

# Editorial

Chief  
Editors'  
Note

---

Received 10 March 2025  
Accepted 19 March 2025

Dear Readers,

As we release Volume Six, Issue Two of the Sri Lanka Journal of Management Studies (SLJMS), we reflect on the journal's role as a catalyst for meaningful dialogue and knowledge sharing in the field of management. This issue embodies our commitment to fostering a vibrant academic community that explores the complexities of modern business environments.

The Sri Lanka Journal of Management Studies is honored to dedicate the release of Volume Six, Issue Two, to Ven. Weliwitiye Sri Soratha Thero, recognizing his remarkable contributions to education in Sri Lanka. As a pioneering Buddhist monk, scholar, and visionary leader, Ven. Sri Soratha Thero left an indelible mark on the nation's intellectual, spiritual, and cultural landscape through his leadership, writings, and commitment to educational reform. Ven. Soratha Thero transformed Vidyodaya Pirivena into a premier institution of Buddhist higher education. Recognizing the need for educational modernization while preserving cultural heritage, he initiated academic publications, including the Vidyodaya Journal of Buddhist Studies and numerous series dedicated to Buddhist scholarship.

In 1956, Ven. Soratha Thero assumed the historic role as the first Vice-Chancellor of Vidyodaya University (today known as the University of Sri Jayewardenepura), established through parliamentary legislation. His vision was transformative: he sought to create a university that balanced modern education with the profound values of Buddhism. Under his leadership, academic departments were diversified to include not only traditional Buddhist studies but also modern disciplines. These expansions significantly enhanced the university's national impact and remain integral to its curricula today.

Ven. Sri Soratha Thero's commitment to inclusivity was visionary, pioneering education in Sinhala and subsequently introducing Tamil-language instruction. Recognizing English as a vital global language, he mandated English proficiency to ensure graduates could thrive internationally. His initiatives also significantly advanced gender inclusivity, facilitating women's higher education at a parallel institution and promoting external degree programs accessible to all.

As an active promoter of interfaith dialogue and social harmony, Ven. Soratha Thero frequently engaged in public lectures, interreligious conferences,

**SLJMS**



Sri Lanka Journal of Management

Studies

Vol. 6 – Issue II, 2024

pp, i – iv

ISSN (Print): 2682-7298

ISSN (Online): 2792-1093

<https://doi.org/10.4038/sljms.v6i2.149>

and international Buddhist missionary activities, embodying values of compassion and unity. His scholarly rigor was matched by profound moral integrity and practical administrative skills, seen vividly in his judicious resource management during the construction of university infrastructure.

Ven. Soratha Thero's transformational leadership style is also a significant area for further scholarly exploration. As articulated by Bernard A. Bass in 1985, transformational leadership is defined by four key dimensions: idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration. It is evident that Ven. Soratha Thero embodied all these attributes. He was far more than an administrator—he was a visionary who inspired meaningful, positive societal change. His foresight enabled the alignment of university education with both national priorities and emerging global trends. Through his strategic leadership, he established a foundation of stability and sustainability, with policies and structures resilient enough to endure and evolve well beyond his lifetime.

Ven. Weliwitiye Sri Soratha Thero passed away on 25th July 1963, leaving behind a legacy deeply rooted in the educational and cultural revival of Sri Lanka. Today, the University of Sri Jayewardenepura stands as a testament to his visionary leadership and dedication. His life and work continue to inspire educators, leaders, and students, highlighting the timeless relevance of his contributions to Sri Lankan education.

In commemorating Ven. Sri Soratha Thero, the Sri Lanka Journal of Management Studies invites current and future educators and scholars to reflect upon and emulate his visionary approach—one that combines respect for heritage with innovative responsiveness to contemporary educational challenges. His legacy endures, guiding Sri Lanka towards an enlightened and inclusive educational future.

The articles featured in this volume tackle pressing issues that resonate with both scholars and practitioners.

The Volume six, Issue two of the Sri Lanka Journal of Management Studies (SLJMS) consists of eight articles under the following headings.

#### Journal Articles

- Power of Emotional Appeal Strategy in Advertisements: Does it Enhance the Brand Awareness?
- Implications of Environmental Accounting Practices on Sustainable Value Creation Through the Mediator Role of Responsive Environmental Dynamism
- Individual Taxpayer Perceptions and E-Tax Filing: A Conditional Mediation Analysis

- Factors Affecting Lapsation of Life Insurance Policies in Sri Lanka; Special Reference to Matara District
- Impact of Work Life Balance and Job Burnout on Job Satisfaction towards Quiet Quitting of Factory Employees in a Battery Manufacturing Company in Sri Lanka
- Green Purchase Intention for Personal Care Products: Insights from an Urban Sri Lankan Context
- Impact of Social Media Influencers on Consumer Brand Relationships in Branded Fashion Industry in Sri Lanka: The Moderating Role of Consumer Innovativeness
- CEOs Psychological Capital and Service Quality in Nigeria Public Health Sector

We extend our appreciation to the researchers who have shared their work with us, and to our dedicated team of reviewers and editors who have ensured that every article meets the highest standards of academic excellence. Their collective efforts have enriched this issue and reinforced SLJMS's reputation as a trusted source of innovative research.

