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FROM THE EDITOR

Welcome to the International Journal of Contemporary Business Research (IJCBR), a premier multidisciplinary platform that bridges academia and practice to address the complexities of the global business landscape. Published bi-annually by the Faculty of Business, NSBM Green University, Sri Lanka, IJCBR aims to serve as a beacon of scholarly excellence in the fields of International Business, Marketing, Human Resource Management, Supply Chain, Finance, Economics, General Management, and beyond.

As businesses navigate an era of rapid transformation fuelled by technological advancements, globalization, and shifting consumer expectations, IJCBR remains committed to fostering impactful research that transcends conventional boundaries. Our scope, inherently global in its orientation, is complemented by the diverse expertise of our esteemed editorial board and a growing community of scholars worldwide. By championing empirical, theoretical, and applied research—underpinned by rigorous qualitative, quantitative, and mixed methodologies—the journal aims to generate actionable insights for academia, industry, and policymakers alike.

This edition underscores the journal's dedication to diversity and innovation, with featured studies spanning various disciplines such as Management Accounting and Finance, Marketing Management, Tourism Management, Operations and Supply Chain Management, Decision Sciences, Business Law, and more.

The first study, authored by Mithila and Lingesiya, examines explores the impact of cashless payment methods on Sri Lanka's economic growth, analysing their effect on real GDP using secondary time-series data from 2015 to 2022 and the AutoRegressive Distributed Lag (ARDL) model. It assesses key systems like Real-time Gross Settlement System (RTGS), Sri Lanka Interbank Payment System (SLIPS), and methods such as Internet and Mobile Banking, Credit Cards, and Debit Cards. Findings indicate a positive long-term relationship between RTGS/SLIPS and economic growth, while Internet Banking shows a negative correlation. In the short term, RTGS, Cheques, and Mobile Banking positively correlate with growth. The study underscores the importance of enhancing inefficient systems to drive sustainable economic progress, offering insights for policymakers and financial institutions to optimize payment ecosystems.

The second study by Chamuditha and Colombage investigates the determinants of intention to adopt Buy Now Pay Later (BNPL) services in Sri Lanka. Employing advanced statistical methods for data analysis, the research highlights the importance of perceived usefulness, social influence, and financial literacy in adoption intentions.

The third study, conducted by Dasanayake et al., explores behavioural intentions toward credit card repayments in Colombo. Using the Theory of Planned Behaviour, the study underscores the influence of perceived behavioural control, subjective norms, and attitudes on repayment behaviours.

Kangara and Eranda, in the fourth study, analyse the adoption of experiential marketing strategies in high-end hotels in Sri Lanka. The study emphasizes personalization, internal changes, and integrated management frameworks for enhancing customer experiences.

Weerasekara and Rajakaruna, in the fifth study, present a conceptual framework for entrepreneurial impact on brand development in the agricultural export sector. The research highlights branding and entrepreneurial actions as drivers of competitiveness.

In the sixth study, Withanaarachchi et al. evaluate the influence of digital marketing, sales promotion, and electronic word-of-mouth (E-WOM) on customer purchase intentions in the Sri Lankan handicrafts industry. E-WOM emerges as the most significant factor.

The seventh study by Jayakody et al. delves into psychosocial drivers of migration intentions among Generation Z in Sri Lanka. It highlights gender-specific factors and workforce implications, offering actionable recommendations for policymakers.

Chandima et al., in the eighth study, explore the role of digital information management in enhancing undergraduate students' digital literacy. The findings suggest that using and finding information are critical dimensions of digital literacy development.

In the study by Rajakaruna et al., the impact of soft skills on IT project success in Colombo, Sri Lanka is examined, focusing on eight skills. Leadership, motivation, adaptability, and effective communication were identified as the most significant factors. The findings highlight the importance of soft skills for better collaboration, conflict resolution, and project outcomes, recommending improved training to enhance Sri Lanka's IT sector competitiveness.

The tenth study, by Pathiranage et al., investigates the adoption of Computerized Accounting Systems (CAS) in SMEs. The study identifies technological capabilities and accounting expertise as significant drivers, while high costs remain a barrier.

Jayathissa et al., in the eleventh study, assess the impact of digital transformation on SME performance in Sri Lanka’s hotel industry. Compatibility and cost-effectiveness are identified as key enablers of performance improvement.

The twelfth study, conducted by Aththanayake, investigates revenue management strategies in casual dining restaurants, focusing on pricing and non-pricing techniques for revenue optimization. Using data from 191 restaurants in Sri Lanka's Badulla district, analyzed with SPSS and Smart-PLS software, the study finds that pricing strategies significantly impact revenue more than non-pricing methods like overbooking and capacity management. The research highlights the need for data-driven approaches to refine revenue management and offers actionable insights for restaurant managers to enhance profitability.

The thirteenth study by Dilrangi et al. examines the impact of resilient leadership on employee empowerment in Sri Lanka’s private higher education sector. Findings show that leadership resilience fosters a supportive work environment.

The fourteenth study, authored by Mahat, investigates the mediating roles of techno-competence and techno-complexity in digital payment systems within Kathmandu Valley’s banking sector. The study provides strategies for optimizing employee productivity.

Perera, in the final study, explores the dynamics of human-AI collaboration in modern workplaces. The research provides insights into enhancing employee productivity and job satisfaction in service sector organizations.

We extend our deepest gratitude to the authors, reviewers, and editorial board members whose tireless efforts uphold the integrity and quality of the International Journal of Contemporary Business Research. Your contributions are instrumental in advancing the frontiers of knowledge and fostering dialogue on critical issues shaping modern business.

As you engage with this edition, we encourage you to reflect on the insights presented and consider how they may inform your academic pursuits or professional practices. Let us continue to collaborate, innovate, and inspire action towards a resilient and equitable global business environment.

Prof. Lester Jhonson

Editor-in-Chief

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