MANAGEMENT
UNDERGRADUATE RESEARCH
SYMPOSIUM

Symposium Proceedings - Volume V

21st October 2022

Faculty of Management
University of Peradeniya
I am happy to convey this message in honor of the University of Peradeniya's Faculty of Management's fifth Undergraduate Research Symposium. I would want to take this opportunity to welcome and thank all the researchers, presenters, and symposium attendees on behalf of the Vice-Chancellor.

The university's academic mission is to create knowledge, not just to exchange and broadcast it. The university's commitment to academic freedom makes it possible for faculty, staff, and students to generate knowledge without interference.

Engagement in research by undergraduates improves their ability to learn, think critically, and solve problems. Additionally, the ability to deliver knowledge is a crucial quality of a university output. In order to lay the framework for them to conduct fruitful research, I am certain that this forum will provide an excellent platform for Management undergraduates to present their findings before a distinguished scientific community.

I would like to express on behalf of the University my profound appreciation to the Dean, the organizing team, and all other staff members for planning this event in accordance with the norms and customs of the institution.

I hope your meeting will be productive and enjoyable.

Professor M D Lamawansa
Vice-Chancellor
It is with great pleasure that I write this note on the occasion of the Management Undergraduate Research Symposium - 2022 of the Faculty of Management, University of Peradeniya.

This research symposium aims to provide a platform to showcase the research findings of students based on their final year dissertations in completing the Bachelor of Business Administration (BBA) Honours Degree Programme and the Bachelor of Commerce (B.Com) Honours Degree Programme. Both these programme curricula contain a final year dissertation worth of 6 credits, and the students undertake research related to different business functions such as Accounting and Finance, Human Resource Management, Marketing Management, Operations Management, and Organizational Management. The importance of a research component for an honours degree has widely been accepted.

Besides, a symposium of this nature assists the undergraduates and other participants engage with critical concerns relating to an array of discourses in the fields of business that allow them to understand the new developments in the modern world of work. Furthermore, the skills that they develop through this process will help them in the future to hold managerial positions effectively irrespective of the fact that they get employed in academia/research or industry. While congratulating all the students presenting at the Management Undergraduate Research Symposium – 2022, I would also like to extend my sincere appreciation to the organizing committee for all the hard work to make this event truly successful.

Professor E.M.A.S.B. Ekanayake
Dean, Faculty of Management
It’s my great pleasure to compose this message to the proceedings of the fifth Management Undergraduate Research Symposium, organized by the Faculty of Management, University of Peradeniya. This symposium is a unique event in the Faculty’s annual calendar, which creates a great opportunity for management undergraduates to showcase their knowledge and competencies gained from the independent research projects during their final year. Also, this annual event makes a platform to select the ‘Best Undergraduate Researcher’ of the year among undergraduates of both the Bachelor of Business Administration (BBA) Honours Degree Programme and the Bachelor of Commerce (B.Com) Honours Degree Programme. Thus, this symposium will be a great avenue for our undergraduates to promote, share and publish their latest research findings in the domain of Management. Thus, I believe that Management Undergraduate Research Symposium – 2022 will undeniably promote further high-quality research culture and the intellectual curiosity of researchers.

Conducting a research symposium is a massive responsibility and to succeed in this event all the people in the faculty have given enormous support to the committee. Therefore, on behalf of the Faculty Undergraduate Research Committee, I wish to express my sincere gratitude to the Dean, Faculty of Management, Heads of Departments, all research supervisors of the final year undergraduates, and all the other academic and non-academic staff members for their support and commitment in making this event a success.

Finally, I convey my wishes to all the presenters of the Management Undergraduate Research Symposium – 2022.

