

**04th International Conference on Management
and Economics**

ICME-2015



***“Insights for Sustainable Development in Emerging
Economies”***

Organized by

Faculty of Management and Finance

University of Ruhuna

Sri Lanka

Program Day 1

27th of August 2015

Agenda for the Inaugural Ceremony

Time	Program
8.30 am – 8.50 am	Registration
8.50 am – 8.55 am	Arrival of the Chief Guest and the Guest of Honor
8.55 am – 9.00 am	Lighting the traditional oil lamp
9.00 am – 9.05 am	University anthem
9.05 am – 9.15 am	Welcome address Professor H.S.C Perera Chairperson-ICME 2015
9.15 am – 9.30 am	Address by the Guest of Honor Dr. A.M.N Alagiyawanna Deputy Vice Chancellor, University of Ruhuna
9.30 am – 9.45 am	Address by the Chief Guest Senior Professor Gamini Senanayake Vice Chancellor, University of Ruhuna
9.45 am – 10.45 am	Keynote address Professor Takenouchi Hirobumi Graduate School of Science and Technology, Shizuoka university, Japan
10.45 am – 11.00 am	Refreshments
11.00 am – 11.45 am	Keynote address Professor Nimit Chowdhary Indian Institute of Tourism and Travel Management, India
11.45 am – 11.55 am	Vote of Thanks Dr. Mafasiya Fairoz Coordinator, ICME-2015
11.55 am – 12.00 noon	National anthem
12.00 pm – 1.00 pm	Lunch
1.00 pm – 4.00 pm	Sightseeing tour

TECHNICAL SESSIONS

Date: 28th August 2015

Time	Track	Code	Venue
Morning			
9.00 – 11.15 am	Community Development	COD	MGT 1
9.00 – 11.15 am	Entrepreneurship	ENT	SLR 1
9.00 – 11.45 am	Finance	FIN	SLR 2
9.00 – 11.15 am	Human Resource Management	HRM	MGT 3
9.00 – 11.45 am	Marketing and Tourism	MKT	SLR 3
Afternoon			
1.00 – 3.00pm	Accounting	ACC	MGT 1
1.00 – 4.15 pm	Consumer Behavior	CBR	SLR 1
1.00 – 3.30pm	Economics	ECN	MGT 3
1.00 – 4.15 pm	Information & Communication Technology and Education	ITE	SLR 2

MORNING SESSIONS

Track: Community Development
Date: 28th August 2015
Venue: MGT 1
Time: 9.00 am
Session Chair: Professor Takenouchi Hirobumi
Panel Members: 1. Dr. Tissa Hemaratne
 2. Dr. Iraj Rathnayake

Code	Title of the Paper	Time
COD1001	Feasibility Study of Jaffna-Kilinochchi Water Supply Scheme <i>Sentha T. and Raveedran S.</i>	9.00 am
COD1002	Small Scale Hydropower Systems for Community Development in Co-Production of Indonesian Profession <i>Tokihiko Fujimoto</i>	9.30 am
COD1003	Socio Economic Status And Livelihood Security of Estate Workers in NuwaraEliya District <i>Wijerathne K. M. D. L., Shyamalie H.W, Karunarathna B.M.N.C, Pilapitiya H.M.C.G and Dharmadasa R. A. P. I. S.</i>	10.00 am
	REFRESHMENTS	10.30 am
COD1004	The Conceptual Policy Framework of DiyathaUyana Urban Park in Sri Lanka <i>Oshani P.A.L. and Wijethissa K.G.C.P.</i>	10.45 am

Track: Entrepreneurship
Date: 28th August 2015
Venue: Sociology Lecture Room 1 (SLR 1)
Time: 9.00 am
Session Chair: Dr. Imali Fernando
Panel Members: 1. Dr. G.T.W Sriyani
 2. Mr. W.T.G. Samantha

Code	Title of the Paper	Time
ENT1001	Discriminations in Female Entrepreneurship: A Comparative Study of Sri Lankan and USA SME's <i>Navoda K.H.M and Wickramasinghe W.D.P.S</i>	9.00 am
ENT1002	Effect of External Factors on Internationalization Patterns of SMEs: Proposition Development Study <i>Galhena, B.L.</i>	9.30 am
ENT1003	Impact of Start-Up Motives and Success Factors on Entrepreneurial Performance of Small Scale Women Entrepreneurs in Southern Province of Sri Lanka <i>Menaka Dilrukshi M.G.M and Kumara U.A.</i>	10.00 am
	REFRESHMENTS	10.30 am
ENT1004	Path To Sustainable Development Through SMEs In Gombe State Nigeria <i>Ndogu M.G and Iliya Garba</i>	10.45 am

