

# International Conference on Advanced



## Marketing – 2017

26<sup>th</sup> – 27<sup>th</sup> January, 2017, Colombo, Sri Lanka

“Marketing for Next Generation”



### TECHNICAL PROGRAM

#### Inauguration Session

Thursday, 26<sup>th</sup> January 2017 | 07.45 to 09.20 (Anthurium)

07.45 – 08.30	<b>Conference Registration</b>
08.30 – 08.45	<b>National Anthem &amp; Oil Lamp</b>
08.45 – 08.55	<b>Welcome Address by the Program Chair</b> Mr. Isanka P. Gamage ( <i>Co-Founder &amp; Managing Director- The International Institute of Knowledge Management (TIKM), Sri Lanka</i> )
08.55 – 09.10	<b>Speech by the Conference Chair (ICAM 2017)</b> Dr. Ajith Medis ( <i>Head of the Department, Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya</i> )
09.10 – 09.20	<b>Speech by Prof. M J S Wijerathna, Director, Research Council, Kelaniya University</b>

#### Keynote Forum

Thursday, 26<sup>th</sup> January 2017 | 09.20 to 10.20 (Anthurium)

09.20 – 10.05	<b>Keynote Speech by</b> Prof. A. Parasuraman ( <i>Professor of Marketing &amp; Holder of the James W. McLamore Chair, School of Business Administration, University of Miami</i> )
10.05 – 10.20	<b>Q&amp;A Session</b>

10.20 – 10.35	<b>Conference Photograph</b>
10.35 – 10.55	<b>Morning Refreshments</b>

#### TECHNICAL SESSION 01: SERVICE MARKETING

Chaired by Dr. Ajith Medis (University of Kelaniya, Sri Lanka)

Thursday, 26<sup>th</sup> January 2017 | 11.00 to 12.40 (Anthurium)

11.00–11.20	<b>Impact of In-Store Environment Perception on Impulse Purchasing Behaviour at Supermarkets in Trincomalee District, Sri Lanka</b> Mr. Kamalachandran Nirushan ( <i>Department of Management, Eastern University, Sri Lanka</i> )
11.20–11.40	<b>Service Quality and Customer Satisfaction: A Study of Restaurants In Vavuniya Divisional Secretariat</b> Dr. A. Pushpanathan ( <i>Department of Economics and Management, Vavuniya Campus University of Jaffna, Sri Lanka</i> )

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11.40–12.00	<b>An Investigation of Consumer Switching Intention in E-Services</b> Dr. Shashi Shekhar Mishra ( <i>Department of Industrial and Management Engineering, Indian Institute of Technology, Kanpur, India</i> )
12.00-12.20	<b>System Quality and Usage of Internet Banking Functions: Role of Customer Satisfaction</b> R.K. Udani Sachithra Kamburugamuwa , Sutha Sritharan ( <i>Department of Commerce, Eastern University, Sri Lanka</i> )
12.20–12.40	<b>Can the Trans Caspian International Transportation Route (TITR) really link Asia to Europe? An assessment of port service quality (PSQ) in seaports with ROPMIS model</b> Jeyhun Hajiyev ( <i>Chang Gung University ,Taiwan</i> )

### TECHNICAL SESSION 02: MARKETING & PROMOTIONS

Chaired by Mr. Wasantha Kumara (University of Kelaniya, Sri Lanka)

Thursday, 26<sup>th</sup> January 2017 | 11.00 to 13.00 (Orchid)

11.00–11.20	<b>The Effectiveness of Relational Bonds on Customer Loyalty Mediated with Customer Satisfaction: Telecommunication Industry, Batticaloa</b> Ms. Shamini Newton , Ms. Victoria Rosanna Ragel ( <i>Department of Management, Eastern University, Sri Lanka</i> )
11.20–11.40	<b>Impact of Customer Satisfaction and Customer Loyalty on Customer Demand of Private Hospitals: Special Reference to the Jaffna District</b> Mr. S. Sivanenthira ( <i>University of Jaffna, Sri Lanka</i> ), R.K.D Randeni ( <i>University of Jaffna, Sri Lanka</i> )
11.40–12.00	<b>A Stakeholder Perspective of Marketing at the Bottom of the Pyramid (BOP) Market in Sri Lanka</b> Ms. Wasana Jayawickramarathna ( <i>Department of Economics, Finance and Marketing RMIT University , Australia</i> )
12.00-12.20	<b>Exploring the Model for Multimedia Messaging Services Marketing for Special Context</b> Ms. S. Shivany , Ms. Dilogini K , Ms. Grace H Hensman , Ms. K. Kajanthy ( <i>University of Jaffna, Sri Lanka</i> )
12.20–12.40	<b>Role of Retailers on Consumer Product Sales – A Case Study of a Giant Pakistani Retailer Imtiaz Superstore and Tang Pakistan</b> Bushra Akhtar ( <i>Faculty of Management Sciences, Indus University, Pakistan</i> )
12.40–13.00	<b>Impact of Marketing Mix in Brand Preference Special Reference in Lubricant in Market in Jaffna District</b> Dr. S. Rajumesh, ( <i>University of Jaffna, Sri Lanka</i> )

