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08TH DECEMBER 2017

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Publisher
EdHat International, UK

Organizer
IDM Nations Campus, Sri lanka

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ISBN: 978-955-3686-00-8

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BUSINESS MANAGEMENT 2017

08TH DECEMBER 2017, COLOMBO, SRI LANKA

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Editorial Foreword

Prof (Dr) Rohana P Mahaliyanaarachchi
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Through over ten years of international educational contribution of cross-national achievement, EdHat International, UK has contributed substantially to the development of higher education and research. The aim of the EdHat International Research Conference of Business Management (IRCBiM) is to provide an international recognized academic forum for researchers to present their research and scholarly knowledge. Because of its international scope, issues can be examined in both a comparative and global context. The main objectives of the IRCBiM are to:

- stimulate the exchange of ideas among researchers of different research orientations;
- stimulate creative dialogue among scholars and researchers;
- promote openness to new approaches of data analysis;
- facilitate the evaluation of different research methodologies;
- respect all viewpoints that may contribute to breaking new grounds in business research;
- provide greater understanding of the important role that education plays in the development of nations and in shaping individuals.

The EdHat International Research conferences will take place regularly and continuously on different themes at host institutions around the world, also provides an important opportunity for researchers to meet after the period of study participation is over.

International conferences are great opportunities not only for researchers and scientists, but also for experts, policy makers, stakeholders and students. Here are six reasons for participants to attend International conferences in relevant field. International conferences are great opportunities not only for researchers and scientists, but also for experts, policy makers, stakeholders and students. Here are six reasons for attending international conferences in certain field. They are learning, discussion, presentation, visiting a new place, networking and academic reputation.

By attending this international conference, participants get the chance to listen to different points of view and learn new ideas and trends in business management and allied fields. It provides participants with new techniques, new types of research approaches, data that is yet to be published, and investigators that they may not have heard of.

Therefore, I expect this conference will be a worthwhile and useful one for all the presenters, participants as well as partner universities and organizers.

I must thank to all three partner universities, EdHat international, UK as the implementing organization, IDM Nations campus as the key organizer of the event, organizing committee, research paper presenters, reviewers, participants and members of the conference office for their great contribution in making this conference a successful one.

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Prof (Dr) Rohana P Mahaliyanaarachchi
Conference Chairperson and Editor in Chief

Prof Rohana P Mahaliyannarachchi is the former Vice Chancellor of the Sabaragamuwa University of Sri Lanka. He is the Senior Professor (Chair) of Agri Business Management of the Department of Agri Business Management of the Faculty of Agricultural Sciences of the Sabaragamuwa University of Sri Lanka.

He had participated as a quality assurance reviewer for more than 25 subject reviews during the first round of QA reviews in the university system in Sri Lanka. Further, he has given his contribution as a QA reviewer in Library reviews, Postgraduate Institutions and Graduate faculties reviews in number of Universities in Sri Lanka
.
Most important, he has given his expertise as an Institutional QA reviewer for Institutional reviews in 6 universities in Sri Lanka in 10 occasions. He chaired the review team in four occasions. Apart from Sri Lanka, he has contributed his expertise as a QA reviewer in the Universities in Bangladesh. Prof Mahaliyannarachchi has involved in preparation of code of practices and other QA documents in Sri Lanka and he worked as senior consultant of Quality Assurance of EdHat International, UK that is a UK based educational body during his sabbatical period.

Further, he has worked as a member and chair of the reviewing panel of recognizing degree programmes for private higher education institutes appointed by Ministry of Higher Education, Sri Lanka. He was a member of the panel of preparing the Higher Education Policy of Sri Lanka during 2008/2009.

He has published 7 books and there are more than 30 Research papers which are published in reputed referred journals and more than 40 conference papers presented in national and international research forums under his name.

INVITED SPEAKERS

Chief Guest

Dr Jayantha Lal Ratnasekara

Dr Jayantha Lal Ratnasekara is the Vice Chancellor of the Uva Wellasa University of Sri Lanka. He was the Dean of the Faculty of Applied sciences of the Rajarata University of Sri Lanka. He was graduated from Lumumba Friendship University, Moscow, Russia. Prof Ratnasekara is a veteran Quality Assurance Expert in Higher Education.

Keynote Speaker

Prof. Abdul Hannan Chowdhury,

Vice Chancellor,
Primeasia University,
Star Tower, 12 Kemal Atatuk Avenue,
Banani, Dhaka, Bangaldesh

Eminent educationist Prof Dr Abdul Hannan Chowdhury is the Vice Chancellor of Primeasia University (PU), Bangladesh. Before joining PU, Dr Chowdhury was pro-vice chancellor of Eastern University. He completed his Ph.D. in Industrial Engineering from Northeastern University, Boston, USA in 1999 and MS in Operations Research from Northeastern University, USA in 1996. He has earned Bachelor of Science and Master of Science in Statistics from Jahangirnagar University in the year 1986 and 1987 and respectively.

He was also the former director of the BBA programme and syndicate member of North South University. He has worked as a faculty member at the University of Windsor, Canada, Northeastern University, Boston, USA, and University of Calgary, Canada and at the Islamic University, Bangladesh. In 2014, he was made a visiting Professor of the Yunnan Normal University, China. He has published more than 50 papers and two books and presented more than 40 papers in different international conferences.

SESSION GUEST SPEAKERS

Dr. Michael R. Reed
Professor, Agricultural Economics
Director, International Programs for Agriculture
308 Charles E. Barnhart Bldg.
University of Kentucky
Lexington, KY 40546-0276,
U.S.A

Topic: "Aging, Income Subsidies and Farm Technical Efficiency in Korea."

Prof. Dr. Mirza Barjees Baig
Department of Agricultural Extension and Rural Society
College of Food and Agriculture Sciences
King Saud University
P.O. Box 2460, Riyadh 11451
Kingdom of Saudi Arabia

Topic: "Changing agriculture in Saudi Arabia in search of new innovative Agri-business sphere and strategies"

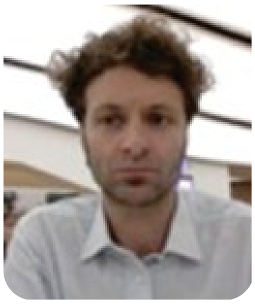
Dr Sainey Faye
Principal Lecturer & Course Leader for BSc Accounting and Finance
Bucks Business School
Buckinghamshire New University
High Wycombe Campus,
Queen Alexandra Road,
High Wycombe
Buckinghamshire HP11 2JZ
United Kingkom

Topic: "Why research is the gate for development of business management."

Dr. A. B. Md. Rahmatullah
Associate Professor,
Department of Economics &
Additional Director, IQAC,
American International University – Bangladesh,
Dhaka,
Bangladesh

Topic: "Opportunities of Business in Bangladesh Economy."

SESSION GUEST SPEAKERS



Mr Michele Maccari
Ex. Coordinator of the activities in Ecuador, Sao Tome and Principe
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Italy

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Md. Enayet Hossain (PhD)
Professor
Department of Marketing
Additional Director
Institutional Quality Assurance Cell (IQAC)
University of Rajshahi,
Bangladesh

Topic: Loyalty with Cox's Bazar in Bangladesh: The Moderating Effect of Visitors' Demographic

CONFERENCE PAPERS

THE EFFECT OF FINANCIAL STATEMENT DISCLOSURE ON CHANGES IN STOCK PRICES: EMPIRICAL EVIDENCE OF COLOMBO STOCK EXCHANGE

Dona Ganeesha Priyangika Kaluarachchi[1]

[1]Lecturer (Probationary), Department of Commerce, Faculty of Commerce and Management, Eastern University, Sri Lanka

Key Words: Financial statement, stock, prices, stock exchange

Introduction

The main objective of financial statements is to provide the information regarding financial position and changes in financial position which are more useful for users in making the economic decisions. The financial statements provide the information in relating to the company financial position, operating results, company cash flows and equity changes details. Based on the information disclosure by the company will create the levels of valuation regarding the company shares. Due to the demand and the supply of the share trading will have decided the share price and also the results generate by the financial statements will give the influence to the shareholders in order to increase or decrease their level interest on the share investment.

Research Objective

The major objective of the study is to identify the relationship between share price changes in relating to the **financial statements discloser.** The specific objective of the study is;

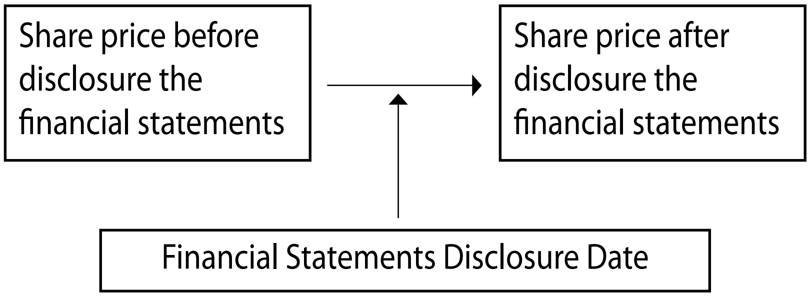
- To examine the effect of financial statement disclosure of share price movement with the empirical evidence from Colombo Stock Exchange

Research Methodology

Financial statements give all relevance information for external users. For the research purpose the main three indicators which are reflecting to the share price has been selected. Share price before disclosure the financial statement indicates as the independent variable and share price after disclosure the financial statement indicate as the dependent variable. Financial statements disclosure date differentiates the before and after share prices.

The model of the research can be explained as follows;

Figure 01. Conceptual Framework



For the purpose of analysis this study uses the event study to identify the share price and the variance between real share price and expected share price to estimate the abnormal return with effect to financial statement publication date. Paired sample t-test used to test to hypothesis to measure the difference between abnormal return before and after the financial statement disclosure date.

Data Analysis

Table 1 shows the average share price for S & P Companies involved in the study sample before and after the event. (10 days before and 10 days after the financial statement disclosure for five years' average data used for analysis and expected return calculated by using 30 days' average share return for each year in each organization for five years).

Table 2. Total Average Abnormal Return

Serial	Days before \ after	Average Abnormal Return
1	-10	-0.7934
2	-9	-0.8660
3	-8	-1.0734
4	-7	-0.2723
5	-6	0.0749
6	-5	-1.4744
7	-4	-1.4166
8	-3	-0.9387
9	-2	-0.2787
10	-1	0.7065
11	0	-5.2276
12	1	-0.0839
13	2	-0.1629
14	3	0.0791
15	4	1.8928
16	5	2.3149
17	6	2.5149
18	7	1.1907
19	8	4.2855
20	9	2.9749
21	10	3.9518

Results of the Table 2 indicate the positive average abnormal return after financial statement discloser. After fourth day of financial statement disclosure shows the positive and slightly increasing average abnormal return. Following diagram shows price changes clearly.

