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The Journal of ARSYM (JARSYM) is a refereed journal published bi-annually by the Faculty of Business Studies & Finance, Wayamba University of Sri Lanka. The JARSYM aims to disseminate high-quality research findings on various timely topics generated by undergraduate and postgraduate researchers at the Wayamba University of Sri Lanka. Furthermore, it opens up avenues for the undergraduates involved in the industry to share their inventions, state-of-the-art discoveries, and novel ideas. The main philosophy behind the JARSYM is to enhance the research culture within the faculty, thereby within the Wayamba University of Sri Lanka. All research articles submitted are double-blind reviewed before publishing. Views expressed in the research articles are not the views of the Faculty of Business Studies and Finance, Wayamba University of Sri Lanka, or the Editorial Board.

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Aims and Scope

The Journal of ARSYM (JARSYM) is a refereed bi-annual journal committed to publishing undergraduate research papers of the Faculty of Business Studies and Finance, Wayamba University of Sri Lanka. The JARSYM publishes theoretical and empirical papers spanning all the major research fields in business studies and finance. The JARSYM aims to facilitate and encourage undergraduates by providing a platform to impart and share knowledge in the form of high-quality and unique research papers.

Core Principles

- Publication in the Journal of ARSYM is based on the editorial criteria cited and the evaluation of the reviewers (each manuscript will be sent to two reviewers).
- Priority is given to novelty, originality, and the extent of contribution that would make to the particular field.

The journal welcomes and publishes original articles, literature review articles and perspectives and book reviews describing original research in the fields of business studies and finance. The core focus areas of the journal include.

- Accounting
- Banking
- Business strategies and innovations in crisis
- Disaster and crisis management
- E-commerce and business communication
- Economics
- Entrepreneurship and small business
- Finance
- Human resource management and organizational behavior
- Management information systems
- Marketing management
- Operations management
- Risk management and insurance
- Strategic management

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