

PARALLEL SESSIONS

INNOVATING FOR RESILIENCE: REDEFINING BUSINESS AND EDUCATION BEYOND BOUNDARIES



ORGANIZED BY THE FACULTY OF BUSINESS | 17 OCTOBER 2025

ICOBI 2025 - INAUGURAL SESSION

Venue - NSBM Auditorium

8.30 AM	Registrations, Welcoming Guests & Refreshments
9.30 AM	Lighting of the Traditional Oil Lamp
9.35 AM	Welcome Dance
9.40 AM	NSBM Profile Video
9.50 AM	Welcome Speech – <i>Ms. Thilini De Silva</i> , Dean – Faculty of Business
9.55 AM	Conference Profile Video
10.00 AM	Keynote Address 1 – <i>Prof. Pavithra Kailasapathy</i>
10.35 AM	Launch of the <i>International Journal of Contemporary Business Research</i>
10.45 AM	Keynote Address 2 – <i>Prof. Linda Bradley</i>
11.20 AM	Entertainment Act
11.30 AM	Keynote Address 3 – <i>Dr. Christopher A. Siaw</i>
11.55 AM	Launch of the ICOBI Conference Proceedings & E-Copy Release
12.05 AM	Tokens of Appreciation to Keynote Speakers
12.10 PM	Vote of Thanks – <i>Conference Chair</i>
12.15 PM	National Anthem
12.20 PM	Lunch
13.00 PM	Commencement of Conference Parallel Sessions/ Poster Presentations at Faculty of Business

KEYNOTE SPEAKERS

SPEAKER 1

Prof. Pavithra Kailasapathy is a Professor of Human Resource Management at the University of Colombo's Faculty of Management and Finance. She served as Head of the Department of Human Resources Management from 2010–2013 and 2017–April 2019. She holds a BBA from the University of Colombo, master's degrees from The New School for Social Research and the University of Massachusetts Amherst, and a PhD from the University of Melbourne. A Chartered Member of the Chartered Institute of Personnel Management Sri Lanka, she is Editor-in-Chief of the South Asian Journal of Human Resources Management and researches work-family conflict and gender in organisations globally



SPEAKER 2

Prof. Linda Bradley is an Associate Professor in Education at the University of Gothenburg's Department of Education, Communication and Learning and works within the Pedagogical Development and Interactive Learning unit. Her research examines digital literacy, mobile learning and technology-enhanced higher education, applied to language learning, migration and professional development. She leads a co-design project developing a mobile application with a chatbot for long-term unemployed jobseekers and co-leads the research hub Digitalization of Society, Revitalizing Higher Education Research. She investigates open learning practices in EU projects and teaches technical communication, Language for Specific Purposes, and higher education pedagogy to undergraduate and master's students.



SPEAKER 3

Dr. Christopher Agyapong Siaw is a Lecturer at the University of Plymouth whose teaching spans marketing, management and strategy across institutions including the University of Sydney and the University of New South Wales. His research investigates how customer value drives firm value creation, focusing on knowledge management and value co-creation in service ecosystems, new product innovation and technology convergence, product market structures and evolution, and societal marketing. He combines empirical and theoretical methods to inform managerial practice and policy, supervises postgraduate research, and engages industry partners to translate insights into strategic innovation and sustainable competitive advantage and social impact globally.



Parallel Session 01

Tracks	Accounting and Finance
Venue	Faculty of Business - Hall - 010 (Ground floor)
Session Co-Chairs	Prof A A C Abeysinghe Dr Isuru N Manawadu
Facilitators	Ms Madara Prabodini

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	Effects of fintech adoption and green finance on bank's sustainability performance of Sri Lanka	NMHS Weerasekara MADMO Munasinhe S Rajakarunanayake
02	13.15 - 13.30	Behavioral Factors Affecting Investment Decision-Making in Bank Stocks on the Colombo Stock Exchange	Kodapaluwe Arachchilage Chanaka Dilshan Charmain Hakshanaa Patrick
03	13.30 - 13.45	Predictors of Accounting Professionals' Intention to use Accounting Information Systems	Herath Mudiyansele Avishka Bhashitha Bandara Herath Charmain Patrick
04	13.45 - 14.00	Factors influencing the adoption intention of using mobile payment Services in Sri Lanka	A.J.J.R.Miranda A.P.R.M.T. Renu S. Rajakarunanayake
05	14.00 - 14.15	The Role of Credit Risk Management Strategies in Achieving Sustainable Competitive Advantage	C.H. Adhikari A.B.S Tharaka

Parallel Session 02

Tracks	Adaptive Learning and Education Practices Technology Enhanced Language Learning
Venue	Faculty of Business - Hall - L 111 (Basement 01)
Session Co-Chairs	Prof Linda Bradley Dr Anton Pushparajah
Facilitators	Ms Shehani Dilhara

