



ACADEMIC RESEARCH CONFERENCE ON BUSINESS, SCIENCE AND TECHNOLOGY

ARC-2018

"Changing Business Practices towards a Sustainable Future"

Conference Proceedings

Australian College of Business & Technology
Colombo 03

14th February 2018

Academic Research Conference

ARC-2018

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Sustainable Future”***

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Abstracts

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Vision of the ACBT

To be a globally recognized and respectful private Education Institution, which will prepare internationally competitive graduates, promote values of sustainable society and conduct outstanding research to improve the quality of life.

Mission of the ACBT

“Transforming the nation through first-rate education”

Since inception in 1998, more than 4,000 students have graduated with our degrees. Many of the O/L and A/L leaver have been unable to enter higher education., we, as ACBT build bridges to the future for our nation, giving them the skills to enter into the education path for success their lives and careers. In this respect, our mission in 2017-2020 will

“Transforming the nation through first-rate education”

Many of our students come from diverse social and educational backgrounds and some are disadvantaged in entering the state education institutions. Recognizing this reality, the ACBT provide the best possible education pathway to improve their life chances and develop and enrich them as individuals.

Over the next four years, we will continue our mission. Our mission is not just about access to higher education; it is about developing the people through first-rate education. We will maintain excellence in learning and teaching where it exists and extend it to where it does not. We recognize the fact that we are a student-focused teaching led institution.

Our promise to students is that we will involve with students as an active partner in enhancing students’ learning and their future.

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MESSAGE FROM EDITH COWAN UNIVERSITY



Associate Dean and
Director International
School of Business Law,
Edith Cowan University



Professor Maryam Omari
Executive Dean
School of Business and Law
Edith Cowan University

As Associate Dean and Director International of the School of Business Law, Edith Cowan University, it is my pleasure to convey this message on the occasion of the 1st Annual Research Symposium, organised by the Australian College of Business and Technology in Colombo, Sri Lanka on 14 February 2018.

The conference theme of '*Changing Business Practices towards a Sustainable Future*' is a pertinent one in today's fast-paced world where sustainability is a key factor in securing a country's long-term economic success. Academic research shows that Sri Lanka, along with many other countries across South Asia, are facing major challenges, and this is compounded by regional and global changes. Conferences such as this, enables research that addresses critical issues facing Sri Lanka and the region, to be brought to the wider forum where academics and policymakers can meet, learn about innovative solutions and be inspired to be the catalyst for change. This particular conference will provide an important opportunity to: present cutting edge research on changing business practices towards a sustainable future; generate discussions; facilitate networking; and, secure collaborative international multidisciplinary research into the future. Together, this collaborative research will contribute to identifying critical issues impacting on changing business practices and offering sustainable global, regional, and local solutions.

On behalf of Professor Maryam Omari, Executive Dean, School of Business and Law, Edith Cowan University, I'd also like to thank you for attending the conference and for sharing your valuable knowledge and expertise with all the participants. We also thank the conference organisers for hosting this event and wish ACBT continued success.

Krishna Prasad
Associate Dean Law & Director International

MESSAGE FROM CHIEF EXECUTIVE OFFICER NAVITAS PARTNERSHIPS



I am privileged to welcome delegates to the inaugural annual research symposium organized by Navitas's College, ACBT, Colombo Sri Lanka. As the Chief Executive Officer, Navitas Partnerships, Australiasia I am delighted that the ACBT is now working according to the professional norms of research institutes. I am particularly pleased to learn that many academics and professionals shall participate in the conference.

The conference provides the opportunity for scholars to share the latest knowledge in the field of Business, Science and Technology. Organizing an international conference is always an enormous challenge and I am confident that the ACBT will exceed the expectations of the academic community.

I extend my congratulations to the organizers of the conference and wish them all success!!

