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Editorial Note

Dear Readers,

We are delighted to present the issue 1 of the 11th volume of the Journal of Management Matters, a refereed bi-annual journal published by the Faculty of Management Studies of Rajarata University of Sri Lanka. In this issue, we continue to explore and celebrate the diverse and innovative research contributions of our scholarly community within the fields of management, entrepreneurship, and organizational behavior. The manuscripts received to the journal were reviewed by at least by two renowned reviewers. Based on reviewer's comments, authors were asked to revise and resubmit their manuscripts. Finally, we selected five manuscripts for the publication of the current issue of the journal.

This issue covers a wide array of topics, providing new theoretical, methodological, and practical insight in the field of management. The first article, *Factors Associated with the Adaptation of Freelancing by Selected State University Students in Sri Lanka*, by Dunumadalawa, Senarath, and Sudasinghe, examines the rising trend of freelancing among university students, shedding light on the socio-economic factors influencing this career choice. This study provides valuable insights for educators, policy-makers, and young professionals navigating the gig economy. The next article by scholars: Bandara, Dissanayake, and Adikaram, *Synergizing Organizational Values and Psychological Capital for Wellbeing: Insights from Sri Lankan Public Administration*, delves into how public sector organizations can enhance employee wellbeing by aligning organizational values with psychological resources. Their findings hold significant implications for improving employee satisfaction and performance in public administration. In *The Impact of Insurance-Specific Risk on Firm Performance of Listed Insurance Companies in Sri Lanka*, Sooriyaarachchi and Buddhika investigate the risks specific to the insurance industry and how these affect the performance of publicly listed companies in Sri Lanka. Their work offers strategic insights for industry leaders and investors. The entrepreneurial landscape is explored in *Impact of Personal and Socio-Economic Factors on Entrepreneurial Intention Among the Differently Abled Young Crowd,* by Thisera and Bandara. Focusing on the Kurunegala district, this paper highlights the barriers and motivators that differently abled youth face in their entrepreneurial pursuits, offering pathways to inclusivity in economic development. Investor psychology and financial literacy come under focus in Shantha's article, *Empowering Investors: Reducing Herd Bias through Financial Literacy and Self-reflective Thinking*. This research underscores the importance of informed decision-making in the financial markets, providing a blueprint for empowering investors through education. Further, Samaradiwakara, Senevirathne, and Manzino's research work, *Food Safety Knowledge, Attitude, and Behavior of Employees in Star Grade Hotels*, offers a critical assessment of food safety practices in the Western Province of Sri Lanka. Their findings highlight areas for improvement, ensuring that hospitality professionals meet the highest safety standards. Finally, *Effect of Organizational Cynicism on Job Performance: Evidence from the Rubber Manufacturing Industry in Sri Lanka*, by Kavindi and Kularathne, examines how cynicism in the workplace affects employee performance. This article sheds light on a pertinent issue in manufacturing, providing strategies to combat cynicism and enhance productivity.

We hope this issue provides valuable insights and stimulates further discussion among academics, practitioners, and policy-makers. We thank our contributors for their dedication and commitment to advancing management knowledge, and we are also very grateful to all reviewers for providing quality inputs to the submitted articles. Further, we would like to thank editorial assistants of the journal for their support rendered to the editorial board to bring out the issue 1 of volume 11 in the scheduled time. we look forward to your feedback and engagement with the thought-provoking content presented in this volume.