Figure 2. Total Average Abnormal Return Paired sample t-test

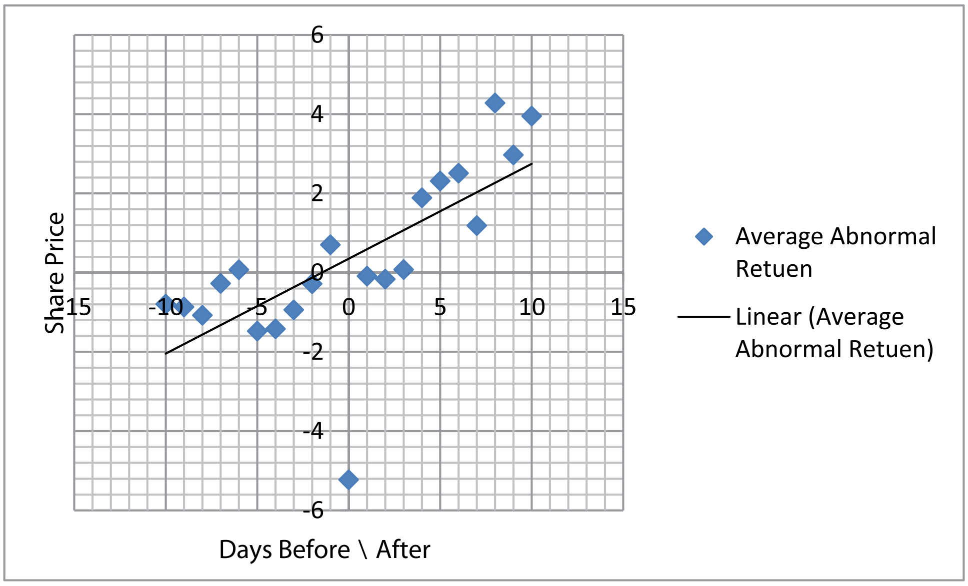


Table 2 shows the statistical evidences of mean difference of share price before and after the financial statement disclosure.

Table 3. Paired sample t-test

Paired Samples Statistics				
	Mean	N	Std. Deviation	Std. Error Mean
Share Price Before	-.6332	10	.68645	.21707
Share Price After	1.8958	10	1.61990	.51226

Paired Samples Test								
	Paired Differences							Sig. (2-tailed)
			Std. Error Mean	95% Confidence Interval of the Difference				
	Mean	Std. Deviation		Lower	Upper	t	df	
Share Price Before – Share Price After	**-2.52905**	2.03060	.64213	-3.98166	-1.07645	**-3.939**	**9**	**.003**

Mean difference between share price before and after the financial statement disclosure is -2.52905. Since the p value is 0.003, there was a significant average difference between hare price before and after the financial statement disclosure. (t9 = -3.939, p < 0.05). on average share prices before the financial statement disclosure were 2.52905 lower than the share price after the financial statement disclosure. (95% CI [-3.98166, -1.07645]).

Table 4. Decision Table

H0	H1	P value	Decision	Conclusion
$\mu_A = \mu_B$	$\mu_A \neq \mu_B$	0.003	Reject H0	There is a significant difference between **share price before and after the financial statement disclosure**

Conclusion

Results show the significant difference between share price before and after the financial statement disclosure. Figure of total average abnormal return shows that there is a positive impact of financial statement disclosures on share price movements. With the financial results show in the financial statements, shareholders tend the sell or purchase shares in the particular organizations. Share price will be changed due the demand and supply of the share in the stock market. Based on the sample results show the positive results of price change after financial statement disclosure. Finally, results show that the financial statement disclosure effecting on the share price.

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HEALTHY FOOD ENVIRONMENTS: ASSESSING THE HEALTHINESS OF FOOD RETAIL PROMOTIONAL OFFERS

Dr Lynsey Hollywood[1], Dr Sinead Furey[2], Professor Una McMahon-Beattie[3], Dr Amy Burns[4] and Dr Ruth Price[5]

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Key Words: Healthy food, healthiness, food retail

Introductıon and objectives

Across Northern Ireland concern about the perceived cost of achieving a healthy diet for consumers has risen, with the main barrier to eating a healthy diet being price1. In response, consumers have adopted sophisticated shopping strategies whereby food promotional offers often dictate how they shop for groceries2. Policy makers have recognised the importance of retail food promotions in consumers' food purchasing behaviour and have committed to encouraging and enabling food retailers to "consider reducing point of sale placement of foods which are high in fat, salt, sugar and increasing exposure to promotion of healthier foods" as part of an obesity prevention strategy for Northern Ireland - A Fitter Future for All: Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland 2012-20233. The aim of this research was to investigate the balance of healthy versus less healthy food retail promotions among food retailers in Northern Ireland.

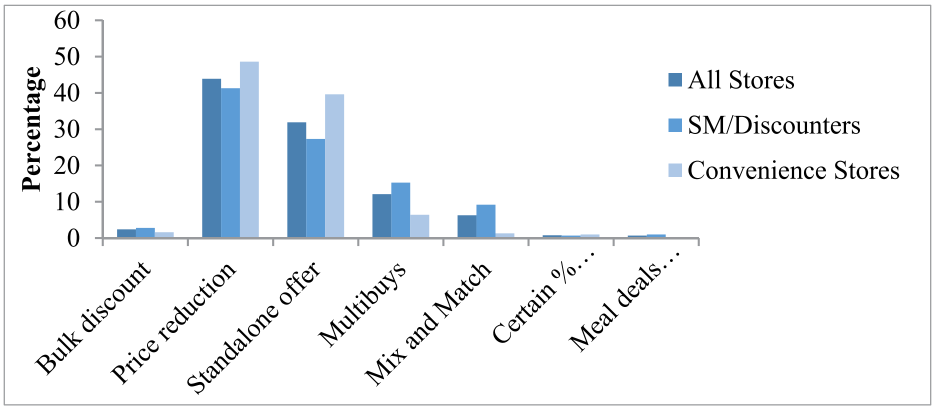
Research methods

A survey was designed to record information on food promotions and collected the following information on each item sold on promotion: brand name, promotional price, and nutrition information (Front of Pack labelling, Energy in kJ, Energy in kcal, Carbohydrate in grams, Sugar in grams, Fat in grams, Sat Fat in grams, Salt in grams). Data collection was carried out in 48 stores across 8 retailers using a handheld electronic survey device. All data was collected by a market research company and inputted into the software package SPSS v.22 for analysis. A total of 6,781 products were assessed based on the type of promotion and healthiness of each product item. Each product item was assigned an **individual nutrient score** (energy, sugar, fat, saturated fat and salt) from 1 to 3 [i.e. high (red) =1, moderate (amber) =2 and low (green) =3] according to the FSA front of pack (FOP) nutrient labelling methodology4. The individual nutrient score was calculated to create an **FOP mean composite score** for each product item. The FOP mean composite score ranged from 5 to 15 (i.e. <8 = Red; 9 – 12 = Amber and; 13 – 15 = Green), meaning the higher the score the healthier product item.

Results and discussion

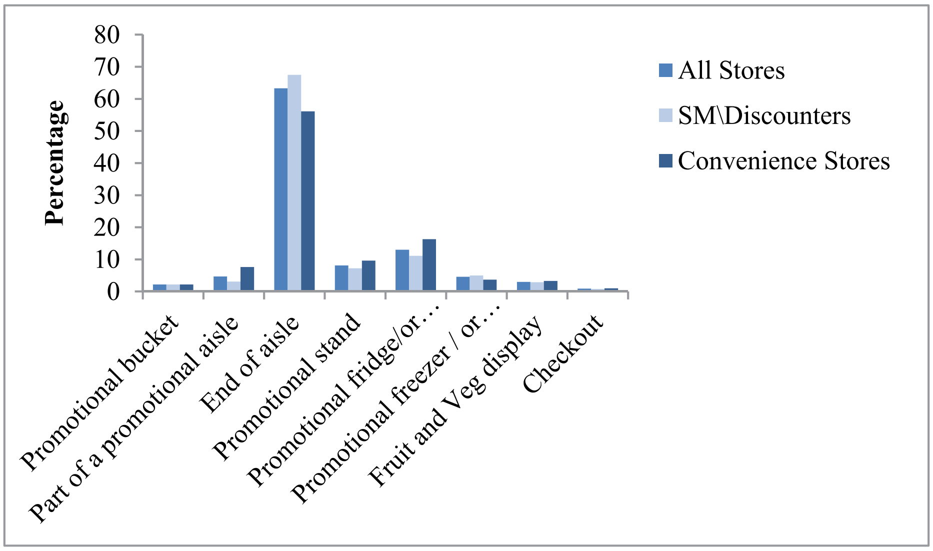
The main types of promotional offers across all stores were ‘price reductions’, ‘standalone offers’ and ‘multibuys’ and amounted to 88% of all offers recorded. Across store type there were significant differences between the frequencies of promotional types. Notably, the supermarkets offered a greater number of ‘multibuys’ and ‘mix and match’ promotions compared to the convenience stores. However, the convenience stores offered a greater number of ‘standalone’ offers (Figure 1).

Figure 1: Promotional types for all stores, supermarkets (SM)/discounters & convenience stores



Across all stores the most prominent location for stocking promotional offers was the ‘end of aisle. The areas with the least amount of promotions were the ‘checkouts’, ‘promotional buckets’ and the ‘fruit and vegetable promotional display’ (Figure 2). The supermarkets/discounters offered significantly more items at the ‘end of aisle’ and in the ‘promotional freezers/promotional section’ than the convenience stores.

Figure 2: Percentage prominence of promotional offers



Using the FSA FOP labelling categories: red, amber and green products for all stores combined there was a greater percentage of products classified as green for the nutrients sugar and salt and a higher percentage of products classified as red for energy, fat and saturated fat as displayed in Table 1.

