

***PROGRAMME***

**Peradeniya University International Management Research Sessions 2019**

**“Sustainability and Competitive Advantage”**

***November 14, 2019***

**Faculty of Management**

**University of Peradeniya**

1. **iPUMSE 2019: Themes**

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| 1. Business and Society (BS) |
| 1. Governance and Accountability (GA) |
| 1. Innovations and Competitiveness (IC) |

1. **Venue Allocations for Technical Sessions**

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| --- | --- | --- |
| **Theme** | **Panel** | **Technical session**  **10.30 am – 1.00 pm** |
| BS | BS - 01 | Lecture Room 02 |
| BS | BS - 02 | Lecture Room 03 |
| GA | GA - 01 | Lecture Room 04 |
| IC | IC - 01 | Lecture Room 06 |

1. **Outline of the Overall Program**

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| **Item** | **Time** | **Venue/s** |
| Registration | 7.30 am – 8.00 am | Faculty Entrance |
| Inaugural Session | 8.00 am – 10.00 am | Auditorium |
| Refreshments (Morning) | 10.00 am – 10.30 am | Main Hall |
| Technical Sessions | 10.30 am – 1.00 pm | Lecture Room 02, 03, 04 and 06 |
| Lunch | 1.00 pm – 2.00 pm | Main Hall and Vice Chancellor’s Lodge |
| Business Forum | 2.00 pm – 4.00 pm | Auditorium |
| Closing Ceremony | 4.00 pm – 4.10 pm | Auditorium |
| Refreshments (Evening) | 4.10 pm – 4.30 pm | Lobby |
| Conference Dinner | 7.00 pm onwards | Vice Chancellor’s Lodge |

1. **Programme of the Inaugural Session**

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| **Time** | **Item** |
| 7.30 am | Registration |
| 8.00 am | Arrival of the Dignitaries |
| 8.10 am | Ceremonial Procession |
| 8.30 am | Welcome Address by Dr. BAN Eranda  Chairperson, iPUMSE 2019 |
| 8.40 am | Address by Dr. M. Alfred  Dean, Faculty of Management, University of Peradeniya |
| 8.50 am | Address by the Chief Guest Prof. Upul B. Dissanayake  The Vice-Chancellor, University of Peradeniya |
| 9.00 am | Conference Video |
| 9.10 am | Keynote Speech by Prof. Alistair R. Anderson  Distinguished Professor in Entrepreneurship, Strategy and Innovation, Lancaster University, UK |
| 9.55 am | Vote of Thanks by Ms. W.A.Edirisooriya  Secretary, iPUMSE 2019 |
| 10.00 am | National Anthem |
| 10.00 am | Refreshments (Morning) |

