



2nd Interdisciplinary Conference of Management Researchers
Empowering Sustainable Tourism, Organizational Management
and Our Environment
19th – 21st October 2017 – Sabaragamuwa University of Sri
Lanka

2nd Interdisciplinary Conference of Management Researchers in collaboration with 10th Tourism Outlook Conference and 1st International Environmental Sustainability Conference

Empowering Sustainable Tourism, Organizational Management and Our Environment



CONFERENCE PROCEEDINGS



19, 20 & 21 OCTOBER 2017
BELIHULOYA, SRI LANKA



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**Proceeding of the 2nd
Interdisciplinary Conference
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in collaboration with
the 10th Tourism Outlook
Conference
and the
1st International
Environmental Sustainability
Conference
*Empowering Sustainable
Tourism, Organizational
Management and Our
Environment***

19th – 21st October 2017
Faculty of Management Studies



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Sabaragamuwa University of Sri
Lanka
Belihuloya, Sri Lanka

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ICMR

Faculty of Management Studies
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**Proceedings of the 2nd Interdisciplinary Conference of Management
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PREFACE

The 2nd Interdisciplinary Conference of Management Researchers (2nd ICMR 2017) is organized by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka with the collaboration of The 10th Tourism Outlook Conference 2017 and 1st International Environmental Sustainability Conference (IESC) of Universiti Teknologi MARA, Malaysia from 19th to 21st October 2017 at the Management Faculty Premises of Sabaragamuwa University of Sri Lanka on the theme of ***“Empowering Sustainable Tourism, Organizational Management and Our Environment”***. Ninety five peer reviewed research papers will be presented under nine tracks namely Human Resource Development, Marketing and Supply Chain Management, Finance and Banking and Insurance, Tourism Education and Planning, Tourism Development, Contemporary Issues in Tourism and Hospitality, Sustainability in Tourism and Hospitality, Economics and Education Development, Environment and Sustainability at this research conference. Eminent Professors in the field of Management namely, Professor Stephen Boyd, Senior Professor Hemanthi Ranasinghe, Professor Honggang Xu and Associate Professor Haidar Dziyauddin will take part in the conference as keynote speakers. Registered participants will get the opportunity to participate in the conference tour on 20th of October 2017. This conference provides a great opportunity for the researchers, professionals, policy makers, undergraduates from different management fields to discuss and share their research findings relating to key global issues, especially, the application of environment and sustainability practices to the field of management. Further this will provide a platform for the researchers to develop a global network in their disciplines.



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MESSAGE FROM VICE-CHANCELLOR

“Ayubowan”

As the Vice-Chancellor and an academic work for the Sabaragamuwa University of Sri Lanka from the inceptions, I warmly extent my heartiest gratitude to the 2nd Interdisciplinary Conference of Management Researchers (ICMR 2017), 10th Tourism Outlook Conference (TOC 2017) and 1st International Environmental Sustainability Conference (IESC 2017) capturing the theme of “empowering sustainable tourism, organizational management and our environment”. I observed the importance of this theme as timely for the present where we face numerous challenges in ensuring sustainable development.



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As an emerging university with diverse new disciplines of learning in Sri Lanka, Sabaragamuwa University of Sri Lanka promotes and facilitates research activities among its staff and students extensively. Initiation of 2nd ICMR 2017 in collaboration Universiti Teknologi MARA, Malaysia and Northern Arizona University, USA will be one of significant milestone cross by the university. The Faculty of Management Studies is one of the large faculties in university possesses highly competent and hardworking academic staff to initiate its 2nd research conference this grand scale with all challenges. I am also glad to learn that a large number of academics and scholars from all over the world are expected to participate in this conference. Therefore, I am sure this conference would be an ideal platform for emerging academic and researchers to share their knowledge in diverse discipline.

Moving towards the goal of sustainability, particularly with the present Sri Lankan government's sustainability vision 2030 requires fundamental changes in human attitudes and behaviour. Progress in this direction is thus critically dependent on research and development while transferring the new knowledge into development process. Therefore, I, as the Vice-Chancellor have taken all possible efforts to develop a vibrant research culture among the academics, by providing research grants for carrying out sound research, travel grants to attend overseas international symposiums, promoting research postgraduate studies and paying publication fees for those who are publishing their findings in high impact indexed journals. All these steps were taken to develop a favorable research ambience within the university for young academics to work.