I sincerely hope that this will become an annual event of the ACBT in the years to come

Professor John C Wood
Chief Executive Officer
Navitas Partnerships, Australiasia

MESSAGE FROM THE CONFERENCE CO-CHAIRS



I wish to consider the Academic Research Conference (ARC 2018) of ACBT a very bold step forward. A few years ago, ACBT embarked its new phase of expansion giving more emphasis on quality of teaching and learning and ARC 2018 indicates that ACBT is moving steadily with confidence in that direction. Research is one of the primary sources of knowledge in modern societies. ACBT is supporting the discovery of new knowledge and dissemination of them primarily to undergraduate students at large by way of ACBT Research Journal. We are very happy and proud to be an active part in this achievement. Our sincere thanks to ACBT management for supporting this effort very generously.

Chandana Aluthge, Ph.D. – Principal -ACBT



It is my pleasure to convey this message on the occasion of the inauguration of the 1st Annual Research Conference – ARC 2018 organised by ACBT. The theme of the conference addressed all the emerging problems and issues that challenge the modern world of Business, Science and Technology. Participants, presenters and speakers from across the globe joined us on this auspicious occasion. This gathering of international researchers, academics and practitioners provided an exclusive opportunity for sharing the innovative ideas, practices and research findings for the development of business, science and Technology. This conference also intended to encourage international participation and contribution to the Sri Lankan academic culture.

I warmly welcome all the presenters and wish them a very pleasant stay at ACBT, Sri Lanka. I wish the 1st Annual research conference every success and sincerely hope that this will be an annual event of the Australian College of Business & Technology calendar in the years to come.

Dr. Wasanthi Madurapperuma, Ph.D. (U.K) – Associate Dean - ACBT

MESSAGE FROM THE KEYNOTE SPEAKER



It is my pleasure to convey this message on the occasion of the inauguration of the 1st Academic Research Conference - ARC 2018 organized by the Australian College of Business and Technology, Colombo, Sri Lanka.

Academics and practitioners in the region recognize that there is only so much that can be achieved by talking to one another. Academic institutions and the universities in Sri Lanka as well as in the region has been active in promoting the importance of the adoption of international standards but policy makers are not so keen in the idea. The theme of the conference is very appropriate in today's changing world. This conference covers important topic that are most relevant to long term development of the business and providing business organizations, investors and managers who play an important role in the economic development of the country.

For many businesses, sustainability, both in the short term and in the future is a board-level agenda item. An emerging threat to sustainability is cyber warfare, conducted by various actors, such as business rivals. This threat provides a unique opportunity for researchers to inform policy makers and to rise to the challenge presented by the threat. The Internet of Things, which is estimated to grow to 20 billion devices by 2020 presents an interesting business opportunity, but also makes the threat landscape much more complex. This talk will focus on the evolution of cyber security and its associated technological innovations by discussing specific threat types such as Ransomware, Denial of Service and Phishing, and will conclude by examining the future of cyber security.

I warmly welcome all the presenters and wish them a very pleasant stay at the ACBT. Lastly, I would like to express my sincere appreciation to leaders and administration of ACBT for holding such wonderful conference.

Associate Professor Mike Johnstone
Security Research Institute, Edith Cowan University

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Factors that Motivate Learners: A Study among Engineering and Management Undergraduate Students in Sri Lanka

D.M Mudalige¹ N.C Samarasiri²

Abstract

The number of private and public educational institutes in Sri Lanka has multiplied in recent years with an increase in academic courses and degrees aimed at adults and employed persons. Adults over thirties have enrolled in increasing numbers in these higher education institutes. In order to serve learners, higher education institutes must understand their unique needs and motivations for further learning which may be different in different streams of studies and different in age groups. Such an understanding can facilitate to identify appropriate adjustment to administrative procedures, learning environment and learning process and course design. However, the factors that motivate students to seek education has not been researched in Sri Lanka to an adequate level. This creates an empirical issue which obstructs the efficient delivery of courses intended especially for adult persons. This research aims to identify the differences in motivation to engage in higher education between adult and young learners and management and engineering streams through a study of public and private universities and institutes in Sri Lanka. One Public Sector University and three private sector institutes were selected for the study. A sample of 212 students who are following undergraduate degree programs in engineering and management streams were analyzed. The six motivational factors identified in past studies and the Education Participation Scale (EPS) were used in the self-administered questionnaire. The data was analyzed using a series of t-tests. This study empirically established that there is a significant difference motivation factors between two groups. Management stream students scored higher on professional advancement and engineering students scored higher on cognitive interest. Adults students scored higher in professional advancement and young students scored high in external expectations. These results have practical implications for administrators of education institutes who are seeking to improve ways to serve adult students. It should be taken into consideration when marketing, design and implementation of academic programs.