1. **Summary of the Technical Sessions**

| **Panel & Venue** | **Technical Sessions** | | | | | | | | |
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| **10.30 am –**  **10.45 am** | **10.45 am –**  **11.00 am** | **11.00 am –**  **11.15 am** | **11.15 am –**  **11.30 am** | **11.30 am –**  **11.45 am** | **11.45 am –**  **12.00 noon** | **12.00 noon –**  **12.15 pm** | **12.15 pm –**  **12.30 pm** |
| **BS - 01**  **Lecture Room 02** | The Impact of Energy Consumption and Financial Development on Economic Growth in Sri Lanka: An ARDL Bounds Testing Approach | Impact of E-Service Quality on Customer Loyalty: In Case of Online Shopping Customers in Sri Lankan Retail Industry | How do Consumerism and Responsible Management Co-exist? A Study with Special Reference to Sri Lankan Hotel Industry | Consumers’ Willingness to Choose LankaPay National Payment Card: A Conjoint Analysis | A Factor Analytic Investigation of Marketing Promotional Efforts with Special Reference to Trincomalee Destination | Interfering Factors of Academics towards University - Industry Linkages in Sri Lanka: An Analysis Based on Institutional Demographics | Modeling the Structural Relationship between the Underemployment and Shadow Economy | Job Satisfaction of Beauty Parlor Worker of Sri Lanka |
| **BS - 02**  **Lecture Room 03** | The Effect of Leadership Styles on Employee Competencies Development: Evidence from a Leading State-Owned Bank Operating in Central Province, Sri Lanka | Work Life Balance of Bankers’: A Case Study on Bank of Ceylon Super Grade Branch Kandy, Sri Lanka | Impact of Performance Management towards Employee Motivation to Perform: Evidence Based on a Manufacturing Company in Sri Lanka. | Role of the Organization Culture on Competitive Advantage in ICT industry | The Impact of Personality on Career Exploration Behaviors of Undergraduates: With Special Reference to University of Peradeniya | Organizational Factors Affecting Employee Job Stress among Operational Level Engineers | Impact of Demographic, Economic, and Organizational Factors on  Employee Motivation in Plastic Industry: An Empirical Study in  Kurunegala District | Towards the Development of a New Scale for Measuring Workplace Bullying. |
| **GA - 01**  **Lecture Room 04** | Impact of Demographic Factors on Financial Literacy: Evidence from Stock Market Retail Investors in Sri Lanka. | Value Relevance of Integrated Reporting: Perception of Stock Market Investors | Impact of Microfinance on Household income: Special reference to Kopay DS Division in Jaffna district | Debt Financing and Profitability of Listed Companies in the Colombo Stock Exchange of Sri Lanka | The Impact of Contextual Factors on the Adoption of Management Accounting Practices: A Study Based on Manufacturing Firms Listed in Colombo Stock Exchange |  |  |  |
| **IC – 01**  **Lecture Room 06** | The Impact of Technology Level and Industry Knowledge on the Craftsmen’s Involvement in Traditional Brassware Industry in Kandy Region | The Impact of Factors Affective on Success of Small and Medium Scale Businesses in the Sri Lankan Context | The Impact of Lean Manufacturing Tools towards the Process Improvement; A Study based on Reduction of Touchpoints of Apparel Warehouse Label Quarantine Process | Time Orientation & Sequential Coherence as Novel Determinants of Open Innovation Performance | Application of Six Sigma Methodology to Reduce the Cycle Time of Acceptable Quality Level (AQL) Audit Procedure; A Case Study of Hela Intimates (Pvt) Ltd Narammala. | Adoption of Green Banking From Customer’s Perspective: With Special Reference to Trincomalee District. | The Impact of Attitude towards Green Products on Willingness to Pay Premium; With Special Reference to Millenialls in Sri Lanka. | A Systematic Review on Literature on the Mediation Effect of Support for Innovation at Workplace to the Impact of Power Distance and Employe Innovative Behaviour |

1. **Programme of the Technical Sessions**
   1. **Theme 01: Business and Society**

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| **Panel: BS - 01** | | |
| **Time: 10.30 am – 12.45 pm** | | |
| **Venue: Lecture Room 02** | | |
| **Panel: Prof. Nalin Abeysekara (Chairperson), Dr. RH Kuruppuge** | | |
| **Paper ID** | **Time** | **Title and Author/s** |
| 010 | 10.30 am | The Impact of Energy Consumption and Financial Development on Economic Growth in Sri Lanka: An ARDL Bounds Testing Approach  ***Neruja N.*** |
| 011 | 10.45 am | Impact of E-Service Quality on Customer Loyalty: In Case of Online Shopping Customers in Sri Lankan Retail Industry ***Weeratunge, K.D.M.K. and Wijethunga, W.M.H.U.*** |
| 015 | 11.00 am | How do Consumerism and Responsible Management Co-exist? A Study with Special Reference to Sri Lankan Hotel Industry ***Gamaethige, P.N. and Hitinayake, H.M.I.K.*** |
| 016 | 11.15 am | Consumers’ Willingness to Choose LankaPay National Payment Card: A Conjoint Analysis  ***Attanayake, U. and Neelawala, P.*** |
| 028 | 11.30 am | A Factor Analytic Investigation of Marketing Promotional Efforts with Special Reference to Trincomalee Destination  ***Ranathunga, H.G.C.K.*** |
| 031 | 11.45 am | Interfering Factors of Academics towards University - Industry Linkages in Sri Lanka: An Analysis Based on Institutional Demographics  ***Perera, R.L., Igel, B. and Haresankar, J.*** |
| 097 | 12.00 noon | Modeling the Structural Relationship between the Underemployment and Shadow Economy  ***Samaranayake, D.I.J. and Dayaratne Banda, O.G.*** |
| 002 | 12.15 pm | Job Satisfaction of Beauty Parlor Worker of Sri Lanka  ***Mayoshi, R.M.M.*** |

