

PROCEEDINGS

OF THE 14th SLIIT BUSINESS SCHOOL
STUDENTS' RESEARCH CONFERENCE 2021



SBS SRC
2021

 **SLIIT**
BUSINESS SCHOOL

14th SLIIT Business School Students'
Research Conference
SBSSRC 2021

Conference Proceedings

SLIIT Business School
Sri Lanka Institute of Information Technology
Sri Lanka

10th December 2021

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14th SLIIT Business School Students' Research Conference

Conference papers

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Message by the Chancellor

I am delighted to be part of the consecutive 14th session of the SBS Students' Research taking place on this day. As we all know, conferences of any academic discipline are an integral part of all higher education institutes. They bring in culture of information exchange and feedback on emerging technologies in a plethora of academic disciplines.

The SLIIT Business School has been active in research and innovation for its students right from its beginning. The invaluable contribution received from the highly qualified and efficient staff have given the students to reach the highest potential, thus actively endeavoring to make a mark in the field of research and development at the university and beyond.

This type of conferences not only bring researchers and students at one platform, but it also encourages the research culture among the entire fraternity of education in the country, thereby contributing to the development of the nation.

I hope that this conference would certainly inculcate innovative ideas among the participants paving way for more greater academic research in the future. I wish the conference a grand success.

Prof. Lakshman Ratnayake
Chancellor/SLIIT

Message by the Vice- Chancellor

It gives me great pleasure to send this message on the occasion of SLIIT hosting its Business School Students' Research Conference for the 14th consecutive year.

Initiated in 2007, this Conference has been serving as a guiding platform for our undergraduates to get exposed to the corporate world while sharpening and developing their research skills and competencies that are essential in facing the challenges posed in tomorrow's world.

We live in an era where the challenges brought about by the Covid-19 pandemic has compelled the corporates to capitalize on the opportunities rising in the post Covid recovery. In order to continue winning in their marketplaces, it is important for corporates to rethink and reinvent their businesses to succeed while formulating suitable strategies to enhance business value today and build strategic resilience for tomorrow.

This Conference enables our students to showcase their scholarly work while providing them the opportunity of sharing their research findings with students of other higher education institutes in Sri Lanka on various aspects of contemporary business management.

I would like to take this opportunity to commend the Dean and the academic staff of our Business School for their leadership and guidance demonstrated in making this Conference a great success. I offer my best wishes for a productive Conference.

Prof. Lalith Gamage
Vice Chancellor/CEO

Message by the Deputy Vice-Chancellor (Academic)

Congratulations to the SLIIT Business School (SBS) on the occasion of the 2021 SBS Student Research Conference! This event demonstrates the strong commitment of SBS to research as an integral component of business education.

I am pleased that this annual research conference is a student-driven event where students from business programmes across Sri Lanka have an opportunity to showcase their research. The paper topics are diverse, covering a broad range of Business disciplines and demonstrate high quality. SBS leadership, especially Dean Samantha Thelijjagoda and the Heads of the Departments, considers research a priority and continuously emphasises the role of research in serving society and enhancing students' life-long learning skills. SBS provides its students with leading-edge education in business and exposure to real-world business problems. Students will strengthen their competitiveness and impact through research, teamwork, communication, and other soft skills demonstrated through this conference.

I wish a very successful conference to all participants, especially the SBS student community, conference organisers and the school.

Prof. Nimal Rajapakse, FCAE, FEIC, FCSCE
Deputy Vice-Chancellor (Academic)

Message by the Dean, Faculty of Graduate Studies

I am extremely pleased and honored to extend this congratulatory note to the 14th Student Research Conference (SRC) of the SLIIT Business School (SBS) this year, 2021.

It is well accepted that research is an enabler not only for the creation of new knowledge but also to create opportunities for providing innovative solutions for complex problems. With the evolution of higher education in the 21st century, it is imperative that all students undergoing tertiary education, develop sufficient research skills to make innovative interventions to the benefit of the society. In addition, the research output provides enhanced visibility and recognition towards positioning the higher education institutes to higher elevations.

This student research conference would not only to foster the development of research skills of students, but elevate the research platform of the SLIIT Business School and would also assist positioning the Sri Lanka Institute of Information Technology to higher elevations. I strongly believe that both staff and students of the SLIIT Business School would take this event as a great opportunity for its strategic way forward.

My sincere appreciations are presented to the contributing authors/presenters and the Organizing team of SRC, for orchestrating this endeavor envisaging a robust and active research platform and research capacity building for the students of the SBS.

Prof. Rahula Attalage
Dean FGSR

Message by the Dean, SLIIT Business School

Way back in 2007, SLIIT commenced its business students' annual conference as "Business Management Students Conference" and with time, it evolved with several additional features. We are happy to announce that this is the 14th consecutive year we are organizing this event. SLIIT Business School (SBS) renamed this conference to "SBS Students Research Conference" also known as SBSSRC, with a technical paper presentation component this year which is open for national level submissions of undergraduate research in Business. According to the format of this conference, as usual, the SBS students organize the key notes, panel discussions, motivational sessions etc. in the morning which is led by the SBS Students Community (SBSSC) prior to the technical sessions which are fully handled by SBS staff during the afternoon. Mrs. Udanee Samarasinghe, a senior lecturer of SBS oversees the entire event as the conference chair.

