



The 17<sup>th</sup> International Research Conference  
on Management and Finance  
(IRCMF 2022)

# DOCTORAL COLLOQUIUM

20<sup>th</sup> OCTOBER 2022

09.30 am - 10.00 am **REGISTRATION** [Click here to join](#)   
**ZOOM ID : 629 7362 1923**  
**PASSCODE : W3Q2DAM\***

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10.00 am - 10.15 am **OPENING CEREMONY**

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10.15 am - 10.20 am **WELCOME SPEECH**  
**DR. NISHANI EKANAYAKE**  
*DOCTORAL COLLOQUIUM CO-CHAIR*

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10.20 am - 10.30 am **SPEECH BY GUEST OF HONOUR**  
**PROFESSOR M.P.P. DHARMADASA,**  
*DEAN, FACULTY OF MANAGEMENT AND FINANCE,  
UNIVERSITY OF COLOMBO*

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10.30 am - 12.00 pm **KEYNOTE – “MASTERING YOUR PHD: MAKING  
THEORETICAL AND PRACTICAL IMPACT”**  
**ROY SUDDABY**  
*PROFESSOR; FRANCIS G. WINSPEAR  
CHAIR; DIRECTOR, RESEARCH; ASSOCIATE DEAN, RESEARCH*

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12.00 pm - 12.10 pm **VOTE OF THANKS**  
**DR. MAYURI ATAPATTU**  
*DOCTORAL COLLOQUIUM CO-CHAIR*

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12.10 pm - 01.00 pm **LUNCH BREAK**

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01.00 pm **COMMENCEMENT OF PARALLEL SESSIONS**

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# DOCTORAL COLLOQUIUM

## Session Details

Accounting	Presentations	
	Zoom Link	<a href="https://learn.zoom.us/j/64754841209?pwd=amYzWnViMC8ybDZlWmFFKzJvVEZEdz09">https://learn.zoom.us/j/64754841209?pwd=amYzWnViMC8ybDZlWmFFKzJvVEZEdz09</a>
	Meeting ID	<b>647 5484 1209</b>
	Passcode	<b>*eXkS0GC</b>
	1.20 pm 1.50 pm	<b>ACT001 - H Ellawala</b> <i>Governance structure of Family Owned Businesses</i>
	1.50 pm 2.20 pm	<b>ACT002 - K D Nupearachchi</b> <i>Adoption of data privacy policies and its implications on corporate ethics in Sri Lanka</i>
	2.20 pm 2.50 pm	<b>ACT003 - P O De Silva</b> <i>The Corporate Environmentalism; Authentic or Cosmetic? Literature Review of Quality of Environmental Reporting</i>
	2.50 pm 3.20 pm	<b>ACT004 - V Kurukulaarachchi</b> <i>Impact of institutional pressure and logics on the use of performance measurement: A case of Nonstate Higher Education Institutes in Sri Lanka</i>
3.20 pm 3.50 pm	<b>ACT005 - W Li</b> <i>A study on CSR implementation through cultural identity in the age of globalization-An Intersubjectivity perspective</i>	
3.50 pm 4.20 pm	<b>ACT006 - Y M Hewage</b> <i>The Effect of Corporate Governance Characteristics on Audit Report Lag: Evidence from Australia</i>	



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Presentations																	
Finance	<table border="1"> <tr> <td>Zoom Link</td> <td><a href="https://learn.zoom.us/j/69846164633?pwd=Zj-dHTnZucGMwK3V2SnB5TytCcjlJQT09">https://learn.zoom.us/j/69846164633?pwd=Zj-dHTnZucGMwK3V2SnB5TytCcjlJQT09</a></td> </tr> <tr> <td>Meeting ID</td> <td><b>698 4616 4633</b></td> </tr> <tr> <td>Passcode</td> <td><b>k3bDe^EA</b></td> </tr> <tr> <td>1.20 pm 1.50 pm</td> <td><b>FIN001 - H M N P Herath</b> <i>Stock Market Investor Behavior in a Frontier Stock Market</i></td> </tr> <tr> <td>1.50 pm 2.20 pm</td> <td><b>FIN002 - L Tissera</b> <i>An Exploration Of Enforcement Mechanisms On Banks Corporate Governance Practices ; A Case of Sri Lankan Commercial Banks</i></td> </tr> <tr> <td>2.20 pm 2.50 pm</td> <td><b>FIN003 - C Mendis</b> <i>A qualitative inquiry into the investment decision behaviour of retail investors; empirical evidence from Sri Lankan capital market</i></td> </tr> <tr> <td>2.50 pm 3.20 pm</td> <td><b>FIN004 - T K G Sameera</b> <i>Risk Governance, Financial Distress, and Risk Culture: Asian Emerging Market Perspective</i></td> </tr> <tr> <td>3.20 pm 3.50 pm</td> <td><b>FIN005 - L M Dilrukshi</b> <i>Institutionalization of Beyond Budgeting Ideas in a Fast-Moving Consumer Goods Firm: a Case Study</i></td> </tr> </table>	Zoom Link	<a href="https://learn.zoom.us/j/69846164633?pwd=Zj-dHTnZucGMwK3V2SnB5TytCcjlJQT09">https://learn.zoom.us/j/69846164633?pwd=Zj-dHTnZucGMwK3V2SnB5TytCcjlJQT09</a>	Meeting ID	<b>698 4616 4633</b>	Passcode	<b>k3bDe^EA</b>	1.20 pm 1.50 pm	<b>FIN001 - H M N P Herath</b> <i>Stock Market Investor Behavior in a Frontier Stock Market</i>	1.50 pm 2.20 pm	<b>FIN002 - L Tissera</b> <i>An Exploration Of Enforcement Mechanisms On Banks Corporate Governance Practices ; A Case of Sri Lankan Commercial Banks</i>	2.20 pm 2.50 pm	<b>FIN003 - C Mendis</b> <i>A qualitative inquiry into the investment decision behaviour of retail investors; empirical evidence from Sri Lankan capital market</i>	2.50 pm 3.20 pm	<b>FIN004 - T K G Sameera</b> <i>Risk Governance, Financial Distress, and Risk Culture: Asian Emerging Market Perspective</i>	3.20 pm 3.50 pm	<b>FIN005 - L M Dilrukshi</b> <i>Institutionalization of Beyond Budgeting Ideas in a Fast-Moving Consumer Goods Firm: a Case Study</i>
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# DOCTORAL COLLOQUIUM

