

IMPACT OF INTELLECTUAL PROPERTY AND INTELLECTUAL CAPITAL ON FIRM SUSTAINABLE PERFORMANCE IN SRI LANKA: THE ROLE OF FAMILY MANAGEMENT

Hansani, W.M.* and Dewasiri, N.J.

*Department of Accountancy and Finance, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Sri Lanka.*

*wmhansani@std.mgt.sab.ac.lk

1. Introduction

In the 21st century, by proving “knowledge is power,” organizations drive toward success with intellectual property and intellectual capital. Thus, this study investigates the impact of intellectual property and intellectual capital on the sustainable performance of companies listed in Sri Lanka with the moderating effect of family management.

2. Research Methodology

The study used a quantitative survey strategy, and data were collected from 176 listed companies through a structured questionnaire using a simple random sampling method from July to August 2023. Survey instruments were used to measure the firm’s sustainable performance, intellectual property and capital, whereas a dummy variable was considered for family management. Hypotheses were tested using hierarchical regression analysis after ensuring the validity and reliability of the measurement properties.

3. Findings and Discussion

The study found a significant positive relationship between intellectual property and the firm sustainable performance and a meaningful positive relationship between intellectual capital and the sustainable performance of companies listed in CSE Sri Lanka. Furthermore, the study revealed that family management significantly moderates the relationship between intellectual property and the firm sustainable performance.

4. Conclusion and Implications

The results underscore the strategic significance of intellectual property and intellectual capital in bolstering the firm sustainable performance. Hence, the findings of this study are beneficial to management, investors, and practitioners in making informed decisions. This study opens the door for further research in the global context, suggesting the investigation of family management as a moderating variable instead of a mediating variable within the relationship between intellectual assets and firm sustainable performance.

Keywords: Family Management, Firm Sustainable Performance, Intellectual Capital, Intellectual Property, Sri Lanka.