

Editorial

Chief
Editor's
Note

Received 02 November 2022
Accepted 06 November 2022

Dear Readers,

It gives me great pleasure to welcome you to Volume four, Issue one of the Sri Lanka Journal of Management Studies (SLJMS). This volume is fully allocated for the best papers selected at the first International Conference on Management and Entrepreneurship (ICOME). The first International Conference on Management and Entrepreneurship (ICOME) organized by the Faculty of Management Studies, Open University of Sri Lanka was held on March 31 and April 1, 2022. The Faculty of Management Studies (FMS), The Open University of Sri Lanka (OUSL) is the nation's premier Open and Distance Learning (ODL) establishment with a history of over 40 years. OUSL has a long history of management education and commenced teaching management as early as 1980. In its illustrious history of academic excellence, efficiency and equity, we have contributed to the development of management education in Sri Lanka. Being the youngest faculty of the University, the Faculty of Management Studies (FMS) took pride in holding the first International Conference on Management and Entrepreneurship (ICOME) 2022 under the theme of "Business Management: Innovation, Challenges and Resilience". The event was graced by Prof. Philip Kotler and Prof. Xiaobo WU, who are renowned researchers in the field of Business Management. One of the major attributes of this event was to appreciate and facilitate a forum for researchers worldwide to present their research studies. The objectives of the conference are to bring local and foreign researchers and practitioners to one forum to share, disseminate current developments and insights in Business Management and Entrepreneurship, strengthen the scholarly and professional network among researchers and underpin the need for collaboration and cooperation of individuals from a wide range of professional backgrounds in Business Management and Entrepreneurship to contribute for a sustainable future. Around Seventy research papers and speeches on management and entrepreneurship were presented by local and foreign researchers.

We would like to dedicate this issue to Dr. Ananda Wickramasinghe a senior academic in Business School and Sydney Business School, UOW, Sydney Australia (UOW in the top 1 percent of universities worldwide, and 185th - QS World University Rankings 2023). He teaches Design Thinking and Business Transformation, Contemporary Global Perspectives on Strategy, and Innovation and Entrepreneurship for a leading MBA program in Sydney Business School, UOW, and Contemporary Leadership Skills for Entrepreneurs, Insights into

SLJMS | 

Sri Lanka Journal of Management
Studies

Vol. 4 – Issue I, 2022
pp, i – v

ISSN (Online): 2792-1093

<http://doi.org/10.4038/sljms.v4i1.93>

Innovation & Entrepreneurship for Postgraduate program in Innovation & Entrepreneurship. Dr. Wickramasinghe has more than 25 years of experience leading and working closely with universities, private higher education institutions and industry in Australia, New Zealand, Singapore, Malaysia, Indonesia, India and Dubai in teaching, research, academic and professional program development, consultancy, and training. He offers deep expertise in design thinking (user/human centered-design) and business transformation, strategy, innovation and entrepreneurship, strategy and international business in undergraduate and MBA courses, executive MBA and professional development programs in contemporary leadership, critical thinking for creativity and innovation. Dr. Wickramasinghe is passionate about user-centric design employing ethnographic and quantitative data to improve consumer/user experience and realizing the significant, but often dormant, potential that resides in people and organisations. More importantly, I was fortunate to be his research student at the time of my Ph.D. journey. He is a great mentor and also an inspirational motivator for me. Whatever the problem comes he is always willing to help his students. As a supervisor of my PhD, I have gained a lot from him and he always teaches me to be “passionate” about research. His wife, Dr. Helan Ramya Gamage also an academic, researcher and one of the best academic administrators as well.

Dr. Wickramasinghe is an active, high quality and high-impact researcher in interdisciplinary research in the business including, entrepreneurship, relationship quality/marketing, leadership, strategy, and international business. He has published in more than 35 high-quality journals including recent five publications (2021-2022) in A*, A, and Q1 journals such as Industrial Marketing Management, Business Research, Sustainability, Journal of Strategic Marketing, Annals of Operations. He has supervised several Ph.D. students to complete on time with several leading publications. He has expertise in course/program development for higher education institutions and professional development. He has led teams to develop courses in bachelor's in business (entrepreneurship), bachelor of marketing, bachelor of business information systems, masters in business information systems, and facilitating to develop courses in accounting, MBA, executive MBA, and executive development programs. Dr. Wickramasinghe is an experienced trainer and consultant in design thinking, contemporary leadership practices, management training, strategic planning, and entrepreneurs' training & development in Australia, New Zealand, Sri Lanka, and Indonesia. He has experience in academic governance roles as Sub Dean, Head of Postgraduate Students, and Head of Discipline in Management & Strategy, Head and Chair: Learning and Teaching, Course Director, Chair of University Strategic Planning, and Subject Coordinator in Australia, New Zealand and Sri Lanka. His teaching has been recognized as an excellence in learning & teaching award by universities in Australia, and nationally. He is passionate about being active and engaging in learning: “involve me, I learn” and sees problems as opportunities to transform them for human, social, and ecological sustainability. The Ph.D. thesis of Dr. Wickramasinghe has been awarded as an outstanding higher degree research

by the University of Queensland (in the top 50 in the Academic Rankings of World Universities (ARWU), QS, and Times Higher Education 62).

