



# PROGRAMME BOOK

## 4<sup>th</sup> International Conference on Management and Entrepreneurship

**“Shaping the Future: Innovation, Leadership and  
Entrepreneurial Excellence”**

11<sup>th</sup> September 2025



# Inauguration Agenda



09.00 am	Arrival of Guests
09.05 am - 09.15 am	National Anthem & Lighting of the Oil Lamp
09.15 am - 09.20 am	Welcome Speech by the Conference Chair Dr. Aruna Shantha
09.20 am - 09.30 am	Speech by the Vice Chancellor, OUSL Senior Prof. P. M. C. Thilakarathne
09.30 am - 09.40 am	Launching the Conference Proceedings
09.40 am - 10.00 am	Keynote Speech by Dr. Gerasimos Balis, University of Bristol, United Kingdom
10.00 am - 10.10 am	Traditional Dance
10.10 am - 10.25 am	Keynote Speech by Dr. Alvis Favotto, University of Glasgow, United Kingdom
10.25 am - 10.30 am	Speech by Dean, Faculty of Management Studies Mr. S.A.D Senanayake
10.30 am - 10.35 am	Speech by the Director, Research Unit Senior Prof. Shyama R. Weerakoon
10.35 am - 10.45 am	Vote of Thanks by the Conference Secretary Dr. Ishara Lakmali

# Conference Schedule

## International Conference on Management and Entrepreneurship “Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”



11<sup>th</sup> September 2025

Venue: Centre of Excellence for Water Supply and Sanitation- Ratmalana.

<b>Event Time</b>	Registration 8.00 am – 8.45 am	<b>Venue</b> - Auditorium
<b>Event Time</b>	Morning Snack 8.00 am- 8.45 am	<b>Venue</b> – Lobby area of the auditorium
<b>Event Time</b> <b>Zoom Link</b>	Inauguration Ceremony of ICOME 2025 9.00 am - 10.45 am <a href="https://learn.zoom.us/j/98761905603?pwd=PCgeRtadubPxRzyri7kHda9nionExU.1">https://learn.zoom.us/j/98761905603?pwd=PCgeRtadubPxRzyri7kHda9nionExU.1</a> Meeting ID: 987 6190 5603      Passcode: 2xs@T%X	<b>Venue</b> - Auditorium
<b>Event Time</b>	Technical Sessions (Morning) 11.00 am – 1.00 pm	<b>Venue</b> - Ground floor and 2 <sup>nd</sup> floor
<b>Event Time</b>	Lunch 12.30 PM – 02.30 PM	<b>Venue</b> -Cafeteria
<b>Event Time</b>	Technical Sessions (Evening) 02.00 pm - 04.00 pm	<b>Venue</b> - Ground floor and 2 <sup>nd</sup> floor
<b>Event Time</b>	Evening Snack 04.00 PM – 05.00 PM	<b>Venue</b> – Lobby area of the auditorium
<b>Event Time</b> <b>Zoom Link</b>	Closing Ceremony of ICOME 2025 05.00 pm - 6.00 pm <a href="https://learn.zoom.us/j/98761905603?pwd=PCgeRtadubPxRzyri7kHda9nionExU.1">https://learn.zoom.us/j/98761905603?pwd=PCgeRtadubPxRzyri7kHda9nionExU.1</a> Meeting ID: 654 0572 1725      Passcode: LG!TEsX1	<b>Venue</b> - Auditorium

# Technical Session Plan

# International Conference on Management and Entrepreneurship

“Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”



