

South Asian Journal of Business Insights

South Asian Journal of Business Insights
2022, 2 (2)
ISSN 2773-7012(print)
ISSN 2773-6997(online)
© 2022, Faculty of Management and Finance
University of Ruhuna, Sri Lanka



Contents

Editorial Note <i>T.R. Wijesundara</i>	01-02
Determinants of Customer Satisfaction in the Mobile Telecommunications Service Industry <i>A.C. Karunaratna, P.A.P.S. Kumara</i>	03-25
Undergraduates' Satisfaction with Zoom e-learning Application: Empirical Evidence from Management Undergraduates <i>A.H. Isuru Chandradasa, B.L. Galhena</i>	26-45
Big Five Personality Traits and Entrepreneurial Intention: An Empirical Evidence from Sri Lankan State Universities <i>Packiyathan Mathushan, Aruna S. Gamage</i>	46-67
Authenticity: Multiple-item Scale Development and Validation <i>W.M.R. Laksiri</i>	68-89
Facebook Community is Judgmental: A Symbolic Interaction Perspective on Context Collapse and Identity Construction of Youth on Social Networking Site <i>Uchitha Wijesinghe, Ruwangi Chandrasekara and Dinuka Wijetunga</i>	90- 107