

PARALLEL SESSIONS

HUMAN-CENTRIC AI AND SUSTAINABLE BUSINESS INNOVATION FOR FUTURE ECONOMY

ORGANIZED BY FACULTY OF BUSINESS | 15 OCTOBER 2026

9TH INTERNATIONAL CONFERENCE ON BUSINESS INNOVATION (ICOBİ 2026)

KEYNOTE SPEAKERS

PROF. JACQUINE THAM



Associate Professor Dr. Jacqueline Tham is an accomplished academic, researcher, and management professional with over 20 years of multinational industry experience and an established track record in leadership, artificial intelligence, digital transformation, sustainable business innovation, and business remodelling.

She is currently affiliated with the Management and Science University (MSU), Malaysia, where she contributes actively to postgraduate education, research, and industry engagement. She has published more than 100 Scopus-indexed journal articles and successfully supervised over 40 postgraduate graduates. Her research and thought leadership focus on Human-Centric AI Leadership, future-ready organizations, digital transformation, and sustainable innovation. By bridging academic excellence with practical industry insights, she has become a respected voice in shaping the future of business, leadership, and higher education in the AI-driven economy.

MR. SUPUN WEERASINGHE

Mr. Supun Weerasinghe is the Executive Director and Group Chief Executive at Dialog Axiata PLC, a position he holds since 2017. His career in telecommunications began with Dialog in 1999, where he progressed through various key roles, including Head of Strategy, CEO of the Mobile Business, and Group Chief Operating Officer. In 2013, Mr. Weerasinghe functioned as the Group Chief Strategy Officer at Axiata Group Berhad in Malaysia. He then led Robi Axiata Limited in Bangladesh as the CEO and Managing Director from 2014 to 2016. Mr. Weerasinghe serves on the Boards of Hemas Holdings PLC, The Ceylon Chamber of Commerce and UNGC Network, Sri Lanka.



He is a Fellow Certified Management Accountant, Sri Lanka, Fellow Member of the Chartered Institute of Management Accountants, UK, and holds a Bachelor of Science in Accountancy and Financial Management from the University of Sri Jayewardenepura, Sri Lanka. Mr. Weerasinghe holds an MBA from the University of Western Sydney, Australia, and is an alumnus of the Harvard Business School.

EVENT AGENDA

09.00 AM	Registrations and Welcome
10.00 AM	Lighting of the Traditional Oil Lamp
10.10 AM	Welcome Dance
10.15 AM	Welcome Speech - Ms. Anne Pathiranage , Dean, Faculty of Business
10.20 AM	Conference Profile Video
10.30 AM	Keynote Speech - Prof. Jacqueline Tham , Associate Professor, Management & Science University, Malaysia
11.00 AM	Launching of the Conference Proceedings and International Journal of Contemporary Business Research (IJCBR)
11.20 AM	Keynote Speech - Mr. Supun Weerasinghe , Group Chief Executive / Non-Independent Executive Director, Dialog Axiata PLC
11.50 AM	Vote of Thanks – Assoc. Prof. Thilini De Silva , Conference Chair
12.00 PM	Lunch
01.00 PM	Commencement of Conference Parallel Sessions / Poster Presentations

PARALLEL SESSIONS

TRACK 01	ECONOMIC DEVELOPMENT, ACCOUNTING, FINANCE, AND BUSINESS ANALYTICS
TRACK 02	EDUCATIONAL INNOVATION AND LANGUAGE LEARNING FOR BUSINESS
TRACK 03	ENTREPRENEURSHIP, INNOVATION, AND STRATEGIC BUSINESS TRANSFORMATION
TRACK 04	GOVERNANCE, LAW, COMPLIANCE, AND ETHICAL BUSINESS PRACTICES
TRACK 05	HUMAN RESOURCE MANAGEMENT, LEADERSHIP, AND ORGANIZATIONAL PRACTICES
TRACK 06	MARKETING, BRANDING, MEDIA, AND COMMUNICATION
TRACK 07	OPERATIONS, MANUFACTURING, LOGISTICS, AND SUPPLY CHAIN MANAGEMENT
TRACK 08	TOURISM, HOSPITALITY, AND SUSTAINABLE BUSINESS