## Technical Sessions- Detailed Plan

Innovation and Entrepreneurship Track					
<b>Date</b>		11.09.2025			
<b>Session</b>		Morning			
<b>Location</b>		E-studio- Ground Floor- CEWAS			
<b>Session Chairs</b>		Prof. B.Nishantha, Dr. H.M.J.C.B Heenkenda, Dr.D.M.N.S.W Dissanayake			
<b>Session Coordinator</b>		Ms. P.W.R.M.Paranawidana			
<b>No</b>	<b>Time</b>	<b>Paper ID</b>	<b>Author</b>	<b>Presenter</b>	<b>Topic</b>
1	11.00 am - 11.20 am	64	D.D.S.Dissanayaka H.K.N. Ranahansi W.M.C.S. Jayaweera R. Dhanusha	R. Dhanusha	University Education and Its Influence on Entrepreneurial and Self-Employment Intentions: A Case Study at The Faculty of Technology, University of Ruhuna
2	11.20 am - 11.40 am	IE01	P. N. Gamaethige I. K. Hitinayake	I. K. Hitinayake	Adoption Of Artificial Intelligence by Sri Lankan SMEs: The Challenges and Capacity
3	11.40 am - 12.00 pm	73	A.N.P. Pigera	A.N.P. Pigera	Empowering Youth Entrepreneurship Through Digital Innovation: A Study of Emerging Trends and Challenges in Sri Lankan Context
4	12.00 pm- 12.20 pm	78	M.Weerakkody S.M. Serasinghe	M.Weerakkody S.M. Serasinghe	Exploring Digital Entrepreneurial Intentions of Generation Z in Sri Lanka: Insights from Tam and Digital Literacy

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“Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”



## Technical Sessions- Detailed Plan

Innovation and Entrepreneurship Track					
<b>Date</b>		11.09.2025			
<b>Session</b>		Evening			
<b>Location</b>		E-studio- Ground Floor- CEWAS			
<b>Session Chairs</b>		Prof. B.Nishantha, Dr. H.M.J.C.B Heenkenda, Dr.D.M.N.S.W Dissanayake			
<b>Session Coordinator</b>		Ms. P.W.R.M.Paranawidana			
No	Time	Paper ID	Author	Presenter	Topic
1	02.00 pm - 02.20 pm	IE02	A.N.D. Ashoka D.R.P. Upananda	A.N.D. Ashoka D.R.P. Upananda	The Impact of Green Supply Chain Management Practices on Organizational Performance with The Moderating Role of Entrepreneurs' Strategic Orientation: Experience from The Small and Medium Scale Manufacturing Organizations in Sri Lanka
2	02.20 pm - 2.40 pm	68	W.A.D.S. Wijetunge	W.A.D.S. Wijetunge	Impact of Entrepreneurial Orientation on SME Performance of Clothing SMEs in Western Province Sri Lanka: Mediating Effect on Social Media Usage
3	02.40 pm - 03.00 pm	35	M.W.R. Thushala W.M.H.K. Bandara	M.W.R. Thushala	The Impact of Entrepreneurial Creativity and Opportunity Recognition on The Career Success of Entrepreneurs in The Creative Industry of Sri Lanka
4	03.00 pm- 03.20 pm	36	A.A. Y. Yugantha W.M.H.K. Bandara	W.M.H.K. Bandara	The Impact of Self-Perceived Creativity and Social Media Use On E-Entrepreneurial Intention Among Entrepreneurship Undergraduates in Sri Lanka

# International Conference on Management and Entrepreneurship

## “Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”



### Technical Sessions- Detailed Plan

Work, Organization and Digital Society					
<b>Date</b>		11.09.2025			
<b>Session</b>		Morning			
<b>Location</b>		Hall B - Ground Floor - CEWAS			
<b>Session Chairs</b>		Prof. K.A.S Dammika, Dr. Susil Edirisinghe			
<b>Session Coordinator</b>		Ms. A.N.D Ashoka			
<b>N o.</b>	<b>Time</b>	<b>Paper ID</b>	<b>Author</b>	<b>Presenter</b>	<b>Topic</b>
1	11.00 am - 11.20 am	17	C.M. Weerakkody	C.M. Weerakkody	Visualizing ESG Performance in SMEs: A Power BI Dashboard Approach
2	11.20 am - 11.40 am	23	A.A.S.B. Adikari I. Ranasinghe	A.A.S. B. Adikari	The Impact of Total Quality Management Practices on Business Sustainability: Evidence from the Apparel Industry in Sri Lanka
3	11.40 am- 12.00 pm	33	W.D.N. Aruppala K.D. Gunawardana M.J.M. Razi	W.D.N. Aruppala	The Nexus Between Digitalization, Employee Change Management and Organizational Productivity: A Systematic Literature Review
4	12.00 pm - 12.20 pm	83	C.W. Senarathne L.P.S. Gamini	C.W. Senarathne	Factors Influencing the Behavioral Intention of OUSL Teachers to Use Artificial Intelligence for Course Development Activities: The Mediating Role of Attitude Towards Technology
5	12.20 pm - 12.45 pm	63	D.K. Sewwandi D.S.D. Kasun	D.K. Sewwandi	The Role of Spiritual Leadership in Promoting Employee Innovative Work Behaviour: A Chain Mediation Model of Workplace Spirituality and Organizational Identification

