

PROCEEDINGS



BSRC

BIZ STUDENT RESEARCH CONFERENCE

2019

STUDENTS' CONFERENCE

SLIIT BUSINESS SCHOOL

1st Biz Students' Research Conference
BSRC 2019

Conference Proceedings

SLIIT Business School
Sri Lanka Institute of Information Technology
Sri Lanka

10th December 2019

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1st Biz Students' Research Conference

Conference Proceedings

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Editors' Note

BSRC 2019 is the first Business Student Research Conference organized by the SLIIT Business School. SLIIT Business School has made every attempt to broaden the scope of the conference and champion new ideas and in the field of business and Management. The goal of the conference is to promote faculty mentored undergraduate research and to provide undergraduate students with the opportunity to present their research and creative accomplishment results in a public setting.

All submitted papers were subjected to a desk review and blind review process. Manuscripts submitted for the BSRC was carefully examined to ensure the papers submitted meet the rigor and standards expected from scientific papers and research ethics. Conference Committee of BSRC 2019 intends to publish full paper proceedings of the conference. We would like to thank all the reviewers of the BSRC 2019 and congratulate all the presenters.

Dr.Nagalingam Nagendrakumar

Mrs. Mano Weligodapola

Editors in Chief –BSRC 2019

SLIIT Business School

Message by the Conference Chair

Being the Chair of the conference, it is with great pleasure that I am writing this message to the first student conference of SLIIT Business School. As a result on continuous effort of SLIIT Business School, to inculcate and improve the research culture among its staff and students, the seed idea of holding a student conference was emerged. I therefore consider it as a blessing to be the Chair of SLIIT Business Schools' maiden effort of holding a Student Conference.

As a leading Business School in the country, it's one of the responsibilities is to create and disseminate new knowledge in respective disciplines through conferences of this nature. It is happy to see the research from numerous disciplines that students have contributed to the conference which is an indication of enriched minds with research thinking of the students.

"Biz Student Research Conference" therefore provides invaluable platform to students to present their research to exchange their knowledge with the relevant parties. They will also be able to receive constructive comments from the subject experts and audience.

I finally make this is an opportunity to appreciate the tireless efforts of the Co-chair, 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.

Dr.Renuka Herath

Senior Lecturer (Higher Grade)
Conference Chair –BSRC 2019
SLIIT Business School

Message by the Dean, SLIIT Business School

It gives me immense privilege and pleasure to convey this laudatory message to the BIZ Student Research Conference, 2019 organized by the SLIIT Business School for the first time. As SLIIT Business School is moving towards nurturing a strong research culture, The BIZ Student Research Conference is launched as an initiative to demonstrate the enhanced quality of the final year students' research projects aiming to produce high quality national level business researchers. By the meantime, it provides a platform to the graduating students to present their undergraduate researches and share the findings and latest information of the business sector with their colleagues, industrial personals and academics from all over the Island.

The conference proceedings comprise findings of the research projects conducted by final year students under CRP (Comprehensive Research Project) module with the collaboration of different government and private sector organizations. The standard of the conference proceedings reflects the high quality of the researches and the admirable contribution of the reviewers and the members of the editorial board and their effort is highly appreciated.

Finally, I would like to extend my gratitude to Dr. (Mrs.) Renuka Herath – Conference Chair, Ms. Udanee Samarasinghe – Conference Co-Chair, Ms. Chathurini Kumarapperuma – Conference Secretary, Dr. Nagalingam Nagendrakumar and Ms. Mano Weligodapola – Editors in Chief and other committee members for the tremendous effort for the success of the first BIZ Student Research Conference of SLIIT Business School. I also wish to convey my sincere thanks to the Chancellor, Vice-Chancellor, Deputy Vice-Chancellor of the institute and Heads of the Departments, Academic and Non-academic staff of SLIIT Business School for extending their fullest support and contribution to show up the BIZ Student Research Conference – 2019 for the first time.