ECONOMIC DEVELOPMENT, ACCOUNTING, FINANCE, AND BUSINESS ANALYTICS

Session	01
Venue	L 101 (B1 Floor)
Session Chair	Dr. Neelangi Nanayakkara
Session Co-Chair	Prof. Athula Manawaduge

No	Paper Title	Presenter / Author(s)
01	The Impact of Psychological Factors on Young Professionals' Personal Financial Management Behavior	J. P. S. C. Jayaweera
02	Financial Literacy as a Predictor of Retirement Planning Intention Among Young Adults in Sri Lanka	D. H. M. S. S. Dissanayake
03	The Role of Multilateral Climate Funds in Shaping the Architecture of Climate Finance	G. M. A. D. Ravindu Navanjana
04	Adoption of LLM-Driven NL-to-SQL Generation for Querying a Kimball-Modeled Sales Data Warehouse Through an Interactive Web Application	N. C. K. H. Nanayakkara
05	Digital Literacy and Financial Scam Vulnerability Among Sri Lankan Adults: A Quantitative Analysis	P. T. G. Viwantha Prabuddhaka
06	The Impact of Artificial Intelligence and Industry 4.0 on Transforming Accounting and Auditing Practices	Hirushi Hasandika
07	Financial Literacy and Investment Decisions Among Working Women in Sri Lanka: A Theory of Planned Behaviour Perspective	Aushadharie Thalahiti Vidanalage
08	Explainability of AI Credit Decisions to Foster BNPL Continuance	Kushani Yasithanjanee
09	Perceived Parental Financial Behaviour, Financial Literacy, and Investment Behaviour of Young Adults	W. W. S. R. Jayawardhana, H. G. M. S. Jayarathna
10	Impact of Behavioral Biases on Investment Decision-Making: Moderating Role of Financial Literacy	Tharushi Piyumalee

ECONOMIC DEVELOPMENT, ACCOUNTING, FINANCE, AND BUSINESS ANALYTICS

Session	02
Venue	L 102 (B1 Floor)
Session Chair	Prof. Saman Yapa
Session Co-Chair	Ms.Sashini Gayanika

No	Paper Title	Presenter / Author(s)
01	Privacy Concerns and Intention to Adopt InsurTech: Examining the Moderating Role of Privacy Literacy Among Sri Lankan Policymakers	A. S. Colombage, Yelani Thejika
02	Disposable Income and Consumer Demand for Luxury Products: Examining the Mediating Role of Lifestyle Aspiration Among Professionals in the Kandy District, Sri Lanka	H. G. S. Keshini Senarath
03	The Impact of Service Quality on Cryptocurrency Investment Intention: The Mediating Role of Trust in Cryptocurrency Platforms	Lohan Ekanayake
04	Economic Impact of U.S. Tariffs Using Explainable Machine Learning and Macroeconomic Indicators	Krishantha Ranaweera
05	Time Series Modeling of Temporal Patterns in Saltwater Fish Production in Hambantota, Sri Lanka	W. D. T. D. P. Perera, D. M. P. M. Dasanayaka
06	Predictive Modelling for Leading Cryptocurrency Prices with Structural Changes	G. V. N. Dilunika Silva
07	Investigating the Determinants of Financial Decision-Making Confidence Among Newly Self-Earning Management Undergraduates in Sri Lanka	Dineth Bamunukula
08	Quantifying the Economic Impact of Smart Port Adoption on Regional Trade Competitiveness: A Difference-in-Differences Design for Emerging-Economy Ports	Sachini Weerasinghe

EDUCATIONAL INNOVATION AND LANGUAGE LEARNING FOR BUSINESS

Session	01
Venue	005 (G Floor)
Session Chair	Dr. Sepali Bamunusinghe
Session Co-Chair	Dr. Piyumi Wickramasinghe

