



Editorial

Introduction

I am pleased to present Volume 3 Issue 1 of the South Asian Journal of Business Insight (SAJBI), the official journal of the Faculty of Management and Finance, University of Ruhuna, Sri Lanka. In a world characterized by rapid technological advancements and ever-shifting market dynamics, businesses are faced with an unprecedented opportunity to innovate and thrive. Research helps businesses to understand these opportunities and to become innovative. We hope that research journals, such as SAJBI, would be a suitable platform for sharing business-related knowledge among academics and industry practitioners. To uphold the excellence of the research papers featured in the journal, a meticulous peer-review procedure was followed for each submission. Distinguished academics with substantial expertise in the respective fields undertook the responsibility of reviewing the papers.

Articles Presented in this Issue

The first paper titled “Examining the role of advertising value perceptions in driving engagement: A Framework for assessing hotel/restaurant paid advertising effectiveness on Facebook” by Thanuka Mahesha de Silva from the University of Ruhuna presents a comprehensive framework for assessing Facebook paid advertising effectiveness, incorporating antecedents of Facebook advertising value and the effect of this advertising value on advertising engagement. Author highlights the importance of determining Facebook advertising campaign success with respect to its ability to influence both customer perceptions and online behaviors.

The second paper titled “Business Rules Driven Automated Quality Assurance Governance System for Higher Education” authored by H.M.C. Pushpakumara, Prasad M. Jayaweera and M.K. Wanniarachige, from the University of Ruhuna and University of Sri Jayewardenepura

suggest that rigid rule implementations may make the system inflexible and create stakeholder resistance.

The third paper concludes by highlighting the need for empowerment of employees for promoting organizational citizenship behaviour among the employees of the insurance sector. The author of this paper is T. Raveendran from the University of Jaffna.

The fourth paper titled ‘A Bibliometric Analysis of Data Governance Research: Trends, Collaborations, and Future Directions’ by B.B.D.S. Abeykoon and A.B. Sirisena from the University of Ruhuna is based on the performance analysis technique and science mapping technique in bibliometric analysis.

The fifth paper titled “Factors affecting postgraduate student’s intention in using an e-examination system during the Covid-19 Pandemic: Application of UTAUT model” authored by B.D.T.M. Kamalaseena and A.B. Sirisena from the University of Ruhuna contributes to the theory by filling the existing gap in the literature about the student’s perspective on using an e-exam system.

Concluding Remarks

Given that each author has directed their attention towards distinct facets of business insights, I hold a firm conviction that this issue will make a substantial contribution to the advancement of business knowledge, encompassing both scholarly and practical dimensions.

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Editor-in-chief
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