Key words – Adult learners, Higher Education, Education Participation Scale, Cognitive interest

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Investigation of Daily Macronutrient intakes by Sri Lankan Managerial Level Employees Working in the Private Sector

M.A. Jayasinghe¹ S.A. Senadheera² I. Wijesekara³ M.A.D. Somendrika⁴

K.K.D.S. Ranaweera⁵

Abstract

With changes of lifestyles and social values in the food culture, many individuals working as managerial level employees in the as private sector are seemingly selecting more improper daily meal combinations. This study was designed to determine whether this occurrence can have a severe impact to imbalance the daily nutrient intakes by the individuals in the mentioned social segment, which increase the tendency of having nutrition related chronic diseases. In a hierarchy range from junior executives to CEOs of private sector organizations, 800 individuals were selected by disproportionate stratified random sampling. Selected individuals are interviewed using a structured questionnaire to assess their daily food combinations and their consumed portion sizes. Frequently consumed meal combinations were then analyzed for their macronutrient composition, to compare with world Health organizations' (WHO) Reference Dietary Intake (RDI) levels of nutrients. The results reveal of significantly ($p < 0.05$) higher daily fat (45.3 ± 1.7 g/day) and protein (65.2 ± 1.4 g/day) intakes than the WHO recommendation levels and significantly ($p < 0.05$) lower in dietary fibre (22.3 ± 1.1 g/day) contents by selected participants. Carbohydrate intake (133.1 ± 2.2 g/day) was higher than reference levels but was not significant ($p > 0.05$). This indicates of a considerable risk for many individuals in the concerned social segment, of having non-communicable diseases, if observed dietary patterns are continued.

Key words: Dietary fibre, protein, fats, carbohydrates, Managerial-level-employees, Private-sector⁶

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Investigation of Body Mass Indexes of University students to identify the proportion of potential health concerned food and beverage consumers.

L.A. Perera¹ M.A. Jayasinghe² S.P.A.S. Senadheera³

Abstract

This study was conducted to reveal the current health status of university/college students, considering their Body Mass Index (BMI) values and thereby, to estimate the proportion of the young generation in our society who would require low fat and low carbohydrate food and beverage products to consume in near future. Individual BMI values ranges of 472, randomly selected undergraduates aged 16 yrs. – 26 yrs., were calculated by taking measurements of their heights and weights. The results reveal that 13.68% undergraduates are underweight, 43.34% are within the normal reference BMI range (18.5 – 24.9) and 41.63% were overweight. Exceeding the BMI value of 30, there were 1.35% of obese individuals.

Key words: Body Mass Index, Underweight, Over-weight, Obese

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Challenges and Obstacles of Adopting SLFRS as the Convergence with IFRS in Sri Lanka

M.W. Madurapperuma¹

Abstract

This study examines the key actors and their perception of using Sri Lanka Financial Reporting Standards (SLFRS). The focus of this study is mainly on providing evidence of perceptions towards the implementation of SLFRS, the way financial statements are used, what challenges and obstacles are encountered and what are the perceived benefits after the adoption of International Financial Reporting Standards (IFRSs). The study explores the views of internal and external users about the effectiveness of financial reports and examine the actors' experience and interpretation of accounting information and challenges adoption of IFRSs. Empirical evidence has been gathered through interviews with key individuals in the Implementation of SLFRS. Secondary data were obtained from public statements, policies and the drafts and comments. The results found that the use of SLFRS financial information is narrow. Results further showed that Users of SLFRS are facing many obstacles when interpretation of IFRSs mainly due to the lack of advanced technical understanding. There are inconsistencies in the application of IFRSs and the inconsistencies in actors' views about the actual benefits of IFRSs. Findings of this study suggest that CA Sri Lanka should consider the level of technical expertise of diverse profession and simplify the SLFRSs.

