



PROCEEDINGS - ABSTRACTS

5th Interdisciplinary Conference of Management Researchers

ICMR-2020

“Fostering Global Citizenship towards New Normal”



Faculty of Management Studies
Sabaragamuwa University of Sri Lanka, Belihuloya
SRI LANKA

26th November 2020

**Proceedings of the 5th Interdisciplinary Conference of Management
Researchers - ICMR 2020**

Published by : 5th ICMR 2020, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka

Tel : +94452280007

Fax : +94452280007

The material contained in this publication has been provided by authors of research abstracts. Neither the Faculty of Management Studies of the Sabaragamuwa University of Sri Lanka nor the Editorial Board is responsible for any material reproduced in this publication.

Copyright : No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of Faculty of Management Studies, Sabaragamuwa University of Sri Lanka.

Copyright © 2020 by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka.

Citation : *Proceeding of the 5th Interdisciplinary Conference of Management Researchers, 2020, Belihuloya,*
Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka.

ISBN : 978-955-644-069-0

Cover Design : Mr. Anuruddha Rajasooriya

Printed By : Royal Printers, Bus Station, Balangoda By Pass,
Balangoda, SRI LANKA
+9471 514 4523

PREFACE

The Faculty of Management Studies of Sabaragamuwa University of Sri Lanka will host the 5th Interdisciplinary Conference of Management Researchers (ICMR) 2020 on 26th November 2020 at the Faculty premises. The theme *Fostering Global Citizenship towards New Normal* will be intended to focus in this 5th ICMR 2020. The current challenges we face as a scientific community due to Covid-19 should be offered new opportunities to build a more equitable global community for the scientists of tomorrow. Facing many obstacles the decision was taken by the organizing committee to conduct a 100% live-streams oriented virtual conference for ICMR-2020, and it will remark as the first ever virtual conference at the Sabaragamuwa University of Sri Lanka. In addition to helping those who cannot attend conferences, the ICMR-2020 as the virtual conference will be the better solution for the researchers to share their research knowledge without attending in person.

5th ICMR-2020 is mainly focused to provide a platform in Sri Lanka for local and international researchers and academics to disseminate their research findings to the world, and to emerge a global alliance to enhance the quality and strength of the interdisciplinary conference on management researchers. On Thursday, 26th November 2020 from 9.00 am onwards the program will be started with the inauguration along with the virtual keynote speeches of four prominent Professors namely Prof. Li-Hsin Chen, Ph.D. Graduate Institute of Tourism Management, National Kaohsiung University of Hospitality and Tourism (NKUHT) of Taiwan on the topic of *Vulnerability and Resilience: What do we learn from tourism and hospitality research?*, The second keynote speaker Prof. Steven Krauss, Department of Professional Development and Continuing Education, Faculty of Educational Studies, University Putra Malaysia speaks related to the topic of *The Youth, citizenship and COVID-19*, and Sri Lankan Professor, M.S.M. Aslam, Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka addressing on *Responsible Tourism Supply Chain towards Sustainable Development in Uncertainty Conditions*, and finally a Norwegian Professor Rotem Shneor attached to the Department of Strategy and Management, School of Business & Law of University of Agder, Norway will address the gathering virtually on the area of *The State of Global Alternative Finance – Opportunities and Challenges in Sri Lanka and the World*.

All the peer reviewed research papers will be presented accordingly five different tracks namely, Financial Management, Eco-Business Management, Marketing Management, Business and Human Resources Management and Tourism & Hospitality Management. This conference provides a great opportunity for the researchers, professionals, policy makers and undergraduates from different management fields to discuss and share their research findings relating to key global issues.