As the Dean of SLIIT Business School, it is an immense pride to highlight the interest that both the lecturers and students have in terms of carrying out research work to enable Sri Lanka to be directed towards new avenues and novel approaches addressing the current business issues that we are facing as a country and globally. Our students with the guidance of our lecturers are ever more enthusiastic to discover new facts and present it for the betterment of all humanity. It is wonderful to note that our students with the staff are taking the SBSSRC to a new level, by involving international expertise and directing their research topics to address global business issues.

Prof. Samantha Thelijjagoda
Dean/SLIIT Business School

Message by the Conference Chair

As the conference chair of the 14th SLIIT Business Student research conference (SBSSRC) I am very delighted to pen down this message. As a result on continuous efforts of SLIIT Business School, to foster and improve the research culture among its staff and students, the seed idea of holding a student conference was emerged in year 2019. SLIIT Business School is a leading business school in Sri Lanka. We have identified the importance of improving the research not only among the staff members but also among the students as well.

I am delighted to see the research from various disciplines that students have contributed to the conference which is an indication of enriched minds with research thinking of the students. Therefore 14th SBSSRC provides a platform to students to present and exchange their scholarly contributions with academia and industry. I must thank the greatest pillar of this event, Prof Samantha Thelijjagoda, Dean, SLIIT Business School for his tremendous support and guidance to make this event a success and a reality. My sincere appreciation goes to Prof. Nagalingam Nagendrakumar, Associate dean of SLIIT Business School, Prof. Ruwan Jayathilaka, Head, Department of Information Management and Dr. Nisha Jayasooriya for their support and leadership.

I finally make this is an opportunity to appreciate the tireless efforts of the Co-chairs, Secretary and organizing committee of this conference. Every individual committee member's tremendous contribution is highly valued as without them, this wouldn't have been reaching to a level of greater success.

I congratulate all the students who present their papers today.

Mrs. Udanee Sachithra Rathanayake Samarasinghe
Conference Chair
SBSSRC

Editorial Preface

It is a great privilege for me to present the proceedings of 14th SLIIT Business Student Research Conference (SBSSRC) to the authors and delegates of the conference. SBSSRC 2021, themed “Sustainability in Business Environment”, provides a unique platform for scholars, researchers and practitioners representing a multitude of disciplines of business to share new insights, innovative ideas, research findings, and implications. The 14th SBSSRC open ups the stage for scholarly dialogues on “Business Environment”; the most arduous challenge faced by all the business across the globe.

I am honored indeed to be given this important task of editing the Proceedings of the 14th SBSSRC. Of course, this could not have been achieved if not for the contribution of the dedicated panel of distinguished reviewers comprised of eminent Professors and academic experts in the field of Business. We received a fair response to the call for papers from prominent universities and institutes. After the independent double-blind review process, 15 papers made it into the proceedings on the basis of originality, innovativeness, and significance of the research contribution in the light of the conference scope. I wish to thank all the authors who contributed to the proceedings and to all the reviewers who diligently submitted their reviews in a timely manner.

I would also like to extend thanks to the members of the editorial board and the organizing committee for their hard work in realizing this task. We hope that SBSSRC 2021 once again has lived up to the standards of our previous conferences. I wish all of you an enjoyable conference with fruitful deliberations and extend a heartfelt warm to our authors and delegates of the conference. With your support and participation, I wish the conference will continue its success forever.

Prof. Ruwan Jayathilaka
Editor in Chief - SLIIT Business Student Research Conference 2021

KEYNOTE SPEAKER

Dr. Wee Chan Au

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Profile of the Keynote Speaker

Dr. Wee Chan Au is a Senior Lecturer at the School of Business, Monash University Malaysia. Her research interest lies in work, health and wellbeing, especially the challenges in attaining work-life balance in today's fast-paced economy and rapid technological advancement. Focusing on Malaysia, she explores the manner and extent to which organisational and HR practices impact work and wellbeing. Fundamentally, she is interested in people and the development of human capital – what motivates employees and entrepreneurs, how do they respond to personal or structural constraints, setbacks and challenges, to what extent do cultural background influence their choice and course of action?

She has published her work in edited books and leading scholarly journals, such as *Journal of Business Ethics*, *Journal of Social Entrepreneurship* and *Personnel Review*. She also advocates staying well while working hard, which has motivated her to co-develop a Wellbeing Toolkit for social entrepreneurs.

She has received funding from the British Council and Academy of Science Malaysia (2018), and most recently, the Ministry of Higher education (2019) to investigate work, health and wellbeing issues in Malaysia. She has also been actively involved in regional, national and industry-related projects commissioned by Economic Planning Unit (under the Prime Minister's Office) Malaysia (2014-2016), Malaysian Plastics and Machinery Association (MPMA) (2016), Certified Practising Accountants (CPA) Australia (2016-2020), and The Asia-Pacific Economic Cooperation (APEC) (2018).

Dr. Au holds a PhD in Human Resource Management from Monash University (2011). Prior to her academic career, she worked as a project executive in a government agency under the Ministry of Primary Industries (formerly known as the Ministry of Plantation Industries and Commodities), Malaysia.

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