# International Conference on Management and Entrepreneurship

“Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”



## Technical Sessions- Detailed Plan

Work, Organization and Digital Society					
Date		11.09.2025			
Session		Evening			
Location		Hall B - Ground Floor - CEWAS			
Session Chairs		Prof. K.A.S Dammika and Mr. S.A.D Senanayake			
Session Coordinator		Ms. A.N.D Ashoka			
N o.	Time	Paper ID	Author	Presenter	Topic
1	2.00 pm -2.20 pm	67	M.P.A. Fernando W.M. Hansani D. Herath	W.M. Hansani	Process Factors Influencing on-time Receivable Collection in Sri Lanka's Food Manufacturing Sector
2	2.20 pm -2.40 pm	69	B.K.L.N. Rodrigo K.M.S. Sankalpana D. Herath	K.M Sachini Sankalpana	The Role of Artificial Intelligence (AI) Tools in Enhancing Guest Satisfaction in Luxury Hotels
3	2.40 pm -3.00 pm	76	E.S. Wickramasekara S.V.S. Sangeetha G.A.J. Silva	E.S. Wikramasekara, S.V.S Sangeetha	A Contemporary Exploration of the Social Business Practices Conducted by Retail Stores in Sri Lanka
4	3.00 pm -3.20 pm	65	D.T. Palawaththa	D.T. Palawaththa	The Judicial Inconsistencies in Interpreting the Course of Employment in Sri Lankan Vicarious Liability Law
5	3.20 pm -3.40 pm	34	J. Marinsili F.A.A. Wahab	J. Marinsili	Factors Affecting Job Stress of Secondary Level Staff: A Study of Divisional Secretariat Manthai West in Mannar District



# International Conference on Management and Entrepreneurship

“Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”



## Technical Sessions- Detailed Plan

Marketing, Supply Chain Management, and Procurement Track					
<b>Date</b>		11.09.2025			
<b>Session</b>		Morning			
<b>Location</b>		Hall E- 2nd Floor - CEWAS			
<b>Session Chairs</b>		Prof. Sandamali Galdolage, Prof. Renuka Herath, Dr. A.A.I. Lakmali			
<b>Session Coordinator</b>		Ms. K.M.S.L. Karunathilaka			
<b>Keynote Speech</b>		11.05 am – 11.15 am - Mr.Amitha Amarasinghe 11.15 am – 11. 20 am - Prof. Sandamali Galdolage			
No .	Time	Paper ID	Author	Presenter	Topic
1	11.20 am - 11.35 am	48	T.A. Jayaratne V.V. Perera H.D. Rathnayake	V. V. Perera	Practicing Sales Ethics: The Role of Customer Engagement Towards Motivation of Lottery Agents in Galle District
2	11. 35 am - 11.50 am	56	R.S. Jayalath W.A.S. Peiris H.D. Rathnayake	W.A.S.Peiris	Influence Of User-Generated Content in Promoting Galle as a Tourism Destination
3	11.50 am- 12.05 pm	50	M.A.M. Makky R.L.Gunawardana H.D. Rathnayake	R. L. Gunawardana	The Decision Journey: Personal Motivations on Selecting ABC Private Institution for Hospitality & Tourism Studies in Galle District
4	12.05 pm- 12.20 pm	31	K. Riyaza I. Mahakalanda	R. Kuthubdeen	Accelerating Green Mobility: A Strategic Assessment of Electric Three-Wheeler Assembly Feasibility in Sri Lanka
5	12.20 pm- 12.35 pm	30	A. W. G. D. Kumari T.C. Gamage	A.G.W.D.Kumari	Too Much to Scroll: What Drives Social Media Fatigue Among Gen. Z In Sri Lanka’s Fashion Industry
6	12.35 pm- 12.50 pm	66	H.T. Sisara M.A.A. Malkanthie	H. T. Sisara	The Impact of Online Customer Reviews on Consumer Purchasing Intention with Special Reference to Sri Lankan Online Shopping Platforms