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13.00– 14.00 **Networking Lunch**

### Plenary Speech

Thursday, 26<sup>th</sup> January 2017 | 14.00 – 14.20 (Anthurium)

14.00-14.20 **Plenary Speech on “Inbound Marketing Essentials”**  
Ms. Maitri Meyer (*Founder, Actually Done, USA*)

### TECHNICAL SESSION 03: DIGITAL MARKETING

Chaired by Mr. Sugeeth Patabendige (University of Kelaniya, Sri Lanka)

Thursday, 26<sup>th</sup> January 2017 | 14.25 to 16.25 (Anthurium)

14.25 –14.45	<b>The Mediating Role of Gender in The Process of Purchasing in Online “Buy-It-Now” Auctions</b> Prof. Edyta Rudawska ( <i>Department of Marketing, University of Szczecin, Poland</i> )
14.45 –15.05	<b>Digital Marketing and New Communications Channels</b> Prof. Hanan Arnous ( <i>American University of Kuwait, Canada</i> )
15.05 –15.25	<b>Social Media Description via Social Media Tools and Analysis of 50 Biggest Companies Social Media Usage in Turkey</b> Dr. Betul Onay Dogan ( <i>Istanbul University, Turkey</i> )
15.25 –15.45	<b>OLX: A Step towards New Battlegrounds</b> Dr. M. Ekhlague Ahmed ( <i>Institute of Business Management, Pakistan</i> )
15.45 – 16.05	<b>Antecedents of Facebook Fan Page Loyalty: An Empirical Study of Sri Lankan Facebook Users</b> Ms. W. K. B. F. N. S. Fernando, D.T. Rathnayake ( <i>University of Sri Jayewardenepura, Sri Lanka</i> )
16.05 – 16.25	<b>The Impact of Social Media Marketing on Consumer Behavior and Brand</b> Dr. V. P. Sriram ( <i>Kalasalingam University, India</i> )

### TECHNICAL SESSION 04: SUSTAINABILITY, COOPERATE SOCIAL RESPONSIBILITY, GREEN MARKETING & TOURISM

Chaired by Dr. Sudath Weerasiri (University of Kelaniya, Sri Lanka)

Thursday, 26<sup>th</sup> January 2017 | 14.25 to 16.25 (Orchid)

14.25–14.45	<b>Relationship Between the Dominant Social Paradigm and Environmental Concern in Sri Lankan Economy</b> M.A Sachintha Tharindu Meegama ( <i>University of Sri Jayewardenepura, Sri Lanka</i> )
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14.45 – 15.05	<b>Consumer Attitude towards Sustainability: A Challenge or an Opportunity for Green Marketing</b> Ms.Madhavi Swarnamali Karunaratne ( <i>University of Colombo, Sri Lanka</i> )
15.05– 15.25	<b>Sport Tourism Destination Management Model: The Conceptual Framework Khon Kaen International Marathon</b> Ms. Arunee Hamkhamphai ( <i>Department of Business Administration, Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand</i> )
15.25 –15.45	<b>An Assessment of Viral Marketing Effect on the Selection of Travel Destination by Travellers</b> Ms.Umangi Lasanthika Herat ( <i>Department of Business Management, Wayamba University, Sri Lanka</i> )
15.45 – 16.05	<b>Impact of Sharing Economy on Customer Purchasing Intention in the Hotel Industry in Sri Lanka.</b> Ms. S. I. Wijenayake ( <i>University of Kelaniya, Sri Lanka</i> )
16.05 – 16.25	<b>Is Consumer Social Responsibility an Output of Religiosity</b> Florence Bharathy Kennedy ( <i>Eastern University, Sri Lanka</i> )
16.25 – 16.45	<b>Evening Refreshments</b>

