

3rd International Conference on Management and Economics -ICME 2014

Reshaping Management and Economic Thinking through Integrating Eco-friendly and Ethical Practices

26-27 February 2014

Faculty of Management and Finance, University of Ruhuna, Sri Lanka

Keynote Speakers



Yasushi Suzuki is a Professor in Finance at the Graduate School of Management, Ritsumeikan Asia Pacific University, Japan. He has an undergraduate degree from Waseda University in Tokyo and a doctorate from the University of London. He has written extensively on the comparative financial systems as well as the financial market fragility. Besides, his works have appeared in *Review of Political Economy*, *Asian-Pacific Economic Literature*, *Journal of Comparative Asian Development*, *Journal of Global Ethics*, and *International Journal of Islamic and Middle-Eastern Finance and Management*. His current research areas include; Japan's Quantitative Easing, China's shadow banking and Islamic banking.

Arild Sæther is a Professor Emeritus in Economics at Agder Academy of Sciences and Letters, Norway. Besides, he has been an academic at the University of Agder in Kristiansand since 1970 and a professor of European economic integration at the European Institute of Public Administration, the Netherlands for two and half years; a Director of EuroFaculty Tartu-Riga-Vilnius for three years. His current research areas include economic history, the history of economic thought, and European economic integration etc. He has involved in a number of international research collaborations. His recent work has appeared in *Econ Journal Watch*, *Nordic Journal of Political Economy* and in a number of other publications.



Hareendra Dissabandara is a Professor in Finance at the University of Sri Jayewardenepura, Sri Lanka. He obtained his BSc and MSc degrees from the University of Sri Jayewardenepura in 1993 and in 2000 respectively. He obtained his PhD in Finance from Japan. His major area of specialization is Corporate Finance and Governance. He has presented his researches at international conferences in the US, UK and Japan. Besides, he is the author of a number of books. Moreover, he is a member of a number of professional bodies and had been serving as the Director at the Capital Market Education & Training Division of the Securities and Exchange Commission of Sri Lanka during 2008 – 2013.

Munim K. Barai is a Professor in Finance at the College of International Management, Ritsumeikan Asia Pacific University, Japan. He completed his Masters, M. Phil, and PhD from the University of Delhi, India. He is a recipient of a number of academic awards. He was a Fulbright Scholar and completed post-doc research on the US-Mexico trade at the University of Pennsylvania, USA. His present research interest includes developments in regional trade, macroeconomic issues and finance. His works have appeared in *Contemporary South Asia*, *Finance India*, *Journal of Comparative Asian Development*, *Asia Pacific World*, *Review of Integrative Business and Economics*, *Bangladesh Journal of Political Economy*.



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Faculty of Management and Finance, University of Ruhuna, Sri Lanka

Day 1: February 26, 2014

Venue: Auditorium of the Faculty of Medicine, Galle

08.30 - 08.50 Registration

08.50 - 08.55 Arrival of Chief Guest and the Guest of Honor

08.55 - 09.05 Lighting the "Traditional Oil Lamp" and University Song

09.05 - 09.15 Welcome Speech

Professor H.S.C. Perera

Dean, Faculty of Management and Finance, University of Ruhuna

09.15 - 09.30 Speech by the Guest of Honor

Dr. A.M.N. Alagiyawanna

Deputy Vice Chancellor, University of Ruhuna

09.30 - 09.45 Speech by the Chief Guest

Professor Gamini Senanayake

Vice Chancellor, University of Ruhuna

09.45 - 10.25 Keynote Speech

Knife-Edge Hypotheses on Market Reference Rate: A Post-Keynesian Review of Quantitative Easing Policy

Professor Yasushi Suzuki

Graduate School of Management, Ritsumeikan Asia Pacific University, Japan

10.25 - 11.00 Refreshments

11.00 - 11.40 Keynote Speech

The Entrepreneur: A Lost Actor That Should Resurrect

Professor Arild Sæther

Agder Academy of Sciences and Letters, Norway

11.40 - 12.20 Keynote Speech

Handling Key Issues in Corporate Governance and Business Ethics: To be True to Self & Beyond Rules and Regulations

