

Editorial

Chief
Editors'
Note

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Dear Readers,

We are delighted to present Volume Seven, Issue One of the Sri Lanka Journal of Management Studies (SLJMS). As Editors-in-Chief, we are proud to continue the journal's legacy as a premier platform for innovative and impactful research in management studies. This issue marks another milestone in our commitment to advancing knowledge and fostering dialogue among academics, practitioners, and policymakers.

This edition features six insightful articles that explore emerging trends and challenges in the field of management, with a focus on Sri Lanka's dynamic business landscape. The topics range from technology adoption in tourism to the implications of human capital attrition in banking, offering valuable perspectives for both researchers and industry professionals.

The Volume Seven, Issue one of the Sri Lanka Journal of Management Studies (SLJMS) consists of six articles under the following titles.

Journal Articles

- Perceived Usefulness, Perceived Ease of Use, and Attitude Toward Using Instagram in Small and Medium-Sized Tourist Hotels in Sri Lanka
- Retention of Tacit Knowledge Amid Rapid Employee Exodus: Implications of Human Capital Attrition in Sri Lanka's Banking Sector
- Pre-Sales Pitfalls Causing Failure of IT Projects: An Exploration of Challenges Faced by Project Managers of an ICT Service Firm
- The Impact of Procurement Processes on Vendor Perceptions of Fairness in University Contracts; Special Reference to The Open University of Sri Lanka
- Impact of Emotional Advertising on Admission Intention for Non-State (Private) Universities in Sri Lanka: With Special Reference to Bachelor's Degree Programs
- AI-Generated Advertisements on Consumer Acceptance with the Mediating Effect of Perceived Intelligence in AI Endorsement

We extend our heartfelt gratitude to the authors for their rigorous contributions and to our dedicated team of reviewers and editors for their meticulous efforts in upholding the high standards of SLJMS. We would like to

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express our special thanks to the reviewers, whose insightful feedback and rigorous evaluations have been instrumental in ensuring the quality and academic integrity of this issue. Their expertise ensures the relevance and impact of this publication.

Looking ahead, we remain steadfast in our mission to publish cutting-edge research that drives innovation and informs practice in management studies. We warmly invite researchers, scholars, and professionals to contribute to SLJMS and join us in shaping the future of the field.

Best Regards,

Professor Nalin Abeysekera

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

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

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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.