
ISSN 1391-8230

JOURNAL OF MANAGEMENT

Volume IX No. 1

October 2013



Published by the Faculty of Management & Commerce
South Eastern University of Sri Lanka
Olivil # 32360
Sri Lanka



EDITORIAL BOARD

Editor in Chief:	Mr. ALMA. Shameem Senior Lecturer, FMC, SEUSL	
Associate Editors:	Dr. S. Gunapalan Mr. MBM. Ismail	Senior Lecturer, FMC, SEUSL Senior Lecturer, FMC, SEUSL
Managing Editor:	Mr. MCM. Aswer	Senior Assistant Librarian, SEUSL
Editorial Advisory Board:	Dr. SM. Mohamed Ismail Dr. A. Jahfer Mrs. Sareena UMA Gafoor Ms. FHA. Rauff Mr. AMM. Mustahfa Mr. A. Haleem Mr. MBM. Irshad	Senior Lecturer, FMC, SEUSL Senior Lecturer, FMC, SEUSL Senior Lecturer, FMC, SEUSL Senior Lecturer, FMC, SEUSL Senior Lecturer, FMC, SEUSL Senior Lecturer, FMC, SEUSL Senior Lecturer, FMC, SEUSL

Publication: The Journal of Management is published two times in a year in April and October by the Faculty of Management & Commerce (FMC), South Eastern University of Sri Lanka (SEUSL).

Subscription: Foreign: US \$ 12 (SAARC Countries)
US \$ 25 (Other Countries)
Local: Rs.500.00 inclusive of postage

Subscription will be accepted as standing orders. Single issues also will be provided on request for Rs. 700.00 per copy. All orders must be accompanied with pre-payment in favour of the "South Eastern University of Sri Lanka". Sales request should be addressed to Assistant Registrar, FMC, and SEUSL.

Editorial Policies: Manuscript of research papers, reviews, and short communications in the field of management sciences should be accepted for publication on the understanding that they have not been published or submitted simultaneously for publication elsewhere. Manuscripts should be clearly typed in single-spaced; length may be usually limited to 20 pages in A4 size paper. Every manuscript must include a 100 – 150 words long abstract. By submitting an article, the author transfers the copyright to Editorial Board of the Journal.

All papers submitted for publication are examined and evaluated and by referees, to assess the suitability for publication. The Editorial Board reserves the right to edit the materials to conform to the style and format of the journal.

The Editorial Board is not responsible for any shortcomings in the form of inaccurate or misleading data, option or statement appearing in the Journal leading to confusion and criticism. So, the author is entirely responsible for the contents of the article subject to the above consideration.

Correspondence: All correspondence regarding the Journal articles should be sent to:

Editor in Chief

Editorial Office

“Journal of Management”

Faculty of Management & Commerce

South Eastern University of Sri Lanka

Oluvil #32360

Sri Lanka.

TP / Fax : 0094-67-2255069

E-mail : alma_shameem@seu.ac.lk

Copyright © Faculty of Management and Commerce, South Eastern University of Sri Lanka.

The Copyright covers the exclusive right to reproduce and distribute the article, including reprints, photographic reproductions, microforms or any other reproductions of similar nature and translations. No part of the article may be reproduced by the reader without permission in writing from the copyright holder.