## Contents

**Note from Editor-in-Chief**

**Role of Customer Trust and Perceived Risk on Customer Intention to use Digitized Services in the Sri Lankan Telecommunication Industry (pp. 1-16).**
*G.D. Samarasinghe, N.C. Samarasiri, and S. Mataraarachchige*

**Impact of Supply Chain Uncertainty and Risk on Perceived Organizational Performance in Fast Food Industry with Special Reference to Anuradhapura District (pp. 17-43).**
*M. D. S. Gunasinghe and N. H. K. Cooray*

**Antecedents of Customer Retention with Special Reference to Motor Insurance Industry in Sri Lanka (pp. 44-62).**
*D. N. E. Lakmal*

**Impact of Knowledge Management Practices on Job Satisfaction and Employee Retention in Banking and IT Industries in Sri Lanka (pp. 63-86).**
*Madhushani M.D.T. and Mudalige, D. M.*

**Rural Tourism Niche-Market as a Development Strategy on Rural Community: Reference to Hiriwadunna Village Track, Meemure and Heeloya Knuckles Valley Tourism Village, Sri Lanka (pp. 87-103).**
*S.S. Pattiyagedara and P.I.N. Fernando*

**Mediating effect of e-Satisfaction on the Relationship Between e-Service Quality and e-Loyalty of Professionals in Colombo using e-Commerce Websites (pp. 104-119).**
*Thilina D. Guluwita and Sujewi Sapukotanage*

**The Impact of Transformational Leadership on Talent Retention with special reference to Information Communication Technology Industry in Sri Lanka (pp. 120-136).**
*Waruni Ayesha Edirisooriya*

**Impact of Supply Chain Management Practices on Competitive Advantage and Organization Performance: Evidence from the Manufacturing Industry in Sri Lanka (pp. 137-158).**
*L.P.S Gamini and P. K Rajapaksa*

*ISBN: 9781119115892 (pp. 159 -160).*
*Dunusinghe G Dharmarathna*