobile Shopping Applications in Sri Lanka. Amoda Senevirathna and Dasuni Pandithasekara	4
5	Soft Skills as a Driver of Graduate Employability: An Explanatory Study. Anuradha Chandrasena and Shehani Shanika	5
6	Growth Determinants of Handicraft Industry in Sri Lanka. Asela Wijeratne and Vilani Sachitra	6
7	Impact of Distance Learning Techniques on Work Life Balance of School Teachers in Sri Lanka During COVID – 19 Outbreak. Ayesha Jayarathne and Shehani Shanika	7
8	Determinants of Behavioral Intention of Consumers towards the Adoption of E – Wallets during the Covid-19 Pandemic Period in Sri Lanka. Ayesha Madhushani and Ayoma Sumanasiri	8
9	Factors Affecting Green Product Purchase Behavior of Young Consumers in Sri Lanka. Buddhi Chathurangi and Viswara Perera	9
10	The influence of green marketing strategies on business performance and corporate image in the retail sector in Sri Lanka. Chamindu Wijesooriya and Indumini Kaviratne	10
11	Factors Influencing Brand Switching in Telecommunication Industry: Examine on Young Consumers in Sri Lanka. Chamini Weerasinghe and Vilani Sachitra	11
12	Facebook Pages Advertising and Purchasing Behavior of Undergraduates. Danushka Sewwandi and Thusitha Abeysekara	12
13	The Impact of Green Marketing and Consumers' Attitudes Towards Green Products on Consumers' Purchase Intention in the Fast-Moving Consumer Goods (FMCG) Sector in Sri Lanka. Dhanushka Weerasooriya and Mufeeda Irshad	13
14	Impact of Social Media and Academic Performance of School Students in Monaragala District- Sri Lanka. Dilesha Senarathna and Mufeeda Irshad	14

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-Performing 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 Sachinthee 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 Sachinthee Dissanayake	35
36	Behaviour of Consumers towards Green Marketing Strategies in Sri Lanka Nimshi Ranawana and Sachinthee 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

No.	Extended Abstract	Page.
1	Determinants of Unemployment of Management Graduates in Sri Lanka Pathum Hettiwattha & E. Dayarathne	1
2	The Effect of Deposits and Loans on Financial Performance of the Listed Commercial Banks of Sri Lanka Rashmika Dilrukshi & Ayoma Sumanasiri	7
3	Factors influencing job satisfaction and employee turnover in the apparel industry Shermila Janendra & Ayoma Sumanasiri	13
4	The role of multinational companies in enhancing rural livelihoods of Dairy farmers in Sri Lanka Sachin Wijayasinghe & Vilani Sachitra	19
5	Assessing Factors Influencing Customer Satisfaction on Online Shopping Bhagya Sandakalumi & Vilani Sachitra	25
6	Factors affecting E-Commerce adoption among Small and Medium Enterprises in Sri Lanka Devni Govinnage & Vilani Sachitra	32
7	Impact of Social Media Marketing on Customers' Brand Loyalty; With Special Reference to the Home and Personal Care Industry Piyumi Rajapakse & Sandamali Wijayarathne	38
8	The Effect of SLFRS 15-Revenue from Contracts with Customers on Earnings Management: Evidence from Sri Lankan Listed Companies Charuka Promodya and Nayoma Ranawaka	45
9	Factors Influencing Customer Satisfaction towards Fast Food Restaurants: Study based on Colombo District Sandali Jayarathna & Sachinthanee Dissanayake	52

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

