Table of Contents

Abstract of Keynote
Diversity in Business, Finance and Technology Management
Business and Entrepreneurial Development
Celebrity Endorsement and Product Harm Crisis Management: A Comparative Study 3 Ganganee Chandima Samaraweera, Chongguang Li & Ping Qing
External Drivers of State Organisational Change: Principal Component Factor Analysis 9 Mohideen Bawa Mohamed Ismail
Study on the Work Effectiveness of Graduates in the Public Sector Organizations 20 Subathini Priyadharsan
The Role of Blue-Collar Migrant Labour in industries of Western Province, Sri Lanka31 Jothimuni Manoj Suranga & Wijamuni Durage Thilak Padmasiri
Human Research Development
Analyzing the Extrinsic Job Satisfaction of Government and Private Bank Employees in Ampara Region, Sri Lanka
The Impact of Organizational Commitment on Job Involvement of Bank Managers in Sri Lanka
Impact of Demographic Factors on Extrinsic Job Satisfaction: Special Reference to Government School Teachers of Kalmunai Educational Zone
An Empirical Investigation of Employees' Participation in Non-Mandatory Training Programs in Financial Institutions in Sri Lanka
Impact of Workforce Diversity Management Employee Performance: An Empirical Study on Two Government Hospitals at Akkraippattu in Eastern Province in Sri Lanka

Marketing Management
A Study on Sectorial Difference of Buying Behavior of Consumers towards Bakery Foods with Special Reference to Balangoda Divisional Secretariat Division
Probability of Strengths and Weaknesses of Tourist Places with Special Reference to Ampara Coastal Belt
A Study on Consumer Buying Behaviour of Fairness Cream: Special Reference Totrincomalee Town and Gravets
Technology Management
The Lecturer's Interpretations on the Application of E-Leaning Platform in Architectural Edification
A Study into the Relationship between IT Governance Domain and Business - IT Alignment in Managing IT Investment
E-Learning Readiness in Central Colleges in Sri Lanka
Implementation of KOHA Integrated Library Management System in a Multilingual Environment of the South Eastern University of Sri Lanka
Accounting and Finance
Factor Affecting Investment Decision on Computerized Accounting System - Special Reference to Small and Medium Enterprises
An Empirical Study on Relationship Between Working Capital Management and Profitability of Listed Manufacturing Companies in Sri Lanka
Economics
Export Diversification and Intensive Margin of Processed Food Exports in Sri Lanka 197 Hasthimuni Nadeeka de Silva