

14th International Conference on Management and Economics



***Entrepreneurial Bricolage: Steering Volatile Markets through
Improvised Strategies and Innovative Thinking***

31st July 2025

**Organized by
Faculty of Management and Finance
University of Ruhuna
Sri Lanka**

Agenda for the Inaugural Ceremony

08:30 am	Registration
08.45 am	Welcoming Guests
09:00 am	Lighting the Oil Lamp
09: 10 am	University Anthem
09:15 am	Welcome Speech Professor Manjula K. Wanniarachchige Dean, Faculty of Management and Finance, University of Ruhuna
09.30 am	Keynote Address Professor Muthu De Silva Head /Associated Dean, Faculty of Business and Law, Birkbeck, University of London
10.00 am	Address by the Chief Guest Senior Professor P.A. Jayantha Vice Chancellor, University of Ruhuna
10:15 am	Honoring the Idea Cloud Champions
10:25 am	Vote of Thanks Dr. E.K. Jayampathi Coordinator ICME-2025
10:40 am	National Anthem

Zoom link

Topic: ICME 2025 - Inaugural Ceremony

Time: Jul 31, 2025 08:30 AM Colombo

Join Zoom Meeting

<https://learn.zoom.us/j/99859444678?pwd=9MQNSr9WGwPaM8LKPwN2dpGrf1wCum.1>

Meeting ID: 998 5944 4678

Passcode: ICMe@2025

Agenda for Business Forum- 2025

Time	Activity
02.00pm - 2.10 pm	Welcoming guests
02.10 pm - 02.20pm	Lighting the Oil Lamp
2.20pm - 2.30pm	Welcome Speech by the Coordinator - Business Forum
2.30 pm - 3.45pm	Discussion
3.45 pm – 3.50pm	Awarding of the Plaques
3.50 pm – 4.00 pm	Vote of Thanks by the Coordinator – ICME 2025
4.00 pm	End of the Program

Track: Education and Information Systems**Time:** 11.30 am**Session Chair:** Prof. P.A.P. Samantha Kumara**Panel Members:** Prof. M.J.M. Razi

Dr. Kokila Ramanayaka

Zoom Link:
<https://learn.zoom.us/j/96981682761?pwd=I6j7SBvQxaP8BgO80r2Tq2Ko8KIni6.1>

Paper ID	Title of the Paper	Time
ICME 134	Childhood Technology Exposure and Workplace Technology Adoption among Sri Lankan Secondary School Teachers <i>Wanniarachchi, P., Perera, V.V., & Herath, D.</i>	11.30- 11.50 am
ICME 137	Influence of Cyber security Vulnerabilities on the Adoption of Fintech Applications among Millennials in Sri Lanka <i>Jasothan, R.P., Herath, D. & Hettiarachchige, S.</i>	11.50-12.10 pm
ICME 139	The Effect of Parental Migration on the Academic Success of Students from Low-Income Families in the Western Province of Sri Lanka <i>Madhuravinda K.A.D.K., Mayadunna M.D.D.N., Alawaththa A.G.A., Jayathma N.J., Karunaratna, N., & Vidarshika, O.</i>	12.10-12.30 pm
ICME 159	Enhancing the Effectiveness of Decision-Making Through Data-Driven DSS in Sri Lanka <i>Niyothri, K.G.I.I., Peiris, T.I.R., Sandeepana, S.D., Sewmini, G.V.M., & Thelijagoda, S.</i>	12.30-12.50 pm

Track: Entrepreneurship
Time: 11.30 am
Session Chair: Prof. Tissa Ravinda Perera
Panel Members: Dr. M.B.F. Mafasia
Mr. Sahan J. Fernando

