



KIU



Multidisciplinary Research Conference 2024

MRC 2024 - Book II

Proceedings

**Bridging Knowledge, Innovating Solutions:
Advancing Multidisciplinary Research
26th of October 2024**

**Organized by
Research and Innovation Division – KIU, Sri Lanka**

Proceedings

The 3rd Multidisciplinary Research Conference 2024 (MRC 2024)

“Bridging Knowledge, Innovating Solutions: Advancing Multidisciplinary Research”

26th of October 2024 | Colombo, Sri Lanka

Committee of the 3rd Multidisciplinary Research Conference 2024
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Message from the Conference Chairperson



Dr. Sajeewanie Liyana-arachchi
Vice Chancellor, Conference Chairperson
Multidisciplinary Research Conference (MRC) 2024
KIU, Sri Lanka

Distinguished guests, esteemed keynote speaker Professor Manindra Kumar Roy from R.P. Shaha University, Bangladesh, respected colleagues, and all valued participants,

With great honor and immense pleasure, I extend a warm welcome to you all to the 3rd Multidisciplinary Research Conference (MRC) 2024, hosted by KIU Sri Lanka. As the Conference Chairperson, I am delighted to be part of an event that continues to grow as a beacon of academic excellence, collaboration, and innovation.

The theme of this year's conference, "Bridging Knowledge, Innovating Solutions: Advancing Multidisciplinary Research," underscores the vital role of research in addressing the challenges of our rapidly evolving world. By fostering connections across disciplines, we aim to inspire new ideas, groundbreaking solutions, and impactful research that transcends traditional boundaries.

Today, we are privileged to have our distinguished keynote speaker, Professor Manindra Kumar Roy, a visionary scholar from R.P. Shaha University, Bangladesh, among us. Professor Roy's invaluable insights and expertise will undoubtedly set the tone for thought-provoking discussions and serve as a guiding light for the transformative potential of multidisciplinary research.

Throughout this conference, we will witness the presentation of diverse research contributions that address critical global issues. These discussions will span various disciplines, from technology and health sciences to social innovation and sustainability. I hope each session will inspire meaningful dialogue, foster partnerships, and ignite new avenues for research and collaboration.

I encourage all participants to actively engage in the sessions, share your unique perspectives, and take advantage of the networking opportunities that this platform provides. Your active involvement is crucial to the success of this event and the collective advancement of knowledge.

I would like to take this opportunity to express my heartfelt gratitude to the members of the organizing committee, who have worked tirelessly to make this conference possible. Your unwavering commitment and meticulous planning have been instrumental in ensuring the success of MRC 2024. To all our participants, speakers, and guests, I extend my best wishes for a rewarding and enriching experience. May this conference inspire you to explore new frontiers, forge lasting collaborations, and contribute to the advancement of society through research and innovation.

Thank you for being a part of the 3rd Multidisciplinary Research Conference. Together, let us pave the way for a brighter, more sustainable future.

Message from the Conference Co - Chairperson



Mr. Akila R. Jayamaha
Conference Co-Chairperson
Multidisciplinary Research Conference (MRC) 2024
KIU, Sri Lanka

Dear Esteemed Participants,

It is with great pleasure and enthusiasm that I welcome you to the Multidisciplinary Research Conference 2024. The theme of this year, "Bridging Knowledge, Innovating Solutions: Advancing Multidisciplinary Research," reflects our shared commitment to fostering collaboration across diverse fields to address complex global challenges. In an era where innovation thrives on multidisciplinary cooperation, this conference serves as a platform for scholars, researchers, and professionals from various disciplines to share insights, and explore solutions to complex global challenges.

We are honoured to host distinguished speakers, and experts who will inspire us to think beyond traditional boundaries. Through keynote sessions and research presentations, we aim to cultivate an environment that encourages critical thinking, collaboration, and the pursuit of excellence in research and innovation.

As we embark on this journey of intellectual exchange, I encourage you to actively engage in discussions, network with fellow participants, and seek opportunities for cross-disciplinary partnerships. Together, we can contribute to a future where multidisciplinary research plays a pivotal role in shaping progress and innovation.

On behalf of the organizing committee, I extend my gratitude to all expert speakers, contributors, and attendees for making this event possible. Let us embrace this opportunity to bridge knowledge, innovate solutions, and advance multidisciplinary research for a better tomorrow. Wishing you a productive and enriching conference experience!

Message from the Keynote Speaker



Prof. Manindra Kumar Roy
Vice Chancellor,
R. P. Shaha University,
25, Sultan Gias Uddin Road, Narayanganj, Bangladesh

I am honoured to welcome all distinguished participants, researchers, and organizers to the Multidisciplinary Research Conference 2024. Our gathering here today, facilitated by technology, allows us to bridge the geographical distances that separate us, and to unite our collective expertise in pursuit of innovative solutions to the complex challenges we face globally.

This year's conference theme, "Bridging Knowledge, Innovating Solutions," is a call to action. It encourages us to integrate our diverse disciplinary perspectives to create holistic and sustainable solutions. As we delve into the realms of public health, environmental sustainability, and social equality, our discussions will underscore the necessity for a collaborative approach that embraces the contributions of all fields.

Throughout history, from the era of Leonardo da Vinci to the monumental Human Genome Project, interdisciplinary collaborations have driven humanity's most groundbreaking achievements. Today, as we stand amid the Fourth Industrial Revolution, the fusion of digital, biological, and physical innovations continues to blur traditional boundaries between disciplines, highlighting the critical role of integrated efforts.

My perspective as a statistician emphasizes the indispensable role of data and quantitative analysis in this integrated approach. Whether in climate modeling, healthcare, or social sciences, robust statistical methodologies enable us to derive actionable insights from complex data sets, guiding informed decision-making and innovative solutions.

However, multidisciplinary research is not without its challenges. Issues such as differing terminologies, methodologies, and even the structural setups of our academic institutions can impede seamless collaboration. Yet, these are hurdles worth surmounting, for the potential benefits to humanity are immense.

In conclusion, as we proceed with the conference, let us commit to fostering an environment of collaboration and open science. Let us encourage each other to transcend our disciplinary boundaries and work together towards a future where technology, shared knowledge, and strategic collaboration allow us to confront and overcome the global challenges before us.

Thank you for your dedication to the pursuit of knowledge and innovation, and I look forward to the enriching discussions and insights that will emerge from our sessions.

Thanking Note from the Conference Secretary



Ms. T.M. Janitha Charuni
Conference Secretary Multidisciplinary Research
Conference 2024, KIU, Sri Lanka

As the Secretary of the 3rd Multidisciplinary Research Conference 2024, it is my great honour and privilege to extend my heartfelt gratitude to all esteemed authors representing diverse disciplines—Nursing, Health and Multidisciplinary Sciences, and Management—for your invaluable contributions and active participation. Your unwavering commitment to the pursuit of knowledge and interdisciplinary collaboration has been the cornerstone of this conference's success.

On behalf of organizing committee, I extend my sincere thanks to our esteemed invitees, whose presence and contributions have been pivotal to the success of this event. With immense gratitude, I acknowledge Prof. Dr. Manindra Kumar Roy, Vice Chancellor of R. P. Shaha University, Bangladesh, for graciously accepting our invitation to serve as the Keynote Speaker. We are truly honoured by your participation and the insights you have shared.

I also express my profound gratitude to Dr. Sajeewanie Liyana-arachchi and Mr. Akila R. Jayamaha for their exceptional leadership as Conference Chairs. Your expertise and guidance have been instrumental in shaping this event.

I am deeply thankful to all our Session Chairs: Prof. S.S.P. Warnakulasuriya, for chairing the Nursing session, Ms. Nadeeka Ranadewa, for chairing the Health and Multidisciplinary Sciences session, and Prof. Thilini Gamage, for chairing the Management session. Your expertise and dedication have greatly enriched the conference proceedings.

Furthermore, I extend my heartfelt gratitude to the President of KIU, Dr. Jagath Seneviratne, for his steadfast support and encouragement, which have been vital to the success of this event. I also wish to acknowledge the invaluable contributions of the KIU management, the Deans, Heads of academic and non-academic departments, and the entire staff. Your collective efforts have been instrumental in ensuring the smooth execution of this conference. A very special thanks goes to our respected reviewers and panel members. Your meticulous evaluations and insightful feedback have significantly elevated the quality of this conference.

Lastly, I would like to express my sincere gratitude to Ms. Dhananjani Navodya and Ms. Imeshika Dilrukshi, the Co-Secretaries of MRC 2024, along with the entire organizing committee. Your dedication, hard work, and seamless coordination have been the backbone of this event's planning and execution.

Thank you all for being an integral part of the 3rd Multidisciplinary Research Conference. We look forward to more opportunities for collaboration, learning, and growth in the future.

Schedule of the Technical Sessions

Oral Presentations Technical Session 3: Management		
SN	Paper ID	Title and Author/s of the Paper
OP 3.1	MRC_MNG_009	<p>UNDERSTANDING THE EMPLOYEE HEALTH AND SAFETY PRACTICES: CASE STUDY ON PINNAWALA ELEPHANT ORPHANAGE IN SRI LANKA</p> <p><i>Pathmasiri WPKD, Dissanayake DMMA, Karunathilaka KGGs</i></p>
OP 3.2	MRC_MNG_034	<p>THE IMPACT OF SELECTED FACTORS ON BANK EMPLOYEE TURNOVER INTENTION IN A SELECTED COMMERCIAL BANK IN COLOMBO DISTRICT</p> <p><i>Vidanapathirana PA, Caldera HAC, Chandrika KAC</i></p>
OP 3.3	MRC_MNG_041	<p>THE RELATIONSHIP BETWEEN JOB STRESS AND TURNOVER INTENTION OF EMPLOYEES IN PRIVATE BANKS IN COLOMBO DISTRICT, SRI LANKA</p> <p><i>Thathsarani BN, Herath HMIUP</i></p>
OP 3.4	MRC_MNG_061	<p>THE IMPACT OF WORK-LIFE BALANCE ON TURNOVER INTENTION AMONG EXECUTIVE LEVEL EMPLOYEES IN SELECTED APPAREL AND TEXTILE MANUFACTURING ORGANIZATIONS IN SRI LANKA.</p> <p><i>Malshika RMB, Ushara SAI</i></p>
OP 3.5	MRC_MNG_070	<p>CRITICAL FACTORS AFFECTING THE LEVEL OF EMPLOYEE'S JOB SATISFACTION; WITH SPECIAL REFERENCE TO THE LEISURE SPORTS COMPANY, SRI LANKA</p> <p><i>Kumara WADS, Anuradhi MP, Herath HMIUP</i></p>
OP 3.6	MRC_MNG_091	<p>THE IMPACT OF ELECTRONIC WORD OF MOUTH ON GENERATION Z CONSUMERS' BRAND AWARENESS IN THE COLOMBO DISTRICT: WITH SPECIAL REFERENCE TO LOCAL FAST-FOOD RESTAURANTS.</p> <p><i>Dinsara HM, Edirisooriya BT, Sajeewanie LAC</i></p>

<p>OP 3.7</p>	<p>MRC_MNG_092</p>	<p>THE IMPACT OF GUERRILLA MARKETING ON FASHIONABLE CLOTHING PURCHASING BEHAVIOR WITH SPECIAL REFERENCE TO GENERATION Z CONSUMERS IN COLOMBO DISTRICT SRI LANKA</p> <p><i>Hewavitharana V, Edirisooriya BT, Sajeewanie LAC</i></p>
<p>OP 3.8</p>	<p>MRC_MNG_093</p>	<p>THE IMPACT OF FINANCIAL DEVELOPMENT ON ENVIRONMENTAL QUALITY: AN ANALYSIS OF GLOBAL PERSPECTIVE</p> <p><i>Perera VRS, Wijerathna WAID</i></p>
<p>OP 3.9</p>	<p>MRC_MNG_094</p>	<p>THE IMPACT OF MICRO CREDIT PROGRAM ON WOMEN EMPOWERMENT IN NEGOMBO DIVISIONAL SECRETORY AREA</p> <p><i>Fernando KR D, Dushyanthi PKT, Wijerathna WAID</i></p>
<p>OP 3.10</p>	<p>MRC_MNG_110</p>	<p>THE EVALUATION OF SUSTAINABILITY ACCOUNTING PRACTICES IN SMES WITH SPECIAL REFERENCE TO GAMPAHA DISTRICT SRI LANKA</p> <p><i>Hiroshima BMT, Sewwandi ABC, Dissanayake KT</i></p>
<p>OP 3.11</p>	<p>MRC_MNG_125</p>	<p>THE IMPACT OF GLASS CEILING BARRIERS ON WOMEN'S CAREER DEVELOPMENT: WITH SPECIAL REFERENCE TO EXECUTIVE-LEVEL EMPLOYEES IN THE FINANCE SECTOR IN COLOMBO DISTRICT, SRI LANKA</p> <p><i>Karunarathna KMMS, Herath HMIUP</i></p>
<p>OP 3.12</p>	<p>MRC_MNG_129</p>	<p>FACTORS IMPACTING THE ADOPTION OF ONLINE FOOD DELIVERY SERVICES IN COLOMBO DISTRICT</p> <p><i>Sandaruwana HWDT, Karunarathne PHMS</i></p>

Poster Presentations Technical Session 3: Management

SN	Paper ID	Title and Author/s of the Paper
PP 3.1	MRC_MNG_030	<p>THE IMPACT OF EMPLOYEE ENGAGEMENT ON JOB PERFORMANCE OF EXECUTIVE LEVEL EMPLOYEES IN SELECTED APPAREL COMPANIES IN COLOMBO DISTRICT</p> <p><i>Anusarani KPA, Herath HMIUP</i></p>
PP 3.2	MRC_MNG_032	<p>IMPACT OF PERCEIVED TRAINING PRACTICES ON JOB PERFORMANCE OF MARKETING OFFICERS IN SELECTED FINANCE COMPANY IN KALUTARA DISTRICT, SRI LANKA</p> <p><i>Sathsara KSP, Caldera HAC, Chandrika KAC</i></p>
PP 3.3	MRC_MNG_033	<p>THE IMPACT OF TRAINING PROGRAMS ON PURSUED JOB PERFORMANCE OF MANAGERIAL EMPLOYEES IN A SELECTED FLEXIBLE PACKAGING COMPANY IN COLOMBO DISTRICT SRI LANKA</p> <p><i>Uththara RAG, Caldera HAC, Chandrika KAC</i></p>
PP 3.4	MRC_MNG_035	<p>THE IMPACT OF ONLINE TEACHING AND LEARNING ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATES IN THE COLLEGE OF INFORMATION AND MANAGEMENT SCIENCES</p> <p><i>Senanayake NDSM, Caldera HAC, Chandrika KAC</i></p>
PP 3.5	MRC_MNG_037	<p>IMPACT OF PAY FOR PERFORMANCE ON OPERATIONALLEVELEMPLOYEESATISFACTION IN A SELECTED APPAREL COMPANY IN KALUTARA DISTRICT SRI LANKA</p> <p><i>Kumari DMD, Caldera HAC, Chandrika KAC</i></p>
PP 3.6	MRC_MNG_039	<p>THE IMPACT OF FLEXIBLE WORK ARRANGEMENTS ON WORK-LIFE BALANCE AMONG SRI LANKAN IT INDUSTRY EMPLOYEES</p> <p><i>Perera GI, Herath HMIUP</i></p>

PP 3.7	MRC_MNG_040	<p>IMPACT OF REWARD SYSTEM ON TURNOVER INTENTION OF OPERATIONAL EMPLOYEES: WITH REFERENCE TO THE LEADING APPAREL MANUFACTURING COMPANY IN SRI LANKA</p> <p><i>Caldera HAC, Prasadika AGH</i></p>
PP 3.8	MRC_MNG_042	<p>THE IMPACT OF RETENTION EXPECTATION AMONG GENERATION Z EMPLOYEES IN THE GARMENT INDUSTRY IN SRI LANKA</p> <p><i>Umayangana DPI, Herath HMIUP</i></p>
PP 3.9	MRC_MNG_047	<p>CRITICAL FACTORS INFLUENCING EMPLOYEE PERFORMANCE IN CINNAMON HOTELS, SRI LANKA</p> <p><i>Silva AST, Anuaradhi MP, Herath HMIUP</i></p>
PP 3.10	MRC_MNG_048	<p>STUDY ON IMPACT OF JOB SATISFACTION FACTORS ON EMPLOYEE TURNOVER INTENTION OF OPERATIONAL LEVEL EMPLOYEES IN PETROLEUM SECTOR WITH SPECIAL REFERENCE TO “ABC CORPORATION”</p> <p><i>Rathnasiri NASS, Caldera HAC, Chandrika KAC</i></p>
PP 3.11	MRC_MNG_049	<p>IMPACT OF FORENSIC ACCOUNTING KNOWLEDGE ON FRAUD DETECTION IN SRI LANKA</p> <p><i>Nethmini WHD, Karunarathne MBDN, Rasika DGL</i></p>
PP 3.12	MRC_MNG_050	<p>IMPACT OF EMERGING TECHNOLOGIES ON THE FUTURE OF ACCOUNTING PRACTICES IN SRI LANKA; AN EMPIRICAL INVESTIGATION FROM CSE LISTED FINANCIAL INTERMEDIARIES</p> <p><i>Lakkana KM, Karunarathne MBDN, Amarasinghe M</i></p>
PP 3.13	MRC_MNG_051	<p>CORPORATE GOVERNANCE PRACTICES AND CORPORATE SOCIAL RESPONSIBILITY REPORTING; THE MODERATING ROLE OF FINANCIAL PERFORMANCE EVIDENCE FROM BANKS, FINANCE AND INSURANCE COMPANIES LISTED IN SRI LANKA</p> <p><i>Surenthini S, Karunarathne MBDN, Amarasinghe M</i></p>

<p>PP 3.14</p>	<p>MRC_MNG_052</p>	<p>THE NEXUS BETWEEN FINANCIAL STABILITY AND ECONOMIC GROWTH; A COMPARATIVE ANALYSIS OF DEVELOPING AND DEVELOPED MARKETS</p> <p><i>Perera WGSD, Karunaratne MBDN, Rasika DGL</i></p>
<p>PP 3.15</p>	<p>MRC_MNG_053</p>	<p>DETERMINANTS OF EMPLOYEE ENGAGEMENT TO INCREASE EMPLOYEE RETENTION: WITH SPECIAL REFERENCE TO UNION BANK PLC IN COLOMBO DISTRICT, SRI LANKA</p> <p><i>Anuradhi MP, Caldera HAC, Herath HMIUP</i></p>
<p>PP 3.16</p>	<p>MRC_MNG_055</p>	<p>THE IMPACT OF HUMAN RESOURCES INFORMATION SYSTEM ON EMPLOYEE EFFECTIVENESS IN SELECTED COIR MANUFACTURING COMPANY IN SRI LANKA</p> <p><i>Mapa MMHK, Anuradhi MP, Herath HMIUP</i></p>
<p>PP 3.17</p>	<p>MRC_MNG_056</p>	<p>FACTORS AFFECTING EMPLOYEE SATISFACTION IN HOSPITALITY INDUSTRY IN KANDY DISTRICT, SRI LANKA</p> <p><i>Herath GHMNNB, Anuradhi P, Herath HMIUP</i></p>
<p>PP 3.18</p>	<p>MRC_MNG_057</p>	<p>THE IMPACT OF BIG FIVE PERSONALITY TRAITS ON JOB SATISFACTION; WITH SPECIAL REFERENCE TO SELECTED EUROPEAN VEHICLE SERVICE CENTERS IN COLOMBO DISTRICT SRI LANKA</p> <p><i>Nipulika ADG, Herath HMIUP</i></p>
<p>PP 3.19</p>	<p>MRC_MNG_060</p>	<p>THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE SATISFACTION IN ABC CAMPUS</p> <p><i>Darshika WN, Ushara SAI</i></p>
<p>PP 3.20</p>	<p>MRC_MNG_062</p>	<p>IMPACT OF WORKPLACE STRESS ON ABSENTEEISM INTENTION AMONG MACHINE OPERATORS IN THE APPAREL INDUSTRY OF GAMPAHA DISTRICT, SRI LANKA</p> <p><i>Miskin MP, Ushara SAI</i></p>

