



**Management Studies**  
Sabaragamuwa University of Sri Lanka



# 8<sup>th</sup> Interdisciplinary Conference of Management Researchers [ICMR 2023]

*"Moving Beyond Conventional Wisdom for an Uncontrived Economy"*

## FULL PAPERS

**Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka  
Belihuloya | SRI LANKA**



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Uncontrived Economy*

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Tel : +94452280007

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Ms. M.G.D.S. Hansika

## PREFACE

Recognizing the importance of moving beyond conventional wisdom for an uncontrived economy, the 8<sup>th</sup> Interdisciplinary Conference of Management Researchers (ICMR 2023) was organized by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. Two eminent Professors in Management related fields namely, Prof. Nick Ashill and Prof. N. Jayantha Dewasiri attended the conference as keynote speakers to share their insights under the theme of “Moving beyond conventional wisdom for an uncontrived economy”. More than thirty peer-reviewed research papers were presented under six different tracks namely, Finance I, Finance II, General Management, Human Resources Management, Tourism and EcoBusiness Management and Marketing. This conference provided a great opportunity for the researchers, professionals, policymakers, and undergraduates to discuss and share their research findings relating to key global issues in the field of management while providing them with a platform to develop a global network in their disciplines.

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## MESSAGE FROM THE VICE-CHANCELLOR



I am delighted to welcome you to the 8th Interdisciplinary Conference of Management Researchers (ICMR) - from 19th to 20th December 2023 at the Sabaragamuwa University of Sri Lanka under the theme of “Moving beyond conventional wisdom for an uncontrived economy.”

Sabaragamuwa University of Sri Lanka is an emerging research university that promotes and facilitates research activities extensively among its staff and students. The initiation of the ICMR in 2016 by the Faculty of Management Studies has played a pivotal role in advancing these research endeavors.

I give my best wishes to all delegates, the Dean of the Faculty of Management Studies, and the organizing committee to make this event a grand success. I admire their commitment and congratulate them on the success of the conference.

I would appreciate all the sponsors for their efforts in encouraging academic research through their sponsorships.

**Professor. (Dr.) M. Sunil Shantha**  
**Vice-Chancellor**  
**Sabaragamuwa University of Sri Lanka**

## MESSAGE FROM THE DEAN



I am delighted to send this message regarding the 8th Interdisciplinary Conference of Management Researchers (8th ICMR) organized by the Research and Publication Unit, Faculty of Management Studies (FMS) of the Sabaragamuwa University of Sri Lanka. The conference is being held in partnership with Emerald Publishing and focuses on the theme of "Moving Beyond Conventional Wisdom for an Uncontrived Economy." This theme is both timely and crucial for Sri Lanka and the world as a whole, especially in the post-pandemic era, where we have all faced challenges in terms of resilience and economic development. Sri Lanka, in particular, finds itself in a more vulnerable situation due to the prevailing economic and political crisis. The conference will provide an excellent platform for researchers, academicians, practitioners, industrialists, and policymakers to share ideas, collaborate, and cooperate in the fields of Management and Social Sciences. The Faculty of Management Studies has been accredited with an "A" grade by the Quality Assurance Council of the University Grants Commission of Sri Lanka for all its degree programmes.

As a state university that receives public funds, we are committed to maintaining academic excellence with the motto "Nurturing the Paragon of Virtues". Our faculty is dedicated to fostering a culture of excellent teaching and research and providing high-quality education in a serene and picturesque environment for our students and other stakeholders. We have identified our academic responsibilities by organizing the 8th ICMR, which aims to create a global platform for researchers from different fields to research and disseminate solutions to emerging issues and challenges.

I would like to extend a warm welcome and express my gratitude to all of our keynote speakers, distinguished guests, and academics participating virtually. Your contributions are highly valued and appreciated. I would also like to express my heartfelt thanks to all the researchers who have presented their excellent studies and valuable findings on this research platform. Furthermore, I would like to extend my deep appreciation to the conference chair, secretary, co-chairs, and other members of the organizing committee for their unwavering commitment to ensuring the success of this conference.