Ms. P.H.R.R.P.K. Munasinghe  
Chairperson, Faculty Undergraduate Research Committee  
Faculty of Management
Organizing Committee

Ms. P.H.R.R.P.K. Munasinghe

Mr. D.I.J. Samaranayake

Ms. R.M.U.R.K. Rathnayake

Ms. S. Yamuna

Ms. B.T.D.N. Senerath
Panel of Judges

Prof. H.M.W.A. Herath  
Professor in Economics, Department of Economics and Statistics,  
Faculty of Arts, University of Peradeniya

Prof. Asela Kulathunga  
Professor, Department of Manufacturing and Industrial Engineering,  
Faculty of Engineering, University of Peradeniya

Dr. L.N.A.C. Jayawardena  
Senior Lecturer, Department of Agricultural Extension,  
Faculty of Agriculture, University of Peradeniya

Dr. P.K. Seelagama  
Senior Lecturer, Department of Sociology  
Faculty of Arts, University of Peradeniya

Dr. Lalith Welamedage  
Co-Founding Director, Chief Executive Officer  
Lanka Social Ventures
Table of Contents

The Determinants of Corporate Internet Reporting in Sri Lankan Listed Companies.
Abeykoon, P.P.  
Page No 01

Impact of Strategic Planning and Strategic Thinking on Competitive Advantage of Manufacturing Small and Medium Scale Enterprises (SMEs) of Sri Lanka with the Mediating Role of Intellectual Capital.
Hettiarachchi, H.H.A.D.U.A.  
Page No 02

Jayaratna, M.P.  
Page No 03

Jinadasa, S.L.  
Page No 04

An Inquiry into the Factors Affecting Success of Immigrant Entrepreneurs in Sri Lanka.
Munasinghe, Y.T.  
Page No 05

Content Providers’ Engagement with Merchants in Affiliate Marketing Program in Sri Lankan Travel and Tourism Industry.
Premachandra, Y.B.  
Page No 06

Impact of Industry 4.0 on Supply Chain Performance of Apparel Industry in Sri Lanka.
Sachin, K.  
Page No 07

Wickramarathne, D.M.D.S.  
Page No 08

Page No 09
THE DETERMINANTS OF CORPORATE INTERNET REPORTING IN SRI LANKAN LISTED COMPANIES

Abeykoon, P.P.
Department of Business Finance, Faculty of Management,
University of Peradeniya
poorniabeykoon98@gmail.com

Virtually blurred global boundaries press the need for corporates to remedy inefficient information dissemination methods by facilitating hasty decision-making options from information users’ perspectives. Thus, Corporate Internet Reporting (CIR) triumphs over traditional corporate reporting by inculcating the internet in corporate reporting. Accordingly, the study aims to assess the persisting level of CIR in Sri Lanka and examine corporate characteristics that impact such CIR adoption while investigating the difference between industries’ CIR adoption.

Data of an ultimately divulged sample of 122 listed companies were collected through an empirically sourced disclosure index containing specific categories (i.e., Content, User Support, and Presentation Criterion). One-sample t-test assessed the level of CIR in Sri Lanka as lower with a mean value of 26%, exposing a significant difference between the actual and the expected level of CIR. The study further analyzed regarding the above specific categories, the levels of CIR average respectively at 21%, 34%, and 35%. As for factors that impact CIR level, corporate governance, Firm size, listing age, Internationalization, Profitability, Liquidity, Leverage, and Industry type were empirically sourced to be tested. Correlation and multiple regression analyses were conducted to examine corporate characteristics’ impact on the CIR level. Correlation analysis hinted at a positive correlation between corporate governance, Firm size, Leverage, and a negative correlation between Internationalization and Industry type, with CIR adoption. However, the regression analysis revealed Firm size and Leverage to have a positive significant and Internationalization to have a negative significant impact on the level of CIR adoption. Thus, unveiling them as determinants. Considering the industry difference, firstly, the independent samples t-test revealed zero difference in adopting CIR when industries are categorized as low-or-high profile based on the companies’ environmental impact. Secondly, one-way ANOVA analysis based on the Global Industry Classification Standard revealed an overall and specific difference in CIR adoption across industries. The findings expect to contribute to the dearth of empirical evidence in persisting local CIR-based literature while fostering practical implications for corporates, decision-makers, and regulators as advocacy for developing and standardizing the incumbent CIR practices.

