

Editorial Note

Dear Readers, it is with immense pleasure that we present the 10th volume, Issue 01, of Journal of Business Research and Insights, a bi-annual publication by the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka. This publication formerly known as Vidyodaya Journal of Management, retains its original name for volumes 01 through 09. We are grateful for the contributors, including authors, reviewers, editors, and all the supportive staff, for the commendable contributions.

Regarding the paper contributions to this successful publication, the first article addresses the interdependencies between the stock markets of Sri Lanka and Asian markets. The study uses the EGARCH (1,1) model and considers the period of 2015-2021. The article considers several countries, including India, China, Pakistan, and Japan. The findings show a notable break in December 2019 reflecting the shifts due to COVID-19.

The second article examines the intentions and social entrepreneurship among non-STEM university students' in Sri Lanka addressing a particularly timely and relevant topic. The findings present that under socio-economic constraints, prevailed in the country, those undergraduates are more likely to make self-benefiting choices, hence inclined towards self-employment motivation. They suggest considering the insights into developing the educational reforms in the country.

The third article explores the usefulness and ease of use of social media technology such as Facebook as a tool for continuous assessment at a State University, Sri Lanka. The findings indicate that while students found the technology useful, they were less likely to consider it easy to use. This research attempted to contribute to the debate on social media and education.

The fourth article investigates the determinants of profitability in Nepalese non-life companies during two specific periods. The study identified earnings per share and company size as key factors; thus, they suggest considering these findings in refining profitability strategies for non-life insurance firms in Nepal.

The fifth paper aims at the Northern Province of Sri Lanka, highlighting how third-party logistics and technology adaptation can enhance supply chain

robustness and maximize farmers' rewards. The results reveal positive impacts, suggesting new strategies for enhancing agricultural activities.

The sixth paper examines opportunities for women in upper management positions, addressing gender disparities in Sri Lankan companies. The paper highlights the impact of cultural and political influences as well as the lack of female role models on these disparities.

Paper number seven's focus is on another interesting feature of the Z generation's engagement in some selected Sri Lankan large scale apparel industries. The study used 364 employees from the Z generation and found significant positive impacts from both individual and organizational antecedents. Therefore, the results offer guidance for developing policies to enhance engagement among young employees in the sector.

The eighth paper explored whether financial risk tolerance influences the willingness of university students in Sri Lanka to invest in cryptocurrency. Following the theory of planned behavior, the study finds that attitudes, subjective norms, and perceived behavior control significantly influence the intention but not the financial tolerance. The insights from this research are important to policymakers, shedding light on the driving factors behind cryptocurrency investment behavior in emerging markets.

In conclusion, we invite you to enjoy reading and harness the knowledge shared and contribute to further research in the realm of business and management, thus broadening our understanding and insights within this dynamic field to ensure a better future.

Warm regards,

Co-Editors in Chief

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