**Professor. (Dr.) Athula Gnanapala**  
**Dean- Faculty of Management Studies**  
**Sabaragamuwa University of Sri Lanka**

## MESSAGE FROM THE CONFERENCE CHAIR: ICMR 2023



In an era characterized by global interconnectedness and knowledge-driven progress, research conferences have emerged as pivotal events for scholars, scientists, and experts to exchange ideas, collaborate on groundbreaking studies, and push the boundaries of human knowledge. The Interdisciplinary Conference of Management Researchers (ICMR), now in its 8th successful year, hosted by the Faculty of Management Studies at Sabaragamuwa University of Sri Lanka, stands as a prominent platform for intellectual discourse and innovation. This conference convenes esteemed researchers, scholars, and practitioners from around the world, fostering interdisciplinary collaborations and paving the way for significant advancements in the realm of management studies. The 8th ICMR, under the theme "Moving Beyond Conventional Wisdom for an Uncontrived Economy," encourages researchers and participants to explore innovative and unconventional ideas in the field of economics and management. It suggests a departure from traditional economic thinking and practices in favor of more organic and authentic approaches to shaping economic systems. The emphasis is on promoting creativity, exploration, and a departure from established norms to foster a more dynamic and uncontrived economic environment. Therefore, it delves into a diverse range of management-related topics, including Finance, Banking & Insurance, Business Management, Creativity & Innovation Management, Eco-business Management, Economics, Entrepreneurship and Small Business Management, Human Resource Management, Change Management, International Business and Global Sustainable Practices, Marketing Management, Supply Chain Management, and Tourism & Hospitality Management. This interdisciplinary conference will serve as a platform for fostering collaboration and encouraging the cross-pollination of ideas among scholars and practitioners. By transcending disciplinary boundaries, the Faculty of Management Studies at Sabaragamuwa University aims to set an example for future conferences, inspiring researchers worldwide to embrace interdisciplinary approaches in their pursuit of cutting-edge knowledge in the field of management.

**Professor. (Dr.) T.U.I. Peiris**  
**Conference Chair - 8th ICMR**  
**Professor in Finance**  
**Faculty of Management Studies**  
**Sabaragamuwa University of Sri Lanka**

## MESSAGE FROM THE CONFERENCE SECRETARY: ICMR 2023



On behalf of the organizing committee, I would like to welcome you to the 8th ICMR 2023 conference. This important academic conference has been held by the Faculty of Management Studies for the past seven years, and this year, we have come together to commemorate our eighth anniversary. It is a prestigious conference of scholars, researchers, and business leaders that could result in the development of new paradigms and has a significant influence on numerous economic sectors. Thank you for your response and the contributions, which span all significant areas of management and exploitation. The conference proceedings and the 8th ICMR 2023 Abstract Book will contain all papers submitted by the deadline.

I would like to thank every author for their amazing work, and the members of the scientific committee in particular for their skillful assessment of the many entries. A number of invited sessions have been planned to expand your knowledge, and on 20th December 2023, a special session on "Industrial forum" and "structural equation modeling" will take place. We are making every effort to ensure that your conference stay at Sabaragamuwa University in Belihuloya, Sri Lanka, is one of the most memorable and that you return from the 8th ICMR 2023 with a wealth of knowledge and as a proud presenter of research. I am delighted to see you, your loved ones, and your friends here once more. I hope you enjoy yourself to the fullest.

I am looking forward to hearing our distinguished keynote speakers: Professor Nick Ashill, School of Marketing and International Business, Victoria University of Wellington, New Zealand, and Prof. Dewasiri N. Jayantha, a professor attached to the Department of Accountancy and Finance, Sabaragamuwa University of Sri Lanka. Likewise, I want to extend greetings and gratitude to all invited chairs for their extraordinary preparation of the invited sessions, the adversary committee and other committee members in the 8th ICMR 2023. I am excited to see you at the 8th ICMR in 2023.

**Dr. L.D. Kalyani**  
**Conference Secretary - 8th ICMR**  
**Senior Lecturer**  
**Faculty of Management Studies**  
**Sabaragamuwa University of Sri Lanka**