



**MONASH** University  
MONASH BUSINESS SCHOOL



UNIVERSITY OF SRI  
JAYEWARDENEPURA



# 16<sup>TH</sup> INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT

**TRANSFORMING KNOWLEDGE INTO ACTION:  
TOWARDS SUSTAINABLE DEVELOPMENT IN  
EMERGING ECONOMIES**

**MONASH UNIVERSITY  
AUSTRALIA  
12<sup>TH</sup> – 14<sup>TH</sup> DECEMBER 2019**

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## SESSION 1.3

**Track: Organization Studies**  
**Room: H901**  
**Chair: Quamrul Alam**

How customer mistreatment impacts employee work outcomes:  
A self-determination theory perspective

- Jiuming Chen, RMIT University, Australia
- Haiying Kang, RMIT University, Australia
- Ying Wang, RMIT University, Australia

Linking the relationship of identification and job satisfaction:  
From ethical work climate perspective

- Asma Imran, COMSATS University, Pakistan
- Summarira Malik, COMSATS University, Pakistan
- Qamar Zaman, Minhaj University, Pakistan
- Waseem Yousaf, Minhaj University, Pakistan
- M. Faisa, RMIT University, Australia
- Darkshan Khan, COMSATS University, Pakistan

Linking the relationship of whistle-blowing triangle and whistle-  
blowing intentions through the lens of moral intensity: An  
empirical evidence from Pakistan

- Waseem Yousaf, Minhaj University, Pakistan
- Qamar Zaman, Minhaj University, Pakistan
- Asma Imran, COMSATS University, Pakistan
- Umair Abbas, Minhaj University, Pakistan

## SESSION 1.4

**Track: Entrepreneurship I**  
**Room: H914**  
**Chair: M.D. Pushpakumari**

Entrepreneurial success of immigrant communities: Sri Lankans  
in Japan

- H.D. Karunaratne, University of Colombo, Sri Lanka

Exploring the reasons for slow growth rate among women  
entrepreneurs in Malaysia

- Joanna Claire Miranda, Sunway University, Malaysia

Patterns of women entrepreneurship: A qualitative study in Sri  
Lanka

- Thasika Yogeswaran, University of Jaffna, Sri Lanka
- Grace Hyacinth Hensman, University of Jaffna, Sri Lanka
- Dilogini Kurunathan, University of Jaffna, Sri Lanka

### **Patterns of women entrepreneurship: A qualitative study in Sri Lanka**

T. Yogeswaran, University of Jaffna, Sri Lanka

G.H. Hensman, University of Jaffna, Sri Lanka

D. Kurunathan, University of Jaffna, Sri Lanka

#### ***Abstract***

Entrepreneurship in Sri Lanka shows its great importance in socio-economic growth. Though it was dominated by males, it has now moved into a new trend where female starts new business ventures. Development of female entrepreneurs is a value-added point to the development and success of nations like Japan and Spain. But women entrepreneurs face many challenges, but motivational factors behind their own business encourage them to run this race. This study helped to discover the critical challenges, motivational factors and the optimal balance that could be drawn through these contrary factors. Data were collected by semi-structured, in-depth interviews with 25 women entrepreneurs from different sectors. Through the findings, a new model has been developed. This model depicts how the challenges and motivational factors meet at one point and finally lead to the entrepreneurial success which is the optimal balance of women entrepreneurs.

**Keywords:** Challenges, entrepreneurship, motivational factors, women, Sri Lanka

### **Linking the relationship of whistle-blowing triangle and whistle-blowing intentions through the lens of moral intensity: Empirical evidence from Pakistan**

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#### ***Abstract***

This study investigates the relationship between whistle-blowing triangle having components such as pressure or financial incentives, opportunity, rationalization and whistle-blowing intentions by focusing on the moral intensity playing a moderating role in the Pakistani context to enhance the body of information on this subject. The sample is taken from the Karachi Stock Exchange of Pakistan registered audit firms. PLS-PM method based-analysis results found a significant relationship between whistle-blowing triangle components, whistle-blowing intentions and moral intensity. We found that in Pakistan the most significant predictor of an auditor's intentions to report wrongdoing is opportunity. Pressure or financial incentives and rationalization, the other components of whistle-blowing triangle, also play a vital role in assisting the auditor's intentions. In Pakistan opportunity is the priority factor to enhance auditors'