<p>PP 3.21</p>	<p>MRC_MNG_063</p>	<p>THE IMPACT OF WORKING ENVIRONMENT ON JOB SATISFACTION: IN REFERENCE TO THE REGIONAL DEVELOPMENT BANK IN GAMPAHA DISTRICT, SRI LANKA</p> <p><i>Gamage NSE, Ushara SAI</i></p>
<p>PP 3.22</p>	<p>MRC_MNG_064</p>	<p>IMPACT OF WORK-LIFE BALANCE PRACTICES ON EMPLOYEE JOB SATISFACTION AMONG MARRIED FEMALE MACHINE OPERATORS IN SELECTED APPAREL COMPANIES IN GAMPAHA DISTRICT</p> <p><i>Weerasinghe YPHK, Ushara SAI</i></p>
<p>PP 3.23</p>	<p>MRC_MNG_065</p>	<p>FACTORS AFFECTING EMPLOYEE RETENTION IN SRI LANKAN HOTEL INDUSTRY: SPECIAL REFERENCE TO A LEADING 5-STAR HOTEL IN KANDY DISTRICT</p> <p><i>Samarawickrama TGMS, Ushara SAI</i></p>
<p>PP 3.24</p>	<p>MRC_MNG_066</p>	<p>THE IMPACT OF WORKFORCE DIVERSITY ON EMPLOYEE JOB PERFORMANCE IN SELECTED CONSTRUCTION COMPANIES IN COLOMBO DISTRICT</p> <p><i>Rathnayake RMHAM, Ushara SAI</i></p>
<p>PP 3.25</p>	<p>MRC_MNG_067</p>	<p>THE IMPACT OF HR ANALYTICS PRACTICES ON EFFECTIVENESS OF WORKFORCE DECISION MAKING IN SELECTED IT COMPANIES OF SRI LANKA</p> <p><i>Jayasinghe JDMK, Ushara SAI</i></p>
<p>PP 3.26</p>	<p>MRC_MNG_068</p>	<p>THE CRITICAL FACTORS AFFECTING EMPLOYEE JOB PERFORMANCE; WITH SPECIAL REFERENCE TO PRIVATE BANKS IN COLOMBO</p> <p><i>Sharmila PV, Ushara SAI</i></p>

PP 3.27	MRC_MNG_072	<p>EFFECT OF EMPLOYEE TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE: WITH SPECIAL REFERENCE TO THE DELMAR LANKA (PVT) LTD</p> <p><i>Weerarathne KC, Herath HMIUP, Anuradhi MP</i></p>
PP 3.28	MRC_MNG_074	<p>CRITICAL FACTORS INFLUENCING THE ADOPTION OF HRIS IN SRI LANKAN HOTEL INDUSTRY</p> <p><i>Abeyasinghe AMCLK, Herath HMIUP</i></p>
PP 3.29	MRC_MNG_090	<p>JOB-RELATED FACTORS AFFECTING EMPLOYEE ENGAGEMENT IN IT SECTOR SRI LANKA</p> <p><i>Karunanayaka WAMN, Herath HMIUP</i></p>
PP 3.30	MRC_MNG_095	<p>THE EFFECT OF FINANCIAL INSTITUTIONS ON ENVIRONMENTAL SUSTAINABILITY</p> <p><i>Perera BBN, Wijerathna WAID</i></p>
PP 3.31	MRC_MNG_096	<p>IMPACT OF ARTIFICIAL INTELLIGENCE ON JOB SECURITY IN THE FINANCIAL SECTOR; AN EMPIRICAL INVESTIGATION ON COLOMBO STOCK EXCHANGE LISTED COMPANIES</p> <p><i>Dias MAPS, Wijerathna WAID</i></p>
PP 3.32	MRC_MNG_097	<p>NEXUS BETWEEN PUBLIC EXPENDITURE ON EDUCATION AND FINANCIAL DEVELOPMENT IN DEVELOPING COUNTRIES</p> <p><i>Weraniyagoda DDS, Wijerathna WAID</i></p>
PP 3.33	MRC_MNG_098	<p>EXAMINING THE RELATIONSHIP BETWEEN HUMAN DEVELOPMENT AND ECONOMIC DEVELOPMENT IN SOUTH ASIA</p> <p><i>Rasanjali PLS, Wijerathna WAID</i></p>
PP 3.34	MRC_MNG_099	<p>THE EFFECTS OF FINANCIAL DEVELOPMENT ON POVERTY; AN EMPIRICAL INVESTIGATION ON GLOBAL PERSPECTIVE.</p> <p><i>Parakrama MAIU, Wijerathna WAID</i></p>

PP 3.35	MRC_MNG_100	<p>THE NEXUS BETWEEN DEMOGRAPHIC EXPANSION AND FINANCIAL DEVELOPMENT</p> <p><i>Dissanayaka BVDRK, Wijerathna WAID</i></p>
PP 3.36	MRC_MNG_101	<p>IMPACT OF ECONOMIC FACTORS ON PERFORMANCE OF LISTED COMMERCIAL BANKS IN SRI LANKA</p> <p><i>Illesinghe PS, Wijerathna WAID</i></p>
PP 3.37	MRC_MNG_102	<p>THE EFFECTS OF FINANCIAL DEVELOPMENT ON ECONOMIC GROWTH: A COMPARATIVE ANALYSIS AMONG HIGH, MIDDLE, LOW-INCOME PANELS</p> <p><i>Wickramarathne JGS^L, Wijerathna WAID</i></p>
PP 3.38	MRC_MNG_103	<p>IMPACT OF LIQUIDITY ON ORGANIZATION PROFITABILITY: EVIDENCE FROM LISTED COMMERCIAL BANKS IN SRI LANKA.</p> <p><i>Kulasinghe GMUM, Sewwandi ABC, Jude Fernando</i></p>
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Multidisciplinary Research Conference (2024) Oration

Precision Medicine: A New Era in Healthcare



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BSc (Hons) Human Biology (USJ)
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Master in Medical Statistics (Reading, UOK)
Specialized Training in Precision Medicine (University of Hong Kong)

I am deeply honored and delighted to convey this message as the orator of KIU Multidisciplinary Research Conference 2024.

This event is a testament to the diverse and innovative research contributions that advance knowledge and address critical challenges across disciplines. It is a privilege to share insights into a field that has been transformative for global healthcare: precision medicine.

Precision medicine represents a paradigm shift in how we approach healthcare, moving beyond the traditional "one-size-fits-all" model to a more individualized approach. By tailoring treatments to the unique genetic, environmental, and lifestyle characteristics of each patient, precision medicine optimizes therapeutic outcomes, minimizes adverse effects, and enhances overall well-being. Across the globe, this field is reshaping the landscape of medicine, driving advancements in areas such as oncology, pharmacology, cardiology, and rare genetic disorders.

In oncology, precision medicine has made significant strides through the integration of genetic profiling and biomarker-based therapies. Innovations such as targeted treatments for HER2-positive breast cancer and EGFR-mutated lung cancer have revolutionized patient care, improving survival rates and quality of life. Immunotherapies, which leverage the body's immune system to combat cancer, represent another promising frontier. These therapies highlight how precision medicine can provide hope even in cases where traditional treatments have been less effective.

The impact of precision medicine extends beyond cancer care. In the management of chronic diseases, it enables predictive diagnostics and personalized interventions. For example, pharmacogenomics allows clinicians to determine the most effective medications for individual patients based on their genetic profiles, reducing trial-and-error prescribing and improving drug efficacy. Similarly, advancements in rare genetic disorder research have provided families with life-changing diagnostic tools and targeted treatments that were previously unavailable.

My research has contributed to this transformative field by addressing a key challenge in breast cancer treatment. I developed a cost-effective T-ARMS PCR technique for detecting the CYP2D6*10 variant, which impacts the metabolism of tamoxifen, a commonly prescribed drug for hormone receptor-positive breast cancer.

Looking to the future, the potential of precision medicine lies in its ability to integrate multidisciplinary expertise and cutting-edge technologies. The convergence of genomics, bioinformatics, artificial intelligence, and clinical research will unlock new possibilities for understanding diseases and personalizing treatment strategies. Collaborative efforts across academia, industry, and healthcare systems will be critical in overcoming the remaining challenges and ensuring the equitable delivery of precision medicine to diverse populations.

The promise of precision medicine is deeply inspiring, not only for its ability to transform individual lives but also for its potential to redefine healthcare on a global scale. I am committed to contributing to this exciting journey by advancing innovative research and fostering partnerships that drive meaningful changes in healthcare.



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OP 3.1 MRC_MNG_009

UNDERSTANDING THE EMPLOYEE HEALTH AND SAFETY PRACTICES: CASE STUDY ON PINNAWALA ELEPHANT ORPHANAGE IN SRI LANKA

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Introduction: The Pinnawala Elephant Orphanage in Sri Lanka is a popular tourist destination that focuses on the care, rehabilitation, and protection of orphaned, abandoned, and injured elephants. It maintains a safe habitat and is about elephant conservation. As an outstanding institution in the ever-evolving tourism industry, Pinnawala Elephant Orphanage poses health and safety risks. Even at present, fatal employee accidents are continually reported. Further research is needed to understand employee accidents at the Pinnawala Elephant Orphanage, home to the world's largest herd of elephants.

Objectives: To explore the issues impacting employee health and safety, and factors contributing to employee health and safety as well as Training and development practices that contribute to employee health and safety in the Pinnawala Elephant Orphanage in Sri Lanka through Cross-sectional studies and interviews.

Methodology: This research investigates the employee health and safety of the Pinnawala Elephant Orphanage in Sri Lanka using a case study qualitative research design. The study used a Simple Random sampling technique to select participants with direct experience and knowledge about health and safety practices. Primary data was collected through interviews and call recordings, while secondary data was analyzed using literature and organizational reports. Thematic analysis was used to identify patterns, narrow down the comprehensive transcriptions, and provide a nuanced understanding of the participants' experiences. Ethical considerations were taken into account, with informed consent obtained and confidentiality maintained.

Results: The Thematic analysis found four main themes of health and safety practices as findings. They are Health Monitoring and safety protocols, Occupational Hazards & Risk Management, Motivation & Support, and Employee Condition Maintenance. The analysis provided a full understanding of how they affect employee health and safety. Finally, according to research exploration these main themes as analysis findings crucially impact employee health and safety variable.

Conclusion: The research helps improve employee training & development, strength of mental & physical health, stronger safety measures, health and safety standards, and risk & hazard management, highlighting the importance of proactive management in ensuring entire employee well-being.

Keywords: Health and Safety, Employee Injuries, Employee Training and Development, Training Programs, Workplace Hazards

THE IMPACT OF SELECTED FACTORS ON BANK EMPLOYEE TURNOVER INTENTION IN A SELECTED COMMERCIAL BANK IN COLOMBO DISTRICT

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Introduction: Employee turnover in the banking sector has emerged as a critical concern, particularly within commercial banks in the Colombo District of Sri Lanka. This study investigates the impact of job stress, low salary, lack of career growth, and job satisfaction on the turnover intentions of bank employees, aiming to identify key factors that contribute to this phenomenon.

Objective: The main objective of this research is to identify and analyze the factors that influence turnover intentions among employees in a selected commercial bank in Colombo.

Methodology: A structured questionnaire was distributed to 221 bank employees, with responses measured on a 5-point Likert scale and analyzed using IBM SPSS Statistics 25. The study followed a deductive approach with a positivist philosophy, focusing on quantitative analysis, including reliability, correlation, and regression analysis.

Results: The findings revealed a significant positive correlation between job stress and turnover intention, indicating that higher levels of stress are associated with an increased likelihood of employees leaving the bank. Similarly, low salaries and lack of career growth were found to be significant predictors of turnover intentions. In contrast, job satisfaction was identified as a key factor in reducing turnover intentions, highlighting the importance of employee engagement and satisfaction in retention strategies.

Conclusion: The study concludes that addressing job stress, improving compensation, and providing clear career advancement opportunities are crucial for reducing turnover intentions among bank employees. The insights gained from this research can assist bank management in developing targeted retention strategies to mitigate employee turnover, thereby enhancing organizational stability and performance.

Keywords: Career Growth, Employee Turnover, Job Satisfaction, Job Stress, Turnover Intention

OP 3.3 MRC_MNG_041

THE RELATIONSHIP BETWEEN JOB STRESS AND TURNOVER INTENTION OF EMPLOYEES IN PRIVATE BANKS IN COLOMBO DISTRICT, SRI LANKA

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Introduction: The banking system in Sri Lanka began in the decade 1880s. The open economic policy has facilitated the entry of both international and domestic private banks into the national financial system. Due to the inadequate services provided by government banks, private banks' employees are constantly busy with their clients. This situation has led to an increase in job stress and an intention to leave among private bank employees.

Objective: To identify the relationship between job stress and turnover intentions of employees in private banks in Colombo district, Sri Lanka.

Methodology: This cross-sectional study employed a quantitative research approach with a deductive approach. This study was conducted among 384 private bank employees of 11 private licensed domestic commercial banks which were selected through a convenience sampling technique. Data collection was carried out through an online Google questionnaire.

Results: According to the results, work overload and work ambiguity have a significant association with the turnover intention and supervisory support doesn't significant association with the turnover intention.

Conclusion: Considering the importance of less turnover intention and job stress of private bank employees, the researchers recommend workload management practices and providing employees with the resources and support that they need to perform their duties effectively.

Keywords: Job Stress, Supervisory Support, Turnover Intention, Work Ambiguity, Work Overload

OP 3.4 MRC_MNG_061

THE IMPACT OF WORK-LIFE BALANCE ON TURNOVER INTENTION AMONG EXECUTIVE LEVEL EMPLOYEES IN SELECTED APPAREL AND TEXTILE MANUFACTURING ORGANIZATIONS IN SRI LANKA.

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Introduction: Work-life balance has become one of the important challenges of today's organization and employees. Work-life balance has a significant impact on employee turnover intention. At present, workers are extremely occupied, rushing toward a competitive lifestyle, and splitting their limited free time between work and household duties.

Objective: To discuss the significant impact that work-life balance has on turnover intention in executive-level employees of apparel and textile manufacturing organizations.

Methodology: The cross-sectional study was conducted among 100 consenting executive-level employees in the selected apparel and textile manufacturing companies of Sri Lanka via a simple random sampling method. The required data for the study was collected via a survey in Google form. The survey contained structured questions on Work-Life Balance on Turnover Intention. Data was analyzed using SPSS software using the technique of regression analysis.

Results: According to the sample, there were 61 male employees, and the majority were between the ages of 31 and 40 at the selected apparel and textile manufacturing companies. The simple linear regression coefficient ($R = 0.986$) and Pearson's correlation coefficient ($r = 0.978, p = 0.000$) outputs ensure that the work-life balance indicates a negatively significant impact (97.3%) and relationship with turnover intention. Results emphasized that there is a significant impact on the work-life balance on turnover intention. The results show a significant negative impact of employee work-life balance on executive employees' turnover intention related to the dimensions of time balance, involvement balance, and satisfaction balance ($\beta = -0.162, -0.506, -0.325; p = .000$) referring to the selected apparel and textile manufacturing organizations of Sri Lanka.

Conclusion: Moreover, this study supports filling the existing theoretical and practical gap in the Sri Lankan apparel and textile manufacturing industry, which is mainly helpful to top management in recruiting work-life balance employees to retain within the industry.

Keywords: Apparel and Textile Industry, Turnover Intention, Work-life Balance

OP 3.5 MRC_MNG_070

CRITICAL FACTORS AFFECTING THE LEVEL OF EMPLOYEE'S JOB SATISFACTION; WITH SPECIAL REFERENCE TO THE LEISURE SPORTS COMPANY, SRI LANKA

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Introduction: Employee job satisfaction is essential for organizational success, as it directly affects productivity, retention, and overall workplace morale. This study explores the factors impacting job satisfaction at Leisure Sports Company, a prominent betting firm in Sri Lanka, with a specific focus on salary, working conditions, and job security. The research aims to clarify the intricate relationships between these variables and job satisfaction, offering valuable insights for organizational leaders.

Objective: The main objective of the study is to examine the impact of salary, working conditions, and job security on employee job satisfaction at Leisure Sports Company in Sri Lanka.

Methodology: The study employed quantitative research design, utilizing a structured questionnaire distributed to a representative sample of 102 employees across various departments within the company. Data were analyzed using descriptive statistics, correlation analysis, and regression analysis to determine the extent to which salary, working conditions, and job security influence job satisfaction.

Results: The analysis revealed that salary and job security have a significant positive impact on job satisfaction while working conditions did not demonstrate a significant effect. The regression analysis showed that salary had the highest influence on job satisfaction, followed by job security. Working conditions were not found to be a significant predictor in this context.

Conclusion: The study concludes that in the leisure and sports industry, salary and job security are the primary drivers of job satisfaction. Enhancing these areas can lead to improved employee satisfaction, contributing to better performance and retention. The findings offer important insights for HR management in shaping policies that prioritize financial compensation and job stability to foster a more motivated workforce.

Keywords: Job Satisfaction, Job Security, Salary, Working Conditions

THE IMPACT OF ELECTRONIC WORD OF MOUTH ON GENERATION Z CONSUMERS' BRAND AWARENESS IN THE COLOMBO DISTRICT: WITH SPECIAL REFERENCE TO LOCAL FAST-FOOD RESTAURANTS.

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Introduction: The rise of social media and digital platforms has revolutionized the way consumers interact with brands, particularly among Generation Z, who are highly influenced by electronic word of mouth (e-WOM). However, in the context of local fast-food restaurants, the adoption and understanding of e-WOM as a marketing tool remain limited. This study investigates the influence of e-WOM on Generation Z's brand awareness within this specific demographic and industry setting.

Objective: The objective of this study is to assess the impact of electronic word-of-mouth on Generation Z consumers' brand awareness in the Colombo district of Sri Lanka with special reference to local fast-food restaurants.

Methodology: The study employs a descriptive research design, utilizing a structured questionnaire distributed to a purposive sample of Generation Z consumers in Colombo. The data collected was analyzed using multiple linear regression to test the proposed hypotheses regarding the influence of e-WOM components on brand awareness.

Results: The findings reveal that information credibility, information quality, and source credibility significantly impact Generation Z consumers' brand awareness. Additionally, virtual interactivity plays a crucial role in shaping their perceptions and loyalty toward fast-food brands. The study highlights the potential of e-WOM as a powerful marketing strategy for local businesses.

Conclusion: Despite the growing importance of e-WOM in global marketing, most of the local fast-food restaurants have yet to fully capitalize on their benefits. This study underscores the need for these businesses to develop more sophisticated digital marketing strategies that leverage e-WOM to enhance brand awareness among the digitally savvy Generation Z. By bridging this gap, local restaurants can better compete in an increasingly digital marketplace.

Keywords: Brand Awareness, Digital Marketing, Electronic Word of Mouth, Fast-food Restaurants, Generation Z

OP 3.7 MRC_MNG_092

THE IMPACT OF GUERRILLA MARKETING ON FASHIONABLE CLOTHING PURCHASING BEHAVIOR WITH SPECIAL REFERENCE TO GENERATION Z CONSUMERS IN COLOMBO DISTRICT SRI LANKA

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Introduction: The study titled “The Impact of Guerrilla Marketing on Fashionable Clothing Purchasing Behavior with Special Reference to Generation Z Consumers in the Colombo District, Sri Lanka” investigates the novelty, aesthetics, relevance, emotional arousal, and surprise in consumer purchasing behavior. The introduction provides a clear overview of the research topic and highlights the significance of understanding the impact of guerrilla marketing on Generation Z consumers' fashionable clothing purchasing behavior in the Colombo District, Sri Lanka. The problem statement is well-defined, and the rationale for the study is adequately explained.