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## “Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”

### Technical Sessions- Detailed Plan



Marketing, Supply Chain Management, and Procurement Track					
<b>Date</b>		11.09.2025			
<b>Session</b>		Evening			
<b>Location</b>		Hall E- 2nd Floor - CEWAS			
<b>Session Chairs</b>		Prof. Sandamali Galdolage, Prof. Renuka Herath, Dr. A.A.I. Lakmali			
<b>Session Coordinator</b>		Ms. K. H. A. N. Kumarasinghe			
<b>Keynote Speech</b>		2.05 pm - 2.10 pm - Prof. Renuka Pushpanjali			
<b>No</b>	<b>Time</b>	<b>Paper ID</b>	<b>Author</b>	<b>Presenter</b>	<b>Topic</b>
1	2.15 pm- 2.30 pm	21	N. D. Rathnayake A. H. I. Bandara F. A. Zackeriyya	A.H.I. Bandara	The Influence of Environmental Knowledge and Environmental Attitudes on The Green Purchasing Behavior of Young-Aged Muslims in Sri Lanka
2	2.30 pm- 2.45 pm	81	M.R.F. Shamilah M.A.N.S. Mallawaarachchi S.S. Whittall T.S. Nagendra	M.R.F. Shamilah	The Role of Green Packaging Practices on Sustainable Consumption Behavior: A Conceptual Study of Urban Sri Lankan Consumers
3	2.45 pm- 3.00 pm	28	M.L.D.T. Saubhagya I.P. Kaluarachchige	M.L.D.T Saubhagya	Consumer Acceptance of Green Packaging in Fast-Moving Consumer Goods: A Study in Kalutara City, Sri Lanka
4	3.00 pm- 3.15pm	25	L.Fonseka R. Cooray R. Gunawardana	L.Fonseka	The Role of Youth - Led Legal Initiatives in Advancing Sustainable Marketing for Eco-Tourism: Evidence from Community-Based Projects in Sri Lanka
5	3.15 pm- 3.30 pm	37	A. Sivanathan V.R. Ragel	A. Sivanathan	Scarcity And Impulse Buying Behaviour Among Online Consumers in Batticaloa District: Mediating Effect of Hungher Marketing and The Moderating Effect of Demographic Variables
6	3.30 pm- 3.45 pm	13	J. T. S. Keerthisinghe A. R. M. I. Ariyapperuma	J. T. S. Keerthisingh e	Moderating Effect of Social Media Marketing on the Relationship Between Customer Online Reviews and Consumer Purchase Intention with Special Reference to Generation Z Consumers of Sri Lanka

