

2nd International Conference on Management and Economics
Managing Turbulence in Economic Environment through Innovative Management Practices

ICME 2013

26-27 February 2013

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

Day 1	February 26, 2013	Venue: Faculty of Medicine, Karapitiya, Galle
08.30 - 09.00	Registration	
09.00 - 09.15	Arrival of Chief Guests and the Guest of Honour	
09.15 - 09.30	Welcome Speech <i>Dr.P.A.P.S. Kumara</i> <i>Dean, Faculty of Management and Finance, University of Ruhuna</i>	
09.30 - 09.45	Speech by Guest of Honour <i>Mr. R. Ragunathan</i> <i>Consul General- Hambanthota/ Indian High Commission</i>	
09.45 - 10.00	Speech by Chief Guest <i>Vice Chancellor, University of Ruhuna</i> <i>Professor Susirith Mendis</i>	
10.00 - 10.15	Speeche by Chief Guest <i>Deputy Vice Chancellor, University of Ruhuna</i> <i>Professor Gamini Senanayake</i>	
10.15 - .10.45	Keynote Speech The King is dead. Long live the King: Kingship in Public-Sector Management in Sri Lanka <i>Professor Danture Wicramasinghe</i> <i>Adam Smith Business School, University of Glasgow, UK</i>	
10.45 - .11.15	Keynote Speech Ethics, Multinational Organizations and Developing Countries <i>Professor Andreas Falkenberg</i> <i>Agder University, Kristiansand, Norway</i>	
11.15 - 11.45	Refreshments	
11.45 - 12.15	Keynote Speech Sri Lanka: Development Challenges and Way Forward <i>Professor Danny Atapattu</i> <i>University of Ruhuna</i>	
12.15 - 12.45	Keynote Speech Entrepreneurship Education in Transition <i>Professor Bjørn Willy Åmo</i> <i>Bodø Graduate School of Business, University of Nordland, Norway</i>	
12.45 - 13.15	Keynote Speech An Inquiry into The Mottamai Ethics on Consumption <i>Professor Yasushi Suzuki</i> <i>Graduate School of Management, Ritsumeikan Asia Pacific University, Japan</i>	
13.15 - 13.20	Vote of Thanks	
13.30 - 14.30	Lunch	
14.30 - 18.00	Sightseeing visit	

09.00 - 11.00 **Plenary Session A-1: Financial Management** **Venue: CGU**
Chair: Prof. Yasushi Suzuki

Can High and Volatile Inflation Widen Bank Interest Spreads and Curtail Financial Development in Sri Lanka?

Manjula Kumara Wanniarachchige

The Impact of Capital Intensity, Size of Firm and Firm's Performance on Debt Financing in Plantation Industry of Sri Lanka

Gamlath, G. R. M. and Rathirane, Y.

The Month of the Year Effect: Empirical Evidence from Colombo Stock Exchange

S. C. Thusara and Prabath Perera

Value Relevance of Accounting Information on Investors' Decisions: Evidence from the Listed Companies In Sri Lanka

Samarawickrama, D. and Darshi, G. A . N.

Working Capital Management Practices in Sri Lankan Small Firms: An Organizational Learning Perspective

Bandula Jayathilake and Mohamed Jameel

09.00 - 11.00 **Plenary Session A-2: Marketing Management** **Venue: MGT 1**
Chair: Dr. Ashwini Kumar

A Study on Impact of Commodity Futures Prices on Inflation in India

K. Nirmala

Consumer Attitude towards Products Placement In Programs

T. R. Wijesundara

Customized E-Commerce Payment Model through Cell-Phone Account: A Case of Bangladesh

Md. Imtiaz Shazzad , Bishwajit B. Pathik , Manzur H. Khan and Md. Mamun Habib

Foreign Direct Investment in Indian Retail Sector: Strategic Issues and Implications