Objective: To investigate the impact of guerrilla marketing on fashionable clothing purchasing behavior with special reference to Generation Z consumers in the Colombo district Sri Lanka

Methodology: Data for this study was collected from Generation Z in the Colombo District, Sri Lanka. This population consists of Generation Z consumers who reside within the Colombo District. According to statistics, the Colombo District is the most populous compared to others, with an estimated population of approximately 2,460,000 as of 2023, including 593,000 Generation Z consumers. Data was collected from an online questionnaire of 368 out of 384 of generation z in the Colombo district. Participants' responses will be analyzed through regression analysis using the Statistical Package for Social Sciences (SPSS) for statistical processing.

Results: The results are presented in an orderly and transparent manner. The statistical analyses carried out to investigate the connections between novelty, aesthetics, relevance, emotional arousal, surprise, and consumer purchasing behavior are suitable for the study's questions or hypotheses.

Conclusion: This study indicates that guerrilla marketing is a successful method for influencing the fashion purchase behavior of Generation Z customers in Colombo, Sri Lanka. These findings show that fashion firms targeting Generation Z could use guerilla marketing methods to differentiate themselves in a competitive industry, particularly when appealing to young consumers who value innovation and authenticity. The study adds to the growing body of information on non-traditional marketing tactics and their use in certain cultural and geographical contexts, providing practical advice for marketers looking to connect with the increasingly prominent Generation Z consumer base.

Keywords: Generation Z, Guerrilla Marketing on Fashionable Clothing Purchasing Behavior

OP 3.8 MRC_MNG_093

THE IMPACT OF FINANCIAL DEVELOPMENT ON ENVIRONMENTAL QUALITY: AN ANALYSIS OF GLOBAL PERSPECTIVE

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Introduction: The study highlights the pressing ecological balance crisis faced by world economies due to the rapid increase in global population and economic activities, posing a threat to the planet's ability to sustain human life. This study aims to investigate the impact of financial development on environmental quality from a global perspective, emphasizing the need to understand how financial activities influence sustainability and environmental outcomes globally.

Objectives: To examine the impact of financial development on environmental quality globally.

Methodology: This study investigates the impact of financial development on environmental quality by taking the financial development, environmental quality, 2023 institutions, and financial market indicators and Carbon emissions from 2000-2023 worldwide. The data was obtained from the World Bank and IMF data. Using Descriptive statistics, Correlation Analysis, Unit Root Test, Regression Analysis, Cointegration Test, and Cointegrating Regression conducted the investigation.

Results: The Levin, Lin & Chu panel unit root tests confirmed the long-term effect of the financial development while the cointegration test assured the cointegration of the selected variables. Thereafter, cointegrating regressors revealed a significant positive relationship between financial development on environmental quality.

Conclusion: The research findings confirmed that increased financial development has resulted in more environmental pollution around the world. As a result, financial and environmental policy coherence should be enabled, and progress toward environmentally responsible financial operations is emphasized. Countries with greater pollution rates have a substantial impact on surrounding countries because atmospheric changes affect them directly. The significant impact of financial institutions and financial markets introducing eco footprints to financial systems is highly valued since developed countries also use eco footprints to reduce environmental pollution in their economies.

Keywords: Cointegrating Regression, Environmental Quality, Financial Development

OP 3.9 MRC_MNG_094

THE IMPACT OF MICRO CREDIT PROGRAM ON WOMEN EMPOWERMENT IN NEGOMBO DIVISIONAL SECRETORY AREA

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Introduction: Micro-Credit concept is one of the effective concepts used by both government and non-government organizations to eradicate the poverty and enhance the living standard of people. Ultimate objective of micro credit concept is to empower and uplift the society. The vast majority rural women are involved with micro credit program to manage their day-to-day transactions and the other financial requirements. However, micro credit program related problems have been reported in many areas in Negombo secretary division. Therefore, the general objective of this study was to investigate the micro credit programs actually any impact on women empowerment in Negombo secretary division.

Objective: To examine the impact of micro credit program on women empowerment in Negombo divisional secretary area.

Methodology: The data has been gathered by using primary data. The information has been collected from 116 women who have borrow micro credit using cluster sampling method and simple random sampling technique. The study collected primary data from the respondents by providing questionnaire. The dependent variable is women empowerment, and the independent variable is Micro credit program. The concept of micro credit is analysed by using the income generation ability, repayment procedures, covenant and financial literacy and the living standards and self-respect and social status is used to analyse the empowerment. The data was analysed by using statistical package for social sciences (SPSS).

Results: The results were tabulated by using of correlation and regression analysis. Finally, it is concluded micro credit has impact on women empowerment in Negombo divisional secretary division and there is positive relationship between micro credit and women empowerment in Negombo divisional secretary division.

Conclusion: In Sri Lankan context microcredit program are becoming more popular day by day and it is functioning in each part of the country. Women are the main target group of the microcredit programs as they can be easily attracted towards it for various reasons. Especially, as highlighted in the present study most of the middle-aged women with poor educational background have more attraction in this kind of credit programs to manage the family burden or various reasons. The concept of microcredit emerged with the pure aim of uplifting the life quality of people having critical financial problems, especially women. However, in the current context the purpose of the micro credit programs turned into profit-oriented business aspects. These need to be changed and the soul of the microcredit programs should be preserved. It is essential to find the factors that preserve the essence of micro credit programs.

Keywords: Covenant, Financial Literacy, Income Generation Ability, Micro-credit Programs, Repayment Procedures, Women Empowerment

THE EVALUATION OF SUSTAINABILITY ACCOUNTING PRACTICES IN SMES WITH SPECIAL REFERENCE TO GAMPAHA DISTRICT SRI LANKA

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Introduction: The effectiveness of sustainability accounting practices in Small and Medium Enterprises (SMEs) is shaped by multiple independent factors that influence how these practices contribute to sustainable business operations. In the Gampaha District of Sri Lanka, these factors play a crucial role in determining the extent to which sustainability accounting can enhance transparency, accountability, and environmental stewardship among SMEs. By assessing the factors that affect the implementation and effectiveness of sustainability accounting, the research seeks to inform better decision-making and promote sustainable growth within SMEs in the Gampaha District.

Objective: The primary objective of this research is to assess the effectiveness of sustainability accounting practices in fostering sustainable business practices within SMEs in the Gampaha District. It specifically explores the role of these practices in addressing environmental costs, and how these costs serve as a mediator between sustainability accounting and overall sustainability outcomes.

Methodology: This study employs a quantitative research approach to evaluate sustainability accounting practices in Small and Medium Enterprises (SMEs) within the Gampaha District of Sri Lanka. Data was collected from a representative sample of SMEs through surveys. Descriptive statistics, correlation analysis, and multiple regression analysis were utilized to examine the relationship between sustainability accounting practices and sustainable business outcomes. These methods aim to provide a comprehensive understanding of how such practices influence the overall sustainability performance of SMEs in the region.

Results: The findings of the study reveal a significant and positive impact of sustainability accounting practices on the overall sustainability of SMEs. The research shows that these practices are particularly effective in terms of environmental compliance and business efficiency. Additionally, it highlights the crucial role of environmental costs as a mediator in the relationship between sustainability accounting practices and sustainability outcomes.

Conclusion: Based on the findings, the study recommends that policymakers and SMEs in the Gampaha District adopt a comprehensive and coordinated approach toward sustainability accounting practices. It underscores the importance of integrating sustainability considerations into business operations to promote long-term environmental and social sustainability within SMEs.

Keywords: Environmental Cost, Sustainability, SMEs (Small and Medium Enterprises)

OP 3.11 MRC_MNG_125

THE IMPACT OF GLASS CEILING BARRIERS ON WOMEN'S CAREER DEVELOPMENT: WITH SPECIAL REFERENCE TO EXECUTIVE-LEVEL EMPLOYEES IN THE FINANCE SECTOR IN COLOMBO DISTRICT, SRI LANKA

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Introduction: Since the late 20th century, women have become increasingly important in the global workforce due to equal opportunity initiatives and women's movements. However, they remain underrepresented in leadership, holding under 4% of top executives and 10% of senior management roles in Fortune 500 companies. Globally, women hold 21% of senior management and 9% of CEO positions, with lower representation in Germany, the U.S., and Japan. In Sri Lanka, while women make up 35% of the economically active population, they face barriers such as the "Glass Ceiling" and cultural norms.

Objective: The broad objective of this study is to investigate the impact of Glass Ceiling barriers on the career development of executive-level women in finance sector organizations within the Western Province of Sri Lanka.

Methodology: The study employed a cross-sectional design to assess the impact of Individual, Family, Organizational, and Cultural barriers on women's career development in Colombo's finance sector. Data was collected via a structured questionnaire from 97 executive-level female employees at four finance companies, selected through stratified sampling. The quantitative method was employed using regression analysis for hypothesis testing.

Results: The study revealed that Cultural, Individual, and Organizational Barriers have a significant negative impact on women's career development, while the impact of family Barriers was not statistically significant.

Conclusion: Women's career development can be improved by addressing individual, organizational, and cultural barriers that significantly hinder women's career development in the Colombo district finance sector. Recommendations include targeted personal development, equitable promotion practices, and addressing gender stereotypes.

Keywords: Cultural Barriers, Family Barriers, Glass Ceiling, Individual Barriers, Organizational Barriers, Women's Career Development

FACTORS IMPACTING THE ADOPTION OF ONLINE FOOD DELIVERY SERVICES IN COLOMBO DISTRICT

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Introduction: By utilizing technology in its most correct meaning, and by moving towards the changes in consumer food buying behavior, online food delivery services operating in the Colombo District have been growing rapidly. Therefore, this paper tries to ascertain the factors that will affect the consumer in adopting such services, such as perceived usefulness, ease of use, enjoyment, social norms, relative advantages, and online grocery risks. It will also provide insights into improving the online food delivery experience in Colombo and add value to current knowledge of technology adoption in Sri Lanka.

Methodology: A quantitative design underpinning survey data is proposed; the sampling frame includes all residents within the Colombo District who have used an online food delivery service. Convenience sampling of 300 respondents was chosen on the basis of practicality: the participants should have attained the age of 18 years and accessed such facilities in the last six months. Methods used to obtain samples include both online and offline for better representation. Using the Morgan Table, this sample is obtained so that it can be more representative and hence reliable.

Results: This study indicates that perceived usefulness, enjoyment, social norms, relative advantage, and perceived online delivery risk have a significant effect on adopting online food delivery services in Colombo. However, perceived ease of use is insignificant, which might be the reason for users being familiar with the technology. Since users are much more comfortable with online platforms, this factor of ease of use contributes less to the adoption, which, in turn, makes the perceived benefits and enjoyment of great importance.

Conclusion: The key drivers for Customer Adoption, as noted in this study grounded on TAM, TPB, and IDT frameworks, are PU, PE, PR, and POD, while the factors that detract from it include PS, and a minor impact is made by PEU. Practical implications hence include improving user experience, addressing social norms, and managing delivery risks. Limitations of this research include small sample sizes and reliance on self-reported data; thus, it requires more diversified and longitudinal studies that incorporate other factors such as customer loyalty and advances in technology.

Keywords: Customer Adoption, Online Food Delivery Services



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PP 3.1 MRC_MNG_030

THE IMPACT OF EMPLOYEE ENGAGEMENT ON JOB PERFORMANCE OF EXECUTIVE LEVEL EMPLOYEES IN SELECTED APPAREL COMPANIES IN COLOMBO DISTRICT

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Introduction: The apparel industry is crucial for Sri Lanka's economy, contributing 44.37% to export revenue in 2022, with 46% of exports going to the USA. Employee engagement is key to organizational success, particularly for executive-level employees in the apparel sector, who drive strategic decision-making and operational excellence. Despite extensive research on employee engagement, there's limited focus on its impact on executives in Colombo district apparel companies. This study aims to explore how employee engagement affects job performance among these executives, providing insights to enhance organizational performance.

Objective: The main purpose of this study is to identify the impact of employee engagement on job performance of executive level employees in selected apparel companies in Colombo district Sri Lanka.

Methodology: Quantitative research approach was employed using a structured questionnaire. The convenience sampling technique was used to obtain the sample, and 217 executive level employees in selected apparel companies in Colombo district were chosen as the research sample. The study examined employee engagement (vigor, dedication, absorption) as the independent variables and job performance as the dependent variable. Data were analyzed using descriptive, correlation and regression analysis.

Results: According to the regression analysis, Dedication and Absorption had significant impact on job performance while there was no significant impact of vigor on job performance. And also, Strong and moderate positive correlations were found between job performance (JP) and all independent variables.

Conclusion: Based on these findings, the study emphasizes that there is a significant impact of employee engagement on executive job performance.

Keywords: Apparel Industry, Employee Engagement, Executive Level Employees, Job Performance

PP 3.2 MRC_MNG_032

IMPACT OF PERCEIVED TRAINING PRACTICES ON JOB PERFORMANCE OF MARKETING OFFICERS IN SELECTED FINANCE COMPANY IN KALUTARA DISTRICT, SRI LANKA

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Introduction: Marketing officers play a pivotal role in driving corporate growth and maintaining client relationships. As the demands on these professionals' increase, the need for effective training programs becomes ever more critical. This study seeks to explore the impact of marketing officers' perceptions of training procedures on their job performance, addressing significant gaps in existing research. This research aims to provide valuable insights into the efficacy of training programs and their role in enhancing the performance of marketing officers within the financial industry.

Objective: The primary objective of this study is to identify the impact of perceived training practices on job performance of marketing officers in the selected finance company in Kalutara district, Sri Lanka.

Methodology: Data was collected from 200 marketing officers at finance companies in Sri Lanka using a structured questionnaire. Quantitative technique using SPSS statistics tool, was employed for correlation and regression analyses to evaluate how training impacts job performance. The research was conducted in a specific local setting for a detailed examination of the issue.

Results: The findings reveal that timely and well-organized training programs, including both on-the-job and off-the-job training, are significantly positively correlated with job performance. Regression analysis further supports these results, indicating that these training aspects play a crucial role in improving work performance. In contrast, the impact of training benefits and development on job performance was found to be less significant, suggesting the need for further refinement of these factors to achieve the desired outcomes.

Conclusion: The study finds that successful training strategies, especially those emphasizing timely and relevant workplace training, are crucial for improving the job performance of marketing officers in the financial sector. This underscores the need for HR managers and policymakers to design training programs that meet both organizational objectives and employee needs. Future research should investigate the long-term impacts of training and incorporate qualitative assessments for a deeper understanding of its effectiveness.

Keywords: Financial Sector, Job Performance, Training

THE IMPACT OF TRAINING PROGRAMS ON PURSUED JOB PERFORMANCE OF MANAGERIAL EMPLOYEES IN A SELECTED FLEXIBLE PACKAGING COMPANY IN COLOMBO DISTRICT SRI LANKA

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Introduction: Employee training and development is considered an important part of any organization as it provides employees with motivation, purpose, and drive to further their career development, which in turn will benefit the organization. Training and development are essential to increase the advancement levels, professional knowledge, skills, and morale of employees within the organization. Therefore, many organizations today consider employee training and development as an important aspect of human resource management.

Objective: This study aims to investigate the impact of training programs on the job performance of managerial employees in the flexible packaging industry in Colombo District, Sri Lanka.

Methodology: The study adopts a quantitative research technique that includes a survey with primary data gathered using a self-administered questionnaire disseminated routinely using Google Forms. The data collecting period lasted four weeks, and it targeted the complete population of 50 management personnel at the organization using a non-probability, whole-population sampling approach. Statistical analysis techniques will be used to interpret the findings.

Results: The demographics of the 50 respondents suggest that the majority, are between the ages of 31 and 40. The majority have a diploma, followed by those with a master's degree. Most respondents have been with the organization for six to ten years. The analysis shows a moderate positive and statistically significant correlation between Job Performance (JP) and Designing Training Programs (DTP) as a P-value of 0.431, indicating that better program design improves job performance. Additionally, there are strong positive and significant correlations between JP and both Implementing (ImTP) as a P-value of 0.567 and Evaluating Training Programs (ETP) as a P-value of 0.520, suggesting that effective implementation and evaluation are strongly linked to higher job performance.

Conclusion: Effective implementation and evaluation of training programs are crucial for improving job performance among managerial employees. While identifying and designing training programs are important, their impact is much greater when they are well-implemented and thoroughly evaluated. Organizations should focus on these stages and take a comprehensive approach to training program development and execution.

Keywords: Employee Satisfaction, Job Performance, Training Programs

PP 3.4 MRC_MNG_035

THE IMPACT OF ONLINE TEACHING AND LEARNING ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATES IN THE COLLEGE OF INFORMATION AND MANAGEMENT SCIENCES

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Introduction: Higher education has undergone a significant transformation, transitioning from traditional pedagogical methods to contemporary approaches that leverage information technology to support knowledge delivery and acquisition. Online learning has emerged as a prominent instructional modality in higher education institutions worldwide, driven by the rapid advancement of technology and the internet.

Objective: This study aims to find out the impact of online teaching and learning on the academic performance of undergraduates in the College of Information and Management Sciences.

Methodology: This cross-sectional study employed a quantitative research approach with a deductive methodology. This study was conducted among 217 undergraduates in the mentioned university. Participants were selected using a stratified random sampling method. Data collection was carried out through an online Google questionnaire that included structured questions pertaining to the impact of online teaching and learning on undergraduate academic performance. This quantitative study employed a deductive approach, utilizing existing theoretical frameworks to guide the research and analyze the collected data.

Results: The study revealed a significant influence of various factors on undergraduate academic performance. Notably, lecture participation, computer literacy, time spent studying, course design and content, and self-motivation collectively accounted for 69.3% of the variance in academic performance, as indicated by the R-square value of 0.693. This suggests a moderate positive relationship between these independent variables and the dependent variable. The findings of this study underscore the importance of factors such as active engagement in lectures, technological proficiency, effective time management, well-structured courses, and personal drive in achieving academic success.

Conclusion: The findings of this study demonstrate a significant impact of online teaching and learning on undergraduate academic performance. Based on these results, it is recommended that the institution implement flexible student support services. Additionally, exploring options for concessional home broadband packages could enhance accessibility to online resources for undergraduate students. Furthermore, considering flexible lecture schedules would accommodate diverse learning styles and preferences, potentially leading to improved student engagement and outcomes.

Keywords: Academic Performance, Student's Motivation, Undergraduate Competencies

PP 3.5 MRC_MNG_037

IMPACT OF PAY FOR PERFORMANCE ON OPERATIONAL LEVEL EMPLOYEE SATISFACTION IN A SELECTED APPAREL COMPANY IN KALUTARA DISTRICT SRI LANKA.

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Introduction: In the context of Sri Lanka's apparel industry, employee satisfaction is a critical factor that influences organizational success. This study explores the impact of Pay for Performance (PFP) systems on the satisfaction of operational-level employees in a selected apparel company located in the Kalutara district. The research addresses a gap in the literature by focusing specifically on how elements like skill allowances, target incentives, and team leader allowances affect employee satisfaction.

Objective: The primary aim of this research is to evaluate the relationship between Pay for Performance elements and the job satisfaction of operational-level employees in the selected apparel company. The study examines the effects of specific PFP components—skill allowances, target incentives, and team leader allowances—on employee satisfaction.

Methodology: A quantitative cross-sectional study was conducted using a sample of 381 operational-level employees selected through probability sampling. Data were collected via structured questionnaires administered through Google Forms. The analysis included multiple linear regression and correlation to assess the strength of the relationships between the independent variables (skill allowances, target incentives, and team leader allowances) and the dependent variable (job satisfaction).

Results: The findings reveal that 68% of the variance in job satisfaction can be attributed to the independent variables. The analysis confirmed that all independent variables have a significant positive correlation with job satisfaction, with target incentives having the most substantial impact. The study supports the hypothesis that well-structured PFP systems significantly enhance employee satisfaction.

Conclusion: This research underscores the importance of implementing effective PFP strategies to boost employee satisfaction in the apparel industry. It suggests that organizations should focus on optimizing skill allowances, target incentives, and team leader allowances to create a more motivated and satisfied workforce.