Zoom Link

<https://learn.zoom.us/j/93166787981?pwd=SFv1MqaunNDLZxBwyMwMn5OapzTEo8.1>

Paper ID	Title of the Paper	Time
ICME 128	Women Entrepreneurs in Sri Lanka: An Exploration of Psychological Characteristics <i>Jinasena, E.G., & Ranaweera, H.R.A.</i>	11.30- 11.50 am
ICME 164	Revival of Sri Lankan Handicrafts: Identifying Challenges through Collaboration for Sustainability <i>Rathanayake, R.M.E.D., Wijekumara, H.P.D.S., Gunathilaka S.L.N.P.S., Wijesekara K.K.P., Jayathilaka, T. & Nagalingam N.</i>	11.50-12.10 pm
ICME 204	Financial Literacy and Debt-Trap of Micro, Small, and Medium Enterprises in the Northern Province of Sri Lanka <i>Kalaipriya, K., & Premaratne, S.P.</i>	12.10-12.30 pm
ICME 205	Influence of Green Entrepreneurship on the Sustainability of SMEs in a Green Economy: Concerning the Southern Province, Sri Lanka <i>Wijesinghe D.D.S.M., Rodrigo P.D.S.D., Punchihewa P.S.D.</i>	12.30-12.50 pm

Track: Finance
Time: 11.30 am
Session Chair: Prof. K.M.M.C.B. Kulathunga
Panel Members: Dr. M.S. Nanayakkara
Mrs. G.A.N. Darshi

Zoom Link:

<https://learn.zoom.us/j/98132360187?pwd=oYfW6MrZvPKReakNXMkjZObsN2OI0c.1>

Paper ID	Title of the Paper	Time
ICME 105	Impact of Firm-Specific Factors on Financial Stability: An Analysis Using the CAMEL Framework in the Life Insurance Industry of Bangladesh <i>Chathurya, M.H., & Buddhika, H.J.R.</i>	11.30- 11.50 am
ICME 113	The Impact of Intellectual Capital on Firm Value and The Mediating Effect of Financial Performance of Banking Sector in Sri Lanka <i>Malsha, K.P.P.H.G.N., & Kodithuwakku, S.</i>	11.50-12.10 pm
ICME 148	Impact of Corporate Transparency on Firm Value: Evidence of Listed Financial Institutions in Sri Lanka <i>Keerthigha, J.</i>	12.10-12.30 pm
ICME 168	The Impact of Data Infrastructure, Management, and Technology on Business Analytics Usage in the Sri Lankan Banking Sector <i>Jayaweera, J.A.K.M., Gunasekara, G.A.M.K., Pasan, L.P.M., Thelijjagoda, S., & Samarakkody, T.</i>	12.30-12.50 pm
ICME 181	Financial Literacy and Financial Wellbeing - Empirical Evidence from Recent Graduates in Jaffna <i>Mithila, G., & Kabishka, T.</i>	12.50-01.10 pm

Track: Human Resource Management

Time: 11.30 am

Session Chair: Dr. J. Ramawickrama

Panel Members: Dr. K.G. Priyashantha

Dr. M.T.T. De Silva

Zoom Link:

<https://learn.zoom.us/j/96028674387?pwd=7EH0oB8pBKMaqnmbMfB3ld9eNXTsVM.1>

Paper ID	Title of the Paper	Time
ICME 138	AI Tools and Recruiter Satisfaction in Sri Lankan Organisations <i>Ishfa, M.S.F.</i>	11.30- 11.50 am
ICME 141	Training Modalities and Job Commitment Among Non-Executive Staff: Evidence from the Sri Lankan Banking Sector <i>Karunanayake, D.D.M., Gamlath, J.R., & Herath, D.</i>	11.50-12.10 pm
ICME 178	Career Crafting in the Post-retirement Work Engagements: Exploring the Crafting Behaviours of Post-Retired Employees in Sri Lanka <i>Dissanayake, K., Atapattu, A.W.M.M., & Silva, G.R.P.</i>	12.10-12.30 pm
ICME 182	Driven by the Algorithm: The Invisible Hand Steering Gig Worker Performance <i>Liyanage, N.L.D.N.N., Wickramaratne, W.D.D.R., Perera, P.P.T.N., Reed, L.H., Wisenthige, K., Wickramaarachchi, C.N., & Rathnayake, C.</i>	12.30-12.50 pm
ICME 201	How HRM Drives Sustainable Organizational Performance? The Mediating Role of Organizational Innovation <i>Kishalini, R., Arulrajah, A.A. & Sellar, T.</i>	12.50-01.10 pm

Track: Operations and Supply Chain Management

Time: 11.30 am

Session Chair: Prof. T.S.L.W. Gunawardana

Panel Members: Mr. M.W.S. Sanjeewa Silva

Mr. M.N.M. Nismi

Zoom Link:

