

Note from Editor-in-Chief

It is with great pleasure that we bring you Volume Two, Issue One of Sri Lanka Journal of Management Studies (SLJMS). SLJMS within a short time frame, is evolving into a domain of research that brings to attention to a wide range of critical issues on Business Management. SLJMS provides a seamless opportunity for scholars to engage in the development of the fast-growing field of management and get published in a business journal that has an excellent reach and prospects of substantial impact.

We would like to dedicate this issue to Professor Philip Kotler for his contribution in the field of Management in terms of generating and disseminating new knowledge. He is a scholar, author, consultant, and professor. We considered professor Philip Kotler as the “Father of Modern Marketing.” . Professor Kotler is teaching at the Kellogg School of Management at Northwestern University for the last fifty years. “He is the author of over one hundred and fifty articles and 80 books, including Principles of Marketing, Marketing for Hospitality and Tourism, Strategic Marketing for Nonprofit Organizations, Social Marketing, Marketing Places, The Marketing of Nations, Confronting Capitalism, Democracy in Decline, and Advancing the Common Good. His research covers Strategic Marketing, Consumer Marketing, Business Marketing, professional services marketing, and e-marketing. He has been a consultant to IBM, General Electric, AT&T, Bank of America, Merck, Motorola, Ford, and other leading companies. He has lectured in Italy, Sweden, China, Japan, India, Indonesia, Australia, Mexico, Brazil, Chile, and many other countries” (<https://www.pkotler.org/bio>). On 27 May 2020 Professor Phil celebrated his 89th birthday and is still contributing into the universe by giving many insights into various aspects of marketing with his wisdom. Professor Philip Kotler is our mentor and one of the inspirational motivator for the success of Sri Lanka Journal of Management Studies (SLJMS) as well.

This Issue of Sri Lanka Journal of Management Studies (SLJMS) includes articles from different domains in Management such as Marketing, Supply Chain Management, Knowledge Management, Economy and Leadership. The first article looks at the “Effect of Customer Trust and Perceived Risk on the Intention to Use Digitalized Services in the Telecommunication Industry in Sri Lanka. The findings of the study observed that customer trust had a positive impact on the intention to use digitalized customer services. Furthermore, it was proven that there is no significant moderating effect of perceived risk on the relationship between customer trust and intention to use digitalized services in the telecommunication industry in Sri Lanka. Hence authors have proposed to have increased customer trust in digitalized services as a tool to enhance the intention to use digitalized customer services.

The second paper examines the “Impact of Supply Chain uncertainty and Risk on Perceived Organizational Performance in the Fast Food industry (in Anuradhapura District)”. The main focus of the paper is to identify the impact that each source of supply chain uncertainty and risk have on the perceived organizational performance. More importantly, the results contribute to supply chain uncertainty

and risk literature and provide an insight into future researches relating to the fast-food industry and perceived organizational performance.

The third paper of SLJMS observes the “Antecedents of Customer Retention with special reference to the Motor Insurance Industry in Sri Lanka and identifies appropriate retention strategies. As per the findings of the study, dimensions such as service convenience, customer satisfaction, and customer trust have a significant effect on customer retention in the motor insurance industry. It suggests insurance providers to pay special attention to the above dimensions when designing appropriate marketing strategies.

The fourth paper looks at the Impact of Knowledge Management Practices on Job Satisfaction and Employee Retention in two industries (Banking and IT Industries) in Sri Lanka. The study revealed that the adoption of knowledge management practices in the IT industry is higher than in the banking industry. And also it was found that the impact of knowledge management practices on employee retention is slightly higher in the IT industry than in the banking industry. And more interestingly, the paper concludes that the impact of knowledge management practices on employee retention depends on the industry and gives insights to policymakers and managers of IT and banking industries in developing knowledge management practices.

The fifth paper of the journal observes the effect of destination attributes on visitor satisfaction and assess the contribution of rural tourism initiatives on the household economy and socio-culture of tourism stakeholders. According to findings, a significant influence can be seen on "visitor satisfaction", out of all destination attributes (attraction, accessibility, amenities, ancillary services, available packages, and activities and ancillary services) as the most influential attribute to rural tourism destinations. And the same study suggested rural tourism is positively influenced by socio-economic benefits on residents' livelihood. As for recommendations, it is concluded that

- (a) Promoting sustainable tourism concepts catering to the niche market of “rural tourism”
- (b) Folk culture with the rural tourism experience,
- (c) Mechanism on the safety and security of rural tourism destinations
- (d) Strategies to popularize the events catering rural lifestyle and activities and
- (e) Marketing programs on sustainable tourism segments, are provided.

The sixth paper of SLJMS looks at the mediating role of e-satisfaction on the relationship between e-service quality and e-loyalty of customers in organized e-commerce sites. According to the findings, there is a mediating effect of e-Satisfaction on the relationship between e-service quality and e-loyalty. The paper suggests that the e-retailers and e-sellers ought to build up value proposition, brand

images, trust & security, and website technology that attracts customers and most importantly good customer service.

The seventh paper of the Journal examines the Impact of Transformational Leadership on Talent Retention (with Special Reference to Information Communication Technology (ICT) Industry in Sri Lanka). The paper advocates valuable insight and indicate that idealized influence behavior, inspirational motivation behavior, intellectual stimulation behavior, and individual consideration behavior of the supervisor has a strong positive impact on the retention of talented employees in the ICT industry in Sri Lanka. Accordingly it argues that transformational leadership could be used as a strong retention strategy not only in the ICT industry but also in other contexts.

The eighth and final paper of Sri Lanka Journal of Management Studies (SLJMS) discusses the “Impact of Supply Chain Management Practices on Competitive Advantage and Organization Performance (Evidence from the Manufacturing Industry in Sri Lanka). A significant relationship between supply chain management practices and organizational performance can be seen and results revealed that competitive advantage partially mediates the relationship between supply chain management practices and organizational performance.

Commencing from this Volume, we are going to have one book review each, for all upcoming Issues in SLJMS. As the first book review “An Introduction to Banking Principles, Strategy and Risk Management by Moorad Choudhry” was chosen, which was critically evaluated with more insights.

On a final note, I take this opportunity to thank the authors, editors, and reviewers and all those that have volunteered to contribute to the success of this Journal. We invite all researchers, specialists, and professionals in various disciplines in Management Studies to make a worthy contribution to the upcoming Issue of this journal in December 2020. If you have any questions, suggestions, or concerns, please address them to nabey@ou.ac.lk. I look forward to your valuable contributions in our journey together in the future with a view of realizing the full potential of SLJMS.

Profound Regards,

Professor Nalin Abeysekera
Editor-in-Chief
Sri Lanka Journal of Management Studies