



**7th Annual International
Research Conference – 2018
(AIRC 2018)**

**Faculty of Management and Commerce
South Eastern University of Sri Lanka**

**ENHANCING GREEN ENVIRONMENT
THROUGH INNOVATIVE MANAGEMENT
APPROACH**

**Proceedings
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Message from the Vice Chancellor

I am honored to write this congratulatory message to the 7th Annual International Research Conference, 2018 (AIRC 2018) organized by the Faculty of Management and Commerce, South Eastern University of Sri Lanka.

The 7th AIRC 2018, with the theme “Enhancing Green Environment through Innovative Management Approach”, takes an in-depth view at many of the issues raised by green management practices today, the complications and prospects created by the new products, services and applications. This conference is a footstep towards achieving our vision, “an internationally renowned center in South Asia for higher learning and innovations in sciences, technologies and humanities”, through becoming a world-class academic and research institution in order to produce human capital compatible with the 21st Century requirements of the world. The 7th AIRC basically offers an opportunity to bring academics, practitioners, industry personnel and students together and share new knowledge and findings generated through their research. The dissemination of knowledge through conferences organized by the South Eastern University of Sri Lanka enhances the opportunities in innovative management approaches and assist in implementation green technologies in production and service sectors.

I would like to congratulate the Faculty of Management and Commerce for their Commitment in organizing the AIRC for the 7th consecutive year. I am very much confident that this occasion will provide a podium towards tightening our relationships in knowledge sharing while at the same time provide the necessary drive in joint research collaborations and product commercialization.

I welcome all the participants to this conference and I wish that their presence and presentations will make the conference more important. I wish to express my deep appreciation to the organizing committee of the 7th AIRC for making this event a success. I wish all the paper presenters and participants all the success.

Prof. M.M.M. Najim

Vice Chancellor

South Eastern University of Sri Lanka



Message from the Dean

It is my great pleasure to write this message to the proceedings of 7th Annual International Research Conference □ 2018, Faculty of Management and Commerce, South Eastern University of Sri Lanka.

The Annual International Research Conference, Faculty of Management and Commerce provide an excellent opportunity to the academics who are keen to fill the gap of the research world. And we are so happy to provide an opportunity to present their research findings to a panel consist of eminent scholars.

The main focus of this conference - 2018 is “**Enhancing Green Environment through innovative management approach**” □ hich is the most suitable theme for the current period.

The conference proceedings include findings of the researches conducted by various researchers with the collaboration of different government and private sector organizations. The quality of the proceedings reflects the high standard of the research and the excellent contribution of the reviewers and the members of the editorial board. Their effort is highly appreciated.

Due to the success of the first six conferences conducted by faculty of Management and commerce, South eastern University of Sri Lanka Oluvil, this year too our faculty planned to conduct seventh annual international conference. Faculty received enough number of papers in this regard.

My sincere thanks go to the Vice Chancellor of the university for providing financial assistance and also his moral support to organize this event. The conference would not have been possible without the enthusiastic and hard work of a number of colleagues. I would like to express my appreciation to Mr. A. Haleem, Conference Coordinator, Mrs. M. Fathima Rashida, Conference secretary of 7th Annual International Research Conference 2018 and all committee members for their valuable contribution to make this event success. Finally, I take this opportunity to congratulate all presenters for successfully completing research projects and wish you all very best of luck.

Dr. S. Gunapalan

Dean

Faculty of Management and Commerce, SEUSL



Message from the Coordinator

It is my great honor and pleasure to deliver this message to the proceedings of the 7th Annual International Research Conference 2018 (AIRC 2018) of the Faculty of Management and Commerce, South Eastern University of Sri Lanka. The objective of the conference is to award with a platform for academic researchers and share the findings and latest information in the areas of Management, Accounting, Economics, Information Technology and Finance with their colleagues, industrial personnel, and academics from different parts of the world. The productive feedback that the researchers and research students may gather from this discussion could pave the way to frontiers of research.