Key words: SLFRS, IFRS, Accounting standards, Challenges, Sri Lanka

¹ Senior Lecturer, Department of Accountancy, University of Kelaniya, Sri Lanka

The Role of Human Resource Information Systems in Human Resource Training and Development in Private Sector Organizations in Sri Lanka

U.C.Wickramarathna¹

Abstract

Human Resource Information Systems (HRIS) has become one of most vital information systems in the market. This study focuses to explore the functionality and contribution of HRIS in HR training and development via HRIS training & development subsystems as perceived by senior HR executives in Sri Lankan private sector organisations. A pilot survey was carried out to identify the problem using structured interviews with Heads of HR of three selected private companies. A structured questionnaire was used to collect data from senior HR executives of selected private sector companies in Sri Lanka. Answers received from 89 respondents were analysed. The overall response rate was 48 percent. The deductive mode of reasoning, cross-sectional study and quantitative techniques were selected as research methods. The results of the survey showed that the most frequently accepted HRIS feature is training needs analysis (TNA). Most Sri Lankan private sector organisations perceived the contribution to efficiency of HR training and development through HRIS TNA, HRIS training program evaluation and HRIS succession planning, as the greatest contribution of HRIS. This study shows that HRIS needs to offer more intelligent capabilities to increase the effectiveness of HR training and development. HRIS vendors need to win the trust of HR professionals through enriching features and increasing the awareness and usage of HRIS in HR training and development, especially its effectiveness.

Key words: Human Resource Information Systems, Human Resource Planning, Succession Planning, Training Needs Analysis

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The Factors Influencing Consumer Buying Behaviors towards Durable Goods Industry in Post Liberalized Sri Lanka

I. Wasana Rathnayaka¹

Abstract

Sri Lanka liberalized her economy in 1977 paving the way for free exports and imports. The demand for consumer durables, especially imported durable consumer items, increased rapidly as a result of this policy Shift. International aid and assistance, Foreign Direct Investments, new lucrative job opportunities, growing public expenditure, and rising migrants' remittances boosted households' buying capacity. The per capita income of the society also increased in an extraordinary manner during the post liberalized years. The economic status of the country moved to lower middle income category from the low income category as a result of rising per capita income. The society also moved away from the long standing prudent expenditure pattern to lavishly spending consumer culture. Even poor households have managed to purchase a few consumer durables such as television receivers and mobile phones as a result of ongoing durable consumer culture in the society. The objective of this study is to examine the determinants of the demand for consumer durables in Sri Lanka during the post liberalized time period. The data for the study was collected from secondary sources such household income and expenditures surveys and other similar resources. In addition to that, key informants were interviewed where necessary as a supplementary source of information. A mixed method was used to analyze the data. Findings of this study suggest that free import policies, rising income, changing life style, availability of consumer loans, advertisements are significantly impact on buying behavior of consumer durables.

Key words: Consumer durables, Household income, Buying power, Changing life style.

¹ Academic Department, Australian College of Business and Technology, Colombo, Sri Lanka

An Analysis of Port Selection Criteria of Shipping Lines in Sri Lanka

M.H.S. Dilrukshi¹

Abstract

The rapid increase in the world trade due to the interdependency of countries increases the demand for the maritime industry continuously. As Sri Lankan port complex is playing a crucial role in the international trade, the governors are aiming at being a regional hub. Likewise, the contribution of Sri Lankan ports to the national economy has to be increased. The ports should satisfy the requirements of its customers to attract more vessels. Hence, the research aimed to identify the port selection criteria of the shipping lines in Sri Lanka. The data has been gathered administering a questionnaire and highly considered factors in port selection have been identified. The port navigational charges and port handling / stevedoring charges are the highly considered pricing factors in selecting a port. However, the all other factors considered by shipping lines are quality related factors such as operational productivity, transshipment volume, and feeder services. The findings proved that the Colombo port has been offering competitive price and service but the Hambantota port is far behind from that. The research revealed that the quality and pricing strategy should be enhanced of Sri Lankan ports in order to realize the dream of regional maritime hub.

