16TH INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT
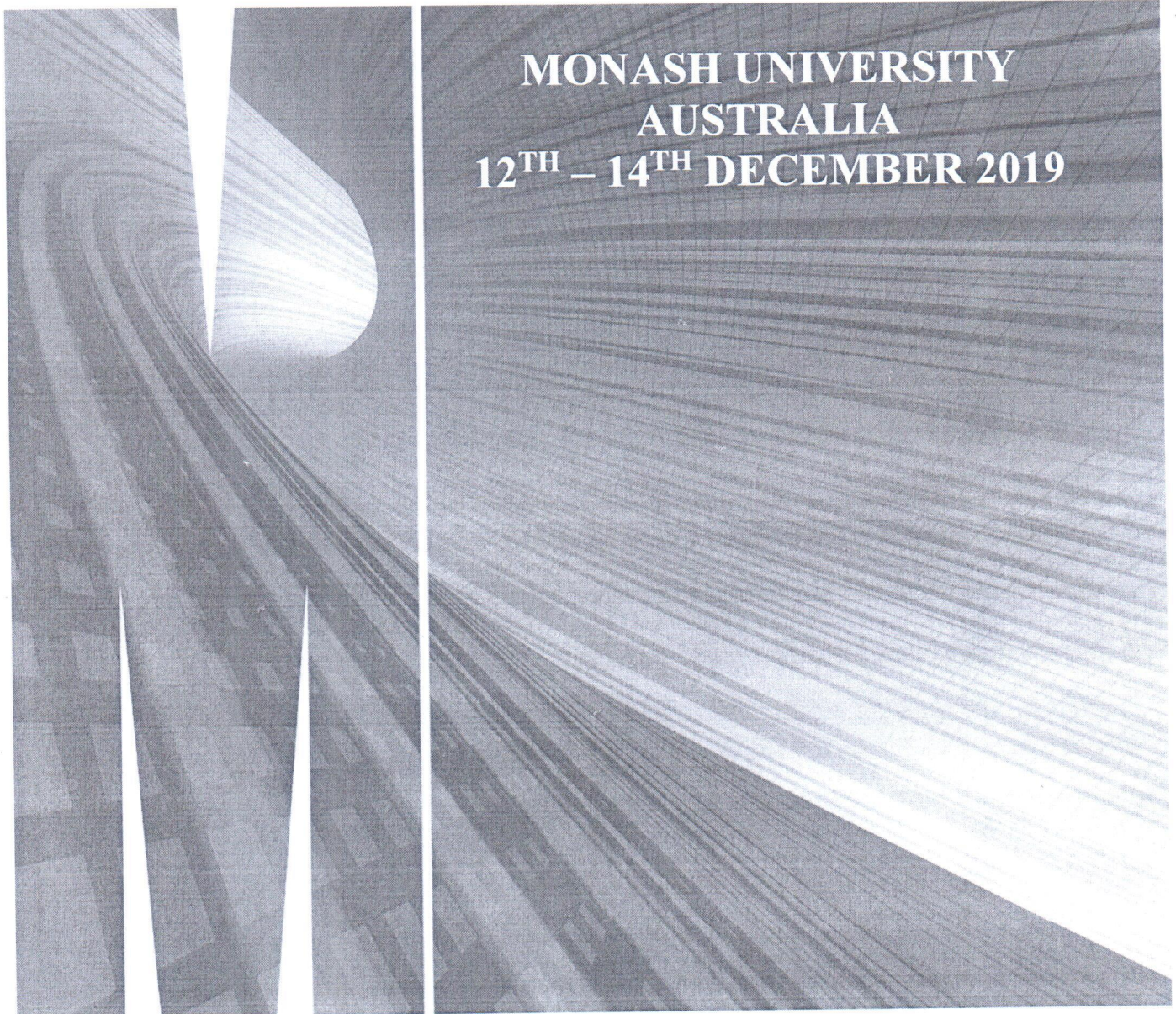
TRANSFORMING KNOWLEDGE INTO ACTION: TOWARDS SUSTAINABLE DEVELOPMENT IN EMERGING ECONOMIES

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force in any society, adopting different mindful consumption practices, it is not clear in the current literature how universal love and spirituality are reflected in their consumption practices. To reveal this, adopting a qualitative approach, 25 in-depth interviews were conducted with consumer activists in Sri Lanka. Findings show that universal love and spirituality are reflected through respect, compassion, responsibility, religion, bonding with the nature and through happiness. Accordingly, the current study shows key policy implications for improving sustainability initiatives in society.