G.V.S. Ravindra Babu and B.V.S.S. Subba Rao

Impact of Tourism Sector on Development of Karnataka Economy: A Case Study in Mysore District

K.Sivachithappa, C. Basavaiah and Thilak. A.A

Motivating Bankers of Sri Lanka: An Empirical Study

Mohomed Razik Fathuma Ruwaih

The Compulsive Buying Behaviour Tendency In Clothing Industry in Sri Lanka

A.A.I. Lakmali and P. K. S. Jayarathna

09.00 - 11.00 Plenary Session A-3: Education Management Venue: MGT 3

Chair: Dr. Hanas A. Cader

A Systematic Approach to Enhance the Management of Grievances in the Sri Lankan Public Education System through an Integrated Communications Portal "EduGM"

Sahan Liyanage and Zeinab Shabbir

Implementation of Online Tutor Model in Non Agricultural Universities with reference to Marathwada Region, India

Dongargaonkar Kapil Vijaykumar

Perception of Web-Based Versus Paper-Based Media in Higher Education Institutes of Pakistan

Kashan Pirzada and Zaki Rashdi

School Based Management (SBM) and Changing Responsibilities of School Principals in Sri Lanka: Case Study in Colombo District

Chandana Kasturi Arachchi

The Impact of Microcredit on the Economic Development of the Small Entrepreneurs: Evidence from Southern, Sri Lanka

Buddhika S.A. and Kumara P.A.P.S.

09.00 - 11.00 Plenary Session A-4: Entrepreneurship Venue: CSC

Chair: Prof. Bjørn Willy Åmo

Developing Entrepreneurship through Islamic Microfinance: An Empirical Study on the Gear

Mehboob Ul Hassan

Issues and Barriers Affecting of Information and Communication Technology on Small and Medium Scale Enterprises

Jayampathy E. K. and Lakmali L.

Pakistan-Sri Lanka Free Trade Agreement (PSFTA): A Comparison with SAARC and SAFTA

A. A. M. Nufile, S. Santhirasegaram and S. M. M. Ismail

Resource Use Efficiency of Small Scale Furniture Industry in Sri Lanka: A Stochastic Frontier Production Function Approach

Aruna Shantha, A. and Asan Ali, B.G.H

11.30 - 13.00 Plenary Session B-1: Education Management Venue: CGU

Chair: Prof. L.R. Gonsal Korala

Aiming for the Entrepreneurial University: Orchestrating International Research through a Book Project

Bjørn Willy Åmo

Classroom Management Strategies adopted by the School Teachers

Sasheeka Karunanayake

Emotional Intelligence as a Predictor of Work - Family Conflict among School Teachers in North Central Province in Sri Lanka

U.W.M.R. Sampath Kappagoda

Impact of Parental Education Level on Empowering Children

N. M. A. Jayasinghe

Universities Performance Measurement in the Balanced Scorecard Environment - with special Emphasis on the Financial Perspective and Mission and Strategy

W.M.R.B. Weerasooriya

11.30 - 13.00 Plenary Session B-2: Marketing Management Venue: MGT 1

Chair: *Dr. R.A.S. Weerasiri*

Consumer Ethnocentrism, Purchase Intention and Sri Lankan Youngsters
Silili, E.P. and Karunaratna, A.C.

Effectiveness of Marketing Practices adopted by Rural Intervention Organisations
Akhilesh Chandra Pandey, Vishal Soodan and Mohit Jamwal

Evaluating the Role of Perceived Usefulness, Perceived Ease of Use and Perceived Risk in Online Shopping: Application of Technology Acceptance Model towards the Online Purchase Intention
M P S Sandamali and P A P Samantha Kumara

Fast Food Consumption: Identifying Working Women's Attitudes Towards Consumption of Fast Food
A.H.B. Sajani Rasanthika and T.S.L.W. Gunawardana

Impact of Public Distribution System on Poverty Reduction of Weaker Sections of the Society: A Study in Mysore District, India
T.D.Thimmaiya, K.C., Rudraswamy and Nanjundamurthy

Internal Branding through "Living the Brand": A Comparative Analysis in the Banking Sector
Shumaila Kashif and Amanat Ali Jalbani

Propensity to Customer Switching in the Field of Mobile Phone Services in Sri Lanka
Karunaratna A.C.