Key words: Shipping Lines, Navigational Charges, Maritime Hub, Transshipment, Price, Quality

¹ Academic Department, Australian College of Business and Technology, Colombo, Sri Lanka.

Study of International Work Hours in BPO Industry and Employee Turnover Intention

D. L. Withana¹

Abstract

High employee turnover is the major issue for most of the today's organizations. Turnover refers to resignation or leaving the company for good. HR hire people after signing relevant paper works which includes lot of rules and regulation and legal factors related to labour. It can be a letter of appointment / fixed term contract which says a prior notice needed before resignation (except for probation employees) but in practical this legal bond will not be a strong factor for the employee to stay in the organization. It is a shocking thing to hear as an employer that employee turnover rate is high. Therefore, the purpose of this study is to examine the factors that affect the intention of labor turnover. Qualitative and quantitative data collection method were used. As the sample 50 operators were selected from HSBC Bank within the Colombo district. As the base of selection of the sample, operators within the Bank was selected using simple random sampling method. Semi structured questionnaire was used as the quantitative data collection tool and interview also used as the qualitative data collection tool. The study concludes that work life balance, upward mobility and routinization become the core factors while pay does not become a core factor for employee turnover intention.

Key words: Turnover Intension, Overtime, shift workers, Banking Sector, BPO Industry

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Understanding Determinants of Labour Turnover and its Implications on Employee Retention in Apparel Sector, Sri Lanka

T. Rajah¹ D. Peththrige² E.H. Kuruppu³

Abstract

Throughout the last few decades, labour turnover has become a significant problem for the all the industries in Sri Lanka. Not only multinational business but also local business faced with this situation. Sri Lanka apparel companies are giving much attention towards the reduction of labour turnover. The clothing manufacturing sector playing a dominant role in the Sri Lankan economy while comparing to other sectors. The statistics shows garment sector contributes 40% industrial production and 52% exporting earning towards the economy. The purpose of this study is to identify the factors which are leads to labour turnover and what are the methodologies and strategies which can be used minimize the labour turnover at MAS by taking the examples of other companies which are in the same industry. A sample size is hundred Executives in MAS Holdings (Pvt.) Ltd, Biyagama Zone and quantitative research design will be used for the study. The primary data will be collected through the help of questionnaire and focus group interviews carried to find out the determinants of higher labour turnover to have a deep understand about the relevant field. This study will support to investigate an innovative strategy to minimize the labour turnover in Apparel sector, Sri Lanka.

Key words: Labour Turnover, Employee Retention, Apparel Sector, Sri Lanka

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Brand Loyalty and Firm Performance: A Case in Cinnamon Air Taxi Industry, Sri Lanka

N.J. Chathuranga¹ M.Tania Weerasinghe² A. Kosala³

Abstract

Tourism is a fastest growing industry in the world. Compared to the past statistics of Sri Lanka tourism, at present the tourism sector is growing at a significant pace. Despite the growth in the industry, the use of transportation modes has not been changed nor able to create significant attraction to a different mode of travelling, such as domestic air, apart from road and rail. The purpose of this report is to investigate the reasons for the low sales volume of Cinnamon Air while addressing the current issues in different modes of transportation faced by travellers, Sri Lanka. Further, analysis with regards to customer satisfaction, perception current market trends & competitors, best means of promotion considering the demographic variables of the customers and the level of brand awareness have been incorporated with the aim of assisting the strategic decision making and aid to create a progressive result in the company's bottom line. The research will be carried the sample size of three hundred and fifty (n=350) participants including for each Cinnamon Air operating provinces: Western, Southern, Northern, Eastern, and Central with hundred (100) foreign tourists. The primary data will be collected through the help of focus group interviews and questionnaire. The focus group discussion will be conducted based on eight (8) structured open-ended questions to have a deep understand about the relevant field. The survey has been developed to examine the variables of brand loyalty of Cinnamon Air.