Organizing an international conference is always a big challenge and I am confident that the Dean of the Faculty of Management Studies, Conference Chair and local and overseas co-chairs together with our young energetic academics will hold this conference to the expectations of the world academic community. I



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extend my congratulations to the Dean of the Faculty, organizers of the conference and wish them all success.

I wish happiest time in Sri Lanka for all the overseas delegates and an enlightening conference for all the researchers, academics, students, practitioners and policymakers.

Prof. M. Sunil Shantha

Vice-Chancellor

Sabaragamuwa University of Sri Lanka



MESSAGE FROM CONFERENCE CHAIR – 2ND ICMR 2017

I am pleased to welcome distinguished guests, keynote speakers, sponsors, presenters and participants to the 2nd Interdisciplinary Conference of Management Researchers (ICMR 2017) combining with 10th Tourism Outlook Conference (TOC 2017) and 1st International Environmental Sustainable Conference (IESC 2017) being held at the Sabaragamuwa University of Sri Lanka,



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Belihuloya, Sri Lanka. The 2nd ICMR 2017; second research conference of Faculty of Management Studies has collaborated with 10th TOC 2017 and 1st IESC to make it giant global event to gather a large number of local and overseas researchers to join at the Sabaragamuwa University of Sri Lanka, which is has located in a unique landscape of Sri Lanka. We were able to gather around 100 abstracts from 90 researchers from diverse disciplines related to management, tourism and environment. Hence, this internationally collaborated event will be providing a significant platform to share the knowledge and enhance the network among the researchers at a serene and non-urban atmosphere of Sabaragamuwa University of Sri Lanka. The abstracts have been reviewed by expert academics from Sri Lanka and overseas and the full papers will be rigorously reviewed by two experts in the relevant discipline prior to post conference publications.

The conference enables the faculty to mark its significant role at national and international levels joining with Universiti Teknologi MARA and Northern Arizona University USA. The theme of the conference “Empowering Sustainable Tourism, Organizational Management and Our Environment” focuses on a burning need of the contemporary world. This would help to bridge the ideals of sustainable development with real world scenarios. Especially, participation and contribution of the young researchers enlighten spectacular contribution of research for the sustainable world.

The conference is sponsored by the University Research Grant, Lanka Electricity Company and Ceylinco Education Group (Pvt.) Ltd. to mark this remarkable conference for the national development.

The Conference Co-chairs from Sabaragamuwa University of Sri Lanka, Universiti Teknologi MARA, Malaysia and Northern Arizona University USA, Conference Committee, Staff of the Faculty and the Administration of the University have



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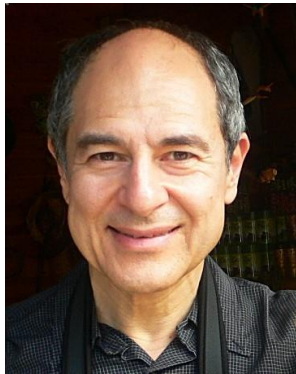
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worked hard to produce a first class conference and a pleasing and enjoyable social event of management researchers. On behalf of the Organizing and Program Committees I welcome you all to Belihuloya, Sri Lanka and hope that you enjoy the landscapes and scenery of Belihuloya and are rewarded by the technical challenges of the 2nd ICMR 2017 combining 10th TOC 2017 and 1st IESC 2017.

M.S.M. Aslam

Chair – 2nd ICMR 2017

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Message FROM Conference CO-Chair – 10th TOC 2017

Welcome to the 10th Tourism Outlook Conference, with theme “Empowering Sustainable Tourism, Organizational Management and Our Environment”, in Belihuloya, Sri Lanka. The conference organizers in the Faculty of Management Studies at Sabaragamuwa University of Sri Lanka have worked diligently to bring you a stimulating collection of scholarly and practical presentations that will stimulate your interests and expand your knowledge across the major themes of the conference. These themes combine the traditional orientation of the Tourism Outlook Conferences, which have focused on tourism development and challenges in Asia and across the globe, with those of the 2nd Interdisciplinary Conference of Management Researchers (ICMR2017) and the 1st International Environmental Sustainability Conference (IESC2017). We anticipate the results to be a cross-disciplinary sharing of theories, methods and applications that opens new venues for understanding the relationship between tourism, our natural environments and how we organize ourselves to manage these important aspects of modern global society. Through this, the conference aims to identify practical solutions, chart new directions, and create opportunities in the fields of management, tourism and the environment. I wish you all the best in seeking and achieving these goals over the coming days of this conference.

