

Editorial

Chief
Editors'
Note

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Dear Readers,

It is with great pleasure that we present to you Volume Six, Issue One of the Sri Lanka Journal of Management Studies (SLJMS). As the Editors-in-Chief, we are thrilled to witness the continued growth and success of our esteemed publication. Over the past six years, SLJMS has firmly established itself as a leading platform for cutting-edge research in the field of management studies.

This issue includes a diverse range of articles that research into critical aspects of business and management. The articles in this volume offer valuable insights and practical implications for both academics and practitioners. Furthermore, we are delighted to include a book review in this issue, which serves as a valuable resource for our readers. The review provides a critical analysis of the book "*Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management*" by David B. Grant, Alexander Trautrim, and Chee Yew Wong, highlighting its significance in the domain of sustainable business practices.

The Volume six, Issue one of the Sri Lanka Journal of Management Studies (SLJMS) consists of seven articles and one book review under the following headings.

Journal Articles

- Distributional Incidence of Indirect Taxation on Consumer Groups: Sri Lankan Perspectives.
- Multiple Mediation and Moderation Variables Effect and Review: Statistical Analysis with a Multiple Independent Variables.
- Food for Thought: The Effect on Employee Relations on Employee Performance with Special Reference to Food and Beverage Operations in Hotel Industry.
- Enhancing Operational Efficiency in Hospital Maintenance Units: Lessons learned from the National Hospital of Sri Lanka.
- Discovering Innovative Destination Branding Strategies through Digital Marketing: A Bibliometric Analysis.
- Mitigating Investor Overconfidence: Insights from Behavioral Finance with Reference to the Colombo Stock Exchange.
- Utilizing Digital Functional Touchpoints to Formulate Brand Loyalty among Millennial Consumers.

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- Customer Shopping Value on Brand Loyalty: Mediating Role of Customer Satisfaction: A Study on E-Commerce Industry in Western Province, Sri Lanka.

Book Reviews

- Book Review on David B. Grant, Alexander Trautrim, And Chee Yew Wong (2017). Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Second Edition. | New York: Kogan Page Ltd, | Revised, ISBN

We would like to thank all the researchers who have given us their work, and also our committed team of reviewers and editors who have put in a lot of effort to uphold the rigorous standards of SLJMS. Their inputs have been crucial in shaping this edition and guaranteeing its significance and influence.

As we move forward, we are confident that SLJMS will continue to be a beacon of excellence in the field of management studies. We remain committed to publishing cutting-edge research that pushes the boundaries of knowledge and inspires further exploration and innovation.

We invite all researchers, scholars, and professionals to contribute their work to SLJMS and join us in our mission to advance the understanding and practice of management. Your participation is crucial in ensuring the continued success and growth of our journal.

Best Regards,

Professor Nalin Abeysekera

Editor-in-Chief, Sri Lanka Journal of Management Studies (SLJMS)

About the Editor-in-Chief

Professor Nalin Abeysekera is attached to the Department of Marketing Management, Faculty of Management Studies of the Open University of Sri Lanka. Professor Abeysekera is currently serving as the Dean of the Faculty of Management Studies of the Open University of Sri Lanka. He is a graduate of the University of Sri Jayewardenepura with B.Sc. Marketing (special). Professor Abeysekera is a Chartered Marketer and Member of the Sri Lanka Institute of-

Marketing (SLIM) and consultant with over fifteen years of experience. He is a Senior Lecturer for Strategic Management, Marketing, and Research Methodology with research and lecturing experience in Canada, Dubai, Singapore, Oman, and Qatar. He served as the Chairperson of the first International Conference on Management and Entrepreneurship (ICOME) 2022 organized by the Faculty Management Studies, Open University of Sri Lanka.

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Professor Abeysekera is serving as visiting lecturer for PhD, DBA and MBA degree programmes for leading National and International universities based in Sri Lanka. In 2018 Professor Abeysekera has been awarded “Outstanding Asian Educator” by the International Association of Scholarly Publishers, Editors & Reviewers (IASPER). Professor Nalin Abeysekera is the Editor-in-Chief of the Sri Lanka Journal of Management Studies and author/co-author of many international journal articles, conference papers, and books. Furthermore, he is serving as a reviewer for many international journals including the Journal of Services Marketing, Journal of Consumer Behavior, Journal of Management Development, Journal of Applied Research in Higher Education and the International Review of Research in Open and Distributed Learning (IRRODL). He received the best reviewer award awarded by International Journal in Contemporary Management Research in 2010, a B-Graded Journal by ERA (Excellence in Research in Australia).

Professor Abeysekera is the recipient of three gold medals (Strategic Management, Marketing Management, and Dissertation) for his performance in his Master’s degree from the University of Colombo, Sri Lanka. He completed his Ph.D. in the year 2013 in Leadership and Marketing. Professor Abeysekera in his attempt to socialize knowledge has contributed many articles to leading magazines and national newspapers in Sri Lanka on current issues covering Economics, Education, and Tourism. Professor Abeysekera is serving as supervisor for Ph.D and DBA students in Management and Marketing. He has been featured extensively in TV programs to lead and moderate discussions related to Entrepreneurship, Education and issues on Children. He has also served many panels such as Ph.D. colloquium, Media and IT, and Tourism.

About the Co-Editor-in-Chief

Dr. Chamil W. Senarathne earned his PhD from the School of Economics, Wuhan University of Technology. He received his Bachelor’s Degree in Human Resource Management from the University of Sri Jayewardenepura, Sri Lanka, and a Master’s Degree (MBA in Finance) from the University of Colombo, Sri Lanka. He is a member of the Chartered Institute of Management Accountants (CIMA) in the UK and holds the designation of Chartered Global Management Accountant. Additionally, he is a member of the Institute of Chartered Accountants of Sri Lanka.

Dr. Senarathne has held various academic positions, including Senior Lecturer in the Department of Accounting and Finance at The Open University of Sri Lanka since 2024. He has also served as a lecturer in the Department of Marketing Management at the same institution and as a lecturer and program leader at the Colombo Institute of Research and Psychology. His previous roles in the stockbroking and margin trading industry in Sri Lanka industry include Chief Operating Officer at Bansei Securities Finance Ltd, Chief Financial Officer at Navara Securities Pvt Ltd, and Head of Finance cum Compliance at SMB Securities (Pvt) Ltd. His career began as an audit trainee and progressed to audit manager at H.T. Peiris & Co, Chartered Accountants.

Dr. Senarathne's teaching experience encompasses a wide range of subjects, including economics, financial econometrics, corporate finance, and research methodology. His research interests are diverse, focusing on financial econometrics, financial economics, energy economics, capital markets, blockchain technology, and cryptocurrency.

In addition to his teaching and research, Dr. Senarathne has made significant academic contributions. He served as the Managing Editor of the Sri Lanka Journal of Management Studies since June 2022 and is on the editorial boards of several journals, including the International Journal of Applied Behavioral Economics and the International Journal of Business and Economics. He has also participated in various conference committees, serving as a track chair and coordinator for doctoral colloquiums.