Key words: Brand Loyalty, Tourism, Air Taxi Industry

¹ Australian college of Business and Technology, Colombo, Sri Lanka.

Exploring the Attitudes and Perceptions of Senior Citizens towards Mobile Banking

C. Prabuddhi¹ H.Wijerathna²

Abstract

Banks have found that mobile banking is the key to improve their connectivity within their client base. Through many research findings banks have found that the recent problem faced by most of bank in Sri Lanka is that the senior citizens using mobile banking is relatively very low compared to other age categories. Therefore, we took an attempt to analysis this issue by conducting a research based on exploratory and descriptive data analysis. Through gathering this data, researcher able to discover the senior citizens overall position in handling such modern technological advancements which would make their lives towards a better destination. This research was found that attitudes of senior citizens significantly impact on the using the mobile banking.

Key words: Mobile Banking, Attitudes and Perception, Senior Citizens

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Examining the Service Delivery Experience and Customer Satisfaction in Broadband / ADSL Outlets: A Study of Sri Lanka Telecom Plc.

M.Kariyawasam¹ S. Wijesekara² S. Dassanayaka³

Abstract

Sri Lanka Telecom (SLT) plays a significant role in tele communication by revolutionizing the internet usage across the country whilst expanding Sri Lanka's broadband capacity. Hence providing better service quality is vital as teleconnection provider in Sri Lanka maintain the brand image of the company. The objective of this study is to investigate customer perceptions and attitudes towards overall service experience received from SLT broadband customer service. The methodological design is exploratory and descriptive types, using a focus group discussion and survey as data collection tools. The focus group discussion will be carried with ten (10) people who are currently employed in Colombo district to understand the opinion regarding to the customer service of Sri Lanka Telecom Broadband/ADSL. The survey will be conducted with 200 customers who are using family package and cooperate packages from Colombo district to have a depth understand on issues pertaining to customer service. This research will bring out the issues pertain to customer services in telecommunication sector and enhance the quality of service to satisfy the customers.

Key words: Telecommunication Services, Customer Satisfaction, Service Quality, Attitudes and Perception

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An Analyses on Consumer Attitudes towards the Service Quality in Fast Food Restaurant Industry: A Case Study of KFC Sri Lankan Outlets

K. Suhani Perera¹ S. Bolonnage²

Abstract

The fast food industry has been growing immensely during the last few decades with a lot of upcoming fast food producers. This is mainly due to the busy lifestyles which Sri Lankan people are experiencing with end of the thirty years (30) of brutal war. The demand for fast food has been increased with the consumption patterns of people in country such as rise in dual-income families, busy work schedules, make habit of eating away from home. A recent studies stated that upper middle income earners and young people are more in to the trend of dine out from ready-to-eat food restaurants. With this type of growth and demand in the fast food restaurant industry, the importance of quality to companies and customer is unequivocal because of its benefits contributing to market share and return on investment (Parasuraman *et al*,1985). However, KFC Sri Lanka which is well-known for delicious crispy chicken by almost everyone in the country, plays a major role in fast food industry. Based on company review reports highlighted that the customer service and the food have been rated as poor during the past couple of years. This paper seeks to analyze and find out the customer attitudes towards the service quality at KFC Sri Lankan outlets. In order to carry out the research, the target population for the study will be the middle income earning customers between the age group of 18-40 years from Gampaha District, Colombo District and Kaluthara District. Primary data will be collected through focus group interviews and survey questionnaire. The focused group will be conducted with ten (n=10) General Managers working in reputed companies from Colombo District and Kaluthara District to have understand of consumer perceptions. The survey questionnaire will be used to analyze the existing customer's perception towards the service quality with 100 customers who are visited to KFC outlets in Gampaha District, Colombo District and Kaluthara District. The result of study provides the recommendation to enhance the quality of customer services in fast food industry in Sri Lanka.

