

Proceedings of the 12th International Conference on Management and Economics - ICME 2023

Copyright © 2023 Faculty of Management and Finance, University of Ruhuna, Sri Lanka

No part of this publication may be reproduced in any form or stored in retrieval systems, transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission in writing from the publisher.

ISBN: 978-624-5553-43-3

Editor-in-Chief

Dr. M. T. Thedushika De Silva

Managing Editor

Dr. E. K. Jayampathi

Editorial Board

Prof. P. A. P. S. Kumara

Dr. B. L. Galhena

Ms. O. Wijayaratne

Editorial Assistants

Ms. B.D.T.M. Kamalaseena

Ms. C. Gamage

Ms. D.L.M.N.K. Ariyasena

Ms. Dinukee De Silva

Ms. N. Maduwanthi

Ms. Ashani Munasinghe

Ms. Madhavi Wijesekara

Mrs. P.S.D. Punchihewa

Ms. S. Silva

Ms. W.G.M.S. Dulsari

Ms. Y.M. Liyanapathirana

Mr. D.D. Bamunukula

Mr. Kasun Harshana

Ms. K.L. Aloka Sandamini

Ms. Thilini Ekanayake

Cover Page Designed by

Mr. Dilshan Jayarathne

Published by

Faculty of Management and Finance

University of Ruhuna

Sri Lanka.

Tel/Fax: +94 41 2227015

Web: www.mgt.ruh.ac.lk