

# Editorial

Chief  
Editor's  
Note

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Dear Readers,

On behalf of the Board of the Sri Lanka Journal of Management Studies(SLJMS), I am glad to present Volume Four, Issue Two of the Sri Lanka Journal of Management Studies(SLJMS). I feel immensely proud to be the Editor in Chief as we have already completed four years of journey with the help of our reviewers, authors, and contributors. SLJMS within a short time frame, is evolving into a domain of research that brings to attention a wide range of critical issues in Business. SLJMS provides a seamless opportunity for scholars in business and economics to engage in the development of the fast-growing field of management and get published in a business journal that has an excellent reach and prospects of substantial impact.

We would like to dedicate this edition to Senior Professor K.S. Chandrasekar, Institute of Management in Kerala, Campus Director, University of Kerala, Thiruvananthapuram, Kerala state, India. Dr. Chandrasekar can be considered a rare intellectual with competencies in scholarly contribution and leadership. His teaching areas are Marketing Management and Entrepreneurship which prompted him to write twelve leading textbooks through nationally renowned publishers. He was also instrumental in getting two national patents which can be seen practicing in the industry. He is an author and reviewer for many internationally reputed journals and won four best paper awards for papers presented at International conferences. More importantly, Professor Chandrasekar won the gold medal for the model of "Chandrasekar Action Attitude Model (CAA)" from the Indian Commerce Association.

Professor K.S. Chandrasekar has so far supervised 63 scholars to complete their Ph.D. in Management and of which many scholars belonged to Afghanistan, Kenya, Iran and Ethiopia. He has been on the research committees of many South Indian universities and offered his research expertise. Professor Chandrasekar has offered his research and academic expertise to many International and Indian universities. For nearly eight years, he adorned the position of Dean of the Faculty of Management Studies and was instrumental in launching many innovative management programmes in Food processing management, Travel and Tourism, Logistics Management and Tourism and Hospitality. Through external funding to University of Kerala, was able to obtain about Rs.1570 million for research and infrastructural development. He was the first to bring in the novel concept of Chair Professorship at University of Kerala.

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In his quest for developing Entrepreneurship in the state of Kerala, he was able to work closely with the Department of Science and Technology, Government of India. On the administrative front, Professor Chandrasekar held the posts of Acting Vice Chancellor, Registrar in charge, Director of the School of Business Management and Legal Studies and Head of the Department for more than a decade. He is also on the national council of the All India Management Association, and the Indian Society for Training and Development. He got fellowships from many reputed institutes and was honored for his research output by many international and national agencies. Professor Chandrasekar is also considered of the Top 10 Thinkers 2023 by MTC Global, Won Asia's best Professor in Marketing by CMO, Singapore. He was instrumental in launching Executive MBA, Distance MBA, Evening MBA, Energy management etc., through various universities. A proud alumnus of prestigious BITS, Pilani, BSMED, Bharathiar University, and Alagappa University, he is continuing to contribute to management education and research on a global scale.

As mentioned earlier in the Asian context rarely you can observe scholars with leadership skills. Some may argue that in management disciplines despite writing policy papers many scholars are merely looking for "impact" for their articles and "celebrators of citations". As Editor-in-Chief of SLJMS, I firmly believe scholars with leadership skills should be one of the Key Performance Indicators (KPI) for the sustainable development of any developing country. Hence we have taken a decision to dedicate this volume to Senior Professor K.S. Chandrasekar for his great contribution with the utmost respect.

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

- The Emergence of the Work from Home (WFH) Phenomenon during Covid-19 and Its Effect on the Information Technology Industry: A Review of Literature
- Factors Affecting the of Employees in Lean Success: Case Study of a Leading Sri Lankan Apparel Manufacturing Company based on Value Stream Mapping
- Impact of Facebook Advertising on E-brand Equity: examining the Moderating Effect of Negative Sentiments with the Special Reference to Telecommunication Industry in Sri Lanka
- Is Inflation in Sri Lanka always and Everywhere a Monetary Phenomenon?
- Temporal Flexibility in Business Process Outsourcing Industry: Organization of Work/Non-Work around Time Zone Dependent Work Schedules in a Gendered Cultural Context

- A Critical Revisit to the Principles of Cooperatives: A Case Study of Multipurpose Cooperatives in Sri Lanka
- Sensitivity of Exports to Change in Relative Prices and Nominal Exchange Rate: Case of Manufacturing Exports of Sri Lanka

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(SLJMS)

### **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 first 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 PhD, DBA and MBA 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 Consumer Behavior, 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).

Professor Abeysekera 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 and DBA 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.