<https://learn.zoom.us/j/92031262015?pwd=awTOVFWKreAOkmy5VhxVJhWBWkvbIZ.1>

Paper ID	Title of the Paper	Time
ICME 117	Barriers and Enablers of Female Participation in the Logistics Sector: A Study in the Sri Lankan Context <i>Sadasri. I., Jayakodi, C., Umanga, I., Jayakodi, I., Karunaratna, N., & Dayapathirana, N.</i>	11.30- 11.50 am
ICME 158	How Innovative Culture Shapes Digital Transformation and Organizational Resilience in IT Firms <i>Samaraweera, I., Kodithuwakku, T., Mathew, M., Gamage, S., Thelijjagoda, S., & Samarakkody, T.</i>	11.50-12.10 pm
ICME 179	Through the Lens of Practice: Exploring Cloud ERP Hurdles in Sri Lanka's Manufacturing Sector <i>Dulshi, K.H.K., & Ekanayake, N.P.K.</i>	12.10-12.30 pm
ICME 183	Barriers to Big Data Analytics Adoption in Supply Chain Operations: Evidence from Sri Lankan Manufacturing Sector <i>Senasinghe, S.A.N.T., Jayawickrama, P.M., Herath, H.G.S.M., & Dias, S.M.D.T.H.</i>	12.30-12.50 pm

Track: URF 01

Time: 11.30 am

Session Chair: Mrs. P.K.C. Dinesha

Panel Members: Dr. W.T.M. De Silva
Mrs. M.N. Maduwanthi

Zoom Link:

<https://learn.zoom.us/j/97656613234?pwd=APFBPFEBChCqt81SB8lsoldQs1fa80.1>

Paper ID	Title of the Paper	Time
URF 013	The Impact of Talent Management Practices on Executive Level Employee Retention in Kaluthara District Private Banking Sector: The Moderating Role of Perceived Self-Employability <i>Samarathunga, N.D.C., & De Silva, M.T.T.</i>	11.30- 11.50 am
URF 015	The Impact of Human Resource Information System (HRIS) Usage on Employee Job Involvement: The Moderating Role of Digital Literacy <i>Gunasekara, R.M.M.S., & De Silva, M.T.T.</i>	11.50-12.10 pm
URF 16	Factors Affecting Employee Green Behavior: The Mediating Role of Green Intrinsic Motivation in a Selected Sri Lankan FMCG Company <i>Swarnamali, K.C., & De Silva, M.T.T.</i>	12.10-12.30 pm
URF 18	Artificial Intelligence Application in Human Resource Development Practices: Insights from Sri Lankan HR Professionals in the ICT Industry <i>Zoysa, H.I.S., Kumarasinghe, H.P.N.I., & Hemasiri, A.R.M.P.</i>	12.30-12.50 pm

Track: Accounting
Time: 01.30 pm
Session Chair: Dr. Emil Uduwalage
Panel Members: Mr. K.G.P.V. Gunarathne
Dr. G.K.C. Jeewantha

Zoom Link:

<https://learn.zoom.us/j/97119947464?pwd=IDSGQ8ChjJTyyulQ0fdzcZNu7zMEem.1>

Paper ID	Title of the Paper	Time
ICME 108	Exploring the Driving Factors of Accounting Professionals' Intention to Adopt AI-Based Accounting Tools in Sri Lanka <i>Udara, I., & Ravishka, W.</i>	01.30- 01.50 pm
ICME 122	Brewing Challenges: The Influence of Corporate Tax on Tea Factory Operations in the Southern Region, Sri Lanka <i>Lanerolle, K.D.D., & Rathnayake, H.D.</i>	01.50-02.10 pm
ICME 135	Loan Portfolio Diversification and Financial Performance of Commercial Banks in Sri Lanka with the Moderating Effect of Firm Size <i>Jeyan, S.D., & Paranitha, P.B.</i>	02.10-02.30 pm
ICME 184	The Effect of Audit Quality on the Financial Performance of Commercial Banks in Sri Lanka <i>Keerthana, S., & Sazna, M.I.F.</i>	02.30-02.50 pm
ICME 203	Impact of Integrated Reporting Disclosures on the Value Relevance of Accounting Information <i>Mishra, K.F., & Ariyasena, D.L.M.N.K.</i>	02.50-03.10 pm