Professor Hareendra Dissabandara

University of Sri Jayewardenepura, Sri Lanka

12.20 - 13.00 Keynote Speech

A Vision for South Asia in the 21st Century World Order

Professor Munim Kumar Barai

College of International Management, Ritsumeikan Asia Pacific University, Japan

13.00 - 13.10 Vote of Thanks and National Anthem

13.10 - 14.15 Lunch

14.15 - 18.00 Sightseeing Tour

Day 2: February 27, 2014

Venue: Faculty of Management and Finance, Matara

09.00 - 10.30

Session A-1: Economics and Trade

Venue: SDC

Chair: *Professor Yasushi Suzuki*

Marine Fisheries Sector in Kerala, India: An Analysis of the Socio Economic and Feed Marketing Impact on the Farmers

A. Sabari Rajan and K.S. Chandrasekar

Testing Conditional Convergence of Growth Under Mankiw-Romer-Weil's Test of Neoclassical Growth Model

E.S. Mohammad and H. Cader

Impact of World Trade Organization on the Indian Pharmaceutical Industry: An Assessment From Manufacturer's Perspective

K.S. Chandrasekar and A. Sabari Rajan

Trade Strategies of Japan and China in Their Heydays: An Ex-post Analysis

Munim Kumar Barai

09.00 - 10.30

Session A-2: Entrepreneurship

Venue: MGT 1

Chair: *Professor Arild Sæther*

Entrepreneurial Self Efficacy and Institutional Forces on New Business Creation in Kuwait

H. Cader

Entrepreneurial Intention Among Male and Female Students From Different Domains of Specialty

R. Ponmani, P. Pretheeba, and R. Annapoorani

Managerial Skills of the Women Entrepreneurs in Southern India

U. Balakumar, and P. Devanesan

Does Entrepreneurial Process of Small Businesses Vary With the Contexts?

W.A. Upananda, U.E.S. Kumara, and S.A. Khan

09.00 - 10.30 **Session A-3: Finance and Banking**

Venue: CGU

Chair: *Professor Hareendra Dissabandara*

Did United States Sub-Prime Crisis Cause Seylan Bank Distress? A Case Study

L.R. Kalupahana and M.K. Wanniarachchige

Effect of US Subprime Crisis on Sri Lankan Commercial Banks: Does Ownership Matter?

M.K. Wanniarachchige, D.S. Gammadde Gamage, and Y. Suzuki

Empirical Investigation of Stock Market Behaviour in the Colombo Stock Exchange

R.M.K.T. Rathnayaka, D.M.K.N. Seneviratna, and S.C. Nagahawatta

Impact of Ethnic War on Dynamic Properties of Stock Return in Colombo Stock Exchange of Sri Lanka

U.E.S. Kumara, W.A. Upananda, and M.S.U. Rajib

Determinants of Expected Rate of Return on Common Stock: An Empirical Study in Sri Lanka

Vijitha Gunarathna

11.00 - 12.30 **Session B-1: Financial Management and Reporting**

Venue: SDC

Chair: *Dr. Roshan Ajward*

Impact of Environmental Management Accounting Practices on Financial Performance of Listed Manufacturing Companies in Sri Lanka

C. Larojan and J. S. Thevaruban

Empirical Study on the Effects of Enterprise Governance on Organizational Performance

M. Arif, S. Bano, and A. Haleem

Firm Specific Determinants and Financial Performance of Licensed Commercial Banks in Sri Lanka

R.M.N.C. Swarnapali

Impact of Working Capital Management on Profitability: Evidence From Listed Companies in Sri Lanka

T.A.N.R. Jayarathne

11.00 - 12.30 **Session B-2: Economics**

Venue: MGT 1

Chair: *Professor Munim K. Barai*

Uplifting Sri Lankan Apparel Industry Through Innovation Management to Face the Challenges in the Post MFA Era