### TECHNICAL SESSION 05: CONSUMER BEHAVIOUR

Chaired by Dr.Bandara Wanninayake (University of Kelaniya, Sri Lanka)

Friday, 27<sup>th</sup> January 2017 | 08.30 to 10.30 (Anthurium)

08.30–08.50	<b>Fusion of Traditionalisation and Modernisation in the Consumption Behavior of the Young Adult Sri Lankan Consumer (Within the Age Range of 18-25 Years)</b> Ms.Chamari Jayani Wijayawardane ( <i>Sanasa Campus Ltd, Sri Lanka</i> )
08.50–09.10	<b>Theorizing Deviant Consumer Socialization: With Special Reference to Compulsive Buying Behavior a Review of Literature</b> Ms. Sachithra Somasiri ( <i>Department of Marketing Management, University of Sri Jayewardenepura, Sri Lanka</i> )
09.10–09.30	<b>Structural Model of Consumer Boycott Against Israeli Products: Evidence From Indonesia</b> Usep Suhud ( <i>Universitas Negeri Jakarta , Indonesia</i> )

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09.30–09.50	<b>Impact of Marketing Mix on Buyer Characteristics Towards The Liquor Products in Jaffna District</b> Mr. V.Kumaradeepan ( <i>University of Jaffna, Sri Lanka</i> )
09.50–10.10	<b>A Religious Based Perspective of Cross Cultural Study on Attitudes Towards Advertisements</b> Mr. Alma.Shameem ( <i>Department of Management, South Eastern University, Sri Lanka</i> )
10.10–10.30	<b>The Role of Perceived Credibility and Perceived Security on Attitude and Its Implication on Mobile Money Usage Intention</b> Usep Suhud ( <i>Universitas Negeri Jakarta, Indonesia</i> )
10.30–11.00	<b>Morning Refreshments</b>

### TECHNICAL SESSION 06: SUPPLY CHAIN/MANAGEMENT/ENTREPRENEURSHIP

Chaired by Dr.Renuka Herath (University of Kelaniya, Sri Lanka)

Friday, 27<sup>th</sup> January 2017 | 11.00 to 12.40 (Anthurium)

11.00–11.20	<b>Critical Factors Influencing Students’ Acceptance of Online Learning Over Traditional Method: An Empirical Study in Sri Lankan Higher Education</b> Upul Piyavi Wijewardene ( <i>Management and Science University, Malaysia</i> )
11.20–11.40	<b>The Strategic Perspectives of Market for Accountants: A Case Of Sri Lanka</b> G .C .P Dabare ( <i>University of Sri Jayawardhanapura, Sri Lanka</i> )
11.40–12.00	<b>Crowdfunding as an Internet Tool Used For Establishing Relationships With a Customer</b> Dr. Małgorzata Wiścicka ( <i>Department of Marketing, University Of Szczecin, Poland</i> )
12.00-12.20	<b>Assessing sustainability in family businesses in Sri Lanka through an effective entrepreneurial process lifecycle</b> Dr. Prasad Neelawala ( <i>School of Business, APIIT City Campus, Sri Lanka</i> )
12.20–12.40	<b>End-User Acceptance of Online Learning: An Integration Of Acceptance Models with User-Centered Design (Ucd) Implications</b> Upul Piyavi Wijewardene ( <i>Management and Science University, Malaysia</i> )
12.40– 13.40	<b>Networking Lunch</b>

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### TECHNICAL SESSION 07: BRAND MANAGEMENT

Chaired by Dr.Ravi Dissanayake (University of Kelaniya, Sri Lanka)

Friday, 27<sup>th</sup> January 2017 | 13.40 to 15.00 (Anthurium)