No	Paper Title	Presenter / Author(s)
01	From AI Awareness to Attitudes Toward AI in Auditing: Accounting Students in Sri Lanka	Charmain Hakshanaa Patrick
02	The Association Between Generative Artificial Intelligence Use in Academic Learning Tasks and Germane Cognitive Load Among Sri Lankan Undergraduates	E. A. Kavindi Apsara Premathilaka
03	ULTRA GAT & GCN: Explainable Topology-Aware Handwritten Character Recognition Using Graph Neural Networks	Janarthan Vijayakumar
04	A Human-Centric Adaptive Gamification Framework for Personalized Learning in Learning Management Systems: A Design Science Research Approach	J. P. D. Wijesekara, M. N. M. Afsaan
05	A Composite Indicator for Measuring Students' Responsible AI Adoption Behaviour Across Ethical, Technological, and Institutional Dimensions	Thilini Bakmeedeniya
06	Preparing Future Professionals: Responsible AI Use and the Development of Business Communication Competencies in Higher Education	Thisali Chandranath
07	Factors Influencing Teachers' Adaptability to School Management Information Systems: An Empirical Study of Sri Lankan Government Schools	L D T T De Silva

EDUCATIONAL INNOVATION AND LANGUAGE LEARNING FOR BUSINESS

Session 02

Venue 009 (G Floor)

Session Chair Prof. Kusumi V. Dhanapala

Session Co-Chair Ms. Natashya Chamba
Mr. Sampath Soysa

No	Paper Title	Presenter / Author(s)
01	Hierarchical Communication Barriers and the Suppression of Upward Feedback in Sri Lankan Companies: A Qualitative Study	F. Sarah Sheham Ramiz
02	Integrating Education for Sustainable Development into Secondary Education in Sri Lanka: A Case Study of Educators' Perspectives	A. Ahinsa Udari Alwis
03	Academic Procrastination and Test Anxiety Among Bachelor of Education Undergraduates: A Case Study	L. A. M. Hansani, Ranula Udayakumari
04	Mobile Dependency in Higher Education: A Bibliometric Mapping of Nomophobia and Related Constructs Among University Students	R. H. Banduge Nimesha Kumarasinghe, D. M. Piyumi Sewwandi
05	From Examination-Oriented Learning to Communicative Confidence: First-Year Undergraduates' Perceptions at a Sri Lankan Private University	Ashani Jayasundara
06	TikTok as a Tool for Critical Reflection in ESL Writing: An Exploratory Study of a Sri Lankan Undergraduate	Fairoza Fairooz
07	Beyond Awareness: An Empirical Study of Factors Influencing Generative AI Tool Adoption Among UI/UX Practitioners in Sri Lanka	Dulanjali Wijesekara

ENTREPRENEURSHIP, INNOVATION, AND STRATEGIC BUSINESS TRANSFORMATION

Session 01

Venue L 209 (B2 Floor)

Session Chair Dr. Atul Mishra

Session Co-Chair Prof. Thilini De Silva

Dr. Sankalpa Gamwarige

No	Paper Title	Presenter / Author(s)
01	Which Knowledge Management Capabilities Are Associated with Digital Marketing Performance? Evidence from Sri Lanka's Pharmaceutical Sector	P. Posonya Rithmanthi Perera, Charmain Hakshanaa Patrick
02	Impact of the Scrum Framework on IT Project Effectiveness in Sri Lanka	Uralakalasi Malki, Kisalka Wijesinghe
03	Designing a Human-Centric Artificial Intelligence Framework for Digital Transformation in Family-Owned Textile Retail SMEs: A Sri Lankan Case Study	N H Dabare
04	Continued Platform Use by Gig Tourism Micro-Entrepreneurs: A UTAUT2 Review	Yethan Weerapana
05	A Hybrid Three-Stage Optimization Framework for Cut Order Planning in Apparel Manufacturing Using Largest Remainder Method and Large Language Model (LLM) Critics	W. M. A. J Weerabahu
06	Toward Human-Centric AI in Business Analytics: A Conceptual Framework for Sustainable Financial Decision-Making in Small and Medium Enterprises	Senesh Fitzroy Mendis, Thyagi Uwishewa
07	The Impact of Digital Literacy on Entrepreneurial Intention Among Generation Z: Evidence from a Private Higher Education Institution in Sri Lanka	Shehani Joseph
08	Ceylon360°: A Culturally-Embedded Digital Marketplace Model for Empowering Sri Lankan Artisan Entrepreneurship	Dinura Mendis

