

JOURNAL OF BUSINESS STUDIES

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JOURNAL OF BUSINESS STUDIES

Overview

The Journal of Business Studies (JBS) is a double-blind peer-reviewed scholarly journal in the field of business and management. It is published on a bi-annual basis.

Aims and scope

The Journal of Business Studies seeks to publish empirical and theoretical research, and literature reviews, conducted in the field of business, management and emerging paradigms in allied areas of business and management. It aims to create a platform for both local and international scholars for exchanging their views and ideas and advance the frontier of theory and practice of business and management through the creation of new knowledge. The Journal of Business Studies encourages submissions adopting the variety of methods and methodologies. It encourages crossing boundaries and bringing insights from related disciplines such as sociology, psychology, anthropology, philosophy, political science and economics.

The JBS mainly focuses on the following research areas;

Economics

Human Resource Management

Organizational Behavior

Management Information System

Marketing Management

Operations and Supply Chain Management

Behavioral Finance

Business Law

Business Strategy

Corporate Governance

Trade and other allied areas of Business and Management

Editorial Note

The Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka, in academic partnership with Emerald Publishing, hosted its flagship event, the 6th International Conference on Contemporary Management (ICCM-2021), on 29th and 30th April 2021, with the theme of “Issues and Challenges of Sustainable Development: Fostering Resolutions towards Economic Resilience”. ICCM–2021 was convened to provide opportunities for scholars, researchers and industry experts to share knowledge and network in the contemporary world. The ICCM-2021 maintained a high-quality peer-review process for all the manuscripts submitted, starting with a primary evaluation that incorporated a plagiarism check. Rejections at this stage had either serious scientific flaws, very poor grammar or were outside the aim and scope of this conference. Those that met the minimum criteria were passed on to expert academicians in the domain for review. The selected best manuscripts were sent to Journals for special issue. Seven manuscripts have been qualified for the Journal of Business Studies, which has received 07 manuscripts.

The first paper of this special issue is about lean practices and benefits of the Sri Lankan small and medium enterprises. Just-In-Time, 3P, and Kanban/Kaizen/Pull systems are the most often used lean techniques, according to the survey. Better quality, customer demand for shorter lead times, and competitive price and service benefits achieved as a consequence of the implementation drive the adoption of lean methods in manufacturing SMEs. SMEs gain from greater customer satisfaction, improved corporate image, less waste, and increased efficiency and productivity.

The second paper is dealing with one important aspect of human resource management, i.e., leadership on organizational commitment. The findings of this paper indicate that transformational leadership has no direct impact on organisational commitment. Transformational leadership has a major impact on psychological empowerment. The findings also show that psychological empowerment has little influence on organisational commitment when

transformational leadership is used (direct effect and indirect effect are not significant). The authors came to the conclusion that transformative leadership is ineffective in motivating Development Officers in District and Divisional Secretariats.

Author of the third paper has focused on green the supply chain of apparel manufacturing companies in Sri Lanka. It has set its objective to investigate the Green Supply Chain Management Practices (GSCMPs) adopted and the challenges encountered in achieving a closed-loop supply chain in apparel manufacturing companies in Sri Lanka. According to empirical study, only a few firms have implemented all of the GSCMPs evaluated, resulting in a complete supply chain, while the bulk of companies are focused on a few practices. Green production is the most widely used GSCMP among the firms studied, while green delivery is the least widely used. The most prevalent barrier to creating a closed-loop supply chain was identified as high transportation costs, followed by high inventory costs and a lack of employees.

The fourth paper is engaged to examine consumer acceptance towards omnichannel approach in supermarket industry in Sri Lanka. This paper has set its objective to determining factors affecting consumer acceptance towards an Omnichannel approach. Results of this paper disclose that perceived usefulness and compatibility have a substantial positive influence on customers' behavioral intention to adopt an Omnichannel strategy, but perceived simplicity of use, cost, and risk have no significant impact. Out of the criteria considered, perceived compatibility is the most important.

The fifth paper of this special issue is answered on social sustainability with businesses through civil society engagement. The outcomes of this paper provides that CS generally comprehends business conduct as a transactional relationship in private sphere and translate into a social issue only when attached with sentiments and emotions that prompts engagement in public sphere. Businesses too in general perceive society as a transactional partner undermining human esteem, and therefore fail in enabling social sustainability through democratic means of engagement.

Author of the sixth paper has focused on the impact of total reward perceptions on employee retention with the mediating effect of work engagement of executive-level employees in the Sri Lankan insurance industry. Employee retention was found to be influenced by overall reward views and work engagement. Work engagement mediation is also partially funded. As a result, the research adds to the body of knowledge in the field of job engagement by demonstrating its mediating role in the link between total rewards perceptions and employee retention. In order to develop a more engaged workforce, the results collected lead firms to pay attention to overall rewards perception in terms of monetary, material, and non-monetary benefits.

The influence of competitive capabilities fostered by Community Based Tourist (CBT) empowerment programs on the performance of rural tourism enterprises, as well as important competitive qualities that affect company success, is addressed in the seventh paper of this special issue. Correlation and multiple regression analysis were used to generate the majority of the results. The findings indicated that CBT projects' empowerment initiatives had a substantial impact on MSSTES' commercial success. Capacity improvement, community collaboration and cohesion, and business know-how and management are the only predictors that have a substantial impact on company performance among the five components of competitive capacities.

This special issue of the Journal of Business Studies contains the above mentioned seven papers which are focused on different issues of management, operations, organisational relations, and marketing areas. It is our earnest hope that the readers will enjoy reading this special issue as much as we did.

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