Keywords: Apparel Industry, Employee Satisfaction, Pay for Performance, Skill Allowances, Target Incentives, Team Leader Allowances

PP 3.6 MRC_MNG_039

THE IMPACT OF FLEXIBLE WORK ARRANGEMENTS ON WORK-LIFE BALANCE AMONG SRI LANKAN IT INDUSTRY EMPLOYEES

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Introduction: This research investigates the impact of flexible work arrangements on work-life balance among Sri Lankan IT industry employees. It explores how remote working, flexitime, and compressed hours affect work responsibilities and personal and family commitments. The study aims to identify the best practices and strategies for optimizing work-life balance for IT professionals. It also provides recommendations for organizations in the IT industry to promote job satisfaction, stress levels, productivity, and overall well-being.

Objective: The main objective of the research is to identify the impact of flexible work arrangements on the work-life balance of employees in the IT industry in the Colombo district Sri Lanka.

Methodology: The population of the study was selected IT companies in the field of cybersecurity analysis in the Colombo district Sri Lanka. The population size was 179 and 123 were selected as the sample based on proportionately stratified sampling data technique. A self-administered questionnaire was utilized in collecting data and the quantitative approach with regression analysis was applied for the analysis.

Results: The results reveal that there is a significant impact on all independent variables; Remote Working, Flexitime, and Compressed Hours have a significant impact on the dependent variable; Work-life balance. Further, it is evident that there is a moderate positive correlation between independent variables with the dependent variable at a 0.01 significant level.

Conclusion: The work-life balance is significantly affected by the flexible work arrangement. Thus organizations, especially in the IT sector, should pay their higher attention to the arrangement of remote working, flexitime, and compressed hours for their employees so that they will be able to balance work and life thereby leading to a satisfied workforce.

Keywords: Compressed hours, Flexible Work Arrangements, IT Industry, Remote Working, Shift work, Work-Life Balance

PP 3.7 MRC_MNG_040

IMPACT OF REWARD SYSTEM ON TURNOVER INTENTION OF OPERATIONAL EMPLOYEES: WITH REFERENCE TO THE LEADING APPAREL MANUFACTURING COMPANY IN SRI LANKA

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Introduction: Effective human resource management involves reducing employee turnover intention and enhancing productivity through a healthy reward system. Implementing such programs can significantly impact an organization's success. This research investigates the impact of organizational reward systems on operational-level employees' job turnover intentions in Sri Lanka's apparel industry, highlighting their critical role in organizational success.

Objective: The objective of the study is to investigate the impact of reward systems on operational employee turnover intention in a selected apparel manufacturing company. It aimed to bridge the gap between theoretical and empirical understanding.

Methodology: The research approach for this study is quantitative. Research Strategy for the proposed study, survey method. The required data for the study was collected over four weeks from operational in the printed format & through Google Foam. The time horizon of the study is cross-sectional. A sample of 267 operational-level employees was selected using simple random sampling. Data was analyzed using SPSS for validity, reliability, and relationship testing. Structured questionnaires were used as the data collection method because primary data will be required for this project.

Results: Panel data regression and correlation analysis outputs ensure that all the independent variables indicated that there is a significant negative impact of a reward system on operational employee turnover intention in a Sri Lankan apparel manufacturing company, limitations of the research are researcher considers the impact of monetary and non-rewards to operational employee turnover intention only.

Conclusion: A study on the impact of reward systems on operational employee turnover intention in apparel manufacturing found a significant negative correlation. A well-designed reward system, encompassing both financial and non-financial incentives, reduces turnover intention and fosters a stable workforce. Employees perceive their efforts and contributions as recognized and rewarded, leading to increased commitment.

Keywords: Employee Job performance, Employee Retention, Employee Turnover Intention, Monetary Reward System, Non-Monetary Reward System, Reward System

PP 3.8 MRC_MNG_042

THE IMPACT OF RETENTION EXPECTATION AMONG GENERATION Z EMPLOYEES IN THE GARMENT INDUSTRY IN SRI LANKA

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Introduction: Generation Z employees in Sri Lanka's apparel industry bring a fresh perspective and unique characteristics to the workforce. As organizations strive to succeed in the evolving business landscape, prioritizing employee retention aligning with the employees' expectations among Gen Z employees can be a strategic advantage (Hemantha & Janadari, 2023). This research studies Generation Z's retention expectations among apparel sector employees in the context of the DPOP Lanka group.

Objective: This research aims to provide valuable insights for organizations in Sri Lanka's apparel industry to successfully attract, retain, and engage Generation Z employees by investigating the impact of life expectations, job expectations, and employee value propositions on employee retention.

Methodology: This cross-sectional study involved 132 operational-level employees, selected through simple random sampling. Data was collected using a structured questionnaire designed to examine the influence of various employee expectations on employee retention in the apparel sector in the DPOP Lanka group. Regression analysis was utilized for hypothesis testing.

Results: Results revealed that there is a significant impact of all three independent variables; life expectation, job expectation, and value proposition having a significant value of 0.004, 0.000, and 0.000 (< 0.05) on employee retention in the apparel sector of Sri Lanka.

Conclusion: It is evident that the three independent variables' impact on employee retention is statistically significant in the field of the apparel sector. Lays the foundation and arouses curiosity for further research on other critical variables related to the impact of expectations on retention among Generation Z employees in the Sri Lankan apparel industry, particularly in the context of DPOD Lanka Group.

Keywords: Employee Value Proposition, Generation Z Employees, Job Expectation, Job Retention, Life Expectation

PP 3.9 MRC_MNG_047

CRITICAL FACTORS INFLUENCING EMPLOYEE PERFORMANCE IN CINNAMON HOTELS, SRI LANKA

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Introduction: The tourism and hospitality industry is a prominent industry in Sri Lanka as well as in the global context, especially, in terms of generating foreign exchange revenue. Accordingly, employee performance has become a crucial factor that has led to ultimate demand and sustained growth in the sector. Moreover, this study has explored plausible critical factors and their influence on employee performance in the sector.

Objective: The primary objective is to explore the influence of critical factors in management Support, Training Culture, and Organizational Climate on employee performance, providing actionable insights for enhancing productivity in the hospitality sector.

Methodology: This study employed quantitative research design using a cross-sectional survey which includes a structured questionnaire. Data was collected from 136 participants through structured questionnaires. The sample was selected using a simple random sampling technique and the data were analyzed using SPSS with descriptive and inferential statistics to assess the influence of various factors on employee performance.

Results: The regression analysis revealed that all independent variables; Management Support ($B = 0.356, p < 0.005$), Training Culture ($B = 0.279, p < 0.05$) and Organizational Climate ($B = 0.194, p < 0.05$) showed significant positive effects on the employee performance. Among the predictors, Management Support demonstrated the strongest influence, as indicated by the standardized coefficient (Beta = 0.398). These findings support the initial hypothesis and suggest that these variables are key determinants in explaining the variation in the dependent variable.

Conclusion: The study concludes that improving Management Support, fostering a robust Training Culture, and cultivating a positive Organizational Climate are essential for boosting employee performance in Cinnamon Hotels.

Keywords: Employee Performance, Hospitality Industry, Management Support, Organizational Climate, Training Culture

PP 3.10 MRC_MNG_048

STUDY ON IMPACT OF JOB SATISFACTION FACTORS ON EMPLOYEE TURN OVER INTENTION OF OPERATIONAL LEVEL EMPLOYEES IN PETROLEUM SECTOR WITH SPECIAL REFERENCE TO “ABC CORPORATION”

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Introduction: Employee turnover, particularly in the petroleum sector, presents significant challenges such as disruptions in production and increased costs. This study explores the relationship between job satisfaction factors and turnover intention among operational-level employees at ABC Corporation. Understanding these dynamics is crucial for developing effective retention strategies in a competitive industry.

Objective: The primary objective of this research is to study the factors of job satisfaction among operational-level employees in the petroleum sector. The study examines the effects of specific job stressors, payment methods, promotion opportunities, workplace environment, and supervisor support on job satisfaction.

Methodology: A quantitative research design was employed, utilizing a structured questionnaire distributed to operational-level employees at ABC Corporation. The study collected data on various job satisfaction factors and turnover intention, followed by statistical analysis using SPSS to determine the relationships between the variables.

Results: According to the sample, there were 71.9% male employees and the majority were between the age limit of 36-45 in the selected operational level employees in the ABC Corporation. Panel data regression (R-value is 0.873) and Pearson’s correlation coefficient is 0.509 at the p-value of < 001 outputs ensure that all the independent variables indicated a positively significant impact and relationship with the Operational level of employees' Job Satisfaction.

Conclusion: Job satisfaction factors play a critical role in influencing turnover intention among operational-level employees in the petroleum sector. Addressing these factors through targeted HR interventions can enhance job satisfaction and reduce turnover rates, leading to improved organizational performance.

Keywords: Employee Turnover, Job Satisfaction, Job Stress, Promotion Opportunity, Supervisor Support

PP 3.11 MRC_MNG_049

IMPACT OF FORENSIC ACCOUNTING KNOWLEDGE ON FRAUD DETECTION IN SRI LANKA

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Introduction: Forensic accounting knowledge plays a pivotal role in enhancing fraud detection, offering critical insights into uncovering financial discrepancies, and safeguarding organizational integrity. There is a growing trend in financial fraud worldwide, and forensic accounting concepts have become a primary focus for preventing these frauds. There are a number of previous studies based on knowledge of forensic accounting on fraud detection. However, there is not much research has been found on the Impact of Forensic Accounting Knowledge on Fraud Detection within the Sri Lankan context.

Objectives: To examine the Impact of Forensic Accounting Knowledge on Fraud Detection in Sri Lanka

Methodology: The current research study has adopted the deductive approach for this study and the primary data has been collected from 361 accounting practitioners in Sri Lanka. Fraud detection has been considered as the dependent variable while accounting skills, legal background, knowledge of procedures, and forensic accounting knowledge have been considered the independent variables. The cross-sectional data research methodology and multiple regression analysis was utilized as an estimation technique to analyze the data.

Results: The study found that accounting skills, knowledge of procedures, and forensic accounting knowledge significantly and positively impact fraud detection, while the legal background does not have a significant effect. Consequently, the legal background was excluded from the final model based on the results of the multiple linear regression analysis, underscoring the importance of specific skills and knowledge areas in fraud detection.

Conclusion: The study highlights the vital role of forensic accounting in improving fraud detection in Sri Lanka, emphasizing the need for specialized training. It provides a practical framework for organizations and policymakers to enhance fraud detection, while also offering investors and financial analysts a reliable way to assess a company's ability to detect fraud. This research is a key resource for strengthening fraud prevention and protecting shareholder value.

Keywords: Forensic Accounting, Fraud Detection

PP 3.12 MRC_MNG_050

IMPACT OF EMERGING TECHNOLOGIES ON THE FUTURE OF ACCOUNTING PRACTICES IN SRI LANKA; AN EMPIRICAL INVESTIGATION FROM CSE LISTED FINANCIAL INTERMEDIARIES

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Introduction: The rapid advancement of emerging technologies, such as artificial intelligence (AI), blockchain, cloud computing, and data analytics, has revolutionized various sectors, including accounting. Emerging technologies like AI, blockchain, cloud computing, and data analytics are crucial for modernizing the Sri Lankan accounting industry as they enhance efficiency, and accuracy and reduce manual workload. Global studies have explored the impact of emerging technologies on accounting practices; however, there is a significant research gap in understanding these effects within the context of Sri Lanka, especially among CSE-listed financial intermediaries. There is a lack of research addressing how these technologies impact their accounting practices.

Objective: To assess the current adoption and utilization of emerging technologies within the accounting sector in Sri Lanka. And to understand how these emerging technologies are reshaping traditional accounting practices.

Methodology: This research is conducted through thematic analysis, which is a method of analyzing qualitative data. Data were collected through structured interviews and surveys with accounting professionals from selected stockbroking firms, banks and insurance companies.

Results: the responses paint a comprehensive picture of the current state and future potential of emerging technologies in the accounting sector in Sri Lanka. While there is a good level of awareness and increasing use of technologies like AI, cloud computing, and blockchain, there is also a clear need for continuous education and strategic planning to address the ongoing challenges. Focus on training, developing robust cyber security strategies and adopting a phased approach to technology integration.

Conclusion: The awareness of emerging technologies' usefulness in increasing efficiency, compliance, and decision-making signals a fundamental change towards more technology driven accounting procedures. This change is more than just implementing new tools; it involves a complete transformation of established accounting techniques. the industry faces several challenges that must be addressed in order to fully realize the potential of these technologies. Major hindrances that prevent adoption include expensive implementation costs, challenges with integration, and a lack of skilled individuals. By addressing these research areas, future studies can provide a more comprehensive understanding of the opportunities and challenges associated with emerging technologies in Sri Lanka's financial sector.

Keywords: Accounting Practices, Emerging Technologies, Financial intermediaries

PP 3.13 MRC_MNG_051

CORPORATE GOVERNANCE PRACTICES AND CORPORATE SOCIAL RESPONSIBILITY REPORTING; THE MODERATING ROLE OF FINANCIAL PERFORMANCE EVIDENCE FROM BANKS, FINANCE AND INSURANCE COMPANIES LISTED IN SRI LANKA

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Introduction: Corporate governance is now an international concern as a result of business globalization, which has garnered significant attention, particularly in the aftermath of corporate scandals and financial crises. In recent decades irresponsible behavior by unscrupulous managers has increased the importance of Corporate Governance (CG), ethics, trust and accountability. Corporate social responsibility (CSR) is crucial in today's world because it helps businesses create positive social and environmental impacts, build trust with customers, and contribute to sustainable development. There is a number of research done based on CSR. However, there are lack of research available regarding Sri Lankan finance and insurance companies.

Objective: This study examined the moderating role of financial performance on the relationship between corporate governance and corporate social responsibility reporting in the case of the Banks, Finance, and Insurance sector in Sri Lanka.

Methodology: Using the quantitative research approach, this study examines 25 companies based on the availability of annual reports for the years 2018 to 2023. The data collection is based on the annual report and this study was conducted using the STATA version 18 SE program, the data is examined using descriptive statistics, correlation, and regression analysis. The Panel data regression method was contained as the main regression tool for the present study.

Results: Results Based on the regression analysis results concluded that there is an insignificant relationship between corporate governance variables such as board size, board independence and foreign ownership with the CSR disclosure but CEO duality has a significant positive relationship with CSR disclosures. Moderating variable ROA has an insignificant and weak moderating effect on the relationship between CSR and corporate governance.

Conclusion: The study highlights that CEO duality positively influences corporate social responsibility disclosures, but other corporate governance variables have no significant impact on CSR reporting, and financial performance has a weak moderating effect in Sri Lanka's banking, finance, and insurance sectors. The findings offer valuable insights for policymakers, investors, and corporate managers in Sri Lanka, highlighting the importance of effective governance structures and financial health in enhancing transparency and social responsibility in the financial sector.

Keywords: Corporate Governance, Corporate Social Responsibility, Financial Performance

PP 3.14 MRC_MNG_052

THE NEXUS BETWEEN FINANCIAL STABILITY AND ECONOMIC GROWTH; A COMPARATIVE ANALYSIS OF DEVELOPING AND DEVELOPED MARKETS

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Introduction: The nexus between financial stability and economic growth in developing, particularly in the context of developing and developed markets, is a topic of significant interest and importance in the field of economics. While there has been extensive research on the relationship between financial stability and economic growth in general, there is a noticeable gap in the literature when it comes to conducting a comparative analysis specifically focusing on developing and developed markets.

Objectives: To analyze and compare the relationship between financial stability and economic growth in both developing and developed markets.

Methodology: The research study consists of a sample of 25 developing and developed countries in the world. The data was collected through the database of the World Bank for the period from 2000- 2022. As independent variables, financial institution index, financial development and Non-performing Loans and as dependent variable, economic Growth were applied for the study. The panel Data research methodology was utilized as an estimated technique to analyze the data.

Results: According to the Study, Descriptive analysis and correlation analysis were used to conclude the relationship between financial stability and Economic Growth. Based on the correlation analysis FD and FI were Negatively Correlated with EG, NPL Positively Correlated with EG. Regression analysis results conclude that there is a significant relationship between FD.FI and NPL, EG. It determines EG in Goodway.

Conclusion: The findings of this research study provide a relationship between financial stability and economic growth in developing and developed countries. The study will be beneficial for developing countries to improve financial stability. Playmakers to revise existing practices. Key Words: Financial Development, Financial Stability, Economic Growth, Non-Performing loan

Keywords: Developed Markets, Developing Markets, Economic Growth, Financial Stability

PP 3.15 MRC_MNG_053

DETERMINANTS OF EMPLOYEE ENGAGEMENT TO INCREASE EMPLOYEE RETENTION: WITH SPECIAL REFERENCE TO UNION BANK PLC IN COLOMBO DISTRICT, SRI LANKA

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Introduction: Employee engagement has emerged as a crucial factor for organizations striving to retain their workforce, particularly within the banking sector. In Sri Lanka's rapidly evolving banking industry, high employee turnover poses a significant challenge. This study examines Union Bank PLC in the Colombo District, exploring the key determinants of employee engagement and their influence on employee retention.

Objective: The primary objective of this research is to examine the impact of factors on employee retention at Union Bank PLC.

Methodology: The research adopts a quantitative approach, utilizing a structured questionnaire distributed among 169 employees from Union Bank PLC in Colombo District. The study population includes employees across different hierarchical levels. Data analysis was conducted using descriptive statistics, correlation analysis, and multiple regression analysis, facilitated by SPSS software to determine the relationships between the variables.

Results: The findings reveal that all the identified factors as flexible work schedules, compensation and benefits, leadership, and workplace well-being positively correlate with employee retention. Among these, leadership, compensation, and benefits were found to have the strongest impact on employee retention. The analysis confirms that enhancing employee engagement through these determinants can lead to higher retention rates.

Conclusion: This study highlights the importance of fostering employee engagement as a strategy to reduce turnover in the banking sector. By focusing on improving leadership quality, compensation packages, and overall workplace well-being, Union Bank PLC can enhance employee retention, ultimately contributing to the bank's long-term success.

Keywords: Career Growth, Compensation and Benefits, Flexible Work Schedules, Leadership, Turnover Intentions, Workplace Well-being

PP 3.16 MRC_MNG_055

THE IMPACT OF HRIS ON EMPLOYEE EFFECTIVENESS IN SELECTED COIR MANUFACTURING COMPANY IN SRI LANKA

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Introduction: The integration of Human Resource Information Systems (HRIS) has revolutionized HR management, particularly in the manufacturing sector. In Sri Lanka's coir industry, the effectiveness of HRIS in enhancing employee productivity and operational efficiency remains underexplored. This study investigates the impact of HRIS on employee effectiveness in a selected coir manufacturing company.

Objective: The main objective of this research is to investigate the impact of Human Resource Information Systems (HRIS) on employee effectiveness in a coir manufacturing company in Sri Lanka.

Methodology: The study utilizes a quantitative research design based on a positivist philosophy. Data were collected from 133 employees of the selected coir manufacturing company in Sri Lanka using a structured questionnaire. The analysis was conducted using SPSS, with regression analysis employed to test the formulated hypotheses. The research adopts a cross-sectional survey design, gathering data at a single point in time.

Results: The findings indicate a significant positive correlation between HRIS quality dimensions specifically information quality, service quality, and ease of use on employee effectiveness while the usefulness of HRIS has no significant effect. The regression analysis reveals that service quality and ease of use have the strongest impact on enhancing employee productivity and job satisfaction.

Conclusion: The study concludes that implementing a high-quality HRIS can greatly enhance employee effectiveness in the coir manufacturing industry. However, to fully realize these benefits, organizations should prioritize improving the clarity and adequacy of information provided by the HRIS. Organizations should focus on optimizing HRIS service quality and user-friendliness to achieve higher levels of employee engagement and productivity.

Keywords: Ease of Use, Employee Efficiency, Human Resource Information Systems, Information Quality, Service Quality

PP 3.17 MRC_MNG_056

FACTORS AFFECTING EMPLOYEE SATISFACTION IN HOSPITALITY INDUSTRY IN KANDY DISTRICT, SRI LANKA

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Introduction: Employee satisfaction is vital in the hospitality industry, impacting both organizational performance and guest experiences. In Kandy District, Sri Lanka, where the hospitality sector is crucial to the local economy, understanding the factors influencing employee satisfaction is essential for improving morale and service quality. Despite its importance, there is limited research on this topic in the region.

