

Preface

With the view to providing a platform for academics, researchers, industrial professionals and university students to present their experiences, research findings and recent progress in their fields, Faculty of Management and Commerce, South Eastern University of Sri Lanka (SEUSL) organizes Annual Research Conference (ARC). The theme of the ARC 2014, 'Diversity in Business, Finance and Technology Management' signifies the prominence of innovation being transpired in the fields of business, finance and technology.

This conference has focused on five key tracks such as, Business & Entrepreneurial Development, Marketing Management, Human Resource Development, Accounting & Finance, Technology Management and Economics. The double blind reviewing of the papers was done by two experts in the field and the rejection rate was 44%. Some of our local researchers have co-authored with international researchers and contributed their findings to adorn our forum. This has paved the way for potential international authors to make their contributions in our future Conferences to come.

On behalf of Organizing Committee of ARC 2014, we thank all authors for their submissions and camera-ready papers. We also thank our Vice Chancellor, Dr. S.M.Mohamed Ismail for his enormous support and the Keynote Speaker, Prof. L Lakshman Ratnayake, Chairman, Sri Lanka Institute of Information Technology, for his acceptance of our invitation and his keynote address. We also acknowledge the commitment of the organizing committee and academic, administrative and non-academic staff of the Faculty and the University.

We hope that ARC will continue to provide researchers with an exciting and enriching platform for showcasing their research and innovation in future.

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