

# **Sri Lanka Journal of Management Studies (SLJMS)**

Volume III- Issue (I), June 2021.

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## **Contents**

### **Note from Editor-in-Chief**

**Understanding The Project Management Methodology Selection and Implementation Process in Sri Lankan Software Industry (pp. 1-18).**

*Lahiru Koggalahewa and Ruwan Abeyssekera*

**Interpersonal Influence on Patients' Choice of Medical Practitioners in A Less-Regulated Private Health Care Industry (pp. 19-44).**

*Jayawickrama, W.D.C. and Ajward, A.R.*

**Effect of South Asian Free Trade Area Agreement on Economic Growth of The Region (pp.45- 65).**

*T.U.I. Peiris*

**Consumer Stockpiling Behaviour Within the Face of Covid-19 Pandemic: Systematic Review (pp. 66- 86).**

*Fernando P.I.N., Perera K.J.T., Udawaththa U.D.I.C., Ratnayake R.M.C.S., Madushani D.G.M.P.*

**Branding As an Entry Strategy to Overcome the Failures of New Products Introduced Under Protective Trade Environment in Sri Lanka (pp. 87-105).**

*J.A.S.C.Jayasinghe*

**Influence of Institutional Factors on The Employees' Frustration in Public Sector and The Moderating Effect of Gender - A Study in Eastern Province of Sri Lanka (pp. 106-126).**

*Mahinthan, S. and Sivalogathan, V.*

**Sustainable Reporting: An Analysis of Disclosure Practices of Selected Business Organizations in Sri Lanka. (pp. 127-150).**

*Dilrukshi Abeyratne and Neavis Morais*

**Impact of E-Service Quality on Customer Adoption of Virtual Banking Services in Sri Lanka (pp. 151-163).**

*D.A.T. Kumari and B.B. Tharanga*

**Book Review: Managerial Dilemmas in Developing Countries. Edited by Mohamed Aslam, Malcolm, J.M. Cooper, Athula Gnanapala, and Thilini Gamage. 2019, Cambridge Scholars Publishing. ISBN (10): 1-5275-3031-0; ISBN (13): 978-1-5275-3031-7 (pp. 164 -166).**

*T. Ushan Indika Peiris, Dewasiri, N.J., and Vithyalani Muthusamy*

## **Note from the Editor-in-Chief**

It is a great honor to welcome you to Volume Three, Issue one of Sri Lanka Journal of Management Studies (SLJMS). SLJMS within a short time frame is evolving into a domain of research that brings attention to a wide range of critical issues on Business Management.

We are very happy to inform you that SLJMS is now part of Sri Lanka Journals Online (SLJOL). SLJOL is a database of journals published in Sri Lanka, covering a full range of academic disciplines. The objective of SLJOL is to give greater visibility to the participating journals, and to the research they convey. It is managed by the National Science Foundation of Sri Lanka and was developed in collaboration with INASP. We are also hoping to apply for classifications under other different quality databases around the globe as well.

We would like to dedicate this issue to Professor P. Sergius Koku, One of the versatile, dedicated researchers with humane. Professor Koku is a rare breed of human with impeccable skills in multidisciplinary research which is one of the impotent competencies which we can observe within post-modern researchers. Prof. Sergius Koku is a tenured full professor at the Florida Atlantic University, Boca Raton, Florida, USA. A Fulbrighter, he holds the JD from the University of Miami School of Law, PhD (Finance and Marketing), MBA (Finance), and MA (Applied Economics), all from Rutgers University. He also holds an MBA (Marketing) from Oregon State University and a BA Finance (Summa Cum Laude) from University of the Virgin Islands. Prof. Koku is a well-known interdisciplinary researcher with his intellectual contribution is in the areas such as Information Economics, application of signaling and agency theoretic models in marketing, Law, and Economics - application of economic theory to legal issues and concepts, Microeconomic issues in Marketing issues related to franchising and reputation effects, Application of game-theoretic models in marketing, Services Marketing, Marketing Strategy, Interface between Law and Marketing, religion and Consumption Decisions Ethics, corporate governance, and social activism as well as Jurisdictional issues in e-commerce. Professor Koku has authored or co-authored two books, several book chapters and several dozens of articles in reputable peer-reviewed journals.

This Issue of Sri Lanka Journal of Management Studies (SLJMS) includes articles from different domains in Management such as New Product Development, Project Management, Human Resource Management, Marketing Management, Economy, Financial Management and Banking. We are happy to observe that Volume Three, Issue One of the Sri Lanka

Journal of Management Studies (SLJMS) consists of eight articles and one book review.

On a final note, I take this opportunity to thank the authors, editors, and reviewers and all those that have volunteered to contribute to the success of this Journal. We invite all researchers, specialists, and professionals in various disciplines in Management Studies to make a worthy contribution to the upcoming Issue of this journal in December 2021. If you have any questions, suggestions, or concerns, please address them to [nabey@ou.ac.lk](mailto:nabey@ou.ac.lk). I look forward to your valuable contributions to our journey together in the future with a view of realizing the full potential of SLJMS.

Profound Regards,

Professor Nalin Abeysekera

Editor-in-chief

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