The theme of this conference is **□Enhancing Green Environment through innovative management approach□□□**We publish in this conference proceedings **58** abstracts received from local and international researchers of various disciplines. Selected full research papers would be published in six journals. Complete efforts have been taken to implement the eco-friendly concept as per the advice of the Vice Chancellor.

The success of this event comes from the greatest collaboration, dedication and talents rendered by all the academics and nonacademic together with the students of Faculty of management and commerce. I would like to thank Prof. MMM Najim, the Vice Chancellor, South Eastern University of Sri Lanka for his proper guidance for this conference. I also appreciate the efforts, motivation and encouragement given by Dr. S. Gunapalan, Dean of the Faculty of Management and Commerce towards organizing this event and for all efforts to make this event a success.

I should extend my thankfulness to Cavalier Prof.(Dr.) K. Maran, Professor & Director, Sri Sai Ram Institute of Management Studies - Sri Sai Ram Engineering College, Chennai, Tamil Nadu, India for delivering keynote address in this conference which was well accepted and appreciated. Further, I would like to express my sincere thanks to Dr. AMM. Musthafa, Acting Coordinator to the AIRC 2018, for his valuable support to complete this huge task.

Chairpersons and members of different sub-committees have done a great job in organizing this conference, and I would like to thank them for their enormous support, continuous interest as well as constructive suggestions to make this event a successful one. Reviewers and Editorial Board deserve special thanks for their tireless contributions to the success of this conference. Further, the contributions of track coordinators are excellent and I have to thank them as well. Furthermore, the contributions, hard work and cooperation offered by Mr. Sabraz Nawaz, Chief Editor and Mr. A.J.M. Hasmy, the Managing Editor, warrant our sincere appreciation and gratitude. The massive secretarial workloads born by Ms.M. Fathima Rashida, the Secretary to the 7th AIRC 2018, is much admirable and remembered. I would like to appreciate administrative staff for arranging all the necessary logistics needed to make the Conference a success. Finally, I wish all the presenters and participants a successful Research Conference.

Mr. A. Haleem

Coordinator

07th Annual International Research Conference - 2018

Faculty of Management and Commerce

South Eastern University of Sri Lanka.



Message from Keynote Speaker

In the face of pressing economic and environmental challenges, national and international efforts to promote green growth as a new source of growth have been intensifying in recent years. Building on this momentum can help to accelerate progress towards sustainable development and poverty reduction through, for example, more sustainable use of natural resources, efficiencies in the use of energy, and valuation of ecosystem services.

Green growth is a matter of both economic policy and sustainable development policy. It tackles two key imperatives together: the continued inclusive economic growth needed by developing countries to reduce poverty and improve wellbeing; and improved environmental management needed to tackle resource scarcities and climate change. When green growth began to be promoted through the economic stimulus packages, some governments approached it from a short-term growth perspective □ the potential to boost jobs and incomes through increased investment in some green (notably low-carbon) technologies. Others approach green growth from an environmental perspective □ the potential to internalize environmental externalities by mainstreaming sustainable development requirements into economic decision-making, notably through resource pricing and land use/infrastructure choices. The informal economy is very large in many developing countries and its potentials and hazards need to inform any transition to green growth in order to deliver more and better jobs and resilient livelihoods for poor people. Thus, there is growing convergence around the notion that the current economic system is not only unsustainable and inefficient in its resource use, but moreover is inequitable in its distribution of costs and benefits. Green growth is about reconciling and reinforcing various aspects of economic, environmental and social policies. This is achieved by taking into account the full value of natural capital and recognizing its essential role in economic growth. A green growth model promotes a cost-effective and resource efficient way of guiding sustainable production and consumption choices.

Dr. K. Maran

Professor & Director,

Sri Sai Ram Institute of Management Studies

Sri Sai Ram Engineering College, Chennai, India

Seventh Annual International Conference – 2018 (AIRC- 2018)

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