

Editorial

Chief
Editors'
Note

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Dear Readers,

It is with great pleasure that we present Volume Eight, Issue One of the Sri Lanka Journal of Management Studies (SLJMS). Building on the scholarly contributions of earlier issues, this volume further reinforces the journal's role as a credible forum for disseminating high-quality research in management studies. The present issue reflects our continued commitment to nurturing critical inquiry and encouraging meaningful engagement among academics, practitioners, and policymakers.

This issue brings together eight rigorously reviewed articles that address pressing managerial, organizational, and marketing concerns within diverse contexts. The studies encompass a broad spectrum of themes including workplace wellbeing and job insecurity in the healthcare sector, destination image and tourism branding, consumer experience, brand loyalty and word of mouth, sustainable and pro-environmental consumer behaviour among young travellers, financial literacy and wellbeing, sustainability learning outcomes among accounting professionals, technology adoption in digital payments, and multisensory branding. Collectively, these contributions offer nuanced insights that are both academically robust and practically relevant, particularly within Sri Lanka and comparable emerging economies.

The Volume Eight, Issue One of the Sri Lanka Journal of Management Studies (SLJMS) consists of eight articles under the following titles.

Journal Articles

- The Impact of Workplace Bullying on Emotional Exhaustion among Nursing Staff: The Mediating Role of Job Insecurity
- Destination Image Through Text Analysis of UK Based International News Media: A Study on Sri Lanka Tourism
- Impact of Customer Experience on Word of Mouth and Brand Switching with Gender as the Moderator of the Mediating Role of Brand Image: A Moderated-Mediation Model
- Psychological Drivers and Pro Sustainable Practices on Sustainable Buying Behaviour of Young Travelers: A Conceptual Framework integrating Nudge Theory and Norm Activation Model (NAM)



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- The Impact of Financial Literacy on the Financial Well-being of Administrative Officers of Higher Educational Institutes in Sri Lanka
- Testing the Competency-Behavior Link: Sustainability Learning Outcomes Among Accounting Professionals in Sri Lanka
- A TAM-Based Study of Online Payment Adoption Among Sri Lankan Students with a Focus on Security and Awareness
- Sensing Coffee: The Impact of Multisensory Branding on Customer Loyalty in Coffee Shops and the Mediating Role of Word of Mouth

In Memory of Senior Professor Nalin Abeysekera

It is with profound respect and a deep sense of loss that we dedicate this issue of the Sri Lanka Journal of Management Studies to the memory of Senior Professor Nalin Abeysekera, a distinguished academic, researcher, mentor, and a passionate contributor to the advancement of management education and national development.

Professor Abeysekera was not merely the Editor-in-Chief of the Sri Lanka Journal of Management Studies; he was one of the individuals who shaped its identity and nurtured its growth. From its formative years, he devoted his intellectual energy, time, and professional commitment to developing the Journal as a credible platform for the dissemination of management knowledge. Under his stewardship, the Journal expanded its academic reach and progressed towards greater international recognition and visibility, including its presence in important abstracting and indexing services. The foundations he established continue to guide the Journal today.

His contribution, however, extended far beyond the pages of academic journals. Professor Abeysekera believed that knowledge should reach society. Through his scholarly publications, newspaper articles, books, public lectures, television discussions, and professional engagements, he consistently sought to connect academic knowledge with the challenges confronting Sri Lanka. His writings on leadership, education, economics, tourism, entrepreneurship, and national development reflected his conviction that scholarship carries a responsibility towards society.

Beyond his academic writing, Professor Abeysekera carried this belief in service to the ground. He was a familiar and generous presence at management and entrepreneurship training programmes held for newly recruited public officers and vocational trainees around the country, sharing practical guidance on management and enterprise development in language accessible to non-specialists. His research on corporate social responsibility likewise examined how community-focused initiatives could build skills, restore hope, and nurture an entrepreneurial mindset among stakeholders in rural areas, reflecting his lifelong interest in extending economic opportunity beyond Sri Lanka's urban centres.

True to his conviction that knowledge belongs to everyone, he authored a Sinhala-language guide to marketing written specifically for small and medium entrepreneurs and ordinary readers, presenting core marketing principles through accessible, story-based dialogue rather than academic language, so that the subject would no longer remain the preserve of a privileged few. He was also a sought-after public speaker at research workshops, seminars, and webinars, admired for his equally fluent command of English and Sinhala, and he used televised platforms not only to discuss entrepreneurship, education, and youth issues but also to explain complex ideas, including Buddhist philosophy, in plain language for the wider public. In one of his final public contributions, he called on Sri Lanka to reimagine itself as a creative and innovative economy, urging that traditional industries be transformed to create greater value and that the benefits of innovation be shared inclusively across society rather than concentrated among a few.

What made Professor Abeysekera particularly memorable was the human dimension of his academic leadership. Those who worked with him, studied under him, or sought his guidance remember not only his intellectual ability and academic accomplishments, but also his humility, warmth, generosity, and willingness to share knowledge. He demonstrated that academic leadership is not simply about positions or titles; it is about creating opportunities for others, nurturing young scholars, and contributing meaningfully to the wider community.

His academic achievements were considerable. He was an accomplished researcher and author, an experienced educator and supervisor, and a respected voice in management and marketing. Yet, perhaps his most enduring legacy lies in the people he inspired and the institutions and initiatives to which he contributed.

As we dedicate this issue of the Sri Lanka Journal of Management Studies to his memory, we also reaffirm our commitment to the values that he embodied: intellectual curiosity, academic integrity, knowledge sharing, humility, and service to society. His absence will undoubtedly be deeply felt by the academic community, but his ideas, writings, students, colleagues, and the institutions he helped strengthen will continue to carry his legacy forward.

This dedication is therefore not merely an expression of remembrance. It is a tribute to a scholar who believed in the power of knowledge, an educator who believed in people, and an academic leader who believed that scholarship should ultimately serve society. Senior Professor Nalin Abeysekera's journey has come to an end, but the legacy of his knowledge, service, and humanity will continue to inspire generations of scholars and practitioners.

We sincerely acknowledge the valuable contributions of the authors whose scholarly work forms the foundation of this issue. We are equally indebted to the reviewers and members of the editorial team for their time, expertise, and commitment throughout the review and publication process. Their careful

evaluations and constructive guidance have played a crucial role in safeguarding the academic rigor, credibility, and relevance of the research published in this volume.

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As SLJMS continues to evolve, we remain committed to fostering research that responds to emerging managerial realities and contributes meaningfully to both theory and practice. We encourage academics, researchers, and practitioners to engage with the journal, as contributors, reviewers, and readers, and to be part of an ongoing conversation that advances the field of management studies.

Thank you,

Chamil W. Senarathne, PhD

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

About the 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 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.