Track: Economics

Time: 01.30 pm

Session Chair: Prof. Param Jit

Panel Members: Dr. Nisantha Kurukulasooriya
Dr. Champika Dharmadasa

Zoom Link:

<https://learn.zoom.us/j/97233916055?pwd=26EjHlnoKeO6Pb1fndXlcmBiUqid7.1>

Paper ID	Title of the Paper	Time
ICME 121	Economic Stressors and Employee Productivity in Post-COVID Sri Lanka <i>Chandrasiri, R.D., Jayasooriya, N.A., & Sathsara, T.</i>	01.30- 01.50 pm
ICME 133	Hopes in Transit: How Economic Woes and Gender Roles Shape Youth Migration Dreams in Sri Lanka. <i>Jayakody, J. A.K.C., Manathunga, M.D.B.H., Gunathilaka, K.A.D.H.M., Ranasingha, R.A.N., Rajapakse, V., & Yapa, G.</i>	01.50-02.10 pm
ICME 152	Investigating the Causal Links between Economic Growth, Economic Uncertainty, and Unemployment: Evidence from Sri Lanka <i>Hansika, K.D.S., Gamage, D.N., Madurawala, D.R.R., Priyan, N., & Jayathilaka, R.</i>	02.10-02.30 pm
ICME 153	Life Expectancy and Economic Growth Synergy in SAARC Nations: Short and Long-Term Analysis <i>Dulmin N.K.L., Senadheera D.P.N.C., Imbulgoda, I.N.D.S., Wanninayaka, W.M.P.L., & Jayathilaka, R.</i>	02.30-02.50 pm
ICME 156	Macroeconomic Determinants of Child Mortality Rates in SAARC Countries <i>Hewaliyanage, R.C.B., Fernando, W.G.S.S., Samarawickrama, K.K.P.A., Jayasuriya, N., & Pathirana, U.</i>	02.50-03.10 pm
ICME 169	An Exploration of the Challenges and Implementation of Sustainable Practices in Sri Lanka's Shipping Industry <i>Amarasinghe, M., Vidyarthna, R.N.K., Ekanayaka, K.A.D., & Hashara, S.V.</i>	03.10- 03.30 pm
ICME 193	The Impact of Monetary Policy on Economic Growth in Lower Middle-Income Countries <i>Sehan, P., Athauda, B., Liyanage, S., Kithsiri, N., Yapa, S., & Dayapathirana, N.</i>	03.30-03.50 pm

Track: Marketing and Tourism Management

Time: 01.30 pm

Session Chair: Prof. G.T.W. Sriyani

Panel Members: Prof. A.C. Karunarathne
Mr. W.M.R. Laksiri

Zoom Link:

<https://learn.zoom.us/j/91201379615?pwd=YnrW2eW2Pzwdb36jBM1usvSb6z3WA5.1>

Paper ID	Title of the Paper	Time
ICME 119	Social Media Credibility on Social Commerce Purchase Intention with the Mediating Effect of Trust in Online Communities: Evidence from Skincare Consumers on Facebook <i>Ranjith, A.D.D.P., Jayasingha, J.N.M., Weerasekara, A.R.K., Dayapathirana, N.N., Nisansala, S.P.S.F & Wisenthige, K.</i>	01.30- 01.50 pm
ICME 126	Sustainable Wellness Tourism in Sri Lanka: A Qualitative Study on Pathways for Destination Competitiveness <i>Rupasinghe, R.R.D., Madhumali, B.K.K.U., Wediwela, C.D., Thanne, T.W.G.C., & Lokeshwara, A.</i>	01.50-02.10 pm
ICME 130	Enhancing Sri Lanka's Competitiveness in Diving Tourism: Bridging Development Gaps Through Stakeholder Strategies <i>Jayaratne, S.T., Perera, B.R.A., Nilukshi, J., Bandaranayake, J.M.C.Y., & Rajapakse, V.</i>	02.10-02.30 pm
ICME 147	Impact of Online Innovation on Repurchase Intention on Hotels: Customer Experience as a Mediator <i>Jayasinghe, A., Wickramarachchi, H., Gamage, T., Jayasinghe, J.K.P.S.K., & Dayapathirana, N.</i>	02.30-02.50 pm
ICME 161	Impact of Omnichannel Marketing on Consumer Sustainable Buying Behaviour: Special Reference to the Fashion Industry in Sri Lanka <i>Arachchi, Y.B.M., Nethmini, K.A., Senarathna, N.S.L., Weerasinghe, M.H.V.M.D., & Jayathilake, T.</i>	02.50-03.10 pm
ICME 171	Sustainable Futures for Cultural and Heritage Tourism: A Review of Emerging Themes <i>Perera, W.W.W.S.T., Madanayake, A.I., Vasanthakumar, M., Paul, K.A., Lokeshwara, A.A., & Jayasinghe, J.K.P.S.K.</i>	03.10- 03.30 pm