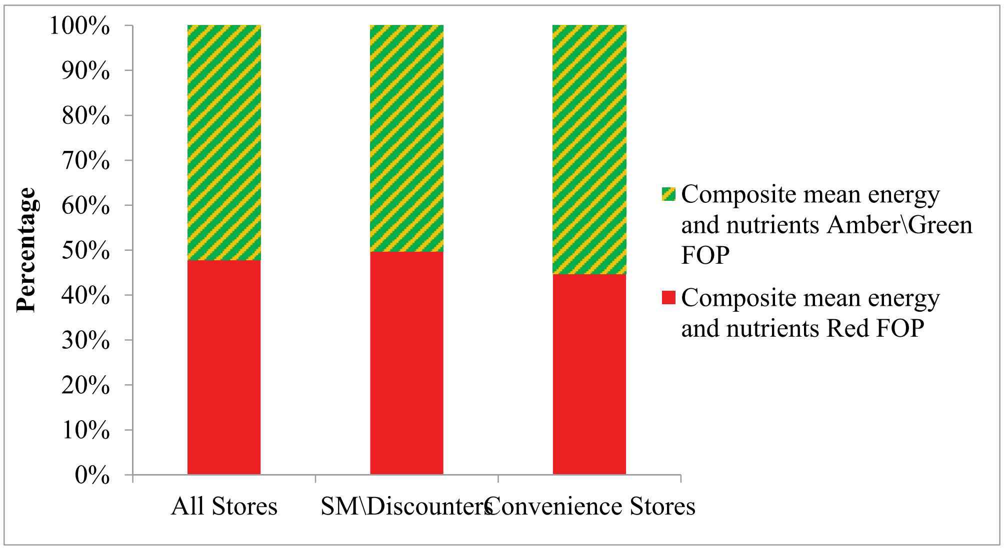
Table 1: Individual nutritional content of in-store food retail promotions

Nutrient	Red (%)	Amber (%)	Green (%)
Energy	78.4	2.9	18.7
Sugar	34.3	27.5	38.2
Fat	47.4	21.5	31.1
Sat fat	43.6	18.5	37.9
Salt	35.6	17.3	47.1

The FOP mean composite score for energy, sugar, fat, saturated fat and salt using the FOP labelling categories identified 47.5% of products as red, 32.5% as amber and 20% as green. As amber products are classified as medium and can be eaten most of the time, both amber and green categories were combined resulting in a final percentage of 52.5% categorised as amber/green and 47.5% of products categorised as red. Similar findings were obtained for the individual nutrients: sugar (65.7%); vs 34.3% fat (52.6% vs 47.4%) saturated fat (56.4%vs. 43.6%) and; salt (64.4% vs.3 5.6%).

Across retailers a significant difference was found between the retailer type and the 'healthiness' of promotional products. Within the convenience stores a smaller percentage of their promotions fell into the red category compared to the supermarkets'/discounters' promotions (Figure 3).

Figure 3: Percentage of promotional products in the FOP red and amber/green for the mean composite score of energy, sugar, fat, sat fat and salt



Conclusions

For all stores combined, the most significant site offering in-store promotions was the ‘end of aisle’. The main types of promotional offers with used were ‘price reductions’, ‘standalone offers’ and ‘multibuys’. Results reported a balance of healthy versus less healthy nutritional quality (52.5% categorised as amber/green and 47.5% of products categorised as red). Our results show that NI retailers are currently achieving a balance in the healthiness of food retail promotions (red versus amber/green FOP categories) however all parties agree that this should continue in the interest of consumers by making the healthier choice the affordable and easy choice.

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FACTORS AFFECTING VISITOR SATISFACTION: AN EMPIRICAL STUDY ON THE PAHARPUR BUDDHA VIHARA, NAOGAON, RAJSHAHI

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Key Words: Visitor satisfaction, specific destination, factors, Rajshahai

Introduction and Objectives

Tourism attracts a wide range of academicians, researchers and practitioners' attention for its potential contribution to the economic development of any country. In spite of global economic uncertainty, the tourism industry almost remains stable (Vetitnev, Romanova, Matushenko et al., 2013). Diversity of visitor satisfaction has also been continuously growing from the recent year. Kotler (2012) define satisfaction as a link between perception and expectation. Few studies have been conducted only for measuring visitor satisfaction towards a specific destination in Bangladesh (Khuong & Quyen, 2016). Thus the main objective of the study is to explore the factors influencing visitor satisfaction from the perspective of on archaeological sites. The specific objectives are-

1. Explore the factors that affect visitors' satisfaction toward archaeological sites.
2. Provide some recommendations to destination operators for their business policy making.

Research Methods

In order to satisfy the objectives of the study, quantitative research approach was used. The data were collected from 200 respondents using convenient sampling method. The main principle was, the respondents must have experience for visiting the destination at least once in prior to data collection period. The questionnaires were developed from the major concepts related literature and from the field study. Total 28 variables are comprised in the questionnaire using seven point Likert Scale ranging from 1 to 7, in which 1 is ―very strongly disagree‖ and 7 is ―very strongly agree‖. Principle component factor analysis with varimax was applied on the data.

Before that it was found that Kaiser Normalization Sample adequacy .730 was acceptable level. Variables with a factor loading of higher than 0.6 are grouped under a factor. A factor loading is the correlation between the original variable with the specific factor and the key to understand the nature of that particular factor (Debasish, 2004). Even though one factor loading is less 0.592, was considered for having the importance in the context. After deducting the loading below 0.6 in 6 iterations, 5 factors and 15 attributes were considered for further discussion.

Results and Discussion

The socio-demographic characteristics of the respondent shows that more than half (60%) of the respondents are aged between 21–30 years and second one (20%) is less than 20 years. In terms of occupation, nearly half of the respondents are enrolling as student (43.5%). In case of the question, how many times visited in this place, maximum respondents (69%) said that they have visited 2-5 times and 31% visited more than 5 times. In addition visitors are said that they visited Paharpur Buddha Vihara repeatedly. So it can say that the visitors were satisfied and loyal to the destination. In the last question of the questionnaire about visiting partner, half (51%) of the respondents said that they enjoy visiting with friends and family (36.5%).

The influencing factors explain 61.81% variance of collected data set. The most important factor that influence on visitor satisfaction is Archaeological Attraction. The Eigen Value of this factor is 3.036 with 20.24% of variance explained. The second most important factor is Safety-Security at the destination, which has the Eigen value 2.761with 18.41% of variance. The third important factor that plays important role to influence on visitor satisfaction is Favorable Environment bearing Eigen value 1.216 with variance 8.108% followed by Food Attraction and Cost of Services with 1.171 and 1.088 Eigen value and variance 7.804% and 7.250%. The study result also show exploratory factors which affect visitor satisfaction of Paharpur Buddha Vihara. The variables that are highly related within the group considered within the factor. The factors and variables are: Archaeological Attraction (Factor 01) comprised variables like Attractive archaeological symbol, Wonderful diversity in historical structure (church, castle, temple), Attractive Buddhist sputa in the center, Great historical importance of the destination, Attractive architectural beauty of the destination; Safety-Security (Factor 02) comprised variables like Neat and clean destination, Safety food at the destination, Non-smoking place, Up to mark security of the destination; The factor Favorable Environment (Factor 03) comprised variables like Sound, noiseless & quite place, Spacious and chaos free roads facilities; variables like Available local foods at the restaurant, Available Preferable food are comprised by factor 04 Food Attraction; and the last factor Cost of Services (Factor 05) comprised variables Reasonable food price and Affordable transportation cost.

Conclusions

The main objective of this study was to explore factors influencing visitor satisfaction towards an archeological site. Exploratory factor analysis was done as per need of the study. The outcome reveals the most influential for choosing an archaeological site are its history, sophisticated design and architectural beauty. The Vihara consists all of these. So, the authority should preserve different archaeological sites for attracting visitor. Then the safety security is most influential factor to the visitors. Therefore, law and enforce agencies should run campaign after some interval which will increase visitors confidence level to be free in the destination. Cost related issues are another important issues for the visitors. So, the cost of services should make reasonable for the visitors. As the maximum visitors of this destination are students, different discount or incentives may motivate them to visit such type of destinations frequently. Peaceful, noiseless, calm environment are also important consideration to the visitors. In this regards destination operators should provide favorable environment to the visitors. Therefore, developing the tourism industry in Bangladesh is important one; the authority should increase the number of offers and widen the extent of services for the visitors as per need of the day. Above all, the specific factors that explored through literature review and statistical analysis should be taken care of by the destination operators for maximizing visitor satisfaction every now and then.

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CONSUMER PERCEPTION TOWARDS DIFFERENT TOOTHPASTE BRANDS IN BANGLADESH

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Key Words: Consumer, perception, toothpaste brand

Introduction and Objectives

Globalization and Social media make consumer more aware and the trend of brand awareness is increasing day by day (Gupta and Kaur, 2013). At present, consumer in rural area also use branded products considering the brand as a tool of status up gradation (Majeed, 2014). Successful brands are like a motivating force containing enough energy to enlighten distant territories holding colossal appeal for consumers (Sheena, Mohanan and Naresh, 2012). Actually brand is a product, service or concept that is publicly distinguished from other products, services or concepts. For distinguish characteristics a brand can be communicated easily and usually marketed. The overall objective of this study is to measure consumers' perception towards the toothpaste brands and competitive position in market of different brands in Bangladesh based on different attributes. The other objectives are-

1. To identify different toothpaste brands those are usually consume in Bangladesh.
2. To identify different attributes those are considered by Bangladeshi consumers.
3. To propose some implications of study

Research Methods

Brands and Attributes Selection:
To measure the perception of consumers towards toothpaste brands those are widely using in Bangladesh has been considered in the study. Selected five brands and twelve attributes that are cited by respondents briefly indicated; X_P= Pepsodent, X_W= White Plus, X_M= Mediplus, X_C= Close UP X_{CO}= Colgate. Again X_1= Price, X_2= Cleanness, X_3= Freshness, X_4= Flavor, X_5= Color, X_6= Packaging, X_7= Quicker Action, X_8= Breathing, X_9= Germ Control, X_{10}= Dental Erosion, X_{11}= Available Pack Size, X_{12}= Price & Pack Size.

To identify significant difference among different brands for different attributes; the hypothesis have been formulated, HO: there is no significant differences of beliefs or for different brand of toothpaste for a specific attribute i.e. P=W=M=C=Co and there is at least one significant difference of beliefs or for different brand of toothpaste for said attribute. In this context hypotheses have been drawn for each attribute individually.

Sample Respondents:

The student sample has been used in this study. There are many arguments in favor and against the convenience sample of students. Beltramini (1983) and Oakes (1972) have been generally cited threats to external validity as their primary concern, arguing that students are a typical of “general population” and any findings based on students samples may therefore not be generalized to other population. Majority of consumers of toothpaste in Bangladesh are students at different levels who are aware regarding the integral ingredients and external attributes.

Therefore data were collected from students.

Sample Size:

For maintaining the consistency data was collected from 350 respondents for five brands. Beside 75 respondents provided their opinions for pretesting questionnaires but not included here.

Data Collection Methods and Procedures:

Data were collected from the students of different years and different departments of Rajshahi University, Bangladesh. A set of pretested structured questionnaire were used. The data were collected from the 17 dormitories including 5 female dormitories of said university on random basis. There were five sets of questionnaire for five different brands containing 70 questionnaires for each brand.