EDITORIAL BOARD

Dr. (Mrs) W.V. De Silva

Dr. K.M.M.I. Ratnayake

Dr. (Mrs) N.P.G.S.I. Naotunna

Dr. (Mrs) T.C. Gamage

Mrs. H.J.M.Y.S. Menike

Mr. A.A.M.D. Amarasinghe

Ms. A.W. Thiranagama

Ms.P.L.G.S.D. Piumali

Ms. D.M.D. Chaturika

PROOFREADING

Dr. (Mrs) W.V. De Silva

Ms. P.L.G.S.D. Piumali

Ms. M.S.H. Rathnasiri

Ms. J.H.A.W.N. Hettiarachchi

LIST OF REVIEWERS

Track	Reviewers
Business & Human Resource Management	Dr. H.P.R. Priyankara Dr. (Mrs) N.P.G.S.I. Naotunna Mr. P.J. Jayathilake Ms. K.L.B.G. Dharmarathne Ms. A.C. Jayatilake Mr. I.A. Ekanayake
EcoBusiness Management	Dr. W.M.P.S.B. Wahala Dr. M.S.J. Sandun
Financial Management	Prof. D.A.I. Dayaratne Dr. D.G. Dharmarathna Dr. (Mrs) L.M.C.S. Menike Dr. T.U.I. Peiris Mr. D.G.L. Rasika Mr. H.R. Sampath Mr. A.A.M.D. Amarasinghe Ms. A.W.G.C.N. Wijethunga Ms. V. Muthusamy
Marketing Management	Dr. (Mrs) W.V. De Silva Dr. (Mrs) L.A.C. Sajeewanie Dr. (Mrs) T.C. Gamage Mr. R.A.C. Ushantha
Tourism and Hospitality Management	Prof. M.S.M. Aslam Dr. K.M.M.I.Ratnayake Dr. R.S.S.W. Arachchi Dr. P.K.S. Munasinghe Mr. C.N.R. Wijesundara

CONFERENCE ORGANIZING COMMITTEE

Advisory Panel

Prof. W.K.A.C. Gnanapala
Department of Tourism Management

Prof. D.A.I. Dayarathne
Department of Accountancy & Finance

Prof. M.S.M. Aslam
Department of Tourism Management

Dr. K.M.M.I. Ratnayake
Department of Tourism Management

Dr. W.M.P.S.B. Wahala
Department of Tourism Management

Conference Chairperson

Dr. (Mrs) W.V. de Silva
Department of Marketing Management

Co-Chairs

Dr. P.K.S. Munasingha
Department of Tourism Management

Mr. H.R. Sampath
Department of Accountancy & Finance

Mrs. M.D.N.M.U. Mahawatta
Department of Marketing Management

Ms. A.C. Jayatilake
Department of Business Management

Conference Secretary

Mrs. H.J.M.Y.S. Menike
Department of Tourism Management

Conference Coordinating Secretary

Ms. P.L.G.S.D. Piumali
Department of Marketing Management

Senior Coordinators

Dr. (Mrs) N.P.G.S.I Naotunna
Department of Business Management

Dr. (Mrs) T.C. Gamage
Department of Marketing Management

Mr. R.A.C. Ushantha
Department of Marketing Management

Mr. C.N.R. Wijesundara
Department of Tourism Management

**MESSAGE FROM THE VICE-CHANCELLOR
SABARAGAMUWA UNIVERSITY OF SRI LANKA**



As the Vice-Chancellor of the Sabaragamuwa University of Sri Lanka, I warmly extend my heartiest gratitude to the 5th Interdisciplinary Conference of Management Researchers (ICMR) -2020.

The Sabaragamuwa University of Sri Lanka is an emerging research university that promotes and facilitates research activities among its staff and students extensively. It launched the first International Symposium in 2006 and continues to hold this multidisciplinary research conference every two years. Since 2015, the Interdisciplinary Conference of Management Researchers (ICMR) is conducted annually, and because of the COVID-19 global pandemic, 5th ICMR-2020 is oriented this year on a 100% virtual platform focusing on the theme "*Fostering global citizenship towards New Normal*".

I am sure that this conference will provide a forum for national and international students, academicians and researchers involved in research and innovation. Such academic events benefit the students, academics, and researchers immensely and widen the horizons of their knowledge and work experience in Management, Analytics, and Innovation.

I sincerely appreciate the immense efforts of the faculty in providing a platform for students, academics, researchers, and industrialists to share their views and research outcomes through this conference.

I give my best wishes to all delegates, Dean of the Faculty of Management Studies, and the organizing committee to make this event a grand success!

Prof. R.M.U.S.K. Rathnayake
Vice-Chancellor
Sabaragamuwa University of Sri Lanka
November 2020

**MESSAGE FROM THE DEAN
FACULTY OF MANAGEMENT STUDIES**



It gives me immense pleasure to send this message for the 5th Interdisciplinary Conference of Management Researchers (5th ICMR) organized by the Faculty of Management Studies (FMS) of the Sabaragamuwa University of Sri Lanka with Emerald Publishing as the academic partner on the theme “*Fostering global citizenship towards new normal*”. I believe this is a timely and important theme for the country, and for the whole world, since we all have faced a dilemma in terms of sustainability and development because of the influence of COVID-19 pandemic. The FMS has decided to conduct the 5th ICMR as a webinar considering the current pandemic situation.