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	AI in Higher Education: Implications for diversity of languages and inclusion of knowledges from the Global South	Kyria Finardi
02	13.15 - 13.30	Enhancing Argumentative Writing Skills through Structured Asynchronous Forum Debates in English as a Second Language (ESL) Context	Bhagya Thennakoon
03	13.30 - 13.45	The Impact of Computer Literacy on Pedagogy: A Case Study of English Teachers in Sri Lanka	Imasha Adihetti Hasantha Dissanayake Upeksha Wimalarathna
04	13.45 - 14.00	Fostering Writing Autonomy in ESL Learners: Self-Directed Learning with ChatGPT in Large-Class Settings	Ashani Jayasundara Fairoza Fairooz
05	14.00 - 14.15	Exploring How Mobile Learning Impacts Student Motivation among University Undergraduates in Sri Lanka	Asanthika Upananda Ruwanie Upananda
06	14.15 - 14.30	Exploring the Underlying Causes of Mental Disorders in Children: A Comprehensive Study	Vathsala Karunanayake Nipuni Wijesinghe

Parallel Session 03

Tracks	Adaptive Learning and Education Practices
Venue	Faculty of Business - Hall - L 207 (Basement 02)
Session Co-Chairs	Dr Sunil Jayantha Navarathna Dr Charith Mudalige
Facilitators	Ms. Imasha Adihetti

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	Towards an Artificially Intelligent Pedagogy: A Case Study of Tertiary-Level Educators	Shehani Dilhara
02	13.15 - 13.30	Breaking the Chalk Ceiling: Challenges and Strategies for Female Teachers during Digital Transformation in Sri Lankan Education	Sandurika Siriwardhana Rakhitha Munasinghe
03	13.30 - 13.45	AI Chatbots as Virtual Conversation Partners: Revolutionizing English Language Learning to Enhance Interactive Communicative Proficiency	Piumi Fernando
04	13.45 - 14.00	Female friendships as a source of empowerment: An analysis of selected modern English novels by female authors - E. U. A. Perera	Avishki Perera
05	14.00 - 14.15	Understanding the Factors that Influence Engagement with YouTube Study Vlogs	Avishi Perera W A Piyumi Udeshini
06	14.15 - 14.30	The Impact of Gamification in Enhancing User Engagement and Motivation for Learning Management Platforms	Darshana Maduranga Dulanjali Wijesekara Hasantha Dissanayake Tharaka Nayanapriya Pavithra Kankanamge

Parallel Session 04

Tracks Economics Advancements and Business Analytics
Entrepreneurial Eco System and Innovation

Venue Faculty of Business - Hall -L-106 (Basement 01)

Session Co-Chairs Dr Rashika Mudunkotuwa
Dr Kalpana Ambepitiya

Facilitators Ms Gayani Weerasinghe & Ms Shehani Joseph

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	Factors Affecting the of IT Undergraduates in Sri Lanka During the Crisis Recovery Period	Aushadharie Thalahiti Vidanalage
02	13.15 - 13.30	Optimizing Inflation Forecasting for Strategic Economic Planning in Sri Lanka: A Change point Detection and Crisis-Responsive Structural Break Approach	Dilushika Anton Michael Ruwantha Perera Dulanji Samarakoon Anuradha Hewaarachchi
03	13.30 - 13.45	Catalyzing SME Digital Capacity through Private Campus-Led Training: A Qualitative Study in Southern Sri Lanka	Manodhya Sudasinghe Thusitha Gunawardana
04	13.45 - 14.00	Women Entrepreneurs and Digital Innovation	Fiushani Dissanayake
05	14.00 - 14.15	Future professionals' eMigration Intention ntrepreneurial intentions, sustainability and global competence: paving the way for a Sustainable Global Entrepreneurship	Ramon Ortiz-Rajo Adonai Lacruz

Parallel Session 05

Tracks Marketing and Branding

Venue Faculty of Business - Green Board Room (Ground Floor)

