

Editorial

Chief Editor's Note

Received 23 February 2024
Accepted 26 February 2024

Dear Readers,

As the Editor in Chief, I am honored to present Volume Five, Issue Two of the Sri Lanka Journal of Management Studies (SLJMS). It fills me with immense pride to reflect on our five-year journey, made possible by the dedicated efforts of our reviewers, authors, and contributors. In a relatively brief period, SLJMS has emerged as a significant platform in the realm of research, spotlighting a broad spectrum of pivotal issues in the field of Business. The journal serves as a vital conduit for scholars in business and economics, facilitating their engagement in the rapidly evolving management discipline. This platform not only allows for the dissemination of their work but also positions them within a business journal that boasts remarkable reach and the potential for significant impact.

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

- Co-production in Business Counselling in Microfinance Setting: An Empirical Study in Sri Lanka
- Social Enterprises and Impact Investments: A study on challenges and perspectives of social enterprises and impact investors in Sri Lanka.
- Risk Management Process, Owner's Characteristics and Business Performance of SMEs.
- A Way Forward to the Global Market with Indigenous Values and Sustainability: A Case from Sri Lankan Indigenous Apparel Sector.
- To Withdraw or Not to Withdraw: The Role of Workplace Spirituality and Intrinsic Work Motivation.
- Power of Enumeration and Classification in 'Making up People': A social Analysis of a 'Quantitative Object'.
- Marketing Communication in the Digital Age and Intention to Purchase from Online Food Delivery Services in Colombo District, Sri Lanka.
- Beyond Traditional Banking: Evaluating the Role and Challenges of Blockchain and Cryptocurrency in Sri Lanka.

This issue of SLJMS highlights key domains within the realms of business and economics. Notably, this issue covers critical areas such as microfinance, social enterprises, global business alongside indigenous values, workplace spirituality and intrinsic motivation, risk management (how risk management process and owner's characteristics significantly impact on business performance-



Sri Lanka Journal of Management Studies
Vol. 5 – Issue II, 2023
pp, i – iii
ISSN (Online): 2792-1093
<https://doi.org/10.4038/sljms.v5i2.121>

of SMEs), the dynamics of colonialism and (regulated) labor. Furthermore one of the articles at SLJMS highlights the effect of digital marketing communication (including online communities, advertisements, and electronic word-of-mouth) with some implications for purchase behavior. Besides, the article titled “Beyond Traditional Banking: Evaluating the Role and Challenges of Blockchain and Cryptocurrency in Sri Lanka” emphasizes the need for appropriate regulatory frameworks to mitigate risks and promote ethical practices in the use of cryptocurrencies. The diverse range of topics in this volume is poised to inspire and encourage future researchers to contribute their articles to the Sri Lanka Journal of Management Studies (SLJMS).

In conclusion, I seize this moment to extend my heartfelt gratitude to all authors, editors, reviewers, and volunteers who have played a pivotal role in the success of this journal. A special word of thanks goes to Dr. S.M.D.C.W. Senarathne and Mr. Tharindu Rathnayake for their unwavering support. We warmly welcome contributions from researchers, experts, and professionals across the various fields of Management Studies for the forthcoming issues of the Sri Lanka Journal of Management Studies (SLJMS). Should you have any inquiries, suggestions, or feedback, please direct them to nabey@ou.ac.lk. I eagerly anticipate your esteemed contributions as we continue our collective endeavor to unlock the full potential of SLJMS in the times ahead.

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 Masters 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.

SLJMS
V, II

iii