The Faculty of Management Studies is accredited as an “A” graded Faculty by the Quality Assurance Council of the University Grants Commission recently, with “A” grades for all its degree programmes. Being a state university and a consumer of public funds, we are highly conscious of academic excellence. The faculty is dedicated to pursue an excellent teaching and research culture, to deliver high-quality education in a picturesque and peaceful environment for our students and all other stakeholders. We have identified our academic responsibilities by organizing 5th ICMR to create a global platform for researchers in different fields to research and disseminate solutions to emerging issues and challenges. I take this opportunity to welcome and thank all our keynote speakers, distinguished guests and academics who take part virtually for their valuable contribution. Also, I express my heartiest gratitude and appreciation to all the researchers who have produced excellent studies and who have stepped up to explore and present their valuable and significant findings at this research platform.

I also take this opportunity to extend my deep appreciation to the conference chair, secretary, co-chairs and other members of the organizing committee for their commitment to ensure the success of this conference.

Prof. Athula C. Gnanapala

*Dean - Faculty of Management Studies
Sabaragamuwa University of Sri Lanka
November 2020*

**MESSAGE FROM PROF.M.S.M. ASLAM
KEYNOTE SPEAKER**



It is a great pleasure to extend my message for the 5th Interdisciplinary Conference of Management Researchers 2020 (5th ICMR 2020). I am really privileged to be a keynote speaker at the 5th ICMR 2020, since I am one of the founder members of ICMR five years back. Today I am contented and proud to see the consistent and continuous growth of ICMR through the tireless efforts and immense contribution of faculty members along with the support of university administration including Vice-chancellors. Untiring hard work of the faculty has led to hold the ICMR 2020 even during this pandemic situation, while facing all the difficulties and challenges.

Although ICMR 2020 does not allow the presenters and participants to gather and meet physically, it has engendered opportunities for virtual networking and while presenting their valuable research outcomes through online platforms. It has extended the opportunities for management researchers from multidiscipline to disseminate their research outputs to the entire globe through the virtual conference and symposium. Although COVID-19 pandemic has brought intolerable pains and tragedies for the human society, ICMR 2020 is blessed with the opportunities to benchmark the contribution globally. This is further intensified through valuable contributions of the keynote speakers, who are on board with me from Malaysia, Taiwan and Norway. Moreover, the great contribution and presentations of our research presenters and participants in this pandemic situation are commendable.

As the previous ICMR enabled the research presenters to publish their researches in the edited volumes published by the Cambridge Scholars Publication and Springer Link publications, this ICMR 2020 also embraces with the opportunities to publish their researches in the Management Science Journal of South Asia and South Asian Journal of Tourism and Hospitality besides the edited volume.

At last, it is a great pleasure for me to deliver my keynote speech on *Responsible Tourism Supply Chain towards Sustainable Development in Uncertainty Conditions*. Entire tourism system has been crippled and all the stakeholders of tourism, including entrepreneurs and employees are struggling

for survival, while environmental sustainability is being ascertained during this prevailing context. Tourism supply chain is required to ensure sustainable development while mitigating the challenges of present uncertainty responsibly. I wish you a successful virtual conference to all the presenters, participants and other eminent keynote speakers while thanking and appreciating all the hard work and dedication of the organizing committee and all the members of Faculty of Management Studies, Sabaragamuwa University of Sri Lanka during these challenging circumstances.

Wish you all a great success!

Prof. M.S.M. Aslam

*Professor in Tourism
Sabaragamuwa University of Sri Lanka
November 2020*

MESSAGE FROM PROF. LI-HSIN CHEN
KEYNOTE SPEAKER



Every cloud has a silver lining

Sometimes life seems a dark tunnel with no light at the end, but if you just keep moving forward, you will end up in a better place."

-Jeffrey Fry-

The spread of COVID-19 severely impacts both supply and demand sides of every industry. Furthermore, the current pandemic has also influenced the psychosocial well-being of individuals and led to fear and anxiety to go traveling.

