

Editorial



Introduction

Welcome to Volume 5, Issue 1 of the South Asian Journal of Business Insight (SAJBI), the official journal of the Faculty of Management and Finance, University of Ruhuna, Sri Lanka. It is my great pleasure to present this latest issue, which marks another significant milestone in our ongoing academic journey of exploration and the discovery of new knowledge.

SAJBI serves as a platform for both academics and industry practitioners to share their knowledge effectively. In this issue, esteemed scholars have contributed a diverse collection of articles, each offering unique insights, innovative methodologies, and thought-provoking analyses. The journal upholds rigorous academic standards through a meticulous peer-review process, ensuring the quality and excellence of the research published. A distinguished panel of academics, each with substantial expertise in their respective fields, carefully reviewed every submission. This issue of SAJBI features five articles covering a wide range of disciplines, further enriching the body of knowledge in business and management studies.

Articles in this Issue

In the contemporary business context, where artificial intelligence is increasingly integrated into marketing strategies, companies strive to capture consumer attention in a highly competitive media environment. Understanding how creativity and entertainment drive purchasing decisions has therefore become crucial. Accordingly, the first article, titled “Driving Customer Purchase Intention through AI-Enabled TV Ads: The Role of Creativity and Entertainment” by Wickramasinghe W.W.W.M.N.C.M., Samantha Kumara P.A.P., and Weerakkody W.A.S.S., emphasizes the growing importance of AI-enabled advertising as a strategic tool for stimulating purchase intention. Specifically, it examines how creativity and entertainment in AI-enabled advertisements influence customer purchase intention. The study concludes that the entertainment dimension of AI-driven advertisements plays a significant role in influencing consumer purchase intention.

The second article, titled “Antecedents of Entrepreneurial Intention: The Role of Entrepreneurial Self-Efficacy and Metacognitive Knowledge” by Rajapakse V., Dabare U., and Prabodani M., examines the moderating role of metacognitive knowledge in the relationship between entrepreneurial self-efficacy and entrepreneurial intention, while considering formal learning perceptions and entrepreneurial experience as antecedents of entrepreneurial intention. The study finds that metacognitive knowledge significantly moderates the relationship between entrepreneurial self-efficacy and intention. Furthermore, it

reveals that entrepreneurial self-efficacy partially mediates the positive associations between the identified antecedent factors and entrepreneurial intention.

The third article, titled “Digitalization and Export Performance: Mediating Role of Innovation and Export Market Orientation in Sri Lankan Apparel Exporters” by Abeyruwan N.Y., Weerasuriya G.D.H.N., Wijesekara J.H.T., Amarasekera M.A.B., Wisenthige K., and Rajapakse V., reveals that digitalization significantly enhances both innovation and export market orientation. The study further finds that export market orientation positively influences export performance and partially mediates the relationship between digitalization and export performance.

The fourth article, titled “Relational Sustainability Leadership in Sri Lankan Small and Medium-Sized Enterprises” by Darshani R.K.N.D. and Surangi H.A.K.N.S. explores how small and medium enterprises leaders in Sri Lankan apparel and textile sector handle sustainability in organizations through informal, relational leadership practices that differ markedly from formal models prevalent in developed economies. Using a qualitative multiple-case study approach, the research investigates how economic, social, and environmental priorities are balanced in resource-constrained contexts. The findings reveal that sustainability is enacted not through structured governance or incentives, but through trust, emotional closeness, and moral responsibility embedded in daily interactions.

The fifth article, authored by Jayampathi E.K. presents a systematic literature review on Organizational Agility. The study has been conducted to identify the key factors influencing organizational agility, applying the systematic literature review approach guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA). The study has been able to identify four main clusters that determine the robustness on organizational agility literature namely, strategic agility and technology, agile capabilities and performance, technology and competitive advantages, and innovation through Knowledge and Learning.

Concluding Remarks

I would like to extend my heartfelt gratitude to the authors for their dedication and scholarly rigor in producing these outstanding contributions. Moreover, I extend my deepest appreciation to the peer reviewers whose invaluable feedback and expertise ensure the quality and rigor of the articles published in this issue of SAJBI. Their conscientious efforts uphold the standards of academic excellence that we strive to maintain. Finally, I sincerely appreciate the commitment and cooperation extended by the editorial members and editorial assistants, whose dedication is truly valued. I firmly believe that this issue will significantly contribute to advancing business knowledge, encompassing both scholarly and practical insights.

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Editor-in-Chief
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