ENTREPRENEURSHIP, INNOVATION, AND STRATEGIC BUSINESS TRANSFORMATION

Session	02
Venue	L 210 (B2 Floor)
Session Chair	Prof. B. Nishantha
Session Co-Chair	Dr. Tharindu Gunathilake

No	Paper Title	Presenter / Author(s)
01	Exploring the Impact of Artificial Intelligence on Decision-Making Processes in IT Projects: A Qualitative Study in the Colombo District, Sri Lanka	K D H Shanali Kalubowila
02	Predicting Startup Success: Machine Learning Evidence for the Digital Venture Resilience Framework	D L Sachin Mamoru
03	Determinants of User Acceptance in Public Transit Digitization: An Extended UTAUT Analysis of the SLTB eSeat.LK Platform	Waruna Dananjaya
04	The Impact of Scope Creep on the Success of Construction Projects in the Western Province of Sri Lanka	T D H Ilamalullage
05	Determinants of Customer Satisfaction in AI-Powered Banking Applications Among Young Adults Aged 18–35 in Sri Lanka	W. Thanushi, Wihangana Fernando
06	AI-Driven Facial Recognition for Retail Fraud Prevention: Implementation, Evaluation, and a Next-Generation Biometric Security Framework	T. A. Chathuri Kaushalya
07	Investigating Subtle UI Micro-Interactions as a UX Innovation for User Emotion and Digital Product Competitiveness	M. A. Nipuni Nadeeshani Isurika
08	MindCare: An AI-Powered Mental Health Companion for Student Well-Being	Sanuji Walgampaya

GOVERNANCE, LAW, COMPLIANCE, AND ETHICAL BUSINESS PRACTICES

Session	01
Venue	ICML (B2 Floor)
Session Chair	Prof. Shanthi Segarajasingham
Session Co-Chair	Prof. Samurdhi Jayamaha
	Dr Nayoma Ranawaka

No	Paper Title	Presenter / Author(s)
01	Evaluating the Adequacy of Sri Lanka's Personal Data Protection Act, No. 9 of 2022 for Responsible Artificial Intelligence Governance: A Comparative Analysis with the United Kingdom	Hirudini Wickramanayake, Tharinsa Gamage
02	A Personality Rights Framework for the Protection of Digital Identity Against AI-Generated Deepfakes in Sri Lanka	Shiran Harsha Widanapathirana
03	Defamation in the Age of Generative AI: Evaluating the Adequacy of the UK Defamation Act 2013	L. L. Shihara Tanvi
04	Does Gen Z Customers' Perceived Data Governance Shape Customer Brand Advocacy? The Mediating Role of Brand Image	K. H. S. J. Kumarasingha, B. V. T. Nirodha
05	AI-Driven ESG Reporting and Greenwashing: A Legal Analysis of Corporate Accountability in Sri Lanka	Hirudini Wickramanayake
06	Rights of Songwriters v. Digital Intermediaries: A Critical Analysis of the EU Copyright Regime	Chameeliya Rajapaksha, Tharinsa Gamage

HUMAN RESOURCE MANAGEMENT, LEADERSHIP, AND ORGANIZATIONAL PRACTICES

Session	01
Venue	106 First Floor
Session Chair	Prof. Geetha Tharangani
Session Co-Chair	Mr. Prasanna Perera Dr. Anurudda Gamage