Keywords: Mindful consumption, universal love, spirituality, consumer activists, Sri Lanka

The roles of multinational corporations to enhance rural livelihoods: Cases from Dairy Farmers in Sri Lanka

S. Wijayasinghe, University of Sri Jayewardenepura, Sri Lanka

V. Sachitra, University of Sri Jayewardenepura, Sri Lanka

Abstract

Corporate citizenship seems a new conceptualization of the role of business in society. The impact of MNCs on local firms has been measured at different industry levels, but the rural livelihood perspective is uneven in developing economies. The study aims to identify the roles of MNCs in enhancing the rural livelihoods of dairy farmers in Sri Lanka. A qualitative approach was used. Data were collected from dairy farmers who were directly engaging with MNC subsidiaries operating in the rural community. The MNC has been able to enhance the rural livelihoods of the dairy farmers through knowledge management and execution of initiatives and CSR programs. The MNC has failed to build strong relationships with local authorities and struggled to promote dairy farming as a main source of income. MNC exercises in a developing context are still debated and coordinating and compiling a policy framework with the local authorities could play a significant role in shaping the livelihoods of dairy farmers.

Keywords: Dairy farming, multinational company, rural livelihoods, rural development, Sri Lanka

Disaster risk reduction in academic libraries in Sri Lanka

N.D. Wijayasundara, University of Sri Jayewardenepura, Sri Lanka

Abstract

This study explores the necessity of developing a disaster risk reduction plan and level of preparedness for disasters among academic libraries in Sri Lanka. It presents different types of disasters, natural and man-made, that can take place in academic libraries. Research subjects were the librarians of all 15 state universities. The methodology adopted is mixed-method and data were gathered through questionnaires and interviews. Vulnerability level of each disaster and its impact on academic libraries, as well as the opinions and suggestions of librarians, were given significance. The results revealed that fire is a highly

expected disaster. Results shed light on the fact that disaster risk reduction plans are crucial in academic libraries and emphasizes that every library should adopt a plan in order to safeguard the legacies within them.

Defeating the gendered work culture in engineering: A successful story from sustainability focused engineering start-up in Australia

K. Wijayawardena, University of Wollongong, Australia

S. Almeida, University of Wollongong, Australia

T. McCarthy, University of Wollongong, Australia

N. Zainuddin, University of Wollongong, Australia

Abstract

Workplace inclusion is defined as the 'degree to which an employee perceives that he or she is an esteemed member of the work group and experiences treatment that satisfies his or her needs for belongingness and uniqueness' (Shore et al., 2011, p.1265). The existing inclusive frameworks introduce uniqueness and belongingness as the key constructs of an inclusive work culture (e.g. Mor Barak, 2000; Pless & Maak, 2004; Shore et al., 2011). The major omission, identified here in the existing inclusion literature, is to recognise how an organisational culture helps its stakeholders to nurture the crucial human values for uniqueness and belongingness (Shore, Clevelan, & Sanchez, 2018). This paper attempts to fill the aforementioned gap by introducing sustainability as a mechanism to foster inclusive values within an engineering work culture.

The role of the entrepreneur in the internationalization decision of SMEs: What can we learn from the Technology Acceptance Model (TAM)

A.G.C.S. Wijewardena, University of Colombo, Sri Lanka

R. Samaratunge, Monash Business School, Australia

D. Prajogo, Monash Business School, Australia

Abstract

Despite the vast research on export stimuli and decision to export in Small and Medium Enterprises (SMEs), little is known about how and why SME owners commit themselves to discover international opportunities. Drawing from Technology Acceptance Model (TAM), this research provides novel insights by exploring the factors that drive SME owner commitment to search for opportunities in international