Session Co-Chairs Prof. Ravi Dissanayake
Dr. Sachithra Somasiri
Dr. Payal Kumar

Facilitators Ms. Thaksala Weerasekara

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	The Green Products Purchase Intention of Generation Z; The Mediating Role of Attitude	P.M.E Priyadarshani D. Weerasekera A.P. Silva
02	13.15 - 13.30	Impact of User-Generated Content Interaction Quality, Brand Attitude, Brand Engagement, on Purchase Intention among Generation Z Restaurant Goers in Sri Lanka	Venura Colombage Jayotsna Munasinghe Janith Iddawala
03	13.30 - 13.45	The Mediating Effect of Authenticity on the Effectiveness of Influencer Marketing on purchase intentions for skin care products, with special reference to Generation Z	Kehan Abesiri Samaranayake Kalni Peiris
04	13.45 - 14.00	The Power of Peers: Analyzing eWOM Influence on online purchase behaviour of GenZ Consumers in Indian Skincare Market	Prashant Kalaskar Piyush Dixit Krushna Prasad Mishra
05	14.00 - 14.15	Impact of Sensory Marketing Initiatives on Brand Loyalty with the mediation of Emotional Engagement and Cognitive Perception on Gen Z Coffee Enthusiasts in Colombo district, Sri Lanka	Venura Colombage Thara Iddagodage
06	14.15 - 14.30	The impact of packaging visual design elements on impulse buying behavior in e-commerce: A Study of Cosmetic Products	I.K.N.A. Iddamalghoda W.M.T.K. Weerasekara

Parallel Session 06

Tracks	Marketing & Branding Media and Communication
Venue	Faculty of Business - Hall - 111 (Basement 01)
Session Co-Chairs	Dr. Ruwangi Chandrasekara Prof.Madhubhashini Hewage
Facilitators	Mr Tharaka Nayanapriya/ Mr Oshan Piyumantha

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	The Influence of Short Video Characteristics on the Continued Viewing Behavior of Social Media Advertisements, With Particular Reference to Generation Z Consumers in Sri Lanka	Venura Colombage Kelum Weththasinghe Piumal Herath
02	13.15 - 13.30	The Impact of Store Atmosphere on Gen Z Consumers' Purchase Intention of Fashion Retail Stores An S-O-R Study	Piumal Herath Thisal Yatawara Vihanga Prasansana Kumaradeepan Vasanthakumar
03	13.30 - 13.45	A Behavioral Study of Purchase Intention Among Apparel Customers	Maleesha Edirisinghe
04	13.45 - 14.00	Generative AI and Copyright Law: A Comparative Study on Copyright Protection for AI Generated Audio-visual Works in Sri Lanka, the US and India	Oshan Piumantha
05	14.00 - 14.15	Assessing Public Awareness of the Digital Television Transition in Sri Lanka: Is Television more than just pictures?	Tharaka Nayanapriya

Parallel Session 07

Tracks	Events, Tourism and Hospitality Management Global and Sustainable Business Management
Venue	Faculty of Business - 209 (Basement 02)
Session Co-Chairs	Prof. Sandamali Galdolage Prof. Sharmini Perera
Facilitators	Ms Thamodya Ediriweera/ Mr Dushan Leelachandra

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	The Role of Internship Experience in Enhancing Career Prospects of Tourism and Hospitality Students in Private Universities in Sri Lanka	H.A.I.S Perera S.Bodhinagoda H.A.J.N Perera
02	13.20 - 13.35	Exploring the Impact of Perceived Digital Infrastructure on the Work Satisfaction of Digital Nomads in Sri Lanka.	D. A.D.R Ganepola Dr. Rasika Ranaweera
03	13.40 - 13.55	Understanding and Advancing Sustainable Tourism: A Case Study of Tourism Stakeholders in Western Province, Sri Lanka	Senelie Gunaratne Tanya Bellingham
04	14.00 - 14.15	The Impact of Work-Life Balance on Employee Performance: Evidence From Budget Hotels in Belihuloya, Sri Lanka	W.D.T Leelachandra K.A.M.T.N Attanayake
05	14.20 - 14.35	FreshSight: A Convolutional Neural Network Approach for Real-Time Produce Freshness & Shelf-life Assessment	Poorni Fernando Abarnah Kirupananda
06	14.40 - 14.55	The Impact of Green Packaging of Fast-Moving Consumer Goods on Customer Purchase Intention	Ovini Disanayaka Lasitha De Silva

Parallel Session 08

Tracks Governance, Compliance and Legal Enforcements

Venue Faculty of Business - 005 (Ground Floor)

Session Co-Chairs Prof Shanthi Segarajasingham
Dr Chathura Warnasuriya

Facilitators Ms Samithri Wannachi

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	Balancing Innovation and Public Health: A Critical Analysis of Sri Lanka's Patent Law Regime and its Impact on Medicine Accessibility	Tharinsa Gamage
02	13.15 - 13.30	Equipping Arbitration to seize the future and not fall behind: A roadmap for Sri Lanka in the wake of the era of Artificial Intelligence	Chavindri Perera
03	13.30 - 13.45	Tackling the abuse of the doctrine of Fair use in training Gen-AI models; a study through an analysis of the US and Indian legal frameworks	Samithri Wannachi & Oshan Piumantha
04	13.45 - 14.00	Young Voices in Politics: Perceptions of Youth Engagement in Sri Lanka	Sithija Thathsara & Piyumi Udesinee

Parallel Session 09

Tracks Human Resource Management and Applications

Venue Faculty of Business - 104 (First Floor)