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| **Panel: BS - 02** | | |
| **Time: 10.30 am – 12.45 pm** | | |
| **Venue: Lecture Room 03** | | |
| **Panel: Dr. Pavithra Kailasapathy (Chairperson), Dr. BAN Eranda** | | |
| **Paper ID** | **Time** | **Title and Author/s** |
| 096 | 10.30 am | The Effect of Leadership Styles on Employee Competencies Development: Evidence from a Leading State-Owned Bank Operating in Central Province, Sri Lanka  ***Samarakoon, S.M.N.S.*** |
| 003 | 10.45 am | Work Life Balance of Bankers’: A Case Study on Bank of Ceylon Super Grade Branch Kandy, Sri Lanka  ***Darmasena, D.*** ***and Samarakoon, N.*** |
| 005 | 11.00 am | Impact of Performance Management towards Employee Motivation to Perform: Evidence Based on a Manufacturing Company in Sri Lanka.  ***Hapuhinna, H.K.D.W.M.N.A.*** |
| 019 | 11.15 am | Role of the Organization Culture on Competitive Advantage in ICT industry  ***Fernando, T.S.S. and Perera, G.A.T.R.*** |
| 021 | 11.30 am | The Impact of Personality on Career Exploration Behaviors of Undergraduates: With Special Reference to University of Peradeniya  ***Fahmitha, M.A. and  Edirisooriya, W.A.*** |
| 025 | 11.45 am | Organizational Factors Affecting Employee Job Stress among Operational Level Engineers  ***Hiswella, H.*** |
| 027 | 12.00 noon | Impact of Demographic, Economic, and Organizational Factors on Employee Motivation in Plastic Industry: An Empirical Study in Kurunegala District  ***Aloysius, N.M. and Herath, H.M.K.N.B.*** |
| 100 | 12.15 pm | Towards the Development of a New Scale for Measuring Workplace Bullying.  ***Anjala, A.K. and Wickramaratne, W.P.R.*** |

* 1. **Theme 02: Governance and Accountability**

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| **Panel: GA - 01** | | |
| **Time: 10.30 am – 11.45 am** | | |
| **Venue: Lecture Room 04** | | |
| **Panel: Dr. Athula Manawaduge (Chairperson), Dr. Athula Ekanayake** | | |
| **Paper ID** | **Time** | **Title and Author/s** |
| 007 | 10.30 am | Impact of Demographic Factors on Financial Literacy: Evidence from Stock Market Retail Investors in Sri Lanka.  ***De Silva, D., Kularathne, T., Jayaweera, S and Chathurangi, W.*** |
| 012 | 10.45 am | Value Relevance of Integrated Reporting: Perception of Stock Market Investors  ***Pathiraja, P.M. D.S. and Priyadarshanie, W.A.N.*** |
| 013 | 11.00 am | Impact of Microfinance on Household income: Special reference to Kopay DS Division in Jaffna district  ***Thavarasasingam, H. and Balagobe, S.*** |
| 014 | 11.15 am | Debt Financing and Profitability of Listed Companies in the Colombo Stock Exchange of Sri Lanka  ***Kasthury, S., Subramaniam, V.A., Anandasayanan, S.*** |
| 095 | 11.30 am | The Impact of Contextual Factors on the Adoption of Management Accounting Practices: A Study Based on Manufacturing Firms Listed in Colombo Stock Exchange.  ***Alfred, M., Jayakumar, V and Priyadarshani, P.L.W.*** |