As we look to the future, we remain committed to publishing research that not only reflects current realities but also anticipates emerging trends. We invite all interested scholars and professionals to engage with SLJMS by submitting their research and participating in our ongoing conversation about the evolving landscape of management studies.

Thank you for your continued support.

Best Regards,

**Professor Nalin Abeysekera**

Editor-in-Chief, Sri Lanka Journal of Management Studies (SLJMS)

**Dr. Chamil W. Senarathne**

Co-Editor-in-Chief

### **About the Editor-in-Chief**

Professor Nalin Abeysekera is attached to the Department of Marketing Management, Faculty of Management Studies of the Open University of Sri Lanka. Professor Abeysekera is currently serving as the Dean of the Faculty of Management Studies of the Open University of Sri Lanka. He is a graduate of the University of Sri Jayewardenepura with B.Sc. Marketing (special). Professor Abeysekera is a Chartered Marketer and Member of the Sri Lanka Institute of Marketing (SLIM) and consultant with over fifteen years of experience. He is a Senior Lecturer for Strategic Management, Marketing, and Research Methodology with research and lecturing experience in Canada, Dubai, Singapore, Oman, and

Qatar. He served as the Chairperson of the first International Conference on Management and Entrepreneurship (ICOME) 2022 organized by the Faculty Management Studies, Open University of Sri Lanka.

Professor Abeysekera is serving as visiting lecturer for PhD, DBA and MBA degree programmes for leading National and International universities based in Sri Lanka. In 2018 Professor Abeysekera has been awarded “Outstanding Asian Educator” by the International Association of Scholarly Publishers, Editors & Reviewers (IASPER). Professor Nalin Abeysekera is the Editor-in-Chief of the Sri Lanka Journal of Management Studies and author/co-author of many international journal articles, conference papers, and books. Furthermore, he is serving as a reviewer for many international journals including the Journal of Services Marketing, Journal of Consumer Behavior, Journal of Management Development, Journal of Applied Research in Higher Education and the International Review of Research in Open and Distributed Learning (IRRODL). He received the best reviewer award awarded by International Journal in Contemporary Management Research in 2010, a B-Graded Journal by ERA (Excellence in Research in Australia).

Professor Abeysekera is the recipient of three gold medals (Strategic Management, Marketing Management, and Dissertation) for his performance in his Master’s degree from the University of Colombo, Sri Lanka. He completed his Ph.D. in the year 2013 in Leadership and Marketing. Professor Abeysekera in his attempt to socialize knowledge has contributed many articles to leading magazines and national newspapers in Sri Lanka on current issues covering Economics, Education, and Tourism. Professor Abeysekera is serving as supervisor for Ph.D and DBA students in Management and Marketing. He has been featured extensively in TV programs to lead and moderate discussions related to Entrepreneurship, Education and issues on Children. He has also served many panels such as Ph.D. colloquium, Media and IT, and Tourism.

### **About the Co-Editor-in-Chief**

Dr. Chamil W. Senarathne earned his PhD from the School of Economics, Wuhan University of Technology. He received his Bachelor’s Degree in Human Resource Management from the University of Sri Jayewardenepura, Sri Lanka, and a Master’s Degree (MBA in Finance) from the University of Colombo, Sri Lanka. He is a member of the Chartered Institute of Management Accountants (CIMA) in the UK and holds the designation of Chartered Global Management Accountant. Additionally, he is a member of the Institute of Chartered Accountants of Sri Lanka.

Dr. Senarathne has held various academic positions, including Senior Lecturer in the Department of Accounting and Finance at The Open University

of Sri Lanka since 2024. He has also served as a lecturer in the Department of Marketing Management at the same institution and as a lecturer and program leader at the Colombo Institute of Research and Psychology. His previous roles in the stockbroking and margin trading industry in Sri Lanka industry include Chief Operating Officer at Bansei Securities Finance Ltd, Chief Financial Officer at Navara Securities Pvt Ltd, and Head of Finance cum Compliance at SMB Securities (Pvt) Ltd. His career began as an audit trainee and progressed to audit manager at H.T. Peiris & Co, Chartered Accountants.

Dr. Senarathne's teaching experience encompasses a wide range of subjects, including economics, financial econometrics, corporate finance, and research methodology. His research interests are diverse, focusing on financial econometrics, financial economics, energy economics, capital markets, blockchain technology, and cryptocurrency.

In addition to his teaching and research, Dr. Senarathne has made significant academic contributions. He served as the Managing Editor of the Sri Lanka Journal of Management Studies since June 2022 and is on the editorial boards of several journals, including the International Journal of Applied Behavioral Economics and the International Journal of Business and Economics. He has also participated in various conference committees, serving as a track chair and coordinator for doctoral colloquiums.