Although its negative impacts on humans' lives are unprecedented in history, COVID-19 can be a great unifier. In the past months, we have observed that barriers between disciplines have been torn down, and researchers have collaborated diligently to produce insights in this uncertain era. These joint efforts include considerable inputs from management researchers. The theme of the 5th Interdisciplinary Conference of Management Researchers is "*Fostering Global Citizenships towards New Normal,*" which timely reflects this powerful transformation.

As a tourism researcher, I have witnessed the industry's ability to recover and bounce back from several crises such as September 11 attacks, the South Asian tsunami, Ebola, Zika, dengue, MERS, SARS and bird influenza. Learning from each other and prior experiences and then localizing action tactics is the best response to the crisis. We must rely on the unselfish collaborations among academics, governments, and the industry to overcome the challenges ahead. The academics should work closely with the industry and the government to rebuild consumers' confidence and re-attract demands by using innovative marketing strategies. We have observed the rise of information and communication technologies, effective food & beverage deliveries, and medical-services during this pandemic. All of these innovations can be tapped in empowering and equipping the business with the advanced capabilities and skillsets in anticipation of other crises in the future. The negative influence of the COVID-19 pandemic will ultimately fade. However, this is time for us to reflect on the fundamental aspects of human lives. I hope that the current societal and economic challenges can eventually transform the nature of science. A collaborative culture among different subjects and sectors in the society will be embraced and cultivated long afterward.

Prof. Li-Hsin Chen

Professor in Tourism and Hospitality

National Kaohsiung University of Hospitality and Tourism, Taiwan

November 2020

MESSAGE FROM PROF. ABDUL LATEEF KRAUSS ABDULLAH
KEYNOTE SPEAKER



I am honored to be a keynote presenter at the 5th Interdisciplinary Conference of Management Researchers 2020 (5th ICMR 2020). As the world continues to adjust to life with COVID-19 there are many ‘new normals’ that have crept into everyday life. While we all struggle with adjustment and change, these new norms are also raising pertinent questions about what life will be like in 2021 and beyond. The unpredictability of the COVID-19 pandemic makes forecasting difficult to nearly impossible. There are many important questions that researchers in the social sciences, including management, should be thinking about to begin to chart pathways for future research and action, particularly in relation to the future well-being of youth. What will a global citizenry look like for our youth in the future? How can they – our youth -- begin to shape such a citizenry given the current challenges?

Perhaps no single demographic group has been impacted by COVID-19 as much as young people. From the perspectives of education, employment, mental health and career prospects, young people have borne the brunt of COVID-19 more than any other group. As with past generations that lived through global catastrophes, COVID-19 is quickly becoming a major historical event that will be felt for generations to come. Like other past historical events such as the two World Wars, AIDS, and September 11th, COVID-19 will undoubtedly shape the current generation of youth in untold ways. Unfortunately, to date, there is limited discussion around the gravity of COVID-19 in this regard. In an age where humanity has begun to rely on sophisticated algorithmic-driven mathematical models to forecast future events in a number of fields, our over-reliance on technology has led us to underestimate the importance of asking pertinent questions that might help us better prepare for an unpredictable future. For example, while much national and international discourse has centered on education and employment, less attention has been given to the long-term career ‘futures’ of young people. What will career trajectories look like due to COVID-19? Likewise, many are concerned about the mental health of young people, but what about the spiritual ‘futures’ of youth? What will the long-term effects be of the pandemic on these and other cornerstones of well-being and thriving?

My conference address will not attempt to provide answers to these questions, but draw our attention to the need for management and other social scientists to begin to think more deeply, and more seriously, about these important questions looming over youths' collective futures. The future of global citizenry will be greatly affected and shaped by how we respond to these questions. This is a future that will affect us all.

I wish all of the participants of ICMR 2020 a successful virtual conference, and again thank the organizing committee for inviting me to partake in this year's conference. A special thanks to the members of the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka for all their hard work and dedication. Putting on conferences, even virtual ones, is a tremendous amount of work. Your sacrifices are noted and appreciated.

Prof. Abdul Lateef Krauss Abdullah

*Professor in Professional Development and Continuing Education
University Putra Malaysia
November 2020*

**MESSAGE FROM PROF. ROTEM SHNEOR
KEYNOTE SPEAKER**



First and foremost, I wish to express my gratitude for the kind invitation to serve as keynote speaker at the 5th ICMR 2020. I was honored by the invitation and hope that you will find my contribution valuable to your discussions and interest.