Prof. Samantha Thelijjagoda
Dean
SLIIT Business School

Message by the Chancellor

It is with great pleasure that I convey this congratulatory message to the BIZ Student Research Conference 2019, the maiden research conference organized by the SLIIT Business School strengthening the Faculty's commitment towards a quality research-oriented learning culture even among the students. BIZ Student Research Conference has been launched with the objectives of promoting the faculty mentored undergraduate research and providing undergraduates with the opportunity to present their research and creative accomplishment results in a public setting.

Being one of the elite higher education institutions in Sri Lanka with affiliations and partnerships with renowned universities throughout the world, SLIIT has brought forth prominent entrepreneurs, experts and specialists in many occupational fields and the Faculty of Business has been, and will continue to be, a proud contributor to the institution's prestige. An extremely dedicated, expert staff focused on motivating students to think critically and analytically and an environment where students can improve their ideas creatively and apply their knowledge effectively along with strict measures to maintain and improve the teaching standards and resources have been the foundations in producing individuals of the highest caliber to cater for the increasing demand for SLIIT graduates in both industry as well as academics.

The BIZ Student Research Conference 2019 will have presentations which cover business management specific study areas such as Accounting and Finance, Marketing Management, Human Resource Management and Management Information Systems with the participation of the final year students following the Comprehensive Research Project module, awaiting graduation in 2020.

I would also like to make this an opportunity to express my most sincere appreciation to my staff both academic and non-academic for their brilliant ideas as well as the committee members for their ceaseless support and the distinguished invitees and attendees whose presence has made this occasion an outstanding success, and on behalf of the entire staff, I wish all our graduates the very best for their future.

Prof. L. L. Ratnayake
Chancellor /Chairman
Sri Lanka Institute of Information Technology

Message by the Vice- Chancellor

It is with great pleasure that I send this message to the first Business Student Research Conference organized and hosted by SLIIT Business School.

Inaugurated with the objective of encouraging and promoting research among the undergraduates of SLIIT, this Conference will bring together academics, researchers, professionals and other interested groups to exchange and share their experience in the relevant subject matters. The Conference is expected to largely focus on a wide spectrum of business management related areas such as accounting and finance, marketing management, human resource management and management information systems.

The student participation in this Conference will mainly comprise the 4th Year students following the Comprehensive Research Project module at SLIIT Business School and they will gain an ideal opportunity to discuss and present their research findings in a public forum.

We place great emphasis on integrating research with teaching. Our continuous efforts in improving research at SLIIT have been able to create a dynamic platform where our researchers could share experiences while the students could also be engaged in these research activities to learn how their chosen subjects are applied in a pragmatic context.

I would like to take this opportunity to sincerely thank SLIIT Business School for their commitment and efforts towards organizing this Conference with a view to stimulating students' interest in research.

I offer my best wishes for a productive conference.

Prof. Lalith Gamage

Vice Chancellor/CEO

Sri Lanka Institute of Information Technology

Message by the Dean, Faculty of Graduate studies and Research

It is with great pleasure that I extend this message to the Business Student Research Conference (BSRC) of SLIIT, which is going to be held for the first time and planned to be held on the 10th December 2019.

I understand that the conference is organized with the key aim of promoting and fostering the development of a research culture within the undergraduates of the Faculty Business and thus providing them with an opportunity to present their innovative thinking, research findings and creative accomplishments in a public setting.

As the 4th year students, following the Comprehensive Research project module, would be presenting their work encompassing related areas such as accounting and finance, marketing management, human resource management and management information systems, the opportunity to the students who are presenting and also to those who are participating would be a very exciting, informative and challenging one.

I wish all the very best to this first ever BRSC and would like to extend my sincere wishes to the Faculty of Business enabling them to take the BRSC to greater heights and a wider audience.