13.40– 14.00	<b>The Role of Brand Knowledge and Brand Loyalty in Creating Brand Equity in The Telecommunication Industry</b> Dr. Mohamed Ismail Mujahid Hilal ( <i>South Eastern University, Sri Lanka</i> )
14.00 – 14.20	<b>Building Brand Awareness: The Role of Celebrity Endorsement in Advertisements</b> Ms. Rehenuma Rahman ( <i>Department of Accounting, Premier University, Chittagong, Bangladesh</i> )
14.20 – 14.40	<b>Do Brands Matter in Business-to-Business Marketing? A Qualitative Investigation of B2B Branding Practices</b> Dr.Shashi Shekhar Mishra ( <i>Department of Industrial and Management Engineering, Indian Institute of Technology Kanpur,India</i> )
14.40 – 15.00	<b>Impact of Celebrity Worship Motives on Customer Brand Relationship (CBR) Behavior towards Service Sector Endorsed Brands</b> H.L. Neel Wasantha ( <i>Lincoln University College, Malaysia</i> )

### TECHNICAL SESSION 08: SUPPLY CHAIN/MANAGEMENT/ENTREPRENEURSHIP 02

Chaired by Dr.Renuka Herath (University of Kelaniya, Sri Lanka)

Friday, 27<sup>th</sup> January 2017 | 15.00 to 16.00 (Anthurium)

15.00–15.20	<b>The Moderating Effect of Firm Size on the Relationship Between Entrepreneurial Orientation and Market Orientation: Evidences from Sri Lanka.</b> Ms.W.D.N.S.M Tennakoon ( <i>Department of Business Management, Wayamba University, Sri Lanka</i> )
15.20–15.40	<b>Channel Management and Distribution in Print Media with Reference to Newspaper Industry in Tamilnadu, India</b> S. Kundhavai ( <i>Kalasalingam University, India</i> )
15.40–16.00	<b>Marketing Strategy of MSMEs in Post War Market: A Conceptual Framework</b> S.Vaikunthavasan , T.Velnampy & S.Rajumesh ( <i>University of Jaffna, Sri Lanka</i> )
16.00 – 16.20	<b>Evening Refreshments</b>

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### TECHNICAL SESSION 09: SERVICE MARKETING 02

Chaired by Ms. Madhuri Fernando (University of Kelaniya, Sri Lanka)

Friday, 27<sup>th</sup> January 2017 | 16.20 to 17.40 (Anthurium)

16.20 – 16.40	<b>Cab Service Quality in Sri Lanka: A Comparative Study Between Companies and Individual Customers</b> Ms. K.S. Heruppage ( <i>University of Peradeniya</i> ), Mr.A. M. A. Sampath Attanayake (Marketing Department, Samson Rubber Industries (Pvt) Ltd), Mr.Sucharitha Thilakenatha Samarasekara ( <i>Department of Material Science and Engineering, Camso Loadstar (Pvt) Ltd.</i> )
16.40 – 17.00	<b>Impact of Service Quality Gaps Towards the Perceived Service Quality of Municipality Delivery System for Business Growth in Sri Lanka</b> Mr. H. L. Neel Wasantha, (Lincoln University College, Malaysia)
17.00 – 17.20	<b>Human Resource Management Practices and Service Quality - Reference to Private Hospitals in Sri Lanka</b> Lourdes Dilakshini Victor ( <i>Eastern University, Sri Lanka</i> )
17.20 – 17.40	<b>Dimensionality of SERVQUAL: A Case Study in Sri Lankan Veterinary Hospital</b> Ms.Preethi Dissanayake ( <i>University of Peradeniya, Sri Lanka</i> )

Friday, 27<sup>th</sup> January 2017 | 17.50 to 18.30 (Anthurium)

17.50 – 18.25	<b>Conference Concluding and Awarding Ceremony</b>
18.25 – 18.30	<b>Vote of Thanks by</b> Mr. Oshadee Withanawasam ( <i>Co-Founder, CEO &amp; Chairman- The International Institute of Knowledge Management (TIKM), Sri Lanka</i> )

**Saturday, 28<sup>th</sup> January 2017 | Post Conference Tour (Optional)**

**ICAM 2017 Chairman**

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**Dr. Ajith Medis**

(Head of Department, Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka)

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### Evaluation Panel

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- Dr.Bandara Wanninayake
- Mr.Wasantha Kumara
- Mr.Nilantha Perera
- Mr.Saumya Bandara
- Dr.Renuka Herath
- Ms. Madhuri Fernando
- Ms.Maitri Meyer
- Ms.Shanika Wijenayake
- Dr.Ravi Dissanayake
- Ms.Edyta Rudawska
- Ms.Malgorzata Wiscicka

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Silesian University of Technology, Poland



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