In my talk I introduce the concept of crowdfunding, its manifestations, and development trajectories during the past decade and a half. What emerged as an alternative mechanism for pooling resources from multiple contributors while using the Internet has developed into a fast-growing industry. This industry is both challenging and complementing traditional financing channels while carrying promises of greater democracy, transparency, and wider access to finance than ever before.

Despite the criticality of gaps in access to finance for funding small and medium-sized businesses throughout the world and especially in developing and emerging markets, the extent to which crowdfunding will deliver on these promises remains to be seen. On the upside, annual global volumes have surpassed USD 300 billion, which were exchanged through thousands of new platforms worldwide. However, crowdfunding uptake in emerging and developing countries, where it is most needed, has remained slow.

As such, crowdfunding represents an exciting and interesting new fertile ground for research and exploration. And while academic research has been booming in recent years, so much remains to be answered and studies, especially in the context of emerging and developing countries. Accordingly, I hope you will find my talk both interesting and inspiring to learn more and pursue future research in this area. Such research can explore the unique aspects of crowdfunding uptake, use, model development, trust facilitation, and institutional support in exciting new markets such as Sri Lanka.

During my previous visit to Sri Lanka, I have seen that there are so many creative, entrepreneurial, and innovative people in Sri Lanka. Hopefully, access to finance through crowdfunding, and better knowledge about it can support the development of this industry, for the benefit of Sri Lanka, its people, its economy, and its further development.

Finally, in these challenging times it is important to keep academic forums alive despite logistical challenges. Hence, I wish to thank the organizers for all their efforts in enabling a virtual conference for the continued exchange of ideas among academics, as well as with businesses, government, and society at large.

With best wishes for a successful event and inspiring conference,

Assoc. Prof. Rotem Shneor

*School of Business and Law
University of Agder, Norway
November 2020*

CONTENT

Preface	iii
Editorial Board	v
Proofreading	v
List of Reviewers	vi
Conference Organizing Committee	vii
Message from the Vice-Chancellor	ix
Message from the Dean	x
Message from Prof.M.S.M. Aslam - Keynote Speaker	xi
Message from Prof. Li-Hsin Chen- Keynote Speaker	xiii
Message from Prof. Abdul Lateef Krauss Abdullah- Keynote Speaker	xiv
Message from Prof. Rotem Shneor- Keynote Speaker	xvi
Content	xviii

BUSINESS & HUMAN RESOURCE MANAGEMENT

A CONCEPTUAL FRAMEWORK FOR TACKLING THE WORKPLACE BULLYING AND HARASSMENTS AFTER COVID 19 PANDEMIC <i>Rathnayake R.M.N.M., Sellahewa, W.N.</i>	2
E-COMMERCE BASED APPLICATION TO IMPROVE THE SMALL MEDIUM ENTERPRISE IN SRI LANKA <i>Adasuriya A.M.T.N., Samaraweera, W.J., Wanniarachchi, W.A.A.M.</i>	3
MOTIVATION OF STUDENTS TOWARDS ONLINE LECTURE PROCEDURE DURING COVID 19 PANDEMIC: A STUDY IN STATE HIGHER EDUCATIONAL INSTITUTES IN SRI LANKA <i>Sellahewa W.N., Weerasingha W.M.D.N.</i>	4
FORMS OF WORKPLACE OSTRACISM: PROFESSIONALS' EXPERIENCES IN SRI LANKAN CONTEXT <i>Gunasekara K.D.S.W., Naotunna N.P.G.S.I.</i>	5

ECOBUSINESS MANAGEMENT

AGROCHEMICAL USAGE AND FARMERS PERCEPTION ON SELECTING PESTICIDES IN UPPER KUMBUKKAN OYA WATERSHED IN SRI LANKA <i>Sumudumali R.G.I., Piyathilake I.D.U.H., Randika J.L.P.C., Jayawardana J.M.C.K., Udayakumara E.P.N., Gunatilake S.K.</i>	7
--	---

