

# **Journal of Management Matters**

**Volume 10 Number 2 December 2023**

## **Editorial Note**

Dear Readers,

We are delighted to present the issue 2 of the 10<sup>th</sup> volume of the Journal of Management Matters, a refereed bi-annual journal published by the Faculty of Management Studies of Rajarata University of Sri Lanka. In this issue, we continue to explore and celebrate the diverse and innovative research contributions of our scholarly community. The manuscripts received to the journal were reviewed by at least by two renowned reviewers. Based on reviewer's comments, authors were asked to revise and resubmit their manuscripts. Finally, we selected five manuscripts for the publication of the current issue of the journal.

This issue covers a wide array of topics, providing new theoretical, methodological, and practical insight in the field of management. Ratnayake and Eranda delved into the purpose of examining how police officers uphold the reputation of their department through public speeches. Their findings indicate that factors such as community trust, effective communication, and interpersonal skills play pivotal roles in shaping corporate reputation. Samarasinghe and Dassanayake's research focused on determining the factors influencing the acceptance of mobile learning. Contrary to conventional assumptions, their study highlights "self-management of learning" as the most influential factor, overshadowing the expected significance of "performance expectancy," which surprisingly shows no direct impact on mobile learning acceptance. Dassanayake investigated the connections between demographic factors and traveler preferences among prospective Indian travelers through 919 online surveys. The study reveals that trip attributes such as type, duration, accommodation, and transportation are closely linked to specific combinations of income, education, and age. Upananda and Jayathilake conducted a study aimed at assessing the impact of Facebook advertising on brand awareness and purchase intention. Their findings suggest that while Facebook advertising and electronic word-of-mouth (eWOM) indirectly influence purchase intention, they have a significant positive relationship. Dewmini, Wijekumara, and Sugathadasa examined the impact of digital financial literacy on the financial behavior of management undergraduates in Sri Lankan state universities. Their study underscores the importance of educational policies that encourage collaborations between financial institutions and universities to implement practical initiatives aimed at enhancing students' real-world application of digital financial knowledge.

We take this opportunity to acknowledge all the authors for their contribution to the journal by submitting their research articles. We are also very grateful to all reviewers for providing quality inputs to the submitted articles. Further, we would like to thank editorial assistants of the journal for their support rendered to the editorial board to bring out the issue 2 of volume 10 in the scheduled time.