Data Analysis Procedure:
The collected data were analysed using computer software. The perception analysis had been done in light of the analysis procedures used by Fishbein’s for measuring Salient belief of consumers towards objects. ANOVA and Tukey test were used for real conclusion.

Results and Discussion

Strength of belief (bi) is the perceived probability of association between an object and its relevant attribute. This belief was measured by having consumer rate in probability of association for each of their salient belief. The belief reflected how favorably consumers perceived the attributes. It is clear from the table that perception (Po) of different brands Po for X_P= 70.73, PO for X_W = 63.25, Po for X_M= 70.33, Po for X_C= 69.33, Po for X_{CO}= 65.68.

Findings suggest that brand X_P is viewed top most favorable position because it has received total (bi) 70.73 on all desired attributes. X_M bears second topmost position among the brands by samples. Like these X_C, X_{CO} and X_W bearing positions respectively based on total perception towards object. From the table it can be said that Pepsodent is the market leader and Mediplus faces high competition with Pepsodent to be market leader. Overall position of consumers perception towards the individual brand based on different attributes is also clear from the table but cannot be said that whether each attribute is statistically significant for all brands or not. ANOVA helped to overcome the problems where Tukey test helped for actual prediction of result.

Individuals mean beliefs consumer perceived different brands in different ways for different attributes. It is clear that individual mean belief of consumer highest for Pepsodent than others on the basis of three attributes such as X1, X11 and X12. Again, Mediplus scores highest mean belief to cleanness and freshness for the attribute X4, X7, X8, X9 and X10. For X5 and X6, consumers highest perceived for Closeup. On the other hand, Colgate scores lowest mean belief for attribute X3, X5 and X11 and Whiteplus scores lowest mean belief for maximum all attribute except X3, X5, X10 and X11. Again the maximum hypotheses test results permit the nonacceptability of H0, yet some cases there is no significant difference among the difference brands of toothpaste especially in respect of X2 and X3 that means in cleanness & freshness. It refers that consumers in Bangladesh doesn’t think or bother about Cleanness and power of

Freshness to measure the overall perception towards toothpaste. Actually toothpaste is available in Bangladesh from urban areas to rural areas and people do not think regarding cleanness as it low involvement products. They may think that all brands of toothpaste are same in case of cleanness and freshness. Hence, ten attributes Price, Flavor, Color, Packaging, Quicker Action, Breathing, Dental Erosion, Available Pack Size, Price & Pack Size are effective dimension to measure the attitude the perception towards toothpaste individually in the market of Bangladesh.

Conclusions

In essence the purpose of this study was to determine overall perception towards toothpaste brands those are usually used in Bangladesh. Among the five brands Pepsodent has been enjoyed the leading position in marketplace, Mediplus is the second most favorable brand and Whiteplus lowest favorable brand for toothpaste in Bangladesh as per the opinions of the consumers. Tukey test has provided a clear picture which attributes can be occurred to reject null hypotheses i.e to create differences. Manufacturers as well as wholesalers, retailer or distributor and so on of toothpaste should understand and provide proper emphasis on the ten important attributes that influence the consumes perception for buying decision. The findings of the study may be used as an index for improvement of their product quality for wide acceptance and formulating marketing strategies, accordingly. Homogeneous respondents (as real consumer) were used for collecting data for this study. So by this study the academicians can get idea about theory application in marketing research. Managers can take strategies such as maintain or develop the attributes; operate effective promotion activities etc. for achieving the competitive advantage on the basis of product differentiation. This study will help the producers of different brands to cope with the dynamic change of markets. By providing newer and superior value to the consumers, a brand gets sustainable advantage in dynamic business environment.

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INFLUENCE OF HEALTH AND SAFETY PRACTICES ON EMPLOYEES' JOB SATISFACTION IN PAINT MANUFACTURING INDUSTRY

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Key Words: Job Satisfaction, Management Commitment, Organization Policy, Paint Manufacturing Industry, Working Environment

Introduction and Objectives

With the rapid growth of industrialization and its consequences, discussions on the workplace hazards and exposure to dangerous and harmful chemicals are also increased (Baram, 2009). A healthy well-being of an individual leads to his/her job satisfaction and ultimately it ends with higher productivity (Awodele et al., 2014; Böckerman & Ilmakunnas, 2012; Letvak & Buck, 2008), makes a more pressing discussions regarding managing the health and safety of employees. The job satisfaction of an individual can be defined as a psychological state of how that individual's attitude towards work blends with the feelings of various intrinsic and extrinsic elements related to their job (Hokey, 2007). Among many other influencing factors, the main objective of this study is to measure how the Management Commitment, Working Environment, and Organization Policy towards the health and safety practices of the organization influence on the Job Satisfaction of the floor workers of the Paint Manufacturing Industry in Sri Lanka.

Research Methods

This study designed as a cross-sectional sample survey with a self-administrated questionnaire. Data collection was done through both primary and secondary resources. Participatory observation and structured interviews with the top management were also carried out in order to collect primary data. The target population was the permanent employees who are in manufacturing divisions (factory) of four well-known Paint manufactures and exporters. All four factories are located in the Western Province, Sri Lanka and showed similar type of organizational policies in health and safety practices. 200 employees were randomly selected as the sample and the selection was proportionate to the company's work force. The questionnaire consisted with five sections such as (1) demographic information, information regarding health and safety under the three areas of (2) 9-items for Management Commitment, (3) 12-items for Organizational Policy, (4) 10-items for Working Environment, and (5) 7-items for Job Satisfaction of the employee. Items in the questionnaire were measured by using the five-point Likert scale. '1' to '5' scale varied as "strongly disagree" to "strongly agree". Initially perform the Validity and Reliability tests, and a descriptive analysis was used to explain the behaviour of the collected data. Correlation and Regression analysis were used to discuss the objectives of the study.

Discussion

Factor loading of the Confirmatory Factor Analysis justified the validity of the measurements of the four constructs and sufficiency of the sample to get a valid conclusion. The Kaiser-Meyer-Olkin (KMO) measures confirmed the adequacy of the sample for a Factor Analysis (values as above 0.6), and the significant ($p<0.05$) Bartlett's Tests of Sphericity values ensure the validity of performing the Factor Analysis. Reliability test confirmed the reliability of the data in the current study with the reliability measures (Cronbach's Alpha value) which exceed 0.6 for all constructs.

Majority of the floor level employees (90.5%) are males. Nearly 50% of the employees are in the age group of years 21-34. Further, 35.7% are from the age group of 35-44 years and the young-adult employees who are in between 18-24 years of age are only about 5%. Nearly 38.3% of the responders are in their company just 6 months – 1 year, while nearly 47% of the respondents are worked for 1-5 years. Only 9.2% are worked for the company more than 5 years and it is very low in number. Different levels of experience create significantly different (<0.05) levels of satisfaction regarding the Management Commitment, Working Environment, Organization Policy, and Job Satisfaction. Two gender groups show significant (<0.05) difference only about the Management Commitment.

According to the Spearman's Correlation measures, the Management Commitment (r= 0.438**), Organization Policy (r=0.502**), and Working Environment (r=0.421**) are showing significant but moderate level positive relationships with the Job Satisfaction.

Management Commitment and Organization Policy variables show significant impacts on the Job Satisfaction of the floor level employees in Paint Manufacturing Industry. Management Commitment has more impact than the Organization Policy. Working Environment is not significantly influence on the Job Satisfaction of them, but it shows highly significant relationships with the Management Commitment (r= 0.942**) and the Organization Policy (r=0.956**). The gender and the experience of the employee show moderating impact on the relationship of Management Commitment and Organization Policy to the Job Satisfaction. The male employees are showing higher level of job satisfaction than their female counterparts. The experienced employees are more satisfied than the new employees.

The best model extracted through the Backward Elimination method showed model accuracy as 56.3% (adjusted R2). When the management is highly committed and the organization policy on the OHS is beneficial for the employees, then the employees will be satisfied with their job.

Conclusions

As to the studies of Huang (2006) and Indakwa (2013), this study also shows a significant impact of OHS practices on the job satisfaction of the employees. In paint manufacturing industry, the factory workers' job satisfaction is significantly influenced by the commitment of the management and the health and safety policy of the organization. Working environment is not significantly influenced on their job satisfaction. However, there is significant difference of the job satisfaction among two gender groups. Further the employees who are staying long period with the organization show higher level of satisfaction than the new employees.

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THE IMPACT OF AWARENESS ON E-BANKING ON E-BANKING ADOPTION: WITH SPECIAL REFERENCE TO BANKING CONSUMERS IN SRI LANKA

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Key words: E-banking adoption, awareness, banking customers

Introduction and Objectives

The banking industry has undergone a dramatic transformation due to the electronic based services and the concept of electronic banking. It presents opportunities for acquiring new customers since certain customers are willing to adapt to innovative products like e-banking. Since the adoptation of an innovation begins when the consumer becomes aware of that product, awareness is an important factor when studying the adoptation of innovations. Despite the importance of this, a majority of past researchers have examined E-banking Adoption (EBA) in Western countries while there were only few done, especially in the Sri Lankan context. Hence this research studies the impact of awareness on e-banking (AEB) on EBA among Sri Lankan Banking Consumers (SLBC), in order to fill this knowledge gap. The objectives of this research were to identify the level of AEB among SLBC, to identify the level of EBA among SLBC and to identify the impact of AEB on EBA among SLBC.

Research Methods

This research is descriptive and correlational in nature and was conducted in non-contrived setting where researcher interference was minimal. It was cross sectional and primary data was gathered through a self-administered questionnaire. Population for the research consisted of banking consumers in Sri Lanka. The unit of analysis and the sample unit was an individual who is using banking services in Sri Lanka. A sample of 200 banking customers were selected on the judgmental and convenience sampling methods. Literature supports that awareness on e-banking has an impact on e-banking adoption (Polatoglu and Ekin, 2001). Similarly Pikkarainen et al. (2004) highlighted that adoption of internet banking can be determined by the level of information that a customer has about online banking and its benefits. Hence awareness is an important element that needs to be considered before adopting any innovative products (Guiltinand and Donnely, 1983). AEB which is the independent variable was measured using 4 items (4 questions) and EBA which is the dependent variable was measured using 3 dimensions namely; actual use behavior (3 items), satisfaction (6 items) and continued usage intention (3 items). Hence, AEB was operationalized based on Prema.C (n.d.) and EBA was operationalized based on Wang and Li (2012). All the items and dimensions were measured through a five point Likert scale ranging from strongly disagree to strongly agree.

Mean, one sample T-Test and Regression analysis were used to test hypotheses.