Keywords: Corporate Internet Reporting, Disclosure Index, Industry Classification, Sri Lankan Listed Companies

Acknowledgement: The author wishes to thankfully acknowledge the supervision and guidance provided by Prof. K.G.A. Udayakumara and Ms. M.N.F. Nuskiya.
Today’s business environment has become more global and competitive than it has been in the past. Due to this dynamic and constantly changing business environment, achieving a competitive advantage has become one of the main goals of every organization today, by trying to outperform competition and to attract potential customers to its products and services while retaining current customers. It is evident from various past studies conducted in Western contexts, as well as studies in public and private sector organizations all around the world that strategic planning and strategic thinking assist an organization to gain competitive advantages, and human capital mediates the relationship between strategic planning, strategic thinking, and competitive advantages. Therefore, this study explored the Impact of Strategic Planning and Strategic Thinking on the Competitive Advantage of Manufacturing Small and Medium Scale Enterprises (SMEs) of Sri Lanka with the Mediating role of Intellectual Capital. Using a sample of two hundred and sixty-two strategic decision-makers or managers or any party with decision-making authority from SMEs of Sri Lanka representing the manufacturing sector, a partial mediation model is outlined and tested using structural equation modeling (SEM). The study’s findings suggest that strategic planning plays an important significant role in the achievement of competitive advantage, strategic thinking plays an important significant role in the achievement of competitive advantage, effects of intellectual capital don't have a direct impact on competitive advantage, strategic planning has a significant positive impact on intellectual capital, strategic thinking has a significant positive impact on intellectual capital, intellectual capital partially mediates the relationship between strategic planning and the competitive advantage, and intellectual capital partially mediates the relationship between strategic planning and the competitive advantage. The study provides a set of valid and reliable measurements for evaluating, benchmarking, and comparing the impact of Strategic Planning, Strategic Thinking on Intellectual Capital and Competitive Advantage, the impact of Intellectual Capital on Competitive Advantage, and the mediating role of Intellectual Capital on the relationship between Strategic Planning, Strategic Thinking and Competitive Advantage.

Keywords: Strategic Planning, Strategic Thinking, Intellectual Capital, SMEs

Acknowledgement: The author wishes to thankfully acknowledge the supervision and guidance provided by Mr. T.S.S. Fernando.
THE IMPACT OF PUSH, PULL, AND PERSONAL FACTORS ON TURNOVER INTENTION OF MILLENNIAL EMPLOYEES: A STUDY OF APPAREL AND TEXTILE INDUSTRY IN POLONNARUWA DISTRICT, SRI LANKA

Jayarathna, M.P.
Department of Management Studies, Faculty of Management,
University of Peradeniya
malshajp@gmail.com

The apparel sector has a vital place in the economy and it is observed that Generation Y (Millennial) employees have a high tendency to leave organizations. Millennials are different compared to previous generations by changing their jobs quickly. Even though many studies focused on factors caused for employee turnover, very limited studies examined how the push, pull, and personal factors impact the turnover intention of millennial employees in the apparel industry. So, the main objective of this study was to explore the impact of push, pull, and personal factors on the turnover intention of millennial employees. The quantitative methodology has been used, a survey method was used to collect data, and the data was collected through a questionnaire. The study used 325 millennial employees who worked as machine operators in three apparel and textile organizations in Polonnaruwa district, Sri Lanka. A Cross-sectional study design were used and data were collected using a simple random sampling technique. Push, pull, and personal factors were measured using 15 items scale developed by Shah et al. (2010) and turnover intention was measured using the 10 items scale developed by Chowdhury (2016). Results revealed that push, pull and personal factors have a positive impact on the turnover intention of millennial employees. The study recommended that maintaining sufficient pay methods, reducing job stress, etc. can reduce the turnover intention of millennial employees in apparel sector. The study is advantageous for apparel sector organizations to know about the most affected factors to millennial employees' turnover intention. Despite the limitations, the study was limited to millennial employees in the apparel sector only.