Prof. Rahula Attalage
Dean - Faculty of Graduate Studies & Research

KEYNOTE SPEAKER

Prof. Arosha S. Adikaram

Department of Human Resource Management
Faculty of Management and Finance
University of Colombo

SESSION CHAIRS –HUMAN CAPITAL MANAGEMENT

Dr. Rajitha Silva

Senior Lecturer –Grade II
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Faculty of Management and Finance
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Faculty of Management and Finance
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Faculty of Commerce and Management studies
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Senior Lecturer (Higher Grade)
Head
Department of Information Management
SLIIT Business School

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Dean
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11. Ms. Nipunika Wijesundara

List of Papers

Marketing Management

- Online Behavioral Advertising Avoidance in Online Retailing in Sri Lanka: Through the Mediating Role of Ad Skepticism** 1

Udadeniya U.P.R.P, Yalgama M.M.H.H, Wickramasinghe A.K.K.D, Mannapperuma M.Y.S.S, Jayasuriya K.K.N.A

- Measuring the Relationship between Celebrity Endorsement and Young Female's Purchase Intention (Study of Fairness Cream Industry)** 12

Bandaranayake R. S, Kularathne P. S. C, Pathirage H. C, Perera D. P. S H, D.T. K Bernard

- The Impact of Online Customer Reviews on Purchase Intention with Special Reference to Sri Lanka Tour Packages** 21

Fernando W.M.R.N, Jeyaramanan. S, Kothalawala. R.U, Vithanage. G.Y.

- The Study on Brand Awareness & Purchase Intention of the Shampoo Market in Sri Lanka** 29

Kodippili. N, Perera. K.M, Priyadarshani. L, Wijesekera. B.D, Jayasuriya. N. A.

- Perception of Foreign Tourists on Dual-Pricing of Entrance Fees: Case of Sri Lankan Tourists Destinations** 37

Wijesuriya T, Saythyapala C, Sachintha S, Dhanushka R.

Accounting and Finance

- The Impact of Board Diversity on Firm's Financial Performance In Sri Lanka** 48

*Herath, H.M.C.K, Madushani, A.D.K.P, Mel, H.D.R.M,
Weerasooriya, W.M.B.K, Gunawardena M.M.D. de S*

- Corporate Governance on Capital Structure Decisions: Evidence from Listed Non-Financial Companies in Sri Lanka – Quantile Regression Approach** 58

Chathurya P.A.D, Perera D.K.T.S, Perera G.K.S.S, Fernando W.C.

- The Relationship between Financial Literacy and Household Indebtedness in Sri Lanka** 74

Wijayathunga W.M.T.N.B, Hettiarachchi R.M, Saparamadu P.A.D.A.K, Somawardhana W.P.H, De Silva Gunawardena M.M.D

Human Capital Management

- Determinants of Turnover Intention of Sewing Machine Operators in Sri Lanka** 84

Nagendrakumar.N, Dissanayake.L.D.A.D, Guruge, P.R.G, Panagoda, K.D, Jayasekara, M.E.N, Kavindya. M.A.P

- The Influence of Interpersonal Communication Skills on Job Satisfaction of Front-Line Managers in FMCG Industry** 91

Wijedasa V. S, Somawardana W.S.D, Gunaweera T, Madhubhani M.A.H, Weligodapola H.W.M.C

- The Role of Human Resource Information System (HRIS) in Human Resource Planning in Banking Sector of Sri Lanka.** 104

Tharushika G.D.R, Withana L.K.N, Jayasinghe P.D.P, Kumari P.D.S.C, Dissanayake L.D.A.D

Employing the Deaf Community: Challenges and Opportunities for Companies in the Developing World 112

*Charuka.W.A.A, Samarakkody. N.W, Senaviratne. V.E.M.G,
Wijaynayaka.K.A.M.S*

Management Information Systems

Senior Citizens' Intention to use Digital Banking (With Special Reference to a Selected Commercial Bank in Sri Lanka) 121

*Kuruppu. C, Jayawardena. A, Weerasinghe. S, Samarathunga. D,
Mihipal. R*

Technology in Retail Marketing and the Way Forward with Gamification: An Exploratory Study 129

Alles, T and Jayasooriya, S