Results and Discussion

After the normality of the data set was assured, by using content validity, unidimensionality, reliability and construct validity measurement properties were validated. Findings in this research revealed that there is a high level of awareness about e-banking among Sri Lankan banking consumers. This finding is in line with previous research studies on mobile banking in Asian Countries especially in India and Pakistan which also found that a majority of consumers were aware about mobile banking services provided by their banks (Nishant, 2015; Wadhe and Ghodke, 2013). However these results act contrary to the results obtained by Sathye (1999) who found that banking customers were not aware about internet banking facilities in Australia. Researcher believes that the reason for that is although e-banking services exists in that particular country ,majority of the people still deals with banking transactions in a traditional manner and they resist to get awareness about those services. For instance, customers still pay their bills, withdraw money, and check account balances at their banks in the traditional manner. According to the findings there is a high level of e-banking adoption among Sri Lankan banking consumers. This finding is contrary to the results obtained by prior researchers who found that Sri Lankan banking customers were more resistant toward adopting such technology even if it has sufficient relative advantages (Jayasiri and weerathunga, 2008; Suraweera et al., 2011). Regarding this, recent research findings in Sri Lanka also revealed that e-banking has still not moved towards the people and the popularity of e-banking among people is not at a satisfactory level (Jayasiri and weerathunga, 2008; Suraweera et al., 2011). It implies that even though e-banking services provide more sufficient relative advantages, most people haven’t attempted to use those services by themselves. Findings of this research also confirmed that there is an impact of awareness on e-banking on e-banking adoption, indicating approximately that 23% of the variation of EBA is accounted by AEB. However, it is evidenced that there are also other factors influencing EBA other than awareness (77%) which would merit the study. However these findings are contrary to the results obtained by Sathye (1999) who pointed out that low awareness of internet banking is a critical reason for non-adoption of internet banking. However a similar research conducted by Wadhe and Ghodke (2013) revealed that consumer awareness has significantly impact on the interest to use mobile banking. Regarding this Juwaheer et al. (2012) also indicated that the level of awareness has an impact on the choice of using internet banking.

Conclusions

According to the hypothesis testing, there is a high level of AEB and high level of EBA among SLBC. Further it revealed that there is an impact of AEB on EBA among SLBC. Hence based on the findings it can be recommended that banks need to pay attention on increasing the awareness of potential e-banking users through effective marketing strategies so that it will enhance customer confidence in the use of e-banking services in the long term. In order to access more potential adopters, information about e-banking should be provided by bank assistants at bank branches continuously and the relevant authorities should also contribute to the growth and development of e-banking services in their maximum level.

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PERFORMANCE OF THE OCCUPATIONAL HEALTH AND SAFETY PROGRAMS: A CASE STUDY IN A FRUIT AND VEGETABLE PROCESSING FACTORY IN SRI LANKA

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Key Words: Performance, occupational health, safety programmes, Processing factory, vegetable and fruit

Introduction and objectives

Occupational Health and Safety (OHS) is a vital strategy that ensures the health of workers, improve productivity, quality of products and services, motivates workers, increase job satisfaction and thereby to the overall quality of life of individuals and society(Amponsah Tawiah et al.,2011).The role of research in improving working conditions is now gaining a new impetus. Thus OHS management systems like OHSAS 18001:2007 is one result of this concern. Even though many organizations in Sri Lanka have gained this certification but still safe and sound OHS practices are questionable. Nevertheless studies in concern to OHS in the food industry in Sri Lanka are limited. Thus it was deem appropriate to assess the workers contribution to safety performance and to identify the factors influencing the industrial workers' contribution to safety performance and finally to identify the constraints in promoting the OHS in the organization.

Research methods

The study was conducted in a fruit and vegetable processing factory .In the view of this proposed study deductive approach was used as the research approach. Based on the research questions formulated in this study, a descripto-explanatory research purpose was adapted. Survey and case study research strategies were used in this study. The dependent variable safety performance was identified as accident occurrence to a person resulting in various degrees of injury. High, moderate and low safety performing groups were identified by the level of accident/s that each respondent had in the past. Industrial workers who had no injury in the past were identified as workers with highly performing safety records, those who had encountered minor injuries were identified as workers with moderately performing safety records and those who had major injuries were identified as workers with low performing safety records (Sawacha, et al., 1999).Both descriptive and inferential statistics were used in this study to analyze the collected data. Descriptive statistics that were used were mean, frequency, standard deviation. Spearman Correlation, Rank Based Quotient and Factor Analysis were the techniques of statistical analysis used in this study to analyze the data set.

Results and discussion

Majority of the industrial workers have encountered minor injuries (68%) thus indicating that the majority showed a moderate safety performance .The results suggested that the industrial workers rarely proposed innovative methods of risk reduction (mean score of 2.3409).Even though the organization has a system named as KAIZEN which allow workers to propose suggestions yet majority of the workers tend to be unaware of the system. The results also indicated that the workers rarely reported near misses to the supervisors (mean score=2.4379). Thus this highlighted the fact that the workers were unaware of the importance of reporting near misses. Nevertheless nearly half of the industrial workers have encountered near misses (45%).However only 27% of the workers have encountered an injury repetitively, thus this indicates most of the workers have ensured non-recurrence of the injuries. Majority of the industrial workers were exposed to ergonomic hazards (42%) where most of them had encountered back pains due to prolonged standing when carrying outs tasks in the production line. The Table 1.1 depicts the spearman correlation test results between various factors and safety performance. Weak relationships were found between safety performance and educational level of the workers, working experience, and attendance of the OHS trainings, safety communication among co-workers, safety communication between supervisors and workers. However, long working hours, Hazard Identification, Training and Competence showed a moderate relationship with safety performance. The most dominant factor that affects safety performance was the Top Management Commitment which was strongly correlated with safety performance indicating that the employees get motivated to improve safety as the management become more apparent and supportive.

The major constraints identified in promoting the OHS were Organizational constraints (Lack of trainings) and dispositional characteristics of the workers (Staffs' habitual practices).The supervisors and the executives strongly agreed workers being carless, unconsciousness of the workers and difficulty to break old habits as the personal reasons for poor safety behavior of the industrial workers. They also identified that handling dangerous equipments and machines and also long working hours especially during high production seasons as the external reasons for poor safety behavior of the workers.

Table 1: Spearman correlation test results for the relationship between the identified factors affecting safety performance of the industrial workers and safety performance.

Correlation is significant at the 0.05 level (2-tailed).

Factors affecting OHS	Correlation coefficient	Significance value(p)
Personal factors		
Level of education	0.252	0.004
Working experience	-0.180	0.039
Trainings attended	0.240	0.006
Influence by co-workers		
Safety Communication	0.141	0.011
Influence by supervisors		
Communication	0.06	0.050
Job Requirements		
Total Working Hours	-0.428	0.000
Organizational Factors		
Top Management Commitment	**0.658**	**0.000**
Communication	0.393	0.000
Hazard Identification	0.430	0.000
Training	0.319	0.000

The organization should re-establish the safety committee within the organization in order to ensure workers' active participation in health and safety and should assign responsibilities for the industrial workers, supervisors and executives. Thus it will impart a feeling within them that they too are a part of this process of OHS Management. Thus the study revealed that the food industry in Sri Lanka should focus more and strengthen their policies regarding safety concerns.

Conclusions

The negligence on the importance of OHS has led the workers' tend to ignore the safety behaviors like reporting near misses and proposing innovative methods of risk reduction. Automation of work had led to repetitive motions and manual work handling had led to awkward, wrong postures at work resulting more ergonomic hazards. There are varying factors affecting safety performance. However Top Management Commitment is one of the most dominant factors influencing safety performance as motivated employees are persisting to improve safety when they are aware that the management is more apparent and supportive of the safety activities. The staff's habitual practices and lack of training on OHS were the main constraints in promoting OHS indicating that the organization should review their OHS training needs of all employees in order to enhance the competencies and awareness on OHS aspects.

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FACTORS AFFECTING VISITORS' SATISFACTION TOWARD PUTHIA RAJBARI IN RAJSHAHI, BANGLADESH

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Key Words: Visitors satisfaction, tourism destination, Bangladesh

Introduction and Objectives:

Tourist satisfaction is the most important issue in tourism sectors (Mingfung & Hanyu, 2014). It enhances the reputation of a tourism destination (Anderson, Fronnel & Lehmann, 1994; Swanson & Kelley, 2001). A successful tourism destination is one in the aspects of marketing strategies and economic development which can satisfy its visitors (Yoon & Uysal, 2005). The authors further argue that satisfaction influences the destination choice, spending, repurchase intention and recommend to others. Beside these, the concept of satisfaction is recently viewed as a function of attribute-level evaluation which affects, ensures and enhances the satisfaction of visitors. This study considers the concepts of attribute-level evaluation and tries to understand its effect on visitors' satisfaction. Therefore, three specific research objectives are considered; firstly to explore the different service attributes; secondly to explore the different variables of visitors' satisfaction and finally to understand the effect of different service factors on visitors' satisfaction at the destination.

Research Methodology

Sampling and Data Collection: The study considers quantitative method to collect data using convenience sampling method. The target population was the domestic visitors who took part in the survey. A total of 180 questionnaires were distributed and finally 160 samples were considered for analysis after screening the completeness of the questionnaires.

Questionnaire Design: The questionnaire was developed based on existing literatures and it contained three sections. First section contained the 22 variables that represent different service attributes of the destination. Second section contained 5 variables which were used to understand visitor's satisfaction. 5 point Likert-Scale was used to indicate the level of agreement of the respondents ranging from 5 = strongly agree and 1= strongly disagree for these two sections. The last section of the questionnaire was related to the socio-demographic information of the respondents to identify their characteristics.

Scale Reliability: The alpha coefficient value is 0.882 for this study which ensure the suitability of data for factor analysis which exceed the minimum threshold value 0.50 suggested by Hair, Anderson, Tatham and Black (1998).
Data Analysis: This study used the Statistical Package for the Social Sciences (SPSS 15) to analyse data and employed descriptive statistics, an exploratory factor analysis and regression analysis to meet the study objectives.

Results and Discussion

Demographic Profile of the Respondents: The samples of the study represent that over half (51.2%) of the respondents fall in age group 21-30 years, and 77.5% and 22.5% of them are male and female respectively. The respondent professional profile says that 65.6% are student. The survey also reveals that 56.9% of the respondents report their monthly income in less than10, 000Tk. to 20,000Tk. It denotes that most of the visitors are in lower level income group. Majority of the respondents are single (61.1%). Whereas, 63.8% of respondents are from Rajshahi division which indicates most of the visitors are local and nearest people of the destination. On the other hand, 86.3% of respondents visit this place more than 2-5 times and they visited with friends and family and the percentage are 63.8% and 31.9 % respectively.