H.R.A.T. Ranaweera

Is Competitiveness a Challenge for an Economy? A Comparative Study for Sri Lankan Tourism Sector

I.N. Fernando

Sweated Labour in Sri Lankan Tea Plantation: Child Labour Analyzed by Integrated Social Contract Theory

L. Auchter

Performance Improvement Best Practices Applicable to the Sri Lankan Apparel Industry

W.D.G. Lanarolle, T. Perera, and T.S.D. Yapa

11.00 - 12.30 **Session B-3: Marketing Management**

Venue: CGU

Chair: *Dr. Sudath Weerasiri*

Determinants of Customer Retention with Special Reference to Mobile Telecommunication Industry in Sri Lanka

D. Jayantha and T. Geetha

Consumer Moral Reputation Toward the Affected Company During a Company Culpable Product Harm Crisis: How Gender and Culture Matter?

G.C. Samaraweera, Ping Qing, and Yanjun Li

Ethical Issues of Cause Related Marketing: With Special Reference to Melborn Milk Life Saving Programme

G.P.K. Nishadi

Modern Consumerist Culture, Its Drawbacks and Benefits

H.S.C. Perera and T.S.L.W. Gunawardana

13.30 - 15.00 **Session C-1: Marketing Management**

Venue: SDC

Chair: *Dr. Nalin Abeysekara*

Impact of Service Quality on Customer Satisfaction: A Study on Customers of Commercial Bank of Ceylon PLC Trincomalee District

J.J. Navaratnaseelan and P. Elangkumaran

Enhancing Profitability Through Efficient Supply Chain Management in Fast Moving Consumer Goods Industry in India

R.P. Une and S.T. Sangle

Predicting the Entry Mode Choices of the Non-profit Firms Using Eclectic Paradigm: A Proposition Development Study

S.A. Buddhika

Impact of Market Orientation and Entrepreneurial Orientation on Performance: A Study of Small and Medium Scale Garment Manufacturers in Sri Lanka

W.A.D.S. Wijesekara, P.A.P.S. Kumara, and T.S.L.W. Gunawardana

Emotional Responses Elicited to Colour and Music Under Hot and Mild Outside Environment Temperatures

W.T.M. De Silva

13.30 - 15.00 **Session C-2: Human Resources Management**

Venue: MGT 1

Chair: *Dr. Tissa Ravinda Perera*

Effect of E-Recruitment on Behavioural Intention of Candidates: Empirical Evidence From Management Undergraduates in Sri Lanka

B.L. Galhena and D.M. Liyanage

Is Occupational Stress a Good Predictor of Turnover Intention? Evidence From a Leading Garment Manufacturer in Sri Lanka

D.M. Liyanage, A.M. Madhumini, and B.L. Galhena

An Investigation on Practicing Principles of Total Quality Management in Apparel Industry in Sri Lanka: With Reference to ISO 9000 Quality Management Principles

H.C. Dassanayake

Effect of Demographic Factors on Job Satisfaction of Non-Academic Staff in Universities

P.M.S.P. Yapa, R.M. Rathnayake, G. Senanayake, and P. Premakumara

Impact of Rewards on Employee Performance: With Special Reference to Electrico.

W.A. Edirisooriya

13.30 - 15.00 **Session C-3: Education and Knowledge Management** **Venue: CGU**
Chair: *K.S. Chandrasekar*

Students' Attitude Towards the Quality of Information Technology Degrees: Empirical Evidence From Private Sector Universities in Sri Lanka

D.P. Abeysooriya and P.A.P. Samantha Kumara

Determinants of Information System Success in Public Sector Organizations: With Special Reference to Organizations Located in the Matara District of Sri Lanka

H.M.C. Pushpakumara, M.K. Wanniarachchige, D.S.U. Peiris, and R.L. Samantha

Requirements and Functional Analysis of Knowledge Management Tools: A Review

N. Pratheesh

Sustainability Reporting in Stakeholder Value Creation: A Framework

S.N. Hewapathirana

13.30 - 15.00 **Session C-4: Knowledge Based Economies** **Venue: CSC**
Chair: *Dr. Imali N. Fernando*

Creative Sectors of the Knowledge-Based Economy in Poland

Agnieszka Budziewicz-Guźlecka

Regulations on the E-Commerce Market in Poland

Anna Drab-Kurowska

Does Sustainable Livelihood Approach Contribute to Effective Poverty Reduction in Sri Lanka?