Objective: The research aims to determine how various factors contribute to employee satisfaction by focusing on four specific areas: management styles, work-life balance, career development opportunities, and compensation and benefits. By providing insights into these factors, the research aims to offer actionable recommendations for hotel management in Kandy to improve employee satisfaction and, consequently, service quality.

Methodology: A cross-sectional study was conducted using a deductive approach to analyze employee satisfaction in selected hotels. Data were collected through a 20-question questionnaire distributed to a randomly selected sample of employees over a two-week period. Multiple linear regression was used to analyze the data and assess the relationships between the factors and employee satisfaction.

Results: The results revealed that there is a significant relationship between the variables and employee satisfaction, confirming that all hypotheses were accepted and that the factors studied are key predictors of employee satisfaction.

Conclusion: The study recommends that the hotel industry should address management styles, work-life balance, career development opportunities, and compensation and benefits towards a highly satisfied workforce.

Keywords: Career Development, Compensation, Employee Satisfaction, Hospitality Industry, Kandy District, Management Styles, Work-life Balance

PP 3.18 MRC_MNG_057

THE IMPACT OF BIG FIVE PERSONALITY TRAITS ON JOB SATISFACTION; WITH SPECIAL REFERENCE TO SELECTED EUROPEAN VEHICLE SERVICE CENTERS IN COLOMBO DISTRICT SRI LANKA

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Introduction: Job satisfaction is a vital factor in the service industry, particularly in the highly competitive European vehicle service sector in Sri Lanka. Employee personality traits play a significant role in shaping job attitudes and performance. However, despite the importance of job satisfaction for service quality and organizational success, there is a notable gap in understanding how the Big Five personality traits influence job satisfaction in this industry.

Objective: This study aims to examine the impact of the Big Five personality traits such as openness, conscientiousness, extraversion, agreeableness, and neuroticism on job satisfaction among employees.

Methodology: The research employed a quantitative approach using a structured questionnaire to collect primary data from a sample of employees across various sectors. Statistical techniques, including correlation and regression analysis, were applied to measure the strength and direction of relationships between personality dimensions and job satisfaction.

Results: Findings revealed that conscientiousness, extraversion, and agreeableness positively correlate with job satisfaction, whereas neuroticism has a negative impact. Openness exhibited a moderate influence, indicating its role in shaping adaptability and satisfaction. Overall, personality traits were found to be significant predictors of job satisfaction, highlighting the importance of aligning employee characteristics with organizational culture.

Conclusion: The study concludes that the Big Five personality traits play a crucial role in determining job satisfaction. Managers should incorporate personality assessments in recruitment, training, and employee engagement strategies to foster higher satisfaction and productivity.

Keywords: Big Five Personality Traits, Job Satisfaction, Human Resource Management, Employee Behavior, Organizational Performance

PP 3.19 MRC_MNG_060

THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE SATISFACTION IN ABC CAMPUS

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Introduction: Leadership is fundamental in motivating, inspiring, and guiding individuals toward common goals, far exceeding the role of a mere authority figure. This study examines the impact of various leadership styles democratic, laissez-faire, transformational, and transactional on employee satisfaction at ABC Campus, where employee dissatisfaction and high turnover rates are pressing concerns, potentially linked to leadership practices.

Objective: The research aims to identify specific leadership styles that may contribute to employee dissatisfaction and to explore how these styles influence employee satisfaction.

Methodology: Utilizing a cross-sectional design with a deductive approach, the study employs quantitative methods, gathering data through surveys administered to employees across different departments at ABC Campus. The data were analyzed using correlation and regression techniques to determine the impact of leadership styles on employee satisfaction.

Results: The findings reveal that laissez-faire and democratic leadership styles as significant predictors of employee satisfaction ($\beta = .296, p = .045$; $\beta = .429, p = .005$), while transformational and transactional styles, despite not showing direct predictive power, exhibit high influence on ($\beta = .187, p = .133$; $\beta = .000, p = .998$) employee satisfaction, suggesting potential indirect effects.

Conclusion: The study highlights the importance of democratic and laissez-faire leadership in enhancing employee satisfaction. It also emphasizes the need for organizations to develop leadership training programs that focus on these styles while recognizing the potential contributions of transformational and transactional leadership.

Keywords: Democratic Leadership, Employee Satisfaction, Laissez-faire Leadership, Leadership Styles, Transactional Leadership, Transformational Leadership

PP 3.20 MRC_MNG_062

IMPACT OF WORKPLACE STRESS ON ABSENTEEISM INTENTION AMONG MACHINE OPERATORS IN THE APPAREL INDUSTRY OF GAMPAHA DISTRICT, SRI LANKA

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Introduction: The labor-intensive apparel industry inculcates workplace stress, especially prominently among machine operators. The present study attempts to trace how stressors like supervisor support, work overload, autonomy, and role conflict predict the intention of absenteeism among employees within selected apparel companies in the Gampaha district of Sri Lanka.

Objective: This present study aims to identify the different stressors at workplaces resulting in absenteeism intentions among machine operators in the Gampaha District of Sri Lanka and further explore the main predictors that can provide information on developing stress management strategies.

Methodology: This is a cross-sectional study. A quantitative method has been used by distributing structured questionnaires and collecting the data from 306 machine operators. Regression analysis was applied to examine the relationship between workplace stress-related factors and absence from work.

Results: Results of the survey by 306 machine operators working in Gampaha District revealed 84% were females, most of whom fell within the age brackets of 19-25 and 41-45 years. Most, 64%, of them were married; 29% with around 1-3 years experience; 47% education-wise at an Advanced Level. Regression analysis revealed the significant impact of supervisor support, workload, autonomy, role conflict, and absenteeism intentions that explained 71% of the variance; R Square = 0.710, R-value = 0.842.

Conclusion: The study concludes that better management of workplace stress through supervisor support, balancing of workloads, and clarity of roles would substantially reduce absenteeism amongst machine operators. It also indicates recommendations for the management of stress in the work environment of the apparel industry and the use of stress management programs and policies.

Keywords: Absenteeism, Supervisor Support, Workload, Workplace Stress

PP 3.21 MRC_MNG_063

THE IMPACT OF WORKING ENVIRONMENT ON JOB SATISFACTION: IN REFERENCE TO THE REGIONAL DEVELOPMENT BANK IN GAMPAHA DISTRICT, SRI LANKA

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Introduction: The working environment plays a pivotal role in shaping employee job satisfaction, particularly within regional development banks. It includes various factors such as top management support, job safety and security, and relationships with coworkers, which significantly affect job satisfaction.

Objective: The objective of this study is to determine the extent to which elements of the working environment influence job satisfaction among Regional Development Bank employees.

Methodology: A quantitative research design was employed, utilizing a structured questionnaire administered to 110 employees of the Regional Development Bank in Gampaha. The data was analyzed using descriptive statistics, correlation analysis, and multi-regression analysis to assess the relationship between job satisfaction and the independent variables: top management and esteem needs, job safety, security, and coworker relationships.

Results: The Pearson correlation results showed significant positive relationships between job satisfaction and key factors: top management and esteem needs ($r = 0.815$), job safety and security ($r = 0.847$), and relationships with coworkers ($r = 0.850$). Regression analysis indicated that these variables significantly influence job satisfaction that job safety and security ($\beta = 0.357$, $p < 0.001$), relationships with coworkers ($\beta = 0.313$, $p < 0.001$), and top management and esteem needs ($\beta = 0.257$, $p < 0.001$). The findings emphasize the role of a positive working environment in enhancing employee satisfaction.

Conclusion: The study reveals that job satisfaction is significantly influenced by the working environment, including top management, job safety, and coworker relationships. Improving these factors can boost employee morale and productivity, contributing to organizational behavior.

Keywords: Job Satisfaction, Regional Development Bank, Work Environment

PP 3.22 MRC_MNG_064

IMPACT OF WORK-LIFE BALANCE PRACTICES ON EMPLOYEE JOB SATISFACTION AMONG MARRIED FEMALE MACHINE OPERATORS IN SELECTED APPAREL COMPANIES IN GAMPAHA DISTRICT

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Introduction: Work-life balance (WLB) is a critical aspect of employee well-being, particularly among married female employees who often juggle multiple roles at work and home. In the context of the apparel industry, which is a major economic contributor in Sri Lanka, the significance of work-life balance practices becomes even more pronounced. Growth in women's participation in the workforce, together with dual roles in making a living and home building, has produced significant challenges to achieving a balanced life.

Objective: To identify and assess work-life balance practices in apparel companies in the Gampaha District, focusing on their effectiveness and impact on job satisfaction among married female machine operators, to recommend improvements for employee well-being and productivity.

Methodology: This is a cross-sectional study. A quantitative method has been used by distributing structured questionnaires and collecting the data from 150 machine operators. Regression analysis was applied to examine the work-life balance practices and job satisfaction.

Results: According to the Coefficient Table, each variable managerial support and childcare arrangements (CA) has a significant positive impact on job satisfaction ($\beta = 0.247, 0.343, p = .000$) by explaining 41.3% of the variance ($R^2 = 0.413$). The results confirmed that there is a positive impact of work-life balance practices on employee job satisfaction among married female machine operators in selected apparel companies in Gampaha district.

Conclusion: In summary, this study highlights the importance of effective work-life balance (WLB) practices in boosting job satisfaction among married female machine operators in Gampaha's apparel industry. A supportive work environment leads to higher job satisfaction, reduced absenteeism, and increased productivity. The research recommends policy enhancements to create a more fulfilling workplace, benefiting both employees and organizations.

Keywords: Apparel and Textile Manufacturing Industry, Satisfaction, Work-life Balance

PP 3.23 MRC_MNG_065

FACTORS AFFECTING EMPLOYEE RETENTION IN SRI LANKAN HOTEL INDUSTRY: SPECIAL REFERENCE TO A LEADING 5-STAR HOTEL IN KANDY DISTRICT

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Introduction: Employee retention is a critical issue in today's workplace, as it can lead to organizational problems such as training costs and skilled worker departures. The hotel industry faces challenges in retaining employees due to outdated retaining strategies that don't address unexpected turnover. This study aims to investigate the factors affecting employee retention, including compensation, work environment, and training and development, to address this problem and improve the overall workforce.

Objective: The purpose of this study was to examine the factors affecting employee retention in the Sri Lankan hotel industry, with a focus on a leading 5-star hotel in the Kandy district.

Methodology: The study employed cross-sectional and simple random sampling to select a sample of 132 out of 200 employees, who are currently employed at various managerial levels in a selected hotel in the Kandy district. Primary data was gathered online using a standard questionnaire in Google form. The gathered data were examined using correlation, regression, and descriptive statistics with the use of SPSS.

Results: The results confirmed that there is a positive influence of training and development practices, compensation, and work environment on (factors influencing) employee retention intention ($\beta=0.153, 0.311, 0.378; p=.000$) referring to the selected hotel in the Kandy district.

Conclusion: The overall findings of the study, provide empirical evidence of the positive impact of compensation and work environment on employee retention in the Sri Lankan hotel industry while the training and development did not significantly impact on employee retention the Sri Lankan hotel industry. Furthermore, the study recommended conducting subsequent studies in different 5-star hotels and other star-grade hotels with different factors using a larger sample for the purpose of adding more insights to the wealth of the present study.

Keywords: Compensation, Employee Retention, Training and Development, Work Environment

PP 3.24 MRC_MNG_066

THE IMPACT OF WORKFORCE DIVERSITY ON EMPLOYEE JOB PERFORMANCE IN SELECTED CONSTRUCTION COMPANIES IN COLOMBO DISTRICT

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Introduction: This study looks at how employee job performance is affected by workforce diversity in a few Colombo, Sri Lankan construction companies. Diversity in the workforce, which includes elements like age, gender, ethnicity, and educational background, is a major influence on how well employees perform. Gaining insight into the impact of diversity on job performance is crucial for enhancing organizational effectiveness and productivity in an industry known for its intricate and demanding nature. This study aims to close the knowledge gap about the impact of a diverse workforce on job performance in Sri Lanka's construction industry, specifically in Colombo.

Methodology: The cross-sectional study was conducted among 100 from five different construction companies in Colombo and was given surveys with questions about age, gender, ethnicity, and educational background in Sri Lanka via a simple random sampling method.

Objective: The purpose of the research is to find out the impact of workforce diversity on employee job performance.

Results: The results confirmed that there is a significant positive impact of age diversity, educational diversity and gender diversity on employee job performance ($\beta = 0.284, 0.277, 0.361$; $p = .000 < 0.005$) referring to the selected Colombo construction companies.

Conclusion: The study concludes that employee job performance in the Colombo construction industry is highly impacted by workforce diversity. Businesses can use diversity as a strategic advantage to increase productivity and competitiveness if they manage it well. The results offer construction companies in Colombo useful information for creating strategies that maximize staff diversity and enhance job performance. The study also emphasizes how critical it is to create an inclusive workplace that respects and values a variety of viewpoints.

Keywords: Age Diversity, Educational Diversity, Employee Performance, Gender Diversity

PP 3.25 MRC_MNG_067

THE IMPACT OF HR ANALYTICS PRACTICES ON EFFECTIVENESS OF WORKFORCE DECISION MAKING IN SELECTED IT COMPANIES OF SRI LANKA

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Introduction: The introduction emphasizes the critical role of Human Resource Management (HRM) in leveraging human resources within a dynamic business environment. The study focuses on the emerging field of Human Resource Analytics (HRA), which enhances HR decision-making through statistical tools. In the context of Sri Lanka's growing IT sector, there is a limited understanding of HRA's impact on workforce decision-making. The research aims to fill this gap by assessing the adoption, effectiveness, and data quality of HRA practices in selected IT companies.

Objective: The research objectives focus on assessing the impact of HR analytics on workforce decision-making in selected IT companies in Sri Lanka.

Methodology: The study employs a survey research design with a cross-sectional time horizon, utilizing primary data collected through structured questionnaires. The sample consists of HR professionals in selected Sri Lankan IT companies, with a sample size of 98 determined by Morgan's table with the use of a simple random sampling technique. Data analysis will involve descriptive and inferential statistics using SPSS.

Results: The multiple regression analyses revealed a strong positive impact of HR analytics practices referring to the independent variables of adaptation, tool utilization, and data quality on the dependent variable of workforce decision-making effectiveness ($\beta = 0.218, 0.428, 0.341; p = .000 < 0.005$) referring to the selected HR professionals in selected Sri Lankan IT companies.

Conclusion: According to the findings of the study on HR analytics in IT companies, highlight its importance in enhancing workforce decision-making. The study's findings underscore the significance of high-quality data and proper analytics methods. It successfully meets its objectives by demonstrating that HR analytics positively impacts decision-making efficiency.

Keywords: Data Management, Decision Effectiveness, HR Analytics, Workforce Decision Making

PP 3.26 MRC_MNG_068

THE CRITICAL FACTORS AFFECTING EMPLOYEE JOB PERFORMANCE; WITH SPECIAL REFERENCE TO PRIVATE BANKS IN COLOMBO

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Introduction: Employee job performance is crucial for the success and competitiveness of organizations, particularly in the banking sector. This study investigates how achievement, recognition, and the nature of work influence job performance in private banks in Colombo, Sri Lanka, addressing a gap in the literature by examining these factors collectively.

Objective: The objective is to explore the impact of achievement, recognition, and work on employee job performance. The research provides insights to help private banks improve their human resource strategies and enhance employee motivation and performance.

Methodology: A cross-sectional quantitative research approach was adopted, utilizing structured questionnaires administered to 130 employees from private banks in Colombo. Data was collected on key variables through Google Forms. The collected data were subsequently analyzed using statistical techniques, with SPSS software employed to assess the impact of these variables on employee job performance.

Results: The study identified a young, well-educated, mostly male workforce, with many in mid-level positions. Reliability analysis confirmed consistency and EFA-supported factor structures. The results show that all three factors have a significant positive effect, with the nature of work having the strongest influence ($\beta = 0.574$, $p < 0.001$). Achievement ($\beta = 0.179$, $p = 0.020$) and recognition ($\beta = 0.182$, $p = 0.010$) also contribute significantly. Overall, 73.3% of the variance in job performance is explained by these factors.

Conclusion: The findings suggest that private banks can improve employee performance by creating meaningful work environments, implementing effective recognition programs, and fostering a culture of achievement. These insights provide valuable guidance for bank managers and policymakers to develop strategies that enhance job satisfaction and organizational outcomes.

Keywords: Achievements, Banking Industry, Job Performance, Recognition

PP 3.27 MRC_MNG_072

EFFECT OF EMPLOYEE TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE: WITH SPECIAL REFERENCE TO THE DELMAR LANKA (PVT) LTD

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Introduction: Employees are widely recognized as the most valuable asset of an organization and a key driver of long-term success. Enhancing their performance requires structured training and development initiatives.

Objective: This study investigates the impact of training and development on employee performance at Delmar Lanka (Pvt) Ltd, with employee performance as the dependent variable and on-the-job training, off-the-job training, job rotation, and career development as independent variables.

Methodology: Quantitative research design was employed, adopting a positive philosophy and deductive approach. Data was collected from 201 employees through a structured questionnaire and analyzed using SPSS software. Analytical techniques included descriptive statistics, factor analysis, reliability testing, correlation analysis, and multiple regression. The measurement instruments demonstrated strong reliability, with Cronbach's alpha values exceeding 0.7 across all variables, and validity confirmed through KMO and Bartlett's tests.

Results: The results revealed that all four factors significantly influence employee performance. Correlation coefficients ranged from 0.764 to 0.817, indicating strong positive associations between training and development practices and employee performance. Regression analysis confirmed that on-the-job training, off-the-job training, job rotation, and career development collectively explained 75.2% of the variance in performance, with career development emerging as the most influential predictor.

Conclusion: The study concludes that effective employee performance enhancement at Delmar Lanka (Pvt) Ltd requires a balanced integration of these four training and development practices. The findings underscore the importance of strategic human capital investment, offering both theoretical contributions to the field of human resource management and practical implications for managers and policymakers.

Keywords: Career Development, Employee Performance, Job Rotation, Off-the-Job Training, On-the-Job Training

PP 3.28 MRC_MNG_074

CRITICAL FACTORS INFLUENCING THE ADOPTION OF HRIS IN SRI LANKAN HOTEL INDUSTRY

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Introduction: The rapid introduction of new technologies has made Human Resource Information Systems (HRIS) dynamic for managing HR functions effectively and efficiently. HRIS supports various HR functions, such as payroll, attendance, recruitment, and data management, making them more cost-effective and strategic. In the hotel industry, Implementing HRIS in hotels has led to benefits such as cost reductions, improved customer satisfaction, and better operational efficiency. However, the industry has not always realized the full potential of HRIS investments due to high costs and varying needs.

Objective: The study aims to examine the impact of critical factors such as performance expectancy, effort expectancy, social influence, and facilitating conditions on the adoption of HRIS in the Sri Lankan Hotel Industry.

Methodology: A descriptive cross-sectional study was conducted among 132 employees working at ABC Hotel in Sri Lanka. Data was collected from employees at all levels using online questionnaires. A quantitative research technique was employed, and regression analysis was used to test the hypotheses.

Results: The results revealed that the impact of performance expectancy, social influence, and facilitating conditions on HRIS adoption in the Sri Lankan hotel industry is statistically significant while the impact of effort expectancy does not have a significant impact on HRIS adoption in the industry.

Conclusion: These findings contribute to the extant academic literature and have practical implications, improving the understanding of the HRIS adoption with the use of factors such as performance expectancy, social influence, and facilitating conditions.

Keywords: Adoption, Facilitating Conditions, HRIS, Performance Expectancy, Social Influence

PP 3.29 MRC_MNG_090

JOB-RELATED FACTORS AFFECTING EMPLOYEE ENGAGEMENT IN IT SECTOR SRI LANKA

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Introduction: Both public and private sectors have contributed to the substantial growth of Sri Lanka's IT sector during the last ten years, which has been a key driver of the nation's economic expansion. The concept of employee engagement in this sector has been a popular topic among scholars in recent years, resulting in environmental dynamics in the sector with multiple aspects including work environment, job satisfaction, career growth, and so forth.