Exploratory Factor Analysis: This study used the Bartlett test of Sphericity which shows significant (x^2 =1601.106, p = 0.000) where the overall value of the Kaiser-Meyer-Olkin overall measure of sampling adequacy (MSA) is 0.820. It captures 67.47% of total variance which constitutes 6 factors considering the criteria of Eigen-value <1, scree-plot criteria and the percentage of variance criterion.

The first factor is management services which contains 5 variables representing factor loading 0.773 to 0.617. The average opinion of visitors' shows ranging from 3.54 to 3.07. The second factor is safety environment which contains 5 variables representing average opinion of visitors ranging from 4.41 to 3.29. The third factor is food and beverage facility which contains 3 variables showing average opinion of visitors ranging from 3.40 to 3.27. The fourth factor is natural environment which contains two variable representing average opinions of visitors 4.54 to 4.41. The fifth factor is price charges which contains 3 variables and showing the average opinion of visitors ranging from 4.86 to 4.16. The last factor is historical attractions which contain 2 variables representing average opinion 4.16 to 4.14.

The regression analysis has been performed to test the relationship between different service factors and visitors' satisfaction. The test results (R^2 =0.394, F-value =16.573 and p-value =00<05). The independent variables management services and safety environment show the results standardized, ß=0.126, t = 1.496 and standardized, ß=0.100, t = 1.289 respectively. It indicates the negative relationship of this independent variable with the dependent variable (Visitors' Satisfaction) so these two hypotheses are rejected. Whereas, the independent variables food & beverage facility, price charges, natural environment and historical attraction shows standardized, ß=0.277, t = 4.135; standardized, ß=0.157, t = 2.038; standardized, ß=0.157, t = 2.171 and standardized, ß=0.208, t = 3.086 respectively which indicates the positive relationship of these independent variables with dependent variable (visitors' satisfaction).

Conclusion

This study employed descriptive statistics, EFA and regression analysis to attain the research objectives. Exploratory factor analysis result shows twenty (20) service variables which constitute six (6) factors. It also explores four (4) variables to understand visitors' satisfaction. Then, the regression analysis is performed to test the relationship between the independent variable with dependent variable to attain the study objectives. Four (4) services factors (Food & beverage; price charges, natural environment and historical attraction) among the six (6) represent the positive relationship with visitors' satisfaction while the rest of the two factors (management services and safety environment) are insignificant.

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THE STUDY OF DETERMINING THE FACTORS AFFECTING ON GREEN PURCHASE INTENTION OF SRI LANKAN MARKET

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Key Words: Green purchase, market, factors

Introduction & Objectives

The environment is constantly changing and people across the world are facing a wealth of new and challenging environmental problems every day. People move parallel to the movement of the globe while the environment is forgotten and less treated by them. People realize the severity of the environmental issues when it becomes a problem for many generations. People have recognized that they have a huge responsibility on their shoulders for protecting the environment. The need for the green purchase intention might be different from person to person and therefore, the research finds which factors mostly affect for this decision and it will contribute organizations also for approaching green labeled strategies. The main Objective of the current research is to determine the factors affecting on Green Purchase Intention of the consumers in Sri Lanka.

Research Methods

Since the research is going to determine the factors affecting on the Green Purchase Intention in the market of Sri Lanka, the Green purchase intention was taken as the Dependent variable and Environmental concern, Self-Image and Social Influence were considered as the independent variables. Environmental concern is the extent of emotionality a consumer is linked to environmental issues. ‘Self-image’ is determined by the extent of social interaction of that person. For this research, 195 questionnaires were distributed initially but only 140 questionnaires were returned. The questionnaire was consisted with 24 question items and the collected data was analyzed through SPSS 21.0 software and basically the reliability, Validity, Correlation, Regression tests and Model adequacy tests were done. The results of the reliability test indicate that the Cronbach’s Alpha values of all the variables are above 0.6 and the validity is 0.764. Spearman Correlation analysis on a two-tail test at 0.05 significance level indicates that there are positive relationships among dependent variable and the independent variables since the significance values are less than 0.005. The strongest relationship is between Social Influence and Green Purchase Intention. The R2 value of 0.554 indicates that 55% of the variance in dependent variable is explained by the independent variables considered in the model and the rest of the 45% is explained by other factors. Since the Durbin Watson value is higher than 1.0 it can be argued that there is no auto correlation in the sample. The B coefficient values of Environmental concern, Self-image and Social influence are 0.207, 0.073 and 0.537 while all the values are significant except Self-image. Therefore, both Environmental concern and Social influence impact on the Green purchase intention while the highest impact is from Social influence. It elaborates that Green purchase intention increases by 0.537 when 1 unit of Social influence is increased.

Conclusion

This research was conducted to determine what factors affecting on Green purchase intention based on the data of consumers in Sri Lanka collected through a distribution of self-administered questionnaire. The analysis emphasized that the Environmental concern and Social Influence are the major determinants of Green purchase intention and the highest impact is from Social Influence. The research emphasized the importance of having an intention for green product purchase and additionally, this research provides an insight for the marketers also about the strategies, approaches that should be used in order to maximize organization's wealth.

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THE ROLE OF INTERNATIONAL STEREOTYPES IN SHAPING NATIONAL IMAGE, DESTINATION IMAGE AND BEHAVIORAL INTENTION: EVIDENCE FROM TAIWANESE TOURISTS IN CHINA

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Keywords: national image, destination image, international stereotype, behavioral intention

Introduction

Tourism has turned out to be a popular life style and a basic right of people. Equally, it is the most direct and natural way of country-to-country, people-to-people communication. The role of international tourism has gradually derived social, political and other comprehensive functions from the original single economic function. Amity among the people holds the key to state-to-state relations and mutual visits are essential to foster amity among the people, particularly for the once-conflicting and hostile countries. Thus, the unique function of tourism on "folk diplomacy" in promoting peace and development has been widely recognized and has become a global issue. Tourism diplomacy as a result of political driving force, turns from unofficial into official form of diplomacy, which runs alongside of and supplement the official governmental diplomacy. Consequently, it has reached far beyond the boundaries of official diplomacy.

The historical and contemporary conditions of geography, socio-cultural relations of China and Taiwan make two nations geographically communal. The rapid development of bilateral economic co-operations and the strengthening of mutual cooperation between the two countries, the bilateral tourism between the two countries has also become an effective route for promoting mutual development. China and Taiwan have a long history of friendship, cultural similarities, destinies interrelated and such an integrated geopolitical relations. Nevertheless, entangled with thousands of years of historical disputes are prevailed through strong national spirit of the people. Amid this complex world situation and the current conflicts of national interests between China and Taiwan, "how does bilateral tourism between China and Taiwan play the role of peace envoy?" calls for further research.

Objectives

Based on previous literature of national image, destination image and related theory, referring to the concept of "international stereotypes" emerging from the field of social psychology, this study uses attitude theory and international image theory as the theoretical base to construct the structural model of international image, national image, destination image and behavioral intention, in order to examine whether the stereotypical images of China as perceived by Taiwanese influences their national images, destination images and behavioral intentions pertaining to China, and how the proposed effect is influenced by actual previous destination experiences.

Research Methods

A self-administered questionnaire was developed based on the pre tested scales to measure the proposed dimensions and it was pilot tested with 57 Taiwanese tourists to enhance the reliability. Data for the current study was collected from both potential and actual Taiwanese tourists to China and a total of 584 valid questionnaires were collected through both online and field surveys. Among the respondents 284 were actual tourists while 299 were potential tourists. Firstly, SPSS 23 was used to analyze Taiwanese tourists' national image, destination image and behavioral intention of China, and then using the Smart PLS3.0 structural equation model software the path test on the integration model of the research was carried out. Further, two separate path models for visitors and non-visitors were developed and comparing the two models the moderating role of previous destination experience on the negative impact of stereotypes were examined.

Results and Discussion

Based on previous literature, the present study elucidated new stereotypes for the unique context of China and Taiwan combined with the actual situation of China-Taiwan relations. The findings indicated that different demographic characteristics of the tourists indicated significant differences in the latent variables in the model. Results revealed that the oldest (first generation) Taiwanese tourists have the most positive stereotypic image of China. The oldest Taiwanese, those who have visited China, those who know Chinese and the students share higher evaluation of China national image and destination image in general.

The order of the stereotypic images was determined through three dimensions of international relations that are critical to stereotype formation, including: goal compatibility, relative power, and relative cultural status between China and Taiwan, then take "international stereotype" as a proxy in the integration model. Based on the PLS path model Taiwanese tourists on China's international stereotypes include five stereotypic images: "comrades and brothers" friendly neighbors (ally), barbarian neighbor, imperialist, enemy and Taiwan is strongly dependent on China. Moreover, Taiwanese tourists' national image of China is composed of four dimensions, including: "national characteristics", "national capacity", "cultural characteristics" and "people's characteristics". The image of the country has a significant positive impact on the destination image and the behavioral intention of the tourists, but the cognitive image of the national image has no significant effect on the behavioral intention. Moreover, the destination cognitive image demonstrated a significant positive effect on the image of the destination affective image and the behavioral intention of the tourists.

Conclusions

The findings of this research are both theoretically and empirically significant and contribute to promote China-Taiwan bilateral tourism, friendly relations and expected peaceful development between the two countries. Prominently, the following conclusions are drawn based on which the tourist destination managers and policy makers could implement their activities. The international stereotypes of China as perceived by Taiwanese tourists negatively influence the national cognitive image, the national affective image and destination quality image. It could be concluded that there is a negative effect of stereotype on the national image, destination quality image and behavioral intention of the tourists.

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AN EMPIRICAL INVESTIGATION OF THE IMPACT OF HUMAN RESOURCE MANAGEMENT PRACTICES ON HUMAN RESOURCE OUTCOMES IN SMALL AND MEDIUM SCALE MANUFACTURING FIRMS IN SRI LANKA

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Key Words: Human Resource Management Practices, Human Resource Outcomes, Employee Attitudes, employee behaviors, Manufacturing Firms, Small and Medium Scale Enterprises

Introductıon and objectives

Small and medium enterprises (SMEs) play a very vital role for the Economy in Sri Lanka. SMEs have shown a striking progress over the past two decades. The practice of effective Human Resource Management (HRM) is one that has been shown to be an integral part of small business success (Ichniowski, Shaw, and Prennushi,1997; Huselid 2006). Although there has been a sizeable amount of researches on the causes of failure as well as the determinants of success in SMEs, an empirical investigation on the impact of Human Resource Management practices on Human Resource (HR) Outcomes in small and medium scale manufacturing firms is extremely rare in Sri Lanka. Therefore, the primary objective of this study was to investigate the relationship between HRM practices and Human Resource Outcomes of small and medium scale manufacturing firms in the Western Province in Sri Lanka.

