

# **Asian Journal of Management Studies (AJMS)**

Volume 1 | Issue 1 | January 2021

ISSN: 2773-6857

## **Editor-in-Chief**

Prof. M.S.M. Aslam, Sabaragamuwa University of Sri Lanka

## **Managing Editor**

Dr. Thilini Chathurika Gamage, Sabaragamuwa University of Sri Lanka

## **Editorial Advisory Board**

Emeritus Prof. Malcolm Cooper, Asia-Pacific Ritsumaiken University, Japan

Senior Prof. H.H.D.N.P. Opatha, University of Sri Jayewardenepura

Prof. Lee Jollife, New Brunswick University, Canada

Prof. Athula Gnanapala, Sabaragamuwa University of Sri Lanka

Prof. Wasantha Rathnayake, Sabaragamuwa University of Sri Lanka

Prof. Indunil Dayarathne, Sabaragamuwa University of Sri Lanka

Dr. Iraj Ratnayake, Sabaragamuwa University of Sri Lanka

Prof. Khairil Wahidin Awang, University Malaysia Kelantan, Malaysia

Prof. Jamaliah Binti Abdul Hamid, University Putra Malaysia

Prof. Dallen J. Timothy, Arizona State University, USA

Prof. Herath Madana Bandara, University of Ilorin, Nigeria

Asst. Professor Li-Hsin Chen, National Kaohsiung University of Hospitality and Tourism,  
Taiwan

## **Language Editor**

Dr. Nadee Mahawattha, Sabaragamuwa University of Sri Lanka

## **Editorial Assistants**

Ms. P.L.G.S.D. Piumali, Sabaragamuwa University of Sri Lanka

Mr. S. Nimishan, Sabaragamuwa University of Sri Lanka

## **Copyright © Sabaragamuwa University of Sri Lanka**

Reprints and permissions: (ajms@mgt.sab.ac.lk)

## **Published by**

Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka  
Belihuloya, 70140  
Sri Lanka

## **Printed by**

APEX Print and Graphics  
9/7, Wanatha Road,  
Gangodawila, Nugegoda 10250  
Sri Lanka

# Asian Journal of Management Studies (AJMS)

Volume 1 | Issue 1 | January 2021

ISSN: 2773-6857

## CONTENTS

Editorial Note	iii-v
Is South Asian Free Trade Area Desirable? Evidence from Dynamic Gravity Models <i>T.U.I. Peiris</i>	01-26
Strategic Outcomes of and Future Outlook for Data-based Disaster Management: A Case Study in Sri Lanka <i>Rathnayake Mudiyansele Wasantha Rathnayake</i>	27-48
Factors influencing Youth Unemployment in Sri Lanka <i>A.R.P. Weerasiri and G.R.S.R.C. Samaraweera</i>	49-72
The Impact of Market Orientation on Organisational Performance: A Study of Small and Medium Scale Hotels in Tourism Industry in Southern Province, Sri Lanka <i>T.S.L.W. Gunawardana and U.K.B. Aravinda</i>	73-102
Determinants of Adoption of Cloud-based Accounting: A Paradigm Shift in Sri Lanka <i>Dulmini S. Premarathne, Nadarajah Rajeshwaran, and Epitawalage K. Umayangana</i>	103-127
The Technical Efficiency of Small-scale Tea Plantation in Sri Lanka <i>D.G.M. Jeewanthi and A.A. Shantha</i>	128-149
Book Review: Towards A Common Future: Understanding Growth, Sustainability in the Asia-Pacific Region edited by Banik, A., Barai, M. K. and Suzuki, Y. (Palgrave Macmillan; 1 <sup>st</sup> Edition, 2017) <i>M.K. Wanniarachchige</i>	150-154