No	Paper Title	Presenter / Author(s)
01	Exploring the Underlying Causes of the Underrepresentation of LGBTQ+ Individuals in Leadership Roles Within Multinational Companies in Sri Lanka	D. P. Thanthriwattage, Prabha Silva
02	The Relationship Between Occupational Stress and Employee Performance: The Mediating Role of Employee Engagement Among Non-Executive Bank Employees in Sri Lanka	H. W. Y. R. Soysa
03	Towards an AI-Era Human Resource Competency Framework for Sri Lanka's Private Sector: A Literature-Driven Conceptual Model and Empirical Validation Agenda	D. M. T. Udara
04	Boundaryless Emotional Labour: An Integrated Multi-Theory Framework for Emotional Labour in an Always-Connected Age	A. K. T. Vidanalage
05	The Impact of Occupational Stress on Retention of Tea Plantation Factory Officers: Evidence from the Nuwara Eliya District, Sri Lanka	Tharushi Attanayake
06	Factors Influencing the Choice of Accounting & Finance Students' Career Pathways: A Case Study of a Private University in Sri Lanka	Gayani Weerasinghe
07	Organizational Information Maturity as a Foundation for HR Digitalization Success: Developing the HR Digitalization Success Matrix	Mahinda Pathirana
08	Factors Affecting Employee Motivation in Sri Lanka's Tea Plantation Industry: Wages, Working Conditions, Recognition, and Growth Opportunities	Shehani Joseph

HUMAN RESOURCE MANAGEMENT, LEADERSHIP, AND ORGANIZATIONAL PRACTICES

Session 02

Venue 104 First Floor

Session Chair Prof. Dinoka Perera

Session Co-Chair Ms. Aushadharie Kaushalya
Dr. Aruna Dayantha

No	Paper Title	Presenter / Author(s)
01	Human-Centric Artificial Intelligence and Employee Well-Being, Examining the Sequential Mediating Role of Psychological Safety and Trust in AI: A Special Reference to Academics from Sri Lankan State Universities	Jasinth Nirojan
02	Workplace Ostracism and Normative Commitment: The Mediating Role of Self-Esteem and the Moderating Role of Extraversion Among Public Sector Employees in Sri Lanka	Thasika Thanushan, Thasika T
03	Leader Voice Endorsement Transparency and Employee Voice Behaviour: The Moderating Role of Employee Workplace Status in the Sri Lankan Information Technology Sector	S. Manjula
04	Legal and Human Resource Management Challenges of AI-Driven Recruitment for Neurodivergent Talent: A Qualitative Study Based on Expert Perspectives	Prabha Silva, Samithri Wanniachchy
05	Impact of Work-Related Factors on Workplace Productivity Among IT Employees in Sri Lanka	C. M. Balasuriya, G. P. K. Perera
06	Factors Influencing Organizational Learning in Sri Lanka's Private Banking Sector	Gayani Weerasinghe
07	Impact of Abusive Supervision on Employee Performance: Evidence from Colombo's Private Sector	Mayumi Kashmika

MARKETING, BRANDING, MEDIA, AND COMMUNICATION

Session	01
Venue	L 206 (B2 Floor)
Session Chair	Dr. Christopher Agyapong Siaw
Session Co-Chair	Dr. Nishadi Gampathiran

No	Paper Title	Presenter / Author(s)
01	Mediating Role of Perceived Usefulness on the Relationship Between Online Trust, Consumer Anxiety, and Digital Banking Adoption Among Sri Lankan Millennials	P. A. K. D. Athukorala, Kalni Peiris
02	Impact of AI-Generated Advertising Attitude on Brand Equity in FMCG Brands: The Moderating Role of Brand Trust	R. H. Banduge
03	Moderating Role of Gender on Relationships Between Informational Value and Entertainment Value on Brand Recall of Sri Lankan Generation Z YouTube Advertisement Consumers	Rochana Wijemanna, Venura Colambage
04	Predictors of Unisex Fragrance Purchase Intention in a Largely Young Sample	H. A. K. A. N. Bandara
05	Enhancing Sensory Experience in Retail Interiors as a Strategy for Establishing Brand Identity	H. A. S. Madushika, D. M. Rajapaksha
06	The Impact of Social Media Influencer Marketing on Generation Z Purchase Intention in Sri Lanka	W. M. T. T. Wanigasekara
07	Factors Influencing Green Purchase Intention Among Business Undergraduates in Sri Lanka	Aushadharie Thalahiti Vidanalage

MARKETING, BRANDING, MEDIA, AND COMMUNICATION

Session 02

Venue L 207 (B2 Floor)

