



Editorial

Introduction

I am pleased to present Volume 2 Issue 2 of the South Asian Journal of Business Insight (SAJBI), the official journal of the Faculty of Management and Finance, University of Ruhuna, Sri Lanka. The world economy has endured a tough year in 2022 and most economists predict that 2023 will feel like a recession. When it comes to the situation in Sri Lanka it is more grave than the global trend. The country's economy had already shown signs of becoming weak before the pandemic and the situation became worse after the pandemic due to the loss of access to international financial markets. The country needs researched based innovative solutions to overcome this crisis. Research helps scholars to contribute to national development by sharing their research findings. We hope that research journals, such as SAJBI, would be a sound platform to share business-related knowledge, which is a requirement of the times. To maintain the quality of the research papers in SAJBI, all of them have undergone a rigorous peer-review process, and all the reviewers were well-qualified academics.

Articles Presented in this Issue

The first paper titled "Determinants of Customer Satisfaction in the Mobile Telecommunications Service Industry" by A.C. Karunaratna and P.A.P.S. Kumara from the University of Ruhuna examines determinants of customer satisfaction in the mobile telecommunications service industry which is a growing sector in Sri Lanka. They have found that perceived value, corporate image, trust, loyalty programs, and service quality affect customer satisfaction in this particular industry.

The second paper, authored by A.H. Isuru Chandradasa and B.L. Galhena, from the University of Ruhuna, is based on the purpose of identifying the factors that impact undergraduate satisfaction with the zoom learning application. The study concludes by providing some managerial implications where practitioners can develop sophisticated e-learning platforms.

The third paper concludes by identifying that extraversion, agreeableness, conscientiousness, and openness have an impact on entrepreneurial intentions among Sri Lankan university students. Further, the authors, Packiyathan Mathushan from the Uva Wellasa University of Sri Lanka and Aruna S. Gamage from the University of Sri Jayewardenepura have highlighted that the government and policymakers need to comprehend students' personality traits to encourage new start-ups by offering different incentives.

The fourth paper titled 'Authenticity: multiple-item scale development and validation' by W.M.R Laksiri from the University of Ruhuna has developed a scale for measuring authenticity in a tourism management environment which is an industry with potential in Sri Lanka. The author concludes that aesthetic, cultural, environmental, personal experiences, and service are authenticating factors in the tourism sector.

The fifth paper which is a qualitative study, titled "Facebook Community is Judgmental: A Symbolic Interaction Perspective on Context Collapse and Identity Construction of Youth on Social Networking Sites" authored by Uchitha Wijesinghe of the University of Ruhuna, Ruwangi Chandrasekara of the University of Colombo, and Dinuka Wijetunga of the University of Colombo concludes that the greater context collapse on Facebook has created discomfort for youth in constructing identities.

Concluding Remarks

As each author focuses on different aspects of business insights, I strongly believe that the current issue will contribute to the development of business knowledge both academically and practically.

Dr. T. R. Wijesundara

Editor-in-chief

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