11.30 - 13.00 Plenary Session B-3: Operations Management Venue: MGT 3

Chair: *Dr. Parakrama Weligamage*

Boardroom Communication and Firm Performance: The Roles of CEO Leadership and Board Monitoring
Chaminda Wijethilake and Hao-Chieh Lin

Effect of UISC on Bangladeshi Knowledge based Economy
Abu Saleh Md. Sushan, Bishwajit Banik Pathik, Manzur H. Khan and Md. Mamun Habib

Identifying and Prioritizing Effective Factors in Governmental and Semi-Governmental Organizations' Electronic Readiness for Accepting and Utilizing Tele-Working by Fuzzy AHP Technique in Tabriz City-Iran
Rahmani Kamaledin, Shokrzadeh Morteza and Samir Rahmani

Management Principles– An Anchor in Times of Turbulence: The Case of Nokia
Gopal Iyengar, Vivek Goyal, Sakshi Vatsa and Puneet Sharma

The Study of Effectiveness of Outsourcing Activities on Organizational Productivity: The Case of an Iranian Public Sector
Younos Vakil Alroaia and Fatimah Hemati

11.30 - 13.00 Plenary Session B-4: Operations Management Venue: CSC

Chair: Dr. Ralph Palliam

Adoption Behavior of Barn Automation Technology in Flue Cured Tobacco Industry in Sri Lanka

R.A.D.M Perera , R.A.P.I.S Dharmadasa and N.N.R Abeysekara

Commercial Bank and Economics Empowerment of Depressed Classes: A Case Study of Mysore District

K. Sivachithappa, M Chowdegowda, and Raghava D.H.

How Can Non Profit Aid Organizations Contribute to Human Development? A Qualitative Inquiry into the Voices of Poor

S A Buddhika

Optimizing the Warehouse Location and Distributor Allocation: A Case Study of the LPG Distribution in Sri Lanka

Chamari I. Kithulgoda and D.D.M.Jayasundara

Supply Chain Finance Model: A Banker's Perspective in India

Ashwani Kumar and Pooja Rani

Sustainable Food Supply Chains: Case Studies Examples for Sustainable Supply Chain (Beef)

Kanan Amirov

14.00 - 16.00 Plenary Session C-1: Entrepreneurship Venue: CGU

Chair: Dr. Tissa Ravinda Perera

Entrepreneurial Self-Efficacy Based Model of SME Performance in Developing Countries

Herath H.M.A and Rosli Mahmood

Entrepreneurship, Mentoring and Altruism

Hanas A. Cader

Key Success Factors of Small Businesses in Sri Lanka

T.D. Weerasinghe, C.K. Batagoda and W.H.G. Jayasundara

Security as a Risk Variable in the Governance of Natural Resources in Oil-Rich Gulf States

Ralph Palliam

Up-Thrust in Turbulence Waters: Innovative Practises in Fashion Designer Entrepreneurship

Nisanka Kusumsiri and Ananda Jayawardane

Women Entrepreneurs in Micro Enterprises in India: Issues and Interventions of Women Entrepreneurship

Sandhya Anvekar and Uma Balakumar

14.00 - 16.00 Plenary Session C-2: Investment and Finance Venue: CSC

Chair: *Dr. Dayananda Ambalangodage*

An Econometric Evaluation of Colombo Stock Exchange: Evidence from Arma & Pca Approach
R.M.K.T. Rathnayaka, Zhong-jun Wang, D.M K.N. Seneviratna and S.C. Nagahawatta

Competition and Bank Performance in Bangladesh: An Empirical Study
S. M. Sohrab Uddin and Yasushi Suzuki

Developing a Risk Management Model for Option Contract: A Study of Auto Stock in India
N. Maruti Rao

Effects of Capital Structure on Firms' Financial Performance: Evidence of Colombo Stock Exchange (CSE) in Sri Lanka
Gamlath G.R.M. and Nanayakkara M .S.