Session Chair Dr. Thanuka De Silva

Session Co-Chair Dr. Manoj Jinadasa

No	Paper Title	Presenter / Author(s)
01	Instagram Marketing and Purchase Intention Among Young Consumers in Colombo	S. A. P. C. Perera, T. Yatawara
02	When Meaning Breaks: Cognitive Ambiguity, Film Literacy, and Culturally Situated Interpretation of Open-Ended Abstract Cinema Among Sri Lankan Audiences	K. G. M. M. Kappagoda
03	Social Media Marketing Features and Apparel Product Purchase Intention: The Mediating Role of Brand Trust and the Moderating Role of Hedonic Motivation	Minura Senadeera
04	Factors Influencing Sri Lankan Millennials' Purchase Intention on Sustainable Apparel Products	D. M. O. Rayushka
05	AI-Driven Advertisement Pre-Testing for Emerging Markets: A Design Science Study of an Agentic Marketing Intelligence Platform	Geemal Muthugala, Thiyoda Pusadeniya
06	Determinants of Consumer Purchase Intention Toward Organic Soft Drinks: Evidence from the Western Province of Sri Lanka	N. P. Naidu, H. A. Mihiri Buddika
07	The Impact of Brand Semiotics on Purchase Intention: The Mediating Role of Sensory Brand Experience Among Generation Z Consumers of Fast-Moving Consumer Goods (FMCG) Food Products Packaging in Sri Lanka	M. S. Yashodara Fernando, Rashika Mudunkotuwa
08	Factors Influencing Sustainable Fashion Avoidance Among Sri Lankan Millennial Consumers: A Brand Avoidance Perspective	Thisali Yatawara
09	An Exploration of How AI-Generated Visuals Shape Creative Practices of Illustrators in Sri Lankan Print Media: A Study Based in Colombo District	Chathumini Gurulumulla

OPERATIONS, MANUFACTURING, LOGISTICS, AND SUPPLY CHAIN MANAGEMENT

Session	01
Venue	L 108 (B1 Floor)
Session Chair	Dr. Gauri Prabhani
Session Co-Chair	Mr. Shaja Musthaffa Mr. Saman Kandanearachchi

No	Paper Title	Presenter / Author(s)
01	Assessing Barriers to Reverse Logistics of End-of-Life Electric Vehicle Batteries in Sri Lanka: A Stakeholder-Based Approach	Hansika Deivendra, Kavindu Jayasuriya
02	Reducing Peak-Hour Queue Congestion at an Urban Filling Station: A Discrete-Event Simulation Case Study of ABC Filling Station, Sri Lanka	J. H. P. K. S. Jayasekara
03	Challenges and Limitations Faced by Construction Professionals When Applying MCDM Techniques to Supplier Selection	Chandrabashini Vishaka Rajasekara
04	Quantifying the Economic Impact of Smart Port Adoption on Regional Trade Competitiveness: A Difference-in-Differences Design for Emerging-Economy Ports	W. M. S. K. Weerasinghe
05	Digital Twin Applications in Port Operations: A Framework for Container Terminal Efficiency in Emerging Economies	W. M. S. K. Weerasinghe
06	Barriers to Digitalization and Smart Operations in Sri Lankan 3PL Warehouses	Malith Pathirathne
07	Blockchain Enabled Smart Contracts for Transparency in Multi-modal Freight Logistics: A Literature Review	W. M. S. K. Weerasinghe

OPERATIONS, MANUFACTURING, LOGISTICS, AND SUPPLY CHAIN MANAGEMENT

Session 02

Venue L 104 (B1 Floor)

Session Chair Prof. Amila Thibbotuwawa

Session Co-Chair Dr. Rashika Mudunkotuwa

Mr I G Perera

No	Paper Title	Presenter / Author(s)
01	The Impact of Inventory Management Practices on Operational Performance of Food Manufacturing Companies in Sri Lanka	Pasindu Sandaruwan
02	The Impact of Night-Time Infrastructure on the Perceived Revenue Growth of Informal Vendors in Colombo City, Sri Lanka	Harshana Senavirathne
03	Impact of Sustainable Procurement Practices on Supply Chain Performance of the Apparel Industry in Sri Lanka	S. Samankumari
04	Advancing Smart Ports on Digital Transformation: A DEA Efficiency Assessment	Narthsirinth Netrith
05	Strategic Pathways for Circular Economy Integration in End-of-Life Electric Vehicle Batteries: A Thematic Analysis of Technological, Policy, and Supply Chain Interventions	Prabha Silva