# International Conference on Management and Entrepreneurship

## “Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”

### Technical Sessions- Detailed Plan



Human Resource Management and Best Practices					
<b>Date</b>		11.09.2025			
<b>Session</b>		Morning			
<b>Location</b>		Hall F - 2nd Floor - CEWAS			
<b>Session Chairs</b>		Mr. K.P. Nishantha, Professor (Mrs.) F.H.Abdul Rauf			
<b>Session Coordinator</b>		Ms. R.Vinothra			
No	Time	Paper ID	Author	Presenter	Topic
1	11.00 am - 11.15 am	5	S.M.I.C. Solokara S. Divakara	S.M.I.C. Solokara	Exploring the relationship between leadership styles and employee motivation: a study with special reference to a pharmaceutical organization in Sri Lanka
2	11.15 am - 11.30 am	54	L. Mayuran T. Thasika	T. Thasika	The differential effects of social and economic leader-member exchange on knowledge hiding: the moderating role of prosocial motivation in Sri Lanka's information technology sector
3	11.30 am - 11.45 am	9	K.G.P. Kumari K.K.N.B. Adikaram	K.G.P. Kumari	Aligning university education with Labour market needs: a systematic review on Sri Lankan technology graduates' employability
4	11.45 am - 12.00 pm	60	R.K.N.D. Darshani	R.K.N.D. Darshani	Relational and structural predictors of job satisfaction among operational employees in two leading Sri Lankan telecommunication companies
5	12.00 pm - 12.15 pm	53	H.A.S.N. Jayawardhana	H.A.S.N. Jayawardhana	Impact of organizational culture on work-life balance of fresh it graduates of selected universities in Sri Lanka
6	12.15 pm - 12.30 pm	58	R.K.N.D. Darshani	R.K.N.D. Darshani	Relational and task-based predictors of employee engagement in the Katunayake export processing zone (EPZ), Sri Lanka

7	12.30 pm - 12.45 pm	47	H.A.C. Caldera M.P. Anuradhi H.M.I.U.P. Herath	H.A.C. Caldera	The impact of workplace stress on absenteeism intention among operational level employees in a selected apparel company in Sri Lanka
8	12.45 pm - 1.00 pm	71	W.K.U. Madhushani R.K.N.D. Darshani	W.K.U. Madhushani	The impact of green recruitment and selection practices on employer brand image: a study of ABC company in Sri Lanka

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### Technical Sessions- Detailed Plan

Human Resource Management and Best Practices					
<b>Date</b>		11.09.2025			
<b>Session</b>		Evening			
<b>Location</b>		Hall F - 2nd Floor - CEWAS			
<b>Session Chairs</b>		Mr. K.P.Nishantha, Professor (Mrs.) F.H. Abdul Rauf			
<b>Session Coordinator</b>		Ms. S.H.A.H. Eshadi			
<b>No</b>	<b>Time</b>	<b>Paper ID</b>	<b>Author</b>	<b>Presenter</b>	<b>Topic</b>
1	2.00 pm -2.15 pm	84	M.S.F. Ishfa	M.S.F. Ishfa	Green HRM Practices and sustainable competitive advantage in higher education: The role of employee green Behaviour
2	2.15 pm -2.30 pm	85	B. Lingadas P.N. Gamaethige	B. Lingadas	Ergonomic practices and health issues in Sri Lankan garment industry: with special reference to Courtaulds clothing Watawala (PVT) ltd
3	2.30 pm -2.45 pm	86	K.P.J.M. Pathirana G.A.J. Silva	K.P.J.M. Pathirana	The application of artificial intelligence in human resource management: a comprehensive literature review
4	2.45 pm -3.00 pm	7	A.M.N.C. Dharmawardana B.M.H. Imasha	A.M.N.C. Dharmawardana	The impact of remote working on employee performance post-covid-19: a study on a fully remote work-based it company in Sri Lanka (with special reference to the communication and collaboration, and employee well-being and engagement)
5	3.00 pm -3.15 pm	101	U.D.C. Nandasena S.H.A.H. Eshadi R. Vinothra	S.H.A.H. Eshadi R. Vinothra	The impact of self-efficacy and self-regulation on the academic performance of the human resource management undergraduates of the open university of Sri Lanka