E.K. Jayampathi and M.G.M. Dilrukshi

Impact of Service Quality on the Levels of Customer Satisfaction in Public and Private Sector Banks in Sri Lanka

M.M.L.C. Gunathilake

E-commerce Features and its Impact on E-buyers' Market Position in Poland

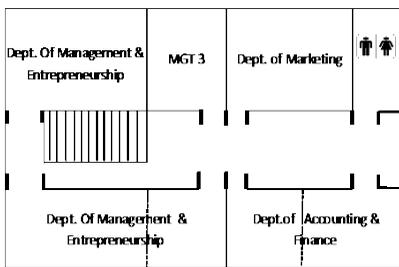
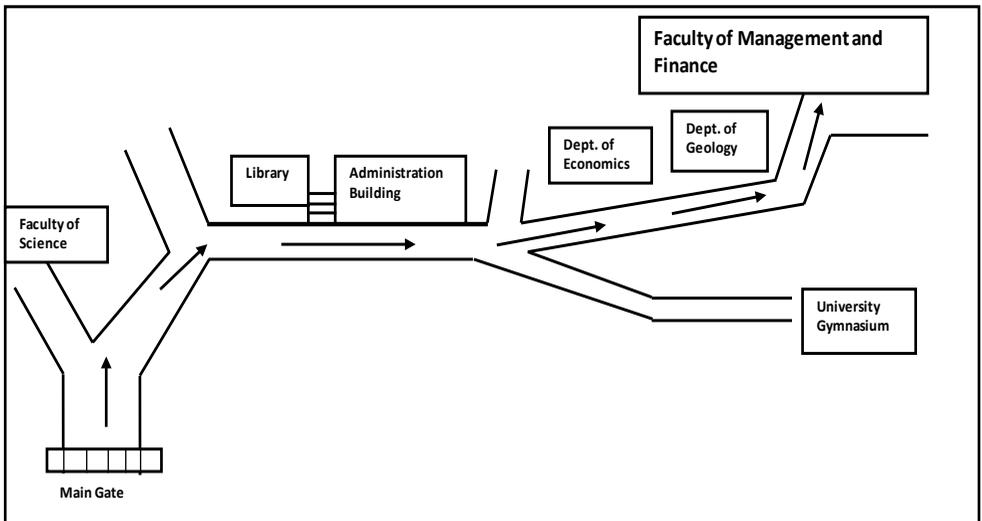
Maciej Czaplewski

Session Arrangements

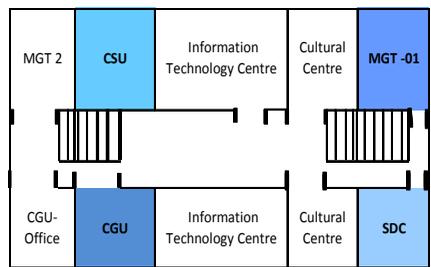
Session	1	2	3	4
A 09.00 - 10.30	SDC	MGT 1	CGU	
10.30 - 11.00	Refreshments MGT 2			
B 11.00 - 12.30	SDC	MGT 1	CGU	
12.30 - 13.30	Lunch-University Guest House			
C 13.30 - 15.00	SDC	MGT 1	CGU	CSC

Room Number	Room Name	Location
SDC	Staff Development Center Room	
CSC	Conflict Study Center	3rd Floor,
CGU	Career Guidance Unit	Management
MGT 1	Management Faculty Lecture Room No. 1	Faculty Building
MGT 2	Management Faculty Lecture Room No. 2	

Site Map



1st Floor



3rd Floor