

PROCEEDINGS

3RD INTERNATIONAL CONFERENCE ON MANAGEMENT AND ECONOMICS

Reshaping Management and Economic Thinking through Integrating Eco-Friendly and Ethical Practices



26-27 February 2014

*Faculty of Management and Finance
University of Ruhuna, Matara
Sri Lanka*

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MESSAGE OF THE VICE CHANCELLOR UNIVERSITY OF RUHUNA

After a successful International Conference on Management and Economics, the Faculty of Management and Finance of the University of Ruhuna is now planning to hold another conference, *3rd International Conference on Management and Economics (ICME - 2014)*. The conferences provide an opportunity for academics to transmit the knowledge generated through their research. Further, conferences are considered as a vital part of academic programmes of all good universities. As the Vice Chancellor of University of Ruhuna, I am happy to see that the Faculty of Management and Finance with the limited facilities available, is organizing an International Conference for the second time to fulfill this essential requirement. I am also glad to learn that many academics and scholars especially from Asian continent are expected to participate in this conference. Therefore, I am sure this conference would be a good platform for our academics to share their knowledge in the fields of management and economics.

Management and Economics are closely interrelated subject areas. They are considered as ideal intellectual partners, each fitting to strengthen and cross-fertilise the other. In general, Economics provides the broader understanding of economic activity within which all enterprises are functioned. On the other hand, management analyses the character, goals and objectives of these enterprises. According to the economic theories all resources are limited while human beings have unlimited desires. Therefore, management theories are needed to maintain the balance between unlimited desires and limited resources. Hence, I hope this conference will provide a platform for management specialists and economists to initiate a dialogue on above issues.

In order to achieve our vision “To be the prime intellectual thrust of the nation” it is needed to strengthen the research activities in the university. Therefore, I, as the Vice Chancellor have taken all possible efforts to develop a vibrant research culture among the academics, by providing research grants for carrying out good research, travel grants to attend international symposiums overseas, promoting research postgraduate studies and paying page fees for those who are publishing their findings in high impact indexed journals. All these steps were taken to develop a favorable research ambience within the University for Young Academics to work.

Organizing an International conference is always a big challenge and I am confident that the Dean of the Faculty of Management and Finance together with her young energetic academics will hold this conference to the expectations of the world academic community. I extend my congratulations to the Dean of the Faculty, organizers of the conference and wish them all success.

Professor Gamini Senanayake
Vice Chancellor,
University of Ruhuna

MESSAGE OF THE DEPUTY VICE CHANCELLOR

UNIVERSITY OF RUHUNA

It is with great pleasure that I send this message to the third International Conference on Management and Economics (ICME-2014) organized by the Faculty of Management and Finance, University of Ruhuna, Sri Lanka. The theme of the ICME- 2014, “Reshaping Management and Economic Thinking through Integrating Eco-friendly and Ethical Practices” that addresses the need of eco-friendly and ethical practices in fields of management and economics is of timely importance. The value of this international conference will be enhanced by the participation of many scholars, researchers, academics and practitioners from a wide range of well-reputed institutions in the world.

It is expected that ICME-2014 would continue to foster research in management and economics and hence encourage innovative and sustainable practices in the field of modern corporate governance. I also believe that this international conference will help scholars, fellow researchers, academics, practitioners and postgraduate students in the fields of both management and economics to create researcher-networks for mutual benefit as well as for critical enquiry in their subject areas under review. Holding of this conference at the University of Ruhuna will also facilitate to achieve among Sri Lankans a great awareness of researches and new practices in the fields of both management and economics.

I hope that ICME-2014 will generate new ideas and concepts in modern management and economics that will help to enhance understanding of these subject areas integrating eco-friendly and ethical practices. Making the ICME-2014 to be held on 26th and 27th February 2014 at the University of Ruhuna a reality is a combined effort of the Dean, Coordinator and all staff of the Faculty of Management and Finance. I commend those who have been working tirelessly to organize this conference and wish the ICME-2014 every success.

Dr. A.M.N. Alagiyawanna
Deputy Vice Chancellor,
University of Ruhuna

MESSAGE OF THE DEAN FACULTY OF MANAGEMENT AND FINANCE

It is with great pleasure that I send this message to the 3rd International Conference on Management and Economics (ICME 2014) organized by the Faculty of Management and Finance, University of Ruhuna with the intention of providing the researchers a forum to share their knowledge and experiences in the fields of management and economics. ICME 2014 is scheduled to be held on 26th and 27th of February, 2014, at the University of Ruhuna, Matara, Sri Lanka with the participation of academics from a number of institutions. This type of partnerships is crucial to accomplish praiseworthy academic endeavor and these collaborations will enhance the prestige of the conference.

The environment in which we strive is not what it used to be. Ethics has become more important than we think. Today, businesses are becoming more eco-friendly. The importance of eco-friendly and ethical practices is noteworthy where the businesses who capitalize on them have been able to carry the world before one. Therefore, I suppose that the theme of the ICME 2014, 'Reshaping Management and Economic Thinking through Integrating Eco-friendly and Ethical Practices', is timely addresses the issues in the current context.

The conference will guarantee the commitment we have towards strengthening and engaging in research. Moreover, I believe that, this conference will spur innovations, new ideas and even new principles in management and economics. Hence, the ICME 2014 will assist the University of Ruhuna to remain as a center of creativity and excellence.

Finally, I would like to offer my heartfelt gratitude to the organizers of ICME 2014. I wish the success of the event in every aspect.

Professor H.S.C. Perera
Dean, Faculty of Management and Finance,
University of Ruhuna

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