Key words: Fast Food Industry, Customer Satisfaction, Service Quality, Consumer Attitudes

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The Impact of Pricing on Consumer Buying Behaviour towards Tobacco: A Study of Ceylon Tobacco Company in Sri Lanka

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Abstract

This study analyses impact of pricing on consumer buying behavior. The research were qualitative and quantitative data collection techniques. The qualitative data were used to provide greater insight with regards to attitudes and perceptions towards tobacco products in Sri Lanka. Data were also gathered through the focus group discussion. The sample size consisted of eight participants who are categorized under the age group of 21- to 65 years. The quantitative data collection methods were employed to determine the relationship between price and buying behavior. The survey employed 250 participants who were between age group of 21- 65 years across Sri Lanka in public locations to collect the data. This result found that there is a significant positive impact of pricing on consumer buying behavior.

Key words: Pricing, Buying behavior, Tobacco Industry, Sri Lanka

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The Impact of Intrinsic and Extrinsic Factors on Job Satisfaction: A Case Study of Employees at Australian College of Business and Technology

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Abstract

Human resources are the most important factor in the business world as it concerns as a strong source of competitive advantage over its competitors. In order for an organization to be successful, they must have created value for their customers. The resource-based view (RBV) of the firm suggests that human resource management practices can contribute significantly to gaining the competitive advantage by developing a knowledgeable and creative workforce within the firm that is difficult to imitate (Afiouni, 2007; Mata et al., 1995). Therefore, an organization cannot sustain without committed and top performers who significantly contribute to gaining competitive advantages. Motivated and loyal employees put in their best or attainment of organizational goals. The research has found that work motivation and job satisfaction has the positive relationship and believes that satisfaction of a job comes from the motivation to do the job (Saleem *et al*, 2010). This study examined the impact of intrinsic and extrinsic factors on job satisfaction of employees in Australian Business College (ACBT), Sri Lanka. In order to meet the objective of this study, the target population for the study were executives of ACBT and data were collected through the survey questionnaire from hundred employees (n=100). Final outcomes of this research are adding knowledge to the Business Colleges to identify factors which are most influential for job satisfaction of employees and implement human resource practices towards the motivated workforce.

Key words: Motivation, Intrinsic Factors, Extrinsic Factors, Job Satisfaction, Human Resource Management

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Examining Consumer Behaviour and Consumption Experience towards the New Product Development in Milk & Malt Products: A Case Analyses of Fonterra Brands Lanka- Anchor

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Abstract

Developing a better understanding of consumer behavior becomes increasingly important as a strategic requirement to sustain in the fast-moving markets around the globe. New technologies, new business models, innovative products are changing the needs and wants of the consumer. In order to satisfy the needs of potential customers while exploring new market shares in locally, markets should be focused on consumption experience too. Understanding consumption experiences help to design engaging and memorable products that consumer will want to enjoy time and time again. Therefore, the company has to be a formation of deep bonds between consumer and product. It will be influenced the process of decision making in favor of new products. There are few major organizations in the dairy manufacturing industry which are operating in a wide range of the market. The market leaders dominating the market by producing more innovative and differentiate products with investment on advertising in order to build up market share. The Fonterra Brand Lanka (Pvt) Limited is expecting to introduce a new milk and malt product to the local market. This study seeks to analyze the feasibility of the project by examining the consumer behavior and consumption experience towards new products development in dairy industry. A survey will be developed to attain this objective. The data will be collected through a structured questionnaire based on the three hundred (n=300) housewives who are falling under the age group of 20 -50 years. The sample represents a hundred respondents from three districts in each including Colombo, Galle, and Kandy. The findings of this research will provide better understanding of consumers buying behavior towards the dairy products.

