

SLJM

Sri Lanka Journal of Marketing is one the main publications of the Department of Marketing Management, University of Kelaniya. Main focus of the journal is to draw the attention of both academia and practitioners to the new developments in the field of marketing management whilst giving an opportunity to publish their esteemed marketing related work.

The first issue of the journal especially welcomes theoretically and methodologically diverse articles mainly focused on marketing and consumer behavior. In addition to that contribution from any discipline covering management related aspects is encouraged and considered.

This call is open and competitive, and the submitted papers will be **doubled blind reviewed as per the editorial policies of Sri Lanka Journal of Marketing**. Submitted papers should be original materials which are not accepted by, or under consideration with, any other journal.

In this issue, we invite all of you to submit your manuscripts (full papers). Please submit the soft copy of your papers (manuscripts) to email address: sljmkl@gmail.com or hard copies to the department.

Selected five papers will be published in the first issue of the Journal as mentioned above. **You are expected to follow the submission guidelines and the ethical considerations attached herewith.**

Anticipated Publication Date: Late May 2014/Early July 2014

Please consult the Chief editor or Sub-editor/s of the Sri Lanka Journal of Marketing for further guidance on format and submission.

Thanking You

Chief Editor

Dr. R.A.S. Weerasiri

Journal Name

Sri Lanka Journal of Marketing

ISSN 1800-4989

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Additional editorial advisory board members will be assigned to the Journal based on the areas of the articles submitted.