Keywords: Millennial, Personal Factors, Pull Factors, Push Factors, Turnover Intention

Acknowledgement: The author wishes to thankfully acknowledge the supervision and guidance provided by Ms. U.W.G.Y.E. Jayawickrama.
TRACING ROOT CAUSES OF MULTI-DIMENSIONAL POVERTY IN THE ESTATE SECTOR IN SRI LANKA: EVIDENCE FROM MASKELIYA DIVISION

Jinadasa, S.L.
Department of Management Studies, Faculty of Management,
University of Peradeniya
samali.lithmini@gmail.com

The island nation Sri Lanka has been performing consistently well in terms of human development over the last decade, being the highest in the South Asian region. Even though the overall human development has been relatively higher in Sri Lanka, it is to be noted that the regional disparities exist in the island, the estate sector being the “Pockets” of poverty as described by the Department of Census of Statistics. Although the Central Province contributes 11 percent to the GDP, highest next to the Western Province, the disparities in the province, especially among the tea estate community aggregates the highest. When compared to the poverty rates of rural and urban sector of 4.3 percent and 1.9 percent, the estate sector poverty is a whopping 8.8 percent which demonstrates the depth of regional disparities. Going in line with the main research objective of the study, to explore the root causes of the problem of the gap between of poverty in the estate sector, the research is followed by identifying the nature of the life during pandemic in estates, to examine the contribution of the Regional Private Companies [RPCs] for the upliftment of standard of living in estates and to assess the likely impact of the average poverty level of Sri Lanka. The unit of analysis is the estate sector workers in the Maskeliya area from Waltrim and Hapugasthenne Estates. The study is of an explorative nature which uses purposive sampling wherein it aims to achieve the objectives via open-ended structured group interviews, focus group interviews and Key Informant Interviews followed by desk research whereas data is analyzed and themes are generated. Accordingly, it is discovered that majority of the tea state sector workers are multidimensionally poor and the current indicators of poverty derived through the research surpasses the national poverty indicators in the estate sector. Through the research it is observed that the root cause behind the chronic poverty in the estates being the institutional disparities mainly in terms of the RPCs and the State Institutions; Pradeshiya Sabhas. As such it is vital the government in collaboration with the RPCs, put in place major policy changes to harness the opportunities and overcome the challenges in this sector.

Keywords: Poverty, Tea Estates, Tea Pluckers, Marginalization, Institutional Disparities

Acknowledgement: The author wishes to thankfully acknowledge the supervision and guidance provided by Mr. D.I.J. Samaranayake.
AN INQUIRY INTO THE FACTORS AFFECTING SUCCESS OF IMMIGRANT ENTREPRENEURS IN SRI LANKA

Munasinghe, Y.T.
Department of Management Studies, Faculty of Management,
University of Peradeniya
Yeshika9714@gmail.com

Immigrant entrepreneurs are a very important part in every economy. Their contribution to economic growth is also significant. However, in Sri Lanka, methodical studies on immigrant entrepreneurs are scant. This research, thus, aims at exploring the factors that affect the success of immigrant entrepreneurs in Sri Lanka with special reference to the Indian Tamil immigrants in the jewelry industry in Kalutara district. This research was designed to examine the challenges of and strategies employed by the immigrant entrepreneurs to ensure the success of their business. The population of the survey includes the Indian Tamil immigrants in the jewelry industry in Kalutara district. Using the sampling methods of Convenience sampling and the snowballing technique, the sample size was determined as 51. Data were collected through administering a questionnaire of Likert Scale together with open ended questions also among the sample. And data analysis was carried out both qualitatively and quantitatively using SPSS software and narrative analysis. The findings of the study show a significant positive relationship between the entrepreneurial success and the inherent unique factors of the immigrant entrepreneurs such as sources of capital, ethnic enclave, credibility, and the links with the mother country. Also, this study uncovered challenges and strategies specific to immigrant entrepreneurs in the jewelry industry. The findings suggest further avenues and need for research of immigrant entrepreneurs as a special segment in entrepreneurship.

Keywords: Immigrant entrepreneurs, Indian Tamil immigrants, Jewelry industry, Kalutara district, Inherent factors of immigrant entrepreneurs, Entrepreneurial challenges and strategies.