The Degree of Financial Leverage as a Determinant of Financial Risk : An Empirical Study of Colombo Stock Market in Sri Lanka
Vijitha Gunarathna

The Investigation of Price-Earnings Ratio (P/E) and Return on Stock
Arezo Khosravani, Hossein Eslami Mofid Abadi, and Younos Vakil Alroaia

14.00 - 16.00 Plenary Session C-3: Human Resources Management Venue: MGT 3

Chair: *Dr. M.A.S. Wijesinghe*

Empirical Investigation on Salary and Supervisor Support on Organizational Commitment in Construction Industry in Sri Lanka
P.N. Gamage and N.P.M. Dissanayake

Safety and Health Environment of Workforce in Indian Public Sector Units- An Injection for Occupational Health Hazards
T. N. Murty and T. Abhinov

The Impact of Training on Job Satisfaction of Non-Executive Employees of The Export Apparel Industry in Sri Lanka
Y.M.S.W.V. Sangarandeniya

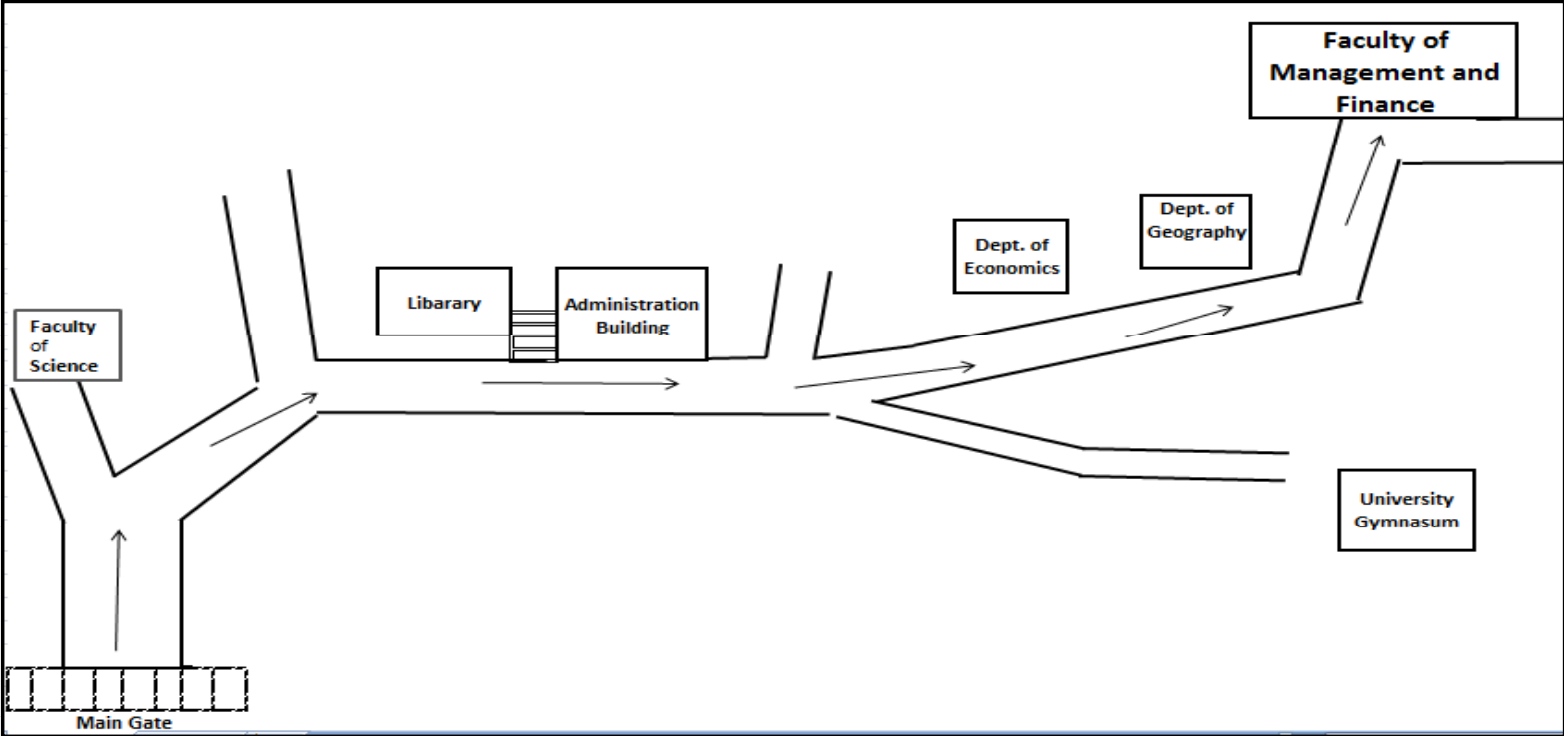
The Relationship between Social Capital and Social Health of Commercial Firms in Iran (Case Study: Commercial Firm of Semnan Province)
Seyed Razi Nabavi, Shahin Zoalfagharkhaniya, Hossin Eslami M. and Younos Vakil Alroaia