Track: Organizational Behavior

Time: 01.30 pm

Session Chair: Dr. B.L. Galhena

Panel Members: Dr. G.K.H. Ganewatta
Ms. Jasintha Nirojan

Zoom Link:

<https://learn.zoom.us/j/95230012431?pwd=gcm4JEa4aUgpa5SYni6jLXFakqtEG0>

Paper ID	Title of the Paper	Time
ICME 101	The Impact of Leadership Styles on Emotional Well-Being: A Study of Non-Executive Employees in a Selected Private Bank in Sri Lanka <i>Divvigaa, K.</i>	01.30- 01.50 pm
ICME 111	Barriers to LGBTIQ+ Inclusion Despite Formalized Policies: A Sri Lankan Experience <i>Chathuranga, M.M.N.</i>	01.50-02.10 pm
ICME 120	Leading with Heart: The Role of Empathetic Leadership in Boosting Staff Motivation in Healthcare in Galle District <i>Hashira, C.F., & Rathnayake, H.D.</i>	02.10-02.30 pm
ICME 165	Personal Attributes from Military Life Influencing Entrepreneurial Intentions in Sri Lanka <i>Gajamange, B.S.H., Navodya, M.A.D.I., Udugahapattuwa, D.J.B., Jayawardane, A.A.D.R.P., Vidarshika, W.O., & Wisenthige, K.</i>	02.30-02.50 pm
ICME 192	Psychological Safety and Human Capital Management in Higher Education: The Mediating Influence of Employee Engagement <i>Islam, S.M. Shafeeul., Mehedi, H., Mahmudul, H., Abid, H., & Safatul, H.F.</i>	02.50-03.10 pm
ICME 202	The Moderating Role of Power Distance Orientation on the Relationship between Abusive Supervision and Coworker-Directed Knowledge Hiding In the Sri Lankan Information Technology Sector <i>Mayuran, L., & Thasika, T.</i>	03.10- 03.30 pm

Track: URF 02
Time: 01.30 pm
Session Chair: Dr. G.P.K. Nishadi
Panel Members: Mrs. P.S.D. Punchihewa
 Ms. Madhavi Ariyasena

Zoom Link:

<https://learn.zoom.us/j/94041450991?pwd=5jqcBluZFLWBalqq24k5MJzn8drF6.1>

Paper ID	Title of the Paper	Time
URF 010	Antecedents toward Brand Hate Behaviour among Generation Z Consumers: With Special Reference to the Telecommunication Industry in Western Province, Sri Lanka <i>Ruwanthika, W.A.D., & Piumali, P.L.G.S.D.</i>	01.30- 01.50 pm
URF 011	Maximizing Project Success through Strategic Communication Management in Remote Working Environments in the IT Industry in Sri Lankan Context <i>Rathnayaka, J.S., & Mendis, G.</i>	01.50-02.10 pm
URF 012	The Contribution of Financial Development in Human Development Index: Empirical Evidence from Sri Lanka <i>Chesika, M.</i>	02.10-02.30 pm
URF 14	Assessing the Impact of Sustainable Tourism Practices on Destination Loyalty in Sri Lanka: The Mediating Role of Visitor Satisfaction <i>Madanayake, A.I., Paul, K.A., Mathusayi, V., Perera, W.W.W.S.T., Lokeshwara, A.A., & Jayasinghe, J.K.P.S.K.</i>	02.30-02.50 pm
URF 17	Emerging Sustainable Themes in Wellness Tourism: A Systematic Review <i>Mathusayi, V., Madanayake, A.I., Paul, K.A., Perera, W.W.W.S.T., Lokeshwara, A.A., & Jayasinghe, J.K.P.S.K.</i>	02.50-03.10 pm

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