Track: Finance
Date: 28th August 2015
Venue: Sociology Lecture Room 2 (SLR 2)
Time: 9.00 am
Session Chair: Professor Mukund Sharma
Panel Members: 1. Dr. Roshan Ajward
 2. Dr. M.K. Wanniarachchige

Code	Title of the Paper	Time
FIN1001	Capital Structure and Financial Performance: Investigation of Banking Sector in Sri Lanka <i>Gamlath G. R. M. and Rathiranee Y.</i>	9.00 am
FIN1002	Corporate Governance Practices: Problems And Prospects In Nigeria <i>Iliya Garba</i>	9.30 am
FIN1003	Impact of Corporate Governance Practices on Probability and Resolution of Financial Distress of Listed Companies in Sri Lanka <i>Sameera T.K.G. and Senaratne S.</i>	10.00 am
	REFRESHMENTS	10.30 am
FIN1004	Impact of Loan Loss Provisions on Earnings Management in Licensed Commercial Banks in Sri Lanka <i>Fernando W.D.I. and Ekanayake E.M.N.N.</i>	10.45 am
FIN 1005	Why does underperformance of IPOs in the long-run become debatable? A theoretical review <i>Perera W. and Kulendran N.</i>	11.15 am

Track: Human Resources Management
Date: 28th August 2015
Venue: MGT 03
Time: 9.00 am
Session Chair: Dr. Arosha Adhikaram
Panel Members: 1. Dr. Aruna Gamage
 2. Mr. R.M Rathnayake

Code	Title of the Paper	Time
HRM 1001	Factors Determining the Preference to Join the Union Membership among Tea Plantation Workers in Sri Lanka <i>Ragulan N., Thayaparan A. and pushpanathan A.</i>	9.00 am
HRM 1002	Impact of Performance Appraisal System on Employee Motivation in Ceylon Electricity Board <i>Gajanayake S.I. and Jayatilake A.C</i>	9.30 am
HRM 1003	Impact of Performance Management System on Improving Underperformers <i>Jayawickrama U. W. G. Y. E.</i>	10.00 am
	REFRESHMENTS	10.30 am
HRM1004	Job Related Factors Associated with Job Satisfaction of Sewing Machine Operators in Sri Lanka <i>Dedduwakumara D. S. and Abeygunawardana R.A.B.</i>	10.45 am

Track: Marketing and Tourism
Date: 28th August 2015
Venue: Sociology Lecture Room 3 (SLR 3)
Time: 9.00 am
Session Chair: Professor Nimit Chowdhary
Panel Members: 1. Professor H.S.C. Perera
 2. Professor Shailja Sharma

Code	Title of the Paper	Time
MKT 1001	Destination's Attributes on Tourist Satisfaction: At Sacred Areas of Anuradhapura in Sri Lanka <i>Udurawana Y.M.W.G.P.K.</i>	9.00 am
MKT 1002	Impact of Seasonal work in Tourism on Unemployment <i>Dasanayake D.M.S.M.</i>	9.30 am
MKT 1003	Power Sources in Managing the Performance of Tea Producers' Marketing Channels <i>Vidanapathirana T. and Gunawardana T.S.L.W.</i>	10.00 am
	REFRESHMENTS	10.30 am
MKT1004	Significance of the Ethical Manufacturing Practices to Enhance the Competitiveness of Sri Lankan Apparel Industry <i>Heruppage K.S.</i>	10.45 am
MKT 1005	Wellness Tourism: Opportunities For India <i>Devrath R.C,Prakash M. and Ranjan A.</i>	11.15 am

AFTERNOON SESSIONS

Track: Accounting
Date: 28th August 2015
Venue: MGT 1
Time: 1.00 pm
Session Chair: Mr. Dayananda Ambalangodage
Panel Members: 1. Mr. Kingsly Karunarathne
 2. Mr. A. G. Deepal

Code	Title of the Paper	Time
ACC 1001	Audit Committee Effectiveness in Sri Lanka: With Reference to Listed Companies <i>Gunathilake M. and Ranasinghe M.</i>	1.00 pm
ACC 1002	<i>Factors Associated in Implementation of Computerized Accounting System for the Union of SANASA Banks in Colombo District</i> <i>Prasantha N.M.J.V. and Abeygunawardana R.A.B.</i>	1.30 pm
ACC 1003	Study of Accounting Practices of Small Scale Enterprises <i>Lakmal, K.A.D., Jayampathi E.K and Dilrukshi M.G.M</i>	2.00 pm
ACC1004	The IPSAS Revolution in Nigeria: Challenges of Sustainable Development <i>AMBE Alfred N.</i>	2.30 pm