## Session Details

### Human Resources Management

#### Presentations - Session 01

Zoom Link	<a href="https://learn.zoom.us/j/65234572590?pwd=V1h-BRzFJWkwrZ1BjOG0xY1BXT3VsQT09">https://learn.zoom.us/j/65234572590?pwd=V1h-BRzFJWkwrZ1BjOG0xY1BXT3VsQT09</a>
Meeting ID	<b>652 3457 2590</b>
Passcode	<b>ice@K*17</b>
1.20 pm 1.50 pm	<b>HRM001 - P A C Hasaranga</b> <i>Role of Human Interaction in Customer E-loyalty in Digital Banking Sector of Sri Lanka</i>
1.50 pm 2.20 pm	<b>HRM002 - D T I Withanage</b> <i>The Interplay between Complexities and Team Resilience in International Projects: Evidence from Comparative Cases</i>
2.20 pm 2.50 pm	<b>HRM003 - C Ramasundara</b> <i>The Impact of Spiritual Growth of Employees on Work Life Balance</i>
2.50 pm 3.20 pm	<b>HRM004 - M I S Fernando</b> <i>Knowledge acquisition and learning in internationalization : Case study of successful Sri Lankan entrepreneurs</i>

#### Presentations - Session 02

Zoom Link	<a href="https://learn.zoom.us/j/61557534090?pwd=NmpMZGxqUXd0VTE3UC90Q29FdUxqd09">https://learn.zoom.us/j/61557534090?pwd=NmpMZGxqUXd0VTE3UC90Q29FdUxqd09</a>
Meeting ID	<b>615 5753 4090</b>
Passcode	<b>f#5AtVPt</b>
1.20 pm 1.50 pm	<b>HRM005 - P Wickramasuriya</b> <i>Social mobility of females and private higher education in Sri Lanka</i>
1.50 pm 2.20 pm	<b>HRM006 - S Ihalagedara</b> <i>Gaining and maintaining legitimacy: Women leaders in male dominated director boards</i>
2.20 pm 2.50 pm	<b>HRM007 - D C N D Pattikiriarachchi</b> <i>Making Sense of Lean: The Role of Change Management</i>
2.50 pm 3.20 pm	<b>HRM008 - L Wickremesooriya</b> <i>Dynamic capabilities and persistent superior firm performance: A contingency perspective</i>
3.20 pm 3.50 pm	<b>HRM009 - M. Hapuarachchi</b> <i>Organizational Space in Institutional work: A case of Sri Lanka</i>



# DOCTORAL COLLOQUIUM

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Presentations		
<b>Marketing and Interdisciplinary</b>	Zoom Link	<a href="https://learn.zoom.us/j/67581108010?pwd=Mk-5pMTJTUDVXZEIzeGFRUVU2dGhrdz09">https://learn.zoom.us/j/67581108010?pwd=Mk-5pMTJTUDVXZEIzeGFRUVU2dGhrdz09</a>
	Meeting ID	<b>661 5306 3912</b>
	Passcode	<b>mpx&amp;Q9UW</b>
	1.20 pm 1.50 pm	<b>MKT001 - H Archchutha</b> <i>Digital Marketing and Privacy Concerns</i>
	1.50 pm 2.20 pm	<b>MKT002 - J N Silva</b> <i>Customer purchase decision of life insurance policies: A sense-making perspective</i>
	2.20 pm 2.50 pm	<b>MKT003 - D Abeysena</b> <i>An exploratory study of the barriers to adopting neuromarketing insights for brand communications at the point of purchase</i>

Presentations		
<b>Management and Organizational Studies</b>	Zoom Link	<a href="https://learn.zoom.us/j/65922302145?pwd=R-jhUZ0ZOclhtTkRrTGdsMFFFSWI1Zz09">https://learn.zoom.us/j/65922302145?pwd=R-jhUZ0ZOclhtTkRrTGdsMFFFSWI1Zz09</a>
	Meeting ID	<b>659 2230 2145</b>
	Passcode	<b>MJ#6RBxj</b>
	1.20 pm 1.50 pm	<b>MGT001 - M D T K Gunathilaka</b> <i>Corporate Practices of Sustainability Management in an Emerging Market: Cases of Agriculture-Based Companies in Sri Lanka</i>
	1.50 pm 2.20 pm	<b>MGT002 - B Hewawasam</b> <i>Colonial spaces and postcolonial dilemmas: a phenomenological study of non-western tourists in sri Lanka</i>
	2.20 pm 2.50 pm	<b>MGT003 - M F M Fasileem</b> <i>Effects of technology-based strategic decision-making in SMEs: From the stages of the decision process to outcome</i>
2.50 pm 3.20 pm	<b>MGT005 - I.L.L Sagalee</b> <i>Greening Human Resource Management and Employee Green Performance of Job: with reference to Manufacturing firms in Sri Lanka</i>	