Session Arrangements

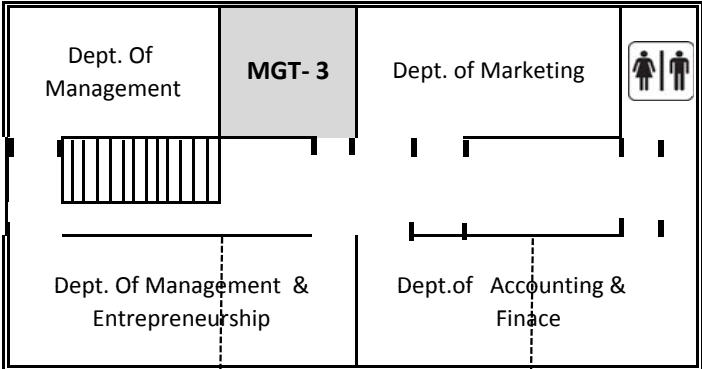
Session	1	2	3	4
A (09.00 - 11.00)	CGU	MGT 1	MGT 3	CSC
B (11.30 -13.00)	CGU	MGT 1	MGT 3	CSC
C (14.00 - 16.00)	CGU	CSC	MGT 3	

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

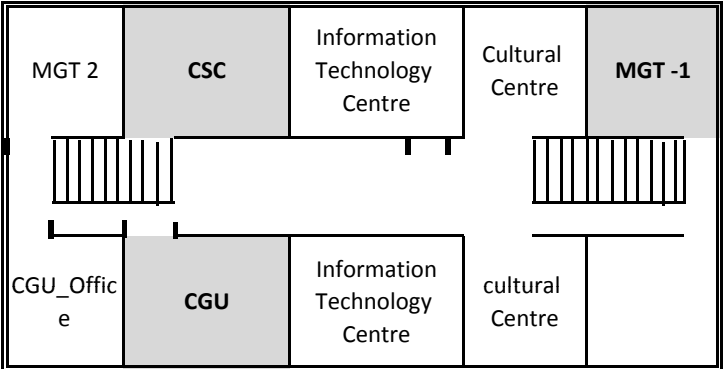
Site Map



First Floor



Third Floor



MGT 1 Management Faculty Lecture Room No. 1
MGT 3 Management Faculty Lecture Room No. 3

CSC Conflict Studies Center
CGU Carrer Guidance Unit