* 1. **Theme 03: Innovations and Competitiveness**

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| **Panel: IC - 01** | | |
| **Time: 10.30 am – 12.30 pm** | | |
| **Venue: Lecture Room 06** | | |
| **Panel: Dr. N. W. K. Galahitiyawe (Chairperson), Dr. S Maheshwaran** | | |
| **Paper ID** | **Time** | **Title and Author/s** |
| 004 | 10.30 am | The Impact of Technology Level and Industry Knowledge on the Craftsmen’s Involvement in Traditional Brassware Industry in Kandy Region  ***Gunawardhana, R. and Perera, M.A.P.G.S.*** |
| 006 | 10.45 am | The Impact of Factors Affective on Success of Small and Medium Scale Businesses in the Sri Lankan Context  [***Dissanayake***](http://www.pdn.lk/)***, D.*** |
| 024 | 11.00 am | The Impact of Lean Manufacturing Tools towards the Process Improvement; A Study based on Reduction of Touchpoints of Apparel Warehouse Label Quarantine Process  ***Dandeniya, G.S. and Perera, R.A.S.A.*** |
| 029 | 11.15 am | Time Orientation & Sequential Coherence as Novel Determinants of Open Innovation Performance  **Yapa, S.R., Senathiraja, R. , Poesche, J. and Kauranen, I.** |
| 030 | 11.30 am | Application of Six Sigma Methodology to Reduce the Cycle Time of Acceptable Quality Level (AQL) Audit Procedure; A Case Study of Hela Intimates (Pvt) Ltd Narammala.  **Sulakkhana, S. and Perera, R.A.S.A.** |
| 032 | 11.45 am | Adoption of Green Banking From Customer’s Perspective: With Special Reference to Trincomalee District.  ***Wijenayake, P.G.T.M. and Wijayasinghe, W.D.S.R.*** |
| 033 | 12.00 noon | The Impact of Attitude towards Green Products on Willingness to Pay Premium; With Special Reference to Millenialls in Sri Lanka.  ***Niwarthana, W. Gannoruwa, S.  and R.M.U.R.K.Rathnayake*** |
| 098 | 12.15 pm | A Systematic Review on Literature on the Mediation Effect of Support for Innovation at Workplace to the Impact of Power Distance and Employe Innovative Behaviour  ***Niranga,W.A.M and  Rajapaksha, R.A,C.P.*** |

1. **Programme of the Business Forum**

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| **Venue: Auditorium** | |
| **Time** | **Item** |
| 2.00pm - 2.40pm | Introductory Session |
| 2.40pm – 3.30pm | Panel Discussion |
| 3.30pm – 4.00pm | Q & A |

1. **iPUMSE-2019 Organizing Committee**

Conference Chairman : Dr. B.A.N. Eranda

Conference Secretary : Ms. W.A. Edirisooriya

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| **Committee** | **Committee Members** |
| **Editorial** | Dr. W.P.R. Wickramaratne (Chairperson)  Dr. E.M.A.S.B Ekanayake  Dr. S. Maheshwaran  Mr. N. Agilan |
| **Fund raising** | Dr. R.H Kuruppuge (Chairperson)  Ms. R.M.C Kumari  Mr. T.S.S Fernando  Ms. H.L.M. De Silva  Mr. D.D.C. Kavinda  Ms. L.N. Priyashani  Mr. E.K.P.S Epa |
| **Registration** | Ms. P.R.W.M.S.C. Weerakotuwa (Chairperson)  Ms. D.M.S.M. Dasanayake Ms. S. Yamuna  Mr. M.V.R.U.K.B Aryarathne  Ms. M.T.C.N.S De Silva  Ms. S.Tharmila |
| **Ceremonial** | Ms. K.M.H.R Kolongahapitiya (Chairperson)  Ms. R.M.U.R.K Rathnayake  Ms. P.W Tennakoon  Ms. A.S Shiromy  Ms. H.M.R.D Karunarathne  Ms. A Dhanushka  Ms. M.R.Watawala |
| **Technical** | Mr. A.M.A.S.M. Bandara (Chairperson)  Ms. P.L.W. Priyadarshani  Mr. D.I.J. Samaranayake  Ms. M.N.F. Nuskiya  Ms. A.M.S.M.C.M. Attanayake  Ms. Y.Y Senavirathne |
| **Logistics** | Dr. M.G.P.D. Menike (Chairperson)  Dr. S.M.U.T.S. Subasinghe  Mr. G.C.I Gunarathne  Ms. H.M.N.K. Mudalige  Ms. W.D.C.K.T Kumarasiri  Ms. P. Suwadika |
| **Business Forum** | Ms. B.S Hettiarachchy(Chairperson)  Ms. S.P Ariyarathne  Ms. K.D.M.K Weearthunga  Ms. H.W.R Niwarthana  Ms. K.M.S.P Gannoruwa |
| **Food and Refreshments** | Mr. V. Tharmathasan (Chairperson)  Ms. Y.M.A.H Jayarathne  Ms. U.W.G.Y.E. Jayawickrama  Ms. P.H.R.R.P.K. Munasinghe  Ms. N.A.A Nishshanka  Ms. M.F.F Fazna  Ms. R Sinthoory |