Key words: Consumer Behaviour, Consumption Experience, Milk and Malt Products

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The Impact of Food Delivery Experience on Customer Satisfaction in Fast Food Restaurants in Sri Lanka: A Case Study of Harpo's Pizza & Pasta

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Abstract

Customer satisfaction and the service quality are key goals in smaller and larger organizations. Satisfied customers are the basis of the successful business in the competitive environment. Once consumer satisfied, they are influenced to the market in positively by repurchasing products, loyalty to brand, providing new ideas. Therefore, every organization must continually monitor their customers to have a clear understanding on customer satisfaction in order to maintain an effective relationship with existing and new customers. The main purpose of the research is to find out the impact of food delivery experience on customer satisfaction in relation to Harpo's Pizza & Pasta in Sri Lanka. For this study, the focus group interview and questionnaire used as a data collection tools. The sample size consisted of 50 customers from existing market in pizza outlets and 50 customers who are middle-income earners from five types of selected organizations in Colombo district. The final outcome will help for the Harpo's Pizza & Pasta in Sri Lanka to find ways to make the delivery system better in order to be in the market and keep their quality up.

Key words: Consumer Behavior, Delivery Experience, Customer Satisfaction, Fast Food Restaurant

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Factors Influencing Consumers Purchase Intention towards an international Brands: with references to the Burger King outlets in Sri Lanka.

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Abstract

With the sudden economic and social changes which took place after the war, the market opened generously for the international investors. Therefore, after 2009, the fast food industry expanded drastically as countless restaurants were opened by local investors and particularly many international brands entered the Sri Lankan market. There are famous brands were dominating the market for fast food. With the continuous growth of competition in the marketplace, understanding customers have become more and more important in marketing. This study is aim to examines the factors which influence to consumers purchase intention of products in relation to Burger King in Sri Lanka. Primary data and secondary data will be used for the study. Primary data will be collected through a focus group interview and a survey questionnaire. Secondary data will be accumulated through websites, Facebook pages, articles and statistical compilations from company and competitors. The target population for the study is quick service restaurant customers who are between in age group 16 – 50 years of middle income earners in Colombo district. Focus group will be conducted with 10 participants to identify customer perception towards the Burger King. Survey will be carried out to investigate factors which will influence to consumers purchase intention of products with the help of 100 quick service restaurant customers in Colombo district. The research findings will support to determine the applicable solutions in order to increase brand awareness, customer loyalty and sales volume of the fast food restaurants in Sri Lanka.

Key words: Consumer Behavior, Fast Food Restaurants, Consumers Purchase Intention

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Examining the Employee well-Being for quality work life and Labour turnover in Apparel Industry: A case Analysis of Brandix Lanka Limited in Sri Lanka

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Abstract

Balancing work and life is an on-going challenge in present day. Quality of work life refers to the level of happiness or dissatisfaction with one's career. In today's competitive business context, a high skill workers are viewed as a unique organizational resources, which can be used for gaining complete advantage under a work environment that is favorable for human work. A better work place must have the capacity to satisfy organizational and personal needs in meaningfully and ability to shape organizational values which are support and promote employees' health and well-being, job security, job satisfaction, competency development, balance between work and non-work life. Therefore, it is essential to requirement to develop a kind of human resources practices which can enhance the quality of an employee's work life in the organization towards increased performance and productivity. This study is aim to examine up to what extent these HR services provided by the company impact on employees' well-being for quality work life and how well HR services affect the company's labour turnover. This study will employ executive level workers. A survey approach will be used to conduct the study. Data will be collected through the semi-structured questionnaire. The sample size of the study is 150 middle level executives who retained more than three years with the Brandix Lanka Limited. The finding of study will provide to make better implications of human resource strategies for quality of work-life balance to attract and retain employees in Apparel Industry.

Key words: Employee Well-Being, Quality Work Life, Labour Turnover, Apparel Sector

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