Acknowledgement: The author wishes to thankfully acknowledge the supervision and guidance provided by Prof. Milton Rajaratne.
CONTENT PROVIDERS’ ENGAGEMENT WITH MERCHANTS IN AFFILIATE MARKETING PROGRAM IN SRI LANKAN TRAVEL AND TOURISM INDUSTRY

Premachandra, Y.B.
Department of Marketing Management, Faculty of Management, University of Peradeniya
yasanjali@gmail.com

The Internet's rapid expansion has greatly increased interest in information transformation. The WWW, which offers a standardized, user-friendly interface to the Internet, is the Internet’s finest achievement. It leads to disintermediation by eliminate the number of intermediaries. Internet offer opportunities for cybermediation-emergence of new type of intermediaries operating at electronic market who exchange between the producer and consumer. Cybermediaries offering online advertising to merchants are referred to as content provider or affiliates. Affiliate marketing is classified as a type of this online advertising where merchants share percentage of sales revenue generated by each customer who arrived to the company website via a content provider. This study aims to explore thoroughly the challenges and possible strategies of content providers in working with clients in affiliate marketing programs in the industry of travel and tourism in Sri Lanka. This study was based on the qualitative approach and in-depth semi-structured interviews was used for the primary data collection. Researcher referred the scholarly article, journals and books as the secondary data collection methods. Data analysis was done by using Nvivo.64. Firstly, the researcher done transcription of recorded interviews, and in the second stage, the researcher done the coding. After that, codes combined into meaningful categories. In the final stage of data, the analysis researcher constructed themes to address the research questions. Further, by interpreting these themes in detail, research would come up with a new theoretical explanation. The empirical results reveal how content providers need to engage with merchant in affiliate marketing program the closer engagement of content provider with merchant in affiliate marketing by identifying the challenges of content providers related to travel and tourism industry in Sri Lanka, strategies to overcome the challenges and how the relationship between content provider and merchant contribute to a successful affiliate marketing program in travel and tourism industry in Sri Lanka. The findings of this study is significant since this study has attempted to explain the AM from a content provider’s perspective by explaining the challenges for affiliates and strategies to overcome in a theoretical and practical way to make effective AMP.

Keywords: Affiliate Marketing, Affiliate Marketing Program, Content provider, Merchant.

Acknowledgement: The author wishes to thankfully acknowledge the supervision and guidance provided by Dr. B.A. Nuresh Eranda.
IMPACT OF INDUSTRY 4.0 ON SUPPLY CHAIN PERFORMANCE OF APPAREL INDUSTRY IN SRI LANKA

Sachin, K.
Department of Operations Management, Faculty of Management, University of Peradeniya
createsachen@gmail.com

Industry 4.0 aims to transform manufacturing towards digital manufacturing and supports improving performance by connecting advanced technologies that interact with each other in real-time. Experts estimate that Industry 4.0 can positively affect management, industry, markets, and sustainability. While the impact of Industry 4.0 on improving Supply Chain Performance (SCP) is extensively researched, empirical studies in developing nations are limited. Thus, it raises the question of whether the findings can be adapted to developing countries such as Sri Lanka and different industries. Therefore, based on organisational capability-based theory, this empirical study develops a model to investigate the impact of Industry 4.0 on SCP in the Sri Lankan apparel industry.

A mixed approach was used in the study. A qualitative analysis was performed with eight structured interviews to refine the conceptual framework and formulate the hypotheses for the research and quantitative analysis of survey data from 57 BOI-registered apparel firms in Sri Lanka to test the hypotheses. Content analysis reveals that the Internet of Things (IoT), Big Data and Analytics, and Cloud Computing are adopted across the SCP in the Sri Lankan apparel industry. Such identified technologies support improving the SCP. Regression results reveal that IoT and Cloud Computing positively impact SCP, which is statistically significant. Big Data and Analytics have an insignificant impact on SCP. Qualitative findings also supported the quantitative results, highlighting that Industry 4.0 improves SCP through quality, efficiency, responsiveness, effectiveness, and flexibility. The study contributes to the supply chain management literature by highlighting the impact of Industry 4.0 on SCP by providing empirical support for the effect on SCP. The study offers insights for managers to understand the potential of Industry 4.0 technologies and shows that developing Industry 4.0 technologies can reap benefits in SCP. Despite the novelty of the research investigation on SCP improvement with Industry 4.0, the study is limited to a specific industry, uses a relatively small segment, and follows a simple statistical analysis. Research can be performed in a broader sample across different sectors and with complex analysis.