Research methods

The research framework consists of one independent variable which is HRM Practices. Under the concept of HR outcomes, attitudes and behaviours of employees were considered as the two dependent variables of this study (Budhwar and Katou,2006).

Based on this model two hypotheses were formulated using deductive approach to be tested under this study. They are “there is a positive relationship exists between HRM Practices and employee attitudes, and “there is a positive relationship exists between HRM Practices and employee behaviours”.

Variables are neither manipulated nor controlled for the study (Sekaran, 2006). Hence, the study was conducted in a non-contrived setting. As the data for this study was collected at a single point in time, the study was cross sectional in time horizon. Measures of the study had possessed sufficient validity and reliability. Sample for this study was selected from the Export Development Board (EDB) and Ministry of Industrial Development (MID). The structured questionnaire, which consists of 208 statements with seven point scale, was used in order to collect the data and the sample consisted of 150 small and medium enterprises in the Western Province. Hence, the unit of analysis was at firm level. CEOs/ HR managers/owner managers/ MDs gave information on behalf of the firms. The data analysis included the univariate, bivariate, and multivariate analysis. Mean, Mode, Median Skweness and Kurtosis are tested under univariate analysis. In order to test hypotheses, correlation, simple and multiple regression techniques were used (Sekaran, 2006). The results of this model were significant.

Conclusions

The research revealed that, there are positive relationships between HRM practices and HR outcomes of employee attitudes, and behaviours. It is concluded that there is a positive and relatively weak relationship between HRM practices and HR outcomes of employee attitudes, and behavours in small and medium enterprises in the Western Province in Sri Lanka.

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ACHIEVING COMPETITIVE ADVANTAGE IN BANKING SECTOR USING IS/IT: SET OF GUIDELINES TO STRATEGIC MANAGEMENT

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Key words: Competitive advantage, Porter's Framework, Enablers and Inhibitors for IS/IT adoption, CSFs

Introduction

As businesses evolve overtime, competition keeps increasing. Those that survive are those that innovate and adapt. It is such a period that exists in developing countries today with many key players in many industries, which survived generations, are forced to close down due to them being uncompetitive. Newer organizations incorporating a high degree of agile processes and continually transforming have taken over industries.

Competitive Advantage is a Common term used within Organization Success factors, because when there is a Competitive advantage for a Business it had to stand out from other competitors. Organizations use many formulations and strategies. According to Porter (1985), mentioned that he proposed that to gain the competitive advantage, the firm must be based on one of three generic strategies. Those are categorized as differentiation, cost leadership and the focus. There are other definitions for this term in modern business etiquette; Treacy and Wiersema (1995) have proposed another popular generic framework for gaining competitive advantage. Within this framework, 'a firm typically will choose to emphasize one of three "value disciplines": product leadership, operational excellence, and customer intimacy.

In modern Organizations in achieving above mentioned Competitive advantage, they are using IS/IT as a supporting ingredient. Many researchers have done that type of studies to figure out how an Organization achieve Competitive advantage through the Strategic use of IS/IT. According to Croteau and Bergeron (2001); Kearns and Lederer (2000); Zhang and Lado (2001) cited in Garg, Joubert and Pellissier (2005) p.33, applications that support to achieve the Competitive advantage are referred to as the strategic management information technology and it helps to achieve the best business performance for the organizations.

The role played by IS/IT in the banking industry worldwide is immense. Cansfield (2008) states "…value in banking is created by the IT systems that create the services that run on the network and are purchased by customers". Cansfield (2008) further states "…the performance of the IT systems should be placed under as much scrutiny as the balance sheet". However the evolution of IS/IT Continued revolutionized the Banking sector from Conventional Transaction Processing System to Online IS applications. Nowadays Banks Comprising on Core Banking applications, and also provide customer services such E-Banking(Electronic Banking) applications, Mobile Banking services, ATM, so this evolution will continue and even strategic decision making is done using IT(Expert Systems).

The huge development and growth of the Banking sector the Information Systems and Information Technology have given more impact to that sector and mean while there is continuous development in Information Systems and Information Technology systems. Indeed it is the potential use of Information Systems and Information Technology as a competitive weapon has become a popular cliché.

Lot of studies had been done to demonstrate the consequence of not being adopt to suitable IS/IT strategy in banking industry. It resulted in market share drops. It is really needed to examine and understand on how to implement effective IS/IT strategy to achieve the competitiveness. This study had formulated guidelines to the Strategic management in the banking sector on how to use IS/IT to gain the competitiveness.

Main Objectives

The aim of this research is to Investigate on How IS/IT Can be use to achieve Competitive advantage in Banking Sector, and by analyzing those findings will lead to set of Guidelines for Strategic Management on how to Use IS/IT Strategically.

As deliverables, the research will produce the following:

- To examine on how to use IS/IT in developing and Implementing Competitive Strategies in Business in General.
- To examine on how to use IS/IT in developing and Implementing Competitive Strategies in Banking Sector.
- To identify Enablers and Inhibitors to develop and implement competitive strategies in the banking sector using IS/IT.
- Set of guidelines to strategic management on how IS/IT could be used in the Banking sector to achieve Competitive advantage.

Research Method

The research method adopted for collecting data is secondary data. The study area of this research has been attracted by many researchers, who have studied strategically implementation of IS/IT in banking sector in achieving competitive advantage, and have published their findings over the past few decades. The existence of such a previously acquired knowledge base has enabled the author of this report to use it to critically evaluate, and adopt the findings in achieving the aforesaid research deliverables. The sources of literature for the research would be on-line libraries, electronic journals, government web sites and web sites of research. Following are the main credible sources used; Science Direct online library, Emerald Insights online library, Harvard Business journal, Elsevier research journal, additionally Knowledge from other sources such as papers, specialized periodicals, conferences, etc. would also be used as appropriate.

Discussion of findings

By the literature review, the study had found that there is a difference between competitive strategies use in business and competitive strategies that are uses in the banking sector. The literature review had been done, in focusing on the business in general and then narrow down to banking sector, Also then study had examined the enablers and inhibitors to develop and implement competitive strategies in banking sector.

Based on the findings, identified that in business it focuses on Product differentiation, which means providing the Customer a verity of product and services using IS/IT. Cost leadership, which means the Organization, becomes a low cost producer, which can give the benefit to the customer with quality products in lower cost. For the business high profits can be gained. Cost focus, which means business, goes for lower-cost advantage in one market segment or small number. In here the product or service can be basic perhaps a similar product to the higher price.

Base on the findings on specifically in the banking sector, it highly focus on Differentiation of services through IS/IT. Also banking sector those are focus on Cost Leadership, Cost Focus, Differentiation Focus and Customer Intimacy.

There is a difference between general business competitive strategy development using IS/IT and banking sector competitive strategy development. Banking service highly focusing on providing customer satisfactory services.

According to the banking sector, two other competitive strategies those are formulating to gain the competitive advantage, other than the business in general. Both strategies are very much focus on customer aspect. Those are differentiation focus, which means provide differentiation for specific market segment, and for the bank side, it is beneficial by the higher prices for those services. And the other one is the customer intimacy, which means treat the customer as the key person in the business processes, and change the business according to the customer.

At last study had been identified the enablers and inhibitors in developing and implementing competitive strategies in banking sector using IS/IT. Summarized table of the findings given below

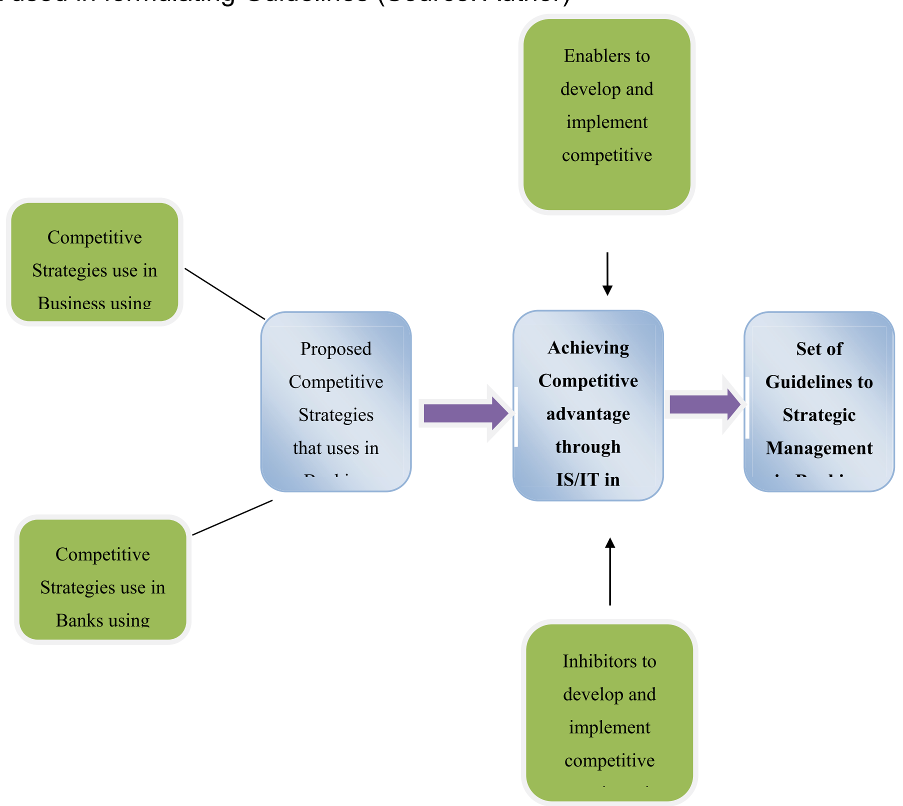
Table 1: Enablers and Inhibitors in developing competitive strategies in banking sector using IS/IT. Source: Author

Enablers	Inhibitors
Senior executive support on IS/IT	IS/IT and business lack close relationships
IS/IT involved in strategy development	IT does not prioritize well
IT understands business	IS/IT fails to meet its commitments
IT efforts are well prioritized	IS/IT does not understand business
IT, non-IT have close relationship	Senior executives do not support IS/IT
IT shows strong leadership	IS/IT management lacks leadership

Those above are also considered as critical success factors in formulating the guidelines to the strategic management. Accordant the findings then research had been formulated the guidelines to the strategic management to follow in the banking sector.

Following dynamic framework which can be used repetitively at different times, The Input to the framework is from the four key components depicted as rounded corner rectangles. The data is input to the framework and the Critical Success Factor analysis is done and formulates. Output presented as guidelines to strategic management.

Figure 1: Framework used in formulating Guidelines (Source: Author)



By following the competitive strategy the organization can gain the competitive advantage as the output. Following are the set of guidelines to follow to the strategic management of the banking sector.