The Volume four, Issue one of the Sri Lanka Journal of Management Studies (SLJMS) consists of eight articles under the following headings.

- Dividend Policy Ratios and Firm Performance: Evidence from the Apparel Sector of USA.
- Factors Affecting the Effectiveness of Promotional SMS Communication in The Sri-Lankan Fashion Retail Sector.
- The Impact of Organizational Culture on the Use of Business Analytics in Sri Lankan Companies.
- A Study on Green Purchasing Intention and Green Purchasing Behaviour Gap towards Organic Products (with Special Reference to the Millennials with an Income, in the Colombo District).
- The Factors which Impact the Performance of Public Health Midwives of the Medical Officer of Health Areas in Nuwara Eliya District.
- From Overconsumption to Mindful Consumption: An Examination of Consumption Practices of Sri Lankan Consumer Activists.
- Develop Emotionally Intelligent Undergraduates towards Pro-Social Behaviour for Promoting Resilience of Society.
- Impact of Transformational Leadership on Employee Resilience during a Crisis Situation.

As the chair of the conference and the Editor-in-chief of the journal, I would like to congratulate the selected best papers at ICOME. These papers were selected after a rigorous review process. First, authors have to follow the normal peer review process to get their papers on board for the conference. Then getting selected for the best paper again there was a different evaluation done by experts in research. Thereafter to get published in SLJMS also needs to follow the journal guidelines and the review process aligns with the scope of the journal. Hence it can be considered as a quality output altogether with a great experience for all.

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. And my special thanks go to Dr. S.M.D.C.W. Senarathne and Mr. Tharindu Rathnayake for their generous support (as always). We invite all researchers, specialists, and professionals in various disciplines of Management Studies to make a worthy contribution to the upcoming Issues of the Sri Lanka Journal of Management Studies (SLJMS). If you have any questions, suggestions,

or concerns, please address them to nabey@ou.ac.lk. I look forward to your valuable contributions to our journey together in the future with a view to realizing the full potential of SLJMS.

Best Regards,

Professor Nalin Abeysekera

Editor-in-Chief, Sri Lanka Journal of Management Studies

About the Editor-in-Chief

Professor Nalin Abeysekera is attached to the Department of Marketing Management, Faculty of Management Studies of the Open University of Sri Lanka. Professor Abeysekera is currently serving as the Dean of the Faculty of Management Studies of the Open University of Sri Lanka. He is a graduate of the University of Sri Jayewardenepura with B.Sc. Marketing (special). Professor Abeysekera is a Chartered Marketer and Member of the Sri Lanka Institute of Marketing (SLIM) and consultant with over fifteen years of experience. He is a Senior Lecturer for Strategic Management, Marketing, and Research Methodology with research and lecturing experience in Canada, Dubai, Singapore, Oman, and Qatar. He served as the Chairperson of the 1st International Conference on Management and Entrepreneurship (ICOME) 2022 organized by the Faculty Management Studies, Open University of Sri Lanka.

Professor Abeysekera is serving as visiting lecturer for MBA and PhD degree programmes for leading National and International universities based in Sri Lanka. In 2018 Professor Abeysekera has been awarded “Outstanding Asian Educator” by the International Association of Scholarly Publishers, Editors & Reviewers (IASPER). Professor Nalin Abeysekera is the Editor-in-Chief of the Sri Lanka Journal of Management Studies and author/co-author of many international journal articles, conference papers, and books. Furthermore, he is serving as a reviewer for many international journals including the Journal of Services Marketing, Journal of Management Development, Journal of Applied Research in Higher Education and the International Review of Research in Open and Distributed Learning (IRRODL). He received the best reviewer award awarded by International Journal in Contemporary Management Research in 2010, a B-Graded Journal by ERA (Excellence in Research in Australia). Along the same lines, he won the Best Paper award at International Conference in Business Management Kotalawala Defense University (KDU), Sri Lanka in 2016.

Professor Abeysekera won the Best Asian Researcher title awarded by the Philippine Association of Institutions for Research. He is the recipient of three

gold medals (Strategic Management, Marketing Management, and Dissertation) for his performance in his Masters degree from the University of Colombo, Sri Lanka. He completed his Ph.D. in the year 2013 in Leadership and Marketing. Professor Abeysekera in his attempt to socialize knowledge has contributed many articles to leading magazines and national newspapers in Sri Lanka on current issues covering Economics, Education, and Tourism.

Professor Abeysekera is serving as supervisor for Ph.D. students in Management and Marketing. He has been featured extensively in TV programs to lead and moderate discussions related to Entrepreneurship, Education and issues on Children. He has also served many panels such as Ph.D. colloquium, Media and IT, and Tourism.