FINANCIAL MANAGEMENT

FACTORS AFFECTING INCOME DIVERSIFICATION: SPECIAL REFERENCE TO PADDY FARMING COMMUNITY IN ANURADHAPURA DISTRICT <i>Thayaparan A., Sandamali A.G.A.N.</i>	9
EXPLORING THE COST DEVIATIONS BETWEEN DESIGN STAGE COST PLAN AND THE INITIAL CONTRACT SUM <i>Jayalath C., Somarathna G.</i>	10
PERCEIVING POTENTIALITY OF LEGAL RECOGNITION TOWARDS CONSTRUCTION ADJUDICATION: EVIDENCE FROM SRI LANKA <i>Jayalath C., Abeynayaka M., Somarathna G.</i>	11
THE IMPACT OF FADS AND EARNING MANAGEMENT ON LONG RUN PERFORMANCE OF SRI LANKAN INITIAL PUBLIC OFFERINGS <i>Hirantha K. A. A., Perera K. L. W.</i>	12
BOARD STRUCTURE AND EARNINGS MANAGEMENT: EVIDENCE FROM LISTED COMPANIES IN SRI LANKA <i>Balagobei S.</i>	13
THE IMPACT OF ENTERPRISE RISK MANAGEMENT ON FIRM PERFORMANCE: EVIDENCE FROM LISTED BANKS IN COLOMBO STOCK EXCHANGE <i>Wijekoon W.M.S.S., Menike L.M.C.S.</i>	14
A STUDY ON DESIRABILITY OF FOREIGN DIRECT INVESTMENT POLICIES: WITH SPECIAL REFERENCE TO SRI LANKA <i>Senevirathna L.D.N., Peiris T.U.I.</i>	15
THE ROLE OF FORENSIC ACCOUNTING: A PARADIGM SHIFT IN PRIVATE SECTOR AUDITING <i>Jeewanthi H.A.C.</i>	16
AUDIT EXPECTATION GAP IN PUBLIC SECTOR: A CASE OF SRI LANKA <i>Jeewanthi H.A.C.</i>	17
POVERTY ALLEVIATION PROGRAMMES AND COUNTRYSIDE CAPITALIZATION IN RURAL VILLAGES OF SRI LANKA <i>Aslam M.S.M., Gnanapala W.K.A.C., Peiris T.U.I., Wijekoon W.M.S.S.</i>	18

CASH FLOW AND CORPORATE PERFORMANCE OF COMPANIES IN
HOTEL AND TRAVEL INDUSTRY LISTED IN COLOMBO STOCK
EXCHANGE

Kasthury S., Anandasayanan S.

19

MARKETING MANAGEMENT

HOW CUSTOMERS RESPOND TO INNOVATIVE PRODUCTS? FROM
THE PERSPECTIVE OF THE DISCONFIRMATION SENSITIVITY

Panditharathna R., Bamber D., Elezi E.³, Perera R.

21

THE IMPACT OF ONLINE BRAND EXPERIENCE ON BRAND
LOYALTY: MEDIATING ROLE OF ONLINE BRAND PERFORMANCE
AND BRAND RECALL

Khan M.A., Bamber D., Panditharathna R., Qayyum A.

22

THE IMPACT OF ELECTRONIC WORD OF MOUTH ON TOURISTS'
INTENTION OF DESTINATION SELECTION: A CASE IN SRI LANKAN
LOCAL TOURISTS

Weerasinghe R.G.P.L.M., Herath G.A.C.A.

23

FACTORS INFLUENCING ON THE INTENTION TO USE
CRYPTOCURRENCIES: WITH SPECIAL REFERENCES TO THE
GENERATION Y

Chathurika D.M.D.

24

TOURISM & HOSPITALITY MANAGEMENT

A MODEL TO FORECAST TOURIST ARRIVALS: TIME SERIES
APPROACH

Amarasinghe A.A.M.D.

26

INFLUENCE OF ONLINE CUSTOMER REVIEWS ON HOTEL BOOKING
INTENTION: WITH SPECIAL REFERENCE TO SRI LANKA TOUR
PACKAGES

Sewwandi N.A.N., Dinesha P.K.C.

27

A TREND ANALYSIS BASED ON TOURIST MARKET PROFILE DATA
OF SRI LANKA

Amaresh M., Anandasayanan S.

28

SURVIVING IN AND RECOVERING FROM THE COVID-19 IMPACTS
BY SRI LANKAN HOMESTAY OPERATORS

Munasinghe S., Kulathunga K.

29

AUTHOR INDEX

30