Session Co-Chairs Dr Tharindu Gunathilake
Dr Sajitha Dishanka

Facilitators Ms Aushadharie Kaushalya

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	Workplace Ostracism and Knowledge Hiding in the Banking Industry: The Moderating Role of Negative Reciprocity Beliefs	Mayuran, L; Thasika Thanushan
02	13.15 - 13.30	The Factors Influencing Educators' Self-Esteem in the Higher Education Industry, Sri Lanka: A Concept Paper	Shehani Joseph
03	13.30 - 13.45	Beyond Opposition: How Hierarchical Power Enables Collective Leadership : Insights from a Sri Lankan IT company	Vidusha Nathavitharana
04	13.45 - 14.00	Impact of Employee's Intercultural Competencies on Job Performance. A Case Study of a Sri Lankan Banking Sector	Gayani Weerasinghe Piyasoma, T.T.M
05	14.00 - 14.15	Cross-Cultural Perspectives on Work-Life Integration- An Empirical Study from a South Asian Organizational Context	Yalindi Walpola Thamodya Ediriweera Dilki Hansika
06	14.15 - 14.30	Gender Inequity in Logistics: Unraveling Systemic Barriers to Women's Managerial Roles in Sri Lanka	Raveendi Wijewardhana Dilki Hansika Thamodya Ediriweera
07	14.30 - 14.45	Enhancing Personality-Job Fit in Business Analytics Undergraduates: A Big Five Model Approach Using Mini-IPIP and Text Analytics	Yadawa Weerakoon Manumi Wijesinge Maninda Edirisooriya Indra Mahakalanda

Parallel Session 10

Tracks Strategic Business Transformation and Project Development
Manufacturing and Service Operations

Venue Faculty of Business - 108 (First Floor)

Session Co-Chairs Prof Renuka Herath
Dr Chaminda Wijesinghe

Facilitators Mr Praveen Ranaweera

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	Factors Affecting the Availability of Essential Medicine in Selected Government Hospitals in Regional Directorate of Health Services Gampaha. : A Supply Chain Perspective	G.S.S. Dharmarathne , Prasanna Perera and Prabha Silva
02	13.15 - 13.30	Adopting Circular Economy Principles in the Sri Lankan Aluminium Manufacturing Industry	Kulandaivel Sachin Malsha Kalinga
03	13.30 - 13.45	Artificial Intelligence in Enterprise Resource Planning (ERP) Systems systematic literature review	Thusitha Gunathilaka
04	13.45 - 14.00	AI-Driven Reinvention: Strategizing Change in the Digital Enterprise	Deshan Sri Narayana Pavithra Kankanamge Dulanjalee Wijesekara Yasanthika Mathotaarachchi Mohamed Haniffa Ahamed Salik
05	14.00 - 14.15	EasyWork: A centralized service provider booking system for Sri Lanka	Rajapaksha Pathirage Nipuni Jayawardane Pavithra Kankanamge
06	14.15 - 14.30	Impact of Using Project Management Software Towards Project Success in Sri Lankan IT Project -Based Organizations	Hasini Anuradhi Praveen Ranaweera

Parallel Session 11

Tracks Logistics and Supply Chain management
Manufacturing and Service Operations

Venue Faculty of Business - 108 (Basement 01)

Session Co-Chairs Prof. Amila Thibbotuwawa
Prof. Sudath Amarasena

Facilitators Ms Rekha Kulasekara

No.	Time (SL Time)	Title	Author/s
01	13.00 - 13.15	Lean Management in the Apparel Sector (2010–2025): A Systematic Literature Review	Sithumini Jayasekara Rekha Kulasekara Sudath Amarasena
02	13.15 - 13.30	Real-Time Automated Barcode System for GRN and Issuing in Mechanical Spare Parts Management	A.L.S.S. Wijewickrama, Nipun N. P. Dharmasiri, Buddima Bandara, G. A. D. Nawoda, G. I. P. Perera, Janitha Jeewantha
03	13.30 - 13.45	The impact of digital technologies on sustainability performance of the supply chains	Banusha Aruchunarasa Ilaria Guandalini
04	13.45 - 14.00	The effect of green supply chain management practices on organizational performance of hospitality industry in Sri Lanka: a case study based on six best five star hotels in Sri Lanka	Praveen Ranaweera Pradeepa Thennakoon
05	14.00 - 14.15	Impact of Occupational Health and Safety Management Practices on Operational - Level Employee Commitment in the Sri Lankan Apparel Manufacturing Industry: Galle District- Koggala Free Trade Zone	Rekha Kulasekara, Sanuri De Silva S C R S Akash
06	14.15 - 14.30	Investigating Operational Drivers of the Bullwhip Effect in the Upstream Supply Chain of the FMCG Industry	Shaja Musthaffa Ashani Galagedara