**Keywords:** Big Data and Analytics, Cloud Computing, Industry 4.0, Internet of Things, Supply Chain Performance

**Acknowledgement:** The author wishes to thankfully acknowledge the supervision and guidance provided by Mr. A M.A.S.M. Bandara.
IMPACT OF EMOTIONAL INTELLIGENCE ON PSYCHOLOGICAL WELL-BEING OF MANAGEMENT UNDERGRADUATES: DURING COVID-19 OUTBREAK

Wickramarathne, D.M.D.S.
Department of Human Resource Management, Faculty of Management, University of Peradeniya
dhananjiwickramarathne@gmail.com

Psychological well-being is critical for undergraduates. Currently, with the COVID-19 Outbreak e-learning has become a requirement for all Universities. Accordingly, the psychological well-being of the undergraduates has been affected to a greater extent as they are experiencing a higher level of stress, and burnout which has ultimately resulted in their academic progress. Thus, promoting the Psychological Well-being of Undergraduates is crucial. Emotional intelligence (EI) is a notion that has piqued the interest of researchers and experts in the field of mental health. In the meantime, Emotional Intelligence has been used as a method to improve the psychological well-being of University Undergraduates during the COVID-19 Outbreak. The purpose of this study was to investigate the impact of Emotional Intelligence on the Psychological Well-being of Management undergraduates during the COVID-19 Outbreak. The Quantitative methodology has been adopted to achieve the aim of the study and data was collected through a survey which was conducted within a sample of 248 Management undergraduates from one of the state universities in Sri Lanka. The researcher conducted a regression analysis to determine the impact. The findings of the study revealed that there is a significant positive impact of Emotional Intelligence on the Psychological Well-being of Management Undergraduates during the COVID-19 Outbreak. Thus, sub-variables such as self-management, social awareness, and relationship management have proven a significant positive impact, while self-awareness showed a negative impact on the Psychological Well-being of the Management undergraduates during the COVID-19 Outbreak. The Study solely considered Emotional Intelligence to address the research problem and it’s a limitation where it ignored the alternatives available for enhancing the psychological well-being of Undergraduates. The study provides insight especially for undergraduates to be aware of the contribution of Emotional Intelligence to the enhancement of psychological well-being.

Keywords: Emotional Intelligence, Psychological well-being, Relationship Management, Self-awareness, Self-management, Social Awareness,

Acknowledgement: The author wishes to thankfully acknowledge the supervision and guidance provided by Ms. U.W.G.Y.E. Jayawickrama.
මුලික කටයුතු පිළිතුරක කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙහෙයෝ අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ පිළිතුරක කළේ දෙදන් කෝණයට සමාන සාමාන්‍ය පිළිතුරක කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙහෙයෝ අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ.

මුලික කටයුතු පිළිතුරක කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙහෙයෝ අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ පිළිතුරක කළේ දෙදන් කෝණයට සමාන සාමාන්‍ය පිළිතුරක කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙහෙයෝ අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ.

tharushikavindi33@gmail.com

තැමුත් කටයුතු පිළිතුරක කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙහෙයෝ අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ පිළිතුරක කළේ දෙදන් කෝණයට සමාන සාමාන්‍ය පිළිතුරක කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙහෙයෝ අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ.

ස්විකර්ණ සොයා කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙhoria අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ පිළිතුරක කළේ දෙදන් කෝණයට සමාන සාමාන්‍ය පිළිතුරක කළේ දෙදන් කෝණයට විශේෂ කොණය හේශ්වා හෝ මෙhoria අනුවෙන් එක්ක් කොණයට අනුවෙන් පෙළමඟ.