Objective: The main purpose of this study is to identify the factors affecting of employee engagement in IT Sector employees in Sri Lanka.

Methodology: A quantitative research approach was employed using a structured questionnaire. The convenience sampling technique was employed to select a sample of 123 employees from four companies in Sri Lanka's IT sector. The study examined employee engagement (Rewards, Growth and Development Opportunities, and Job Characteristics) as the independent variable and Employee Engagement as the dependent variable. The regression analysis was utilized in data analysis.

Results: The findings revealed that growth and development opportunities and Job Characteristics had a significant impact on employee engagement while there was no significant impact of rewards on employee engagement in the Sri Lankan IT Sector.

Conclusion: Based on these findings, the study emphasizes that the companies in Sri Lankan IT sector should provide more attention to development and growth opportunities and job characteristics to improve employee engagement in the sector.

Keywords: Employee Engagement, Growth and Development Opportunities, Job Characteristics, Rewards

PP 3.30 MRC_MNG_095

THE EFFECT OF FINANCIAL INSTITUTIONS ON ENVIRONMENTAL SUSTAINABILITY

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Introduction: A growing amount of focus has recently been placed on the relationship between environmental sustainability and financial institutions. Banks, insurance companies, and investment corporations are examples of financial institutions that have a big impact on the economy and the environment. Sustainability initiatives can be hindered by their lending practices, risk assessments, and investment choices. The fundamental ideas that connect financial actions to environmental results are examined in this chapter, which highlights the role that financial institutions play in advancing sustainable development.

Objectives: To examine the effect of financial institutions on environmental sustainability.

Methodology: This research topic by tacking Financial Market Efficiency (FME), Financial Institution Efficiency (FIE), Financial Development (FD), Financial Institution Access (FIA), and Financial Market Access (FMA) as independent variables, while Environmental sustainability (ES) as dependent variable. And Energy Consumption (EC) as the control variable. Based on the availability of data, data was collected from the World Bank and IMF. Secondary data covers the whole world, with 3784 observations from 1980 – 2023. The Descriptive Statistics, Correlation Analysis, Unit Root Test, and Regression Analysis were carried out as research techniques in the study using E-views software.

Results: The results of the investigation showed a strong inverse association between carbon emissions and financial progress. This implies that more financial development is linked to lower carbon emissions, maybe as a result of better resource allocation and larger investments in sustainable technologies. More widespread industrial activity might be supported by efficient financial institutions, which would increase emissions.

Conclusion: Access to the financial markets was found to be negatively correlated with carbon emissions, indicating that this relationship could lead to investments in sustainable practices and technologies, which would lower emissions. The lagged term of carbon emissions has a positive and substantial coefficient that shows persistence in emissions over time, emphasizing the inertia in emission trends.

Keywords: Energy Consumption (EC), Environmental Sustainability (ES), Financial Development (FD), Financial Institution Access (FIA), Financial Institution Efficiency (FIE), Financial Market Access (FMA), Financial Market Efficiency (FME)

PP 3.31 MRC_MNG_096

IMPACT OF ARTIFICIAL INTELLIGENCE ON JOB SECURITY IN THE FINANCIAL SECTOR; AN EMPIRICAL INVESTIGATION ON COLOMBO STOCK EXCHANGE LISTED COMPANIES

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Introduction: Job security can be introduced as an important factor in determining any business's dependability. In a competitive business environment, a Company must adapt to new technology. Or it affects business development. When discussing new technology, talking about Artificial Intelligence technology is mandatory. Businesses in the financial sector are one of the leading business segments of a country. The impact of Artificial Intelligence technology on jobs in the financial sector must be investigated. This is because the financial sector's job security directly contributes to any country's economic development.

Objective: To review the impact of artificial intelligence on job security in the financial sector.

Methodology: In the study of this research, the study consists of the job security of financial institutions in Sri Lanka. Interviews were conducted under thematic analysis using qualitative methods. Fifteen random relatives of employees of financial institutions in Sri Lanka have been selected and interview reports have been obtained. They were interviewed separately and thus data records were obtained.

Results: The analysis revealed two main themes: "Workforce Transformation and Adaptation," which includes sub-themes like changes in Changes in Job Roles and Processes, Impact on Job Security, Employee Perceptions and Morale, Training and Reskilling Initiatives, Demand for New Skill Sets, Success Stories and Positive Impacts, Challenges and Opportunities. and "Strategic Integration and Management of AI," which includes sub-themes like the Strategic Management of AI Integration, Impact on Collaborative Work, Future Workforce and Industry Trends, Balancing Benefits, and Workforce Security. The results indicate both challenges and opportunities brought about by AI, highlighting the need for adaptation and strategic planning in the evolving job landscape.

Conclusion: While AI-driven tools like fraud detection and predictive analytics have both displaced some jobs and generated new opportunities, the overall impact on job security is mixed. Employees express varying degrees of concern, with some viewing AI as a beneficial tool and others fearing job loss. To address these concerns, the research recommends investing in reskilling programs and implementing job rotation techniques.

Keywords: Artificial Intelligence, Colombo Stock Exchange Listed Companies, Financial Sector, Job Security

PP 3.32 MRC_MNG_097

NEXUS BETWEEN PUBLIC EXPENDITURE ON EDUCATION AND FINANCIAL DEVELOPMENT IN DEVELOPING COUNTRIES

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Introduction: The aim of this paper is to investigate the relationship between public expenditure on education and financial development in developing countries. Precisely, how different levels of spending on education at primary, secondary, and tertiary levels contribute to the depth, efficiency, accessibility, and stability of the financial system. The study will be based on Human Capital Theory and Endogenous Growth Theory in assessing how investment in education propels economic growth as well as the development of the financial system in the long run.

Objective: The research, therefore, aims to examine how public expenditure on education affects the financial development of developing countries. More specifically, it tries to find out what level of spending on education has the highest impact on financial systems and how education spending could be best utilized to optimize its contribution to the overall process of economic development.

Methodology: It combines quantitative econometric analysis with strong empirical studies. The quantitative analysis applies the data from the selected indicators of the effect that spending on education has on the average levels of developing countries.

Results: The results show a positive association between public spending on education and financial development, with relatively strong effects from secondary and tertiary education spending, respectively. The inconsistency in the effectiveness levels in the spending on education, as the study indicates, is due to inefficiencies and inequities in the distribution, which limits the overall impact in some regions.

Conclusion: Through secondary and high levels of education, targeted investment in education needs to be ensured to realize financial development improvement in developing countries. Policymakers need to stress improving efficiency in education expenditure to extract the maximum contribution possible toward the financial systems and broader economic outcome.

Keywords: Developing Countries, Economic Growth, Education, Financial Development, Public Expenditure

PP 3.33 MRC_MNG_098

EXAMINING THE RELATIONSHIP BETWEEN HUMAN DEVELOPMENT AND ECONOMIC DEVELOPMENT IN SOUTH ASIA

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Introduction: The relationship between human development and financial development is a very important area of study, more so in the South Asia region. This region, with heterogeneous economies and varied levels of financial infrastructure, provides a unique opportunity to investigate exactly how financial development influences and, in turn, is influenced by the indicators of human development such as education, health, and income level.

Objective: The present research study shall, therefore, discuss the inter-relationship between human development and financial development in South Asia. This study shall assess the magnitude at which financial development creates an impact on improving human development measures as well as vice versa.

Methodology: The study adopts a mixed-method approach, thus combining quantitative analysis of data with qualitative case studies. Panel data from South Asian countries for the last couple of decades are analyzed to identify patterns and correlations between measures of financial development and human development. The selected countries also undergo in-depth case studies to provide contextually specific findings related to the mechanisms underlying the observed relationships.

Results: Initial evidence suggests that there is a positive relationship between financial development and human development in South Asia and that financial inclusion is a key factor in helping raise educational and health indicators. However, the impacts are not consistent across countries, as factors such as governance, policy implementation, and socio-economic conditions play a great role.

Conclusion: It also emphasizes that human development in South Asia essentially requires a sound financial sector. The study will shed valuable light on how to promote sustainable development in the region through a detailed explanation of the various linkages in the underlying relationship between financial systems and human development.

Keywords: Economic Development, Human Development, Panel Data Regression, South Asia

PP 3.34 MRC_MNG_099

THE EFFECTS OF FINANCIAL DEVELOPMENT ON POVERTY; AN EMPIRICAL INVESTIGATION ON GLOBAL PERSPECTIVE.

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Introduction: In economic literature, there has been considerable debate on the relationship between Financial Development and Poverty. With a particular emphasis on various regions of the globe, this study attempts to empirically explore how Financial Development affects Poverty.

Objective: To examine the effects of Financial Development on Poverty; an Empirical Investigation from a Global Perspective.

Methodology: The study examines the impact of financial development on poverty globally, focusing on both developed and emerging countries by taking the financial development, financial institutions, and financial market indicators and poverty from 2007 to 2021 across 25 countries. Results show that financial development significantly alleviates poverty in developing regions with underdeveloped financial infrastructure, while its effects are less pronounced in developed economies with mature financial systems. Quantitative data analysis was conducted by using E-Views statistical software. The study emphasizes the need for advancing financial development, particularly in emerging markets, as a strategy for poverty reduction and inclusive economic growth.

Results: The findings reveal a significant inverse relationship between financial development and poverty, indicating that enhanced financial systems contribute to poverty reduction. In addition, the results indicate that the impact varies internationally, with developing economies incurring greater effects.

Conclusion: This research underscores the importance of financial sector development in poverty alleviation strategies. The requirement for specialized financial reforms that consider regional variations in Financial Infrastructure into consideration constitutes one of the policy consequences.

Keywords: Financial Development, Poverty, Poverty Alleviation

THE NEXUS BETWEEN DEMOGRAPHIC EXPANSION AND FINANCIAL DEVELOPMENT

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Introduction: The link between population growth and financial development is not as simple, because it has an effective relationship. When it comes to the current world scenario, the population rate is higher than in the previous decades. So the increasing population growth rate and age dependency rate is impacting financial growth considerably. Along with all regions worldwide, it shows that population growth has a huge impact on financial stability, sustainability, and economic growth. Investigation of the nexus between demographic expansion and financial development is significant in the current scenario.

Objectives: To examine the nexus between demographic expansion and financial development.

Methodology: This study investigates the nexus between demographic expansion and financial development by taking population growth (PG) and age dependency (AD) as independent variables, while financial development (FD) as a dependent variable. And economic growth (EG) as a control variable. Based on the availability of data, Data was collected from the World Bank and IMF. Secondary data covers the whole world, with 3784 observations from 1980 – 2023. Descriptive Statistics, Correlation Analysis, unit root test, and Regression Analysis were carried out as research techniques in the study using E-Views software.

Results: Panel unit root tests confirmed the long-term effect of the demographic expansion. While correlation analysis revealed the interrelationship between the variables explained in the study. Furthermore, panel data regression outputs confirmed that all independent variables indicated a significant positive relationship with FD.

Conclusion: Research findings confirmed that the expansion of population is highly impacted on FD. Population growth encourages FD through increasing demand for services, while advanced financial systems facilitate growth by enhancing economic opportunities. Decision makers may strengthen the financial infrastructure while developing financial policies and blending demographic policies with financial development strategies, with continuous monitoring and evaluating the impact of population growth on financial development.

Keywords: Age Dependency, Financial Development, Population Growth

PP 3.36 MRC_MNG_101

IMPACT OF ECONOMIC FACTORS ON PERFORMANCE OF LISTED COMMERCIAL BANKS IN SRI LANKA

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Introduction: The banking system is the backbone of any country's economy, playing a crucial role in funding trade activities and facilitating the flow of money through the economy through deposits, loans, and financial services. Their role in channeling funds from savers to borrowers underpins economic growth and development. However, the performance of banks is influenced by macroeconomic factors that shape the economic landscape. As globalization continues to expand, efficient banking systems become mandatory for multinationals. In developing countries like Sri Lanka, foreign and local banks perform highly, making the banking sector one of the most important sectors of the Sri Lankan economy. Bank performance is based on microeconomic and macroeconomic variables, and investigations into the influence of economic factors on bank performance are crucial in the current context.

Objective: To examine the impact of economic factors on performance in listed commercial banks (LCBs) in Sri Lanka.

Methodology: This descriptive research study includes a sample of 13 LCBs listed on the Colombo Stock Exchange (CSE) in Sri Lanka. The statistics were gathered from the sampled banks' published annual reports for the years 2011–2020. The dependent variable was return on asset (ROA), while the independent variables were microeconomic factors such as bank size, liquidity ratio, operational efficiency, capital adequacy, and macroeconomic variables such as GDP growth rate, inflation, and interest rate. The panel data regression approach was used as the primary regression tool in the study.

Results: the panel data regression results show that all independent variables have a positive significant association with ROA, apart from liquidity, which has an inverse relationship. As a result, providing a rigorous gap analysis in LCBs has been recognized as a vital aspect in Sri Lanka, a developing country.

Conclusion: The study analyzed secondary data from 2011 to 2020 to determine the impact of bank size, liquidity, operational efficiency, capital adequacy, interest rate, inflation, and GDP on ROA. Results showed a weak positive relationship between bank size, liquidity, interest rate, and inflation with return on assets. Capital adequacy showed a moderate positive relationship, while operational efficiency and GDP growth rate had a weak negative relationship. The study suggests that bank-level decision-makers can improve profitability by focusing on these factors. The study also emphasizes the importance of enhancing microeconomic variables and ensuring resilience against macroeconomic factors.

Keywords: Colombo Stock Exchange, Economic Factors, Listed Commercial Banks

PP 3.37 MRC_MNG_102

THE EFFECTS OF FINANCIAL DEVELOPMENT ON ECONOMIC GROWTH: A COMPARATIVE ANALYSIS AMONG HIGH, MIDDLE, LOW-INCOME PANELS

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Introduction: This study explores the impact of financial development on economic growth, with a focus on how this relationship varies across different income levels. By analyzing the maturity of the financial sector, the research aims to understand its influence on growth in low, middle, and high-income countries.

Objective: The objective is to analyze the relationship between financial development and economic growth, focusing on variations in impact due to income level.

Methodology: A comparative analysis was conducted using panel data from 55 countries, spanning various income groups, over a period of 25 years. The study employs econometric models to assess the differential effects of financial development on economic growth.

Results: The findings indicate a positive relationship between financial development and economic growth, with stronger effects observed in middle- and high-income countries. In low-income countries, the impact is more muted, suggesting that other factors may play a significant role.

Conclusion: Financial development is a crucial driver of economic growth, but its effectiveness varies by income level. Policy implications include the need for tailored financial strategies to enhance growth, particularly in low-income countries.

Keywords: Comparative Analysis, Economic Growth, Financial Development, Income

PP 3.38 MRC_MNG_103

IMPACT OF LIQUIDITY ON ORGANIZATION PROFITABILITY: EVIDENCE FROM LISTED COMMERCIAL BANKS IN SRI LANKA.

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Introduction: Banks are the most popular financial institutions and contribute a lot towards extending and growing the economy. Banks are a necessity in a competitive market. This study attempts to examine the impact of liquidity on the financial performance of commercial banks listed at the Colombo Stock Exchange (CSE).

Objective: to evaluate the impact of liquidity on organization performance in listed commercial banks in Sri Lanka.

Methodology: A descriptive research design is used by the researcher. The study covered eight periods from 2015/16 to 2022/23. Secondary data is collected from the annual reports of firms listed at CSE. Descriptive statistics, correlation analysis, and regression analysis are used to test the suggested relationship between the independent and dependent variables. Current ratio (CR), Quick ratio (QR), Loan-to-deposit ratio (LDR), and Deposit-to-assets ratio (DAR) were used to measure liquidity as well as Return on Equity (ROE) and Return on Interest (ROI) were used to measure organization profitability. The statistical tests employed in trying to determine the effects of liquidity and profitability include descriptive statistics, correlation, and regression analysis.

Results: The study revealed that there was no significant correlation between liquidity and the profitability of commercial banks. On the contrary, regression analysis revealed that liquidity had contributed negatively to profitability in the listed commercial banks in Sri Lanka.

Conclusion: According to the research findings, provides evidence of no impact of liquidity on organization performance in listed commercial banks in Sri Lanka.

Keywords: Liquidity, Profitability

PP 3.39 MRC_MNG_104

IMPACT OF FINANCIAL LEVERAGE ON FIRM PROFITABILITY: NON-FINANCIAL LISTED FIRMS IN CSE WITH THE HIGHEST MARKET CAPITALIZATION FIRMS

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Introduction: Understanding the strategic role of financial leverage is crucial for optimizing investment opportunities and maximizing returns, making it a key focus for research in enhancing financial performance. In today's dynamic global economy, understanding financial leverage is crucial, as it provides key insights into optimizing capital structures and driving sustainable growth amidst shifting market conditions.

Objective: To examine the impact of financial leverage on firm profitability of high market capitalization non-financial listed companies in Sri Lanka.

Methodology: The researcher selected a sample of the top 30 non-financial high-market capitalization firms drawn from the most active trading listed companies on the CSE from 2019 to 2023, totaling 150 observations. Debt to equity, debt to total assets, and interest coverage were considered as an independent variable. Return on assets and return on equity are considered dependent variables. Further sales growth, liquidity, and firm size are considered as control variables. Relevant data was collected through the annual reports of the selected companies. The three techniques employed for analysis are descriptive and correlation. A generalized least square regression model was used for data analysis.

Results: The regression results depict that in the first model debt to total asset and debt to equity have a positive and insignificant relationship with ROA. However, the second model concludes that debt to total assets has a positive significant relationship with ROE. The debt-to-equity ratio has a significant negative relationship with ROE. In both models, the interest coverage ratio has a positive strong significant relationship with ROA and ROE.

Conclusion: The research findings of this study provide practical guidance to firms that should carefully manage their debt levels to optimize profitability. As a practical implication, this study will be useful for investors, managers, and financial analysts to maximize profitability and manage leverage.

Keywords: Colombo Stock Exchange, Financial Leverage, High Market Capitalization, Liquidity, Profitability

PP 3.40 MRC_MNG_105

THE IMPACT OF CREDIT RISK MANAGEMENT ON PRIVATE COMMERCIAL BANKS' PROFITABILITY IN SRI LANKA

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Introduction: This study investigates the impact of credit risk management on the profitability of private commercial banks in Sri Lanka, focusing on key financial indicators such as Return on Equity (ROE), Return on Assets (ROA), Capital Adequacy Ratio (CAR), and Non-Performing Loans (NPL).

Objective: Examine the impact of credit risk management on the profitability of private commercial banks in Sri Lanka by analyzing key financial indicators.

Methodology: Using a positivist research philosophy and a quantitative approach, data was collected from the financial statements of the top ten private commercial banks in Sri Lanka for the period 2017 to 2023. Descriptive and inferential statistical methods were employed, including regression analysis using the Fixed Effects model.

Results: The findings reveal that ROE is the most significant factor influencing profitability, indicating that banks with higher equity returns are more likely to achieve better financial performance. In contrast, ROA, CAR, and NPL did not show a significant direct impact on profitability. This suggests that while these metrics are essential for overall financial health and risk management, they may not be strong drivers of profitability in the Sri Lankan banking context.

Conclusion: The study underscores the importance of effective equity management for enhancing profitability in private commercial banks. It recommends that banks invest in robust credit risk management frameworks and utilize advanced data analytics to optimize their equity returns. Policymakers are also encouraged to enforce stricter regulations to promote transparency and stability within the sector. Future research could expand the scope to include public sector banks and explore the long-term effects of credit risk management on profitability in varying economic conditions.

Keywords: Credit Risk, Private Commercial Banks, Profitability, Return on Assets, Return on Equity

PP 3.41 MRC_MNG_106

IMPACT OF FIRM-SPECIFIC FACTORS ON FINANCIAL PERFORMANCE OF LISTED MATERIAL COMPANIES IN CSE, SRI LANKA

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Introduction: In the dynamic landscape of the Sri Lankan financial market, material companies listed on the Colombo Stock Exchange (CSE) play a significant role due to their substantial contribution to the national economy and infrastructure development. Understanding the impact of firm-specific factors on their financial performance provides valuable insights into how these companies can optimize their strategies and improve their financial health.