Track: Consumer Behavior
Date: 28th August 2015
Venue: Sociology Lecture Room 1 (SLR 1)
Time: 1.00 pm
Session Chair: Professor Mangala De Soyza
Panel Members: 1. Dr. P.A.P Samantha Kumara
 2. Dr. T.S.L.W. Gunawardana

Code	Title of the Paper	Time
CBR 1001	An investigation study of up-cycled fashion consumption in Sri Lanka <i>Welagedara P.D. and Ranaweera H.R.A.T.</i>	1.00 pm
CBR1002	A Study on Unorganized Retail Shopping Experience in India <i>Bhargava S., Pareek A. and Upadhyaya D.</i>	1.30 pm
CBR1003	Customer Employee Relationship and Generating Positive Word-Of-Mouth: A study in Colombo District <i>Devendra S. and Kennedy F. B.</i>	2.00 pm
CBR1004	Feasibility of Using Celebrities to Re-market the Wounded Brand in a Product Harm Crisis: The Moderating Role of Country <i>Samaraweera G.C and Qing P.</i>	2.30 pm
CBR1005	Impact of Consumer Need for Uniqueness and Fashion Consciousness on Attitude towards Luxury Brands <i>Tak P., Pareek A. and Saraswatie B.P</i>	3.00 pm
	REFRESHMENTS	3.30 pm
CBR1006	Service Quality and Customer Satisfaction of Banking Industry in Sri Lanka <i>Kaluarachchi I. P. and Gamlath G. R. M.</i>	3.45 pm

Track: Economics
Date: 28th August 2015
Venue: MGT 3
Time: 1.00 pm
Session Chair: Professor D. Atapattu
Panel Members: 1. Dr. O.G.Dayaratne Banda
2. Dr. Janak Kumarasinghe

Code	Title of the Paper	Time
ECN 1001	An Empirical Investigation into Use of Exchange Traded Currency Options among Indian Exporters <i>Sharma M.</i>	1.00 pm
ECN1002	Causal Links between Macroeconomic Determinants and Interest Rate Spread: The Case of Sri Lanka <i>Bandaranayake A. B. T. M. A. R.</i>	1.30 pm
ECN1003	Determinants of Migration and Remittances: Study on Estate Sector in Colombo District <i>Dharmadasa R.A.P.I.S. and Weerahewa J.</i>	2.00 pm
ECN1004	Do Non-profit Organizations prefer Unstable Markets in their International Market Selection Efforts? <i>Buddhika S.A.</i>	2.30 pm
ECN1005	Spatial and Temporal Changes of Forest Cover in Protected Areas of Polonnaruwa District <i>Pathirage G.L. and Bandara T.W.M.T.W.</i>	3.00 pm

Track: Information & Communication Technology and Education

Date: 28th August 2015

Venue: Sociology Lecture Room 2 (SLR 2)

Time: 1.00 pm

Session Chair: Mr. Chandana Kasthuriarachchi

Panel Members: 1. Dr. Avindra Jayawardene
2. Dr. Malkanthi Samarasinghe

Code	Title of the Paper	Time
ITE 1001	A Study on the Students away from their Parents during Secondary Education: An Action Research of the Jaffna Hindu College) <i>Vipulan N.</i>	1.00pm
ITE1002	Financing of Higher Education in Nigeria <i>Sani Ahmed</i>	1.30 pm
ITE1003	ICT Readiness, Satisfaction and Acceptance among Agricultural Instructors of Southern Province of Sri Lanka <i>Dissanayake S.S.D. and De Silva N.</i>	2.00 pm
ITE1004	Information and Knowledge network of Agricultural Research Institutes in Sri Lanka. The Structural Behaviors <i>Silva N.N. and Broekel T.</i>	2.30 pm
ITE1005	Investigation on Appropriateness of the Course Content of Seven International Computer Driving License Modules in the Context of the Sri Lankan <i>Careemdeen J.D.</i>	3.00 pm
	REFRESHMENTS	3.30 pm
ITE1006	The Impact of Information System on the Performance of Private Sector Enterprises. <i>Jayampathi E.K, Sriyani K.A.S and Priyadarshani N.</i>	3.45 pm