South Asian Journal of Business Insights

South Asian Journal of Business Insights 2023, 3 (1) ISSN 2773-7012(print) ISSN 2773-6997(online) © 2023, Faculty of Management and Finance University of Ruhuna, Sri Lanka



Contents

| Editorial Note | 01-02 |
|--|--------|
| T.R. Wijesundara | |
| Examining the Role of Advertising Value Perceptions in Driving | |
| Engagement: A Framework for Assessing Hotel/Restaurant Paid Advertising Effectiveness on Facebook | |
| Thanuka Mahesha de Silva | 03-25 |
| Business Rules Driven Automated Quality Assurance Governance | |
| System for Higher Education | |
| H.M.C. Pushpakumara, Prasad M. Jayaweera, and M.K. Wanniarachchige | 26-46 |
| Impact of Psychological Empowerment on Organizational | |
| Citizenship Behaviour: A Study of Private Insurance | |
| Companies in the Northern Province, Sri Lanka | |
| T. Raveendran | 47-69 |
| A Bibliometric Analysis of Data Governance Research: | |
| Trends, Collaborations, and Future Directions | |
| B.B.D.S. Abeykoon, A.B. Sirisena | 70-92 |
| Factors Affecting Postgraduate Student's Intention in Using | |
| an E-examination System During the Covid-19 Pandemic: | |
| Application of UTAUT Model | |
| B.D.T.M. Kamalasena, A.B. Sirisena | 93-116 |