



## ASIAN JOURNAL OF MANAGEMENT STUDIES

Journal homepage: <https://www.sab.ac.lk/ajms/>  
DOI: <https://doi.org/10.4038/ajms.v4i1.77>  
Faculty of Management Studies  
Sabaragamuwa University of Sri Lanka



### Editorial Note

#### MSM Aslam

On behalf of the Editorial Board of the Asian Journal of Management Studies (<https://www.sab.ac.lk/mgmt/ajms/>) and my co-editors, I am glad to present the Volume IV, Issue I of the journal. The journal, established in January 2021, has now published six issues: two issues in a year. The journal is now getting popular among academics and researchers from multiple disciplines. The average download per article is increasing, and we could receive continuous queries and articles from potential authors. All these are promising signs. We could reach this stage through the constant support of Board Members and the intellectual generosity of the readers and contributors (authors and reviewers).

One of the objectives of this journal is to encourage the publication of multidisciplinary research that helps to enrich the discourse on social science and management further. Readers can particularly notice progress made in this direction through the book reviews, which are emerging as an essential section of this journal. We take this opportunity to thank the authors/publishers for sending their books for review and the excellent book reviews by authors.

© Faculty of  
Management Studies  
Sabaragamuwa  
University of Sri Lanka

31 August 2024

The first issue in the fourth volume of the journal accommodates six empirical papers that adopt quantitative approach and detective case study research design from diverse academic disciplines and geographical regions. These empirical papers magnify applied research through sound ontological, epistemological, axiological and/or methodological implications and make a clear contribution to the Management discipline. Thus, the review paper amplifies the worthy contribution of the journal through an analytical and comprehensive review of contemporary thematic content specific to Management.

The first issue of the fourth volume of AJMS embraces the first article entitled *“Ecological Rational Behavior of Individual Investors in Stock Investment Decisions.”* This examines how individual investors can succeed using heuristics and intensifies the knowledge of individuals in aligning with the structure of the environment. Nevertheless, people assume heuristics are irrational and feel biased. The second paper deals with the vulnerability of adolescents due to overconsumption of fast-food under the title; *“Socialization Agents on Adolescent Consumer Vulnerability: Moderating Role of Mother’s Employment (With Reference to Franchised Fast-food Industry in Sri Lanka).”* Although primarily the study engaged with moderating role of mothers’ employment, findings indicate the influence of peers, parents, TV advertisements, the internet, and retailers on Adolescent Consumer Vulnerability through testing the hypotheses positively.

The third article analyzes the underperformance of vulnerable health sectors, which negatively affects economic sustainability. The study is titled *“Healthcare Alliance Drivers and Competitive Advantage of Private Hospitals in Anambra State, Nigeria.”* It adopts Pearson correlation and regression analysis to compare the effect of Health Risk Management (HRM) and the scale and scope of economies on competitive advantages. The study intensifies the inevitable role of Healthcare Risk Managers and collaborative performance.

The fourth article is a detective study of secondary data on factors affecting financial performance of life insurance companies in Sri Lanka. Using E-view analysis software, the study was carried out in six listed life insurance companies on the Colombo Stock Exchange based on quarterly data from 2017 to 2022. Accordingly, findings reveal a positive and robust relationship between the COVID-19 pandemic and ROA and ROE, two major

determining factors of financial performance in the Sri Lankan life insurance industry. Accordingly, the debt, reinsurance, and leverage ratios are negatively correlated with the ROE and ROA. This reveals that the low debt, reinsurance, and leverage ratios can help a company gain competitive advantage and safety. The fifth paper drives the readership into efficiently managing human resources and administrative tasks. The paper *“Impact of High-Performance Human Resource Management Practices (HPHRMP) on Role Performance: Mediating Role of Employee Engagement”* elaborates on the role performance of non-academic staff at state universities in Sri Lanka. The findings confirm the impact of HPHRMP directly on role performance, and employee engagement mediates this relationship. These findings emphasize the importance of psychological resources such as expertise, promotion, opportunities for human resources, a healthy working climate, and leadership skills. This is also in addition to the existing capital, organizational, physical, and human resources for gaining competitive advantage. Further, it signifies future research on the certainty of developing an extended model using other dimensions of HPHRMP, such as effective recruitment and selection, employee involvement, employee training and development, workplace environment, competency-based performance appraisal, and compensation and rewards.

The sixth paper is titled *“Differential Value Relevance of Accounting Information on Investors’ Decisions: Evidence from Sri Lankan Commercial Banks.”* This paper analyzes the key metrics such as Earnings per Share (EPS), Return on Equity (ROE), Earning Yield (EY), Net Asset Value Per Share (NAVPS), and Return on Assets (ROA) in conjunction with Market Value per Share (MVPS) which is the proxy for investors' decisions concerning ten listed commercial banks in Colombo Stock Exchange. The study reveals that the non-crisis periods establish a strong positive correlation between NAVPS and MVPS, while EY was negatively associated with MVPS. Yet, the crisis period engendered a negative link between EY and MVPS, and EPS showed a positive relationship. On the one hand the positive correlation between NAVPS and MPS leads the investors to look favorably on stable assets during non-crisis times. On the other hand, the positive correlation during a crisis between MPS and EPS leads the companies to denote a shift towards substantial earnings success. Finally, the issue stands with a review of the book *“Financial Statement Analysis: A Practitioner’s Guide”* by Fernando Alvarez and Martin S. Fridson under Wiley Finance Series, 5th Edition, with

total pages of 448 published in 2022. The review magnifies the skills of understanding and analyzing financial statements for effective decision-making of business professionals, market practitioners, and investors. Comprehensive and synthesized explanations clarify and sophisticate the analytical framework to scrutinize the company's performance under volatile and uncertain economic conditions to ensure the financial health and stability of the business.

I am fortunate to be supported by a highly effective editorial board and review team, particularly managing editor Thilini Gamage and copy editor Ms. Kaushalyani Ruwandika for their tireless effort and dedication in compiling and organizing the volumes and issues to ensure a consistent and continuous scientific platform for researchers and academics from a diverse background of management. The journal is also backed up by our international advisor board, which comprises academic experts from different disciplines related to management. Finally, I must thank all our submitting authors, who have strived to produce their valuable work and have chosen to publish in the AJMS. I also would like to extend my heartfelt gratitude to the entire readership.