

Sri Lanka Journal of Management Studies (SLJMS)

Volume IV- Issue (I), June 2022.

Editor in Chief

Professor Nalin Abeysekera

Managing Editors

Prof. Jayantha N. Dewasiri

Dr. Chamil W. Senarathne

Dr. S. Sapukotanage

Mr. T. H. Rathnayake

Editorial Board

Professor L. P. S. Gamini

Dr. S. J. M. P. U. Seneviratne

Dr. S. Sapukotanage

Professor H. D. D. C. Liyanagamage

Dr. S. S. K. Edirisinghe

Mr. S. A. D. Senanayake

Mr. K. P. Nishantha

Advisory Board

Professor P. Sergius Koku

Senior Professor H. H. D. N. P. Opatha

Senior Professor H. D. Karunaratne

Professor V. Sivalogathan

Professor P. A. P. S. Kumara

Professor Bandara Wanninayake

Professor B. Nishantha

Professor Dinesh Samarasinghe

Panel of Reviewers

Professor V. Sivalogathan

Professor P. A. P. S. Kumara

Professor L. P. S. Gamini

Professor H. D. D. C. Liyanagamage

Professor Ruwan Abeysekera

Dr. S. Sapukotanage

Dr. N. Eranda

Dr. Chatura Liyanage

Dr. Dushan Jayawickrama

Dr. Nishantha Hewavithana

Dr. Krishantha Wisenthige

Dr. Shan Jayasinghe

Dr. Kapila Fonseka

Mr. C. P. Weerasekara

Mr. Janaka Heenkenda

Mr. Asanka Seneviratne

Mr. D. L. Bataduwa Arachchi

Ms. J. C. Hapugoda

Ms. A. A. I. Lakmali

Editorial Assistants

Ms. R. H. A. T. Perera

Language Editing

Ms. Srianthie Salgado

Ms. Thushani Radhika Ponnampereuma

Copyright © The Open University of Sri Lanka

ISSN 2682-7298(Print)

ISSN 2792-1093(online)

Reprints and permissions: deanmgt@ou.ac.lk

Published by

Faculty of Management Studies,
The Open University of Sri Lanka,
Nawala, Nugegoda, Sri Lanka.

Sri Lanka Journal of Management Studies (SLJMS)

Volume IV- Issue (I), June 2022.

Contents

Note from Editor-in-Chief

Dividend Policy Ratios and Firm Performance: Evidence from the Apparel Sector of USA (pp. 1-24).

Probodhika, M. A. D., & Ratnayake, C. W.

Factors Affecting the Effectiveness of Promotional SMS Communication in the Sri-Lankan Fashion Retail Sector (pp. 25-48).

Thamal De Silva & Nalin Abeysekera

The Impact of Organizational Culture on the Use of Business Analytics in Sri Lankan Companies (pp.49- 69).

Rajapaksha, S. N., Wijesinghe, W. P. M., De Silva, K. H. A. L., Wijethunga, W. M. K. R., Weligodapola, M., & Rathnayake, R. M. N. M. .

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) (pp. 70- 86).

Alwis, M. A. S. N., & Ariyaratna, K. C.

The Factors which Impact the Performance of Public Health Midwives of the Medical Officer of Health Areas in Nuwara Eliya District (pp. 87-107).

Abeysekara, C. M., Perera, A. H. U., Ranawaka Nithin & Nanayakkara Ramesh

From Overconsumption to Mindful Consumption: An Examination of Consumption Practices of Sri Lankan Consumer Activists (pp. 108-126).

Wickramasekara, E. S., & Jayawickrama, W. D. C.

Develop Emotionally Intelligent Undergraduates towards Pro-Social Behaviour for Promoting Resilience of Society (pp. 127-146).

Isuru Chandradasa & Galhena, B. L.

Impact of Transformational Leadership on Employee Resilience during a Crisis Situation (pp. 147-162).

Shwetha M. Waidyaratne