# International Conference on Management and Entrepreneurship

## “Shaping the Future: Innovation, Leadership and Entrepreneurial Excellence”

### Technical Sessions- Detailed Plan



Accounting, Finance and Banking Track					
<b>Date</b>		11.09.2025			
<b>Session</b>		Morning			
<b>Location</b>		Hall J Ground Floor - CEWAS			
<b>Session Chairs</b>		Prof. L.P.S. Gamini, Prof. A.L. Abdul Rauf			
<b>Session Coordinator</b>		Ms. W.T.D. Weerasinghe			
<b>N o.</b>	<b>Time</b>	<b>Paper ID</b>	<b>Author</b>	<b>Presenter</b>	<b>Topic</b>
1	11.00 am - 11.20 am	1	W.I.N. Fernando H.J.R. Buddhika	H.J.R. Buddhika	Financial Soundness of Life Insurance Industry in Sri Lanka: Analysis Through CAMELS Model
2	11. 20 am - 11.40 am	11	T.H Walathara J.M.K.G.T.G. Wijerathna E.G.S.C Gunarathna T.T Vitharana W.A.A. Jayaweera	E.G.S.C Gunarathne	The Impact of Digital Literacy on Financial Performance in Small and Medium-Sized Enterprises
3	11.40 am – 12.00 pm	39	H. K. Alwala G. N. Simon	H. K. Alwala	Factors That Influence the Perceptions of Students in the Finance Stream in Sri Lanka on Cryptocurrency and Blockchain Technology
4	12.00 pm – 12.20 pm	52	G.D.T.R. Pramodya K.V. Aruna Shantha	G.D. T.R. Pramodya	Financial Self-Efficacy as a Pathway to Financial Well-Being: Evidence from Physicians Serving the Public Sector in Sri Lanka
5	12.20 pm – 12.40 pm	55	M.P. Nayanathara, N.P.K. Ekanayake, N.K.L. Silva	M.P. Nayanathara	Climate Vulnerability and Resilience in Emerging Markets: A Sectoral Analysis of Food, Beverage, And Tobacco Industry
6	12.40 pm – 1.00 pm	61	J. K. Hewage R.W.M.K.M. Randika	J.K. Hewage	Impact Of Good Governance Indicators on Foreign Direct Investment Inflows in Asian Developing Countries

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## Technical Sessions- Detailed Plan



Accounting, Finance and Banking Track					
<b>Date</b>		11.09.2025			
<b>Session</b>		Evening			
<b>Location</b>		Hall J Ground Floor - CEWAS			
<b>Session Chairs</b>		Prof. H.D.D.C. Liyanagamage, Prof. A.L. Abdul Rauf			
<b>Session Coordinator</b>		Ms. Sugandi Alwis			
<b>N o.</b>	<b>Time</b>	<b>Paper ID</b>	<b>Author</b>	<b>Presenter</b>	<b>Topic</b>
1	2.00 pm – 2.20 pm	57	K.D.D. Lanerolle J.R. Gamlath H.D. Rathnayake	J.R. Gamlath	The Bitter Taste of Taxation: Impact of Unprecedented Government Tax Increases on the Operational Performance of Private Tea Factories in Sri Lanka
2	2.20 pm - 2.40 pm	82	W.A.R. Senevirathne H.M. M. A. Herathmenike	H.M. M. A. Herathmenike	Role Of Financial Literacy in Women’s Economic Empowerment: A Systematic Literature Review of Global Evidence (2006-2025)
3	2.40 pm - 3.00 pm	27	D.N.S.S. Perera R.A. Wijesinghe	D.N.S.S. Perera	Impact Of Financial Literacy and Digital Literacy on Digital Investment Decisions Among Sri Lankans in Western Province
4	3.00 pm – 3.20 pm	32	T. N. Gunathilake I. Ranasinghe	T. N. Gunathilake	Impact Of Internal Control System on Financial Performance: Evidence from Listed Manufacturing Companies in Sri Lanka
5	3.20 pm - 3.40 pm	42	C.R. Dassanayake U.D.I.C. Udawaththa	C.R. Dassanayake	Effectiveness And Salience of Emerging Anti-Fraud Measures in Preventing Frauds in Sri Lankan Banking Institutions: Insights from Professional and Non-Professional Bankers

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