Objective: To examine the impact of firm-specific factors on the financial performance of listed material companies in CSE, Sri Lanka.

Methodology: A sample of 18 listed material companies from the Colombo Stock Exchange (CSE) in Sri Lanka make up this descriptive research study. The information was taken from the sampled companies' publicly available annual reports for the years 2016 through 2023. Return on Equity (ROE) and Return on Assets (ROA) serve as independent factors, whereas tangible assets, firm size, firm liquidity, and growth opportunity serve as dependent variables. The primary regressing tool used in the study was the panel data regression approach.

Results: The output revealed several significant relationships between independent variables and financial performance. there is a positive relationship between Firm Size, Firm Liquidity, Growth Opportunity with financial performance. Asset Tangibility showed a negative relationship with financial performance.

Conclusion: Conclusions showed a strong correlation between financial performance metrics and firm-specific characteristics. It was discovered that firm size positively correlated with financial performance, indicating that larger material companies typically show superior financial results. However, a negative correlation was found between the leverage ratio and financial performance, suggesting that material businesses' financial performance may suffer from higher levels of leverage. These results emphasize how crucial it is to take into account firm-specific elements when analyzing and evaluating the financial performance of listed material businesses in Sri Lanka, such as company size and capital structure.

Keywords: Firm-specific Factors, Material Sector, Return on Asset, Return on Equity

PP 3.42 MRC_MNG_107

FACTORS ASSOCIATED WITH CRYPTO CURRENCY USAGE IN SRI LANKA

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Introduction: Cryptocurrency is a type of digital currency that uses cryptographic methods to enable diverse financial transactions.

Objective: The main purpose of this study is to examine the factors associated with cryptocurrency usage in Sri Lanka.

Methodology: The study population includes cryptocurrency users in Sri Lanka. The 150 number of samples of the crypto currency users in Sri Lanka. To achieve the objective of the research, the researcher used descriptive analysis, correlation analysis, and regression analysis.

Results: The correlation analysis of this study proved that perceived usefulness and awareness are strongly positively correlated with cryptocurrency usage, and perceived ease of use and perceived trust are strongly negatively correlated.

Conclusion: Cryptocurrency usage in Sri Lanka can be constructed by emphasizing the internal organizational structure. If these factors are identified as being important in determining financial management practices, then organizations will be able to make more efficient use of their available resources and capabilities.

Keywords: Awareness, Binance, Crypto Currency Usage, Perceived Ease of Use, Perceived Trust, Perceived Usefulness

PP 3.43 MRC_MNG_108

EXAMINE THE IMPACT OF DEMOGRAPHIC FACTORS ON ETHICAL BEHAVIOURS OF ACCOUNTING PROFESSIONALS

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Introduction: The accounting profession functions within a changing socio-economic milieu, where many internal and external influences impact ethical decision-making among professionals. Demographic characteristics have been recognized as key drivers of ethical behavior within the accounting profession.

Objective: The main purpose of this study is to assess the relationship between demographic variables (such as age, gender, education level, and years of professional experience) and ethical decision-making among accounting professionals.

Methodology: Data for this study will be gathered by the distribution of self-administered questionnaires to the selected individuals. Fifty accounting professionals were selected as the sample. The sample will be selected by purposive sampling. Descriptive statistics and Inferential statistics, including correlation analysis and regression analysis, will be applied to study the relationships between demographic data and ethical conduct.

Results: The study found that age and ethical behavior among accounting professionals, and relationships were not statistically significant. However, the relationship between gender and ethical conduct was not statistically significant. Further, similar to age and gender, the connection between education and ethical behavior among accounting professionals was not statistically significant. The study demonstrated a beneficial correlation between years of professional experience and ethical conduct, which was statistically significant.

Conclusion: Our findings indicated that demographic factors demonstrate varying degrees of influence on ethical behavior among accounting professionals in Sri Lanka.

Keywords: Accounting, Accounting Professionals, Age, Ethical Behavior, Experience, Gender

PP 3.44 MRC_MNG_109

FACTORS AFFECTING CUSTOMER INTENTIONS TO ADOPT GREEN BANKING PRODUCTS IN SRI LANKA FROM BANKERS' PERSPECTIVE.

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Introduction: Presently, interest has grown from customers in environmentally friendly products and services. Hence, banks follow the green concept by gravitating towards greater social and environmental responsibility.

Objective: This research focuses on the factors affecting customer intentions to adopt Green banking products in Commercial Bank of Ceylon PLC from the banker's perspective, which would be the primary objective of the research.

Methodology: The population and sample size were taken from the expertise in the field. Data were collected by distributing a structured questionnaire among samples of 108 people in the Colombo district. Descriptive statistics, Cronbach's alpha, factor analysis, and multiple regression analysis were used for data analysis. Banker's perceived Customer Intention to use Green Banking Products has been considered as the dependent variable and green brand awareness (GBA), image (GBI), trust (GBT), and perceived risk (GBPR) considered as independent variables.

Results: Findings revealed that among the Green Brand dimensions, GBA, and GBT have a significant positive impact on bankers' perceived Customer Intention to use Commercial bank green products. GBI has no significant Positive relationship with Customer's Intention.

Conclusion: By having this knowledge, Commercial Bank and other banks can improve Green Banking within their organizations to attract and retain more customers.

Keywords: Banker's Perceived Customer's Intention, Green Brand Awareness, Green Brand Image, Green Brand Perceived Risk, Green Brand Trust

PP 3.45 MRC_MNG_111

IMPACT OF CASH CONVERSION CYCLE ON CONSUMER DURABLES & APPAREL MANUFACTURING COMPANIES' PROFITABILITY

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Introduction: The cash conversion cycle (CCC) is a crucial indicator of how well a business manages its working capital. It is also a useful way to assess the liquidity of companies. Every firm's endeavor is to maintain and improve the firm's profitability, so making decisions about liquidity and profitability requires identifying the impact of the cash conversion cycle on profitability.

Objective: The main objective of the study is to evaluate the impact of the Cash Conversion Cycle on Profitability in listed consumer durables and apparel manufacturing companies in Sri Lanka.

Methodology: For this, the present study has taken care of 7 consumer durables and apparel manufacturing companies listed on CSE from the financial year 2014 to 2023. Descriptive statistics were used to calculate the industry average. Regression analysis was done to identify the impact of CCC on profitability and correlation analysis was used to identify the relationship between variables. Also, the Unit Root Test has been used as an analysis method here.

Results: Considering ROA, the result of ARP shows a positive and statistically significant relationship to ROA. APP & ITP show a negative and not statistically significant relationship to ROA. Regarding ROE, all independent variables had no significant effect. The results proved the significant effect of CCC on ROA but less on ROE.

Conclusion: The study revealed that the CCC has a positive effect on the profitability of Sri Lankan firms, particularly on return on assets (ROA) and its effect on (ROE) is minimal. Efficient CCC management is essential to increase profitability.

Keywords: Cash Conversion Cycle (CCC), Profitability, Return on Assets (ROA), Return on Equity (ROE), Working Capital Management

PP 3.46 MRC_MNG_113

THE EFFECT OF SECTORAL LOAN DIVERSIFICATION ON BANK PERFORMANCE: FROM A LISTED COMMERCIAL BANK IN SRI LANKA

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Introduction: The banking industry's stability is crucial for the overall financial system. Proper lending management processes are essential to prevent bank survival and financial system crises. Loan strategies vary across contexts; hence this study focuses on examining the impact of loan portfolio diversification on bank risk and return in Sri Lankan commercial banks.

Objective: To examine the impact of loan diversification of Commercial Banks in Sri Lanka on their Return & Risk.

Methodology: Regression models were used to analyze the data. The population of this research consists of 24 commercial banks, and this research has used data from listed ten commercial banks as a sample. Here researchers have taken data from 2014 to 2023. This study is based on quantitative data and has used descriptive statistics, Correlation Analysis, and regression analysis tools.

Results: The findings reveal that while sectoral diversification tends to reduce returns as measured by ROA and ROE, its impact on risk, particularly NPLs, is mixed. These results suggest that a concentrated loan strategy may enhance profitability but with potentially higher risk exposure.

Conclusion: The study contributes to the limited body of knowledge on loan diversification in emerging markets, offering insights for bank management and policymakers in developing more effective risk management strategies.

Keywords: Non-performing Loan (NPL), Return on Assets (ROA), Return on Equity (ROE)

PP 3.47 MRC_MNG_115

INFLUENCE OF ACCOUNTING SOFTWARE ON COST MINIMIZATION FOR SMES IN SRI LANKA

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Introduction: Small and medium enterprises have played a major role in the nation's economic growth and have helped generate new employment opportunities. "However, these enterprises face various obstacles such as financial constraints and operational challenges. Accounting software can overcome these problems by automating financial tasks and cutting costs, but its role in reducing costs for SMEs in Sri Lanka is still not fully understood.

Objective: The objective of this study was to investigate the influence of the efficiency of accounting software on business cost minimization for SMEs in Sri Lanka.

Methodology: Primary data was collected using a questionnaire that included questions focused on accounting software and Business cost minimization of SMEs. The questionnaire included a mixture of five-point Likert scale items and structured, closed-ended questions. The target population consisted of Small and Medium Enterprises (SMEs) in Colombo District. Out of a sample of 117, responses were received from 100 SMEs selected through convenience sampling. Data were analyzed using SPSS software to evaluate the efficiency of accounting software in business cost minimization for SMEs in Sri Lanka. The analysis included reliability testing, descriptive statistics, correlation, and regression analysis, and the results were presented in tables and figures.

Results: Findings from correlation and regression analysis indicated that there is a significant positive relationship between the efficiency of accounting software and cost minimization in SMEs.

Conclusion: The study includes that accounting software significantly increases business cost minimization in SMEs by increasing operational efficiency. These findings suggest that the use of accounting software may be an essential strategy for SMEs in Sri Lanka to overcome financial constraints and improve profitability.

Keywords: Accounting Software, Business Cost Minimization, Efficiency, SMEs

PP 3.48 MRC_MNG_116

ISSUES AND CHALLENGES IN TAX SYSTEM IN SRI LANKA; PROFESSIONALS' PERSPECTIVE

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Introduction: Sri Lanka has advanced to a middle-income status, but it still struggles with ongoing challenges in its tax system. The study seeks to assess whether these identified issues result in different perceptions among professionals based on the nature of the employing firm, the level of employment, and the experience of the individual in the current position.

Objective: This study aims to identify the most and least prominent issues in Sri Lanka's current tax system as perceived by professionals based on their knowledge and experience.

Methodology: The study uses a quantitative, positivistic approach to examine the views of professionals and undergraduates currently involved in taxation on issues related to Sri Lanka's tax system. Responses were collected from 122 participants, and the data were analyzed using descriptive statistics, one-way ANOVA, and mean ranking

Results: The research findings reveal that all identified issues vary significantly based on the type of firm, job level, and experience in the professionals' current roles.

Conclusion: This research offers an in-depth analysis of the results and provides recommendations for practitioners to address issues and challenges in the tax system in Sri Lanka.

Keywords: Inland Revenue Act, Professionals Perception, Tax System Issues

PP 3.49 MRC_MNG_117

IMPACT OF EMPLOYEE MOTIVATION PRACTICES ON EMPLOYEE JOB PERFORMANCE IN A SELECTED APPAREL MANUFACTURING COMPANY IN SRI LANKA

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Introduction: This study examines the effect of employee motivation practices on the job performance of executive-level employees at a selected apparel manufacturer company, a leading apparel manufacturer in Sri Lanka. The research centers on three key motivational factors: recognition and promotion, training effectiveness, and performance-based incentives, seeking to understand their influence on employee performance.

Objective: The primary objective of this study is to investigate the relationship between the selected motivation practices and job performance among executives. The study also seeks to explore whether these practices enhance productivity, employee satisfaction, and organizational alignment with competitive industry standards.

Methodology: A form distributed to executive employees received responses from 73 and this research was continued using a quantitative data approach. Research is causal in nature since its study of the cause-and-effect relationship. A well-developed questionnaire was used to collect the primary data. A statistical analysis was conducted to evaluate the correlation and impact of these factors on job performance.

Results: The findings of this study demonstrate a strong positive relationship between employee motivation practices and job performance at Selected apparel manufacturer companies. Among the various motivational practices examined, recognition and promotion had the highest influence, showing a strong correlation with improved job performance. These practices not only boosted morale but also contributed significantly to higher levels of engagement and productivity among executive-level employees. Training effectiveness and performance-based incentives also played a substantial role in enhancing job performance, though their impacts were slightly more varied.

Conclusion: The study highlights the significant impact of employee motivation practices on job performance among executive-level employees at Selected apparel manufacturer companies. Recognition and promotion practices emerged as the most effective motivators, followed by training effectiveness and performance-based incentives. These practices not only enhance job performance but also improve employee satisfaction and retention. The research confirms that tailored motivational strategies play a crucial role in fostering a productive and committed workforce, especially in the competitive apparel sector.

Keywords: Apparel Sector, Effective Training, Employee Motivation, Executive-level Employees, Job Performance, Performance-based Incentives, Recognition

PP 3.50 MRC_MNG_118

ANTECEDENTS ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO THE ABC COMPANY

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Introduction: Employee retention is a critical challenge for organizations, especially in highly competitive sectors such as retail. High turnover rates lead to increased recruitment and training costs, which negatively impact organizational stability. This study focuses on the factors influencing employee retention at ABC company, a leading conglomerate in Sri Lanka, specifically examining the roles of compensation, training and development, job security, and reward and recognition.

Objective: The primary objective of this study is to identify and assess the key factors that influence employee retention at ABC company. Specifically, it aims to determine the impact of compensation, training and development, job security, and reward and recognition on the retention of junior executives, who have exhibited the highest turnover rates within the company.

Methodology: A quantitative research approach was employed to achieve the research objectives. Data was collected through a structured survey administered to 181 employees from various departments at ABC company. The survey measured responses to variables related to compensation, training and development, job security, reward and recognition, and employee retention. Multiple linear regression analysis was conducted to test the hypotheses and examine the relationships between these variables.

Results: The results revealed that compensation, job security, and reward and recognition significantly influence employee retention at ABC company, while training and development also have a positive, but moderate, impact. Despite providing competitive compensation and benefits, the company continues to face retention issues, indicating a need for more targeted retention strategies.

Conclusion: This study provides practical insights into the key factors that influence employee retention at ABC company. It recommends enhancing career development opportunities and creating a more supportive work environment to reduce turnover. The findings contribute to the broader understanding of employee retention strategies in the retail sector and offer actionable recommendations for ABC company to improve its retention practices.

Keywords: Compensation, Job Retention, Job Satisfaction, Job Security, Reward, Training and Development

PP 3.51 MRC_MNG_120

THE IMPACT OF PERFORMANCE MANAGEMENT ON EMPLOYEE TURNOVER; A SPECIAL REFERENCE TO MANAGERIAL LEVEL EMPLOYEES IN INSURANCE COMPANIES AT COLOMBO DISTRICT IN SRI LANKA

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Introduction: Employee turnover is a critical concern for organizations, particularly in high-demand industries such as insurance. Performance management is pivotal in shaping turnover rates, especially at the managerial level. This study examines the impact of performance management practices on employee turnover, focusing on managerial employees in insurance companies within the Colombo district of Sri Lanka.

Objective: The primary objective of this research is to evaluate the influence of performance management practices on employee turnover. To investigate the relationship between organizational culture, leadership styles, and managerial turnover. To identify specific factors contributing to high turnover rates among managers in the insurance industry.

Methodology: This research adopts a quantitative approach, utilizing a cross-sectional survey to gather data from managerial employees of insurance companies in the Colombo district. Data was collected using a structured questionnaire, which measured variables such as performance management practices, organizational culture, leadership styles, and turnover intentions. The Statistical Package for Social Sciences (SPSS) was used for data analysis, employing descriptive statistics, correlation, and regression analysis to examine the relationships among the variables.

Results: The findings revealed a significant relationship between performance management practices and employee turnover. Poor performance management practices, coupled with negative organizational culture and ineffective leadership styles, were identified as key drivers of turnover among managerial employees. Additionally, organizational culture and leadership styles significantly moderated the impact of performance management on turnover intentions.

Conclusion: Effective performance management practices are essential to reduce turnover rates among managerial employees in the insurance sector. Insurance companies should focus on improving their organizational culture and adopting transformational leadership styles to enhance employee retention. This research provides valuable insights for improving managerial retention strategies in the Sri Lankan insurance industry.

Keywords: Employee Turnover, Leadership Styles, Organization Culture, Performance Management, Turnover Intention

PP 3.52 MRC_MNG_121

FACTORS INFLUENCING THE TURNOVER INTENTION AMONG YOUNG WORKFORCE IN SRI LANKA: WITH SPECIAL REFERENCE TO ABC MARKETING SERVICES (PVT) LTD.

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Introduction: Employee turnover poses a significant challenge to organizations, resulting in increased recruitment costs, loss of institutional knowledge, and decreased productivity. This study aims to explore the factors influencing turnover intention among the young workforce at ABC Marketing Services (Pvt) Ltd in Sri Lanka. The research particularly focuses on employees aged 18 to 35, examining the impact of work engagement, job demands, and organizational commitment.

Objective: The primary objective of this research is to identify the relationship between work engagement, job demands, and organizational commitment to turnover intention among the young workforces.

Methodology: A structured questionnaire was distributed among young employees between ages 18 to 35 at ABC Marketing Services (Pvt) Ltd. The quantitative technique was employed in data analysis using SPSS statistical tool with techniques including correlation and regression analysis.

Results: The study found strong, positive, and significant correlations among organizational commitment, work engagement, job demands, and turnover intention, with Pearson correlation values ranging from 0.5 to 1.0 and sig. values below 0.05. The independent variables explain 29% of the variation in turnover intention ($R^2 = 0.290$). Cronbach's Alpha values exceed 0.7, confirming the reliability of the measurement scales. Regression analysis shows that organizational commitment ($B = 0.305$, $p = 0.018$) and job demands ($B = 0.422$, $p = 0.012$) significantly impact turnover intention, while work engagement has a non-significant effect ($B = -0.110$, $p = 0.450$). Higher commitment and job demand both increase turnover intention, with work engagement having no statistically supported effect.

Conclusion: The study concludes that managing job demands and aligning organizational actions with employee expectations are crucial to reducing turnover intention. The research provides practical insights for HR professionals and organizational leaders in developing strategies to improve employee retention, ultimately supporting the long-term performance of the company.

Keywords: Job Demands, Organizational Commitment, Turnover Intention, Work Engagement

THE IMPACT OF THE REWARD SYSTEM ON TURNOVER INTENTION OF OPERATIONAL EMPLOYEES: WITH SPECIAL REFERENCE TO ABC LOGISTICS LTD.

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Introduction: The study explores the influence of reward systems on employee turnover intention, focusing on compensation, benefits, recognition, and career advancements, aiming to improve reward strategies.

Objective: The study investigates ABC Logistics Ltd.'s reward system, focusing on monetary incentives, supervisor support, and employee recognition, to understand its impact on employee turnover intention.

Methodology: The study investigates the influence of reward systems on turnover intention among operational employees at ABC Logistics Ltd. Using a cross-sectional design and statistical tools like regression and correlation analysis, the aim is to provide insights for improving reward strategies for employee retention.

Results: The findings revealed a significant negative correlation between financial incentives, supervisor support, employee appreciation, and intention to leave. A regression analysis reveals that employee recognition, supervisor support, and financial incentives negatively impact turnover intention by 21.1%, 22%, and 27.3%, indicating that enhancing incentive programs can reduce employee turnover intention.

Conclusion: The study at ABC Logistics Ltd found negative correlations between reward systems and employee turnover intention. Recommendations include flexible incentives, supervisor support, and employee involvement. Limitations include self-reported data and cross-sectional design. Future research should explore longitudinal impacts, demographic influences, and non-monetary incentives.