OPERATIONS, MANUFACTURING, LOGISTICS, AND SUPPLY CHAIN MANAGEMENT

Session 03

Venue L 111 (B1 Floor)

Session Chair Dr. Jayani Sudusinghe

Session Co-Chair Dr Damayanthi Dahanayaka

Mr Indika Kumara

No	Paper Title	Presenter / Author(s)
01	Apparel Manufacturing Relocation in Developing Countries: An OLI Review	Nadeeka Kariyawasam
02	Human-Centric Practices and Operator Well-Being in Industry 5.0: A JD-R Review	Tekshila Peramune
03	Evaluating the Impact of Integrated Business Systems on Business Process Optimization Using Data Analytics in Developing Countries: A Systematic Literature Review	Jamaltheen Nufra Jahan
04	The Impact of Occupational Safety and Health Measures on Employee Productivity Enhancement: A Case Study on ABC Cement Manufacturing Company	K. D. Anugi Suhara
05	Assessing the Impact of Sustainable Packaging Innovations on Millennials' Purchasing Intention: Evidence from the Personal Care Consumer Goods Market in Sri Lanka	S. M. R. D. Smarakoon
06	An SCI-Based Systematic Review of Cold-Chain Operational Capability	Shehara Rajakaruna

TOURISM, HOSPITALITY, AND SUSTAINABLE BUSINESS

Session	01
Venue	108 (1st Floor)
Session Chair	Dr. Danqing Liu
Session Co-Chair	Ms. Kalni Peiris Dr. Shaffaath Amidon

No	Paper Title	Presenter / Author(s)
01	Instagram Advertising and Revisit Intention at Outdoor Concerts in Colombo	Ishini A Heenatigala, S. P. Dodantenna
02	Sri Lankan Tourism Market Intelligence Framework: A Machine Learning-Based Approach for Identifying High-Potential International Tourist Markets	D. W. Hiruni Indra Dhanushi
03	Beyond Tourist Satisfaction: The Direct Effect of Service Quality on Revisit Intention in Ayurveda Wellness Resorts in the Western Province of Sri Lanka	S T Welsh
04	The Influence of Traditional Fashion Tourism Experiences on Destination Loyalty: The Mediating Role of Destination Brand Image	Chamin Jayamini Wijeyrathna
05	Audience Construction of Destination Image in YouTube Food Travel Vlogs	Pathirage Kasun Udara Perera
06	Exploring the Impact of Service Quality on Customer Loyalty: A Special Reference to Five-Star Hotels in Hambantota, Sri Lanka	Tharindi Vimansa Alagiyawadu

TOURISM, HOSPITALITY, AND SUSTAINABLE BUSINESS

Session	02
Venue	010 (G Floor)
Session Chair	Prof. Rangana Sri Shalika
Session Co-Chair	Mr. Venura Colobage
	Mr. Ashan Karunananda

No	Paper Title	Presenter / Author(s)
01	The Impact of Hotel Staff Emotional Intelligence on Guest Satisfaction in Colombo, Sri Lanka	Yasasi Ganewatte
02	Impact of Work Flexibility on Job Satisfaction Among Employees in Private Event Companies in the Western Province, Sri Lanka	P. C. Vibashi Gomes
03	Norm Activation and Sustainable Tourist Booking Intentions in Sri Lanka	R. M. Sandali Hansika Rathnayake
04	The Impact of Work-Life Balance on Job Satisfaction Among Entry-Level Women Employees in Five-Star Hotels in Sri Lanka	G. H. K. Premodani
05	Agglomeration Strategy Towards Rural Resilience: Perspectives of Homestay Tourism Operators in Sri Lanka as a Developing Tourism Economy	Prabodya Munasingha
06	Community Involvement in Sustainable Tea Tourism: Employment, Cultural Preservation, and Social Entrepreneurship in Sri Lanka's Tea-Growing Regions	Kasun Perera
07	The Impact of Tourist Satisfaction on Tourist Expenditure in Down South Sri Lanka	Dishni Gunasekara



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