Dr. Alan A. Lew, Ph.D, AICP
Editor, *Tourism Geographies* journal
Professor and Chair, Department of Geography, Planning & Recreation
Northern Arizona University
Flagstaff, Arizona, USA

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MESSAGE FROM CONFERENCE CO-CHAIR – 1ST IESC 2017



We wish to welcome all participants here today for the 10th Tourism Outlook Conference incorporating the 1st International Environmental Sustainability (IESC 2017) and 2nd Interdisciplinary Conference of Management Researchers (ICMR 2017) with this year theme: Empowering Sustainable Tourism Organizational Management and our Environment.

Our utmost thanks must go to Dr M.S.M Aslam, Director, Centre for Research Knowledge Dissemination (CRKD) and the Sabaragamuwa University of Sri Lanka, who kindly agreed to host again the Tourism Outlook Conference for the second time, with a joint of two conferences with the Faculty of Law, Universiti Teknologi MARA (UiTM), Malaysia and Sabaragamuwa University, held at Belihuloya, Sri Lanka. We also wish to thank our partners and sponsors Professor Alan Lew, University of Northern Arizona State, USA and Tourism Commission of International Geographical Union who had been supportive of the conferences all this years.

The Tourism Outlook Conferences started in 2012 held at various location in Malaysia (e.g. Selangor, Melaka and Sabah), however in 2014 the 7th Tourism Outlook Conference was organized for the first time outside Malaysia held on 8-10 August 2014, Dambula, Sri Lanka. The aim of this conference was to provide a platform for researchers especially from academicians and post graduate students to foster greater understanding, exchanged and sharing of knowledge and ideas in the current trends of in tourism and hospitality. The conference will feature prominent keynote speakers from the academic and industry leaders as well as research refereed papers by international and local researchers that will be presented during the conference.



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We wish to thank all lecturers, administrative staffs and students from Sabaragamuwa University of Sri Lanka, in contributing their time, effort and hard work towards the success of organizing this conference. We also like to take this opportunity to thank the government of Sri Lanka for their continuous support and all sponsors that make this conference a success.

Assoc. Prof. Dr Noráin Othman

Co-Chair – IESC 2017

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**MESSAGE FROM CONFERENCE SECRETARY – 2ND ICMR
2017**

On behalf of the Organizing Committee, I would like to cordially welcome distinguished guests, keynote speakers, delegates, sponsors, presenters and participants to the 2nd Interdisciplinary Conference of Management Researchers (ICMR 2017) in collaboration with 10th Tourism Outlook Conference (TOC 2017) and 1st International Environmental Sustainable Conference (IESC 2017) being held at the Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka. This time conference is on the theme of ***“Empowering Sustainable Tourism, Organizational Management and Our Environment”***. It has been decided with the intention of addressing global issues relating to the environment and sustainability practices in the field of Management.

In the natural systems of our planet are currently confronting a range of challenges. Challenges to the natural systems that support us include an increase in the number of natural disasters related to climate change, water and food shortages, and decreasing biodiversity. As researchers and policy makers, it is our responsibility to find out solutions and directions to overcome negative impacts of economic growth and globalization, such as expanding economic disparities and poverty, issues related to human rights, and an increase in manmade environmental pollution. It is therefore urgently incumbent upon humankind to solve these problems and create a more sustainable society and global environment. This conference will provide a good platform to discuss and share the issues and challenges faced by organizations in terms of sustainable practices and environmental issues.



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I hope that the Conference Proceedings will serve as a comprehensive compilation of the present knowledge and experience and will be used widely by researchers, professionals, policy makers, undergraduates from different management fields who are concerned with the subjects. The success of the conference depends ultimately on the many people who have worked with us in planning and organizing this event. Eventually, I would like to thank all of them their guidance, support and motivation for the success of this International Conference.

Dr. Rangana Shalika

Conference Secretary – 2nd ICMR 2017



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