Keywords: Employee Recognition, Employee Turnover, Monetary Incentives, Reward Systems, Supervisor Support

PP 3.54 MRC_MNG_126

FACTORS INFLUENCING LIFE INSURANCE PURCHASE INTENTIONS IN THE WESTERN PROVINCE OF SRI LANKA

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Introduction: The life insurance industry in Sri Lanka has witnessed significant growth, particularly in urban centers like the Western Province. Understanding the factors that influence individuals' intentions to purchase life insurance in this region is crucial for both industry practitioners and policymakers. This study aims to explore and analyze the key determinants that impact consumers' intentions to buy life insurance, focusing specifically on the diverse socio-economic and demographic characteristics prevalent in the Western Province.

Objective: The main objective of this study is to understand the factors that motivate people in Western Province, Sri Lanka to buy life insurance. The study examines the extent to which people comprehend life insurance benefits, how they are socially affected as regards this decision-making process, their attitudes toward insurance products in general and insight into financial matters generally; ease of access to specific types of life insurance policy within reach.

Methodology: Surveys were used to collect survey data from 250 people living in the Western Province (quantitative approach). The responses were studied by means of correlation analysis and related to the intention to buy life insurance through regression analysis.

Results: The findings of the study illustrate that consumer awareness regarding life insurance leads to higher chances of considering a purchase. However, social influences and positive attitudes toward life insurance both also contribute. These things do factor in a little, just not as much.

Conclusion: The findings underscore the need for targeted strategies to increase life insurance penetration in the Western Province. Enhancing benefit awareness, leveraging social influences, fostering positive attitudes, and improving access to life insurance products are critical for boosting purchase intentions. These insights are valuable for insurance companies, policymakers, and stakeholders aiming to promote financial security through increased life insurance adoption.

Keywords: Benefit Awareness, Life Insurance, Purchase Intentions, Social Influence

PP 3.55 MRC_MNG_127

IMPACT OF FACEBOOK MARKETING ON THE BUYING BEHAVIOR OF PARENTS WITH REFERENCE TO BABY CARE PRODUCTS IN THE WESTERN PROVINCE OF SRI LANKA

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Introduction: Social media platforms have become essential in influencing customer behavior in the digital age. Facebook, one of the most popular social media sites, has revolutionized how businesses sell their goods and influence consumer choices in various markets.

Objective: This study explores the impact of Facebook marketing on the buying behavior of parents with reference to Baby Care Products in the Western province of Sri Lanka.

Methodology: A quantitative research study was applied, using 120 respondents who had just bought baby care items. The collected data was analyzed statistically through Statistical Package for Social Science (SPSS) software version 23. Descriptive, correlation, and regression analysis were undertaken to analyze the data.

Results: The results show that parents' purchasing decisions in the baby care industry are greatly influenced by Facebook marketing. Personalized advertisements and sponsored content are essential for increasing awareness and encouraging purchase consideration. To help them make decisions, parents frequently consult product evaluations, recommendations, and testimonies on Facebook. Trust and dependability are fostered by visual material shared by brands and users, particularly when endorsed by influencers and parent communities.

Conclusion: The importance of Facebook parenting groups is noteworthy, as members often discuss and suggest items. In-app purchases and special offers serve to further promote impulsive purchases. Conversely, parents who appreciate real, value-driven content may become suspicious of excessively promoted content. In conclusion, the baby care business is greatly impacted by Facebook marketing, where success is mostly dependent on customized ads, influencer endorsements, and community involvement.

Keywords: Baby Care Products, Buying Behavior, Facebook Marketing

PP 3.56 MRC_MNG_128

YOUTUBE INFLUENCER MARKETING ON BRAND ENGAGEMENT WITH REFERENCES TO SKINCARE AND MAKEUP PRODUCT IN SRI LANKA

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Introduction: In the skincare and makeup industry, influencer marketing has emerged as a highly effective tool for companies. By leveraging social media platforms and influencers, brands can effortlessly promote their products to a wide audience. Among these platforms, YouTube stands out as a precious resource for influencer marketing. In 2023, YouTube boasted over 2.75 billion monthly active users, as reported by the Statista research institute. This presents a greater opportunity for brand marketers looking to promote their products or services to a vast audience.

Objective: The purpose of this study is to investigate the impact of YouTube influencer marketing on brand engagement of skincare and makeup products in the Sri Lankan context.

Methodology: A quantitative research study was carried out through the distribution of surveys. The study included 353 YouTube users residing in Sri Lanka. To examine the theoretical model, both single and multiple regression analyses were conducted.

Results: The findings imply that the expertise, trustworthiness, familiarity, and likability of YouTube influencers were key factors in driving brand engagement. On the other hand, physical attractiveness did not have a significant impact on brand engagement.

Conclusion: This study suggested that marketing managers select attractive influencers to represent their brands, thus brands should choose influencers who have strong personalities, good physical appearances, and have the reputation of being trustworthy. Moreover, the paper presents future research directions in YouTube influencer marketing.

Keywords: Brand Engagement, Skincare and Makeup Industry, YouTube Influencer Marketing

PP 3.57 MRC_MNG_140

THE IMPACT OF RESTAURANT ATMOSPHERE ON CUSTOMER RETENTION WITH THE MEDIATING OF CUSTOMER SATISFACTION IN THE COLOMBO DISTRICT OF SRI LANKA

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Introduction: In Sri Lanka, the restaurant industry is dynamic and growing. Customers play a key role and cannot be imagined as a business success without customers. Atmospheric elements play an important role in a restaurant. Satisfaction and retention of customers have become challenging in the service sector, like the restaurant industry, due to the high competition.

Objective: The aim of this study is to examine the impact of restaurant atmosphere customer retention with mediating customer satisfaction in Colombo district of Sri Lanka.

Methodology: A quantitative research approach was employed using a structured questionnaire. A survey (online) was carried out in the Colombo district and collected primary data from 337 respondents. The descriptive statistics, correlation analysis, and regression analysis were employed to compare the three variables of restaurant atmosphere, retention, and satisfaction using the Statistical Package for the Social Sciences (SPSS).

Results: The results showed the restaurant atmosphere significantly impacts customer retention and customer satisfaction. Under restaurant atmosphere, considerations about facility aesthetics, ambiance (music), lighting, and layout were also analyzed, and there was a significant impact on retention. Customer satisfaction had a significantly positive impact on retention. According to this study, customer satisfaction mediates the relationship between restaurant atmosphere and customer retention. The study found that most people are concerned about facility aesthetics like interior design (51%). People like to visit fast food restaurants in Colombo district (60%). 45% of people like to see in restaurants dark colors and like dark light (53%). Many people like to enjoy the cool conditions (73%) and calm music of a restaurant (93%) in the Colombo District.

Conclusion: This study suggests that restaurant owners and managers should devise ways of improving the atmosphere of the restaurants. Future researchers are encouraged to consider other factors, including food quality and service quality.

Keywords: Customer Retention, Customer Satisfaction, Restaurant Atmosphere

PP 3.58 MRC_MNG_141

IMPACT OF PHYSICAL WORKING ENVIRONMENT ON JOB PERFORMANCE AMONG OPERATIONAL LEVEL EMPLOYEES IN APPAREL SECTOR SRI LANKA

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Introduction: Employee job performance has a significant impact on the garment industry's overall performance. Numerous factors impact on how well employees perform at work. The workplace environment is one of the most crucial ones among them. It was noted, meanwhile, that how employees' job performance is affected by their physical working environment in Sri Lanka's garment sector has been overlooked. Thus, the purpose of this study is to investigate how employees' job performance is affected by their physical work environment, focusing special reference to a selected garment factory in Kandy District, Sri Lanka.

Objectives: This study aims to examine the impact of physical environmental factors such as temperature, light and color, air, sound, and spatial arrangement on job performance among operational-level employees.

Methodology: This cross-sectional study involved 100 operational-level employees, selected through simple random sampling. Data were collected using a structured questionnaire and the hypotheses were tested using regression analysis.

Results: The R squared value of the model was 92.3 percent which means the overall model explains 92.3 percent of the total variation in the dependent variable. The findings revealed that there is a significant impact of each independent variable, temperature, sounds, air, spatial arrangement, and light and color on employee job performance in the garment industry.

Conclusion: The findings of the study suggest that relatively modest investments in improving temperature, sounds, air, spatial arrangement, and light and color can lead to substantial gains in job performance in the garment industry.

Keywords: Job Performance, Physical Working Environment, Working Conditions

PP 3.59 MRC_MNG_142

THE EFFECT OF FINANCIAL REPORTING QUALITY ON INVESTMENT EFFICIENCY: EVIDENCE FROM LISTED COMPANIES IN COLOMBO STOCK EXCHANGE

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Introduction: Financial reporting plays a pivotal role in supporting companies' investment decision-making processes. The complex relationships between underinvestment, overinvestment, investment efficiency, and the quality of financial reporting are essential for understanding how financial data influences corporate decisions. The quality of financial reporting is determined by the accuracy, transparency, and reliability of a company's financial information, which significantly impacts the firm's investment outcomes.

Objective: The primary objective of this study is to examine the relationship between investment efficiency, overinvestment, underinvestment, and the quality of financial reporting. The analysis is based on a sample of 30 companies, utilizing 270 firm-year data points spanning from 2014 to 2023.

Methodology: This study employs secondary data sourced from publicly available annual reports of listed companies in Sri Lanka, specifically within the consumer services, food, beverage, tobacco, and financial sectors. The data was analyzed using regression analysis, correlation analysis, and descriptive statistics to explore the relationships between investment efficiency, overinvestment, underinvestment, and financial reporting quality.

Results: The findings indicate a negative correlation between overinvestment and underinvestment, suggesting that inefficient investment behavior tends to result in either excessive or insufficient investment. Furthermore, a positive correlation between investment efficiency and financial reporting quality was observed, indicating that companies with higher reporting standards tend to exhibit more efficient investment practices.

Conclusion: This study's results have important implications for both regulators and companies. The evidence supporting the critical role of financial reporting quality in investment activities suggests that policymakers should consider enacting regulations that enhance the transparency and reliability of financial statements, thereby limiting opportunities for management to manipulate financial information. Given the limited research on this subject in Sri Lanka, the findings contribute to the literature on investment efficiency and financial reporting, providing a foundation for future studies in this area.

Keywords: Financial Reporting Quality, Investment Efficiency, Overinvestment, Underinvestment

PP 3.60 MRC_MNG_143

INEFFICIENCIES IN INVENTORY RECORDING SYSTEMS: EVIDENCE FROM THE APPAREL MANUFACTURING INDUSTRY

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Introduction: Effective inventory management is a foundation of business operations, particularly in the apparel manufacturing industry, where inventory plays a pivotal role in production and distribution. Despite the critical nature of accurate inventory recording, many companies face challenges that hinder their operational efficiency. This study investigates the factors contributing to inefficiencies in inventory recording systems within Sri Lankan apparel manufacturing companies.

Objective: The primary objective of this research is to identify the underlying causes of inefficiencies in inventory recording, analyze the perceptions of employees and management regarding current practices, uncover common patterns that contribute to recording errors, and propose practical solutions to enhance inventory management efficiency.

Methodology: This qualitative study employed semi-structured interviews with key stakeholders from three apparel manufacturing companies in Sri Lanka. Data were gathered from a diverse group of participants, including finance executives, warehouse managers, associates, and seamstresses, to provide a comprehensive view of the issue. Thematic and content analyses were conducted to interpret the data, with a focus on key themes such as organizational culture, technological infrastructure, and employee training.

Results: The study's findings suggest that organizational culture, a strong emphasis on accountability, modern technological infrastructure, and continuous employee training are crucial factors in mitigating inventory recording inefficiencies. However, challenges such as outdated systems and skill gaps remain prevalent, impacting operational performance. Companies with integrated systems reported higher accuracy in inventory recording, while those relying on manual processes experienced greater errors and discrepancies.

Conclusion: The research emphasizes that addressing inefficiencies in inventory recording requires a comprehensive approach that includes fostering a culture of accountability, upgrading technological infrastructure, and investing in employee development. By implementing the proposed solutions, apparel manufacturing companies can streamline their inventory processes, reduce discrepancies, and improve profitability, thus enhancing the long-term competitiveness of Sri Lanka's apparel manufacturing industry.

Keywords: Apparel Manufacturing, Employee Training, Inventory Management, Organizational Culture, Recording Inefficiencies, Technology Infrastructure

PP 3.61 MRC_MNG_144

IMPACT OF ELECTRONIC BANKING ON CUSTOMER SATISFACTION IN SRI LANKA

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Introduction: Electronic banking has become a vital component of modern financial services, influencing customer satisfaction and overall banking competitiveness. This study examines key dimensions of electronic banking security, cost, ease of use, and service quality and their impact on customer satisfaction, with a specific focus on the Bank of Ceylon in Sri Lanka. As digital banking continues to evolve, understanding these factors is essential for improving service quality and fostering customer trust in an increasingly technology-driven financial landscape.

Objective: To analyze the impact of electronic banking services on customer satisfaction in Sri Lanka, focusing on the Bank of Ceylon.

Methodology: This study adopts a quantitative research approach, utilizing a cross-sectional survey design to collect data from 122 e-banking customers in Colombo. Statistical techniques, including descriptive analysis, correlation analysis, and regression models, were applied to examine the relationships between security, cost, ease of use, and service quality, which influence customer satisfaction.

Results: The regression analysis indicates that security, ease of use, and service quality have a statistically significant positive impact on customer satisfaction. However, cost does not exhibit a significant effect.

Conclusion: The findings highlight the importance of ensuring secure, user-friendly, and high-quality electronic banking services to enhance customer satisfaction and maintain competitive advantage. While cost-related factors may not directly affect customer satisfaction, banks must strategically balance pricing structures with service enhancements to retain and attract customers. The study recommends that banking institutions and policymakers prioritize investments in cybersecurity, intuitive digital interfaces, and service excellence to foster a more customer-centric digital banking environment.

Keywords: Customer Satisfaction, Digital Banking Competitiveness, Ease of Use, Electronic Banking, Security, Service Quality

PP 3.62 MRC_MNG_146

IMPACT OF GREEN ACCOUNTING PRACTICES ON FINANCIAL PERFORMANCE: EVIDENCE FROM FINANCIAL SECTOR COMPANIES LISTED IN CSE

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Introduction: Green accounting is an emerging practice that incorporates environmental considerations into traditional financial reporting by evaluating environmental costs, liabilities, and assets. This study focuses on three key components of green accounting, such as waste management, corporate social responsibility (CSR), and sustainable reporting. It examines their impact on financial performance and firm value, specifically within financial sector companies listed on the Colombo Stock Exchange (CSE). These components are pivotal in understanding how environmental sustainability initiatives can influence a company's financial outcomes and market valuation.

Objective: To analyze the impact of green accounting practices on the financial performance of companies listed on the Colombo Stock Exchange (CSE).

Methodology: This study employs a quantitative research approach. Data were collected from the annual reports and sustainability reports of financial sector companies listed on the CSE, with 150 observations for each variable. Descriptive statistics were used to explore the characteristics of the data, followed by correlation analysis to assess relationships between variables. To evaluate the influence of waste management, CSR, and sustainable reporting on financial performance and firm value, panel data regression models including the Common Effect Model, Fixed Effects Model, and Random Effects Model were applied.

Results: The panel data regression analysis indicates that sustainable reporting practices have a statistically significant positive impact on financial performance. However, waste management and CSR practices do not exhibit significant effects on financial performance.

Conclusion: The findings underscore the growing importance of transparent sustainability disclosures in attracting environmentally conscious investors and strengthening a company's market position. While other green accounting practices may not demonstrate immediate financial benefits, their strategic integration over the long term is critical for sustained growth. The study recommends that policymakers and business leaders adopt and enhance green accounting frameworks, with a particular emphasis on improving sustainable reporting mechanisms to foster financial success and environmental sustainability.

Keywords: Corporate Social Responsibility, Financial Performance, Firm Value, Green Accounting, Sustainable Reporting, Waste Management

PP 3.63 MRC_MNG_147

FINANCIAL LITERACY AMONG THE UNDERGRADUATES OF SRI LANKA: A BEHAVIORAL FINANCE PERSPECTIVE

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Introduction: Financial literacy is an essential competency in contemporary society, strengthening individuals' ability to effectively manage personal finances, engage in savings and investments, and navigate debt. However, many individuals, particularly university students, face challenges in achieving sound financial management due to limited financial knowledge. This study investigates the financial literacy of undergraduate students in the Western Province of Sri Lanka, focusing on the interplay of knowledge, attitudes, and behaviors, as framed by behavioral finance principles, and how these factors influence financial decision-making processes.

Objective: This research aims to assess the financial literacy levels of undergraduate students and to examine the influence of behavioral finance principles on their financial choices. The goal is to provide insights that can guide the development and enhancement of financial education programs.

Methodology: Adopting a behavioral finance framework, this study examines the financial literacy of undergraduate students in the Western Province of Sri Lanka. A sample of students from diverse universities was surveyed to evaluate their financial knowledge, attitudes, and behaviors. The research investigates cognitive biases, emotional responses, and social influences to uncover the underlying mechanisms of students' financial decision-making. Data analysis was conducted using descriptive statistics and regression techniques to identify patterns and relationships.

Results: The findings indicate a positive correlation between financial literacy levels and effective financial decision-making. Students with higher financial knowledge exhibited superior budgeting skills, consistent saving practices, and a reduced propensity to incur unnecessary debt. Additionally, emotional responses and social influences were identified as critical determinants of financial behavior. Behavioral finance concepts, including mental accounting, loss aversion, and overconfidence, emerged as influential factors shaping students' financial choices.

Conclusion: The study stresses the necessity of integrating financial literacy education into university curricula, with a dual focus on practical money management skills and behavioral aspects influencing decision-making. Policymakers and academic institutions are encouraged to prioritize the development of comprehensive financial education programs. These initiatives should encompass traditional financial management concepts alongside behavioral finance principles, leveraging technological tools, mentorship opportunities, and periodic assessments to enhance financial literacy among students.

Keywords: Behavioral finance, financial education program, financial decision-making, Financial literacy, university students

PP 3.64 MRC_MNG_148

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HIGHER EDUCATION: AN EMPIRICAL INVESTIGATION OF THE UNIVERSITY SYSTEM IN SRI LANKA

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Introduction: Artificial intelligence (AI) is defined as the ability and development of information technology-based computer systems or other machines to complete tasks that usually require human intelligence and logical deduction. In education, AI remains a sleeping giant. The advent of artificial intelligence (AI) in teaching and learning in higher education in Sri Lanka has brought up both positive and negative impacts. The integration of artificial intelligence into higher education is a growing trend. This trend has the potential to revolutionize the way that students learn. The impact of artificial intelligence on higher education is a topic that warrants further investigation.

Objective: To review the impact of artificial intelligence on higher education in the University system in Sri Lanka.

Methodology: This study investigates the impact of artificial intelligence on higher education in the University system in Sri Lanka. This research is conducted using qualitative analysis using physical direct interviews by experts in the university education system and taking their ideas. The researchers incorporated fifteen interviews in the study by reaching the saturation point. Thematic analysis is used for this research, and it is a good approach to research where finds out something about people's views, opinions, knowledge, experiences, or values from a set of qualitative data.

Results: The study on the impact of artificial intelligence on Sri Lanka's higher education sector revealed that AI has transformed educational settings by providing interactive and personalized learning experiences. However, challenges include extensive training for lecturers and addressing technical issues. The future curriculum is expected to be data-driven, and personalized, and emphasize AI literacy and interdisciplinary learning.

Conclusion: This study explores the impact of AI on Sri Lanka's university system, focusing on its potential benefits and drawbacks through expert interviews. Universities in Sri Lanka may better navigate the changing educational landscape produced by AI and optimize its beneficial effects on teaching and learning by addressing the issues raised and putting the suggested techniques into practice. Instructors now play more of a mentoring and facilitation role instead of just providing traditional instruction, which frees them up to concentrate on student interaction and research.

Keywords: Artificial Intelligence (AI), Higher Education



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