- Senior Executive level of the bank must support on IS/IT development activities.
- IS/IT must use in strategy development process in bank.
- Let IS/IT to understand the business processes
- Make IS/IT efforts well prioritized
- Make IS/IT people and Non-IT people to have close relationship
- Make IS/IT as a Leader in providing banking services

Those are the formulated guidelines in achieving competitive advantage by developing and implementing competitive strategy through the strategic use of IS/IT within the banking sector.

Conclusion

It is evident that the successful implementation of competitive strategy using IS/IT depends on many critical success factors. By emphasising the above enablers and implement them in the selected banking sector organization, it will be a success on use of IS/IT to gain the competitive advantage.

Furthermore it can be concluded that the factors on senior executive support on IS/IT, IS/IT involved in strategy development, the level of IT understands business, IT efforts are well prioritized, IT and non-IT have close relationship and IT shows strong leadership were found as the commonly listed critical success factors for suggestions for gain competitive advantage from successful implementation of IS/IT related competitive strategy in the banking sector.

These guidelines highlights the need of rethinking the ‘Institutional’ success factors in a more critical manner for process enhancement for successful implementation IS/IT to gain competitive advantage in the banking sector.

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LOYALTY WITH COX'S BAZAR IN BANGLADESH: THE MODERATING EFFECT OF VISITORS' DEMOGRAPHIC

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Key words: Visitor's Demographic, Loyalty, destination, Bangladesh

Introduction and Objectives

In the present highly competitive markets, destination loyalty is a key driver of performance, making its measurement and management decisive. The concept of loyalty has been used by academics and practitioners for a long time as an important benchmark for developing effective business strategy (Oppermann 2000). In the literature, loyalty behavior has generally been regarded as a desirable area of research (Alegre and Juaneda 2006) because, among other things, it is thought that firstly, the marketing costs need to attract loyal visitors are lower than those required for non-loyal visitors; secondly, a return (loyalty) is a positive indicator of one's satisfaction; thirdly, positive attitude of high repeaters increases their likelihood to return (Operman 1998; Alegre and Juaneda 2006). Most studies on destination loyalty take a collective standpoint and do not consider visitors' demographic segment-specific. Thus the present study has examined visitors' segments in developing destination loyalty based on gender, age, and level education using a destination loyalty model, which is empirically validated, at the destination level. These visitors' segments were selected because they have drawn much attention in the consumer behavior literature but few are found in tourism and hospitality literature as well.

Research Methods

This study used a combination of qualitative and quantitative research methods, which has become increasingly popular in recent years (Bryman 2006) as mixed methods approach. Since the author interested in developing an acceptable quality, satisfaction, and loyalty model in the context of Cox's Bazar, Bangladesh, the author conducted 25 interviews in the field for contextualization (Quaddus and Xu 2005). Out of these 25 interviews, 15 most informative interviews were transcribed for further analysis. Since this field interview was more exploratory than confirmatory in nature, the study choses 'content analyses in analysing the interview transcripts (Berg 2001). After three round of revisions total 12 factors and 71 measures were identified for the proposed framework. In quantitative phase in total 602 completed samples were collected with a set of four rounded pre-tested structured questionnaires using 6 point Likert Scale. In order to assess the structural model, a similar procedure is performed by splitting data into two groups for gender, age and level of education each. Bootstrapping analysis was employed to derive the path coefficients (β) and standard error of the mean to fill the condition multigrain analysis and associate t-values to determine the statistical significance of both groups on different paths in the model. In this analysis, the Smith-Satter wait test was employed because the samples are not distributed normally and the variances of the group are not equal (Chin 2000; Moores and Chang, 2006). According to this procedure, a t-test is calculated by the following equation.

$$t = \frac{Path_{sample\_1} - Path_{sample\_2}}{\sqrt{S.E.^{2}_{sample1} + S.E.^{2}_{sample2}}}$$

Where t= t-value for statistical decision making; Path Sample_1= Path coefficient for sample 1 (example for gender, males); Path $_{Sample}$_2= Path coefficient for sample 2 (example for gender females); S.E^2. $_{Sample}$ 1= Standard error for sample 1 (which can obtain from PLS based bootstrapping sample 1, i.e. male); S.E^2. $_{Sample}$2= Standard error for sample 2 (which can obtain from PLS based bootstrapping of sample 2 i.e. female). In general, the path sample refers to the value of the path coefficient of the subgroup, whereas S.E refers to the standard error of the subgroup.

Results and Discussion

On the PLS based bootstrapping analysis following tables present the results of the value of path coefficient and standard error of each subsample. Calculation of t-statistic and their associate p value conducted manually using SPSS software to determine the significant effect of gender, age and level of education in the destination loyalty process. To recall, three hypotheses, namely H1, H12 and H12, were developed. In following sections are briefly presented based on statistical outcome.

Gender: With regards to the structural models based on gender, in the PDL process found that path coefficient and R2 values are different for male respondents and Female respondent. The result showed that gender does not moderate any path of the model's relationships. It was found that male and female users follow a similar pattern of perception development in forming destination loyalty assessments and choice behavioural outcomes. Thus no significant difference is found between men and women in the process of PDL for Cox's Bazar, Bangladesh.

Age: In respect to the structural models based on Age, in the PDL process found that path coefficient and R2 values are different for age below 30 years respondents and the respondents' age 30 years and above. Age moderates three relationships of the proposed model; Perceived Intrinsic cues → Perceived Quality, Perceived Warranty → Perceived Risk, and Perceived Price → Perceived Risk. In all situations, the structural relationships are different.

Education: Thirdly in respect to the structural models based on level of education in the PDL process, it is found that that path coefficient (β) and R2 values are different between respondents of education level below university and the respondents of education level university and above.

It is found from PLS based statistical analysis that education level moderates four of the model's relationships. This outcome indicates visitors who have below university degree are much conscious about the price of difference services and products of the concern destination whereas higher education group considered opposite.

Conclusions

These research findings validate the proposed model that examined the antecedents and outcomes of tourism consumers' loyalty at the destination level of Bangladesh.it is found that PDL is combination of multidimensional constructs as there is no single unit to be formed. Secondly, the effect of demographic variables; gender, age, and level of education on different paths of the proposed loyalty model included for strengthen existing literature.The effect of demographic variables; gender, age, and level of education on different paths (Fig) of the proposed loyalty model included for strengthen existing literature. This research contributes to the current knowledge by filling a gap in the tourism literature regarding the moderating effects of visitors' demographics on the PDL process.

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PROGRAMME OF SCIENTIFIC SESSIONS

Date : 08.12.2017
Venue : Sri Lanka Foundation, Colombo 07

SESSION ONE
Venue : Main Auditorium

Chair : Prof Dr. Michael R. Reed

Rapporteur: Mr Madhawa Ranawaka

Guest Presentation

11.00 am - 11.30 am , Prof. Dr. Mirza Barjees Baig, "Changing agriculture in Saudi Arabia in search of new innovative Agri-business sphere and strategies"

11.30 am – 12.00 noon, Dona Ganeesha Priyangika Kaluarachchi, "The effect of financial statement disclosure on changes in stock prices: empirical evidence of Colombo stock exchange"

12.00 noon – 12.30 pm, Dr Lynsey Hollywood, Dr Sinead Furey, Professor Una McMahon-Beattie, Dr Amy Burns & Dr Ruth "Healthy food environments: assessing the healthiness of food retail promotional offers"

12.30 pm – 1.00 pm , K.L.E. Gihani , D.M.E. Wedage, ,"Influence of health and safety practices on employees' job satisfaction in paint manufacturing industry"

SESSION TWO
Venue: Hall Number 01

Chair: Dr. Sainey Faye,

Rapporteur: Ms Supipi Bandara

Guest Presentation

11.00 am – 11.30 am , Dr. A. B. Md. Rahmatullah, "Opportunities of Business in Bangladesh Economy".

11.30am – 12.00 noon, Madhuroshani U.H.I and Wijethunga W.M.H.U, "The impact of awareness on e-banking on e-banking adoption: with special reference to banking consumers in Sri Lanka"

12.00 noon – 12.30 pm, M.S.Elapata, R.P.Mahaliyanaarachchi,, " Performance of the occupational health and safety programs: a case study in a fruit and vegetable processing factory in Sri Lanka"

12.30 pm – 1.00 pm, Wickrama Hewage Thejani Madhuhansi,," The study of determining the factors affecting on green purchase intention of Sri Lankan market"

1.00 pm – 2.00pm LUNCH

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Chair: Prof. Dr. Mirza Barjees Baig

Rapporteur: Mr Deshanath Kulasinghe

Guest Presentation I

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Guest Presentation *II*

2.30 pm - 3.00 pm, Dr. Sainey Faye, "Why research is the gate for development of business management".

3.00 pm – 3.30 pm, Sazu Sardar , Dr. Md. Enayet Hossain, Factors affecting visitor satisfaction: an empirical study on the Paharpur Buddha Vihara, Naogaon, Rajshahi

3.30 pm -4.00 pm , Ruwan Ranasinghe, Tthe role of international stereotypes in shaping national image, destination image and behavioral intention: evidence from Taiwanese tourists in China

4.00 pm -4.30 pm , W.A.S.Weerakkody, An empirical investigation of the impact of human resource management practices on human resource outcomes in small and medium scale manufacturing firms in Sri Lanka

SESSION FOUR
Venue: Hall Number One

Chair: Prof. Paul Humphreys

Rapporteur: Ms. Anushika Elangasinghe

Guest Presentation I

2.00 pm -2.30 pm , Mr Michele Maccari, Public Private Partnership and Sustainable Tourism - Case study on Sao Tone and Principe islands

Guest Presentation *II*

2.30 pm -3.00 pm, Dr. Md. Enayet Hossain, Loyalty with Cox's Bazar in Bangladesh: The Moderating Effect of Visitors' Demographic

3.00 pm – 3.30 pm, Rubina Barjees, Empowering women through small business in AJK (Pakistan)

3.30 pm -4.00 pm , Md. Ikbal Hossain , Dr. Md. Enayet Hossain, Factors affecting visitors' satisfaction toward Puthia Rajbari in Rajshahi, Bangladesh

4.00 pm – 4.30 pm, Madhawa Ranawake, Achieving competitive advantage in banking sector using IS/IT: set of guidelines to strategic management

4.30 pm – 5.00 pm , Sazu Sardar, Ms. Suvra Rani Chanda, Dr. Md. Omar Faruk Sarker, Consumer perception towards different toothpaste brands in Bangladesh

INTERNATIONAL

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08TH DECEMBER 2017

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Business School of IDM Nations Campus, Sri Lanka

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Business School, Bucks New University, UK
Business School of Ulster University, UK,
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ISBN 978-955-3686-00-8